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MAGAZINE

APRIL 25

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APRIL 2025



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# WELCOME TO ULTRA MALE



**A**t *Ultra Male*, we believe every man has the potential to rise above the ordinary and become truly extraordinary. Our mission is to guide you on the path of self-optimization, equipping you with the tools, insights, strategies and knowledge to elevate every aspect of your life.

We're here to inspire and simplify the journey. Each month, we deliver concise, actionable wisdom focused on the core pillars of modern masculinity: fitness, health, relationships, romance, career success, confidence, communication, mental clarity, and financial growth.

We go beyond the surface, tackling edgy, provocative, and modern topics while integrating cutting-edge practices like bio-hacking, psychological optimization, and resilience training. At the same time, we honor the timeless principles of discipline, etiquette, and philosophy—a fusion of tradition and innovation. Whether it's mastering your physical potential, building unshakable confidence, excelling in your career, or deepening meaningful connections, *Ultra Male* delivers content that inspires immediate action and direct results.

We will offer concise, no-nonsense articles, lean and mean with all the fat trimmed and all the no value information cut away. Researched and science based, highlighting the top names and renowned, cutting edge experts in physical science, biohacking and longevity, dating and romance, entrepreneurship and career success and so much more.

We're taking a whole new approach to a men's health and lifestyle magazine. We're throwing out the tired old customs. We vow that this isn't just another fluff magazine—it's your blueprint for peak performance and purpose. In a world that's constantly evolving, we're redefining what it means to be a man today. Every issue is packed with concise, punchy, no-nonsense articles—no filler, no fluff. Just lean, focused content to help you unlock your best self and level up your life, one step at a time. **UM**

Welcome to the new standard of manhood. Welcome to *Ultra Male*.

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# FROM STRUGGLE TO STRENGTH

## THE MAKING OF AN ULTRA MALE

BY XXXX RUDOLPH / BY XXXX XXX

**D**avid Goggins wasn't born a warrior—he was forged in the fire of pain, rejection, and relentless adversity. Raised in a violent and abusive home in Buffalo, New York, he spent his early years in a war zone that no child should ever have to navigate. His father, a nightclub owner, ruled the house with a brutal hand, beating young David, his mother, and his brother into submission. Fear and survival became his first lessons in life.

By the time Goggins was a teenager, the trauma had left deep scars—not just physically but mentally. He struggled with a severe learning disability, battled crippling self-doubt, and was regularly subjected to racism as one of the only Black kids in his rural Indiana school. He was beaten down, ridiculed,

and humiliated daily, but the worst enemy wasn't his tormentors—it was his own mind. He grew up believing he was worthless, powerless, and destined to fail.

By his early 20s, Goggins had hit rock bottom. He was overweight, tipping the scales at nearly 300 pounds, working as an exterminator spraying cockroach-infested fast food joints at night. His world had shrunk to a cycle of self-loathing, junk food, and dead-end thinking. He saw himself as a victim, a nobody. And yet, somewhere in the depths of his despair, he found the flicker of something different—a refusal to accept his fate.

One night, after watching a documentary on the Navy SEALs, something inside him snapped. He made the decision that would change his life forever. He was going to become a SEAL.

But reality hit fast. The SEALs had one of the most grueling selection processes on Earth, and the weight limit for entry was 191 pounds. That meant he had to lose over 100 pounds in three months—an insane, nearly impossible goal. But

## FEATURE

impossible wasn't an option.

He woke up at 4 a.m. every morning, dragging his exhausted, overweight body onto the treadmill, running until his legs felt like they would snap. He taught himself how to swim, often barely keeping himself from drowning. He studied relentlessly to pass the ASVAB test required to enlist. Every second of every day, he was breaking his old identity and rebuilding himself from scratch.

After three months of pure hell, Goggins hit his goal weight and was accepted into BUD/S (Basic Underwater Demolition/SEAL training). But the suffering was just beginning.

*The Warrior's Crucible: Breaking Limits, Defying Odds*

BUD/S is the Navy's ultimate test, designed to break even the strongest men. Goggins had to endure Hell Week—five and a half days of sleep deprivation, nonstop physical punishment, and relentless exposure to freezing cold ocean water. He suffered through stress fractures, pneumonia, and hypothermia, pushing past levels of pain most people wouldn't dare to imagine. He failed Hell Week twice due to injuries, but instead of walking away, he came back for a third attempt.

This time, he made it through.

David Goggins became one of the few men in history to complete SEAL training three times—an almost unheard-of feat of endurance and sheer willpower. But that wasn't enough. He later went on to train as an Army Ranger, graduated from Air Force Tactical Air Control School, and became one of the most decorated endurance athletes in the world.

What separated him from the thousands of others who quit? A refusal to surrender. A belief that suffering was the key to strength. And an unbreakable mind.

Goggins didn't just become a SEAL. He became an indestructible force—one that now inspires millions to push past their own limits and discover what they're truly capable of.



## Beyond the SEALs: The Relentless Pursuit of Greatness

For most men, surviving Navy SEAL training would be the pinnacle of their story. But for David Goggins, it was just the beginning. His hunger for suffering and self-mastery drove him into a new arena—one where he would push his body and mind to limits most would call inhuman.

After his time in the SEALs, Goggins turned his attention to ultramarathons—

**“WHEN YOU THINK THAT YOU ARE DONE,  
YOU’RE ONLY 40% INTO WHAT YOUR  
BODY’S CAPABLE OF DOING.”**

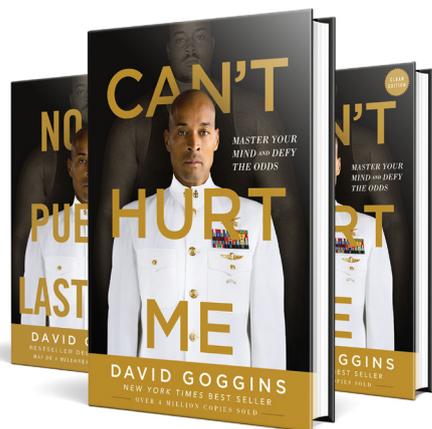
brutal, soul-crushing races that test endurance, willpower, and pain tolerance. In true Goggins fashion, he didn’t ease into it. His first ultra was the San Diego One Day 100-Mile Race, where he ran 101 miles in 19 hours—with zero prior training. His body broke down, he pissed blood, and his feet were shredded to the bone, but he refused to quit. That race ignited an obsession, and soon he was dominating some of the most grueling endurance events in the world, including the Badwater 135—a 135-mile race through Death Valley in 120-degree heat, known as one of the toughest foot races on Earth.

But running was never just about competition—it was about proving to himself, and the world, that the mind is stronger than the body. He pushed himself to set a world record in 2013 for the most pull-ups in 24 hours—4,030 in total, after failing twice and shredding his hands to the point of raw flesh. He completed over 60 ultra-endurance events, often finishing in the top ranks. He became a motivational force, pushing beyond athletics to inspire millions to stop making excuses and start taking control of their lives.

His story exploded into the mainstream when he released his book “Can’t Hurt Me”, which detailed his rise from self-loathing and failure to becoming one of the toughest men alive. The book became an international bestseller, selling over 5 million copies and solidifying Goggins as the ultimate symbol of mental toughness. He followed it up with “Never Finished”, doubling down on his message that suffering is the price of true

greatness.

Today, Goggins continues to push his limits, dominating brutal endurance races, shattering physical and mental barriers, and inspiring millions



with his raw, unfiltered message. He’s a sought-after speaker, coaching CEOs, elite athletes, and military units on how to unlock their full potential. Beyond his personal achievements, Goggins is dedicated to giving back—he has raised significant funds for the Special Operations Warrior Foundation, providing education for the children of fallen soldiers. His mantra is simple: “Stay Hard.” Because in Goggins’ world, there’s no finish line—only the next battle to conquer.

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## What Makes David Goggins an Ultra Male?

**1. Mental Toughness:** Goggins is a master of the mind. He preaches the importance of overcoming the "inner bitch voice"—the voice in your head that tells you to quit. For him, mental toughness isn't something you're born with; it's a skill you build through repetition and pushing yourself beyond what's comfortable.

### 2. Embracing

**Suffering:** Where others see pain as a deterrent, Goggins sees it as a necessary part of growth. He teaches that suffering creates resilience and clarity, helping you discover how strong you truly are.

### 3. Radical Accountability:

Goggins advocates for taking full ownership of your life. He uses the "Accountability Mirror," a self-check practice where you honestly evaluate your habits and weaknesses. This raw honesty fuels growth.

### 4. Relentless

**Discipline:** Success isn't about motivation, Goggins argues—it's about discipline. While motivation is fleeting, discipline keeps you on track when you don't feel like showing up.

### 5. Pushing Past Limits:

Goggins believes most people operate at only 40% of their potential. By pushing through discomfort, you can unlock the remaining 60% and discover what you're truly capable of.



## KEY ADVICE FROM DAVID GOGGINS

**1. "Callous Your Mind":** Just as physical calluses build through repeated use, your mind becomes tougher through repeated exposure to challenges. Seek out discomfort to strengthen your mental resilience.

**2. "Stay Hard":** This is Goggins' mantra—a reminder to stay focused, disciplined, and relentless, no matter the obstacles.

**3. "Do Something That Sucks Every Day":** Purposefully choosing hard tasks—like a brutal workout or tackling your fears—builds confidence and fortitude.

**4. "Own Your Story":** Face your past and your failures with brutal honesty. By owning your story, you reclaim your power to rewrite it.

**5. "Run Toward Fear":** Fear is a compass pointing to areas where you need to grow. Instead of avoiding it, lean into it and let it guide you to your next breakthrough.

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# Why David Goggins Belongs on the Cover of Ultra Male

David Goggins exemplifies what it means to be an Ultra Male. His life is a testament to the power of mindset, discipline, and relentless pursuit of excellence. He has inspired millions to shatter self-imposed limits, embrace the hard path, and take control of their lives.

As Goggins says, “Greatness pulls mediocrity into the mud. Get out there and grind.” Let his story remind you that no matter where you start, the path to greatness is paved with resilience, accountability, and grit.

To learn more about David Goggins, visit his official website at [www.davidgoggins.com](http://www.davidgoggins.com) and follow him on Instagram @DavidGoggins. For a deeper dive into his story, check out his bestselling book, *Can't Hurt Me: Master Your Mind and Defy the Odds*, available on Amazon. **UM**



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