Escaping Financial Survival Mode

By Damian Johnson

Introduction: My Journey to Empowerment

The story behind how this company began is deeply personal. I experienced what I can only describe as a breaking point—a mental episode that I interpreted as a spiritual awakening.

On that very first day, I went to a place called Freedom Park and ran four miles. Each mile felt like more than just exercise—it was as if God Himself was coaching me through every step, giving me words I can no longer remember but will never forget in spirit. By the final stretch, I told myself: No matter what, I'm going to cross this finish line. Whether running or crawling, I will give 100 percent effort.

As I finished the run and headed back toward my car, something unexpected happened. My keys slipped out of my pocket at a fork in the road. Two paths lay before me—one leading back to my car, the other to a dead end. Something inside urged me to take the dead end path, just to see what it felt like. When I reached the end, I stood there and declared: This isn't the end for me. Now I know what it feels like to reach the end of the road with no options—and I'll never accept this feeling again.

That moment changed me. I left Freedom Park with a new energy, a new clarity, and a conviction that has never left me. The run, the fork in the road, and the choice to face the dead end became a living metaphor for my life: I could either stay trapped in cycles of survival, or I could create a new path forward.

Out of that experience, Four Mile Coaching was born—not just as a financial framework, but as a calling. The Four Mile Framework reflects the very journey I took that day: facing where you are, confronting loss, redefining your identity, and living with purpose.

This isn't just about money—it's about breaking free from survival mode, reclaiming your power, and walking boldly toward the life you were meant to live.

The First Mile – Evaluate Your Now

Just like my first mile around Freedom Park, every journey starts with facing reality. I didn't know if I had the energy to finish the run, but I put one foot in front of the other, listening to the voice inside pushing me to keep going.

Finances are the same way. Many people avoid looking too closely at their situation because they're afraid of what they'll find. But clarity brings control. Just as I couldn't finish the run without knowing where the finish line was, you can't build financial freedom without knowing where you stand.

This First Mile is about building awareness of your financial reality—your income, expenses, debts, and savings. Numbers matter, but so does the voice inside reminding you of your values: security, freedom, or leaving a legacy.

Start small, build momentum, and remind yourself—as I did on that mile—"No matter what, I will cross the finish line."

The Second Mile – Mourn Your Losses

By the second mile, fatigue set in. My legs were heavy, my breathing rough, and part of me wanted to quit. But another part of me knew that struggle was part of the process.

Financially, this second mile represents looking back—acknowledging regrets, mistakes, and limiting beliefs. Just as I pushed through the exhaustion, you must push through the pain of facing past financial failures.

At Freedom Park, I had to confront doubt. In your financial journey, you must confront the belief that "I'll never be good with money" or "I'll always be in debt." Write those regrets down. Feel the weight—but don't stop there. Say, This isn't the end for me.

The second mile is about letting go, just as I let go of the doubt mid-run and kept moving forward.

The Third Mile – Change Your Identity

By the third mile, something shifted in me. I wasn't just running anymore—I was becoming the kind of person who finishes what he starts.

This is the mile where identity changes. Financially, you begin to see yourself not as “bad with money” but as “a saver,” “debt-free,” or “financially confident.”

That day at the park, I became someone new: a man who refuses to quit, who chooses growth over defeat. You can claim that same transformation. Who do you want to be financially? What actions prove it?

The third mile is about choosing a new name for yourself—and walking in it, even when it hurts.

The Fourth Mile – Live Your Purpose

By the fourth and final mile, I was exhausted. My body screamed to quit. Yet inside, I knew I was crossing that finish line no matter what. And when I did, I made a vow: 100 percent effort, every time.

But the story didn’t end at the finish line. When my keys fell and I stood at that fork in the road, I faced one more decision: go the safe route back to the car, or walk the dead end just to feel it. Choosing the dead end taught me something priceless—this isn’t how my story ends. And it doesn’t have to be how yours ends either.

The Fourth Mile is about aligning your money with your purpose. Your “finish line” isn’t financial survival—it’s freedom, legacy, and fulfillment. The dead end is a warning of what life feels like without options, but it is not your destiny.

When you live your purpose, your financial choices—earning, saving, spending—line up with who you truly are and the life you want to build.

Conclusion: Build the Foundation

That day at Freedom Park gave me more than a run. It gave me a vision: four miles, each one teaching me a lesson that became the framework for lasting transformation.

• Evaluate Your Now – Face where you are.
• Mourn Your Losses – Release what weighs you down.
• Change Your Identity – Become who you were meant to be.
• Live Your Purpose – Align your values with meaning.

This is the heart of Four Mile Coaching. Just as I refused to quit on that run, you can refuse to quit on yourself. No matter where you are financially—whether crawling, walking, or sprinting—you can cross the finish line.

The dead end doesn't define you. The finish line does.

Let's take this journey together—one mile at a time.