Becoming a BEAST Among Men

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Introduction
When I lived in mediocrity, I always dreamed about being the MAN. You know, the successful guy who dresses in the finest clothing, drives the fastest cars, lives in a luxurious home(s), and often travels the world throughout the year. Although, I desperately wanted this lifestyle in my head, my actions didn't reflect my wishes.

It's one thing to fall in love with a certain lifestyle, it's another thing to create the process of actions that enable you to actually live your desired lifestyle.

I wanted to be the man but my mindset and habits said otherwise. And that's the problem most men in today's world have -- feeling entitled to success.

Entitlement and being a man can't coexist. To be the MAN, you must work hard for everything you want. Nothing will be given to you. The success you desire will only be attained through hustle and execution.

It took me many years to recognize this fact. I always wondered why success seemed to overlook me. But the simple fact was that I wasn't making myself a magnet for success. I was a weak man and success is only attracted to those who are strong.

I had to reengineer my thoughts, so that I could start operating like the MAN. You might be wondering why I have capitalized and bolded man three times. I did this to make the distinction between an average man and a superior man.

We'll call this superior man a BEAST Among Men. I originally planned to call this e-book, Becoming the Man, but I literally changed the title after writing the previous sentence. A BEAST Among Men is more of an appropriate term to use for a man who has separated himself from the lowly status of average.

In order for me to transition to the status of a beast, I had to eradicate my average thoughts, which influenced me to have average habits.
The mind is the most powerful weapon that you possess. In order for a man to break past mediocrity, he must learn how to control the thoughts that roam through his mind.

With control of my mind, I'm able to write this entire e-book in 48-72 hours.

With control of my mind, I'm able to make those cold calls and walk-ins into businesses that I would previously avoid.

With control of my mind, I'm able to bench 315 (working on upping that weight), squat 505, and dead lift 505.

With control of my mind, I'm able to position myself for a successful lifestyle because I've developed successful habits.

All of these things I mentioned, I would previously have an excuse for doing because I was a weak man. I didn't want to step out of my comfort zone due to fear or just being plain lazy.

But I couldn't be the MAN, if I continued to allow myself to live within mediocrity. I had to challenge myself to be a better man in order to truly call myself a BEAST Among Men.

I had one goal in mind when I formed the idea of writing this e-book: to help you become a better man.

I know what it's like to feel incomplete as a man. You want more for yourself but you don't know how to create the actions that'll turn that desire into a reality. I'll teach you exactly how to do that.

But fair warning. The content in this e-book is straight to the point and real. I don't intend to coddle you, motivate you, or feed you bullshit.

My only goal is to produce an intended result -- transform the thinking and behavior of men who truly want to become a BEAST Among Men. If you grasp the concept of hard work and continued improvement, then you can transform yourself into this man.

If you're not chasing greatness, do me a favor and don't read any further. If you don't like language that challenges you, calls you out, and forces you to recognize your faults, then I'm not the man you should be following.

I've had someone tell me such language is a shaming tactic. Well, if pushing men to be better is a form of shaming, then the state of men in this world has truly sunk to its lowest levels.
Fuck feelings, it's all about results!

I'm not saying as a man you shouldn't have feelings. But your feelings can't get in the way of your need to continually improve. Being a man requires you to make hard decisions and doing things other people won't like because it hurts their feelings.

Hell, I had to cut people off because they wanted me to focus most of my time on them, instead of my own goals. Not going to happen!

You can't allow feelings to interfere with your pursuit of success. But what about the feelings of my wife/ girlfriend, kids, friends? We'll cover that a little later.

What I want you to understand is that YOU control your destiny as a man. No else has authority over you unless you give them that power. Therefore, you must learn what being the MAN requires from you, so that you can never give this power away.

Let's begin.
The Masculine Man

The MAN: the protector, the provider, the head. Being the MAN requires for you to be the leader who others look to for guidance, knowledge, and the execution of the planned strategy.

As the MAN, you have many burdens placed on your shoulders that require you to be both mentally and physically strong. If you crumble under pressure, everyone that depends on you will suffer from your failure.

That's quite the responsibility to have -- the type of authority most men today can't or aren't willing to take on.

The reason for this lack of desire to be the MAN is because most "men" today are really grown ass boys. They lack both mental and physical strength, which makes them too soft to handle the adversity and challenges that occur when you take on the world as the MAN.

When the world is overrun by grown ass boys, it creates a society where strong men are despised and weak men are praised.

For example: A man who speaks his mind (not politically correct) is seen as intolerant, misogynistic, and insane. A man who agrees with the bullshit behavior displayed in today's society is viewed as open-minded, brave, and a "real man".

A man doesn't care about fitting in to be liked. He holds true to his values and standards. People who interact with him have no choice but to respect him for standing his ground.

Think about your own life. Are you living a life set by your own terms or are you bound by the restrictions of today's society? 9 times out of 10 it's the latter for most men in today's world.

Your everyday existence revolves around going to a job you hate -- that only pays you enough money to cover your bills and scrape by from there.

After work, you sit on the couch the rest of the night eating shit that makes you look like shit.

You repeat this cycle every day, which conditions you to be soft, lazy, and docile.
If this describes your life, you need to escape from this living hell that only makes you miserable every time you think about how truly uninspiring your life is.

Men aren't meant to be closed off from their masculine energy. But the society of today is doing that exact thing and most men are accepting this egregious crime without any resistance -- besides bitching online but not actually putting forth any real actions to change their life around.

In order to be the MAN, you must have a pair of big balls to challenge the madness of today's society without feeling the need to second guess yourself. This means saying what's on your mind and doing what you want to do and sticking by your words and actions no matter who's offended.

**NO APOLOGIZING!**

Most adult males today can't be the MAN because they're too concerned with being the nice guy. In the end, 99.9% of nice guys end up getting fucked (mentally/emotionally/financially) because they let people take advantage of their accommodating nature.

Remember this one thing, in order to be successful in life you need to be a little bit selfish. If you're always putting other people's wants before your own goals, you're never going to be able to position yourself for success.

A person must accept your way of doing things or leave you alone. Make it clear that you won't sacrifice your own goals to appease someone else's feelings.

People won't see you as a strong man if your words, actions, and presence don't illustrate you as being just that. You must make people respect the fact that you're serious about living life on your terms and won't settle for anything less.

This is done by working towards financial freedom, creating and communicating the values that you live by, and living a life full of adventure and new challenges.

Most of the adult males you know have chosen to merely exist in this world. You must choose to actually live life.

But the only way you can truly live is by freeing your mind from the captivity you have it held within.
Self Reflection

One of the hardest things a man can do is coming to terms with the fact that he's the reason for the failures in his life. It took me years to finally admit this to myself. I wanted to place the blame for my failures in life on other people and circumstances because I possessed a victim mindset.

Yeah, sometimes people do some type of bullshit that has an effect on your life. But the only way this effect last long-term is when you allow those moments to define you in a negative way.

You must learn how to move past those things that won't help you succeed in the future. Because when you hold on to the past, you'll forever remain stagnant.

Life isn't going to be easy because it's not meant to be a cakewalk. This doesn't give you permission to have a pity party when things don't go your way.

How many of the great men in history had to deal with failure before they found the success that inked their names in the history books? Nearly all of them. But they didn't allow temporary defeats to hold them back from reaching greatness. If they did, they wouldn't forever be a part of history.

Without a little adversity life would be absolutely dull. Hardships build character. But a little pain can also easily break a weak man.

If your life isn't where you want it to be, what is the reason for your shortcomings? My bet would be that it's due to the mindset you possess.

All the successful men I know earned their success because they truly believed in themselves. With belief comes power -- the ability to do whatever you set your mind on achieving.

On the other hand, the men I know who are failing in life, seem to always have an excuse for why luck isn't on their side.

Where their problems truly stem from is with their bullshit habits. You can't turn shit into gold no matter how much you try to decorate it. Eventually the stench will overpower whatever you use to try to cover it with.

As a man, you must be real with yourself, especially when no one else will. The truth will set you free -- allowing you to drastically improve your daily performance, since you're not being imprisoned in your own mind.
The key to making this happen is analyzing yourself as a man. You must find what shortcomings you have that keep you from being great.

This doesn't mean that you must be perfect. There's no man that's perfect. We all make mistakes that we have to constantly correct.

But you must determine the specific habits that will hold you back from transitioning into the man you want to become.

**SWOT Analysis**

A SWOT Analysis is what businesses do to determine their strengths, weaknesses, opportunities, and threats when planning for future growth. As a man, you're a business. This means you must understand how to best position yourself to win.

A man who truly knows himself can master the world around him. How is this so?

To make this as simple as possible, you must understand that the majority of people operate on emotions. Their reactions to the situations they find themselves in are primarily motivated by their emotional state. Therefore, a man who knows how the mind truly works can influence the actions of others.

The only way you learn how to master the world, is by learning how to master yourself. This is done by knowing where you're strong and where you need to improve.

**Double Down on Your Strengths**

The strengths you possess provide you with a distinct advantage when put in certain situations that play to your favor. We often rely on our strengths to put us ahead, even when they aren't really best suited for the situation at hand.

This is why most men often find themselves dealing with short-term success. They don't know how to create a strategy around their strengths with the long-term in mind.

You must learn when to play to your strengths and when to fall back from trying to force them to work. When you try to force your hand, you tend to lose all the cards you're holding as a result. It's better to make a play when the moment is best suited for you to capitalize on it.

For example, I'm a good writer but that doesn't mean I can write about every subject. My focus is on marketing, sales, entrepreneurship, masculinity, psychology, and social behavior. You're not going to see me writing about banking or aviation because I don't know these subjects.

Sure, I can create sales copy around almost any subject -- when educated about how the offer solves the customer's pain points. But I can't write in-depth blog posts or e-books about any subject.
I create blog post, e-books, and books about the subjects I'm an expert in, so that I can be recognized as an authority on them. A smart man highlights his strengths in order to prosper from them.

Most people will overlook your weaknesses when your strengths are so prominent. Take Steve Jobs for example. Jobs was known to be a jerk, but people would tolerate his bad behavior because he was such a great visionary.

His innovative ideas is what put Apple on track to become the first trillion dollar company. When your strengths can produce stellar results, people will overlook the things that make you appear weak.

But this doesn't mean that you should be an asshole just because you have an extraordinary talent. A man who's confident in himself doesn't need to put others done to make himself feel good. Doing so shows that you actually have a lot of insecurities you're trying to distract people from discovering.

Only a weak minded man exhibits such behavior. Don't be this man.

**Acknowledge Your Weaknesses**

No matter how strong you are mentally and physically, you have weaknesses that can become liabilities if not properly addressed. I have weaknesses and you have weaknesses. We must learn how to minimize our weaknesses so that they don't outweigh our strengths.

One of my weaknesses, since I was young, has been public speaking. I hated speaking in front of the classroom as a student. I would try to avoid it as much as possible, and would shake in front of the class when forced to do so.

As I got older, I still had a fear of speaking -- being the center of everyone's attention. I didn't want to sound dumb by making a mistake. I'm sure this lack of confidence cost me opportunities that could have been quite lucrative.

Now I try to speak as often as I can. I have books to promote, seminars to fill, and training programs to sell. If I don't speak, I don't eat.

Another one of my weaknesses I have been working hard on eliminating is procrastination. Procrastination is the #1 killer of ambition.

When you procrastinate, you're validating that excuses can be used as your reason for not getting shit done. A man who makes excuses is one who cannot be trusted.

The reason I say this is because you can never count on him to do anything that requires for him to put forth real effort. He'll simply ignore the task he's responsible for and then try to use a bullshit excuse for why he failed to deliver.
Procrastination is a result of laziness and fear. Both were the reasons why I would hold off tackling the big goals I had created for myself.

Sometimes it still get slightly angry at myself to think about how far I could have already been in my life had I not procrastinated so much in my early and mid twenties. But it is what it is. You live and you learn. It's all about performing better as you gain more knowledge in life.

I'm still working on my weaknesses but they're no longer liabilities. I've gotten better at public speaking, but I have more improvement to make. I definitely don't procrastinate anymore, but I still need to work on my time management and efficiency.

Recognizing that I have my weaknesses and working on eliminating them is how I continue to improve myself as a man. If I become content, I welcome mediocrity into my life. But by chasing greatness, I chase mediocrity out of my life.

**Position Yourself for New Opportunities**

The world we live in is full of opportunities. The problem is that not all men pursue the opportunities that are available to them.

I blame this lack of ambition on the societal conditioning of mediocrity. When you've been trained to think and operate on an average level your entire life, it can be hard to think without restraints.

Nonetheless, you must liberate your mind, in order to transform yourself into a BEAST Among Men. Once you do this, you'll begin to see opportunities around you that can be exploited for your gain.

I would say 99% of the things I do to improve myself are related to attracting new business opportunities.

I first started to work out in 2010 because I was disgusted with the weight I gained while in college. In 2018, I decided to increase the intensity of my training, in order to attract fitness modeling gigs and compete in the CrossFit games. Such opportunities can potentially expose my brand to millions of new people, with a percentage of those people becoming purchasers of my books and merchandise.

I write books in order to become a thought leader on the subjects I cover. Doing so allows me to attract quality clients for more content marketing agency & performance coaching business, sell out my seminars & training workshops, and strengthen my brand.

Of course, you're supposed to seek out new opportunities to pursue every day, but the goal is to make yourself so attractive that opportunities pursue you. And the only way you can do this is by knowing how to position yourself for opportunities to come your way.
You're probably wondering how this is done. Well, I just gave you snippet of the blueprint when I mentioned how I position myself for new opportunities.

This isn't rocket science. It's just getting shit done and broadcasting your results to the world.

You downloaded this e-book because you saw it via social media and it sparked your interest to read the contents of it. You received the finished product of my hard work because that was my intended goal when I broadcasted it on social media.

You see what I mean?

In order to receive the new opportunities you desire, do the work required of you and put it out there. It's as simple as that.

**Recognize Your Threats**

A man should never be unprepared when he walks out the door into the world. The world we live in is full of competition, distractions, and danger.

This isn't meant to make you paranoid or fearful. It's actually meant to create a more positive reaction -- you becoming more aware.

Most men in today's world lack awareness, which is why they're easily manipulated or tend to become a victim of violence.

Why do you think I'm so focused on continually improving myself mentally and physically? So that I'll never find myself in a position of submission.

The biggest threat you face is your own resistance to improving yourself mentally and physically. There are so many men who are filled with great potential that's never going to be realized because they lack the ability to see beyond the "moment".

The moment is their every day routine of mediocrity, which has made their life quite dull and meaningless. They become soft and gullible because their life lacks a specific purpose. And when you're nothing more than a cog in the machine, you can easily be replaced without notice.

But when you're aware of your potential and work to realize it, you become a BEAST Among Men, which means you're the machine. You choose to stop existing and actually start living.

When you're full of life, you do everything in your power to continue growing and experiencing all that the world has to offer. You train yourself to think and operate like a beast, so that you're never caught off guard by the external threats around you.
Get Uncomfortable to Create Comfort
We live in a world where the perceived notion of comfort is a lie. What's comfortable about working 40+ hours a week just to have enough money to pay your bills and debts, leaving you with maybe enough money to 'entertain' yourself?

That's not comfort. You're just an evolved version of an indentured slave. It's an oxymoron to be a free man who's actually a slave.

The reason the majority of men today are slaves is because they're content with just getting by. As long as they can have a place they can barely afford to call home, shit food to eat that makes their body soft and sickly, and social media/entertainment to keep their mind numb, they're fine with this settling in life.

The majority of men lack the courage to buck the system because doing so will put them at risk of losing it all. But what the hell are you losing, besides cutting off the slave masters who hold your balls in their hands?

In order to become the MAN, you must be willing to risk the false sense of comfort that has you controlled. Real freedom is when you make your own rules because you no longer fear the decisions others make regarding your life.

You must seek to take control of your life. Cut yourself loose from the puppet strings and become the puppet master.

Awaken your inner beast!

Seek Out Challenges
A man without a purpose is a man who's already dead inside. Purpose is what drives you to accomplish the big goals that you set for yourself. A lot of men set goals, but they never see them through because they lack a purpose that makes them commit to the execution process.

We all have a different purpose that drives us. For myself, my purpose is driven by financial freedom -- eliminating the worry about not having enough money.

I refuse to chase money, only to live paycheck to paycheck like most men do. I'm working to put myself in the position for money to chase me!

This doesn't mean that my pursuit for financial freedom will be a cake walk. It's a huge damn challenge. But I would rather embrace the difficult path that can lead to wealth, instead of wasting my life away because I feared taking control of it.
What do I want to accomplish in my life?

Say this out loud to yourself, write it down, repeat it to yourself when you wake up in the morning and before you go to sleep at night. Make your goals an obsession, so that you constantly seek out the challenges that push you towards making your desires a reality.

Working out until you feel like you’ve broken your body is hard.

Centering your focus on writing a book is hard.

Building a business up from an idea into a thriving enterprise is hard.

But these are the type of challenges that you must pursue if you want to become the MAN. A beast is molded from the pressure that forces him to fight to survive. Through continued persistence, despite the difficulty of the task at hand, greatness is produced.

Are you ready to fight for your right to truly live?

If you answered yes, today must be that day that you begin to challenge the comfort that keeps you trapped in mediocrity.

Drop the Losers

There's a saying that goes, *You're an average of the 5 people you spend the most time with/* surround yourself with.

Think about that for a minute and let it sink in.

The people who you let reside in your life can affect your position in life. This is because the transfer of energy between people is real. Good energy can lead to positivity. Bad energy can lead to negativity.

If you frequently hang around people who are lazy, complain a lot, and make excuses; you'll most likely pick up their toxic behavior. You'll view the world as they do and your life will be miserable as a result.

This is why you have to drop the losers out of your life -- family included. I know it sounds like a harsh thing to do but the path to success means that you have to make some hard decisions.

If you continue to let the negative weight of losers drag you down, you'll forever be scratching your way towards success, but will continue coming up short.

But let's say you do manage to become successful, despite the losers who are surrounding you. How long do you think your success will last if they remain in your life?

Not long.
There are countless stories of athletes, actors, and entrepreneurs who have lost all the wealth they've gained because they were taking care of lazy, entitled losers. You don't want to be added to this list of sad stories, that'll only continue to grow as time progresses.

Your success is just be an invitation for losers to magnify their negative ways. This is why you need to part ways with them now, so that they can't be around to rip you back down when you reach the top.

This doesn't mean that you have to stop caring about these people -- just do it from a distance. You never want to feel like you owe someone a part of your success just because they're around you and not in the position you're in.

You worked your ass off to be the MAN!

If they want the same results for themselves, they'll have to put in the work to change their life around. You don't owe anyone shit, so don't give their entitled ass nothing.
Setting Goals & Executing

So many men have set great goals they wanted to accomplish that were never realized, for one reason or another. But there's always some good excuse a man uses to justify his choice of not chasing his dreams.

That's complete bullshit!

If you set big goals, then you need to apply big actions to bring them into fruition.

My motto is: No excuses, make shit happen. We'll cover this topic very soon.

The problem that most men have when it comes to setting goals, is that they never focus on the process. They want the results to just magically happen. But becoming successful is a process, not an event.

It takes time to completely transform your life. But with consistent actions, your window of time can be shortened.

The biggest challenge is moving away from just dreaming about the result of accomplishing your goals in your head.

But why would you only want to dream about success? You need to be focusing on the execution process instead.

The execution process is when you create actions that continuously move you closer and closer towards accomplishing your goals.

Therefore, you must create a plan of strategic actions that produce results, instead of just wasting time. Once one goal is accomplished, you can move on to the next goal that you want to pursue.

And this is how you become a BEAST Among Men. By continuously getting big shit done, that the average man would consider too difficult to do.

Break Big Goals Down Into Smaller Pieces

Remember when I mentioned that success is a process, not an event? Well, this section covers the meaning of that phrase.

When you take in the sheer size of the goal you're supposed to working towards accomplishing, it can seem like an impossible feat. You're thinking how can you possibly do a complete 180 on your life in just 4-8 months.
You're only making $30k a year at your soul crushing office job. Sure, it sucks. But hey, it pays the bills. There's no way you can possibly make $100k in 12 months being an entrepreneur. You've never seen that type of money, nor know how to make that type of money.

If this is how you respond to your goals, you need to stop possessing such a negative mindset. That's the primary reason why you'll never accomplish anything big in your life.

Using the 6 figure financial goal as an example, you need to break that $100k down into smaller dollar amounts that can be made on a consistent basis.

$100,080 divided by 12 months is $8,340. That's what you would have to make monthly to reach your goal of $100k in a year.

Yes, $8k can be considered a lot of money to make monthly, but that's just because you've never made that type of money. The corporation you work for probably makes much more than that on a daily basis in order to pay you in the rest of its employees.

Once again, you're thinking too small in regards to your capabilities, while at the same time making the goal too big to pursue.

There are approximately 30 days in every month. $8340 divided by 30 is $278. So, you only have to make $278 on a daily basis to make $8340 monthly, which yields you $100,080 yearly.

 Doesn't seem too hard now, does it?

And that's what I mean by breaking your goals down into smaller pieces. When you focus only on accomplishing the smaller pieces day by day, those small actions add up to produce the big result you're after.

**You can completely change your life in 4-8 months if you remain focused on applying consistent small actions towards your big goals.**

Pressure eventually bursts pipes if continually applied without any relief. Therefore, your goals will eventually have no choice but to come into fruition if you continuously chip away at them day-by-day, piece-by-piece.

I want you to write down your big goal you want to accomplish. Then you need to devise the strategy of smaller actions that need to occur on a daily basis to accomplish your big goal. Also, create monthly benchmarks that need to be met.

Do this for 4-8 months and send me an email telling me your results. And yes, I'm dead serious. Email address: info@beastamongmen.com
Never Make Excuses

An excuse is a tool that a weak man uses to acknowledge his mediocrity. I hate excuses because 9 times out of 10, they're never valid.

There are so many great men who were living through hell on their journey to success. But they never made an excuse to justify giving up on their goals because that wasn't a valid option for them. Success was the only option.

Trust me, I know how difficult life can be. I've had to sleep in the car, been completely broke, and so on. But the reason I found myself in those predicaments was because I wasn't hustling hard enough to not be placed in those situations.

I could have used those circumstances as an excuse to remain weak and give up on being the MAN. But I chose not to fall victim to a defeated mindset.

You can achieve anything in this world if you really put your mind to it. This means giving your complete focus to achieving the goals you set.

This is where the average man loses sight of his goals. He gets too distracted by the noise around him, so he abandons his goal because he can never find the 'time' to accomplish it.

But I'm sure there's time to watch sports all weekend, time to go out for a beer, time to do nothing of value.

We all have the same 24 hours to work with. No one gets more time in the day than another person. It's how you use the time you have, that produces the status of your life.

If you want to accomplish your set goals, you need to give up instant gratification in favor of discipline. The practice of discipline eliminates excuses because you're not entertaining the bullshit. When utilizing discipline, if it doesn't move you closer to your goals, it doesn't get your attention.

What excuse can you possibly have for not giving it your all towards the pursuit of success?

 Mediocrity is easy to accomplish but it's hard to live. Success is hard to accomplish but it makes life a little bit easier to live and grants true freedom.

Stop making excuses, and get shit done!
**Do More, Say Less**

This used to be a big problem of mine. I would say all these big things I was going to accomplish on Facebook, but by the end of the year I didn't accomplish shit.

Don't be this man. The man who always has a new plan because he never saw the first 10 plans all the way through. If you say you're going to do something, do it!

And that's the thing about social media. It's a great platform that allows us to share our ideas, build a following, and even gain new insight that leads to new knowledge. But at the same time, it gives people a microphone to pump themselves up just to be embraced by likes.

Likes won't push you to accomplish your goals. And likes sure as hell won't put money in your pockets. That's why social media updates regarding goals should only be made when you're halfway done and when you're completely done.

Your focus needs to be on the task at hand, not on social media validation (masturbation). Being real, the majority of your social media 'friends' don't give a fuck about your goals. So stop trying to impress them by announcing these lofty things you plan to do.

As the Nike slogan says, *Just Do It.*

The results you produce will speak for you and will really gain the attention of the people around you. Plus, a BEAST Among Men's goal isn't to impress people. He works to please himself, not to appease others.

Work hard behind the scenes and let other people believe that your success just comes easy. That's what develops a mystique about you. People never know what your next big accomplishment is going to be because you never reveal your next move.

Success taste much better that way in my opinion.
Make Success a Lifestyle
Mediocrity is a lifestyle that the majority of the men in today's world live, even though the better word to use is exist. Their thoughts, actions, habits, and behavior are influenced by mediocrity.

A BEAST Among Men rejects mediocrity in favor of success. Success is a result of your thoughts, actions, habits, and behavior being influenced by the obsession to win.

When Michael Jordan was cut from his high school varsity basketball team, he worked his ass off to prove his worth. He was obsessed with winning.

You must make success an obsession, so that it influences your daily performance. When you want nothing less than success, you never slack off because you know that doing so will hurt your chances of winning that ultimate prize.

You start to live and breathe success, even if it's not fully in your possession. But it's by doing this practice of habit, that you start to make the dream of success a reality.

The law of attraction is very real. Therefore, you must do everything in your power to attract success to you.

The life you live is a reflection of your daily habits. Makes success a habit in order for it to manifest into your reality.

Always Want Better
The worst thing you can do is work your ass off to be successful, to only lose the success you earned because you become complacent. Being content is something a man should never welcome in life.

If you made $100k, now it's time to make $1,000,000. This doesn't necessarily have to be your goal, but if you become satisfied, chances are your ambition will start to decline as a result. And when your ambition starts to fade, the position of success you once enjoyed is lost as a result.

I could have stopped at my first book and pushed the hell out of it until I couldn't make another dollar from it. But I chose to write 2 more books this year so that I can have several streams of income being generated from several books.

Also, I want to test my skills as a writer to see how many quality books I can put out in a year. Maybe next year the goal will be to write books in one year. The sky is the limit -- it's just dependent on how high I want to go.
Once I hit 315 on the bench and 505 on squats/dead lifts, I could have stopped there. But I want to test the limits of my strength. I want to become so strong that I'm considered a superhuman.

There's always more to be done. Another level to reach. More goals to be accomplished.

Never become satisfied with your past success because tomorrow is a new day to start fresh on a new goal.

**Enter the Winner's Circle**
Remember when I said you needed to drop the losers? Well, you need to replace them with winners.

Winners are the people who are more successful than you. These are the individuals who'll push you to be better when you're in their presence because they're always achieving some big shit.

Their ambition forces you to never become comfortable. They show you that there's always something more you can do to reach a new level of success.

Great men are only interested in befriending other great men. They don't want to jeopardize their livelihood by hanging around a man who has nothing to lose. Losers will only attract negativity to their life -- something that cannot be tolerated.

That's one of the reasons I created the Beast Among Men [meetup group](#). It's an opportunity for men who are chasing greatness to come together to share knowledge and opportunities with one another.

Although most of us operate as lone wolves, it's good to get together with the pack occasionally to get that extra push of motivation that you can't provide yourself.

Even though the winner's circle is small, the power of that collective group when together is huge.

[Join the circle of winners](#) to see the great things Beast Among Men can do together.
Parting Words

We've reached the end but hopefully for you it's a new beginning.

I want you to actually apply the information you read in this e-book, instead of just reading it and continuing to exist in mediocrity. Your life wasn't meant to be lived that way.

If you downloaded this book, you're meant to be great. You're supposed to be the Man. Now it's time to transform into a BEAST Among Men.

Fuck the excuses, make shit happen!

If you enjoyed this e-book, send your comments to: info@beastamongmen.com

Also, be sure to subscribe to our mailing list on the Beast Among Men blog. I'll be sharing content regarding developments in the Beast Among Men community, how to improve as a man, and about my upcoming book and coaching program.

One last thing. If you like the apparel above, it can be purchased at https://beastamongmenapparel.com/

You read about how to become a BEAST Among Men, now it's time to initiate your transformation.

www.beastamongmen.com