KINGDOM LEADERS · MEN PURSUING CHRIST

KINGSMEN

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Live a life worthy of your King.

A BROTHERHOOD BUILT TO BE PLANTED



EST. 2021 · KANSAS CITY · HOME · KINGSWAY CHURCH, SARASOTA



THE WAKE-UP CALL

Some men are alive, but asleep.

"Awake, O sleeper, and arise from the dead, and Christ will shine as dawn upon you and give you light."

EPHESIANS 5:14 · AMP

VISION

Who we are and the "Why" that drives us.

Kingsmen exists to wake men up.

Too many men are alive but asleep at the wheel — breathing but numb, working but not present, in the house but not leading. They're saved, but they never stepped into the life Christ died to give them. They've made peace with surviving: get through the week, keep the job, keep the marriage quiet, keep the weight on, keep the phone close, keep the real fight private.

Kingsmen is the alarm.

It's the cold water, the 2x4 across the forehead, the moment a man sees where he actually is, what he's actually become, and what was taken from him while he slept. Then it hands him a Code, puts him in a room with brothers, and holds him to it every day until thriving is his new normal.

We're not building a men's group. We're forging consecrated men — set apart, not just saved; commissioned men — who take orders from the King, not from culture; and connected men — because lone wolves starve while packs take dominion together.

WHY WE LAUNCHED

We are not recruiting men to church. We're awakening warriors to the frontlines.

A Kingsman lives disciplined across six pillars: spirit, mind, body, family, finance, and brotherhood. Twelve commitments. One Code. The goal is simple and enormous: men who are dangerous to hell and useful to Heaven, leading homes that have a foundation, churches that have their fire back, and raising sons and daughters who inherit a legacy instead of an excuse.

The enemy tried to keep us asleep because he knew what we'd be if we ever woke up and stepped into the calling our Lord set before us.

Consider us awake.

WHY WE EXIST

Three marks of a Kingsman.

Consecrated

Not just saved — set apart. He doesn't look like the world, talk like the world, or lead like the world.

The enemy can't destroy a man who's already died to himself.

Commissioned

His orders come from the King, not culture. He doesn't ask what's easiest. He asks what's righteous.

A commissioned man doesn't drift. He advances.

Connected

Not a lone wolf. Part of a brotherhood that sharpens, corrects, and carries each other.

Lone wolves starve. Packs take dominion.

If the church loses its men, it loses its fire. If families lose their men, they lose their foundation. If men lose their identity, they lose their legacy. That's why this matters. That's why this isn't optional.

THE KINGSMEN CODE

Twelve commitments. One Code.

Rooted in God's Word, the Code is the thread through every class, every tool, and every conversation. It's the standard we hold ourselves to — and hold each other to.

1. A Kingsman worships God alone — **everything else bows or burns.**
2. A Kingsman lives with uncompromising obedience and integrity.
3. A Kingsman lives consecrated and set apart.
4. A Kingsman guards his heart and his purity with violence.
5. A Kingsman offers no quarter to the enemy — **no truce, no retreat.**
6. A Kingsman works with excellence and lives generously.
7. A Kingsman builds an empire within himself before leading others.
8. A Kingsman stewards his body as a temple and a weapon.
9. A Kingsman protects his kingdom.
10. A Kingsman locks shields with his brothers and leaves none behind.
11. A Kingsman shows up with purpose, presence, and gratitude.
12. A Kingsman repents like a soldier under fire — **instantly, violently, and without excuse.**

We do not strive for perfection. We strive for immediate repentance and relentless forward motion.

WEAR THE NAME ONLY IF YOU ARE WILLING TO LIVE THE CODE.

Every man who enlists signs the Oath — the Code in the first person. It's read out loud, on his feet, in front of his brothers. From that day the Code isn't a poster. It's who he is and who he is walking out to become.

THE LIFESTYLE

Six pillars. One consecrated life.

For a Kingsman, faith, business, leadership, and fitness don't live in separate boxes. They intersect in one life marked by purpose, stewardship, and relentless growth. We train the whole man.

CONSECRATION OVER COMPROMISE

Spirit

Your walk with God. The Word, prayer, obedience. Fire from the Holy Ghost, not motivation.

CLARITY OVER CONFUSION

Mind

Mindset, discipline, growth, leadership. A foggy mind can't lead anyone — not even yourself.

STEWARDSHIP OVER SLOPPINESS

Body

Training, sleep, nutrition. A temple and a weapon. Soft men don't build strong homes.

PRESENCE OVER PASSIVITY

Family

Marriage, kids, home. The kingdom he protects and the covering he provides.

PROVISION WITH PURPOSE

Finance

Work, business, money. Excellence and generosity. You're not the provider — you're the steward.

SHIELDS LOCKED, NO MAN BEHIND

Brotherhood

His brothers, his platoon, accountability. The men who call when he goes quiet.

Every day, six pillars are scored into one number: the Crown. Hit 80 with no pillar under 50 and you took the Crown that day.

You can't take it by crushing the gym and ghosting your wife. The Crown rewards the whole man — which is the only kind of man we're building.



THE TRAINING

Not a class. Not a hangout. Training.

"Discipline yourself for the purpose of godliness; for bodily training is just slightly beneficial, but godliness is beneficial for all things."

1 TIMOTHY 4:7–8 · AMP

THE TRAINING

Kingsmen 1

The Enlistment

SIX WEEKS · LIVE AT KINGSWAY · VIDEO IN PRODUCTION

Every Kingsman starts in the same room. Kingsmen 1 is the intro Bible study every man takes first — six weeks through the whole man, taught straight from Scripture with no donuts and no surface talk. You can't fix what you won't face, so Week 1 starts with the body and the hardest question in the room: is it helping or hindering the calling on your life? From there the class works through the mind, the spirit, the wallet, and the home, and ends with a Commissioning. Men leave with their daily standards set, their Oath signed, and the Kingsmen 60 Challenge underway.

WEEK 1

Body

Wake up. Own it. Stewardship over sloppiness — discipline your flesh or it will dominate your legacy.

WEEK 2

Mind

Clarity over confusion. Daily reading, reflection, and renewal. Out of reaction, into response.

WEEK 3

Spirit

Consecration over compromise. The Word, prayer, obedience. Orders over options.

WEEK 4

Finance

Stewardship over scarcity. Money is a test; scarcity is a spirit. Most men don't budget — they bleed.

WEEK 5

Family

Presence over passivity. Priest of your home, not dictator. You raise warriors by being one.

WEEK 6

Commissioning

Legacy is built in a thousand small, faithful moments. The Covenant, spoken out loud, together.

The Kingsmen 60 Challenge

Sixty days of daily standards across every pillar — spiritual warfare disguised as self-discipline. Miss a day and the sixty starts over. Finish and you've earned the Ring. The app tracks every day of it.

WHAT A MAN WALKS OUT WITH

His standards set in all six pillars · The Oath, signed and spoken · A platoon of brothers · Day one of the Kingsmen 60 · The app on his phone · A Code he can recite



THE TRAINING

Kingsmen 2

Ascend · A deep dive into the mind

SIX WEEKS · LIVE AT KINGSWAY

Kingsmen 1 enlisted you. Kingsmen 2 is about ascending. The enemy doesn't fear a man who attends church — he fears a man who thinks clearly, stands firm, and lives governed. Every war is won or lost before the first shot is fired, so Ascend goes after the control center: default thinking versus Kingdom design, capturing thoughts, the power of the tongue, guarding the heart, the enemy's tools, and a daily operating system built on the Code. What if you trained your mind as hard as you train your body?

WEEK 1

Renewing the Mind

Default vs. design. Repentance as mind-change. The Code as the Kingdom man's operating standard.

WEEK 2

Thoughts Captive + Gratitude

Capture the thought, change the life. Gratitude as warfare against scarcity and anxiety.

WEEK 3

The Tongue + Faith

Your mouth partners with Heaven or hell. Faith speaks what God says and pulls the unseen into the seen.

WEEK 4

Guarding the Heart

Peace is a weapon. Joy is a decision. Interrupt the stress cycle and live in Kingdom steadiness.

WEEK 5

Tools of the Enemy

Strongholds, accusation, distraction, isolation, compromise. Don't try harder — cut the supply lines.

WEEK 6

Living by the Code

A Kingsman doesn't attend truth — he becomes it. Build the daily system. Commission the men.

THE THESIS

Who you are becoming is more important than who you are. And who you choose to be is who you are becoming. You don't drift into greatness — you drift into mediocrity. Greatness is built by design.

HOW A WEEK RUNS

Ninety minutes, live. Scripture first — every week is anchored in the Amplified text. Then the teaching, then the men talk, then the activation: homework that has to be done before the next room. No spectators. A man who doesn't do the work hears about it from his platoon.

WEEK 1 ACTIVATION

Input audit (7 days): write down everything you consume and name the two inputs corrupting your mindset. **Renewal (daily):** Romans 12:2 and Colossians 3:1–2, out loud, every morning. **Code alignment:** "The Kingdom man I am becoming looks like ___. The drift I'm killing is ___. The standard I'm living by is ___."

THE TRAINING

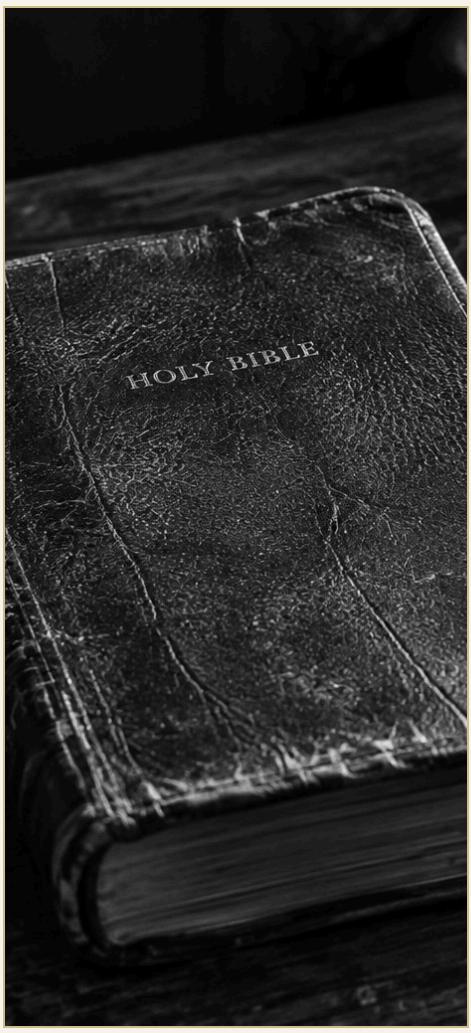
Kingsmen 3

Throne Room · A deep dive into prayer

SIX WEEKS · IN DEVELOPMENT

If Ascend trains the mind, Throne Room trains a man's access. Six weeks on prayer as a Kingsman practices it: not a grocery list, but an audience with the King. Hearing God's voice and acting on what He says. Intercession as the covering a husband and father throws over his home. Fasting as warfare, not dieting. Praying Scripture back to the One who wrote it.

And praying together — because a platoon that prays locks shields in the one place the enemy can't reach. Men leave with a daily rhythm of prayer they can keep for life and the confidence to lead their families to the throne.



WEEK 1

Audience with the King

Prayer as access, not performance. Who you're talking to changes how you talk.

WEEK 2

Hearing His Voice

The Word, the Spirit, the still small voice — and obeying what you hear.

WEEK 3

Covering Your House

Intercession for your wife and kids. The priest of the home at the altar.

WEEK 4

Fasting as Warfare

Cutting the flesh's supply lines. Hunger that sharpens instead of weakens.

WEEK 5

Praying the Word

Scripture on your lips. Faith that speaks what God already said.

WEEK 6

Shields Locked

Praying with your brothers. Agreement, confession, and a platoon on its knees.

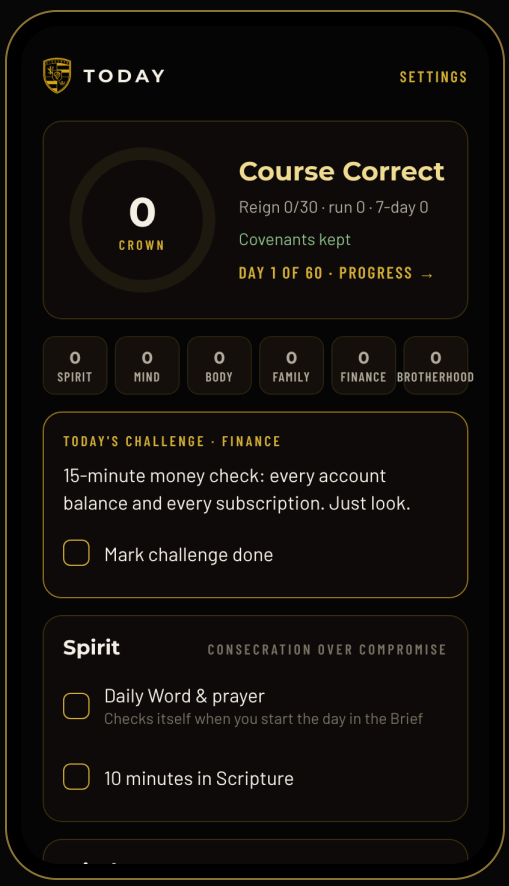
THE THESIS

You don't fight for victory — you fight from it. A Kingsman who knows the way to the throne room is never outgunned, and never alone.

THE KINGSMEN APP

Did you win the day?

The all-day tool that keeps the Code in front of a man. He sets his standards in each pillar, logs the day, and the app tells him plainly whether he took the Crown. His pastor and his platoon see the scoreboard — never his journal.



The Crown

His score across all six pillars. 80 or better with no pillar under 50 and he took the Crown. The whole man, or nothing.

Reign

Crowns taken in the last 30 days. One bad Tuesday costs a day, not everything. Repent like a soldier under fire; keep moving.

The Brief

A daily Word, the day's challenge, and a word from his men's pastor — timed to his morning.

Platoon

His brothers see his Crown, his run, and whether he checked in today. Go quiet two days and they know to call.

Orders

The day's most important task, his standards, and his reminders — one list a man actually finishes.

Coach

An optional AI coach that knows his standards, his season, and his fight — and pushes. Off until he turns it on.

The Kingsman Key

His progress backs up encrypted and follows him to any phone. No man ever starts over.

House Code

One code puts a whole church's men on their own board in under a minute.

ENLIST TODAY

app.kingsmen.life

Works on any phone from the browser today — add it to the home screen. App Store version coming.



STRENGTH IN NUMBERS

No man left behind.

"Though one may be overpowered, two can defend themselves. A cord of three strands is not quickly broken."

ECCLESIASTES 4:12

FOR PASTORS

Open a House.

FOR CHURCHES THAT WANT THEIR OWN HOUSE

Kingsmen was built to be planted, not just attended: a written Code, six-week trainings with the curriculum done, an app that tracks each man's daily standards and puts your men on their own board, and a House code that's yours to lead and make your own. You bring the men you already have; we bring the system, the training, and a growing brotherhood of Houses that pray for each other, sharpen each other, and refuse to let one man fall through the cracks. There's strength in numbers and there's no man left behind — that's the whole point.

1

Say yes

Email justin@kingsmen.life. We'll talk through your men, your calendar, and who leads the room. You keep your name on it — Kingsmen is the engine, your House is yours.

2

Enlist your men

Run Kingsmen 1 — six weeks, curriculum done, video coming for every House. Each man enlists in the app and joins your board with your House code.

3

Hold the line together

Men score the Crown daily. Leaders see who's present and who's gone quiet. Houses pray for each other across cities. Nobody falls through the cracks.

KINGSMEN

Our first House code, Sarasota. Yours is one word, chosen with you, that puts every one of your men on the same board.

WHAT TO SAY TO YOUR MEN

Kingsmen is a brotherhood for men who are done sleepwalking through their own lives. We live by a Code — twelve commitments across six pillars: spirit, mind, body, family, finance, and brotherhood — and we hold each other to it every single day through six-week trainings, a daily app, and brothers who will actually call you when you go quiet. Nobody here is impressed by how busy you are; we care whether you're awake, present, and leading. You can't wear the name if you don't carry the weight — but you'll never carry it alone.



THE COMMISSIONING COVENANT

I am a Kingsman.
Called by God. Forged by fire. Set apart for legacy.
I reject passivity. I kill compromise.
I walk in truth. I lead with purpose.
And I will not back down.
Not for culture. Not for comfort. Not for the enemy.
I've been trained. I've been tested. I've been transformed.
I am not my past. I am not my pain.
I am a son of the King.
I fight for my family. I live with eternity in mind.
No excuses. No retreat. No quarter.
I am a Kingsman.

Spoken out loud, on his feet, with his brothers — at the end of Kingsmen 1 and the start of everything after.

THE STORY

Started in a living room. Built to cross the country.

Kingsmen began in 2021 in Kansas City with a handful of men who were tired of a faith that stopped at the church door. There was no brand and no app — just a Code written on a page, a room of men willing to be held to it, and a pastor who refused to let men's ministry mean donuts and small talk.

What came out of that room was a way of living: six pillars trained every day, twelve commitments spoken out loud, and brothers who actually showed up. Men lost weight, got their houses in order, put their phones down and picked their families back up. Then the men started teaching other men.

Today Kingsmen is the men's ministry of Kingsway Church in Sarasota, Florida, with its first House code live and a second generation of men being commissioned. The classes, the Code, and the app were built so a pastor can plant it with the men he already has. The book, *The Kingsmen Way*, arrives January 1, 2027.

ESTABLISHED

2021 · Kansas City

HOME

Kingsway Church · Sarasota

FOUNDER

Justin King

HOUSES

Sarasota · Kansas City







The door is wide open.
The gate is narrow.

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NO MAN LEFT BEHIND · EST. 2021 · JESUS IS KING