

  
**YOUR 2 AM  
MOMENT  
SURVIVAL  
GUIDE**

**THE FOURTH  
GENERATION FORMULA**



**KABLE RECORD**

# YOUR 2 AM MOMENT SURVIVAL GUIDE

FROM THE FOURTH GENERATION FORMULA

## HOW TO USE THIS GUIDE

### *WHEN TO USE THIS GUIDE*

#### IN YOUR ACTUAL 2 AM MOMENT

When crisis hits and you're standing in your own version of that hole:

- **STOP** - Take 5 minutes to read through this guide
- **IDENTIFY** - Which story are you telling yourself right now?
- **CHOOSE** - Fill in "I am \_\_\_\_\_" with who you need to be
- **ACT** - Take the next step AS that person, not as who you were

# BEFORE YOUR 2 AM MOMENT (PREPARATION)

Use this as a training tool when things are calm:

- Morning Practice: Read the El Paso story weekly as a reminder
- Identity Work: Complete the 5-minute action plan monthly
- Mental Rehearsal: Visualize your potential "holes" and practice your response

## AFTER A CRISIS (Recovery)

When you've survived your own El Paso:

- **Document It:** Write your story using the El Paso format

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- **Extract the Lesson:** What identity did you discover/confirm?

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- **Share It:** Tell someone else facing their 2 AM moment

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## YOUR INTEGRITY ACTION PLAN

- **THE STORY FLIP** - Choose between faith and doubt (Page 4)
- **THE IDENTITY DECLARATION** - Fill in "I am..." immediately (Page 6)
- **THE EDGE OF RUIN CHECK** - Calculate the real cost of quitting (Page 5)
- **THE 5-MINUTE RESET** - Name it, Claim it, Frame it (Page 6)

# EMERGENCY WALLET CARD

*Cut out and carry this:*

## **MY 2 AM MOMENT CARD**

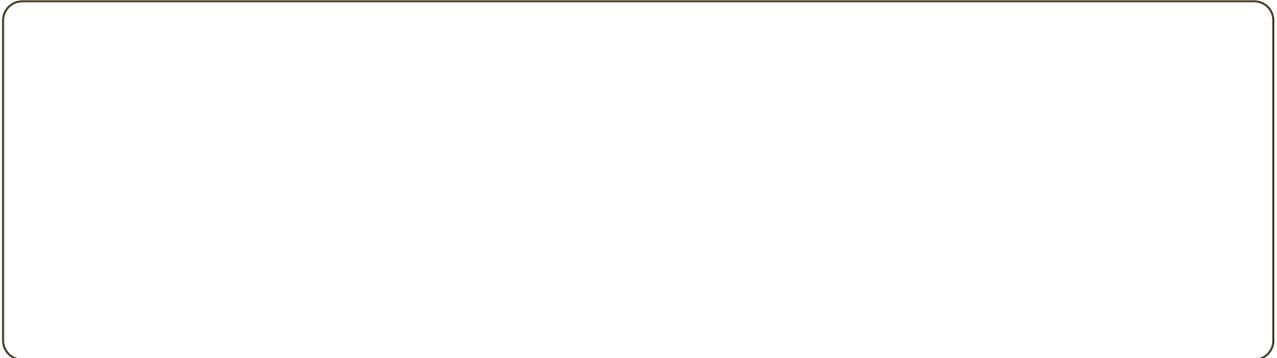
*When everything falls apart:*

1. I get to choose my story

2. Faith and doubt are both beliefs

3. I am: \_\_\_\_\_

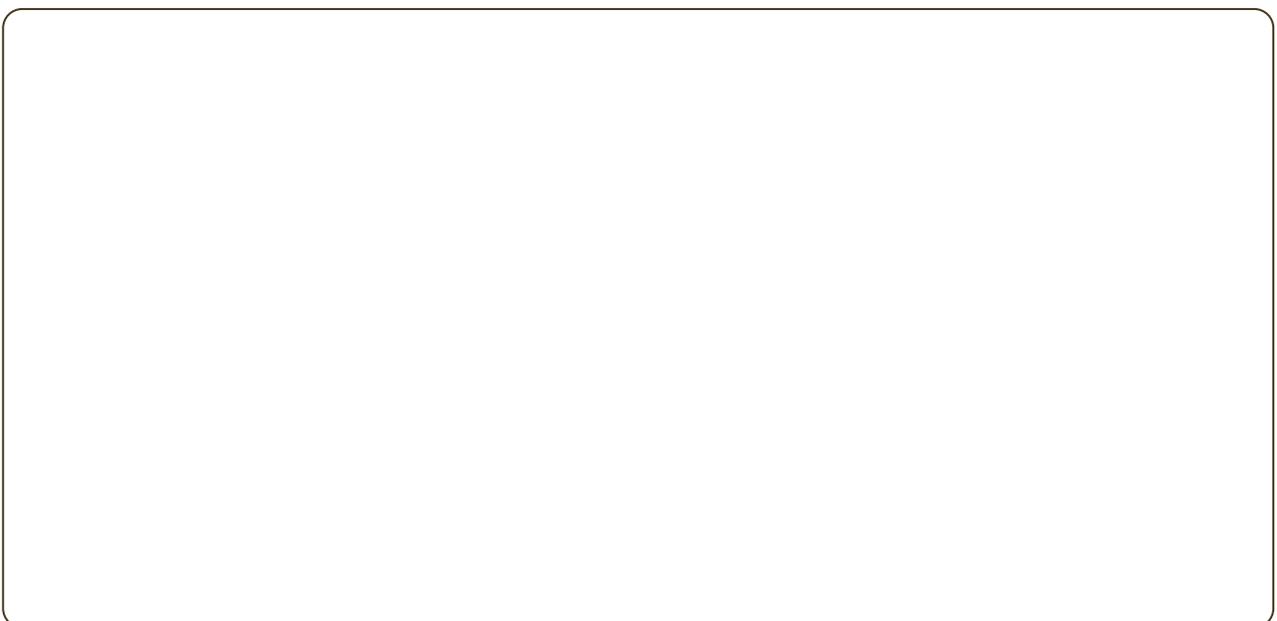
4. Story → belief → behavior → result



5. This struggle is transforming me



"You are what you say you are—  
especially at 2 AM"



# THE MOMENT THAT DEFINES YOU

## The El Paso Education

*"I was standing in a hole at 2 AM, covered in concrete dust and hydraulic fluid, staring at a giant slab of concrete that nothing we had with us could budge. We were twenty hours into a job that was already destroying us. The jackhammer was dead. We'd broken through the plant's main sewer line, which we wouldn't discover until the next day. Every hour we delayed cost the client tens of thousands of dollars.*

*We had reached a point where we realized we didn't know how to succeed."*

## - Kable Record, The Fourth Generation Formula

### The Setup



- **The Job:** 3,000 square feet of concrete removal in El Paso  
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- **The Timeline:** 96 hours to complete  
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- **The Bid:** \$115,000 (should have been \$150,000)  
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- **The Crew:** Kable, his dad, Uncle Jake, and hired hands  
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- **The Problem:** 20-inch reinforced concrete that wouldn't break

## ***Hour by Hour Descent***

- **Hour 20:** Standing in the hole at 2 AM, equipment failing  
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- **Hour 27:** Collapsed in hotel, too exhausted to sleep  
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- **Hour 48:** Still fighting concrete, no end in sight  
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- **Hour 60:** Mind checked out, body on autopilot  
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- **Hour 78:** Pouring concrete while plumbers fixed sewer below  
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## **YOUR 2 AM WILL COME**

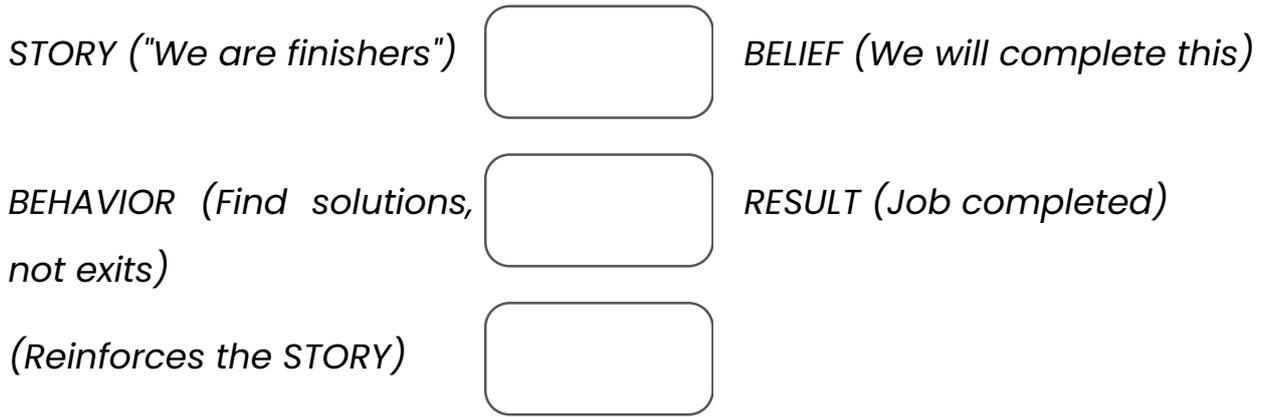
I don't know when your 2 AM moment will arrive. Maybe it'll be literal—some crisis that has you up in the middle of the night. Perhaps it will be metaphorical—that moment when life strips away your energy and excuses and demands to know who you are.

But it will come. And when it does, you'll have to decide.

Will you be someone who finds reasons or someone who finds ways? Someone who explains why it couldn't be done or someone who figures out how to do it anyway?

## **THE IDENTITY LOOP**

**"The story becomes the belief. The belief becomes the behavior. The behavior becomes the result."**



That night in El Paso, I told myself we were finishers. Not hopeful finishers. Not maybe-finishers. Just finishers. Period. So we finished. Not because we were special or tough or even particularly smart. But because once you decide that's who you are, your brain stops looking for exits and starts looking for solutions.

## THE LESSON AT THE BOTTOM OF THE HOLE

Faith and doubt are both beliefs. In that moment at 2 AM, covered in hydraulic fluid and concrete dust, while staring at a disaster that wasn't my fault but absolutely was my problem, I could have believed one of two stories:

### **STORY 1: DOUBT**

**"This is impossible. We're in over our heads. No one could fix this."**

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### **STORY 2: FAITH**

**"We're going to finish this. We'll figure it out. We always do."**

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At that moment, both were equally true. The difference was which story I chose to tell myself.

## THE TRUTH

Romans 12:2 says, "Be transformed by the renewing of your mind"—that's what had to happen first. New story, new mind, new results.

## THE EDGE OF RUIN

**If we walked away, here's what we'd owe:**

- Cost of tearing out the foundation: \$300,000+*
- Cost of delaying the project: \$500,000+*
- Production downtime (@ \$50k/hour): \$1,700,000+*

- **TOTAL POTENTIAL LOSS: \$2.5 MILLION**
- **BANKRUPT. DONE. FINISHED.**

But worse than the money was what it would do to our name. Everything my dad had built over decades would be destroyed in one weekend. The Record name would be synonymous with "the guys who couldn't handle El Paso."

## YOUR 5-MINUTE ACTION PLAN

Do this NOW, while the lesson is fresh:

### 1. NAME YOUR CRISIS STORY (2 MIN)

What do you tell yourself when things go wrong? What's the recurring narrative about your limitations?

*"When things get hard, I usually tell myself..."*

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## **2. CHOOSE YOUR NEW IDENTITY (2 MIN)**

Not "I will try to..." but "I am someone who..." Make it present tense, make it definitive.

*"From now on, I am someone who..."*

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*Examples:*

- *"I am someone who finds solutions"*
- *"I am someone who finishes what I start"*
- *"I am someone who gets stronger under pressure"*

## **3. ACT BEFORE YOU SLEEP (1 MIN)**

Write your new identity statement on:

- Your bathroom mirror
- Your phone's home screen
- A card in your wallet
- All three places

Set a phone reminder to read it at: \_\_\_\_\_AM

## WRESTLING FOR YOUR BLESSING

*"I've thought about Jacob wrestling with that angel through the night. He wouldn't let go until he got his blessing. The thing is, Jacob walked away with a limp. The blessing came with a permanent reminder of the struggle. That's what El Paso was for me—my wrestling match. 78 hours of refusing to let go. And like Jacob, I came away transformed. Not the same person who started the job."*

**Your 2 AM moment isn't coming to break you.**

**It's coming to transform you.**

But transformation requires declaration. Jacob had to say "I will not let go until you bless me." I had to say "We are finishers."

What will you say?

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# THE BUILDER'S FORMULA AT WORK: IDENTITY

This entire story shows you the first tool—Identity. When I declared "We are finishers" in that hole, I was using the most powerful tool any builder has.

**You are what you say you are—especially at 2 AM.**

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## SINCE EL PASO

Since El Paso, we've never been caught unprepared again. Do we need one saw? We bring two. If a 20,000 lb excavator is enough, we bring a 40,000 lb excavator. We have backup plans for our backup plans.

But the real lesson wasn't about equipment or preparation. It was about that moment when everything goes wrong, and you have to decide who you really are.

Fill this out NOW. Not later. NOW.

**When my 2 AM moment comes, I will remember:**

**I AM** \_\_\_\_\_

**I AM** \_\_\_\_\_

**I AM** \_\_\_\_\_

**Not tomorrow. Not when I'm ready. Right now.**

**Sign it:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## **THE STORY YOU TELL YOURSELF**

*"What story are you telling yourself right now? Put the book down for a second and think about it. Every morning, every challenge, every moment of decision—we're telling ourselves a story. Like it says in Proverbs 23:7, 'As he thinks in his heart, so is he.' The story becomes the identity. The identity becomes the life."*

***Your story is being written right now.***

***What are you going to say?***

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*"In times of distress or uncertainty, there is a special breed of person ready to face any challenge and prepared to accomplish any mission—a common human with an uncommon desire to succeed, forged by adversity. I am that person."*

**—From The Builder's Creed**

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