

TO HELL AND BACK

COMBAT VETERAN TURNED
PERSONAL DEMON SLAYER

MEDIA KIT 2024



ABOUT WYLIE

Wylie McGraw is a former star athlete, competitive bull rider, and 3-tour combat veteran.

He is also the founder of Radical Performance Acceleration and the creator of High-Performance Meditation™.

For over a decade, he has been accelerating the performance of CEOs, entrepreneurs, leaders, athletes, and public figures of all forms, giving them an elite edge while ending their cycle of stress, sacrifice, and suffering.

Named a “secret weapon” by some of the most influential leaders across industries, **Wylie’s work is the proverbial “Navy SEAL Training” equivalent to high-performance and leadership development.** He believes in pushing even the elite beyond their limits so they not only hit their peak but sustain it.

Wylie’s personality and passionate work as a trusted mentor and advisor have earned him the reputation of being a feared peddler of “tough love”. He’s also no stranger to being compared to various iconic characters from pop culture. **Sometimes likened to Patti Stanger from Millionaire Matchmaker and compared to Keanu Reeves from the movie Constantine,** there’s no doubt he takes an unfiltered and honest approach to all his client relationships.

“

SOCIAL MEDIA HAS PUT US IN A STATE OF CONNECTION FATIGUE

where everyone’s platitudes promise they can ‘unlock your potential’, but if you’re not battling demons, you’re not unlocking anything.”

FOUNDER OF



Wylie McGraw



WYLIE'S PRINCIPLES

Wylie has developed an innate ability to see and expose blind spots that prevent high achievers from reaching their fullest potential. Wylie believes that if you don't have everything you want, how you want it, something is dreadfully wrong, and a battle rages within that demands a radical intervention. His principles and philosophies focus on unleashing your untapped potential, eradicating stress, and achieving self-mastery.

One of Wylie's Hedge Fund clients said he's like the male Wendy Rhodes from the TV show, *Billions*, but more holistic in execution. Wylie's expertise has helped his client not only in predicting the market and making winning investments but also in optimizing his personal life.

“

**AN OPTIMIZED LEADER
ADVANCES THE WORLD,
AN UNRESOLVED ONE
DISTORTS IT.”**

WYLIE'S TAKE ON TODAY'S TOUGHEST ISSUES:

- ✓ Is Woke Culture Leading to a New Military Draft? A GWOT Veteran Shares Concerns About Having To Go Back
- ✓ How American Celebrity Culture Is Enslaving The Lives of Millions
- ✓ Combat Veteran Ready To Invade America's Demon Den

WYLIE'S UNIQUE METHODOLOGY

True success is not about surface-level fixes. Wylie is not a typical coach or therapist. He's not afraid to get "down and dirty" and go into the darkest corners to tackle the toughest issues of clients' lives to guarantee them sustainable results.

THOSE WHO'VE BEEN UNSUCCESSFUL AT BATTLING THEIR DEMONS



Will Smith



Jennifer Lopez



Matthew Perry



Bill Burr



Ben Affleck



Kanye West



Britney Spears



George Santos



Elon Musk



Jerry Falwell Jr.



Drew Barrymore



Liver King



Jason David Frank



Twitch



Steve Jobs



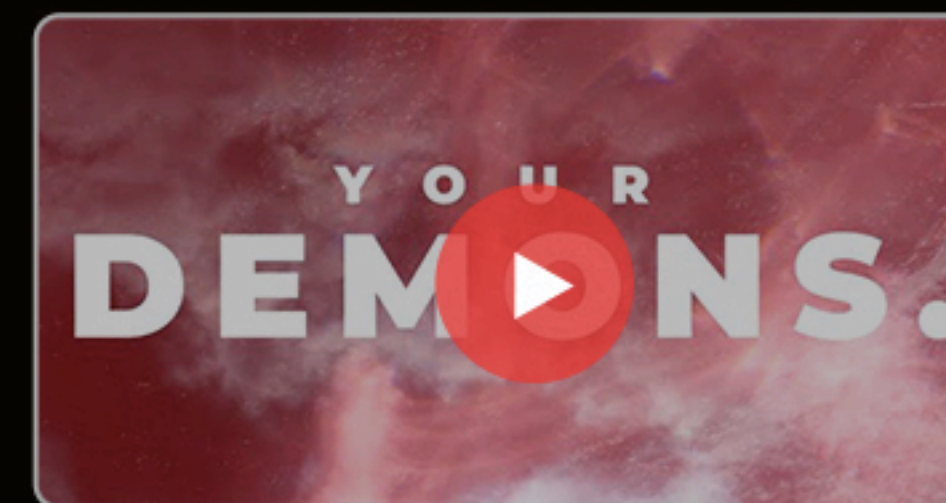
Whitney Houston

“Real transformation is what emerges when we confront the darkest parts of ourselves and dive into the emotional waters most would rather avoid.”

-Wylie McGraw

“

YOU NEED AN OUTSIDE FORCE THAT'S EQUIPPED TO GO INTO THE TRENCHES WITH YOU in real time as your life is happening to take you beyond your limits, not a 'Yes Man' who pacifies your fears.”



CLICK HERE TO WATCH:

THESE ARE YOUR WORST ENEMIES.

Wylie McGraw

WYLIE AT A GLANCE

Revenue Generated

\$2.3B

The billions of dollars in new revenue generated through clients' increased performance.

Military Support

100+

Number of combat veterans helped with PTSD enabling them to live in peace.

Prominent Clients

45

Number of leaders who conquered their demons and achieved optimal performance in their lives.

Industries Impacted

6

Spanning Wall Street, Hollywood, Fortune 500, Personal Development, Professional Sports, and Military.

Time in Service

14 YRS

Working behind-the-scenes for over a decade by word-of-mouth and referrals.

CLIENTS

Wylie's clients include founders, executive leaders, or exclusive clientele of some of the biggest brands in the world.



IN THE PRESS

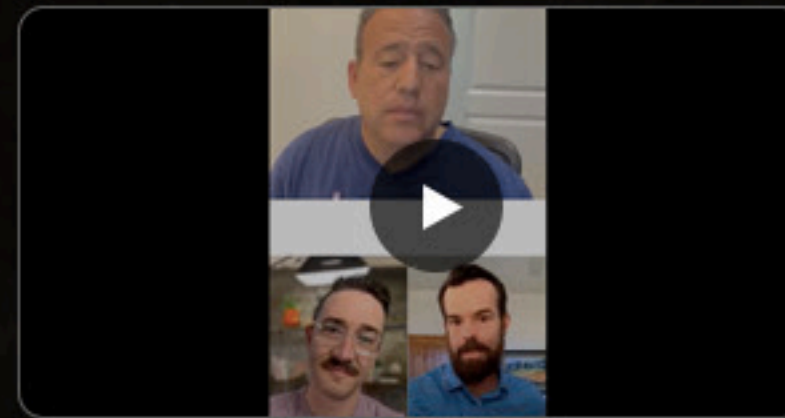
WATCH



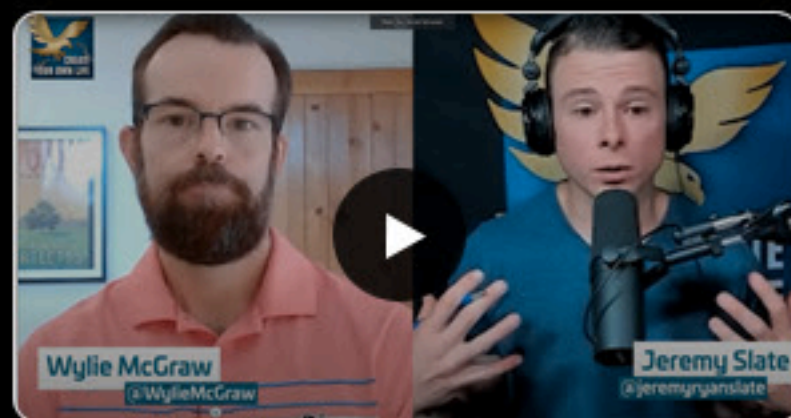
The Chris Voss Show



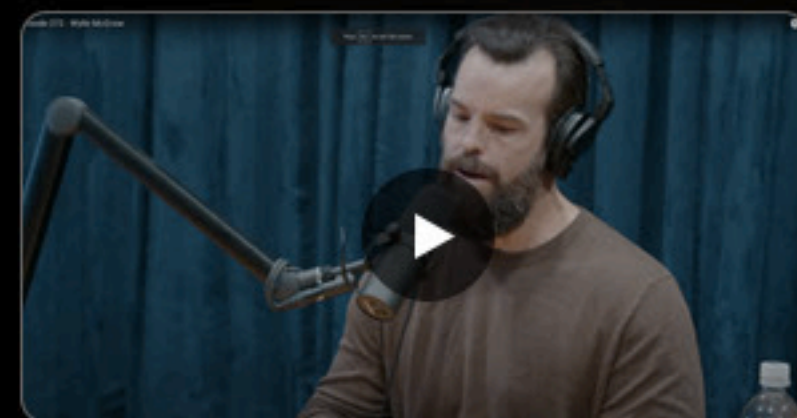
The Tony Durso Show



David Meltzer



Create Your Own Life With
Jeremy Ryan Slate



Cleared Hot Podcast



NBC Houston

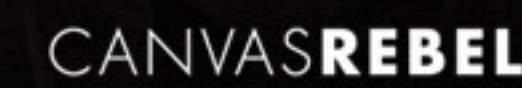
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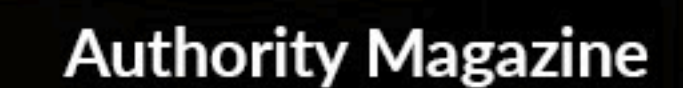
Meet The Disruptors



Getting Helped vs Being Optimized



Challenging Industry Norms



Can You Hear Me Now

TOPICS WYLIE SPEAKS ON

- Accelerating Performance in Life and Business
- Experiencing Greater Satisfaction in Success
- Transforming Stresses Into Assets & Eliminating Burnout
- Eliminating Personal And Professional Fears
- Optimizing Your Power and Potential
- Sustaining Peak Performance and Growing Profits
- Exposing and Removing Blindspots
- Optimizing Health And Wellness
- The Ugly Truths Leaders Keep Locked Up
- Living Life On Your Terms



WYLIE IS AVAILABLE FOR:

- Podcast Guest Appearances
- One-on-one Radical Performance Acceleration
- Public Speaking

Find out more at wyliemcgraw.com

CONTACT FOR MORE INFO:

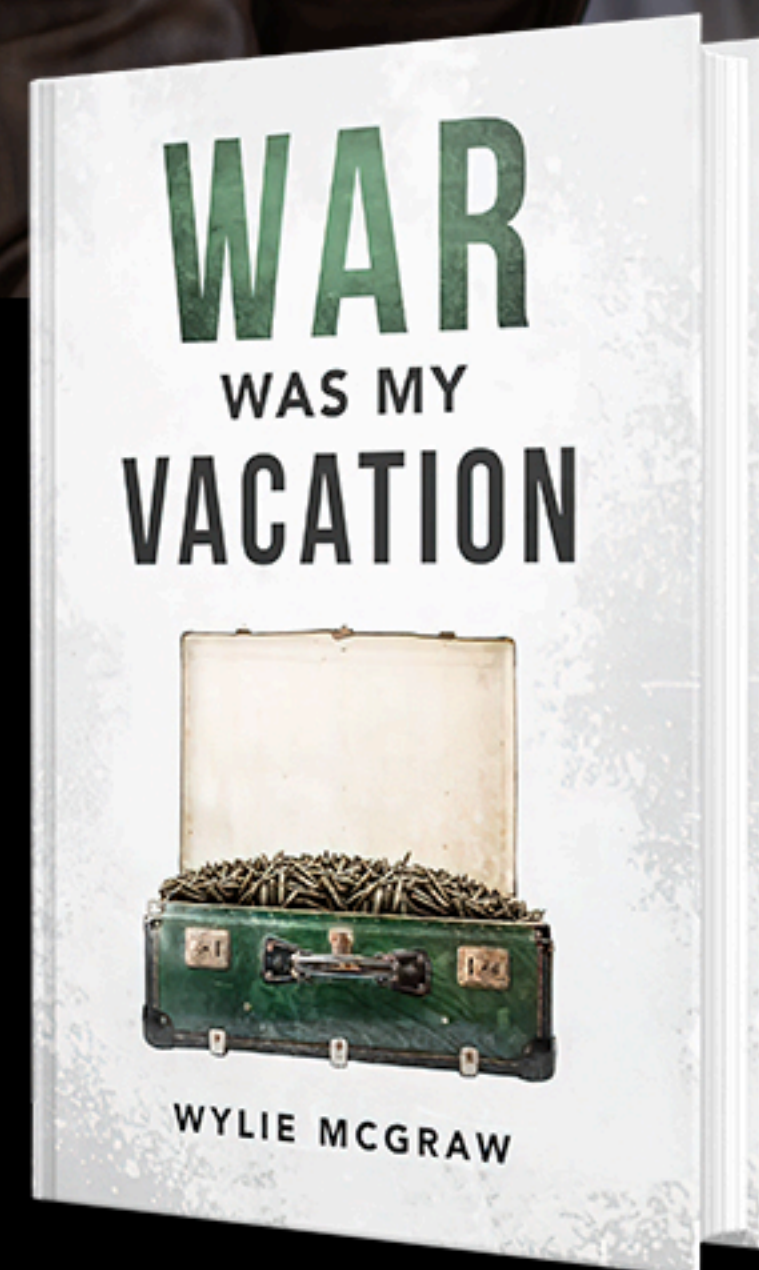
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FOLLOW ME:



BOOK A CALL



FORTHCOMING BOOK

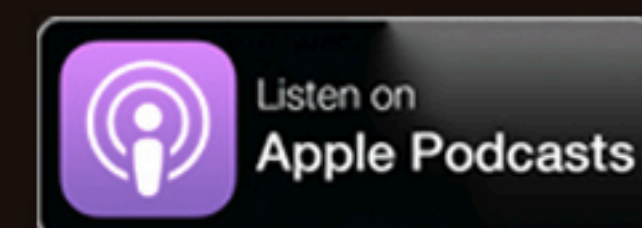
Experience The Life Of A Man Built To Go Where Other People Won't.

Dive into his story of war and discover where the real battlefield lies, who the real enemy is, and what it actually takes to be a warrior for the battles that rage within your life and business.



LISTEN TO WYLIE ON HIS NEW 5-STAR RATED PODCAST

Kick back, pour yourself a nice dram of whisky, and let's settle you in for some low-key conversations on high-performance living. Wise Words & Whisky is for the entrepreneur, CEO, leader, executive, and business owner who's dedicated to pushing themselves beyond their limits, but also needs a break from the hustle and grind.



Wylie McGraw