


DUDEFLUENCER PRESENTS

A close-up photograph of a man's hand wearing a silver-toned chronograph watch with a black dial and multiple sub-dials. The hand is positioned in the lower-left quadrant of the frame. The background is a dark blue gradient, and a vertical gold line runs down the center. A gold rectangular border frames the central text.

**MEN'S
GUIDE TO
SELF-
MASTERY**

MEN'S GUIDE TO SELF- MASTERY

by Garrett Carlson

For the past year, I've been on a quest for self-mastery. I've read hundreds of articles, listened to a bunch of podcasts, and interviewed the men studying the psychology of masculinity and I realized the answer was right in front of me all along.

That's where this Men's Guide to Self-Mastery comes from.

It's a collaboration of ideas from the greatest minds in fitness, men's health, and self-development. This guide will help you fulfill your goals through building daily habits while also harnessing the power of the three C's of successful men.

Starting today, you have the power to make the changes you've always wanted to make.

I'm excited to be a part of your journey. Let's conquer the world together.

Sincerely,



THE THREE C'S BEHIND EVERY SUCCESSFUL MAN

I've spent the last year studying masculinity. That's meant reading hundreds of articles, reading piles of books, listening to a bunch of podcasts, and interviewing the field's lead researchers. In that time, I've found three commonalities that the most successful men have in common: communication, courage, and community.

COURAGE

Courage means taking action towards making the difficult decisions life presents us with, especially if you're scared or stressed.

A lack of courage equals a lack of action. Successful men aren't afraid to take action and control their own happiness.

COMMUNICATION

Men who communicate with honesty, vulnerability, and courage can tackle any obstacle.

Successful communication depends on having a curious mind and always being willing to listen. It also means tact and charisma. Luckily those are skills anyone can learn.

COMMUNITY

The secret behind every accomplished man's success is the power of his network. If you're looking for the path towards success, you must find a group of dudes who are going to push you to take the next step.

Take all of your courage and your enhanced communication skills and bring it to your community of dudes who want to help you craft the man you're destined to become.

READY TO TAKE THE NEXT STEP? JOIN THE MEN'S COMMUNITY THAT WILL ALWAYS HAVE YOUR BACK. BECOME A DUDEFLUENCER TODAY.





5 ESSENTIAL STEPS FOR BUILDING HEALTHY HABITS

How do you begin to create long-lasting habits?

Great question. Here's my five-step formula for building healthy habits all based on the science of goal setting and behavior change.

1 ESTABLISH YOUR "WHY"

Know what the key ingredient is to any behavior change is? It's not planning (though that helps). It's not having a team cheering for you (though that helps). It's not being in an environment that helps usher you along (though that helps).

It's having the right motivation—the right "why" for what it is that you want to do.

Start by asking yourself: What are you fed up with in your life? Where in your life do you—or your body, or your friends—deserve better?

2 ADHERE TO THE PSYCHOLOGY OF BEHAVIORAL CHANGE

First, ask yourself, "What are the basics I need to know?" and, "What are the skills I need to know?"

Next, break everything down into tiny, stupidly easy morsels. And by "stupidly easy," I mean you should feel like you're rolling your eyes and thinking to yourself, "Anyone can do that, especially me."

3 BUILD YOUR NEW HEALTHY HABIT WITH A FORMAL COMMITMENT

There are two easy ways to set yourself up for success:

1. Create a conducive environment for success - Your goal for your environment, meaning all the people, spaces, and digital noise, is to eliminate all the steps that hinder you from completing your goal.

2. Schedule, schedule, schedule - You need to prioritize your habits to succeed. That means scheduling activities and holding yourself accountable for completing them.

5 ESSENTIAL STEPS FOR BUILDING HEALTHY HABITS



4 PRIORITIZE CONSISTENCY

If you miss a day of your habit, what's most important is that the next day, you get back to it the next. Never miss a day for your habit twice in a row because quickly, that one day turns into two turns into a week.

Think about upcoming events or trips on your schedule. Maybe there's a holiday coming up. It doesn't matter what it is, take a look and see how you might be able to work around the event and how you plan to get back on track if you do mess up. Normally, there's no special planning other than a commitment to yourself that you'll get back to it the following day.

5 HONOR THE TIME IT TAKES TO ACHIEVE BIG THINGS

The most coveted personal achievements in life always take time.

Remember: Day 365 always begins with Day 1. And then Day 2. And then Day 3. Change takes time.





HABIT WORKSHEET



WHY DO YOU WANT TO DO THIS?

WHAT BEHAVIORAL CHANGE ARE YOU WILLING TO MAKE?

HOW WILL YOU PLAN FOR SUCCESS?

WHAT IS YOUR GOAL?

THE SECRET TO EVERY
ACCOMPLISHED MAN'S
SUCCESS IS THE
POWER OF HIS
NETWORK.

