

GET YOUR BALLS BACK:

A Guide to Reclaiming
Your Manhood

By Scott Gabriel Hummel

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www.ballsbackbook.com

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Disclaimer: This book is a work of non-fiction, as long as you do something with its advice.

Published in the United States of America 2012 by
gabrieldoes publishing Austin TX, USA

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ISBN 978-1-105-66337-6

Library of Congress Cataloging-in-publication data

Printed in the United States of America

First Edition

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For everyone who wanted more out of life

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Introduction

“You aren’t like any man I have ever met before.”

She puckered her lips and left out a smile that would make any man vividly imagine an intimate alleyway encounter. I smiled at her and said back, with a grin on my face, “what do you mean by that?”

She took her hand away from her martini glass and placed it on my inner thigh and said, “nt many men act like men anymore, they don’t act masculine or feminine, they act kind of asexual.” She continued, “most men wouldn’t have the balls to walk up to me and just lay it all out there, or at least do it and be truthful about it.” “There aren’t any real men anymore,” she stated with a look that resembled a person watching the end of the next major romantic comedy.

I laughed and responded with my hand placed firmly on the back of her neck and said, “most guys are real men; the problem is they don’t take their instincts and act upon them. I like to take them and run through walls like a semi-truck.” I pulled her head into mine for a Hollywood style kiss, and took a nice bite of her bottom lip. She moved backward and took a deep breath, “you’re very aggressive, I like it.”

When I first sat down to think about this book I had a distinct purpose in mind. I wanted to change the lives of men for the better; I wanted to help change the lives

of men in the way that I changed my own life - but I didn't want to be the next self-help rah-rah cheerleader. I didn't want to tell everyone that everything will be okay, and that if you stay positive, live in sanity, and use the secret, you too can have a model girlfriend and a Ferrari randomly appear in your new fifty million dollar mansion.

If you read a few affirmations, and pump yourself up, you can immediately take on the world. That's what most self-help people peddle. This book isn't even about self-help; it's about self-destruction, and about change.

This is not going to be easy at all. I'm literally going to bring into question nearly every aspect of who you are and what you want out of life. I'm going to make you do things that are uncomfortable, nerve wrecking, painful, scary, and intense.

This book is not for little kids. This is for the badass in training. It's raw and real. I did not change my life by sitting at home and meditating. I got out there and made shit happen. The examples I give here maybe vulgar, ridiculous, and always filled with debauchery. Most people love me; there are some who hate me. That's the nature of being who I am.

My goal is to push you with a freight train into a new aspect of who you want to be. Man, it's going to be a lot of hard work and a huge pain in your ass.

So, if you're unmotivated, happy go lucky, a goody toe-shoes, a brownnoser, cocky, arrogant, or any other shell of a man, maybe you should put this book down. Literally ninety percent of people that attempt to make major change in their lives fail. So maybe you should just quit while you're ahead; no really, maybe you should.

This is going to be an awesome ride of grand proportions, and if you can step-up to the challenge, I'm happy to bring you along for the ride.

Before you can even begin to transform yourself, you should learn a bit about me, and the changes I have made. If you aren't interested in me backing up the shit I've been shoveling for the past quarter of a century, then skip ahead to the next section, otherwise saddle up for a short trip down ego lane.

Overcome Depression

At the age of seventeen, I thought about killing myself on multiple occasions, but the act of self-destruction was never completely finalized. On my fourth near suicide attempt, I had a revelation that there were only two options available to myself:

1. Die now and make sure no one can save me
2. Grab myself by the balls and make a change

From that day, I have drastically changed who I am as a person and I've molded myself into the embodiment of everything that I thought to be great in this world. I am one of my own role models.

Quit Drinking

During my rising fame from a nerd with no friends and a knife by my side, to a full blown popular kid with sex, drugs, and rock and roll, I found myself at a new standstill in life. I entered a bar in Windsor, Ontario, and throughout the course of the evening proceeded to drink roughly \$100 in alcohol by myself. At the end of the last glass, and the emptying of the wallet, I realized that I wasn't even buzzed. I then considered that going out and drinking 50-100\$ worth of alcohol five nights a week for nearly five months was not the best course of action. I had become a full-fledged alcoholic.

I quit nearly cold turkey before I hit 21 (only had 1 drink on my 21st birthday), and to this day alcohol VERY rarely, if ever, touches my lips (Note: I am drinking again, but about 750ml less than before, everything is far more under control.)

Got In Shape

After a roller coaster career as a restaurant/nightclub manager for a hotspot in the Detroit, Michigan area, I realized that my late night binges of chicken quesadillas from taco bell, and only eating once a day had finally taken a toll on my abdomen. I made a New Year's resolution at that point and pushed myself to get the body of Mark Wahlberg, back when he did Calvin Klein ads. I even posted his photo up in my house, every girl that came over thought I was gay. Six months after staying on a strict workout regimen and diet plan, I had achieved results that looked

amazing. I had the inner health to back it up; my doctor said to me, “Gabriel, your easily one of the best in shape 20 something’s that come into this office.”

Never Worked a Job I Didn’t Love

I quickly realized that working just for the sake of money did not sit well with me. After working as an assistant to a lawyer in a major law firm, I found myself hating the job more and more each day, I realized that I could not stand to be involved in any type of work that I was not passionate about. When I was fired from that job for “talking the talk but not walking the walk,” I obtained a job getting paid to talk to people on a regular basis. I loved every minute of it (and I still do).

To this day, I have worked in a wide variety of careers, all of which were entered under the premise of something that I would love to do, and never as something that has to be done to make ends meet. As an enterprise rent a car driver once said to me, “Life is too short to work a job you don’t like.”

Wrote Multiple Books

Where are these supposed novels? You are reading one right now. The fact of the matter is that the other ones are sealed away in a super-secret vault with enough security to make Fort Knox look like peewees playhouse. Seriously, they are both done and both have original content that has not been covered on this website in any form. Once I decide whether I’m going to release the second one as an eBook or continue

pursuing a publisher, you guys will be the first to know when they will be released.

Traveled the World

As many people who know me are familiar with, I love traveling. I cannot think of one thing on this planet that is more fulfilling than the art of getting on a plane and getting off in a completely new locale.

I love the experiences of meeting new people, seeing exotic cultures and taking everything unfamiliar in, all at once. The perspective I get on my own life, and the appreciation I get for others is irreplaceable. If you know of any great countries I should visit, for any reason at all, please let me know and I'll add it to my list. I plan on stepping foot on every continent in the world by the age of thirty and seeing as much of the world as humanly possible after that.

Donate Time to Charity

I strive to try and make the world a better place. I like to volunteer my time to help people in any means possible, including financial donations and volunteer work. I have done everything from give money to homeless on the street (buying drugs or buying food, you can't control what they do, but only hope they do the best thing for themselves) to rebuilding computers for women who were abused by their husbands (yes I am a computer nerd, deal with it) to starting a nonprofit to empower children to succeed in life.

Minimalized My Life

In order to make my life more streamlined and less of a cluster fuck, I decided to get rid of and cut down on a lot of things I had in my life. I'm slowly working my way into having only 100 possessions to my name (currently sitting at 150ish). From schedules and electronics to clothes and goals, everything is being made simpler. Doing this allowed me to focus more on what I want in life and less on the crap that doesn't matter.

Took Control of My Wallet

For a long time I had a ludicrous spending habit of buying crap I didn't need, just because I had the extra cash lying around. I decided to get my finances in order and in doing so, spent more money on the things I loved, less on the stuff that doesn't matter, and still had a fat savings account left over. Over are the days of spending over a grand on clothes and other needless material possessions. Now are the times of Roth IRAs and high yield online checking accounts.

Been a Womanizer and in Long Term Relationships

This is important for offering any sort of advice on relationships. I feel that there are far too many people out there who claim to be relationship experts when in actuality, they:

1. Have never had a girl/boyfriend in their life
2. They have been with the same person for what seems like a century
3. Their relationships have been either perfect or horrible with no real sense of balance.

I have had fights, I have moved in with my girlfriend, I have had one-night stands, and I have been a total man-whore. I have made enough mistakes and successes in dating in order to gain insight on how to be a dating machine, or be in a loving relationship.

I Truly Believe that People Can Change

Over the years, I have seen and met a lot of people. I find that most of them remain pretty stagnant and don't really push the envelope that is their lives. Everything remains fairly the same and predictable and they usually don't change or evolve much over five years, ten years, or even a lifetime. I am not that person. I went from a nerdy, self-hating, suicidal, depressed, friendless, terrible looking person, to my true picture of a man. Not to be self-absorbed, but anyone who can go from not even being able to look a girl in the eye, not being able to lift 50 pounds, and the confidence of the class loser to a general badass has got my respect.

Became a Nutritionist

In my endeavors to become as healthy and in shape as humanly possible, I decided to spend an ample amount of time researching what kind of foods were healthy, for what reasons, and why you should eat them. In addition to consuming these new delicious and healthy foods, I read up on the diets of people from all over the world and read a plethora of articles and books on nutrition and health/well-being. I took these principles and found ways to make them fit into the real world and allowed myself to reinvent the typical American diet, and come out with my health in top order. After

all my readings and various cooking projects, I realized that I knew more than a lot of nutritionists I knew. I started talking to individuals on health and diet and became a reference point for many friends and clients in their quest to become healthier human beings.

Started My Own Businesses

I knew since the tender age of five, when I was franchising lemonade stands so the other kids in my neighborhood could work them, that I would be a business owner. I usually always hated working with other people, and ultimately knew that I longed to have my hands in my own work, doing my own thing, by my own schedule. I have successfully created and developed over four businesses to date, and I am just getting started.

If you still think that I don't know shit about the various idiosyncrasies that are going to be covered in this book, here is another light list of my egotistical, narcissistic accomplishments for your viewing pleasure:

- Spoken and led groups of 1000+ people
- Been member of many secret societies and organizations
- Made over \$100 an hour at age 17
- I own and operate over 15 websites
- I have met celebrities like Lady Gaga, Katy Perry, 50 cent, Michael Jordan, Brad Pitt
- Driven to succeed in every aspect of my life
- Owned my first business at 16

- 80+ hour work week experience
- Built over 100 computers & 3 websites at 15
- Wrote two books & published over 300 articles
- Painted over 100 paintings
- Managed 1000 person Korean weddings and massive nightclub parties
- Locked a kid in a safe
- Can make friends with anyone at anytime

I have included a number of ideas, articles, and concepts of my own, in addition to the very ideas and articles from friends and mentors that helped shaped me into who I am. I wanted to make sure that only the best content, ideas, and thoughts from the best people I have come across made their way into this book, so that you can benefit from them like I did.

Look, I want to help you, and if you are cool with that idea my dear man, then let us quit this showboating poppy cock and dive straight into getting your shit together.

The History of Men

Seven million years ago, we slept in our own shit, we lived in caves, and we didn't even have a wheel for another million years or so. On some primordial level, we were doing something properly; I mean we are still here, right?

It is commonly believed among anthropologists that early man had to fight for many basic needs that we have today, such as food, water, and shelter. Man or woman, every day was a struggle for them to survive, and all they had to rely on was themselves and their instincts. Men would be seen fighting and even killing other men for rights to food and shelter, and even the occasional clubbing of another caveman in order to drag a woman back to their cave for some cave man love session. Women would fight with other women for the same things but they would also fight one another for men. It was a dog eat dog world and everyone did what was necessary to survive.

Many scientists looked at this primitive behavior and came to a conclusion that humans are not all that much different from animals of the same time. Apes, lizards, dinosaurs, and even kangaroos all performed the same acts as humans as a necessary step in order to ensure survival. In their research, they compared the behavior patterns of the animals to humans, but they also compared the autonomy as well.

What they found was startling. Anatomically, both humans and animals have not really changed all that much. The biggest changes are deviations in human's skin color, hair, and vocal tracts. Similar deviations in animals were found to be even more nominal. All of the changes that we see today are of nearly a complete result of changes in psychographic factors, or behavior changes.

The behavior changes we have, serve as vessels for us to outperform and outlive our primitive counterparts. This includes such things as language, control of displays of emotions, social cooperation, social bonding, reciprocation, marriage, and kinship.ⁱ

Changes in Symbolism

This means that in reality, not only are we synonymous with all other beings on this planet, but more importantly, we really haven't changed all that much. This means that when you go to the bar and try and talk to some girls, you are fundamentally fueled by your desire to procreate.

When you bust your butt for putting together a presentation for your boss in order to score that cozy new promotion, you're doing it to score more of those fancy dinners and a bigger house. Now this is cut and dry, and very generalizing, and there are other factors that influence this behavior.

Let's look at these situations more in depth. You want to meet girls, or guys right? Get the big house on the beach? Be a celebrity? Of course you do! Everyone

wants to get laid, or be happy. You are nervous to walk up to the bar and talk to the stunning woman in the red dress. At that moment, you do simply not feel like fulfilling your biological need to have sex?

Wrong. Is it a problem for you to get in front of your board of directors and make your elevator pitch about your new project (especially if it will get you a big promotion)?

Nope. This is where behavior comes into play. Backtracking to primitive times, if you wanted a girl you would simply take her, or quite literally kill another male in order to lay claim to a female. Misogynist, brutal, and crazy can all describe this situation. Fundamentally, it's still guy sees girl, guy wants girl, girl wants guy, and guy takes girl!

Simple for sure, but the principle can be seen in all aspects of life from getting a new job, to learning how to jet ski, so on and so forth. The only thing preventing you from achieving anything you want in life is yourself. This fundamental fact holds true for everything you seek to gain in life. The minute you understand this fact is the minute that you start to gain momentum towards getting the life you want, with the things that you want in it.

Behavior has allowed the human race to achieve many great things such as societies, currency, governments, languages, reading, writing, art, etc. There are some things that we have allowed behavior to put huge inhibitions upon us.

The guy at the bar has an endless string of questions, concerns, fears, and sexual thoughts before he decides to go up and talk to a girl he doesn't know.

Some questions may be:

- What does everyone else think of me? (the girl, others in the vicinity)
- What will happen if she doesn't like me?
- I've tried talking to girls before and it didn't go over so well
- What will my friends think?
- Should I buy her a drink?
- What should I say?
- Man she's gorgeous
- I'd love to fuck her

The list is literally endless. Then, you walk up and the following usually happens:

- You speak like a pubescent boy
- You fidget and move around
- Your mind keeps running out of things to say
- You awkwardly touch yourself and try to touch her

Human Behavior causes all of these things to occur simultaneously when attempting anything new, including talking to a girl. Are any of these behaviors and thought processes helping you?

Not so much. While the behavior patterns you are conditioned into from birth are designed to help keep

you alive and keep you a part of society as a whole, they are flawed in many ways. You are enabled to do anything, yet you are bound by the rules of society. These rules may prevent you from doing all sorts of things that could lead to people thinking a certain way about you.

These flaws exist in our society, and they are the core reason people get lost in who they are as a person, or get depressed, or have mid-life crisis. Do you think that a cave man at the age of 30 (if he survived that long) is concerned with “what does it all mean” and decides to buy a Harley Davidson?

No. He’s trying to survive so he can make it through another day. Depression is a luxury of modern day society. After you have a house and a car and a white picket fence with a fridge stocked full of food, only then can you sit down and say to yourself, “man, who am I as a person really?”

People living off the streets in Rio de Janeiro certainly aren’t contemplating the meaning of life. They are busy trying to figure out how they are going to eat. Human behavior, thought, and ideals have not changed as much as we think. From the streets of Rio de Janeiro to the plush white suburbia of your local major city, you still have the same basic needs as millions of years ago, so why not embrace your inner caveman?

In this book, I will show you how to embrace your manhood, be a bit more like a caveman, a bit less like

a bitch, and show you how to walk with more integrity.

How to Live a Life of Integrity

In order to live a life of integrity you need to know the answers to the following questions:

Who are you?

What do you value?

What do you want in life?

What do you want to be remembered for?

First, write down 3 to 5 things for each of these items. If you write down a grocery list, you are doing it wrong. This list should be 3-5 things EACH or you are missing the point. It should be simple.

Next, take a minute, close your eyes, and filter out all the bullshit going on around you. Make the room quiet for this, and give yourself permission to dig deep for a few answers.

YOU - What do you value about yourself?

LIFE - What do you value about life?

RELATIONSHIPS - What do you value about the people in your life?

WOMEN - What do you value about women?

Take ownership of your identity, including the answers you just wrote down and broadcast it proudly to the world. If there are parts of you that aren't

satisfying, get to work on changing them. Remember to always seek validation, contentment and happiness from within. Never look to women or other people for these things. They don't want that responsibility. They may turn to you for these, but it is so they can join you on your path towards being a better man. We'll touch on this more later, but by doing this, you are going to get stronger.

(Original article/idea by Nathan, "Nathan's Exercise")ⁱⁱ

Own Yourself

It is important as a man to own who you are. Not owning yourself is the path toward asexuality. Owning yourself simply means that one must take 100 percent accountability for how you think, act, respond, and fundamentally how you are in ANY situation occurring in your life. In any single moment in your life, a situation will occur that will be typically evaluated in one of three forms:

- Good
- Bad, or,
- Neutral

A good situation could involve you getting a raise, or getting married, or building a house. Simple enough right? A bad situation would be your shirt getting stained, having to go to the dentist, or a loved one falling ill. Neutral situations are self-explanatory; they are performing tasks such as brushing your teeth or taking out the trash. A person typically looks at a situation by instantly giving it one of these three

labels and typically equating an emotion with it. For instance, getting frustrated when your car breaks down is a bad situation associated with an emotion of frustration.

Let's dig a bit deeper. Bad situations are a bit more complex than they initially appear. For example, if I were to say to you that you were running late for work and on the way your car broke down, is this a bad situation? In some aspects it is. You will be late for work, you will have to pay for new tires and you will have to call your boss and explain the situation.

Is it really that bad? Does it really have any negative effect on your overall well-being? While your car breaking down is maybe unfortunate, it isn't harming your life in any real way. This leads me to the most important aspect of owning yourself:

Men, by and large, are responsive to the situations that they find themselves in.

People will automatically respond negatively to a situation without questioning the root of why they are thinking or reacting in that way. For example, if your boss tries to act negatively towards you, or your wife yells at you for not bringing milk home, you actually begin to feel bad inside of yourself, leading a person to believe that they are the cause of the problem. As a result, your whole demeanor changes. You could have been having a great day, been smiling and feeling like the master of the universe, but immediately after a situation occurs you begin to scowl, become angry and

bitter. Or, you get pulled over by a Police officer, and instantly you begin to feel tense, nervous, and anxious.

This is something that you can move beyond. It is your job to recognize that it is just a feeling; and while there are chemicals rushing from your brain to your physical body causing anxiety, nervousness, anger, or any other negative emotion, you can recognize that all you need to do is disregard it and it wouldn't exist.

You need to realize that you haven't really changed at all. You are just being owned by the physiological reactions, and that your first response is always the right one.

Wrong. Know that your body and mind are acting on their own. Believing in this idea will allow you to divorce yourself from that negative feeling inside you and gain control back over yourself. Keep a positive mindset and develop mental boundaries that prevent your body from acting in such ways unless in extreme circumstances. If something happens, realize, *there's no real reason to let that bother me.*

Don't let it. Instead, disregard your own body's response. This is difficult at first. You'll get better at it.

You may be in a situation where you are under the spotlight, and everyone is looking to you for guidance, vision, direction, or just directions to the baseball game. If you get up in front of your board of directors

at work, or do a stand-up comedy show at a big hangout in your downtown, you may feel anxiety, which is normal.

Assume for a moment that something embarrassing happens, like your flipping through your power point presentation only to find out that your pie charts and profit margin scenarios have been digitally altered to resemble a porno magazine. You freeze up inside and outside, and everyone will immediately look to see how you are responding to the present situation. You recognize the feeling inside yourself, and that you are not in control of your emotions as usual. Instead, you laugh in front of everyone. Your attitude becomes, *business as usual guys, moving on to the next slide.*

Because you checked your autopilot feelings to the situation, you recognized that there was no reason to let the situation bother you, and you moved forward.

By doing this, everyone in the room perceives that it was meant to happen that way and they will laugh with you, not at you, and not give it much of a second thought. Your perception is your projection. What you feel is how you are.

This will take practice, but once you have it under control, you will own yourself much more than you have before, and get yourself on the path to living a life of integrity.

Self-Limiting Beliefs & Success Barriers

This is an area that I had the most difficulty with for the longest periods of my life that I will delve into.

Many people don't believe that they deserve certain things in life, that they deserve material, psychological, and the spiritual attributes that others possess. This concept is usually not entirely conscious, but more so buried in a person's subconscious mind.

It is usually deep seeded barriers buried deep within your mind that will prevent you from achieving ultimate success in many areas of your life. I had many barriers within my mind over a long period of time. I had reached such a low point in my life that I had multiple conscious and subconscious barriers to success that would prevent me in all areas of my life.

I thought I didn't deserve a girlfriend, or a nice house, or friends, or even love. Many of you may feel, or subconsciously understand that because you don't have a certain car, or you don't have that new house, you can't act in accordance with who you really are at your core. Or, you're saying to yourself, "I don't deserve to have a girlfriend because I suck with girls and I probably always will."

The common denominator between both of these examples is that they are both self-fulfilling prophecies. You can make something a problem just by believing that it is. This was the realization I had.

Society as a whole will tell you that you cannot act in x or y way unless you have a or b.

This is bullshit. Just because someone, or a group of people, impose their beliefs on you does not mean you should sabotage yourself. You could live in a cardboard box, have no money, no car, and literally meet absolutely none of societies standards for success and feel like a worthless piece of shit because you and everyone else around you believes it to be true.

Or, you could be in the exact same situation, and act and think in accordance with your true self. You could be the most badass guy on the planet and not have a cent to your name if you believe it to be so. How you perceive yourself is how you project yourself, whether in a good or bad light.

Perception Is Projection

People will only tend to limit your potential for success, if that is how you judge yourself. I challenge you to look at how you feel about yourself, what your goals are, how you perceive yourself as a person on this planet, and realize that you can't act and feel and achieve anything if that is how you perceive yourself to be. By doing this, you will crush all limiting belief systems, and empower yourself with a new line of beliefs that is in touch with your true core self. You will feel more confident, more alive, and more masculine at the core. I know some of you are thinking: *dude, that's stupid*. And now you are thinking, *I could be a loser but think like a winner and therefore be a winner? What kind of bullshit is that?*

Why is that so stupid? If your life is not the way you want it, should you leave it that way just because you believe you're in your sweet spot? Should you not eliminate your success barriers in order to make yourself a more enriched person for your own benefit?

Even if you stay at home all day and play video games or watch TV, you could still get up right now and recognize that you are a couch potato. Because everyone expects you to be one and you have gotten accustomed to it, you can take control by turning off the TV, going for a run, painting a picture or by building a fucking house. How is that not the liberation of men?

Remember, the only thing that can prevent you from achieving anything is yourself.

The Magic Bullet

A magic bullet can be defined as a substance or therapy capable of destroying pathogenic agents (as bacteria or cancer cells) or providing a remedy for a disease or condition without disastrous side effects.ⁱⁱⁱ

In personal development and self-help, the magic bullet is often something that people associate with a lot of books, products, seminars, and other worthless crap because it is the one thing that will “fix” them and allow them to live a life more normal by traditional standards.

While promises of getting six pack abs in 20 minutes, and curing depression with a few statements of affirmation sound promising, they simply don't exist. But, there may be solace found in this fact.

The magic bullet is the knowledge that there IS no magic bullet. Think about it for a minute. The very belief that there is a mathematical or systematic way that allows you to do anything is setting you up for failure.

It makes you feel like you have to do a list of things to get someone else to like you. It makes you feel like you failed every single time that you don't end up with success. You will never feel like a true pimp until you can succeed.

Your confidence comes in external results. You spend

time worrying about what to say, when to say it, how to do this or that. You don't believe that life is a numbers game, and so you take it personally if things don't go your way.

You're fixated on trying to get an outcome or a result. If you're obsessed with being perfect and finding a magic bullet, then your identity will not change. Your identity remains that of someone who does not know of the magic bullet: someone who is a loser in life, not someone who lets go of their insecurities and fears and just puts themselves out there.

If we could all just let go of the notion that there is a magic bullet, and simply use the information available to us as a guide and work on self-improvement and social improvement, then we will always succeed.

We will be our own measure of success. If we always succeed, we change our identity. We can let go of failure and insecurity because we know that there is no perfect way to interact with a girl, that's why there are so many different successful people out there with their own ways of doing things.

There is no magic bullet – YOU are the magic bullet.

(Original idea/article by Mack Wild, "The Magic Bullet!")^{iv}

Write a Letter to Your Bitch-Self

So, you've decided that maybe you're not quite the man you want to be? Maybe you're feeling a bit emasculated? Maybe you're not getting the things you want out of life? Lacking a girlfriend? Getting paid shit, to do things you hate, fifty hours a week? Maybe you just want to read this book and reaffirm the fact that you're the fucking man because you do all of this already?

It doesn't matter. Before I can allow you to turn the page, there is something you must do. Since you are heading down the path of self-discovery and rekindling the fire that is your manhood, you must first address your current state of mind.

I want you to write a letter to your inner-self, your inner bitch. What is a bitch you ask? Bitch is a person with the following characteristics:

- They don't know who they are
- They don't know what they value
- They don't know what they're appreciative for so they're dissatisfied
- They don't know how their emotions work
- They have no vision for life
- They don't know why certain influences are corrupting them, and which ones are positive
- They are scattered
- They are without center
- They are living in reaction

Even though on the surface level, constantly going out and buying new things, not having a direction and being lazy, and living a life filled with emotional rollercoasters might seem normal, you're establishing a pattern where you are constantly living up to other people's standards. In other words, you are establishing a pattern where you are living in reaction and following the same path of every other loser out there.

Even though those patterns may seem innocent, on a much deeper subconscious level, they are messing you up. The result of these patterns have you trying to meet what you think are other peoples standards, instead of trying to meet your own standards. v

I want you to write a letter to this person, whether it is your current self, a part of who you are, a figment of who you once were, it doesn't matter. It should be formal, as if addressing it to someone who is going to give you a job. Think of it as a time capsule of sorts. This will act as a progress reminder and will be revisited after completing many of the exercises in this book. Speak about all the things you want to improve about yourself, you current strengths, weaknesses, goals, and problems. Be as detailed as possible, but don't write a memoir.

After you create it, print it out and then crumple it into a ball, or burn it, or throw it against the wall then put it through a paper shredder, or flush it down the

toilet. Anything that is demeaning to the piece of paper.

This will metaphorically kill the bitch within you; all your “issues” are now non-existent. This will allow you to step forward, with no expectations, a clean slate if you will, but you will be able to return to the hard copy version of this letter, many years from now, and gain some much deserved respect laced with nostalgia, for the path you are about to take.

Now you're ready to turn the page.

Communication

What does it mean to communicate like a man? Does it involve yelling in the woods or dragging women into caves after beating them over with a club?

In order to communicate like a real man, you need to have the following cornerstones covered:

- Vocal Tonality
- Body Language
- Facial Expressions
- Awareness Radius
- Being Relaxed in Your Environment

While there are about five million other things that we could talk about in regards to communication, I find that these are the best bets for getting your shit together as a man. I don't want to have to write another book dedicated to making sure you don't sound like a little girl.

Vocal Tonality

“Hello.” The ubiquitous phrase of our world that unites so many people together and yet simultaneously causes so much ambiguity between you and the people you meet.

Talking is an everyday aspect of life. You express how you feel, act, and think through the way you talk and how you sound. Anyone can communicate but not everyone can communicate well.

As a man in society, it is of the utmost importance that you exude a level of confidence and understanding in the words you speak. While many people may understand this concept, what they don't grasp is that it isn't WHAT you say but rather how you say it.

This is where tonality comes into play. There are multitudes of conversational tones that a person uses when interacting with another person. A typical person shifts their tonality depending on their state of mind, and who they are speaking to. There are three main ways that you can communicate, and they are as follows:

- Trying
- Neutral
- Breaking

Trying

Trying is when you speak with a vocal tonality that curves in an upward motion. Take for example, a beggar walking down the street asking for change by saying, “may I have some change please, sir?”

While I can’t illustrate how this sounds in text, if you have ever had beggars try to solicit from you you’d notice the tone of their voice seems to slop upward, as if you were their parent or they view you as superior to them. Because of this notion, your instinct is instantly to brush them off, and not place any value on what they are saying, as they have placed themselves in a role of a taker and not a receiver.

Imagine the nerdiest guy you knew in high school going up to the prom queen wannabe and asking her to go on a date. I absolutely guarantee that guy is speaking just as we are describing it.

We tend to slip into this way of speaking when we view the other person we are talking to as above us in some way, so we talk in a way that tries to obtain approval from them on some level. The irony of this is that no one appreciates this type of communication, as it is ultimately fake and never taken seriously by anyone. As a result, you should never find yourself speaking in this tonality, even if the world is ending in a fiery explosion, always allow yourself to speak...

Neutral

This is the most basic form of communication, essentially leveling the playing field and talking to everyone in a normal tone that solicits attention.

This is how you may talk to your buddies, your coworkers, or your family. This is the way that most people should effectively communicate with everyone in their lives, whether it is their spouse, friends, a girl or guy at the bar, or someone you just met. This mode of communication will be seen when you hear an executive giving a speech, when you listen to a newscaster on television or when your friend tells you about the hockey game you missed.

This has no sloping in what so ever, and it's the most natural form of communication. Because this form of speech is flat line, normal, and standard for a method of communication, it should be considered your default level of vocal tonality at any given moment. Never allow yourself to slip back into trying tonality whether talking to an attractive woman at the bar, or speaking to your boss during an important meeting,

If someone you are talking to starts acting up, or if you need to command a platoon of soldiers into urban combat, you will likely be better served migrating from neutral to breaking...

Breaking

This is the type of vocal tonality you would typically hear from a drill sergeant, an angry sport coach, or your parents or spouse when you're doing something not to their liking.

It is sloping downward, almost in a condescending format, but not quite. Your boss or a fraternity bother are just some examples of guys that tend to display this type of vocal projection in day-to-day activities due to their alpha-male demeanor.

When you speak in this mode, it says something about you. People tend to turn their heads and instantly become spectators when you use this tone, as you are implying that "you are something" when you speak in this manner.

"Hey, hey! Get over here!" People assume that you must be a high status person because only a person who has a high level of self-worth would speak in this manner. Bear in mind, this is not the unofficial ass hole speak. This is simply a means of communicating that is a bit more brash and aggressive than a lot of people are used to.

You might be thinking, *I don't know how to speak, how should my voice project?* That would be right in-between neutral tonality and breaking tonality with fluctuations towards one or the other, depending on the situation at hand.

If you're talking to someone and they start acting up, or acting in a way that is unacceptable, you slip more into breaking rapport like, "what is this?" Or, if you need to get someone's attention in a readily fashion like, "hey, what's up?"

How to Project Your Voice

"You're so LOUD!" My mother, and almost everyone else told me I was too loud when I spoke. They said it was as if I was talking to a crowd of a thousand people without a megaphone all the time. It seems that as a child and beyond, people constantly told me to keep it down.

Why so loud? Your voice is the car that drives on a road to deliver a message. So, would you like to drive an old Pinto or a new Corvette? More importantly, you should use your voice and tone in whatever manner fits how you want to deliver your message. When you speak to anyone, you need to check how much your voice resonates, whether it is quiet, normal, or projected.

Now, I'm not saying you should run around and yell in libraries, that's just annoying and you'll probably get kicked out. What I am saying is, when you are talking to a group of people, chatting up someone at a bar, doing standup comedy, or are in any situation that involves talking to others in a discernible environment, you need to speak with projection. To do this you just need to:

- Speak through your chest, not your stomach

- Speak through someone, not at someone

Speaking from your chest or abdomen allows for a fuller, deeper, more enriched voice.

Speak normally and discover where you are pulling your breathes from, and where your vocal tract passes through. Most people speak through their stomach or their neck, which sounds unnatural. This manner of speaking offers very low vocal resonance. However, speaking up through your chest and abdomen allows for a crisp rich voice that cuts out beyond background noise, making for better speech and superior enunciation.

This is such a key concept that it's almost ridiculous. When you speak to (through) someone, do you try to make your voice loud enough so just they can hear it, or loud enough that you put passion behind your words?

In order to accomplish this, you simply need to extend your voice beyond a person you're in conversation with. Imagine when you speak your voice pushes through the person you're speaking to, and fills the whole room with the remnants of what you were saying. It will cut through all static, and bring direct attention to what you are saying, from not only the person you are speaking to, but others nearby as well. All of these concepts will make your voice more domineering than anyone else in the room, and significantly increase your manliness.

Body Language

You may have read a fair share of body language books. Many of them showed ways to sit, how to gesture your hands, how to properly flirt with a woman, even how to make sure your body language is good at all times.

This is ridiculous. Trying to think about your body language is like trying to think about your breathing. It is unnatural and you will end off looking like an idiot.

The thing is, you don't need to learn good body language, and you already know it. You have seen countless movies, shows, advertisements, and people in person that demonstrate what is considered to be good body language. Even if you didn't consciously perceive it, subconsciously your brain was picking up on everything. Let's go into what good body language is so we can get it fresh into your mind.

George Clooney has great body language, and it's not because he's a movie star. Compare him to some random Joe off the street and really think who would win out.

A strong willed typical guy might look fairly confident, his head is tilted upward, with a calm and collected look on his face, and he seems confident and likely is. Problems lie in the fact that maybe his arms are crossed, is he hiding something? Does he think he's

better than the person he's speaking to? These raise doubts that leads to overall worse perception and lackluster body language.

Now let's imagine international playboy, George Clooney. Think of him sitting in a chair, though not even sitting in it; he is slouching in a way that seems comfortable to him. His arms are open, he has nothing to hide, he is putting himself out there to be judged and perceived by others. He seems to be more open, more confident, and generally more relaxed than the other gentleman. His finger might be touching his mouth, leading one to sexual inferences.

Now, both men here may have good body language, but George is the clear winner with his smooth demeanor. The main difference you can decipher between the two is not so much the way they look or dress or how they are positioned, but rather it's the perception of how we believe they are.

For example, we perceive that our man friend seems like he has misplaced confidence, or an overly assertive level of cockiness to him, not enough to put you off, but enough to make you second guess him. His state of mind is made to be unsure as a result.

With George, there's no second-guessing. His state of mind is clear and concise. He exudes confidence, sexuality, and presence. His state of mind is of a core masculine man. This is the tipping point, and this is reason why George Clooney has this other guy's ass beat hands down in the body language department.

Expressiveness

Happy, sad, angry, excited, these are all emotions that we deal with on a daily basis. The interesting notion behind all of these is that they are almost entirely determined by the expression on one's face.

You can tell if someone is happy from a hundred feet away if they have a big smile on their face. This brings me to the importance of facial expressions. There are two main parts to this.

Smiling

Smiling is crucial in the journey to being a new man. Not only is smiling guaranteed to reduce the amount of wrinkles in your face but it's also more attractive, shows more openness and friendliness, makes other people smile, and shows the default state you should be in all the time.

The key to smiling is that you do it in all situations. I remember when I went to a Halloween party that had the following attributes:

- I paid too much to get in
- It was overcrowded
- Drinks were excruciatingly expensive
- State police broke up the party and I got tear gassed and maced
- I sliced my hand open on a piece of broken glass

By the end of the night when my hand was covered in blood and my eyes were watering from the tear gas, I could do nothing but smile. My friends proceeded to

complain and whine about the various problems. I could do nothing but express my overall feelings of hilarity towards the situation. My friends soon joined in my jubilee. This is the key. You need to be able to laugh in the face of bad situations because, as you remember, nothing really bad has happened to you. So, smile more often, see the light in the dark situations, you'll feel better, and others will feel better as well.

Expressiveness = Passion

Ask yourself this: when you are talking to someone, is it better to be steady with your hands at your side, head tilted in an upright fashion with a monotone voice? Or, is it better to move your hands and head expressively as you speak with an engaging tone?

This is what you need to remember when having conversations with anyone. People who use their hands to speak, use their voice as a tool to describe various situations, and make a wide range of facial expressions are putting more passion into what they are saying. This means that people will take what you are saying more to heart.

Does this mean run around your corporate meeting with your arms flailing above your head? Not so much. Instead, I recommend using your hands to motion to your audience where exactly those new fiscal figures are on your power point. When someone says something sarcastic, let your eyebrows raise and your lips widen, taking their joke to a new level of fun. When you're talking to a girl for the first time, you

don't tell her how pretty she looks with a dull monotone voice that never changes in pitch.

When you go out and interact with people, try and incorporate these ideas. You will be surprised by the immediate positive responses by simply smiling and being more expressive in your day to day life.

Awareness Radius

“Hey, (insert a name here) what's up?” You instantly snap your head and come to attention, ignoring the thing you were currently focusing on. Just like a drill sergeant getting in your face, your awareness radius has expanded.

By doing this consistently, you are in fact becoming a victim of the environment you are in, instead of becoming the ruler of the environment you reside in. This means that when any kind of situation arises, you are willing and able to drop everything you are doing in order to tend to the situation at hand, no matter how meaningless it is.

Now, this does not mean that when a car is headed towards you, you should ignore it, or when a person cries for help, you pretended not to hear. I'm talking about the worthless situations where your attention becomes ADHD in nature instead of clear, cut, and concise in its direction. Shrink the extent of your attention to whatever you desire, but maintain constant in your focus.

The problems arise when your vision gets too wide ranged and you're caught darting your eyes all over the bar when really your body was telling you to shift all your attention to this girl you just met. If you're talking to a person truly listen to them, focus on the person behind the words and give your full attention to them, seeing the true value in what they are saying to you. Ignore the couple kissing at the table to the left, and forget about your drunken friend hitting on your sister.

The key in understanding this is that you are NOT losing perception. In fact, your perception dilates, and you have a hyper focus of everything that is going on around you. However, you are able to push your focus onto a solitary or minimal amount of things in your immediate awareness, and thereby able to give MORE of yourself to the situation, causing it to become a more enriching experience. Allow your awareness to shrink and watch your life expand.

Being Relaxed In Your Environment

Whether it's a workplace, nightclub, restaurant, mountain retreat or a movie theatre, every environment offers a different level and type of stimulation to a person, some overbearing, some tranquil.

Many people in society today find themselves dictated by the environment they are in; if they are in a library, they have to be quiet or if they are at a club, they have to be loud and obnoxious (though flipping these concepts around can be entertaining).

The key to being in any environment is that you are your true self all the time. You are at ease, and not worrying about filling some kind of role because of the place you are in. For instance, if you are at work, you are most likely well behaved, not making any jokes or being fun because work is a serious setting. When you're out with your friends, you drink because that's the environment you're in, and you need to drink to feel comfortable in that environment.

The key behind any of these situations is to recognize that you should be comfortable in your own skin all the time; be at ease and relaxed in any environment. You just need to give yourself permission to act exactly how you want to act wherever you are. You give yourself the manual to be cool, relaxed and feeling good even in the most sensory intense locations, such as a bar or lounge.

As you are seen as the stagnant point amongst all the turmoil in any given situation, this approach allows your masculine energy to shine through. You are calm and understanding of exactly who you are and because you are calm and understanding, you overtake your environment, the environment does not overtake you. This is a very powerful perspective.

You can have ultimate leverage in any situation, allowing you to be the social context rather than being another breeze in the wind. Once you realize that you simply are who you are, you see that the environment is nothing more than a playground for you to be relaxed, fun, and free to do whatever you please.

Live Your Life by Your Own Ideals

You should only walk through life seeing things through your own ideals. Your ideals are defined by who you are, what you do, and what you want. Even if you are placed into a job that is negative in nature or a job that you just fucking hate with all your passion, you should still find the light in the darkness. Your ideals should remain constant no matter what the circumstances.

It is your job to be the person who is smiling when everyone else is frowning. It is your duty to be the person who is bringing people up when everyone else is bringing them down. It is your job to be the relentless beacon of light in the dark fortress that situations can be at times.

You can't just think this, or say it, or even use it as an affirmation. You need to feel it in the depth of your being. With every breath, and everything that you feel, you need to step through life with an unwavering certainty that you will make the right decisions and follow through on your actions accordingly.

In these righteous decisions, you will find your inner light, which will guide you to leading your life and the lives of others into a direction that benefits not just yourself, but the overall well-being of every single person you come into contact with.

You don't have to cause epiphanies to explode in the hearts of every person you run into.

Even if all you do is spread a smile to a single person in a day, you have single handedly helped to make this world a better place. Every action you take should be coming from a place of giving, not taking. It is in this process that you will find your inner light and with your light, you will light the candles of others around you, even if only for a brief moment.

What Do I Want?

Probably the biggest shift I underwent in learning about being a real man was when I started asking myself this one simple question at the end of every night, "did I do what I wanted to do?"

This is a very powerful question to ask yourself. It causes you to question what you are doing and why. If you're like me, you spent a lot of your life behind a front, a mockery of who you really are. Asking what you want is going to cause you to question that, to look into your true intentions and ask whether or not your actions are really in line with your intentions.

For example, when I would go talk to a girl at a bar, it caused me to realize that a lot of those behaviors I would do were ways of defusing the sexual tension I had for her. The sexual tension was what I really wanted to feel and stay with while talking to her, but I was so scared that I covered it up with a joke, which would bring out a laugh, or some validation that I was attractive.

I would feel good, but get nowhere. Same thing with my goals in life. If there was a moment to buy that much anticipated plane ticket to Asia, and I didn't buy it, why is that? Was that not what I wanted to do?

From this point, you build up energy that is mixed with a frenzy; to insure that you do it right next time. It's the same way you see guys with full-on high energy when talking to a girl, when they really want to just escalate things and get sexual with the girl. But instead of saying, "did I do what I wanted to do?" they say, "Well, she seemed to like me so I must have been doing something right?"

Wrong. If you aren't aligned with your true intentions, you won't get what you want out of life. You'll get some smiles, laughs, and validation from the people around you; but you won't be getting results. Each time you ask this question you get closer and closer to your true intentions as a man. It starts off as a tiny little flame, obscured by years of negative social conditioning, and you keep stoking that fire until it becomes an inferno that defines your whole being.

"What do I want?" - ask it all the time. It only gets stronger. If you ask this question of yourself 24/7, it makes you stop judging yourself on other people's standards or their reactions to you. The only criteria for your success is whether or not you've lived through your intentions.

You understand, of course, that the first few times you

start doing what you really want to do, it may come across as clunky and weird to the people around you. If you say to yourself, “ok, I did what I wanted and had success,” you understand that it is the learning process at work.

As you do that same thing for fifty or the hundredth time, it becomes natural and normal. People will feel this comfort and accept it. It becomes congruent. Now, it has become entirely natural for you to act by your own intentions.

You need to have self-trust to make this work. You’ll get tested, get bad reactions, and you’ll get blown-out by people. This is the game of life and not everyone is going to like you. It’s better that you are liked for who you really are. You need to understand that the barometer for long-term success in being a true man is gradually reducing the latency between your natural instincts and your behavior, the gap between the inner and the outer.

Do what your manhood is screaming out for you to do, do what you want.

*(Original article/idea by 10pin, “Did I Do What I Wanted to Do?”)*ⁱ

How Society Limits Men to Be Bitches

- Get the education, get the job
- Get the job, get the money
- Get the money, get the car
- Get the car, get the girl
- Get the girl, get the life

Sound familiar? This is one of the biggest bigotries in our world today. Society as a whole will tell you that A leads to B and that if you want to achieve desired outcome Y you need to go through A-X first.

This is bullshit. This is acting like a bitch. If you ask any man in society today, chances are their beliefs about themselves will fall directly in alignment with what businesses, marketers, and society in general tells them they should be.

It's similar assuming that a person who travels the world must have worked hard their entire life or that they must be rich in order to afford such an extravagant lifestyle. Or you see a stunningly beautiful woman walk down the street, and believe that she is too good for you to even look at.

You begin to feel that you must be married and have kids in order to be happy. This makes me very angry, and I don't anger easily. As a person in society, you are already exposed to over six million ads by the age of ten, that's daunting. This means that instead of

your family, friends, or society defining who you are and what you're capable of, you must decide just who you are, and what you're capable of.

You will be told that you are what you buy. That in order to achieve some non-material achievement such as quitting smoking, climbing a mountain, or as simple as cutting your lawn, there is no way to do it unless material items are involved or purchased.

For instance, in Axe advertisements a man typically sprays the deodorant on himself and then is chased by gorgeous women. The ad blatantly taps into sexual roles and ambiguously states that if you purchase product (X) you will be in sexual abundance (Y). Why would you need to smell a certain way to attract a woman? We have been meeting, flirting, and reproducing for millions of years before Axe was invented (plus Axe smells like shit).

This is only the tip of the iceberg. Want to climb a mountain? You will certainly need North Face fleeces, and specialty branded rock-climbing gear. You get what I mean, the list goes on and on.

This is all so wrong. As men to the core, it is our job to step up and realize our full potential. Not to stay at home, watch the football game, buy shit you don't need, and jerk off to Internet porn, then repeat the cycle over and over. I highly recommend that you get serious about getting your shit together. Go out and watch Fight Club if you haven't already.

This will be an entertaining way of getting the message across that I am trying to convey to you. Do not look at the movie as entertainment, look at it deeper, and listen to the messages that the movie preaches.

1. You are not the clothes you wear.
2. You are not your furniture.
3. You are not your grande latte
4. You are not the car you drive
5. You are not your fucking khakis
6. You are not your bank account,
7. You are not a beautiful and unique snowflake

Understanding this fully is critical to your awakening of your inner man. The fact of the matter is that society, by and large, will constantly be trying to keep you as a bitch. It will tell you that you can be a mediocre man, and still get everything you want out of life. It will tell you not to step up, to not do what you know needs to be done, or just take this pill and everything will be okay.

As men, we understand that it is our duty to step up and take what we want, anything less will lead you to living a life of mediocrity.

Leading Yourself

You walk into a bar to meet up with some of your coworkers after work. You get up to the bar and order a gin and tonic and proceed to talk to your friends and coworkers about the various happenings around the office, and other interesting endeavors.

Just as you begin to discuss the grandeur nature of your officemate hooking up with his secretary, you spot a stunningly beautiful woman at the end of the bar. She is wearing a long red cocktail dress and has only one piece of distinct jewelry on, and it's not on her left hand. You realize you have a few options at this point as you tend to over think and analyze this whole situation.

Go up to her and talk to her. Buy her a drink and send it over with intent on initiating conversation. Linger around her and look for a prime opportunity to introduce yourself. Stare at her for the remainder of the night. Ignore the desire and continue to talk to your friends for the night.

This point in time is where bitches and real men are defined. I've been going to the bar scene for a long time and I've witnessed countless guys in this same situation. Which of the following options do you think most men chose? Which option do you think you'd choose?

- Formulate a plan to go and talk to her.

- Go right up and talk to her.

I find that they will go with option A with the right conditions, but will rarely go with option B.

Why is this? Most men see something they want and tend to meander around it and hope for something to happen. Like as if David Copperfield himself will appear and show you a magic trick you can perform in order to get what you want without actually having to do anything. The fact of the matter is that most men lack inner leadership. That is, the ability to command yourself to push toward the things you want in life, whether they are a new job, a new opportunity, or a girl who strikes your fancy at the bar.

This is a large fallacy of the modern day man. They rarely push themselves into the things they truly desire. You need to be able to lead yourself in any situation that arises, as this is the making of a true man. This means that if your boss creates a new position at the company that you know you would be perfect for, you take charge and tell him you are the best candidate for the job.

This means you do not hope he considers you when you didn't even send him a resume because *he should know I'd be perfect for this job*. He doesn't know shit, you do, that's the whole point. You see a person having trouble carrying a large package and having trouble holding it up, so you go over and help them move it to their car. This does not mean that you assume *someone will probably help, I've got to go buy beer*.

No, this is acting like a bitch. Instead, take the right action. That same girl at the bar that you feel in your core that you want, you don't hope for her to come up and notice you, you walk up and introduce yourself.

Once you learn to lead yourself, you become a leader. Once you're a leader, others will follow. Help yourself, and help others by leading yourself all the time. I remember when I read a story about a family who could not afford a Thanksgiving dinner. It was a family of six or so, and they were in desperate times with serious financial burdens in their laps. On Thanksgiving Day, they opened their door to find all that was necessary for a turkey dinner, in a basket, enough food for days. The basket had no note or indication of who had left it. This happened to famous self-help author Anthony Robbins; he now generates over five million dollars in food for impoverished people every year during Thanksgiving.

In order to act in accordance with your true masculine core, you must be inclined to lead yourself. Your self-leading actions can be small and infrequent, or large and grandeur in nature, but they should be constantly growing in number. You should be constantly open to leading yourself and others, and in doing so, you will help not only yourself, but everyone around you.

Levels of Self Commitment

I'll try to do it when I feel like it.

I'll give it my best until it hurts.

I'll do it no matter what.

Sound familiar?

Think about where you are on that scale.

Really.

Now continue reading

(Original article/idea by Flannery, "Levels of Self Commitment")^{vii}

Inner Masculine Energy

You need to understand very clearly that inner masculine energy is very important for your life. It may sound like some hippie bullshit, but if you don't understand this, you are sacrificing your potential as a man.

Inside of every person is an "energy aura." This isn't some acid induced nonsense. It's the idea that each of us has a life essence that is unique to each person.

You can feel it all the time, but sometimes you can feel it much more. When you are "in the zone," whether you're doing an amazing job at your office, or you're out with your friends, playing a sport, or you're the life of the party, "in the zone" is when most people are most in touch with their inner energy. There are three forms of inner energy: masculine, feminine, and neutral.

The vast majority of men hold a masculine inner energy while women hold a feminine energy. Some men and women have feminine and masculine energies, while others are neutral. I would go so far as to say that ninety percent or more of the world population fits into the general norm of men being masculine, and women being feminine.

When you are in the zone as an inner masculine man, time seems to slow down. You seem to have a greater understanding of your environment and what exactly

is occurring in and around you. This is similar to when Keanu Reeves sees the Matrix for the first time in the end of The Matrix movie.

You gain hyper focus and a calm centeredness that radiates from you onto others. It's one of the most invigorating experiences you'll ever have, and everyone has had one at one point or another. You see a girl at the bar, you talk to her and she loves you. You give your boss your new business proposal, he accepts it and hands you a fat check. You tell jokes to a group of your friends and they all laugh.

These are some of the infinite examples "in the zone" implies. The cool thing about this is that you can train yourself to become better at getting into the zone, or how I like to call it, feeling your inner masculine energy.

This masculine energy is your core self. It's an energy that starts from within, and pushes out your pores and exudes s from you like a golden shining light. It's pretty much the greatest thing ever. It exudes dominance over your environment, love, passion, intent, power, interest, joy, and overall masculinity.

I recommend you sit down in a public place in order to feel it most profusely, though you can perform many exercises and feel your masculine energy by yourself. It is more noticeable and prevalent when you are around others because they serve as references for different types of energies. Focus your attention inward, pushing all awareness to your inner body, feel

as if you can sense the blood in your veins pumping to your heart and every inch of your body.

All other senses should be dialed down. You should not hear the people talking, the person placing their coffee order, or even a child crying. All your focus should rest within.

Once you start to feel the energy within you, focus on it. It may help to visualize it as a golden ball of energy that grows as you give it more attention. Once your full attention is on it, visualize it growing in size, until it encompasses your entire body. Once it has filled your body, you should feel a sense of peace and joy as if you are the eye of the storm.

Now take that masculine inner energy and observe the people around you. Feel your energy ooze out of you and reach out to touch them. Just walking by and saying “hi” to someone should feel as if radiant energy is coming off you and passing directly into them. Nearly all people will feel this, and reciprocate to the best of their ability at that moment. This passing of energy is particularly effective when dealing with members of the opposite sex.

You can feel your inner masculine nature and when you see a girl you are attracted to, it's as if your entire body is firing on all pistons. You begin to give yourself permission to act and feel in ways you're not accustomed to. She will feel this energy and be drawn to it. As she has a strong feminine energy, your polarities come together in a type of blissful explosion

of chemistry; she is instantly attracted and drawn to you.

With members of the same sex or groups, people sense how you feel inside, and because you are projecting it outward onto people, they latch onto you. They sense a level of clarity within you that they recognize in them and are drawn into you. Men will want to be like you, and women will want to be with you. Seriously, you will create a level of social harmony that you have never experienced before, and by doing so you will be spreading joy and happiness onto people like wildfire.

What Goes On Inside My Mind

I know who I am and I don't doubt this knowledge. I know my strengths, my abilities, and I'm well aware of my limitations. I exist in a state of balance, straddling my limitless potential with the realistic attainment of goals.

At the core of all things, there is an underlying goodness that permeates beyond anything else. Why not return to your core? Why not tune into that?

Self-analysis generates honest understanding in an environment of objectivity. I can remove the ego and emotions from a life-changing event to gather an actual sense of what went on, and use this to develop learning.

The cup of value overflows. How can I not share this with the universe? Armed with an unending, boundless love and appreciation for all things, there is no reason to not share that joy with people.

I love traffic because it encourages me to be a careful driver. I love living healthfully because I can see the physical effects on my body. I love frustration not as a failure, but rather because it serves as a momentum to move me forward. I didn't know I had a cup of value when I started. I just knew I had a penis and wanted to use it. Now, I get to do that and expand myself as a man. Awesome.

The moment is the only point in time you need to worry about. You cannot control the future nor can you redo the past. There is no sense wasting energy worrying about what was already done and comparing it to what hasn't been done yet. As that time of worry elapses, you lose the moment. Live for that moment, and in that moment, and you will have all you ever need to be a man.

(Original article/idea by DrunkJohn, "What Goes On In My Mind")^{viii}

Having Trust and Believing

It is important to trust in yourself. To dream anything that you want is the beauty of the human mind. To do anything that you want to do is the strength of the human will. To trust yourself to test your limits is the courage to succeed. Combine these things and that's when that magic starts to happen.

I had a major meltdown one night. I was completely ready to say, *fuck you* to a lot of good things and good people. I was staring over the cliff, and I unleashed a tsunami of anger and frustration. It hurt, I hurt, and I felt lost as if I was drowning inside my own head. I was ready to walk away from everything.

A good friend talked to me, not as some superior being, not even as somebody who has suffered his own shit and come out clean. He spoke to me man-to-man, and as a friend. He showed me that jumping off that proverbial cliff is what I will need to do time and time again in order to push forward.

Why would I find myself doing that again and again? Because I didn't believe. I self-sabotaged myself. And I would freak out at even the prospect of things being simple or good. I'd actually go out of my way to make shit difficult and generate stress. For the longest time, I thought I was seeing the world for what it is. I believed that the world delighted in shitting on me. I was seeing and believing the wrong thing.

Belief is just something that you commit to, like the Easter Bunny or the Tooth Fairy. You get to choose to make something abstract into something concrete and real. You derive strength, empowerment and even your identity from it. If you believe in the wrong things, especially in the negative side of things, what does that get you? It puts you right on the edge of that cliff.

It isn't the world that drove me into that position, it was my mind. It was my ego and my fears that put me in that headspace and took me there. All along, I was thinking that my years of experience had helped me bury the negative with positive thinking and by helping others. It became clear that I didn't believe it fully.

You have to believe. It is imperative. You need to have faith in yourself and believe that you are good enough. Know that you have the skills to succeed. If you don't have the skills now, you'll get them. Believe in yourself, otherwise you're just shell of a man with a logical brain dispensing information for others, while absorbing none for yourself.

There's an old saying that an animal backed into the corner fights the hardest. My mind has been backed into a corner, and fought dirtier than you can imagine. I used to be insanely negative. I still have negative thoughts come in from time to time, although nowhere near the scale I was before. I wouldn't do things because I predisposed myself to failure. Then I would reach a point where I was trying, even though I was

still thinking failure. I'm still a work in progress.

If you start any task with the idea that you're going to fuck it up, you will. Doesn't matter if it's something you have done a million times, perception is projection. Condition your mind. If you don't, it will shackle you. Believe in the good that will happen. Never assume the negative, no matter how comfortable it may seem.

When I stepped back from that cliff and thought, *I believe in myself*, it was that instant the edge seemed a little further away. I was no longer allowing my perception and judgment of what I believed reality to be dominate my actions. It's ok to question yourself. It's not a slight on your intelligence, nor does it have anything to do with your intelligence. It's just a question. The answers to your questions and the collective knowledge you gain from multiple sources that build your beliefs, *will* make you believe.

Do you believe in yourself? If you don't, now is a great time to start. Begin with this sentence, *I believe in myself*. Hammer it into your head. Fall asleep saying it, and wake up with it echoing inside your mind. It starts there and then you have to go apply it. When you find negativity, when it creeps into your head, catch it, stop it, and strangle it.

Use your choice of action verbs. Change your mental channel. Call it a new challenge, one without a time frame. It's your life challenge. Change because you want to, not because you deserve it. Not because you

hope to. Believe in yourself because you are good enough. Re-ignite yourself bigger and stronger.

Once you believe, you're ready to take that next step to be yourself. You have to be yourself, and to do that you must first find yourself. Not just finding the parts of you that really like the way a brunette looks naked and sweaty in your bed at 4am. You have to find the whole you. Then you have to be that whole you, constantly and consistently.

That's the secret to deep identity level change, isn't it? It's not just about throwing the switch and changing views and behaviors. It's about what you do with the new changes once the honeymoon period is over. Sure, it's novel and fun as shit to have a few days living with some new changes. A new diet is tough because you are trying to understand your body. A new woman is good because there are things you haven't learned yet about the opposite sex. A new outlook is good because it's a fresh perspective.

In time, the diet requires willpower. In time, the new woman becomes less new. In time, the outlook gets tested just like the old one did.

Now you have a choice. You can discard the new changes for yet another set of changes, so that you're always chasing to the next new thing. Or, you can put your heart and soul into the changes you've made and see where they take you.

I know someone who changes cars every year. Not just

for a new model, I mean he changes everything. One year it's a sedan, the next a truck, then a van, and now he's on his third convertible. He changes just for the sake of changing, because "change is good" so he tells me.

Yes, change is good. Constantly changing isn't so good. If every three weeks you tear up your lawn and plant new grass, is any grass going to have time to grow? When you make change, you have to let things take root. You have to believe that the roots are going to be good, because the soil is good. You have to believe the change in you is good, because you're good.

It's not enough to believe. As with so much else, you have to do more than just talk the talk, you have to make shit happen and do something. You have to be yourself. You can't be the charismatic guy for a few hours, then the dorky guy for a few other hours. You have to find the middle ground. You have to be the person who is all of those things, all the time.

Yes, that means some elements are going to get tempered and balanced in the process. If you're like me, you have your moments of real nerd and real pimp, often in the same night.

You have to be you. That's all you can do. It's what you do best. All those things you are, all those labels are all aspects of you. You're a jock and a pimp and a guy and a brother and a son. Identity isn't just one part of you. It's all of you. You have to be all of it. Not for anyone else. Not because it will make dudes respect

you. Not because it'll make three girls at some club totally grind up on you. Not because it'll make you really popular in one setting. Be you because it's the right action, because it's the best thing to do even when you don't know what else to do.

To truly be a champ, you've got to be a champ in all categories. Congruence is how well things fit together, not just how great one piece is more than the others. It is about multiple pieces all coming together to become something greater. This is your challenge. This is YOUR life.

If you believe in yourself, take that next step. Go full throttle with no brakes being YOU, all the time, everywhere, and with everyone. Don't pump up the volume when one part is appropriate (because that means in all the other parts you're lowering the volume).

Talking to some girls at the club, you're you and that's awesome. At home, you're you and it's pretty fantastic. At work, you're you and you kick ass. With your friends, you're you and you're glorious. Be yourself. Be cool. It's awesome. In the way you do anything, you do everything.

Pushing thru this stuff is the journey to the destination. No one is above the process. The process is the is what makes you deserve it. How do you get better? You go out and do it. You experience life. When you see something difficult that will be uncomfortable, relish in it. It is you growing. It takes a level of life

experience to elevate yourself into an area where you "get it."

Some guys want the magic pill so they don't have to go thru it, feel the pain, grow and become men. Don't want to push yourself? How about we shove you out into the wilderness and make you kill a wild animal with your bare hands. How bout we require all men to join the military? Experiencing is the process. That is why you deserve women, why you deserve life, why you deserve the way people treat you and respond to you. Maybe you don't have to kill wild animals anymore. Maybe experiencing death or nature in its harshness is not the measure of adulthood anymore. There still is a measure of who you are: it's how you live your life.

The reason why you can't get yourself to do certain things, is the same reason you don't experience success in life. In the way you do anything, you do everything.

You have to have experienced the relative harshness of reality. You have to have accepted the personal responsibility for your life and figured out how to deal with it. You need to come out the other side, having earned the respect of yourself, and therefore of those around you.

Deal with the bullies, the social circle of friends, the bitches, the attitudes, the logistics, the career, the boss, the debt, and the education. Is this stuff going to force you to grow up? Will it make you tough and

deserving of all the fruits that life has to bear? Hell yes it will.

Are you socially awkward, but otherwise sane? Good, I can help you deal with that. I will definitely help you deal with that. I'll even give you a road map so you have a path and a plan. Keep reading. Then reread this again!

Are you experiencing discomfort or relative failure? Good. That shit is awesome. The ability to push on, in the face of hardship, makes you who you are. Dealing with uncertainty with calmness, forthrightness, and pushing on with it, is the true measure of a man.

I've met many guys going through despondent times, jaded over the self-help, themselves, and life in general. But, why? Typical self-help resources are not meant to fill that hole. It can lead/point you in the right direction. If you're looking to prove your self-worth by becoming better at getting reactions out of other people, and trying to "fix" your life, then you're fucked. Do you understand that woman look for this in you when you meet them? How can you serve a woman if you can't serve yourself?

Even if you were trying to use this book to fill a huge hole in your life, your head or your emotional being, you're fucked. Don't ignore that stuff and attempt to use personal development to fill it, and then blame personal development for the frustration you feel. Life and success is a reflection of your overarching well-

being. Personal development is supposed to make you realize your blind spots so that you can fix them.

Like trying to fix a bullet wound with a Band-Aid, you will ultimately follow the path of nothingness and despair. You won't fulfill your life. Nothing but you can lead you down the path of despair and personal pain. You can't take your baggage with you. It's why I tell you, you can't hold onto your hatred of other people, self-hatred, low-self-esteem, argumentative nature, etc., and experience success with your career, life, women, or anything else for the matter. Don't ignore that stuff in lieu of trying to improve your life; make it a part of it or you'll still be frustrated in the end. Those are all reflective of what is going on inside you. If you have not dealt with this all, then why do you think women or society will let you in?

Don't blame yourself, instead take action. Don't subtly blame someone else for your lack of growth, or point negative attention at the other guy. Now you're stuck, aren't you? You're resisting your reality and focusing your attention on that which does not matter. You are the process. Not them. You worry about you. They'll worry about them. Try not to project your feelings concerning something onto the actions of someone else. Like a person (read: *jackass*) spilling a drink on you at a bar by accident, things are not always as they appear. Making assumptions is dangerous and it creates blind spots.

If you are not getting the results, you need to accept it; do not resist it. Do not look elsewhere. Look inside.

You get back from people what you project outwards about yourself, or how you feel is how others act around you. Sure, maybe a single interaction, a single introduction to someone or something new is a bit superficial, but that's why you're not to be bothered by being rejected in life. You can come back five minutes later and have a great time with the exact same person, thing, or idea.

Men deserve success because they've experienced self-doubt, experienced fear and uncertainty, pain, even anguish, and shoved through it. This is core confidence, confidence in their ability to deal with a situation, whatever may arise. This is the life of a true man. The ability to naturally deal with situations, communicate your intent and purpose naturally, rather than having to resort to a script on how to live your life.

How do you become a bad ass? You do it by developing faith and acceptance in yourself. How do you get these? By pursuing and achieving personal success yourself, and continuing to pursue it, and not allowing stagnation or procrastination. This is true confidence.

Is learning cookie cutter solutions to your problems bad? Hell no. You are developing the ability to deal with situations, and life in general; this is training yourself. It's building the experience to deal with it properly at a later time.

Say you don't have a solution to every problem, or the charisma to carry you through to the next situation.

Fear is the very reason to put your personality on the line and risk losing a false sense of identity. What is fear, but inexperience? You fear what you do not know. So, get out there and experience life, fall down, and get back up. This is what a man is. It is the measure of a man and how much he deserves in life. He takes what he deserves, and he does not get things handed to him.

I've seen all kinds of rationalizations for the kind of depth of experience some guys push themselves through: "Oh, he's a chauvinist, a bully, uncaring and unsympathetic. Insensitive. He's an asshole." No, we just don't let shit slow us down. This is what society looks for in a man.

Guys who go through these rough, and tumble times earn their success. Society hates the idea of a man being able to seduce a woman, make a million dollars, or getting things in life without working hard to earn it.

This is why I believe adamantly in the idea of owning who you are as a man. It is why I want you to become a real man. I want you to intrinsically understand that you are all you need. How could it be any other way? Does this seem hard to you all of a sudden? That you can't rely on someone else to bring you success? That's only a thought, a fleeting assumption. The process is the destination, the success, and the pride in you that creates who you are as a man.

(Original article/idea by DrunkJohn, "I Believe, Do You?")^{ix}

30 Day Challenges

Have you ever said, “How can I get that” or “I would give anything to have that.” The “that” in this statement could be anything including a car, a person, a mindset, and even a new life. The thing is, most people will not follow through with their goals. They will simply make goals and then either forget about them or attempt them and quit after a short period of time. Did you know that 90% of books that are bought are never read? Another example is people buying exercise equipment and letting it sit in the corner and collect dust. This is one of the most recurring problems that I see in people today, they simply do not follow through on the things they truly desire in life.

What if I told you that you could radically change any aspect of your life by utilizing a simple tool to achieve anything? Whether it’s for learning to dance or getting a girlfriend, how would this possibility make you feel?

A thirty-day challenge is when you setup rules of engagement. You essentially go through every day and night with a specific task or function in mind. For example, you want to be a better writer. Here are examples of some thirty-day challenges and their rules of engagement:

- I will write for one hour everyday regardless of the circumstances
- I will write on different topics, and will be fiction or non, editorial, or factual education and entertainment

- Any day I do not write, I have to restart the challenge
- I will watch no more than one hour of TV a day
- Etc, etc

See how it works? This intense boot camp style effect will allow you to see dramatic results by the end of the thirty days. Believe me, this may seem easy, but it's not. It's way too easy to fall off the horse, and you'll find yourself making millions of excuses, but this is a sure fire way to improve the quality of your life and those around you.

You can literally plug and play anything into thirty-day challenges and find success. It will be hard, painful, and you will probably fail over and over again, but isn't that the measure of what makes a man great?

If you took part in a thirty-day challenge every month, for an entire year, for every aspect of your life that you are trying to "fix," you would be a completely different person by the end of the year. I recommend making a list of all the things you would like to change about your life, construct thirty-day challenges around them, and start taking action immediately. The impact on your life and the lives of those around you will be astounding.

Your New Creed

If you know the theory, now is not the time to kick yourself. Now is the time to actually let some of it go. Be in the moment. The moment is right there, waiting for you. You're going to slip into and embrace it. Love the moment, because in the moment you are free. Free to connect the dots and build the bridge between theory and all the beautiful people you see around you.

Those people want you to talk to them. You weren't mistaken when you saw them looking. They looked, maybe they judged you, or maybe they drew their own conclusions. They don't know you, and you haven't shown yourself yet.

You're confident, and you don't need some flag waved as a signal to reveal the awesomeness that you are. You'll move when you want. You'll say what you want, you're a man and no one second-guesses you. No one single thing identifies you. You're not the bitches who stand around waiting for miracles. You're not some pushover who quits when shit gets tough. You're the complete package: a man, functioning on his purpose, with his balls available.

You are power. Everyone knows it, and you know it. You're a controlled hurricane. At your word, shit happens. There is no denying you. There is no stopping you. You have prepared for this moment. It is waiting for you. Go do it.

*(Original article/idea by DrunkJohn "Unknown")**

FEAR

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that frightens us most. We ask ourselves, *Who am I to be brilliant, gorgeous, talented, and famous?* Actually, who are you not to be? You are a child of the universe. You playing small does not serve the world. There is nothing enlightening about shrinking your perception of yourself so that people won't feel insecure around you. We were born to make manifest the glory of the universe that is within us. It's not just in some of us, it's in all of us. When we let our own light shine, we unconsciously give other people permission to do the same.

“As we are liberated from our own fear, our presence automatically liberates others.” -*Nelson Mandela*

Fear is something that everyone deals with in life. Women, children, and even hardened men experience fear consistently. It is real, and it happens when we are in a dangerous situation. The key is to understand that there is not a difference in fear, but a difference in the situations. Examples of fear can be centered on giving a speech in front of a hundred people, or fearing for your life as someone threatens you with a weapon. While these two situations are drastically different, the emotion of fear is constant, though depending on the person will differ in terms of its intensity.

There are people who would place more fear on the public speaking than the life threat, and vice versa,

the emotion is still the same. Most people do not experience high levels of fear on a constant basis, unless there are constant gun fights or near death situations close to them or threatening them.

Most fear is categorized as psychological fear. Psychological fear is a constant that lives within all of us and governs our actions directly or indirectly. It can be mostly attributed to the ideas previously covered of reliving past or possible future scenarios such as “If x or y happens, then I’ll be afraid” or “man, I remember when y or z happened, I was scared. I don’t want that to happen again.”

The future is always unknown, and remains a big question mark. We can safely say we are afraid of the unknown. What might happen vs. what is actually happening at the moment? Fear is a reaction to a real danger and is completely justified. We all experience fear when we’re put in harm’s way. Psychological fear, on the other hand, is a latent fear that lives in us. It relates to, “I am afraid if, or when X, Y, or Z happens.” So, there is no real danger, but we are still afraid “just in case.” We walk around in fear. We live in fear no matter if X, Y, or Z never happens or rarely happens. However, in the present moment there is no real danger, we are still afraid. We are talking about a fear that is not of the present, it is a fear of the future. This applies to the life at all levels; take for example, trying to learn how to surf. Guys that never touched a surfboard, let alone swim in the ocean, are afraid that when they attempt to get on the surfboard that worse

case scenario x, y, and z will happen to them. Normally X, Y, Z never materializes.

For example, I've seen guys who are afraid to talk to a girl at a bar, only to be surprised to find out they're extremely friendly when they strike up a conversation.

Some guys have a deep fear that they will attempt certain things in life, only to have the worst case scenario happen to them. If they go talk to that girl at the bar, she will likely end up slapping him for telling her how sexy she looks. No such thing actually happens, and you need to be willing to go thru with the experience and not back down to see that.

Psychological fear at more advanced levels can be seen when guys don't attempt to "make it happen" in a situation. Most men might find themselves hesitant to pull the trigger in many aspects of their lives for fear of failure. Guys are then surprised to find out that this fear is truly unfounded when they just "go for it." They not only have nothing bad come of them for their actions, they actually get rewarded for it (phone number from a girl, riding your first wave, etc). For other guys, this fear is manifested when they need a perfect situation for achieving anything, a "perfect opportunity." Guys will end up "selecting" what situations they want to be in and ultimately delaying the positive reinforcement that would come if they just grew some balls and did it already. They need assurance of a positive outcome in order to "take the leap."

Guys that are smart deal with fear by rationalizing it. They analyze the problem from different angles, calculate, ponder and make an equation or theory out of it. Like other cases, it leads to pondering and figuring the “easy” way out rather than acting on the situation. They go into their heads to deal with the fear, and this same methodology will seep its way into nearly every aspect of your being.

The question is “how do you deal with your fear” and “how do you cope with fear in everyday life?” Everybody has a different way of coping and dealing with these latent fears. The important thing is to recognize your way of dealing with fear, and how you “hide” from fear. The actual doing is easy once you know that information.

I have to recognize fear for what it is and not for what it “might” be. As soon as I see it manifesting, I attack it at the core. I do exactly what I am afraid to do, and I don’t back down. I go thru the process and learn my lesson. Seeing those patterns in our heads quickly and doing something about them is the only way to live.

I have outlined a variety of methods that I have used over the years in the following pages, because I know that fear is the one thing that inhibits more people from achieving amazing things than anything else. In fact, it can almost be said that fear is the source of all forms of unrest in the world, from personal to a worldwide level. I know that if you try the following techniques, you will find yourself disassembling the fear that has prevented you from conquering all the

obstacles you have faced in your life. Prepare yourself to deal with all the problems that have yet to present themselves.

(Original article/idea by Ozzie, "Taking the leap")^{xi}

How to Overcome Fear

There are two ways to overcome fear:

1. Step Process - you slowly inch up in activity within the fear, until you are acclimated.
2. Flood Process - you decimate yourself by immersing in the fear, like jumping into the deep end.

I've found that the greatest success comes from a combination; you apply step-like logic to approach a goal you have in mind, and then you flood yourself with the steps so you are constantly whittling away at this fear. Do things outside your comfort zone to demolish your fear of failure and rejection. I have this too, and I'm working on it more every day. Go sing Karaoke, go embarrass yourself. Do things, say things, and try things that will put you in the public eye.

Demolish your fear.

(Original article/idea by Jack Diesel, "2 Ways to Overcome Fear")^{xii}

Fear Is Power

Fear is pure unadulterated energy, or self-actualization, waiting to happen. Think of it like this:

- Fear erodes you and it pulls you down. When you defy it, that act of defiance catapults you into a negative state of mind.
- Your inner self shines when you put yourself in a no-way out situation in your own mind.
- Fear will force you to step up and face that fear head on. Put yourself in a situation where you have no other options, and you are faced with dealing your fear head on.
- Fear isn't an issue that you need to get around. It is the one thing you need to overcome. You overcome it by forcing yourself into situations that scare the living shit out of you.
- It's easy to fall into the trap of thinking *if only I could get X, Y, Z, everything would be fine*. It's so easy, and it's bullshit. This isn't about 'getting X, Y, Z, it's about overcoming fear so you can live your life in freedom.

You say your fear is still there? Good. Now, you have direction, because your fear is your compass. Go do hard things, because it scares you, and fuck your fears (well, not literally). Do the things that scare you beyond comprehension and hang in there until your heart breaks - because that scares you. You're not doing this in spite of the fact that you're afraid. You're doing it because of the fact that you're afraid and you have something to prove to yourself.

I have spent weeks making thousands of dollars, sleeping with all the pretty girls, writing books and practically taking over the world, only to be brought to

my knees the next week and doing absolutely nothing.

Look, here's the deal - this is what it takes to be a man. To keep storming the fucking barricades long, long after everyone else has given up. To beat that shit down with your bare fists if need be. Forget everything and do what you can to be the cool, sexy ass motherfucker who you already know you can be. It's just pressure over time, and the frustration you're likely feeling now IS the battle. Remember, you don't need to have the inner strength of a Buddhist monk. You just need to be solid. You don't need to be the next Brad Pitt or Warren Buffet; you only need to be 1% better than anyone else around you.

The reality is that fear is nothing to fear.

(Original article/idea by Ciaran)^{xiii}

How to Make Life Awesome

Have you ever woken up one morning before work and thought, *how did my life end up here, or my life isn't really going anywhere*. You're not alone. As you progress down a path of self-development, it's only natural to start wanting more for yourself as your limits increase. Stepping up as a man is the difficult part.

Here are a few tips I've found out so far on the journey.

1. Say YES to everything. Take every opportunity that comes your way, no matter how ludicrous, strange, or uncomfortable. Undertaking new opportunities gives you more choices, feeds you with new experiences and breeds further opportunities. I remember taking a nasty job in a cinema hotdog stall once. I said yes, even though I really wanted to say "no". The wages were low and the hours were long, but the experience massively developed my skills to talking to people. Just say yes!

2. Keep a mental "score card." When I look back at the things I'm really good at, or the goals I've achieved, they all have one thing in common: I relished in the challenge. If someone says it can't be done, I'll do it because I want to push my limits above theirs.

Challenges are formed and savored when you look for the positive aspects in a problem and then dwell on

them. Dwelling on an idea keeps a mental score card at the forefront of your mind so you can gauge your progress at something. I think it's great to be able to write down and measure goals, but that's hard work! By keeping them in the front of your mind, you never forget them. Interestingly, if you do this, you'll actually find you should write them down also! This is because you really, really, really want to do so. Not just because it makes good sense to do so!

3. Accept all feedback and see the positive aspects in criticism. If we are smarter than normal, we naturally block it out because it affects us emotionally and lowers our self-esteem. If we take it to heart, then bigger problems may be caused. Criticism is like fire, respect it, but don't get burned. The next time another individual criticizes an aspect of your character, welcome their feedback. You're fortunate to get a free consultation. They've obviously seen a weakness in you, and against their own set of ideals. It is your job and skill to decide whether the person giving you feedback has ideals you would like to emulate. If they do, get on board with what was said. They're helping you. If their ideals fall short of yours, discard what comes out their mouth.

4. Realize that every person can teach you something new. Always look for the strongest and most positive traits in every person you meet. Each one is better than you in some small way. Be open enough to learn from them what they have already mastered - even if it is learning how to avoid a mistake.

5. See the best in everything. Being positive is a skill. It takes practice but it rewards instantly. Eradicate all negative thoughts and your life will change. Having the courage to do this is one of the hardest parts.

6. Move out of your comfort zone. If something makes you feel comfortable, you have already mastered it and it's probably not worth doing anymore. Change your approach or move on.

7. The hardest part of getting a six-pack is getting out the door and going down the gym. The rest is a cinch! Everybody else on the planet has this problem- and only a few ever overcome it properly.

8. Move towards things you want rather than take away things you don't want. Lots of people will easily tell you what they don't want, for example, you don't want to live at home anymore, spend your life working a nine to five job, or you don't want to die of a heart attack. People will tell you they're looking to move out, they're taking steps to become free of work, and they're keeping fit and healthy. This one is tough, especially if you are not sure what your immediate goals are, but it is crucial.

9. Kill time or fill time. Be proactive. Use your time to learn. You are a learning machine. Go to night school, and if you have a spare evening once a week, go enroll in a course that interests you. It doesn't matter if it's in singing, computer programming, French or bricklaying. You'll become a more interesting person as a result and you'll have new experiences to flavor

your character. You may also be surprised how many new skills you can foster in a very short space of time. Doing this may also help you reassess your goals.

10. Action is the hardest part but makes the biggest difference. *Doing* something is harder than *thinking* about something. It takes a level of stress to perform, especially when compared to sitting down on a nice couch and thinking about it with a cup of coffee in your hand. If you're like me, you'll spend 80% of your time thinking and 20% doing. Yet, it's the 20% that really does make the big difference to your life.

Even more ironic (or is that 'moronic') is the fact that all the 'careful' thinking & pre-planning that preceded an action often goes out the window as soon as we begin to physically undertake it. The human mind is very apt at thinking quickly during stress, and changing its approach as a situation requires.

11. Perfectionism is death. Many people like to order things in their world to an unobtainable level of harmony. This causes them to lose sight of their original goal. I'm an artist and I'll use my experience to illustrate. If I draw a picture the right way, the first 80% of my effort is raw passion. For me, that's where the magic happens. The next 20% of time is spent tidying up rough edges of what I've created, like erasing the pencil lines and such. Now, if I go into "perfectionism mode", I spend a good chunk of time drawing a picture, then readjusting it, readjusting it, and readjusting it and so on. This happens until what I am left with doesn't even resemble my original idea.

The passion is lost and my picture is lifeless, even if is drawn to a higher technical level. Perfectionism makes any talent boring and dull and will make you not enjoy it anymore.

12. Goal setting. Goals can often suck and serve you to be nothing more than a sad trip down memory lane. Smart goals make me cringe even though I know goals are critical to success. To stay on track, I've found these tips helpful:

- Have a long-term goal that is a larger plan of what you want out of life. Keep it loose, but know roughly what direction you want to move in. For example, I know I want to be better off financially than I am right now.
- Set mid-term goals which attract you. Sitting down at a desk with a piece of paper, straining your brain is definitely not the right way to do this. Instead, next time you are overcome with a flash of enthusiasm about something- like running a marathon or doing something cool, just remember it in vivid clarity. That's it.
- Here's the important bit. Check in with yourself 3-4 times a day to see how you are progressing with your mid-term goal. Think about it a lot. If you like to go to the gym, daydream about it when you're exercising. This will keep your goal at the front of your mind.

- Every time you make a little progress to your desired goal, congratulate yourself. The positive feedback loop this inevitably creates becomes unstoppable.

(Original article/idea by Ace, “Making life awesome”)^{xiv}

Knowing Self Qualities & How They Reflect in Other Relationships

If you could lay out all the qualities, attributes and characteristics of the ideal:

- Best Friend
- Father/Mother
- Girlfriend
- Crew of Guy Friends, etc.

Chances are the people would all embody characteristics that are positive in nature, and things that you personally value. Your girlfriend may be sexy, smart, witty, fun, and energetic. Your father maybe intelligent, insightful, centered, and peaceful. Your best friend might be loyal, courageous, fun, and sincere. Whatever the qualities may be for each relationship you seek, they will be critical in developing you as a person. How is that? Qualities you seek in others are qualities that either you embody or you wish you had. This is the key.

If you want to have a sexy, fun, passionate, positive, driven, witty woman by your side, it is absolutely crucial that you first look at yourself and see if you have these characteristics. Are you passionate? Loving? Fun? Positive? Look deep and be honest with yourself. Lying to yourself will only waste your time, and you might as well throw this book away.

In order to properly attract the right kind of people into your life with qualities that you value, you must first embody those qualities yourself. Only by shifting your energy into these qualities will you begin to find the right kind of people. I had a friend who always complained to me that all the girls he dated ended up crazy, with all sorts of drug problems, self-esteem issues, and general life problems. I told him I did not have that problem, but that he might have to have a good look at himself if he wanted to change the quality of the women in his life. Unfortunately, he did not adhere to my advice and continued to complain that our hometown was ridden with nothing but coke whores and psycho bitches. Interestingly enough, all the girls I dated seemed to be totally awesome with their shit all together. Funny, how that works.

If you aim to first improve yourself, and seek to make yourself the embodiment of all the virtues that you hold dear to your heart, not only will you attract the right type of people in your life, you will serve to improve yourself in the process.

Caring What Other People Think Of You

You walk into a store and see a funny t-shirt hanging on the rack that says: “Ask the teacher why I got an A+.” You laugh and think of a professor you had back in college that was one of the most attractive older women you had ever seen. You think to yourself, I’m going to get this shirt. Just as you go to grab it off the rack, a group of girls and guys walk by.

One of them makes a remark about how stupid the shirt is that you are considering purchasing. You walk away from the rack, and don’t buy the shirt. How often does this type of situation happen to you? Maybe you don’t ever go shopping, but I guarantee you have been in a situation where you cared about what other people thought of you.

This is a staple of modern day society: fitting into groups, wearing what’s in style, not acting childish. A lot of these ideals come from the concept of caring about what other people think of you. Historically, there have been instances where people were jailed, hurt, or even killed if they did not follow the ideals of what other people thought.

Now, the fear is rooted in the idea that society might “condemn you” for acting, saying, or doing anything that is not in the norm of society. A lot of people may read this and say have an internal dialogue akin to, “I’m unique, and I don’t care what other people think,

I think on my own, make my own decisions, and do whatever I want to do.”

Make no mistake. I'm not saying you're some kind of sheep, but rather, your freedom of expression has been relatively stripped from you. *I'm going to buy a Mercedes because it's a badass car.* Translation:

I want people to think that I'm awesome because I drive a nice car.

Or, *I would never buy clothing from a thrift store.* Translation: *I don't want people to think I'm cheap.*

Would you ever walk down a major road in a tutu, a bright pink one with lots of frills? It's probably not something that you'd do, and that's fine. It's not something I regularly do either. The reason you wouldn't do it isn't because pink is not your color; most likely, it's because you equate massive emotional pain because of the reactions you'd get from the people who would see you.

The idea of being humiliated is an extreme version of caring about what people think. Now if I rephrase this to, “would you rather walk down the street in a pink tutu, or pay me \$100?” I can guarantee that 99% of people would rather pay the 100 bucks, if forced, than walk down Times Square in New York in a pink tutu. This is the principle of caring about what other people think. The key is to recognize that this mental limitation exists within you.

By understanding that it, in fact, inhibits your behavior, you can then take the steps to push it out of

your system. You may ask, “why does caring what other people think hurt me? Can’t I go through life with just a little bit of caring?” The answer is you can, and nearly 99% of the world does, but the problem doesn’t lie in the actual idea, but what it prevents you from doing. You may not go up and talk to the girl because if you fail your friends will laugh. You may not go for the promotion at your job because you’re worried that your boss may not take kindly to your asking.

You don’t go up and sing karaoke because you suck at singing; you’re worried that other people may laugh at you. The examples are endless. So, why not liberate yourself? Why not stop giving a fuck? Make your number one rule:

“I do not give a fuck about what anyone thinks of me”

In order to start doing this, you need to take baby steps and start doing things that are outside of your comfort zone. For instance, next time someone says something offensive to you or someone else, instead of saying nothing, speak up and tell them that is disrespectful. Instead of your charismatic coworker making the weekly presentation, tell him you are doing it, despite the fact that you are not as good of a public speaker as he is.

Take chances. By doing this, you can effectively stop caring, The process will take a short or long amount of time, depending on the extent that you commit

yourself to and how you implement it (smaller situations versus larger ones).

The key is in how much you actually believe. Help yourself by standing in front of a mirror and actually saying, “screw that.” Walk down the street, in front of people, and scream, “I don’t give a fuck what anyone on this planet thinks of me.” I guarantee it will feel good. If you can’t even fathom doing this, then stand in front of the mirror and say it, and implement mini challenges until you can do the same thing in the street. Know it, and love the fact that you just don’t give a fuck.

Misconceptions by Men

I recall when I was discussing a time I went out with my friends Julie, Mike, and Nick. Before I get into the story, let me describe Julie. This girl is a lot of guy's wet dreams:

- Long silky blonde hair
- Good Height (< 5.8)
- Sexy
- Great Body
- Confident
- Great Butt
- Fantastic mammary glands

She is a great friend of mine that I have known for a long time and nearly every guy I know wants to become intimately acquainted with her. Me, her, my friend Mike, and my buddy Nick all went out to the bar one night in the suburbs of Detroit many years ago. Of course, Julie got dressed to the nines with a short black dress, black heels, and her hair all done up like a runway model.

Every guy at the bar was literally salivating over her; I think I even saw a guy drop a beer on his friend while he was checking her out. Julie was what I loving refer to as female gigolo or a playette, if you will.

At that bar, she knew she was hot, she knew that was power, and she used it. She proceeded to run up to every decent looking guy and flirt with him in order to get free drinks. She then talked to a guy for a while

and latched onto him when she found out he had a girlfriend there. “He doesn’t seem your type,” I said. “He isn’t,” she replied. “Then why are you talking to him?” “Because that girl is talking to him!”

She knew how the game was played backwards and forwards and I love her for it. Julie then started talking about how she was having trouble juggling all the men she was seeing. She was seeing about 4 guys at this point in her life, all of which were different ages, different backgrounds, and served different purposes for her (money, sex, stability, and fun).

Fast forward to the discussion a few minutes later, I make a comment about how Julie is adorable and I love her antics. Then my buddy Mike says, “Julie is a slut.” I replied that I had no desire to start a grudge match with one of my friends over the opinion of another friend. So, I just ignored it and changed the subject, even though the word slut has a certain stickiness factor to it.

That word is the very bane of the existence of many women in society today, despite anyone’s mention to the contrary. Fear of being a slut, acting like a slut, talking like a slut, being perceived as a slut. It’s a constant threat for girls everywhere, and every person has their own view of what slutty behavior is or isn’t.

A Mormon would have one thing to say while a stripper would have another. I’m not here to tell you how to perceive people, I’m just telling you how to separate the real men from fake ones. Real men do not

place labels on anyone. Placing a label on anything is being judgmental. Being judgmental is being driven by the ego, being driven by the ego means that you are acting like a bitch and saying stupid shit like, “tat guy is a fag.”

I’m not going to get into a rant about labels and how one person acts way A versus one person sees person B acting way Y. The bottom line is, do not judge anyone because judgment begets ignorance. Make an effort to view everyone as equals, from janitors, to strippers, to lawyers to doctors. The people that you meet will appreciate it, and love it for what it is: the truth.

Your check book does not dictate how much more or less of a person you are; the character of a man is determined by so much more than the ability to buy a fancy car. Identifying yourself with how “cool” or how much money you make, who you are friends with, etc., makes you relatively shallow and unappreciated, because people will see right through your façade.

Real men see the best in everyone, and see everyone as equals; that is the decent thing that any good person in this world would abide by, especially a man who has crafted himself out of respect for himself, and his fellow man. This clarity will be recognizable in anyone that has it, and it tends to spread like wildfire when you stop passing judgment. Other people feel good, and you feel good, it’s a win-win situation.

The minute you can start to see the good in everyone around you and you start losing the lenses of judgment, labels, and other forms of improper social structuring, you will not only earn the respect and admiration of your peers, but you will start to truly respect yourself as a man.

Accepting the Cards You Are Dealt

Everyone in life has their story. I know people who have been raped as a child, had their heart broken, tried to commit suicide, and been disowned by their parents, or even had their best friend murdered in front of their eyes.

Everyone has had bad things happen to them, that is the nature of life. I'm not here to attest to sob stories or play the game of my sob story is stronger than yours.

My life involved five near attempted suicides, a period of self-loathing, and being beaten and emotionally scarred by various people in my life. Everyone has had horrible things happen. While no one situation is worse than another, the common denominator remains the same. People tend to create a victim identity out of what happens to them. If you were picked on as a child and physically abused, there is a good chance that you became introverted as a result.

You may develop a type of "victim identity." You'll believe that it's your fate to be unhappy, that all of this happened to you on purpose, and that it's your responsibility to be sad and miserable for the duration of your life. Because of this idea, you will not strive to achieve anything in life, you will feel weak and downtrodden, and as a direct result, you will not try to do anything, and your life begins to unravel into a

black hole that seemingly attempts to suck all the good things out of your life.

You will feel that everything, “it is what is,” and that nothing better can come by attempting to create change in your life. By embracing this notion, you have in effect rejected the cards you have been dealt. If you accept your fate, you will stay in your situation, no matter how dire it might be. In reality you are angry, sad, depressed, or all of the above. These feelings cause you to reject opportunity for change.

The devil’s advocate side to this is simple, what would happen if instead of rejecting your current state of mind and circumstances, you accepted it? This is one of the most difficult things you will have to come to terms with if you want to evolve as a man, and as a human being. You need to accept that these terrible thoughts, feelings, circumstances, and influences have directly shaped you into the person you are now. You need to accept the fact that it’s not your fault, and that it is, what it is.

Shit just happens. Only when you can accept that the things that happened to you were bad, and that everything has occurred already and there is literally nothing you can do about changing your past, you can then move forward. In fact, you can use this as leverage in order to get your life back on track.

You have the leverage to move forward because you are so damn sad, angry, depressed, or hurt by what has happened to you that you derive the perseverance

to push forward. In your mind there is really no other place to go but up.

This leverage on your life can allow you to do things that you never thought possible, because you have obtained leverage on yourself in order to make drastic changes to the circumstances that surround you in your current life.

I have used this same type of leverage to achieve everything I outlined in the beginning of this book, and will continue to use it to pursue various endeavors in my life that are “unrealistic,” “impossible,” and “full of shit.”

The difference between you and those “nay-sayers” will be simply that you have a fire in your belly that will not allow you to accept anything but forward movement. Your leverage will act as a catalyst for massive change in your life because you have embraced pain, fear, anger, and sadness, and are taking right action.

This right action is all you will need in life to pull yourself up out of the trenches and make irreversible and lasting life changes that will catapult you into the next plane of your existence. Accept the cards you have been dealt, embrace the pain, fear, anger and sadness. Use it as leverage to take the right action towards the things you want most in life, and you will find yourself surrounded with everything and everyone you wanted, and more.

Harden the Fuck Up or Die

You know who I'm fucking talking to. If you're reading this then there's a good chance it's for you.

Some people have cancer; some are dying and getting old. What are you suffering from? You are letting life pass you by because you're weak. It's so much easier to wait and play it safe.

There are so many people out there who don't have the choice we do, the choice to try to make a difference. You're just going to sit here and read this then go drift through life like the pussy you are.

You! Yes, you. Harden up. Stop convincing yourself you are trying when you are being weak. Unless you feel the fear, real fear and push through it, unless you feel the burn in your muscles and push another rep out, and unless you fall asleep at night knowing you made people proud of you, you are weak.

I truly don't understand people sometimes. Can't you see it? Can't you see that you have to fight?

Do something! Stop waiting for life to happen to you because it won't. You make things happen in life, or you drift along and die and no one gives a shit. I want to punch you guys in the face for having life while so many have sacrificed so much for you. Real sacrifice, including dying for people they loved. Are you wasting your life away? If you are, it's time to wake up or you'll

wither away.

I'm no hero, but I've done things that terrify me. I push so hard in the gym I sometimes throw up. I fall on the ground, literally, exhausted during my workouts. I'm no hero; I'm just not weak.

A good friend of mine is like some of you. I yell at him all the time. It breaks my heart. It brings me to my knees just knowing how weak and lazy he is, despite how amazingly talented he could be if he just decided to give a damn.

Wake up to yourselves or die, the world won't miss you when you're gone.

(Original article/idea by Flannery, "Harden the FUCK up or die")^{xv}

Taking off the Training Wheels

Remember when you first learned to ride a bike? At the ripe age of roughly five or six, you looked at your favorite trike and realized that it was time to graduate to a big bike? Change was inevitable, as were delicious cookies and lemonade. You whined and complained. Then, one day the trike was gone, or better yet your parents took you to the bike store. This was getting serious. You feasted your eyes on the bright yellow bike. You get the bike and head home.

Now the fun begins, right?

Wrong. You had to learn how to ride it first, with the assistance of either training wheels, or your parents. This became a painstaking process for you wearing a goofy helmet, riding down the block with your parents holding you and more than likely collecting your fair share of boobos along the way.

One day, maybe a week or two later your parent is pushing you on the bike, the training wheels are off, and all of a sudden they let go and you fly like the wind. You're on cloud nine, even after you fall down a few minutes after. Pretty soon, you are going full throttle and you never understood why it was so hard to get going in the first place. This is the essence of "taking off the training wheels." Taking off the training wheels is when you no longer fight to do something in your life, but rather you accept it. By

accepting it, you are able to push yourself 100 times harder than you ever thought possible, full throttle.

Training wheels are something that we still deal with in many aspects of life, including relationships, jobs, and learning a new skill. For example, remember when you had your last job interview? Maybe it has been a while, even decades since you have interviewed for any type of job. Regardless of how long it's been, there are a few things I can almost guarantee about the nature of your last interview. It was more than likely not your first interview. You knew you wanted the job. You felt you were qualified for it. You were walking into the interview without training wheels. You knew what was going on, and you were ready to take it.

Now, this is where your conscious brain starts to mess with you. At some point during the interview or right before it, you more than likely had doubts creep into your head, *man, I suck at interviewing. I'm so nervous, crap, I made a typo on my resume.* Anything. Doubt causes anxiety and anxiety causes fear. He offers you the job on the spot (or calls you later). Amazing.

Somewhere during those few hours, you had your training wheels off, then on, then back off. Now, maybe you're an ace at interviews and you never doubt yourself. That's great. I guarantee there is some area in your life where you can take this exact template and place it directly over other occurrences, maybe over a current relationship, learning how to

cook, learning how to play a sport. Most any occurrence is applicable to this model. The key is that in order to remove the training wheels you must first recognize that they exist. Then, it's merely a matter of recognizing them as they are being put on.

This allows you to check yourself: *I rock at doing interviews, why am I letting this one freak me out? I have kissed plenty of girls. I can totally go for this. I rock at hockey, why did I ever doubt myself making the winning shot?*

This is where the training wheels get destroyed. Bear in mind that they will creep back, even in things that you master over time. As long as you can feel that anxiety creep in, and your reliance on training wheels, you have the opportunity to rip them off and push forward, full throttle.

Full Throttle, No Brakes

There is no greater thrill than succeeding at something you thought impossible. It's a rush. It's empowering.

Remember when you first drove by yourself?
Remember when you got your first award? Accomplish the almost impossible and suddenly everything seems possible. Very awesome, right?

Right after your victory, just as you're basking in the glory of winning, you have a choice:

1. Revel in that victory, no matter how large or small. then plateau and move forward to success and see how far one thing can take you.

Or,

2. Carpe diem and attack the next challenge.

We all know guys who have done, and still do #1. They develop something, they get one success in life, and suddenly they're the next big expert. These are the same guys who talk about the past with great reverence, who enjoy starting conversations with, "Remember that time...."

These guys might be your friends. You might be related to one. You might even be one yourself.

I have one challenging word for you: *Coward*.

Talk about the glory days? Live in the past? You're afraid. You're scared. So, to protect yourself, to preserve that ego and put it high on a throne, you're not trying again. You want to see how far you can ride that one wave. That's cool if that's your plan. That's great if you just want to be an inventor and not an innovator; if you just want to have one flash in the pan rather than a lifetime of sustained success.

History remembers one-hit wonders too, just not as fondly as the career men.

Now you could do that, and live afraid and hold onto that ego and your accomplishments as if they elevate you to some invisible status that only you're privy to.

Or,

You could punch your ego in the mouth and be like #2. Don't rest on one night. Don't rest on a single accomplishment, no matter how big it is. Sure, curing cancer would be a monumental event, but what if you were the guy, who cured cancer, AIDS and herpes?

Edison, Franklin and Jefferson didn't just invent one thing. Alexander and Caesar didn't just fight one campaign.

In World War II, we didn't mop the floor with only the Nazis. Oh no, they didn't. They had one success, and

tried again. Sure, they knew they might fail. Sure, they knew they could have sat back and admired one victory for a little while longer.

Why settle for just one? You're not defined by just one activity, one goal or one task, right? You succeed once, and then you go take that momentum and go again. Go bigger. Go harder. Go stronger. Go more. Do more. Be more. Be more again.

That is the idea of full throttle, no brakes. It's how you face life. It's how you handle challenges. It's what you say when people ask you how you roll. Say it with me now. Full throttle, no brakes.

You succeed and then you succeed again. You don't pussy out; you don't do anything weakly or half-assed. Don't live afraid of your shadow. Don't live content with one success. What the fuck are you scared of? You want to be badass, and get some praise, that's awesome. Rock on, brother!

What's next? Be a man, and live your life now, in the moment. Yes, the past was good. Yes, you get a cookie. The past is done. You're still a man. You're still living. Still plenty of things you can do. So, do it. Stop being a coward. If I was being a coward, I trust that you'd be the one to tell me to harden the fuck up, right?

So, what do you do? When you speak your mind, you speak it fully with vocal projection and confidence. Most importantly, speak informed. Don't dance around a subject. If you don't know something, say so, and

then if necessary educate yourself. Don't spew bullshit just "to be the man." Real men don't bullshit or gossip. Seriously.

When your ego bubbles up and you start feeling all potent and top-of-the-world, don't sit there and coddle it. Smack it the fuck down. Perspective - get some and enforce it. Don't kind-of-sort-of do anything.

When doing something, you're doing it. Forget all the bullshit. Be you. Be not only a man, be the man who is confident, potent, strong, attractive, centered. Be the way you were always meant to be.

You are enough. You don't give a fuck what other people think about you. How do you do these things? Full throttle, no brakes.

(Original article by DrunkJohn, "Full Throttle, No Brakes")^{xvi}

Building Down, Not Up

Your face hits the grass, your leg is sprained, it's the second half of the soccer game and the score is tied. You feel the pain run up to your head; it feels as if someone has driven a nail directly into your skull. Through the blistering pain, you hear the belligerent ramblings of your coach as you lay sprawled out and he stands in front of you, "man up."

The end all be all, of male polarity and masculine dominance, this phrase has been around for quite a longtime. "Manning up," as many people say it, has become one of the most tossed around bullshit terms of the 20 and 30 something crowd. "Dude, just man up." "I have to man up and ask this girl out on a date."

When the term was first conceptualized, it had good intentions, like the amount of stepping up. Now, it has become more of a term up there with the likes of clutch, cool, amped, and other urban dictionary terms. The idea of manning up is a good idea, stepping up and being a real man, but in actually the terms of manning up doesn't really make any sense.

Aren't you already a man who makes man decisions? To try to man up implies that you weren't already a man. Instead, I recommend the term manning down. As I've previously described, at the core all men have everything they need in order to succeed in life. As you begin to recognize this, and move beyond the limitations and restrictions you've placed on yourself,

you'll improve yourself as a person. You'll then be in the process of getting back to your core purpose, and removing all the modern day fluff that has been slowing you down.

This tearing down process is crucial to discovering yourself as not only a man, but as an individual on this planet. The more you lose, the more you are.

Remember that the next time someone asks you to man up, know that they are one step further away from being a real man.

Filling a Role as a Man

Role-playing is an ever-present part of our society. From the moment we are born, we begin to recognize and play various roles in our daily lives. People play roles in society for many reasons, but the fundamental purpose behind them remains the same.

Pretending to be someone else allows ordinary people to do extraordinary things. The premise of this is excellent, allowing people to step their life up and actualize their full potential, but downfalls are ever present.

You feel as if you can't get the girls until you get the job with the money. You can't be a financial genius until you have one million in the bank. The principle downfall lies in the fact that by playing roles, you are simply stating that you are not enough.

Am I saying that you should stop little kids from using their imagination and enacting their favorite heroes? Of course not. The problem is that when you have the "you are not enough" mindset past adolescence, it becomes a hindrance and not a support function like you were as a child. It makes you get dressed up when you go to the bar because it makes you feel confident to be around girls.

It makes you get a nine to five job that you might not necessarily want. It makes you be good, play by the

rules, and do everything the right way because each role serves its purpose. It serves as a means to an end. This is the root flaw, as men there should be no end. As previously discussed, you are constantly on your path, working towards new things. The end is when you die.

You need to recognize that the only role you should be playing is that of yourself, and that as a man, you are enough. You do not need to play a role in anything in life in order to get the things, results, or achievements you desire. You simply need to empower yourself.

Fuck your roles. Go to work and skip the tie. Go to the bar in a t-shirt and shit jeans. Don't think you need to dress, or act, or behave in a certain way in certain environments to get what you desire. In any situation where you find yourself in a routine of sorts, and playing the same roles again and again, challenge them. Do the opposite of what you would normally do. Go to the bar in a t-shirt and start jumping up and down having more fun than anyone instead of clenching your beer to your chest waiting for some girl to come and talk to you.

Mix things up, you'll be surprised at the magical things that can happen. You will begin to unravel your self-esteem at the core.

Non-resistance will come into practice, and you will soon see that all the roles you fell into no longer matter. You'll be more of a man and have your shit together that much more.

Living In a State Of Calm

In order to live in a state of peace, you must first move beyond a point of insanity and stress. Every day I see people who are losing their minds. They worry about work, stress over school, get angry at traffic jams, and get sexually frustrated. The lists of things that can permeate your mind are endless.

Everyone has felt a time when they got angry, sad, or worried, but most people let the emotions overwhelm them and own them. This will cause you to become ridden in caffeine, drugs, alcohol, and a whirlwind of emotions in order to keep the insanity at bay. Instead of riding the rollercoaster, get some perspective.

Here is an example from my journal of what this feeling of being in the moment is like:

I feel calm and at ease, like everyone around me moves so fast while I move slowly through it, pushing nonsense aside and accepting the good.

I look at girls and intent burns inside me, and whether I act on it is my choice, and if that choice is made, it's always positive in outcome.

You stop worrying about being amazing at everything. You stop worrying about bullshit in your life. You just focus on the good times, and let them roll. Everything is calming, serene, and beautiful.

I see people interacting and see cheerleaders, and people spreading good things to one another. All I can see is the best in others, there is no judgment, no ill will, nothing but love that is free flowing.

I feel good in the depth of my soul. I hear music and it flows through me, DJ Tiesto amplifies my state to a musical melody, moving with the rhythm in a cosmic fashion. It's hard to explain in words. You dumb down, you don't talk too much, you talk less. When you talk, it's for you, expressing yourself, and it's more powerful and meaningful.

It may be insightful and groundbreaking, or it may be retarded and self-amusing. Either way, you are being true to you as a person. All that matters is offering value to other people, and pushing your reality farther, far beyond the indifference threshold and into breaking a new state of mind that is completely free from conditioning to the pure unequivocal you.

It's fucking awesome because all that matters is feeling good, and it never changes. Your natural state comes out, and it flows like water out of a fountain. In order to maintain the state, all you need to do is recognize that feeling good is a muscle and exercise it.

Focus on the simple things in life. There is fun in watching a child run around a grocery store. Beauty in a sunset while you are driving home from work. This may sound dumb and shallow, and maybe it is, but perception is projection.

This entry may seem like an acid trip recorded for your viewing pleasure, but it came from a place of pure bliss. By shifting focus onto things that are simple yet significant in life, you shift your perspective on life overall. Draw your attention onto children, plants, people, and music or art.

By not analyzing or deciphering things, you can appreciate them for what they really are. It's at that point that colors become richer, sounds become more fluid, and smells become more pungent. Life is on turbo, and the volume knob of everything in life seems to have turned up.

Now, instead of worrying about your coffee not being made exactly the way you want it, you are appreciating its rich aroma and life starts to taste a lot better.

Steps to Living in the Moment

Step 1: Accept that you cannot control the future (it hasn't happened yet) nor can you change the past (it's over and done with).

Step 2: Take care with everything you do, as you're doing it, you're doing it for the best reason and with full and complete attention to it. Don't half-ass it. Don't take it for granted. Whatever you do, focus your mind as you do it; even if it's stupid, or if it's something you do a billion times. Each time is significant and unique.

Step 3: Practice open-mindedness. When you encounter any information (opinions, facts, beliefs) that differs from your own, let it exist. For every problem, thought, idea or dream, there are an infinite number of things that can follow it. Your way is not the only way, nor is their way the only way. Be open to the moment, and pay attention to it.

Step 4: Remember that inaction is still an action. When you want something, when you say to yourself, *I'm going to do X*, you're going to have that very human thought in your head that tries to rationalize X for you. *Oh you can't do X, because...* Sometimes this thought wins, so that you don't do X. The problem comes when you evaluate this later and say, *I didn't do X! I did nothing!* No, you did something. You chose NOT to do X.

Step 5: Live with the consequences. Everything you do and think has a consequence. If you spill a drink, if you stay at home, if you have sex, or if you eat, there are always consequences. Fear of consequence often prevents your intended action, and starts a domino effect of things that feel out of your control. Refer back to your earlier steps, and you'll see that you're the one who started this particular path. It's internal, not external. Whatever you do, you're going to have to live with the consequences. Not fear impending ones (the future), or dwell on old ones (the past), just the ones in front of you (the present moment).

Step 6: Retain control from moment to moment. Life isn't a connect-the-dots-puzzle. Things don't just happen sporadically, periodically, with periods of lulls in between. All things are happening. All things are happening now. It's not dot dot, its one constant stream. It's a constant flow of action, consequence and action (not reaction) that you can jump into as easily as a river. It's not a raging floodwater, you've got the complete ability like any good fish, and to move up and down stream at will. All you need to do is not over think your fish-nature, and just be the fish in the river. Be the man, moving seamlessly, regularly, skillfully, comfortably, through all moments, not just the outcroppings of a particular type of moment.

You are you always, just as the moment is always there to be lived in. Now, go have an adventure.

(Original article/idea by DrunkJohn, "Total Presence")^{xvii}

Looking Like a Man

This is the part of the book where a lot of people expect fashion advice such as GQ or Esquire. This is where I tell you that you shouldn't wear sandals with socks, dark socks go with dark shoes, and forbid your wear white after Labor Day, right?

Honestly, in one of my early metro sexual phases, I would have stressed the importance of "dressing for success." I'd have run down an entire list of fashion tips and tricks that will make you more likely to realize success and be able to take life by the balls. I probably would have told you that you should go out and buy some clothes that represent who you are and have your own style that is unique.

While this still may be true, the reality of the matter is that I was coming from a place that felt like if you didn't dress well, you couldn't feel good.

Now, I'm going to be honest with you, and this may frighten you and therefore you may need to take the children out of the room.

Looks do not matter. It does not matter how you dress, how you grow your facial hair, how ripped you are, how perfectly trimmed your hair is, that your sunglasses perfectly match the shape of your head, or how well your pinstripe suit matches your tie.

Looks get you nothing more than a better introduction in life as a man; they are not deal breakers for

anything and certainly don't mean jack shit to you in the grand terms of being successful as a man.

When I go to the men's bathroom and constantly see men checking their skin, their hair, and adjusting their clothes, I almost vomit and restrain myself from slapping them upside the head. I then ask myself, *When did men become chicks?* What I see is men trying to get in touch with their feminine side, when they haven't even gotten in touch with their masculine side. In case you were wondering, watching Monday night football and drinking a Labatt's does not constitute as being masculine.

When did it become trendy to go tanning, wear more hair product than girls, and look like someone straight out of tanning bed-gone wrong-Abercrombie & Fitch catalogue? Instead of filling the role of a pretty boy or a man owned by his looks, try doing the opposite in order to understand the idea that looks are unimportant.

I have been on jury duty before. I was wearing a dirty, smelly, baggy polo, and ripped jeans. My hair looked like shit, I had acne all over my face, and I was running on one hour of sleep. I got three girls phone numbers in the courthouse that day, and managed to convince the judge that I did not need to participate in the pending triple homicide.

I once showed up to an interview in a t-shirt and jeans, and got the job with no experience. Does this mean you should be a social terrorist and wear the

most random clothes and look your worst at your wedding night? Does it also mean that personal hygiene can be thrown out the window and you have carte blanche to walk around smelling like Hulk Hogan's used jockstrap? Not at all.

I suggest that you not wear what everyone expects you to wear. Try going out to the bar without a dress shirt and without touching your hair. You also don't need to take a shower before you get some cheese at the grocery store. This will change your life, and liberate you from needing to feel and look like a pretty boy.

As soon as you recognize that it is not your clothes, but *how you are*, that will make more of an impression than any shirt from Nordstrom's. You will loosen your tie, loose the Dr. Martens, dawn a t-shirt, and learn to relax a bit more.

Rules on Being a Man

I did a lot of research and extensive “field work” before writing this book. At one point I jumped on Google and searched rules for being a man, curious to find out what mainstream society viewed as man code.

This is what I found via the first search option at the time. Rules to be a man (or 100 ways to keep your testosterone flowing). Here are some of their examples:

1. Don't call, ever
2. If you don't like a girl, don't tell her. It's more fun to let her figure it out by herself
3. Lie
4. Girls find it attractive if a man has had more women than baths
5. Never ask for help. Even if you really, really need help - don't ask. People will think you have no penis
6. Women like it when you ignore them. It arouses them
7. If you don't like a girl, but can't think of a good enough reason why, just come up with trite, meaningless explanations like, "I don't know. I just don't like her personality."
8. If you have to talk to a girl on the phone, use only monosyllabic words and noises. Bodily noises are permissible
9. One sure way to make a girl like you is to go after her best friend. She will then see what

- she's missing and love you for not giving up on her
10. Tell her you will call. Then, refer back to rule #1
 11. Say things like "What...?"
 12. Love is not in your vocabulary. Don't even think about saying it
 13. A general rule: If whatever you're doing does not satisfy you completely in 5 minutes, it's really not worth it
 14. Always apologize. Never mean it
 15. If you hurt someone, pretend you care. Don't
 16. Try to have a good memory, but it's OK if you forget trivial things. You know, like your girlfriend's b-day and eye color
 17. Ignorance solves problems. If you can't see them, they can't see you
 18. It's never your duty to take responsibility for your actions
 19. Create new words and phrases to describe genitalia, sex, semen, etc.
 20. Basic fundamental rule of dating: Quantity, not quality
 21. Basic fundamental rule of sex: Quantity is quality
 22. If you cheat on a girl, but no one finds out, then technically you've done nothing wrong
 23. Crying is not manly. Then again, if you are a man, what do you have to cry about, anyway?
 24. If the question begins with "why," the answer is "I don't know."
 25. Women are your napkins. Use them, and throw them away

26. If you ever find yourself in a position where you have been proven wrong, blame others. Come up with creative and believable excuses why they are at fault-not you
27. General Rule: Different is bad
28. If anyone asks you for a favor, make a big deal about how hard it is for you to do it and remind them of this huge favor you've done for them at least every five minutes for the rest of their life
29. Each penny you save will be worth at least a dollar in the long run
30. If you do something really mean to a girl, and she doesn't want to talk to you, pretend nothing happened. If she still doesn't talk to you, casually ask, "Is something wrong?"
31. Here's a good trick. Tell a girl that you're going to leave and when you come back, you want her naked, sprawled on the bed. Leave, and go into her dad's room and tell him he should go check on his daughter. Then drive like hell. (True story).
32. If a girl breaks up with you because you're in love with someone else, she has no right to be upset. Because, you know, she's the one who wanted to end the relationship
33. The best sex position is you, lying face up... and twenty girls on top
34. Spend your spare time thinking of excuses and shove them up your ass. Then, whenever you need one, you can pull it out of your ass
35. Real men beat up others who are inferior. We don't want the inferior of the species to get to reproduce ever, do we?^{xviii}

This is obviously a humor piece, but there are a lot of sobering truths to be found in this. As I read this list all I could think about was how men really don't have any good guidelines for being a man.

There is no "rite of passage" for being a man anymore. If anything, you turn to media and the Internet to determine just what exactly it takes to be a real man. I decided to make my own list. No humor, no long drawn out thoughts, just straight to the point rules that every man should live by.

There are three simple rules for being a man that are harsh and true. They were written by a mentor of mine many years back, and I still have them burned into my brain.

1. **Grow balls.** The first thing you must do is grow some fucking balls. Want to talk to a girl? Grow balls, go do it. Need to hit the gym? Grow balls, go do it. Not doing what you want to? Grow balls. Go do it now. Why are you still sitting here, Go! Every journey begins with the first step. The surest way to fail is to never try. Blah blah blah. However you want to say it, it still boils down to growing balls.
2. **Don't be a bitch.** You grew balls and you got off your fucking fat lazy ass. Yeah, you finally approached that girl, you finally went to the gym, you finally hit the shooting

range. Now what? Well you have started to do it, now you have to do it. Approached the girl at the bar? Don't act like a pussy fuck. Don't be a bitch. Went to the gym? Don't be a bitch, push yourself on your reps and keep good form. Eat right. Being a bitch is when you are self-sabotaging. Basically, you're fucking yourself over. You can get really far in life if you do so much as not screw up. Seriously, why would you stop yourself from succeeding? Don't be a bitch.

3. **Don't be a pussy.** You came this far, so don't be a puss out. Holy shit. Being cool with the girl? Kiss her. Make it happen. Don't be a pussy. If you put in tons of effort and never claim what you earned, you will never get anywhere. Ever. Been hitting the gym? Eat right. Don't stop going. Why would you run 9.9 miles and stop at the last 10th. Didn't get results in a week? Don't be a pussy. Anything you do there is a beginning, a middle, and an end. At the end, if you puss out, no matter how big your nuts were or how good you did, you still lose.

Ever get that feeling in your stomach? That feeling in the back of your soul, like if your soul had nuts, the nuts just shrank? Someone invites you to do something new, and you decline it just because you've never done it? Making up silly lies and excuses, things like *Nah, I don't really like that stuff*. Lies you even

believe yourself? Didn't approach that girl at the bar? Didn't go to the gym no matter how much you talk about wanting to be ripped as hell? Talk about wanting a new job, but never send your resume anywhere? Talk about wanting to be a journalist, but never taking the time to write?

Snap out of it. Grow balls, don't be a bitch, and don't be a pussy. At any stage in life, you will fall victim to many things that can snap you out of it, simply by making a choice. That's all it is, a decision. You say to yourself *I'm gonna do this*. Guess what? You do it.

Repeat these three steps to yourself whenever the only thing standing between you and the person you want to be is yourself. I love this. It's so simple, so harsh, so offensive, but fucking glorious and pure in the same right.

- 1. Grow Balls**
- 2. Don't be a Bitch**
- 3. Don't be a Pussy**

Love it, Live it. There are countless examples of men failing these three simple rules in any aspect of their life. You can think of some examples from your life. Make it a position to live by. These rules can make or break you, whether you are trying to be a man's man or die in the corner like a coward.

(Original article/idea by Jack Diesel, "How to be Diesel: Three Ways to Rule Your Life")^{xix}

Own Your Love

Everyone has a driving force in their life. Whether it's playing a musical instrument, raising their family, climbing a mountain, or running marathons, everyone has something that makes them feel good and strong to the core of their soul. This is your love.

I'm not going to get sentimental and gushy with you, we are men after all, and men do have loves. It's not always another person. You may absolutely love playing football; your dad played football, your granddad played football, and you play football. Since as long as you can remember, you loved to pick up a football and toss it around. From playing with your dad to the kids in the neighborhood, nothing felt more right than picking up pigskin.

Maybe you played in high school even, you could have been the all star quarterback or the 3rd string running back, and it didn't really matter because you loved to play. After you realized that maybe the NFL wasn't for you, you discovered other passions in life and followed them, but the pigskin was always there.

You never played it for accolades, or to make it to the big time, you played it for you. This is your love, and no one can take that from you. Despite all the negative things that may occur in your life, you still can pick up pigskin and toss it to your friend.

This principle holds true for everyone, whether you love art, or hockey, or writing, literally anything that moves you in life is your love. It doesn't matter if you

are good or bad at it, because it's more of a therapy for you than anything. By holding onto this love in your life and embracing it, you can achieve anything.

Own your love; no one can take that from you. Everyone has something that drives them; whether it's playing an instrument, writing, playing sports, or helping the needy, everyone has a calling of sorts. No one can take that feeling you get when doing this activity; it's your love, so own up to it and do it.

You can push yourself to your physical, mental, and emotional limits because you always have your one love that no one can take from you. You are what you love, not what loves you.

Not Giving Up

My friend Ravine and I were once at a party just relaxing and having a good time. We started talking about girls and how he was frustrated with his lack of success with women. I explained to him that as long as he stuck with it, it would all work out in the end. He said that he knew that. He said, “I don’t care if I’m 80 and die alone on my death bed, at least I would have known that I had tried the hardest I could.”

That really stuck with me; the idea that you should never give up, and that trying and failing is superior to not trying at all. You then realize that actions define who you are, not outcome.

Opening Yourself Up

You need to open yourself up to the idea of loving yourself and therefore your life. I'm not talking about a man and women. Rather, I'm speaking about an inner growing love that opens up you and others around you in a limitless fashion.

You open your mind, body and soul to the idea of happiness, love, excitement, joy, and you will then find all of them to be abundant in your life. Open yourself to the idea of love and feel that love flow through you.

Being a Weathered Man

Everyone has experienced many things in their lives, some are good and others are bad. Everything that happens to a man in his life acts as a reference or a filter for future actions. What I mean by this is that you actively learn.

The same way you learned that touching a log in the fire would hurt is the same way that if you experience and learn about mental or physical pain as an adult. This consequence will make you more hesitant to pursue that activity.

As you go through life, your experiences shape you into who you are and changes your thoughts, feelings, emotions, and the overall way you are at any given moment in time. Every single moment, from brushing your teeth to skydiving is part of who you are.

Many have experienced unfortunate events in their life, like a loved one's death, a personal illness, a financial crisis. All of them shape you as a man the same way that positive ones do, like getting a promotion, having sex, or winning a sporting event.

Every person on this planet is weathered, or infused with a plethora of experiences that make up who they are. People understand this concept already, and tend to identify with particular experiences in their life, whether good or bad. This makes the basis of their life

something metaphysical, instead of bringing their true self to the table.

If you look closely, there are no true differences between a good and bad experience. In order to be an effective and true man, you need to view all of the experiences as indifferent.

You are simply a weathered man. You have seen a lot, but you don't think much of it. You are wise beyond your years, but you don't push advice onto other people.

You have seen the best of times and the worst of times, but you are indifferent to it all. You simply understand that you are a weathered man. Even if you haven't left your cubicle in twenty years, you still have limitless unique experiences that no other person has experienced because they haven't seen it through your eyes.

The key is to understand it but to not identify it. This will make you more attractive to women because they will know *there is something about that guy* and make you more respectable in men's eyes because, "you have your shit together." People will simply be more drawn to you because you are being true to who you are. You aren't trying to impress, or being sad because of previous or current circumstances. You just understand that it's all part of your weathered past, and they have shaped you into the person you are now.

You encompass so much more than your past, let alone your present or future. As you continue your growth and development as a man, you come to a realization that you resilient, strong, and fearless. If you were able to go through X, Y, and Z circumstances, you can handle anything that life throws you. People will know that you are a weathered man simply by the way you are; and even that won't matter to you. You are not your past, present, or future.

You are a man.

Taking Responsibility for Success

Here are just some of the things I have heard from people who email me on my website:

- “I didn’t think it was so easy to start my own business”
- “It is easy to make \$1000 a month on the side, you just need to make a muse”
- “It is easy to meet new people when you talk about yourself. You feel good and they feel good”
- “I didn’t believe it would be as easy as talking about myself and then getting the job”

My follow up question is then, “Why didn’t you do it before?”

The responses at this point follow that pattern of: “I thought I couldn’t do it,” “I thought I needed _____,” “I only thought _____ could do that,” “I thought I was not interesting and that I would fail,” “I didn’t think it was possible.”

Every single answer follows the pattern of “I need something or somebody to tell me what to do or how to do it to achieve anything.” In the end, all of them were waiting for some kind of permission from the universe to do these things themselves, or even do it for them. They needed a personal trainer to tell them to get to the gym. They needed a YouTube video to show them how to hold a hockey stick. Why is that? Because all of these books and resources show you exactly what you

need to do.

When you start taking responsibility for your own success, it is terrifying because if you fail, it's your fault. It is your responsibility, but it's so ironic because the only guys that will experience success are those who take responsibility and stop waiting around for other people to give them permission to do so.

The second reason taking responsibility for your success is horrifying is because you are going to make mistakes, no matter what. Nobody else is going to be accountable for your failures. You are going to make scary mistakes and there is going to be no one to blame, but you. You are taking the road less traveled, and that makes people scared. The sobering truth lies in the fact that all guys that have had success took that same road at some point in their lives.

The final reason you don't want to take responsibility is there is always a chance of failure. You might take action and fail. That is true pain. That's scary. You might turn out to be a big failure after all.

So why follow through at all? In life, those who take right action for an extended period of time, have nothing but good things in store for them. Also, how hard can it really be? Talking to new people, trying out new things, taking chances day after day. That sounds like heaven to me. You will end up with two or three success stories after a few mere months with spurts of success here and there. Can I live with that? Fuck yes. The best part is that instead of staying at

home to watch porn, or play video games and watch other people achieve success, you go out and actually do something about it. Before you know it, the failures become a distant memory in light of your huge success. The choice is clear. I will take the road less traveled.

(Original article/idea by Ozzie, "Taking Responsibility For Your Own Success")^{xx}

Promises to Pass On To Your Son

1. I promise to never teach you to supplicate, but to instead understand another human's point of view and act honorably.
2. I promise to never get in the way of you losing your virginity, even if you have to break curfew. Some things are more important than arbitrary laws.
3. I promise that I will ensure that you have your own space so that you may grow into a man, hopefully in the company of choice females, without having to wait until you move out.
4. I promise to show you that I am a fallible creature, that I am not perfect. I teach you only with my knowledge and my love.
5. I promise that I will praise you not for superficial traits such as beauty, intelligence, or even success, but rather for your individuality and your commitment to following your desires in hopes to breed within you someone who is supported by his internal pillars of reality.
6. I promise to never view you as a surrogate means for me to live out success in the face of my past failures because your life is your own, your failures are your own, and your success is your own. I am here only to help you.
7. I promise to keep you safe from physical harm, so long as it does not hinder your strength. I will let you fall so you may learn to stand.

8. I promise to keep you safe from intellectual harm, so long as it does not prevent your development. I will let you fail so you may learn to overcome.
9. I promise to keep you safe from emotional harm, so long as it does not dwarf your heart. I will let you hurt so you may learn to heal.
10. I promise to not marry some psychotic hooker who will teach you all the wrong things about a woman. I will find a partner to help me raise you in a world where you may learn of the beauty that may be had between man and woman.

These things to you my son, I swear.

(Original article/idea by Jack Diesel, "10 Things I promise my future son (DO'S and DO NOT'S))^{xxi}

Conclusion

How does one conclude a book such as this? If you made it this far that means you didn't throw your arms up in disgust and toss the book out the window at the nearest trash receptacle and douse it in gasoline to insure that you never needed to hear my bullshit again.

That or you simply skipped to the end of the book like a punk ass and decided to see if this book is really worth your money.

Either way, I want you to know that despite how much of a prick and or bastard you might think I am, I really do care a lot about your success as a man.

I want you to ride into the sunset with two playboy models, a career doing what you love, more money than god, and the envy of men and desire of women everywhere.

This still might sound like a pipedream to you, and if that's the case, then you need to re-read my book and start taking action immediately, because you clearly just don't "get it" yet.

Fear not my trusted man companion; I am here to help grow you and your life, personally. Please feel free and email me and lay down all your problems, concerns, 30 day challenges, and everything that you can't talk to anyone else about so I can help whip your ass into

shape and get you on the path to being the badass motherfucker that we all know you already are.

Godspeed my fair men. I leave you with one of the best stories I have ever read about being a man, and taking right action, courtesy of Bruce Lee.

“Bruce had me up to three miles a day, really at a good pace. We’d run the three miles in twenty-one or twenty-two minutes. Just under eight minutes a mile [Note: when running on his own in 1968, Lee would get his time down to six-and-a half minutes per mile]. So this morning he said to me “We’re going to go five.” I said, “Bruce, I can’t go five. I’m a helluva lot older than you are, and I can’t do five.” He said, “When we get to three, we’ll shift gears and it’s only two more and you’ll do it.” I said “Okay, hell, I’ll go for it.” So we get to three, we go into the fourth mile and I’m okay for three or four minutes, and then I really begin to give out. I’m tired, my heart’s pounding, I can’t go any more and so I say to him, “Bruce if I run anymore,” –and we’re still running– “if I run any more I’m liable to have a heart attack and die.” He said, “Then die.” It made me so mad that I went the full five miles. Afterward I went to the shower and then I wanted to talk to him about it. I said, you know, “Why did you say that?” He said, “Because you might as well be dead. Seriously, if you always put limits on what you can do, physical or anything else, it’ll spread over into the rest of your life. It’ll spread into your work, into your morality, into your entire being. There are no limits. There are plateaus, but you must not stay there, you must go beyond them. If it kills you, it kills you. A man must constantly exceed his level.”^{xxii}

Thanks

This book is a labor of love and I created a lot of my own concepts and ideas while I also adopted and utilized a lot of brilliant techniques, ideas, and writings that I have picked up over the last 10 years from a variety of amazing people.

Below you can find a list of the people who helped my thought process in the crafting of this fine book and even had their articles and ideas included in this book so their insight could be shared with more people. These articles and ideas are some of the major reasons why I am who I am today, and I am deeply grateful to have them be a part of my life, and to share them with more people. By you reading this book, and sharing its knowledge with others you are helping to achieve the dreams of not only yourself, but everyone around you, and for that I thank you.

Thank you to everyone below and so many others who helped shape me into the person I am today.

10pin, Flannery, Mack Wild, Drunk John, Jack Diesel, Ciaran, Ozzie, Tyler, Nathan, Travis, John, Sid, Auren, Alex, Alexander, Tim, Ace, Kulani, Mom & Dad, Danny, Ravine, Darren, Real Social Dynamics, Mystery, ASF forums, Brian, James, Tony Robbins, Cass, Nick, Matt, Boris, Mike, and Julie.

Endnotes and Sources

If you want to learn more about what it means to be a man, be sure and look deeply into these sources, your manhood will thank you.

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