

ALPHABLUEPRINT

A men's performance and development company. Founder and author: Jason MacDonald.

Build the man who builds millions.

THE BOOK

BUILT, NOT BORN

The Twelve Standards That Build Men Who Build Millions

Most men do not have a knowledge problem. They have a structure problem. BUILT, NOT BORN is the doctrine that fixes it. Written for men 28 to 50, it delivers three pillars and Twelve Standards a man installs in order and runs for life. No memoir. No theory. A blueprint you pick up, install, and run every day. If you want a pep talk, this is not it. If you want a system, this is the one.

AUTHOR

Jason MacDonald

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Self-Help / Personal Development

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ABOUT JASON MACDONALD

Jason MacDonald is an author, speaker, trainer, and leadership coach. He is the founder of AlphaBlueprint, a men's performance and development company headquartered in St. George, Utah, and a Maxwell Leadership Certified Team Member. Jason spent years in sales and leadership, building and running high-performance teams, before developing the system that became AlphaBlueprint. He built the framework because the standard shelf of self-help books offered stories and inspiration but no structure. Men needed a system they could install and run, not another memoir to admire. His book delivers that system across three pillars, Discipline, Mastery, and Domination, and Twelve Standards a man runs for life.

CONTACT

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THE SYSTEM AND THE STORY

THE SYSTEM IN ONE LINE

Three pillars. Twelve Standards. Installed in sequence, run for life.

Discipline . Mastery . Domination

INTERVIEW ANGLES

- Why motivation is the wrong tool for men

Motivation is weather. Systems are infrastructure. Why men who failed on motivation are not weak, just under-engineered.

- The sequence problem no one talks about

Most men chase wealth before they build discipline. Why the order of the Twelve Standards matters.

- The money Standard most men never reach

Standard 09 is Build the Money Engine. Most never get there because the earlier Standards are not installed.

- Building a community vs. building a following

Accountability over hype. How to design durable men's development instead of an attention machine.

- Why the men's self-help market is broken

The industry sells inspiration that does not produce change. The case for structure over content volume.

QUOTABLE LINES

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Inspiration ends. Installation begins.

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Most men do not have a knowledge problem. They have a structure problem.

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Motivation gets you started. Discipline gets you finished.

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A man is a stack of good intentions collapsing into the same week twice, until he installs a system.

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Build the man who builds millions.