

The Nice Guy **SUCCESS** **SCRIPT**

**HOW TO ACHIEVE SUCCESS
THROUGH SELF-VALIDATION**

The Ultimate Guide for
'Nice Guys' Seeking Success
in Careers, Relationships &
Personal Health





As a Life Coach for Men, I spend 60+ hours a week on the front lines, counseling men in crisis. No one really seems to understand how inwardly anxious men are, as a collective. Sure, we man-up and do things which require courage, but this doesn't mean that we aren't afraid. Driven by guilt and shame, we somehow manage to override our feelings of trepidation and do the damn thing anyway -- whatever it is -- for fear of otherwise seeming weak and unmanly, and this is exhausting. But life keeps going, so we keep going. And eventually we burn out. Game over. Man down.

I've been coaching under the brand Man-UP! Life Coaching for over a decade, and have seen versions of this scenario -- the stuck dude who can't get unstuck -- play out so many times that the fix is practically formulaic. A very effective therapist once said to me, "You're reading off of a script that clearly isn't working for you. Let's write you a new script." Most of the guys who come to me for coaching are reading off of what I call a Failure Script. It looks something like this:

1) Judgment -- You tend to be self-critical, and are therefore equally critical of others. It causes significant stress.

2) Rage -- Perpetual judgment feels like a constant attack (because it is) and eventually you either lose your temper, or choke it down. There are obvious consequences for temperamental outbursts, but the effects of repressing your hostility can be sneakier. This is classic nice-guy syndrome: "I'm okay, everything's fine.... I'm just feeling a bit out of it."

3) Lethargy -- When you compartmentalize your hostility, you basically turn the attack inward, and your system starts to shut down. You lack energy. Motivation. Drive.



4) Insecurity -- You aren't using your voice. You aren't expressing yourself. You're operating from fear. You fear judgment. You fear failure.

5) Risk Avoidance -- You lack the confidence to take risks. Sometimes these are creative risks. Other times these risks are financial, or emotional.

6) Stagnation -- YOU ARE STUCK. This is the primary reason guys seek a coach. They've hit a plateau. Their groove has become a rut. They need to make a CHANGE, but again... they're risk averse. It's an infinite feedback loop.

Usually when I share this with guys, it resonates profoundly. They always have this "get out of my head, life coach" moment, because the correlation with their experience is so uncanny. And as guys, we typically don't want to discuss feelings; we want to FIX THE SITUATION. It's like a mechanical problem that's out of our league. We finally admit that we can't do it alone, and accept that we should find someone qualified to help us. And that's just what coaches do. We help you change your script. A Success Script looks something like this:

1) Validation. -- This is the number one problem. You seek validation from external sources. Dating sites. Porn. Social media. Video games. Sports bets. Anything that gives you a dopamine hit. Comfort food. Alcohol. Weed. The list goes on. We change this by teaching you to validate yourself. Yes, it's difficult. It's cringey even. But it's what needs to happen. This is your man-up moment. As awkward and uncomfortable as it may feel, starting today you're awesome and you know it. You should literally validate yourself as perpetually as you can.



2) Motivation -- Validation leads to motivation, PERIOD. That's the secret. Good teachers know this. So do good parents. Maybe you had great parents, maybe not so great; but either way, now it's time to father your inner child: "Go get 'em, Tiger! You've got this!"

3) Confidence -- Instead of relying on others to fluff your wounded ego, you will discover through perpetual self-validation that you almost effortlessly become more self-sufficient. You will feel the power surge, and others will start to see it. You begin coming out of the fog, feeling sharp, and are ready to rock.

4) Risk Taking -- Everyone has opportunities for growth. If you want to grow, simply (or not so simply) lean into your biggest fears or greatest discomforts. It can be something obvious, like skydiving, or less obvious, like public speaking. Before, you wouldn't dare. Too scary. But now you're thinking, what the hell... let's spin the wheel.

5) Change -- Now here's where we start to have liftoff. When you take risks, things change. And sure, you'll have a lot more failures than you do successes with any endeavor. The key is persistence. Keep grinding, keep cool, and get stronger through the process.

6) Opportunity -- It's a fact. Change creates opportunity. Rather than sitting around upset that you aren't getting any breaks, now you're on the receiving end of miracles. You find yourself having really good fortune, and feel genuinely grateful. In fact, you have a strong impulse to pay it forward, which often leads clients to inquire about becoming mentors.



So if you're a guy dreading having to grind through another year in what seems like an era of chaos, let's put that script down. Discipline yourself to replace self judgment (and in fact ALL judgment) with perpetual validation. And when your motivation begins to peak, and your confidence begins to soar -- which it will -- man-up and take some risks! Opportunities will present themselves, and suddenly you'll be unstuck and back on the path to personal success.



Schedule Your FREE 1-on-1 Strategy Session Now!

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