



This book will make you **dangerous**

The Irreverent Guide For Men
Who Refuse to Settle

TRIPP LANIER

**Most Men Will Settle for a Cookie-Cutter Life.
This Book is Not for Most Men.**

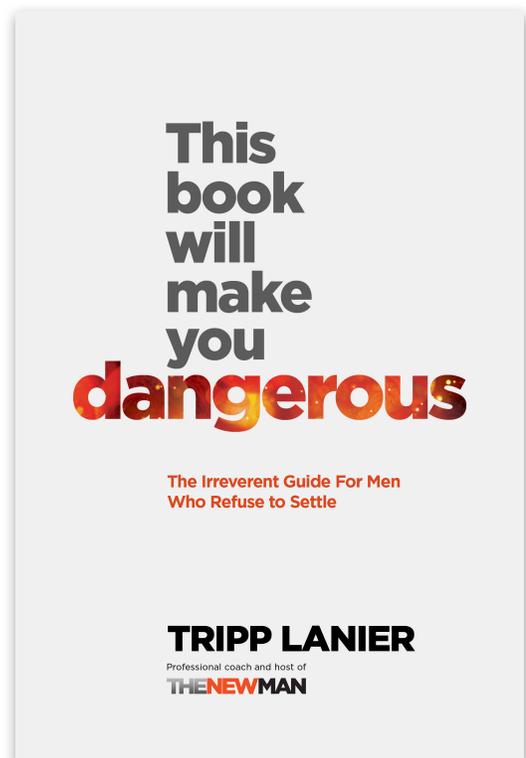
We live in a cushy, modern world with more possibilities than ever before. So why do most men settle for lackluster, cookie-cutter lives that leave them feeling stuck, drained, and uninspired?

This Book Will Make You Dangerous is a guide for the rare, few men who refuse to sleepwalk through life.

In this book you'll learn how to:

- **Challenge your fears** so that you don't become **another guy who gave up on his potential**
- **Align your life with meaning** so that you can **create success on your own terms**
- Find clarity and direction so that you don't waste your days stuck in a rut

While others blindly follow the herd, you'll learn how to **tap into your own unique sense of leadership** and **overcome your biggest challenges** in every area of life – including your work, your relationships, and your health.



WHAT OTHERS ARE SAYING ABOUT THIS BOOK

"You become dangerous, not when you're a threat to others, but when you become a threat to the excuses and bad habits that have held you back in life. Tripp's book lives up to its title; it's a practical guide for the path of self-mastery. Only then are you truly dangerous."

Phil Stutz

Co-author of The New York Times bestseller *The Tools and Coming Alive*

"*This Book Will Make You Dangerous* is a call to wake up, get over ourselves, and focus on what really matters."

Barry Michels

Co-author of The New York Times bestseller *The Tools and Coming Alive*

"Mindset. Strategy. Execution. Tripp is able to draw out the best in guys while also staying focused on what truly matters. *This Book Will Make You Dangerous* goes beyond chasing results. It helps us tap into meaning."

Eric Davis

Former Navy SEAL sniper instructor, author of *Raising Men*

"Tripp Lanier is a very funny guy. He's also a very wise guy. If you like to laugh deeply while bringing more playfulness and joy to your Optimizing (with a more than slightly irreverent guide), then I think you'll enjoy this book as much as I did. Tripp's a fantastic coach to help us reclaim our inner authority and live with more freedom, aliveness, love, and peace. TODAY!!"

Brian Johnson

Founder + Leader of Optimize and Philosophers Notes

ABOUT TRIPP LANIER

Tripp Lanier coaches men to get out of the rat race, become an authority in their field, and make a great living doing meaningful work they love. From small business owners, to startup founders, to Navy SEALs — Tripp has coached anyone and everyone who refuses to settle, play it safe, or follow the herd. As host of The New Man Podcast, he's racked up millions of downloads conducting interviews with extraordinary thinkers in business, personal growth, and spirituality. He lives a quiet, simple life with his wife and daughter near the beach in North Carolina.



Learn more at TrippLanier.com and TheNewManPodcast.com.

CONTACT INFO + LINKS

Tripp Lanier

tripp@tripplanier.com

TrippLanier.com

TheNewManPodcast.com

SUGGESTED TALKING POINTS FOR TRIPP LANIER

For over 15 years, Tripp Lanier has spent thousands of hours coaching men all around the world to get out of the rat race and align their professions with meaning. He's interviewed hundreds of leaders and experts on everything that really matters and really works.

Here are just a few topics to consider:

- What it means to be dangerous.
- Is this book only for men? (Hint: it's not.)
- Why Tripp throws most "success" and "self-help" books in the trash.
- How a food fight in Starbucks saved Tripp's marriage.
- What happened when Tripp wanted to have a three-way on his honeymoon.
- What Tripp learned from hanging out backstage with David Lee Roth.
- Why Tripp walked away from a seemingly perfect life and sold his business.
- What has us become grumpy, soft old men who have forgotten how to have fun.
- Why we are already living with a purpose. (It's just not what we think it should be.)
- The (3) big fears that drive our success and make us weak.
- How we can use chaos, uncertainty, and death to find direction in life.
- How to ensure fear doesn't get the best of you.
- Why there's no such thing as a commitment-phobe.
- The relationship between success and fragile men.
- Why so many guys are afraid to make a big change in their lives.
- Why waiting for passion or confidence is a huge mistake.
- Why success looks like failure in the middle.
- Why many men become "forty-five year old boys."
- Why protests don't solve problems.
- How to turn a pain in the butt into a gift.
- What it means to play your own game.
- Why hustling is overrated.
- Why being self-absorbed is a luxury.
- What it means to live as if there's nothing to prove.
- How to find meaning in your life today.