



# DISMANTLE

**Strip Away What Doesn't  
Serve You, Build What Does**

**Brian Marsh - The Potential Coach**



# **DISMANTLE**

**Strip Away What Doesn't Serve You,  
Build What Does**

**The Second Step in the Distract, Dismantle, Discipline Framework**

## **Table of Contents**

1. Introduction: The Foundation Must Be Clear
2. Why You're Still Stuck (Even After Changing Your Thoughts)
3. Understanding Dismantle: Breaking Down the Old
4. The Anatomy of a Limiting Pattern
5. The Six Patterns Holding You Back
6. The Process of Dismantling: Step by Step
7. Building New Habits That Actually Stick
8. Your Dismantle Plan: Creating Sustainable Change
9. Your Next Steps: Ready for the Real Work

## INTRODUCTION

### The Foundation Must Be Clear

You've learned DISTRACT. You understand how to redirect your thoughts. You're building awareness of negative thinking patterns, and some days, redirecting feels almost automatic.

And yet... you're still stuck.

You still procrastinate. You still avoid difficult tasks. You still find yourself in the same patterns that have held you back for years.

Here's why: **Changing your thoughts is not enough.**

That might sound contradictory. I just spent an entire ebook teaching you how powerful DISTRACT is. And it is. Your thoughts absolutely matter. But thoughts are just the beginning.

Here's the actual chain of transformation:

**Thoughts → Beliefs → Habits → Identity → Results**

You've been working on thoughts. That's foundational. But now you have to move down the chain.

Because here's what happens: You redirect a negative thought. For a moment, you feel better. You feel hopeful. You believe you're going to change.

But then your habitual behavior kicks in. You've developed patterns over years—maybe decades. Your body knows what to do. Your routine knows what to do. Your environment reinforces the old way.

And before you know it, you're right back in the old pattern, wondering why changing your thoughts didn't stick.

This is where DISMANTLE comes in.

DISMANTLE is the process of taking apart the old patterns that have become your "norm"—the habits, the routines, the environmental cues, the identity statements—and replacing them with new patterns that actually serve you.

It's not enough to think differently. You have to act differently. You have to live

differently. You have to build a life that supports your new identity instead of reinforcing your old one.

And that requires dismantling what doesn't work and building what does.

This is the real work of transformation. This is where most people fail, because changing your thoughts is one thing. Changing your actual life is another.

But here's the good news: If you understand the structure of a limiting pattern, dismantling it becomes much simpler.

Let's go there.

## **WHY YOU'RE STILL STUCK (Even After Changing Your Thoughts)**

Before we dive into the HOW of dismantling, I want you to understand the WHY. Why do patterns persist even when you're aware of them and actively redirecting your thoughts?

It comes down to something called "behavioral inertia."

### **Behavioral Inertia**

Objects in motion tend to stay in motion. Objects at rest tend to stay at rest. This is Newton's First Law of Physics.

And it applies to your behavior too.

You've been procrastinating for years. That's the motion you're in. Your brain has developed neural pathways that make procrastination easy. Your body knows the routine. Your environment is set up to support it.

Even though you're consciously trying to change, all these systems are still pulling you back toward the old pattern.

It's like you're trying to swim upstream. You can do it, but it requires constant effort. And most people get tired and slip back downstream.

### **Environmental Reinforcement**

Here's something most people miss: Your environment is constantly reinforcing your old patterns.

Your workspace is set up the way it's always been. Your phone is on your desk, ready to distract you. Your favorite procrastination apps are easily accessible. Your schedule is the same. Your routines are the same.

Your environment is basically shouting, "Keep doing what you've always done!"

And your willpower is supposed to fight against all of that. Good luck.

## **Identity Consistency**

Your brain has a powerful drive toward consistency. If you believe you're a procrastinator, your brain will find ways to confirm that belief. Every time you procrastinate, it's like saying, "See? I'm a procrastinator. This proves it."

You're literally reinforcing your old identity with every action.

This is called "identity confirmation," and it's one of the most powerful forces in human psychology.

You want to change your identity, but your habits are constantly confirming your old one.

## **The Missing Link**

So you see the problem. You can redirect your thoughts all day long. But if:

- Your environment is set up to support the old pattern
- Your daily habits are the same as always
- Your routines reinforce the old identity
- The friction for old behavior is low and the friction for new behavior is high

Then change is extraordinarily difficult.

This is why DISMANTLE is so critical.

You're not just changing your thoughts. You're changing the entire infrastructure of your life—your habits, your routines, your environment, your commitments—to support your new identity.

You're making the new pattern easy and the old pattern difficult.

That's sustainable change.

## UNDERSTANDING DISMANTLE

### Breaking Down the Old and Building the New

Dismantle has two parts. They're equally important.

#### Part 1: Strip Away What Doesn't Serve You

This is about identifying the habits, routines, and patterns that have been supporting your procrastination and removing them.

Some examples:

- The morning routine that leaves you rushed and stressed
- The workspace that's full of distractions
- The social media apps that drain your time
- The commitments you said yes to but don't actually support your goals
- The people and conversations that drain your energy
- The language you use that reinforces your old identity
- The physical environment that's cluttered and chaotic

All of these are feeding the old pattern. DISMANTLE means identifying them and removing them.

#### Part 2: Replace With Habits That Lead to Results

Once you've stripped away what doesn't serve you, you build new habits and routines that do.

This is the key difference between simply quitting a bad habit and actually building a new one that sticks.

Most people try to eliminate bad habits through willpower. They try not to procrastinate. They try not to check social media. They try not to be disorganized.

But you're not filling the void. And nature abhors a vacuum. So the old behavior comes roaring back.

Real change means replacing old patterns with new ones.

Some examples of what you're building:

- A morning routine that sets you up for productivity
- A workspace that's optimized for focus
- A schedule that protects your best hours for your best work
- Rituals that signal to your brain, "We're in producer mode now"
- Commitments you've made to yourself that you honor
- People and conversations that energize and elevate you
- Language that reinforces your new identity
- An environment that supports who you're becoming

When you build these new patterns, something remarkable happens. The new behavior becomes easier than the old one. You're not fighting against friction anymore. The friction is working in your favor.

That's when change sticks.

## **THE ANATOMY OF A LIMITING PATTERN**

### **How to Recognize What You're Dismantling**

Before you can dismantle something, you have to understand its structure. Every limiting pattern has the same basic anatomy.

#### **The Trigger**

This is the event or circumstance that kicks off the pattern.

Maybe it's when you sit down at your desk. Maybe it's when you think about a big project. Maybe it's when you're afraid of failing. Maybe it's when you're tired. Maybe it's when you see others succeeding.

The trigger is specific to you.

## **The Belief**

This is the thought that immediately follows the trigger.

"I'm not ready for this." "This is too hard." "I should wait until I feel more motivated." "I'm not good enough at this." "I don't have enough time."

The belief is rooted in what you decided was true about yourself or the situation long ago.

## **The Emotion**

The belief creates an emotion.

Anxiety. Fear. Frustration. Hopelessness. Doubt. Unworthiness.

The emotion is what makes the pattern feel real. It's why the thought doesn't feel like "just a thought." It feels like truth.

## **The Behavior**

The emotion drives a behavior.

Procrastination. Avoidance. Distraction. Making excuses. Blaming others. Getting busy with less important things.

This is the visible part of the pattern. This is what you can see and measure.

## **The Reinforcement**

The behavior produces a result that confirms the belief.

You procrastinate, the quality suffers, and you think, "See? I knew I wasn't good enough at this."

Or you avoid the task, you don't make progress, and you think, "See? This is too hard."

Or you get distracted, you miss the deadline, and you think, "See? I can't manage my time."

The result reinforces the belief. And the cycle repeats.

**Trigger → Belief → Emotion → Behavior → Result (that confirms the belief)**

This is the anatomy of a limiting pattern.

Understanding this structure is crucial because it shows you exactly where to intervene.

You can disrupt the trigger (change your environment). You can challenge the belief (through DISTRACT). You can manage the emotion (through practices like the three-minute reset). You can change the behavior (by building a new pattern). You can create a result that confirms a NEW belief.

## THE SIX PATTERNS HOLDING YOU BACK

### Identify Which Ones Are Living In Your Life

Most procrastinators aren't dealing with just one limiting pattern. They're dealing with several, and they reinforce each other.

Here are the six most common patterns I see in my coaching work. As you read through them, notice which ones resonate with you.

#### Pattern #1: The Perfectionist's Trap

**The trigger:** Facing a task that matters **The belief:** «It has to be perfect, or it's not worth doing» **The emotion:** Anxiety, pressure, overwhelm **The behavior:** Delay starting, endless revising, analysis paralysis **The result:** Never shipping, never finishing, never celebrating completion

The perfectionist believes that imperfection equals failure. So they delay starting because they're afraid their effort won't be good enough. Or they endlessly revise because nothing ever feels perfect.

This pattern looks like dedication, but it's actually self-sabotage disguised as high standards.

#### Pattern #2: The Imposter's Doubt

**The trigger:** Being asked to do something significant **The belief:** «I'm not actually qualified for this. They'll figure out I'm a fraud.» **The emotion:** Shame, fear, unworthiness **The behavior:** Delay, over-prepare, seek constant validation **The result:** Miss opportunities, stay small, never prove yourself capable

The imposter believes they don't belong. That their success was luck. That if

they try something harder, everyone will see through them.

So they delay taking on bigger challenges. They procrastinate on important work because deep down they don't believe they're capable.

### **Pattern #3: The Approval Seeker's Paralysis**

**The trigger:** Facing a decision or action without clear external validation **The belief:** «What if they don't approve? What if they judge me?» **The emotion:** Fear of rejection, anxiety about judgment **The behavior:** Seek endless opinions, need permission, avoid taking stands **The result:** Paralyzed by indecision, dependent on others' approval, unable to trust yourself

The approval seeker has learned that their worth depends on others' opinions. So they can't move forward without external validation. They seek advice from everyone. They need permission. They stay stuck waiting for someone to tell them they're doing it right.

### **Pattern #4: The Overwhelm Trap**

**The trigger:** Seeing the big picture of a large project **The belief:** «This is too much. I can't possibly do all of this.» **The emotion:** Overwhelm, panic, helplessness **The behavior:** Freeze, get busy with small tasks instead, do nothing productive **The result:** Stay stuck, make no progress, become more frustrated

The overwhelm trap victim sees a big project and their brain shuts down. It feels impossible. So they either do nothing (which reinforces the helplessness) or they busy themselves with small, unimportant tasks (which creates the illusion of progress while the real work sits untouched).

### **Pattern #5: The Crisis Junkie's Addiction**

**The trigger:** Project without immediate pressure or deadline **The belief:** «I work better under pressure. I don't need to start until I have to.» **The emotion:** Restlessness, boredom, false confidence **The behavior:** Delay until the last minute, work in crisis mode, repeat **The result:** Chronic stress, burnout, quality suffers, others can't rely on you

The crisis junkie has convinced themselves that they perform better under pressure. So they deliberately create pressure by procrastinating. It becomes a pattern. They're addicted to the adrenaline of last-minute work.

But the cost is constant stress, relationships that suffer because you're always in crisis, and a reputation as someone who can't be counted on.

## **Pattern #6: The Self-Saboteur's Self-Protection**

**The trigger:** Moving toward something you want (success, visibility, leadership) **The belief:** «If I get too successful, people won't like me» or «I'm not safe being visible» **The emotion:** Fear, guilt, anxiety **The behavior:** Self-sabotage, create distractions, underperform **The result:** Stay small, keep safe, never reach potential

The self-saboteur has learned that playing small is safer. Maybe someone told them to not be too ambitious. Maybe they learned that visibility brings judgment. So they unconsciously sabotage their own success to stay in the safe zone.

## **THE PROCESS OF DISMANTLING**

### **Step by Step, Piece by Piece**

Now that you understand the anatomy of a pattern and the six most common ones, let's talk about how to actually dismantle them.

This isn't about willpower or motivation. It's about systematic, deliberate change.

### **Step 1: Identify Your Pattern**

First, you need to know exactly which pattern you're dealing with.

Look back at the six patterns. Which one resonates most? Or is it a combination?

Write down:

- Which pattern shows up most often for you?
- When does it trigger? (What's the situation?)
- What belief sits at the center of it?
- What behavior does it drive?
- What result does it produce?

This clarity is essential. Because you can't dismantle something you don't fully see.

## **Step 2: Understand the Cost**

Next, I want you to really feel the cost of this pattern.

Not in a shaming way. But in a clear, honest way.

Ask yourself:

- What has this pattern cost me? (In time, money, relationships, opportunities, peace of mind)
- Where would I be if I didn't have this pattern?
- What's it costing me to stay in it?

When you really understand the cost, you develop the motivation to change. Not fear-based motivation. Truth-based motivation.

## **Step 3: Identify the Environmental and Behavioral Anchors**

Now you're going to look at what's actually supporting this pattern in your life.

Ask yourself:

- What habits reinforce this pattern?
- What environmental factors support it? (Your workspace, your schedule, your access to distractions)
- What commitments or relationships feed it?
- What language do I use that reinforces it?
- What time of day or situation triggers it most?

Write all of this down. Be specific.

## **Step 4: Create Your Dismantle Strategy**

This is where you design the actual dismantling. You're going to:

### **A. Remove one thing**

What's one thing you can eliminate that's supporting the pattern?

Maybe it's:

- Moving your phone out of your workspace

- Eliminating a particular commitment
- Changing your workspace setup
- Avoiding a particular person or situation temporarily
- Deleting an app
- Changing your morning routine

Pick ONE thing. Not everything at once. That's too much friction.

### **B. Replace it with something purposeful**

You're not just removing something. You're replacing it with something that serves your new identity.

If you're removing your phone from your workspace, what are you replacing it with? Maybe a water bottle and a notebook.

If you're eliminating a commitment, what are you saying yes to instead? Maybe dedicated time for your important project.

If you're changing your workspace, what are you setting up instead? Maybe a clutter-free desk with your goals visible.

You're making the new behavior easy and the old behavior difficult.

### **C. Build a micro-habit**

You're not trying to change everything about your behavior. You're building one small, specific new habit.

Maybe it's:

- Spending the first 15 minutes of your workday on your most important project (before checking email)
- Starting with a 10-minute planning session before work
- Writing down your intention each morning
- Taking a 3-minute reset between tasks
- Ending your day with a reflection on what went well

The habit should be so small that it's almost impossible to fail.

## Step 5: Make It Automatic

Here's where most people fail. They make the change, but they don't make it automatic.

So it requires willpower every single day. And eventually, willpower runs out.

Instead, you're going to use three strategies to make the new behavior automatic:

**Use Triggers** Anchor the new habit to something that already happens. «After I pour my coffee, I sit at my desk and spend 15 minutes on my important project.» «When I close my laptop at the end of the day, I write down my top three accomplishments.» «When I feel overwhelmed, I use the three-minute reset.»

**Change Your Environment** Make the new behavior the path of least resistance. If your important project needs focus, put everything else away. If you need to move, set your workspace up in a way that makes the new behavior easy. If you need accountability, put your intention somewhere visible.

**Track It** Use a simple tracking system. A calendar, a notebook, a spreadsheet. Something where you can see your progress.

The act of tracking does three things: It makes the behavior visible, it builds momentum, and it creates accountability.

## Step 6: Let It Build

Here's the timeline:

**Weeks 1-2:** It feels awkward. You have to think about it consciously. This is normal.

**Weeks 3-4:** It's getting easier. You're not thinking about it as much. The new behavior is becoming more familiar.

**Weeks 5-8:** It starts to feel like «you.» The new behavior is becoming automatic. The old pattern has less pull.

**Weeks 9-12:** It's now your default. You don't have to think about it anymore. The new behavior is integrated.

This is the realistic timeline for building a new pattern. Not 21 days. Not 30 days. Usually 8-12 weeks for a habit to genuinely become automatic.

## **BUILDING NEW HABITS THAT ACTUALLY STICK**

### **The Science and the Practice**

Understanding the dismantling process is one thing. But actually building habits that stick is another.

Here's what research shows about habit formation:

#### **Habit Stacking**

Don't try to build your new habit in isolation. Stack it onto a habit you already have.

**The formula: "After I [CURRENT HABIT], I will [NEW HABIT]."**

Current habits you might use as anchors:

- After I wake up...
- After I pour my coffee...
- After I check my email...
- After I finish lunch...
- After I close my laptop...

Then you add your new habit.

After I wake up, I will spend 10 minutes planning my day. After I pour my coffee, I will review my most important project. After I finish lunch, I will take a 10-minute walk to reset. After I close my laptop, I will write down what I accomplished.

#### **The Two-Day Rule**

Here's something powerful: Don't miss your new habit two days in a row.

One day? Life happens. That's fine.

Two days? Now you're rebuilding the old pattern.

So you can miss once, but you come back the next day.

This takes the pressure off perfection while maintaining consistency.

### **The Minimum Viable Habit**

Make your new habit so small that it's almost impossible to fail.

Not "I'm going to exercise for an hour." But "I'm going to put on my exercise shoes."

Not "I'm going to write 2,000 words on my project." But "I'm going to open my document and write one paragraph."

Not "I'm going to meditate for 20 minutes." But "I'm going to take three conscious breaths."

Start so small that the friction is nearly zero. Then, once you're in the habit of doing it, you naturally expand.

### **The Identity-Based Approach**

Don't focus on the behavior. Focus on the identity.

Instead of "I need to stop procrastinating," you're building the identity of "I'm someone who takes action."

Instead of "I need to work more," you're becoming "I'm someone who produces consistently."

Every time you do the new behavior, you're proving this new identity to yourself. And your brain starts to believe it.

After enough repetitions, the new identity becomes your default.

### **Remove Friction, Add Friction**

Make the new behavior as easy as possible. Make the old behavior as difficult as possible.

New behavior: Your important project is on your desk, open, ready to go when you sit down. Old behavior: Your phone is in another room. Social media apps are deleted.

New behavior: You have a scheduled time block for focused work. Old behavior: You have no set time to procrastinate, so it doesn't happen as easily.

New behavior: You have a supportive community or accountability partner. Old

behavior: You're isolated with the old pattern.

This isn't about willpower. It's about making success the path of least resistance.

## **YOUR DISMANTLE PLAN**

### **Creating Sustainable Change**

Here's how to create your personalized Dismantle plan:

#### **Week 1: Awareness and Selection**

**Task 1: Review the Six Patterns** Which ones resonate with you? Write down the top 1-2 patterns you're going to dismantle.

**Task 2: Map Your Pattern** For your primary pattern, write down:

- The trigger
- The belief
- The emotion
- The behavior
- The result

**Task 3: Calculate the Cost** How much is this pattern costing you? Be specific. Time, money, relationships, opportunities.

#### **Week 2: Design Your Dismantle**

**Task 1: Identify the Anchors** What habits, environments, commitments, or language are supporting your limiting pattern?

**Task 2: Choose ONE Thing to Remove** Just one. Pick something you can realistically eliminate or change this week.

**Task 3: Design the Replacement** What are you replacing it with? Make it specific and actionable.

#### **Week 3: Build Your Micro-Habit**

**Task 1: Design Your Habit** Make it small. Use the «After I [current habit], I will [new habit]» formula.

**Task 2: Set Up Your Tracking System** Calendar? Notebook? App? Pick something simple you'll actually use.

**Task 3: Start** Begin the new habit this week. Keep it small. The goal is consistency, not perfection.

### **Week 4: Deepen and Reflect**

**Task 1: Check Your Tracking** How consistent have you been? Celebrate the wins, regardless of size.

**Task 2: Assess the Impact** Has the pattern shown up less? How does it feel?

**Task 3: Consider What's Next** Do you continue with this dismantle, or are you ready to add another?

### **Months 2-3: Build Momentum**

**Continue Your Tracking** By week 8-12, your new habit should be becoming automatic.

**Remove More Friction** As the new habit solidifies, consider removing one more thing that's supporting the old pattern.

**Notice the Results** How has your life changed? What's become possible that wasn't before?

## **THE DISMANTLE MINDSET**

### **Principles for Sustainable Change**

As you're doing this work, keep these principles in mind:

#### **Progress Over Perfection**

You're not trying to be perfect at this. You're trying to make progress. Some

weeks you'll nail it. Some weeks you'll struggle. That's all part of the process.

The goal is to be better than you were, not to be perfect.

### **Small Changes, Big Results**

Don't try to change everything at once. One small change can have a cascading effect.

Move your phone out of your workspace. Suddenly you have more focus. Add a 10-minute planning session. Suddenly your day is more intentional. Remove one draining commitment. Suddenly you have more energy.

Small changes compound.

### **Trust the Timeline**

Real change takes time. 8-12 weeks for a new habit to become automatic. 3-6 months for a real identity shift. This isn't a sprint. It's a practice.

Stop expecting overnight results. Start trusting the process.

### **You're Not Fixing Yourself**

This is important: You're not broken. You don't need fixing.

You're optimizing. You're building. You're becoming. You're removing what doesn't work and adding what does.

That's not about being broken. That's about growth.

### **The Pattern Might Return**

Even after you've successfully dismantled a pattern, it might try to return during stressful times.

That's normal. And it's not failure. It's just your brain falling back into familiar neural pathways under stress.

When it happens, you simply restart your new habit. You remind yourself of your new identity. And you get back on track.

## YOUR NEXT STEPS

### The Final Piece Awaits

You now understand DISMANTLE. You know how to identify the patterns holding you back. You understand the structure of a limiting pattern and exactly where to intervene. You have a step-by-step process for dismantling what doesn't serve you and building what does.

But here's what I want you to understand: **Knowing and doing are two different things.**

You can read about dismantling patterns. You can understand the process intellectually. You can even design a great plan.

But actually executing it? Staying consistent when it's hard? Navigating the setbacks? Getting back on track when you slip? That's where most people struggle.

And here's why: Most people try to dismantle patterns alone.

They do it with willpower. With motivation. With self-judgment.

And when they fail (because they will, because they're human), they shame themselves and often give up.

But dismantling is easier with support.

In my coaching work, I help clients:

**Choose the right patterns to dismantle first** — Not all patterns have equal leverage. Some changes create cascading effects. I help identify which ones matter most for you.

**Design personalized dismantle strategies** — The generic strategies work, but your situation is unique. What works for someone else might not work for you.

**Build accountability systems** — So you actually do the work, not just think about it.

**Navigate setbacks and obstacles** — Because change isn't linear. Sometimes you'll regress. You need guidance to get back on track.

**Measure progress in ways that matter** — Not just tracking habits, but seeing how your life is actually changing.

**Prepare for the next step** — Once you've mastered DISMANTLE, you're ready for DISCIPLINE. But that's a different conversation.

Right now, you might be thinking:

- “Which pattern should I actually focus on first? They all feel important.”
- “How do I know if my plan is realistic or if I'm setting myself up to fail?”
- “What if I start this and slip back into old patterns?”
- “How does DISMANTLE connect to DISCIPLINE? What's the progression?”
- “How long should I stay in this phase before moving to the next step?”

These are all valid questions. And they deserve real, personalized answers.

**That's why I offer complimentary breakthrough consultations.**

In a 30-minute call with me, we can:

**Discuss your specific limiting patterns** — Which of the six patterns (or others) are most affecting your life?

**Identify your highest-leverage dismantle** — Which pattern, if dismantled, would create the biggest positive shift?

**Create a personalized 90-day plan** — Specific habits, environmental changes, and milestones that work for your situation.

**Explore the progression** — What happens after DISMANTLE? How does DISCIPLINE build on this foundation?

**Discuss your path forward** — Whether that's self-directed work with the frameworks in this ebook, or deeper work through coaching.

This isn't a sales call. It's a genuine breakthrough conversation. Many people tell me that this one call gives them more clarity than months of trying on their own.

And more importantly, it gets you unstuck. It gives you a personalized plan. It helps you stop spinning and start moving.

→ [\*\*SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN\*\*](#)

*(No obligation. No pressure. Just a conversation about where you are and where you want to go.)*

Here's the truth: You've already done the hardest part. You've changed your thoughts. You've redirected your attention. You've built awareness.

Now you're ready to actually change your life—not just your mind, but your habits, your environment, your daily practices.

That's real transformation.

The question is: Are you ready to take that step?

→ [\*\*SCHEDULE YOUR FREE BREAKTHROUGH CALL WITH BRIAN\*\*](#)

Your new life is waiting. It's built on the foundation of DISTRACT. But it's constructed through DISMANTLE.

Let's build it together.

I'm looking forward to talking with you.

Brian

P.S. — Here's what I know: You're ready to change. You wouldn't have read this far if you weren't. You're ready to dismantle what doesn't work. You're ready to build what does. The only question is: Are you ready to take the step from knowing to doing?

That step is the breakthrough call. It takes 30 minutes. And it changes everything.

P.P.S. — Remember: You don't need willpower to change. You need the right strategy, the right environment, and the right support. We can help you with all three.

**About Brian Marsh** — *The Potential Coach*

Brian Marsh has spent over 30 years coaching high achievers through transformation. His Distract, Dismantle, Discipline framework is designed to create real, lasting change—not just in your thoughts, but in your actual life.

Through DISMANTLE, thousands of clients have:

- Stripped away limiting patterns that held them back for years
- Built new habits that support their goals
- Created environments that make success the path of least resistance
- Made real, measurable progress in just weeks

If you're ready to dismantle what doesn't work and build what does, Brian is here to guide you.

[\[SCHEDULE YOUR BREAKTHROUGH CALL WITH BRIAN\]](#)