



JOCKO

AN UNRELENTING DOCUMENTARY
ABOUT TODAY'S
GOD OF WAR





JOCKO WILLINK

- Decorated retired **Navy SEAL** officer.
- Author of ***Extreme Ownership: How U.S. Navy SEALs Lead and Win***
- Co-founder of **Echelon Front**, leadership instructor, speaker, and executive coach.
- 20 years in the U.S. Navy SEAL Teams, rising through the ranks to **SEAL Commander**.
- Commander of **SEAL Team Three's Task Unit Bruiser** during the **Battle of Ramadi**.
- Task Unit Bruiser became the **most highly decorated Special Operations Unit** of the Iraq War.
- Awarded the **Silver Star**, the **Bronze Star** among others.





MISSION

EXTREME OWNERSHIP GOES GLOBAL.

Jocko emerged on the Tim Ferris podcast in the first interview he ever did where Tim described him as **scariest man imaginable**. At Ferris' suggestion, he started his own podcast and after one year was ranked among the top 12 global podcasts by Apple 2016.

The simplicity and practicality of the **Extreme Ownership** credo and Jocko's special brand of clarity, professionalism and humility, have spawned a mostly male, fiercely loyal, affluent and growing fan base across multiple demographics.

Unlike other motivational/spiritual/business speakers and one of the aspects that impressed me most about Jocko was that, he

constantly talks about the internal battle - what's going on in your head. "**FREE YOUR MIND**" is the podcast tagline and mind control and mental discipline, testicular fortitude along with the counter insurgency war in his head are common themes. Now crushing it for 50+ eps along with a sold out 300+ attendee \$2,500++ event, his message is inspiring, contagious and monetizing.

Inspired by Joe Berlinger's magnificent **I AM NOT YOUR GURU** film on Tony Robbins at his '**Date With Destiny**' event. This is a proposal for a feature documentary about the **scariest man imaginable**.



MONEY

A FEATURE DOCUMENTARY THAT RUNS AS A CONCERT MOVIE.

In the genre of "**I AM NOT YOUR GURU**", this blockbuster production is an blockbuster immersion into a corporate combat bootcamp of tried and tested battlefield principles and how they apply to everyday life: **A BUSHIDO CODE FOR MODERN AMERICA**.

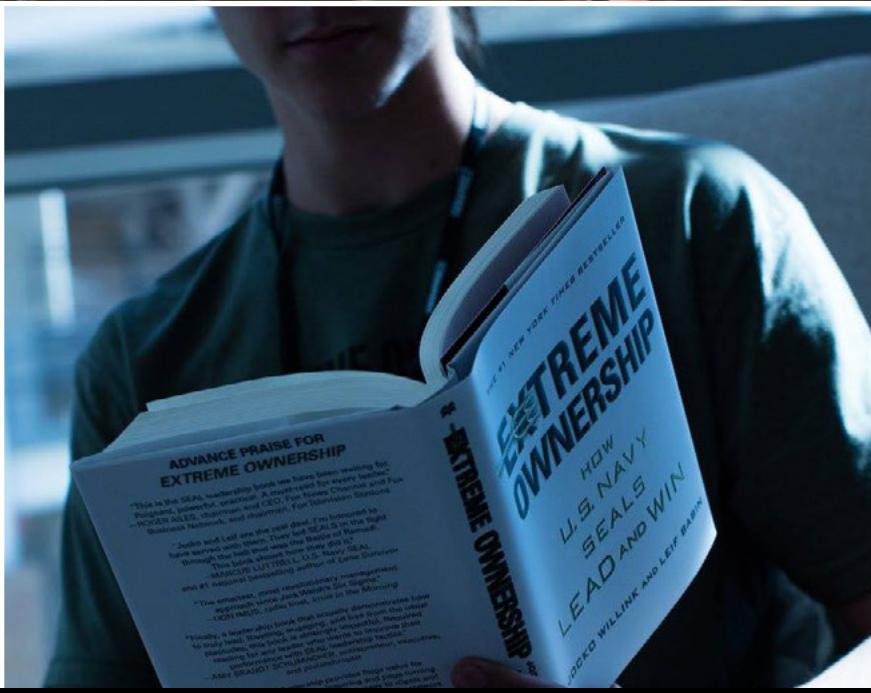
Jocko is a phenomenon going from an unknown just over twelve months ago to now having one of the planets **top ranked podcasts** by Apple, **100 + hours of quality content** released and fiercely loyal and exponentially growing fan base.



Unlike many YouTube stars or podcasters, his fire has little chance of diminishing as he really has done stuff. **won medals for commanding men in battle trains MMA fighters and launched a business career based on his battlefield philosophy.**

This guy's got something and it's so powerful he's got hundreds of devotees queuing up to give him \$2,500 to get it. Ready?

NOW FOR THE ELEVATOR PITCH...





PITCH

FOR HUNGRY, AMBITIOUS, CAREER DRIVEN INDIVIDUALS,
WHO ARE FED UP WITH TED TRAUMA, ENTREPRENEUR PORN
AND SELF-HELP JACKASSERY...

JOCKO IS A FEATURE DOCUMENTARY SET AT THE
EXTREME OWNERSHIP MUSTER THAT FEELS LIKE A CONCERT MOVIE WITH
AN UNRELENTING ASSAULT OF ENERGY TO HELP YOU WIN.

JOCKO SHOWS YOU HOW TO TAKE COMPLETE OWNERSHIP OF YOUR LIFE
AND BE YOUR BEST LIKE NO OTHER SELF-HELP TOOL ON THE PLANET.







MESSAGE

COMBAT IS LIFE.

AMPLIFIED. AND INTENSIFIED.

YOU'VE READ THE BOOK.
NOW SEE THE FILM.

JOCKO is a feature documentary about internationally renowned life and business strategist of the same name. **JOCKO** is a revelatory cinema vérité film that goes behind the scene of his **mammoth seminar EXTREME OWNERSHIP MUSTER**, attended by over 200 people **twice a year in San Diego and NYC**, to give an insider look at how one man can affect many.

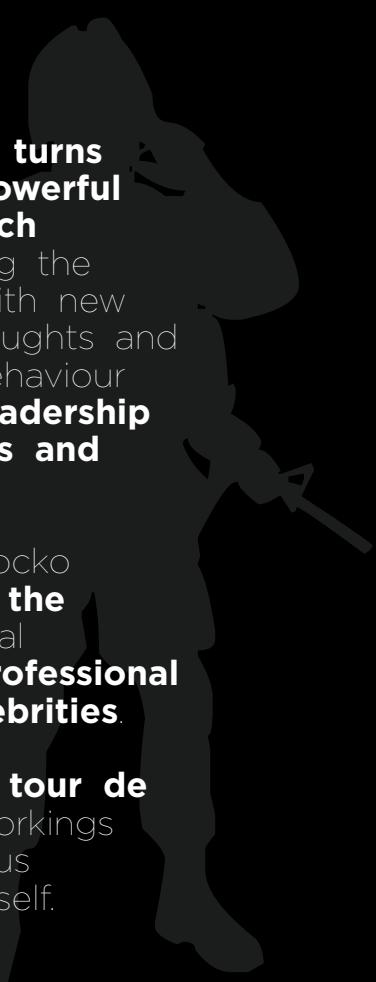
Granted **never before seen access** to the behind the scenes machinations of this **alpha male, endorphin soaked event**, this film captures both the **immense effort of producing this live seminar** as well as the **life changing transformations of the participants** in real time.

Embedding with Jocko and his team over the **course of two days**, film

maker and writer **Paul Regan turns an unflinching eye on his powerful and uncompromising approach to achieving success**, ensuring the attendees leave the muster with new perspective on the forces, thoughts and feelings that motivate their behaviour and help them better **take leadership control of their lives, careers and families**.

Pulling back the curtain on Jocko Willink, **a man that traverses the globe** and consults over global corporate leaders, including **professional athletes, MMA stars and celebrities**.

JOCKO will be an **emotional tour de force** that unveils the inner-workings of this mega event, the zealous participants and the man himself.



MOVIE



LOGLINE:

A SHOCK AND AWE EXPOSE OF THE TACTICS AND TECHNIQUES USED BY NAVY SEALS TO LEAD AND WIN.

GENRE:

THIS IS A CONCERT MOVIE OF HUMAN EMOTION. THINK A FULL CONTACT VERSION I AM NOT YOUR GURU BUT SUBSTITUTE JOCKO'S EXTREME OWNERSHIP FOR ANTHONY ROBBINS' POSITIVE THINKING.

THEME:

EXTREME OWNERSHIP.

So... do you take responsibility for the events in your life and take action to improve them?

Jocko believes your first reaction to ANY adversity you encounter should be to **OWN IT**.

Kids arguing with you? **Own it.**

Boss is a jerk? **Own it.**

Trump got elected? **Own it.**

This "**extreme**" version of ownership gives you **ZERO EXCUSE** to play the blame game and assume that warm, cozy place we all love called the victim mode.

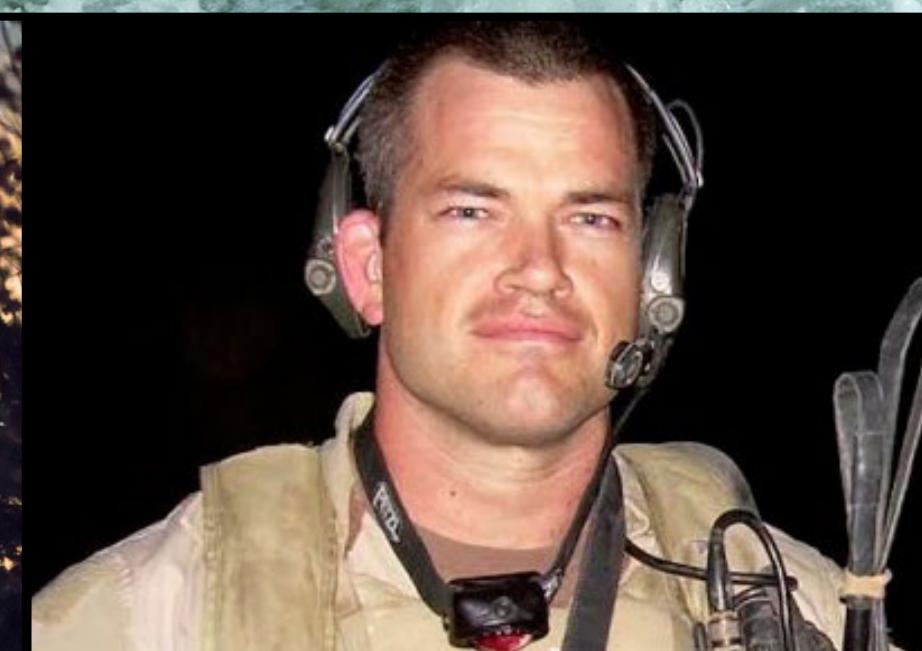
How many times have we blamed others for the events that happened to us and used that as an excuse to quit?

How often do we throw up our hands and acquiesce to the futility of a situation?

WELL NOT ON JOCKO'S WATCH.

The film focuses on the idea that you need to extremely own **EVERYTHING** in your reality sphere. By doing this you place the onus on yourself to make the changes to improve your situation.

This type of mind set creates great empires, great movements, and yes... great movies.



MARKET

THE TROOPER NATION

JOCKO PODCAST WAS VOTED ONE OF APPLE'S TOP TEN FOR 2016; APPLE'S COMMENT: "LEADERSHIP, FITNESS, MILITARY HISTORY - RETIRED NAVY SEAL JOCKO AND HIS GUESTS TURN ANY TOPIC INTO A RIVETING LIFE LESSON."



JOCKO SPEAKS TO THE INNER WARRIOR. AND THE OUTER WARRIOR AS WELL, NATURALLY.

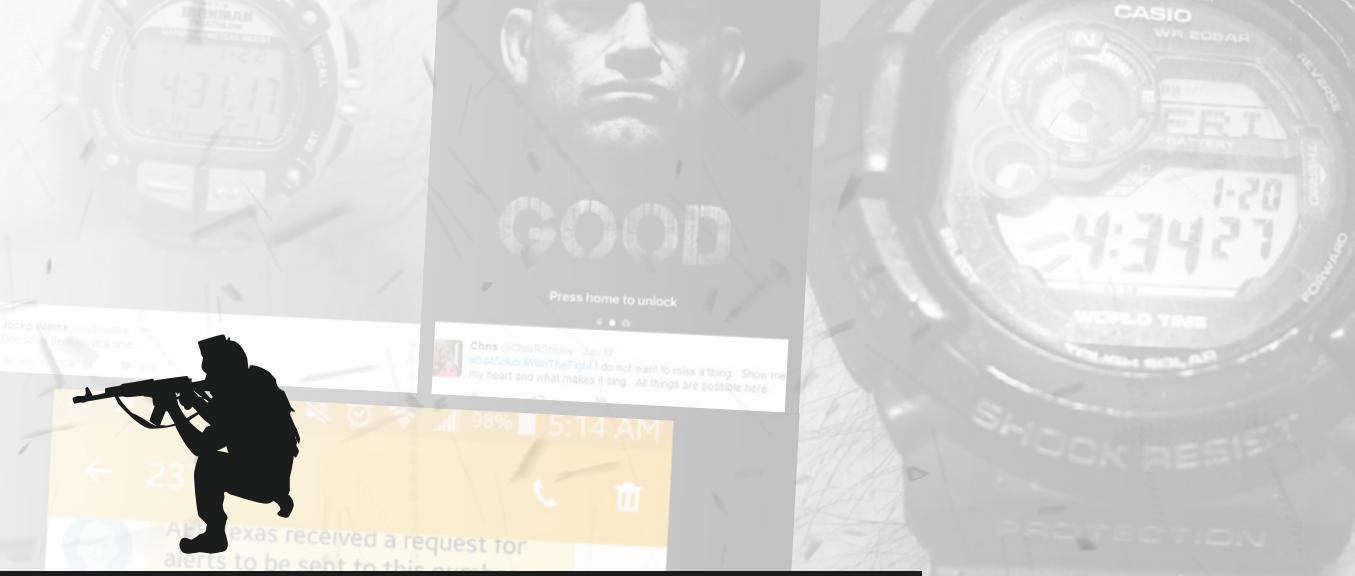
His iTunes and Amazon reviews all have a host of military, law enforcement and emergency service guys posting five star reviews but it's the warrior archetype that he speaks to.

His twitter stats are 90% male and 36% gen X and 55% millennial and the top three mutual friends his followers share are **Joe Rogan, Tim Ferris and Elon Musk.**

For **365 days and counting** Jocko posts a picture on Facebook, Twitter and Instagram posts a picture of his watch as soon as **he gets up, typically around 0430 AM.**

There is a fast growing '**#trooperNation**' of **diehard Jocko fans across the world**, many of whom have posted a picture of their watch underneath, I know I have a couple of times, and this has given rise to the **#0445club** (currently 398,186 posts on twitter).

That is to be in the gym by 0445AM and it regularly runs into hundreds of hits daily across social media.



CURRENTLY THE STATS ARE:



72.8K



51K



85K



38K

**UNLESS YOU PUKE, FAINT,
OR DIE,
KEEP GOING.**

MAKER

PAUL REGAN
EXECUTIVE PRODUCER/PROJECT CURATOR

I MAKE IDEAS SEXY.

After a thirty-year career in audience focussed content as **Executive Creative Director** for **the top global ad agencies BBDO and JWT**, I've created, written and **sold hundreds of millions of dollars of advertising ideas**.

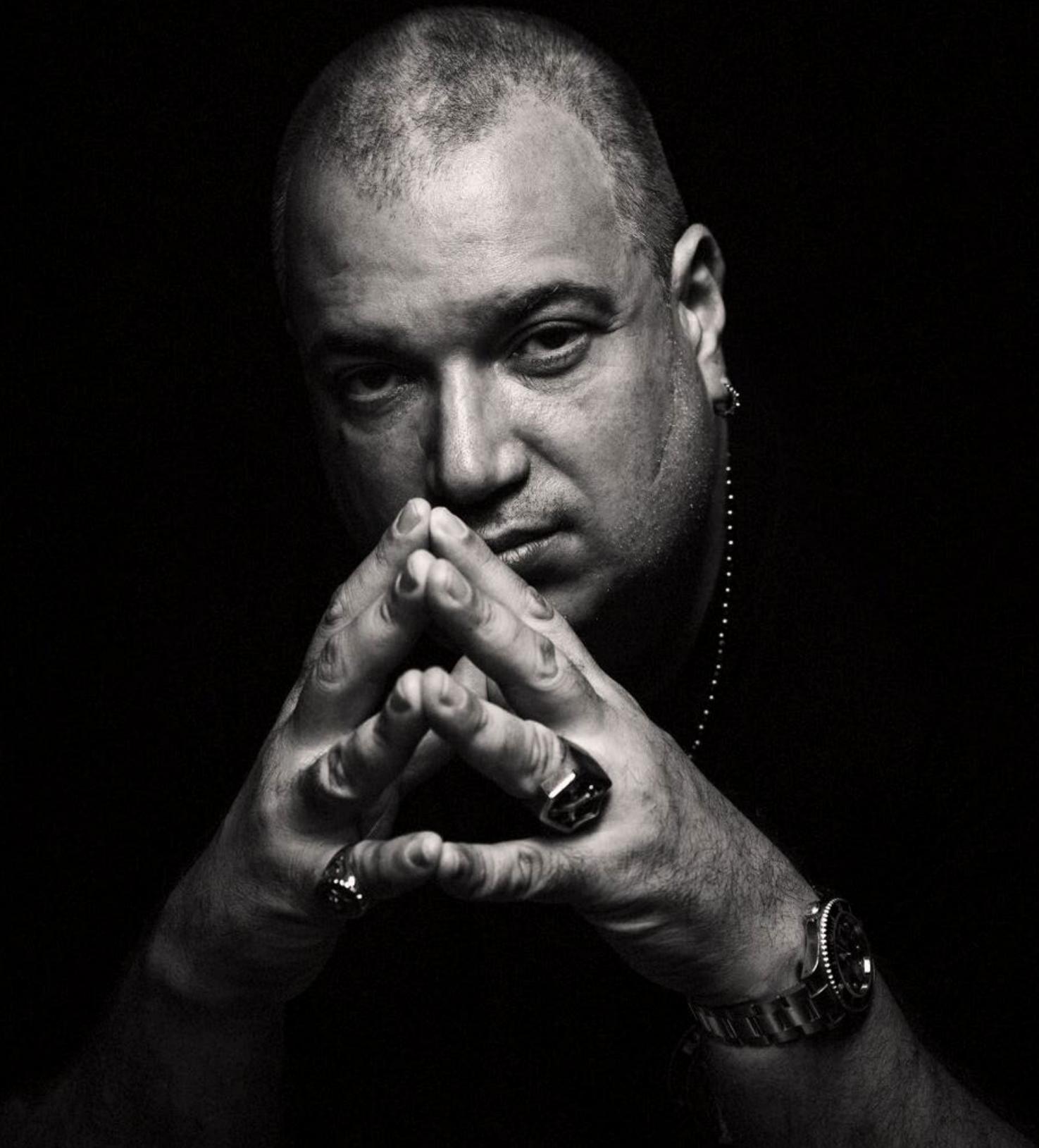
Advertising ideas expressed in TV commercials, print and digital media.

Ideas that build brands.

Ideas that drive sales.

Ideas that change lives.

Now having established myself as the most highly sought after ghostwriter for A list directors, I focus on pitching, selling and making big projects come to life.



PAUL REGAN