



HOW TO BE THE MAN

Dare Mighty Things Inc.

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INTRO THE 4 C'S

Life ain't easy and it's not supposed to be.

For men, heck, it's probably harder. At our base we're here for 3 things:

To Protect
To Provide
To Procreate

You're the warrior at the gates, the hunter in the mountains, the man of the house. But, do you feel like *the man*?

The man you can be is both predicated on a reconnection with the badass you should be had you not been raised by a society that quells and quiets the masculine virtues that made us great. He's also dependent on you *doing more, being more, and living harder*.

That's right, this book isn't going to make life easier, not close. It's going to ask more of you, because, well, you can handle more. Who you are right now is average in comparison to who you can be, and a part of that is because you're not asking enough of yourself.

I'm in that same boat.

Be more. Do more. Live harder.

We're going to go through 'things', aspects of your persona, what you need to do to become the guy you *really* want to be...

... I've gotta stop here for a sec.

This 'guy you want to be' can be seen as some self-help bullshit, and often times when someone talks about 'your potential' they're going to feed you some weightless steps to reach what *they think* is your potential – a potential



usually focused on an income level or a potential measured on society's standards.

But society is fucked.

Depression is a societal construct not found even in *modern* hunter-gatherer tribes, societies, and cultures. The standards that society lays out are useless.

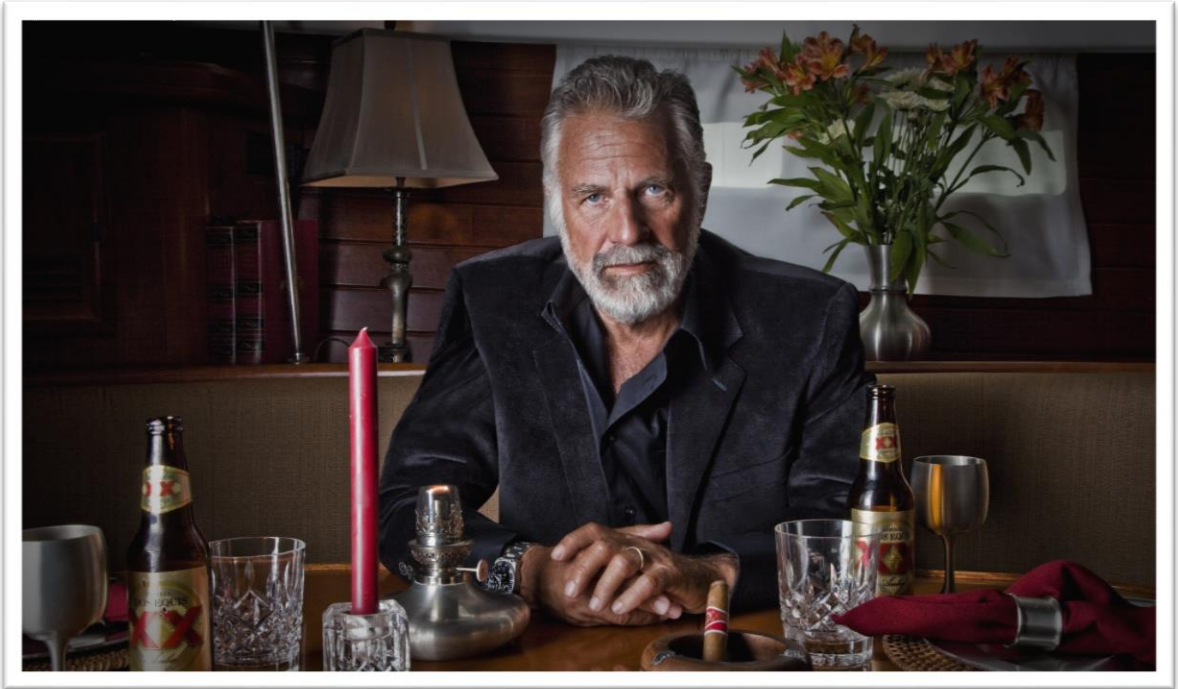
You're a fucking man! This book will ask more of you but in a way that will push you to be who *you* want to be, and your happiness, your level of purpose and value and meaning in life are all dependent on this man.

We'll cover how to get more shit done, because you are your work, that's what you're going to leave this world. We'll cover how to live more audaciously and manly and how to incur the characteristics *you need* to be the fucking man.

We'll start with the persona, becoming a well-rounded man, then we'll get into the badass as the book moves into its second half.

So, please, read with an open mind and an open heart, and take action!

THE RENAISSANCE MAN



Dos Equis, the Mexican beer, came up with the brilliant marketing strategy of what has become, ‘the most interesting man in the world’.

The character is well-rounded, audacious, intelligent, tough, skilled, and manly. He’s good at everything and ‘everything’ spans a breadth that most of us wouldn’t even think of. From hunting to climbing to being just a badass with the ladies. The guy is awesome.

To some extent this fictional character can be the foundation for our own pursuit.

What we see, however, in the commercials is the result of – if he were real – an intense focus, an unmatched interest in the world, and a courage that enables him to do what others wouldn’t even think of doing.

Thankfully, we have real-world examples of this most interesting man. They may be not quite as broad in their talents and skills, but they’re close.



It's these men, the Theodore Roosevelt's, the Shackleton's, the Hemingway's, the men who *were men*, but also men that women wanted to be around and men wanted to be like. They inspired, not merely through their words, though Roosevelt had rousing speeches and Hemingway beautiful stories, their lives, when appreciated, provide paths, maps, and routes that we can all follow.

What's incredible about each of these men is that they're like us. They have the same obstacles – often facing far greater ones – the same insecurities, the same flaws and weaknesses as you or I. This is *proof* that, even though you may feel average, mediocre, even small, insignificant, and a little depressed about who you are or where you're at in life, the path to becoming *the man*, the badass you've always wanted to become has already been laid out.

What you need is both the dream, one laced with enough audacity to warrant a daily passion that keeps you excited about what you're pursuing, and the plan, one we'll map out along with the characteristics you require to become the man that 'the life' is dependent on.

Think about that for a second.

THE LIFE

It actually can be yours. No matter your current state or the mediocrity of your habits, your days, your current life, the ambitious future you dream about in the recesses of your mind, too scared to currently bring it to life, can be yours.

This reality has been proven over and over again. There is no doubt in the possibility of its fruition.

Take solace in the fact that you're not *stuck* as the man you are now. This doesn't have to be where you end up. And I'm not saying he isn't awesome, well, he isn't. I'm not awesome. In comparison to *who we can be*, we're shit.

That potential that we hide must be brought to light and the first step in doing so is identifying it.



Over the course of this book we'll identify the dream, figure out the plan, then go to work on the man, the attributes and skills required to bring this badass to life – this is where the 4 C's come in.

Now, get ready to work, dream, and face those fears that keep you small.

THE DREAM

“The greater danger for most of us isn't that our aim is too high and miss it, but that it is too low and we reach it.” ~ Michelangelo

There's dreaming and there's wishing. A coward wishes. A coward also keeps his dreams for night time, for his imagination and never puts the plans into action that are necessary to make them a reality.

Thus far in your life you may have been a coward. I know I've spent a lot of my time being a coward. We're taught from day one what's possible and what's impossible and it's enraging, this limited mindset that many of our parents and teachers have. Now it's time to leave that weak shit behind.

THE PERFECT DAY

The best method of dreaming, disciplined dreaming, where reality and imagination intertwine, is forming your perfect day.

This is a day, one day, that, if you had to live a single day every day for the remainder of your life, this is the day you'd choose to live.

I do this exercise every 12-weeks, I'll tell you why every 12-weeks later.

What does this have to do with being a badass?

Being a badass requires audacity, but this audacity, this sense of adventure and this daring mindset can't remain a dream, it must become a goal, and this goal must become habit. Who you want to become is made in the minute, not over a lifetime.



And in the minute there can only exist one thing, and it won't be grand, it will be methodical.

So let's start with the dream.

What time do you wake up?

Who do you wake up next to?

What are the sounds and smells of those first minutes?

Where do you live?

What do you look like?

What kind of shape are you in?

What do you drink to start your day and what do you eat?

What do you do for work?

Who are your clients?

Write a story of your perfect day. You'll notice that there's work in there. And of course there is. Study after study finds that a life with purpose must include work. If you want ease, if you want to live on a beach and do nothing you're going to be useless, you're going to end up depressed and wanting purpose, so define your purpose as your work and start working.

This book isn't for the hippie who doesn't want to serve a purpose in society. This book is for the *man* who wants more from life and that *has to include giving more to life*.

Think about every little detail in your day and come up with your definition of what the dream is.

Having it act as the day you'd live for the remainder of your life removes the stupid 'bucket list' shit that you can do whenever you want, so long as this life is the foundation.

Start writing. Don't read any more until this day is formed.

HOW TO BE THE MAN

THE PLAN. THE TIME FRAME.



Most people, when setting goals, use a 5-year time frame. They may go further into the future in length, but regardless, they start farther down the line.

From there, it's a 1-year goal, then a quarterly goal, and finally we get to the monthly and weekly and daily things that need to get done to reach the bigger picture goals.

In their book, *the 12-Week Year*, Brian Moran and Michael Lennington offer a different alternative, and one that every guy needs to become a badass if not for the simple fact that you're not there yet because you haven't *acted on anything yet*.

You've set goals before, maybe even figured out the habits you need to see them through. Heck, maybe you've even figured out the habits you need to create to become this man you want to be in the future, but the lack of



urgency created in the completely arbitrary yearly model allows you to become complacent and finally quit whatever grand mission you initially embarked upon.

A year isn't a real thing. It's a measurement of time based on seasons. You are not a season. You need to get shit done, to evolve, *now*, you cannot measure yourself in terms of a year. You need to bring things closer, yet have enough time to act and accomplish big tasks.

12 weeks is plenty. It's also short enough that a *day* becomes important.

You cannot succeed if you have too many 'off-days'. You *surely* can't succeed if you have an off *week*. And yes, becoming 'the man', becoming this ideal is completely dependent on success.

You need to be a winner.

You cannot be a Roosevelt or an E. Lee or a Hemingway if you're a fucking loser.

Let that settle in.

You can't *think* about being a better person, a manlier man, a warrior, a killer of all things goal-related, you have to actually *do something about it*. So yes, succeeding in things, in what you think 'the man' is, how he acts even what he does on a daily basis, is necessity.

The dream

The plan

The habit

The habit we're going to create is completely surrounded around your work. This has nothing to do with being the man outside of being the man who has actually *done something*.



As you'll read in the confidence section, confidence is dependent on actual fact. Weightless confidence, the kind that has no humility, is arrogance. It's blind. It's unaware of reality and it's founded on nothing. It's like the parable of the man who built his house on sand, once faced with a storm, which in the case of life is an obstacle, the house crumbled. A man whose confidence isn't built on a foundation of fact, of real world evidence, will crumble when the shit hits the fan.

How useless is a man - *the man* – who can't stand the heat?

Though you may want this stuff to come easy, it won't because it can't. Being the man cannot be bred, it cannot be gifted. The quiet confidence that has been held by the greats in history required evidence, fact, and accomplishment, and without accomplishment you're not going to be the man you want to be nor build the life you want to build.

That's why we're so focused on forming habits that will help you get shit done.

Now, this 'shit' can be anything. It can be the book you're working on, the sculpture, the thesis, the building, the layout for the city as it would for a young Art Vandallay or Vandallay Industries. It doesn't matter *the thing*, it could be a hobby, not a career, a passion-project that – without your realizing it – will turn into a calling once this simple habit is implemented.

So who am I to tell you how to accomplish a lot?

I'm a guy who's accomplished *nothing* in the past while working endless hours. Now, I have 3 time blocks of *Deep Work* (read the book, *Deep Work* by Cal Newport for more information) that lead to over 5,000 words written a day on tasks that fit into my idea of what I ideally want to accomplish before I kick the proverbial bucket and the worms to their thing on my rotting flesh.

I've been a procrastinator, now I'm an accomplisher, and this little habit helped me get there.

As I previously mentioned, the habit is 3 work blocks. That's it.



The key phrase, oddly enough, is ‘that’s it’. As in, when you’re in these work blocks that’s all you’re doing. The phone is off, the internet is off, the social media is off (and ideally quit for good), and there’s a plan made the night before about what you need to work on the next day.

Myself, as an example, am working on a membership site, or the content *within* the membership site. My job is to write. I have no other task other than figuring out what to write and going ahead and writing it within my company. That’s what I like to do. That’s what I practice the most and what I’m most interested. I’ve hired other people to do the other tasks so I can do what I feel is my strength.

Admittedly, I have *a lot of work to do* with my writing, but I’m doing it.

That’s *all* I’m working on for the entire week throughout each of these 3, 90-minute work sessions.

Here’s what you need to know about these work blocks in point form to help you out a bit.

- They’re 90-minutes (no longer), because 90-minutes is the extent at which you can focus *deeply* on a single task.
- There’s only one task within each block because by challenging yourself to focus on one thing, you become a more focused person, you get real work done on the task, and you train yourself to be able to focus on a single thing without being distracted.
- All possible distractions are turned off during this block. No one can contact you. No one can interrupt you. There is no internet to entice you nor book to pull you away from whatever work you’re doing – unless of course this work is research, in which case the book may *be your work*.
- There’s a firm end to each session, after which you can schedule your internet time (it must be scheduled, just because you’re not in your work block doesn’t mean you can waste time, the time after a work block is just as important, because if you go too far off track it’s tough to get back).
- Breaks must be planned. That is, you’re not just shutting down and resting. You’re running or walking or reading. Ideally you’re doing



the two former and you're thinking about a problem that you need to work out within your work. Exercise combined with thought can help you find wonderful solutions to things that have you stuck.

- Lastly, there are review sessions before and during your work sessions. Review what it is you need to work on before-hand, so there's no guessing, then review both how it went after the work session, problems that arose, things that need to be worked on, and plan either your next work session, or at the end of the day plan your next 3 blocks for the work sessions tomorrow.

Can you do this?

Of course you can.

Now, what should you be working on?

12-weeks vs 1 year

You have your ideal, the man you want to become. Now you have to figure out what you need to accomplish within the next 12 weeks to become him.

For this you need your work goals, financials goals, physical goals, health goals, lifestyle goals, those goals of your relationships, of a spiritual nature, and your reading goals (how many books you want to read).

Here's some help:

- a.** Aim to read 37 pages a day, which ends up being close to 200 pages a week, which is about the length of an average book. I'll be giving you a reading list soon.
- b.** Your financials won't be as high as you think. Figure out what you *need* to have to live the lifestyle you want to live. That shouldn't include useless shit that will just clutter your life. 'The Man' isn't dependent on a certain type of car or a watch or a brand of suit or types of clothes to *be the man*.



Later in the book, when we go through style we'll also go through how to *not give a fuck about style* in one of the many dichotomy's in this book.

c. Lifestyle goals can be worked into a celebration for your year's end. Again, using this guy as an example, I'm going to Italy toward the end of my 12-week year as a celebration and a mental break from all of the stuff I have to accomplish between now and then, including a book being written and a 12-month membership program being completed, which is also what you'll have complete access to in order to help you with every goal and aspect of your life we have listed here, including the physical, health, style, knowledge acquirement, and the reading list.

As a part of this book you're also being taken through the membership site or continuity program I mentioned I'm diligently working on along with these pages.

There's a lot to cover in becoming the man.

We *need to* talk about money, for example, and we're not going to do that here, but we are going to do that in the program. We need to talk about strength, health, fitness and testosterone. Again, not in these pages, we leave that to the tribe. We need to cover even more of what we're covering here, so pay attention to the emails you're getting with the [A2A] tag at the beginning of each.

In this book you're going to get a ton of info, but because there are tasks, challenges, and concrete things you need to accomplish, you're going to get a TON of value from the tribe I've called, *Average 2 Alpha...*

Hence the end goal versus where we currently are now.

Now, let's delve into the 4 C's, the characteristics you need to develop to be *the man*, and how to develop them.

CONFIDENCE



Humility

Boxing, both losing and winning fights, helped me more with confidence than nearly anything. The only thing that is comparable would be building a business. Both humbled me.

Growing up I was a fighter, always getting in scraps, letting my emotions grab a hold of me, getting in trouble constantly. Boxing took the emotion out of combat. It became a chess game. When I lost, even in sparring, it was humbling, but it wasn't a blow to my self-esteem, it provided the evidence that I needed to improve and *what* I needed to improve on.

When I won it didn't make me feel like I was tougher or stronger than anyone. It had taken too much work and too much pain to get good enough to win convincingly that arrogance had no way of entering the picture.



Outside of the ring, if someone did something that warranted a punch in the face, they'd get it, but it wouldn't be accompanied with swearing or anger, it was just math.

In business, there was a big part of me that didn't think I could do even what I've done up to this point, which isn't anything monumental and is clearly still a work in progress. I'd made money before, but the world of writing and the internet seemed so abstract, it seems daunting, and an insecurity in my intelligence and coming from the fact that I didn't grow up with money told me that I wasn't smart enough and that I wasn't worthy of the success I pursued.

It took 3 years of daily effort, *long* days, lot's of failure, wrong actions, paths that shouldn't have been taken, investments and projects that shouldn't have been undertaken for me to create a 'winner', a product that brought in income and that actually helped guys get stronger and boost their testosterone levels – *The Man Diet*.

What I had done that most others hadn't, is build a completely organic business. This simply meant that every lead and new customer was acquired because of content I put out on the interwebz without any media buying designed to drive leads to a page. This meant more work and a slower, but eventually more sustainable business.

Getting to a place where I could travel the world and buy a house and live the lifestyle I once thought was a long shot could not have made me arrogant or over-confident or in any way falsely proud because of the sheer amount of effort it took to get there – and I'm nowhere near to where I want to be, but I'm a long way from where I was.

Humility is such an important part of confidence that's often overlooked. Articles talking about confidence miss this vital ingredient because it's not sexy to talk about.

If you don't have humility, however, you cannot *actually* have the deep, silent, understated confidence that real winners have.

So how do you have humility that isn't insecurity?



1. You have to see your insignificance.

Once a week I get out in nature. I do so in part because that's where we feel small. Taking hours to walk up a mountain, running into a deer or moose or bear, seeing the stars at night shows you that you're in something far bigger than you can comprehend if you're constantly focused on your own little world.

In city's we fall into the trap of thinking that everything we're doing is *everything*. We see our problems as monumental, our issues as everything, the focus of our entire universe and when we're forced to see the breadth of the *actual* universe, every little issue is brought into perspective. It's humbling.

2. You have to be a worker.

If you're not a hard worker you're not going to be the man you want to be. It's impossible. For one, you won't accomplish what you want to accomplish, you won't gain the confidence you need to thrive in life, and you won't have the humility you require to see the world through the right lens.

The man isn't the prick giving others a hard time. He's the guy everyone flocks to because they like being around him. He's not exclusive; he's inclusive. To be such you have to be a worker, you have to know how hard achievement is, and you have to fail.

Failure is everything in life. It shows you how hard life can be, how difficult it is to achieve something of value, but it also shows you the correct path and, when you persist, it shows you that you can figure anything out and see anything through. Hard work and failure is where true confidence is born.

It's when you persist through failure long enough to accomplish something that you gain the quiet, stoic confidence that cannot be broken.



Unbroken confidence is the goal, not the kind that only shows itself in loud words and boisterous action.

3. You need to know that everyone has something to teach you.

Everyone. Your elders, especially, but kids, homeless folks, idiots, superiors, subordinates, everyone. This mindset is how you *have to* enter every new conversation. To be *interesting* you have to be *interested*, and living life with a curious mind, one intrigued by what every other person on this planet has to teach you is the easiest, simplest, and most effective way to learn, to grow, and to approach life and relationships with the humility that true confidence requires.

Yes, it is a dichotomy that confidence is dependent on humility, but without true humility, the kind you get from failure, persistence, and eventually accomplishment, will give you the understanding that you can endure anything.

Accomplishment

You're not a loser, but you may have lost. At some point you need to win. Winning, however, doesn't just happen. It's often at the end of a long, arduous road. So while I'd love to give you a shortcut to confidence, there isn't one.

You first need to *do something* worthy of real confidence.

Confidence isn't just a flick of a switch. That would be nice. And while there are things that can help you become more confident, ways of thinking, of *knowing* that you're awesome, that you're the man, most of us need some evidence or else our confidence is weightless, it holds no meaning, it has no foundation.

If you want real confidence, set an audacious goal and don't stop until it's accomplished.

We'll get into *how* you can accomplish anything later on, but first, start on that path, *now*.



Second, you have to see that you *are* accomplishing things on a daily basis, and you don't need to only be focused on the results, but on the actions.

Sure, you need results, but *doing things* is what those results depend on. So while we measure success in money or growth or pounds gained or lost and weight lifted, the act of improving, of doing, of training, of working out or writing 1,000 words a day are achievements, in fact, they're more important than the money or the weight or the car or the house because each of those things depend on the shit getting done to come to fruition.

Getting shit done

To take accomplishment a step further, you have to be aware of what you're accomplishing. You have to focus on the tasks you're accomplishing vs the results they yield.

Getting shit done gives you confidence, it brightens your day, it aluminates your life. Instead of simply creating a to do list, however, have your vision, have your 12-week year, then figure out the things you need to accomplish within those 12 weeks that will help you create that vision. Then figure out the habits you need to create to get those things done before your year ends.

My habits:

1. Have 3, 90-minute, distraction-free work sessions that don't involve internet or my phone or any conversation whatsoever.
2. Get up early, read, and review the work that has to be done during the day so as to not enter that day with uncertainty.
3. At the end of the work day, have a firm shut down. That is, don't bring my work home with me because in doing so I lose the creativity and the problem solving that happens when your mind is no longer engaged.
4. Set up my week on Sunday. Review each day after the work has been done.



These simple habits help me get everything done. *Everything*. The projects (usually singular) within the 12-week year and the tasks that make up those projects.

An example is the membership site *Average 2 Alpha* that you're a part of for buying this book.

We just did a massive overhaul of it which included new front-end programs that needed to be created, new lead magnets – free gifts to get people to opt-in – that needed to be created along with the pages they're hosted on, along with 2-3 newsletters a week for 12 months that provide real, applicable and actionable content. This depends on 5,000-6,000 words per day of writing.

That can only be done with the habits I wrote before.

So what are your habits?

Notice that income or numbers aren't mentioned. It's the *things*, the tasks that those numbers depend on that are the focus. After everything is created I'll start looking at whether it has worked or not, but that's almost not the point. It's the shit that needed to get done that gives you confidence. And when that stuff *wins* you get the pride that only accomplishment can bring, and it's not a pride of the ego, but a pride in the hours upon hours it took to create something.

Pride in the good sense cannot come from birthright. You can't be proud of your skin color or sexual orientation. Pride in that sense is weightless, it's come from nothing, no accomplishment, no persistent struggle and victory that *you're* responsible for. Real, good, strong pride can only come at the end of a long road of persistence.

- Create your vision, the life you want to lead that's far beyond where you currently are.
- Set 12-week goals that are in line, that are stepping stones to that vision.
- Set the weekly and daily tasks that you need to finish in order to accomplish these goals.



Focus on the shit that needs to get done, not the reward that may come by doing them.

Persistence

If you constantly quit when times get tough you can't be tough and you can't be confident.

If you're a little bitch how the fuck are you going to be 'the man'?

This is on you, completely. There is no helping hand, no word of encouragement, no weightless speech given by a self-proclaimed guru. Those that tell you 'it's okay' are lying to you. Those that tell you you're great are feeding you bullshit. It's nice to hear so you buy what they're selling, literally. They make a ton of money and you feel good for a moment, and then life comes back and you're struck with the realization that, no, you're not great because you're a quitter and you haven't done anything worthy of greatness – and the fella telling you that you're great hasn't either, he's just sold bullshit that people buy, that makes people feel good but produces nothing.

You need to persist. You need to stop quitting. You need to stop jumping from job to job, from lifestyle to lifestyle, and you need to *start sticking it out*, seeing things to the end, to their fruition, past the difficult times.

If you're not tough, you can't be confident.

How can you be confident if you're never been through the fire?

Heck, how can you actually be confident if you've never been punched in the face and kept moving forward?

I'm being literal with that one.

None of my friends, the fellas I hang out with on a regular basis, fade into the crowd when the fighting starts. You know the guy, he says he has your back but as soon as the fight starts he runs.



Confidence and toughness go hand-in-hand. They need one another. Without one you can't have the other.

The path to confidence must follow a persistent and unwavering effort to a greater goal and a greater vision. In short, you've gotta be a fighter.

You have to be both a good man, and good at being a man.

You can't be a pussy.

Thankfully this is all under your control. So train yourself to persist through pain and through the storms that life will bring. The greater your goal, the more lofty your pursuit, the grander the obstacles, the more difficult the road.

The vision you laid out earlier can't be one you can easily accomplish. Think bigger. Aspire with more audacity, more courage, then have the guts to follow through. It's not even the success that matters, it's the fact that you saw everything through that will give you confidence.

Reaching an income goal didn't give me confidence. Persisting through 8 months where I couldn't pay my rent on time but not quitting, not taking an easier route or a quick job but staying the course I laid out for myself, did.

Set a goal. See it through.

In every aspect of your life, be tough, don't quit, don't whine, don't be a little bitch.



COURAGE

Imagine trying to be 'the man' without having the balls to attack life, conquer goals, and do what others are afraid to do?

It would be laughable.

Courage is a necessity for anyone to live a good life, let alone someone like yourself who's trying to live a *great life*. So in developing courage you're going to have to do things that will make you uncomfortable. If you're not the kind of guy that's self-aware or likely to do something that scares him, you're going to have to begin being that guy pretty damn soon.

Identifying fear

Know what you're afraid of so you can conquer it.

Self-awareness is required for confidence, it's required for you to improve. If you're the kind of guy who bullshits himself, who lies to himself about

what he's afraid of, what he's good at, what he's bad at, you're not going to know what you need to work on nor what you need to man up to.

Be real with yourself. Identify your deepest fears.

Are you afraid of death? Are you afraid of the death of a loved one? Are you petrified of failure, of going broke, of risk?

Dig deep. Then go deeper.

So much of our inaction is due to fear. Quite often, fear that we're unworthy.

We put off our most important work because we don't feel like we have anything worth giving to the world. We also fear the 'what if' of if we succeed. Let's say we have a book we want to write. It's our mission, our



passion in life to finish this book. The fear can be the void left when it's written.

So long as we're 'working on in', planning it, preparing to plan it or almost ready to begin it, it's a part of our future, something to look forward to.

You have to see the futility in allowing fear of any kind prevent you from acting.

The path to courage begins with the identification of fear, followed by the action of both embracing it and facing it head on. Be one with your fear. Take time to understand what it is and where it comes from, then have the courage to act on it.

Courage is a muscle that's strengthened from action. If you don't act, you won't act when you need to most. When it's *really* important that you do.

Being in the darkness

Life is light and dark. The strategy for most in our society is to avoid the darkness. It's not nice. It isn't fun. It's not where we want to be but if it's there it's where we *have to be*.

Be in it.

Don't avoid it. Courage isn't found in ease, it's found in struggle. Those who have to endure the most yet still maintain a healthy outlook, a *positive* outlook on life, are the courageous among us.

Louis Zamperini is a great example of this. The man who ran in the Olympics, was shot down over the Pacific in the Second World War, tortured in Japanese prison camps, being specifically targeted because of his minor celebrity having been a runner in the Olympics, came out of an incredible ordeal than can only be understood by reading the book, *Unbroken*, Lauren Hillenbrand, with a positive attitude.

Until the day he died he was one of the brightest souls on the planet. He chose to forgive rather than hold animosity. He chose to persist while others quit under far less strain and stress than he was under.



In his book, *Man's Search for Meaning*, Viktor Frankl explains the formation of his psychological method, logotherapy, that he formed in the Concentration Camps of the Second World War. Imprisoned for no reason but his race, he saw how some men broke. He saw how optimism, the expectation of good to happen, even amidst such darkness, broke men. By thinking that their imprisonment would come to an end by a certain date, then constantly being disappointed when that date passed, men broke. They died because of heartbreak, they folded, crumbled, sometimes killed themselves because their expectations weren't in line with reality.

The men who accepted their situation, accepted the possibility of death and that while it was a horrific situation, it was the situation they were in, were able to accept it, and somehow find the meaning in it.

Find the meaning in the suffering. That's Frankl's thesis. Don't avoid the suffering. Don't ignore it. Don't wish it weren't so. Accept it. Be in it. Find the *meaning* in it.

Nothing to lose

Every now and then a buddy of mine will provide a tidbit of wisdom that sticks with me. Regarding business he noted that every business deal has to be done with the knowledge that you are in the driver's seat, that you have nothing to lose, that you can back out if it doesn't fit your standards.

The same frame of mindset has to happen with dating. It's gotta be used in every facet of your life. You can't be in a negotiation *needing* the other side.

In life, in obstacles in life, challenges, you can't feel so vested that you need the other side, that you need something because you don't currently have it.

Courage to move forward comes from the knowledge that you have everything you need, you're not dependent on the other side, your life won't be over if they leave or if they pull out of the deal – whether that's a relationship or a business deal. You're going to be fine regardless. This also improves your bargaining position.



Live *life* like you have nothing to lose, as if you're dependent on no one, on nothing to thrive because you'll thrive with or without them.

Audacity

Audacity is necessary because it goes against fear, it's its antithesis. All of a sudden *becoming* audacious doesn't usually happen. Most of us are audacious in our dreams. We imagine ourselves as the man we want to become and in our minds eye we live with the tools he lives with, the lack of limitations he sees with.

When it comes to actually acting on said audacity, few of us will ever do. Thus, there needs to be some real intention, some real need and desire and especially some strategy behind more audacious thinking.

Thinking more audaciously is merely thinking your truth. It's what you *really* want in life. It's who you, deep down, desperately want to become. It's how you're thinking now multiplied by ten, to be on the conservative side.

Audacious in result vs audacious in action.

Most of us dream of the audacious result. The business we build. The house we own as the result of some grand action we've taken. We don't typically dream of the work involved in creating said result. Both are required.

Task:

1. Define a single goal in the following categories.

Life/personal, business/career, relationship/family, and any other category you can think of.

Now, multiply it by ten.

If it's a number, like income, that's simple. If it's trip or a business you want to start or a goal like marriage, broaden its scope, make it bigger, better, more grand.



2. Back to the 12-week year.

Break each of these goals down to what you will need to accomplish within the next 12-weeks to make them a reality in your future.

Break these accomplish-focused goals into action-focused goals. What do you need to get done within the next 12-weeks to earn what you want to earn, go where you want to go, build what you want to build?

What do you need to do *daily*, as in, how much work do you need to get done, how many hours do you need to put in, and what specifically do you need to focus on to make all of this a reality?

A couple things to keep in mind:

A human can focus deeply for a maximum of 4 hours. So you have 4 hours of focused work time in your day. That's distraction-free – phone off, internet off, work. The rest can be emails or meetings or whatever, but schedule this 4-hour window now, and keep it firm.

You also need time to breathe, the step back. Schedule that as well. You won't have the imagination your goals require, or your audacity requires, if you're working all day.

Schedule at least 1 FULL day off a week. Get out in nature. Read. Learn. Grow.

Finish this thought...

CHARISMA



Charisma is thought to be innate. We don't *develop* it, but either have it or we don't. It's also subjective. People can think we have *it*, when we're simply doing our own thing.

A mission in life, a firm set of aspirations and a purpose does far more for your ability to have charisma. Victories that come against long odds, that are created over long hours when others are 'enjoying life', and that come with awesome sacrifice will do more for your charisma, your cool under pressure, your draw that others can't explain nor shake than anything innate.

We win charisma, if you think it's something you can only have or not have, you'll prove yourself correct. If, however, you're open to earning it, then earn it you shall.

Silence

I ran into a buddy the other day for coffee and a quick catch up and the conversation briefly turned to who we've run into lately from our high school. A couple names came up. All of which are doing well, succeeding,



and thriving. Two of the lot had the same habit of immediately talking about their accomplishments in recent years.

That is, insecurity.

Think about your tendencies as a man. Do you feel the need to talk when there's a lull in the conversation?

Are you constantly talking about yourself? Are you always looking for a way to complement yourself, to tell others about the great things you're doing even if you are, indeed, doing great things?

If you answered yes to anything above, well done, you have some semblance of self-awareness, but this is also what you need to work on. And it's an easy thing to fix.

1. Stop talking about your accomplishments, your dreams, and especially your intentions in life, no matter how excited you are about either, and start listening and complementing.

2. Stop talking and start listening.

By simply listening more, you'll *appear* to be more secure and before you know it you *will* be secure.

Practice silence. Practice being alone with your thoughts and avoid the need to check your phone, your Facebook, your Instagram, or whatever the latest fad is in society. Silence is about more than just being quiet, it's about being purposeful, having a mission on your mind that removes the need to follow what others are doing or tell others about all that you're doing.

Being insecure and arrogant may not be your impediment, you may be coming from the opposite spectrum.

Interesting

Some talk too much, others talk too little because they feel like they have nothing interesting to say *at all*. I've been both. I've been insecure and have



felt the need to proclaim that I have a lot going on in my life, and I've faded into the corner because I felt I didn't have much interesting to say.

The key to charisma is to be interesting.

To be interesting you have to both *be interested* and do interesting thing. You have to live a life that intrigues others, which is a horrible pursuit. The pursuit should be to live a life that interests *you*, one that you're passionate about, one that intrigues you.

Thus far we've talked a lot about work goals and career goals but if you're only working you'll have no imagination to create something out of the ordinary, you'll also not live a life that inspires much of anything, let alone yourself to wake up yet another day to do what you do *every* day.

Let's, then, set *life* goals that align with the man you want to become, *your ideal* of what being the man actually is.

Break down the categories as you like, however you want to pursue them.

Do you want to travel? Do you want to hunt? What is it about historical figures that you admire and what things have they done, what adventures have they embarked upon that you want to include in your life?

Use others as inspirations, have no limitations to your thinking because in the way of adventure, literally everything is possible if you put your mind to it and persist long enough. This isn't dependent on a good idea or even the decades of hard work and innovation that businesses depend on. Being interesting relies only on your imagination and your balls.

What do you want to do and do you have the courage to do it?

Set your goal. Hunt it down.

A few years ago now I told my buddy it had always been my dream to spend a few months exploring Italy (where my mom's from). He challenged me to book a ticket. I couldn't afford it, but I had faith that by the time the trip *came*, I would be able to afford it.



Challenge accepted. Trip booked. Adventures had.

Set your goal. Act on it. Then rise to the occasion and live it.

This isn't a tough thing to do. It just takes getting out of your comfort zone, which is something we all need to do and we need to do it often.

Set those goals. Set the timelines for when they're tackled. If you can, book it NOW.

Knowledge

Charisma also comes from knowledge. Just as being interesting is about doing interesting things, reading interesting books and holding sound

opinions backed by logic, and ones that make you both tough and formidable add to your charisma. They also add to your courage and character.

I can't *explain* the value of a good book, it's something you have to experience for yourself. Hopefully this one accomplishes this, but at the very least it shows that you're open to reading.

Here's a brief reading list of the essentials.

The goal of the reading list:

Boldness

Boldness is enabled by confidence. Confidence is won when you do things you're afraid to do or you accomplish things that were very difficult to accomplish.

Being bold can be learned just like being afraid can be learned. But it takes a conscious effort on your part to move toward things you're afraid of. The deeper the fear, the greater the necessity for you to move toward it, to be in it.



When you conquer your deepest fears, things like speaking in public or approaching an absolute 10, a dime, a babe amongst babes becomes almost trivial. You see that the worst that can happen is rejection. Rejection isn't

half bad. And when you live an interesting life with stories to tell and you're interested in what people have to say, rejection just doesn't seem all that likely.

Boldness has genius in it, the quote by W.H. Murray goes.

Boldness is how life should be lived. To say that a different way, *being bold is how we live life!*

You have *nothing* to lose, not in a single part of your life because in every aspect of your life, if it were to fail, you'll pick yourself up. If you get rejected by the lady you, at the very least, gain the confidence that you can walk up to her and talk to her. If your business fails you learn how to create a successful one by dissecting this failure.

Be clear about what you want to pursue, and be limited in the scope of said pursuits. Don't write everything down all at once, only the most important things. Then begin taking the steps to accomplish them.



CHARACTER

Finally we come to character.

As a society we're failing in this virtue more than all of the others. Character is dependent on values and values are being seen as something that's archaic.

Why, then, would you want what no one else seems to want?

Well, no one else seems to be winning. Even those that win financially don't find what they're looking for and unless they have character, they won't keep what they've won.

From a personal standpoint, character helps you sustain, it helps you persist, and it helps you *do what's right*. Accolades don't actually matter. Our culture is built on them. We have 'best actors' awards and business awards and banquets all designed to determine who's the best. But it's all subjective.

Look at two stories, that of Robert E. Lee, the great American General, and Belisarius, the great Roman General. Both men did what was right. They gave their best. They won victories for their nations and in the end they were punished for said victories. Both men fought for God and country – in Lee's case it was more about his home state of Virginia which was actually older than the United States.

Lee wasn't actually recognized as an American citizen until some 100 years after his death. Belisarius was largely stripped from the history books, tortured, and punished because of his emperor's suspicions about his intentions, though everything he did was for the good of his empire, his emperor, and for his God.

Doing the right thing and being a man of integrity doesn't guarantee you victory in the eyes of your peers. You may die a hated man, an imprisoned



man as is the case with many a great man, Socrates included, and you may die alone. Being a man of character is about more than earthy things, it's a matter of the spirit and living by ideals that few would dare hold themselves to.

Being *the man* must also entail being a man of character. The hot shot will be shit, the arrogant prick will lose, the hoarding rich fellow will die alone, but the man of character lives for something above possessions and accolades, and it's only the man of supreme virtue that will die in peace, knowing he'd lived a good life, no matter where on the spectrum society judges him.

The Code, The Creed

"Every man's gotta have a code, a creed to live by." ~ John Wayne

Do you have one?

I've written articles on this, I've covered it at length, yet few of us even know where to begin.

You need a code like you need a compass if you're hunting or exploring or camping. A code, however, is of far more importance. It's *you*, who you are, and the closer you stick to it the *better* you are.

When John Wayne rose to fame he began choosing roles that actually showed young men *how to be men*. He purposely provided an archetype in his characters because he saw the decline in masculinity even back then before the safe spaces and the entitlement generations that are rising to prominence now.

In his fictional characters, and in historical figures, we can see how a man with a code, a creed, is a man that can't be tempted, swayed, knocked off course, nor kept down, no matter what entity is attacking him.

The Rancher



What most people don't know is John Wayne's relationship with Wyatt Earp. Early in his career, Earp, the legendary law man, worked as a consultant on some of the films a young John Wayne was in. The theory is that Earp was the archetype, the model that Wayne used to model his characters after, giving *us* models, in turn, to live like.

Each of Wayne's characters, be they law men, ranchers, cowboys, or gun slingers, had much in common.

1. Right and wrong was black and white.

In reading *Thoughts of a Philosophical Fighter Pilot*, by James Stockdale (a wonderful book if you're looking for a read), a firm, unwavering sense of right and wrong was paramount in prison. When right often meant being tortured and doing wrong saw a man rewarded, fed, bathed, even clothed, in the pressure-cooker situations that a prisoner of war goes through, the ease of doing what was wrong broke men.

There's something in us, men, something innate that makes us want to honor others, to hold to a code, to serve our brothers and to be respected by them. You cannot sell out a brother in arms and live a proud life with your head held high.

After returning from war, having spent almost 8 years in the horrific conditions in the Vietnamese prison camps where he was tortured and locked in solitary confinement for *years* at a time, Stockdale never once let himself be used for propaganda. His captives waved food, rest, sleep, comfort, anything they knew the men wanted in front of their faces as rewards for reading lines in front of a camera.

If they didn't, they were beaten and broken.

In prison, a man's sense of self-preservation can outweigh his honor if he doesn't have a firm, deep-rooted understanding of right and wrong, and if he doesn't live by a code, one that puts him at the service of others, makes him a source of *good* and aide for others.



Those who sold out were awarded just the same as those who held strong upon returning, once released and once the war was over. In the eyes of their government and the public, they were heroes in the same light. You might think, *what's the point?*

If they were both treated the same, if they were both awarded the same metals, then what's the point of being honorable, of living by a code if you're not rewarded in kind?

It's Stockdale's description of the men he'd come across who'd given up their friends names, who'd talked, who'd read propaganda in exchange for a reprieve from torture. They were broken.

Where Stockdale and the others that stuck to their code, that didn't take bribes or comforts, and often asked for *more torture* could hold their heads high and live a life with a clear soul and a sound mind, those who talked, who sold out, who broke, couldn't. You could see it in their eyes, he lamented. You could see it in how they held themselves. They were broken men and they would live the rest of their days as broken men.

Only a firm code and a creed can help you live life as a *man*.

To understand what this is, you have to live a daring life, but you also have to study.

Study the Stoics. Study Epictetus. Read about Belisarius and Robert E. Lee. Study Stockdale and Socrates, Plato and Aristotle. Study Proverbs and Christ, Churchill and Lincoln.

Know, firmly, what is right and what is wrong so when the lines are blurred beyond recognition, you know how to act and react to what's going on around you.

In the movies, Wayne's characters always knew how to act. They always saw what we evil, and more than that they had the balls to root it out.

2. Balls and Brawn.



This book is far from finality. This isn't the end of a journey, but the very beginning of a mission.

As a part of this book you're gaining access to the *Average 2 Alpha Tribe*, the 12-month transformation course that will help you build a better body, a stronger mind, and help you earn more money.

Body. Business. Mind.

These are the focuses.

Body: Without a strong body your idea of right and wrong, your courage to go into battle, are rendered useless. It's nice to have courage and guts and gameness, but without the skill and strength needed to *put them to use*, they are of *no use*.

Business: It's nice to *be nice*, but if you can't take care of those around you nor create the vision you have for the life you want to lead and the man you want to become, you're going to be in a victimhood position, which isn't something a man can accept. By getting your business in order – no matter what your business is – you grab the reigns of your life and determine which direction you want it to go.

Mind: This is grit. This is gameness. The mind of a man must keep him strong. You can strengthen your mind by pushing your body to

endure more in your training. You can strengthen it by getting out of your comfort zones and into the arena. You can, and should, do things that scare you and make you uncomfortable.

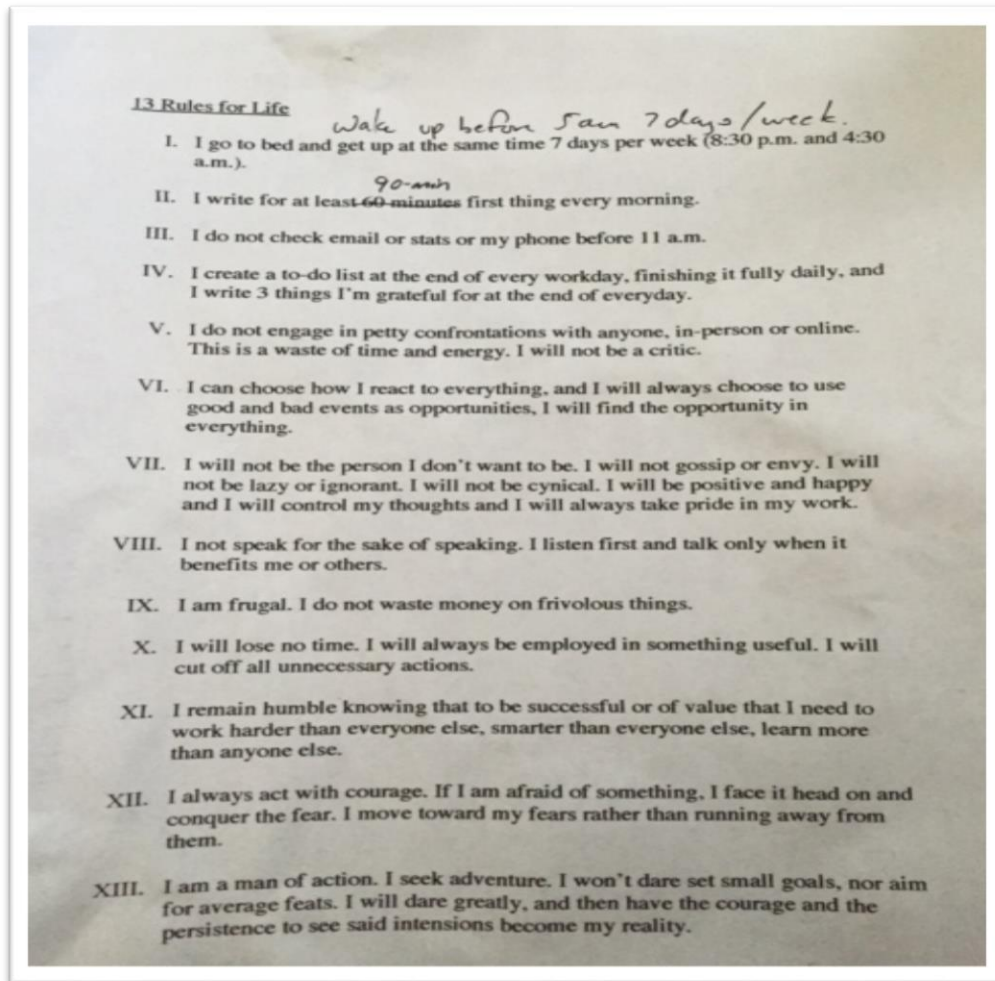
The historical figures you study, and John Wayne's characters were tough, they were good, and they had the capacity to *be good*, in that they could kick ass and kill the bad guys.

Train your body for war. You may never fight in one but as a man it's your duty to be ready physically and mentally to do so.



12 RULES

This piece of paper sits on my desk...



It's a set of rules that guides my days. I will not gossip, for example. I will not waste time nor avoid taking bold actions.

Rules are freedom.

We think of freedom as the absence of rules. But the right rules open you up to live life as the man you're capable of becoming. With rules and discipline you can get more work done, you can earn more money, save more money, become more efficient with your time. You can build a stronger body which



will enable you to explore more, travel more, do more with the minutes in your day.

Defining rules for your life is incredibly important, it's a part of your code, it's a part of your character.

These are rules, set-in-stone facts about how you live. They're your compass.

It's also the last task we have in this book before we wrap things up. So take a day, think about them, shape the rules for your life, how you want to live and the man you want to become.

Print them out and place them somewhere visible.

Print out multiple copies. Have them at your work and in your home. Write things you're willing to do, but don't be easy on yourself. Push yourself to be more.

This is the essence of being *the man*.

As you're currently living, that's just not going to happen. There needs to be a push, a kick in the ass and a set of habits you follow that ask more of you.

You are not content with who you are now.

You're happy that you are this guy because of the potential he has, the goodness in his heart, the values he holds to, but there's more to be done. There's more *you need to become*.

Finish strong.

Write down the rules for your life.

We'll continue this quest in the *Average 2 Alpha Tribe*.

Be Legendary,
Chad Howse