

THE BIG GAME

REDEFINING THE
PURPOSE OF
MONEY AND
SUCCESS

TRIPP LANIER

COACH & HOST OF
THE NEW MAN

The Big Game: Redefining the Purpose of Money and Success

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A Jerk or a Wimp?

At the beginning of every episode of The New Man Podcast, we hear a British woman with a smoky voice recite the infamous tagline:

“You are listening to The New Man: Beyond the Macho Jerk and the New Age Wimp.”



I have yet to meet a man that wants to be either one of those guys. Why? Because being a macho jerk or a new age wimp is a trap. They are personas rooted in weakness, scarcity, and fear. And let's face it - they may be funny, but they're not cool.

Neither one of these archetypes allows us to live our lives fully. And that's the mission of The New Man - to bring our full power and have fun making the most of the time we have on this planet. No rat racing. No coasting. No excuses. No more waiting to do what we were put on this Earth to do.

I call this playing The Big Game -- but it's not about raking in big money or scoring impressive achievements.

That said, playing the Big Game is not for every man. In fact, most guys just don't get it. But my life's work is not focused on "most guys."

My name is Tripp Lanier. For the past ten years I've been a men's coach for entrepreneurs, founders, high-level professionals and small business owners.

I also host The New Man Podcast which has been listened to millions of times and given me the chance to interview men and women at the top of their game including zen masters, philosophers, Navy SEALs, rock stars, big wave surfing legends, entrepreneurs, and *New York Times* best-selling authors like Neil Strauss and Tim Ferris.



The men I'm focused on helping are the guys defining what it means to be a man in the 21st Century. Guys who have brains, heart, and balls.

Let me show you what I mean.

Let's Make Some Hooch

Imagine combining the best qualities from Bruce Lee, Martin Luther King Jr, Obi-Wan Kenobi, Tyler Durden, Dave Grohl, Abraham Lincoln, Neil deGrasse Tyson, Chris Kyle, Atticus Finch, Chris Rock, and the Dalai Lama into one big giant batch of rocket sauce jail house hooch -- that's a great start.

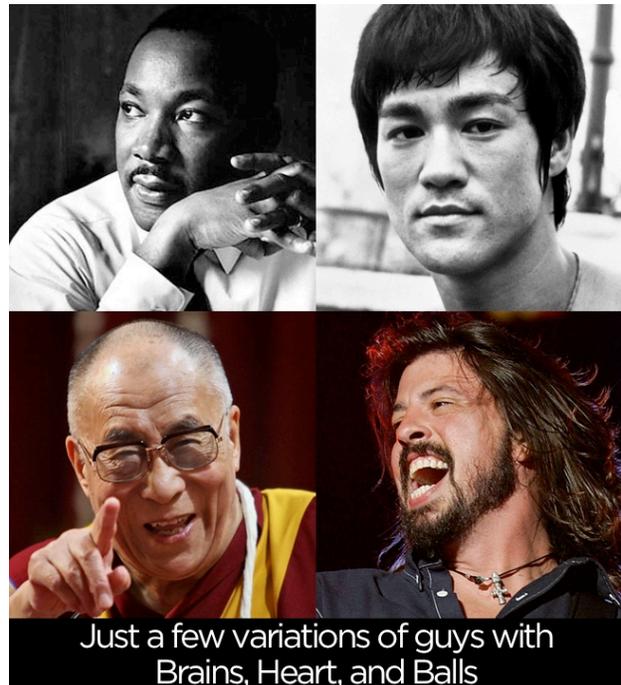
Yeah!

The men I'm coaching are learning to tap into something much deeper than their egos. They challenge us to wake up and live a life of purpose and meaning. They are badasses with courage, character, and an ability to care deeply for others. They rise above the status quo. They are here to lead, create, and leave this planet better than how they found it.

Which all sounds nice and inspirational, but what does that mean when it comes to our careers and businesses?

How does The New Man approach work, money, and success?

Over the years I've met many men who have developed more depth and meaning in their personal lives, their spiritual lives, and their



relationships. But when it comes to work and how they make their money, they're out of alignment. Their work in the world doesn't reflect who they truly are and what they truly believe. And therefore, work is a big fat drain.

Many of these guys feel fragmented or split because they're playing a role in order to be successful. They're tolerating superficial relationships and interactions in order to do something they don't even really care about. They don't believe they're making much of a difference in the world.

Quite often these guys are exhausted or bored out of their minds because they're not tapping into their true power. They may be doing what they're good at doing. They may be paid well and admired for doing this particularly thing, but deep down they know they're not doing what they feel called to do. They're not living in what author Gay Hendricks calls our *zone of genius*.

And when I ask them if they can stand to play this role for another 5, 10, or 20 years their response is usually, "No. Effin. Way."

But they're afraid. They're afraid if they break out of that role to do something more fulfilling then they'll go broke, go backwards professionally, or screw up the life they've built. In their minds, changing lanes means they'd have to risk destroying everything they truly care about.

It Doesn't Have to Be This Way

This book will show you how to have that bold, fulfilling life, without taking a "step back" financially or damaging important relationships.

Here's how:

Part 1 of this book shows you why successful men with money, power, and status secretly feel like their lives are off track.

In **Part 2**, you'll hear my story of how I seemingly "had it all" yet felt miserable - I even contemplated suicide. You'll hear about a trip to the jungle that led me to discovering the 3 critical elements for lasting transformation. And I'll tell you what they are so you can apply this structure to your life.

And **Part 3** will show you how the men I coached have applied these 3 elements to bring more meaning and passion into their lives while building lucrative businesses, improving their relationships, and showing up in the world as the badass men they are.

By the time you're done, you'll know the structure you need in order to redefine success for yourself. And you'll know what is required to play the Big Game in your own life, relationships, and professional world.

(Hint: It's not gonna be reading another self-help book.)

Ready? Let's do this.

Part 1: The 3 Big Secrets of Powerful Men

My coaching practice has allowed me to have thousands of conversations with powerful, accomplished men. Together we go deep, and they trust me enough to let me see behind the shiny facade that is so impressive to others. We get into the nitty, gritty stuff in their lives. And I often hear some surprising things.

I've learned what has made them "successful." And I've also discovered some common problems that keep them from enjoying their success.

Listen closely. There are valuable lessons to be learned here regardless of what tax bracket you're in.

Problem #1 - Money Does Not Equal Fulfillment or Freedom

It's been drilled into our heads that money can't buy happiness, but that hasn't stopped most of us from making money the top priority in our lives. (And if you disagree, just look at where we tend to spend our most of our time, focus, and energy.)

For these guys that have become "successful", money has not provided the fulfillment and freedom as they had hoped. In fact, most of these guys hoped that if they built a company big enough, made enough money, and commanded enough employees; if they'd had enough success, if they'd

beaten enough people across the finish line then they would arrive at this place called total freedom.

Call it total freedom, security, fulfillment, or peace of mind. Whatever. They believed that at some point life would get easy. There'd be no more stress about money, their relationships, family, or health.

They hoped their success would free them from the struggles of life.

But after working their way up to the top of the ladder -- with money in the bank, the trophies, and the expectations that come with all of that -- they discovered that they were actually imprisoned by their success.

Surprise!

Instead of having the freedom to do whatever the hell they wanted, their lives got precious. They believed they couldn't take a risk, they couldn't pursue a passion, they couldn't change lanes because they built this life that required them to be a certain type of person. Instead of making the most of their lives and going for what they wanted, they were now stuck playing a role so that they wouldn't *lose* what they had built.

When I asked them about their happiest, most rewarding professional experiences, they didn't tell me about launching a product, securing a big investment, or bringing in the big deal.

Instead they talk about the "good old days" — the days where they had to scrounge for money in the couch so they could buy a pizza and a 12 pack of Busch Light. They describe a time when things were simple and playful.

When they were having fun. When there were far fewer expectations and much less pressure.

Kinda crazy, huh? Now let's talk about the second problem I see a lot.

Problem #2 - They're Wasting Their Power

In order to become "successful" these guys created a vision in their mind and then spent years with their heads down plowing through life.

Becoming successful was their game. Success was an external objective — a series of goals, a summit on the mountain, a finish line to cross, a number in the bank. Success was something "out there" to attain. And this was fine when the game was still a thrill.

But after a while that achievement game gets old. One guy described his business career to me as "a string of hollow victories."

There was always hope that "the next one" would be the one to bring that deep sense of lasting satisfaction. And it may have felt good for a short time. But after the glow quickly faded, they would be back on the mountain striving for the next summit.

No matter what they did, it never seemed to be enough.

Even though they'd gotten so good at this achievement game, it was far from fulfilling. It never brought lasting satisfaction. It was rarely meaningful. They were no longer satisfied by beating others, having power over others, or "winning." They were no longer motivated by placing huge amounts of pressure on themselves in order to succeed.

While others kissed their ass about what they'd accomplished, deep down they knew they were just coasting along. They were running on 40% of their power. They were bored from the repetition. They were exhausted because they were disconnected from what made them feel truly alive.

The game that they were so good at playing had changed. Consistently they told me that “something was missing.”

I can't tell you how many times I've been asked, “Now what do I do, Tripp?”

Which brings us to the third problem I see a lot...

Problem #3 - They're Wasting Time

As I mentioned above, many of these “successful” men were coasting along on 40% of their power. One reason is because they were waiting.

They knew something needed to change, but they were waiting for the clouds to part and the perfect opportunity to magically float down from above. They were waiting for a magical time when they'd be tapped on the shoulder and given permission to play full out. By who? Who the heck knows?!

Some believed they needed to have “f—k you money” before they could do what they truly wanted. Others believed they needed the perfect, safe plan before they would commit to changing lanes.

But intellectually and logically they knew that's not how the world works. They knew resources weren't the real limitation if you want something bad enough. They knew that growth happens through experimentation. They knew that you can't be taken seriously with one foot out the door. Regardless, they were not stepping up and taking bold action.

Nobody knows how many precious laps around the sun we have left, but these guys experienced anxiety and stress because they knew they were asleep at the wheel. They'd gotten soft. They were afraid to get out of their comfort zone.

Instead of being bold with their lives they were settling for being busy with their chores.

Why Men Stay Stuck

These 3 problems are so common that many men just throw their hands up and say, “This is just the way things are. Life’s a bitch and then you die.” Sadly, the guy who has resigned himself to a lousy trajectory can’t be helped.

But if you’re one of the few men on this planet who wants to avoid these problems and make the most of the time you have left alive then keep reading. You’re going to learn that lasting, positive transformation (as I’ll prove in parts 2 and 3 of this book) is found in a structure derived from 3 basic elements.

Now you’re going to hear about how I was living with my head up my ass, experiencing my own version of the problems I just described. You’re also going to hear about the simple structure that I employed to put my life, relationships, and career on a positive trajectory.

Part 2: How to Stop Playing It Safe and Go for What You Want

Hitting My Breaking Point

“What’s wrong with me?”

I was sitting in my new SUV with that new car smell and the heated leather seats and the killer sound system. I was parked in the garage of my mid-century modern home with a wall of glass that overlooked a lush, beautiful back yard complete with a party deck, BBQ grill, and a big yellow dog that was 72 pounds of pure, tail-waggin’ love.

“Seriously. What is wrong with me?”

Was I having a mid-life crisis in my early 30s? And if so, why?

I had built a dream life -- great job, plenty of money, dating beautiful women -- but something was off. Way off.

I thought I had already gone through the hard stuff.

Here’s what I mean...

Several years before this moment in the garage, I went through a major emotional and spiritual awakening. There's no easy way to say this, but it was during that time that I finally grieved my mother's suicide.

After she died when I was 13, I spent over a decade ignoring and trying to outrun my emotional life. I was burying the pain and rage and shame I felt because she chose to end her life. I tried to live as if she never existed.

I spent so much energy trying to control my emotions and even the conversations I was having with others. I had no clue how much of my energy was spent trying to keep this 800 pound gorilla in a garbage can.

I had pretended to be "fine" by doing whatever I could to avoid being alone. And then one day -- 13 or so years after my mother died -- my live-in girlfriend moved out. Emotional triggers of abandonment were pulled, and my whole pretend world came crumbling down. I just couldn't keep that gorilla in the can any longer.

And I was a wreck.

For weeks I could barely get to work. I didn't want to eat. I lost 30 pounds. I couldn't even distract myself by watching TV. Everything felt and sounded painful and harsh.

One night while staring at the ceiling I actually considered taking my own life.

And it was in that moment that I was able to get a glimpse of the experience my mother was trying to escape. I could now begin to imagine

what she had been feeling and thinking. She chose to make an exit, but I decided I wanted to live.

That's when I experienced what I previously believed was impossible - I found forgiveness for my mother. The rage and shame and hurt lifted. I began to heal.

I spent the better part of the following year learning how to enjoy being with myself. During that time I didn't date or pursue women. I preferred the serenity of being alone.

My eyes had been opened.

Instead of feeling scared of the world, I was now curious. I discovered personal development, meditation, and spirituality. I read voraciously.

Following that period of healing and recovery, I travelled regularly and poured myself into creating and performing music. I reorganized my business to support these adventures because I was determined to experience my life more fully. I took pride in how things had turned out.

Which is why several years later I was so damned confused as I sat there in my new SUV in the garage of my killer house with the smiley-faced-tail-waggin' dog.

I couldn't understand why I was now feeling trapped and unfulfilled.

“What the hell is going on?”

In my mind I created a checklist to see what could be missing:

- Built my own boutique media production company from the ground up so I can surf, travel, and play music on my own terms? Check.
- Lots of “Look at how special I am!” work for clients like ESPN, fancy-pants ad agencies, and high profile political campaigns throughout the southeast? Check.
- Bills paid? Plenty of money in the bank? Check. Check.
- Traveling the world with nothing to care about other than finding good waves and good times? Check.
- Sexy, funny new girlfriend that wants to get married and have a baby? Check.
- Cool house? Nice car? Lots of toys. Check. Check. Check.

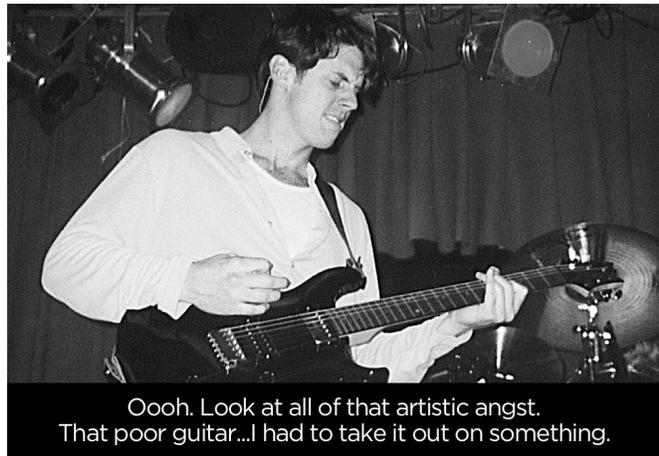
Hmmm. That all sounds like it *should* be satisfying.

Now let’s review some cool, crazy fun experiences I’d had like:

- [Drinking with David Lee Roth in a strip club.](#)
- Drinking with Zen Masters (not in a strip club).
- Recording my own songs in the same studios where some of my favorite albums had been made.

- Recording tracks with Paul McCartney’s drummer in an LA studio that looked like a space ship.
- Performing our own songs and having people sing them back to us (which is really amazing).
- Befriending thought leaders and influencers like Ken Wilber, one of the world’s leading-edge philosophers.

I was living [Tim Ferriss’s *Four Hour Workweek*](#) lifestyle years before he’d even thought about writing that book.



But now I was beating myself up — “I created everything I set out to do. So why can’t I be happy? I thought if I got to this point then it would all work out. So many others would *love* to have my life. There must be something wrong with me.”

Because up until this point, life had been one big path of growth and adventure towards some big ideal in my head. But now things were on a plateau. I could see that if I didn’t make any changes, I would stay right where I was for the next 5, 10, or 30 years.

And that scared me.

I didn't want my best days to be behind me. I didn't want to be on a flat trajectory.

I was ashamed to admit this. I felt like an ungrateful, spoiled brat. I complained. I tried blaming my girlfriend, my clients, the town where I lived - you name it. I tried to ignore this nagging sense of dissatisfaction. Until I couldn't any longer. Something had to change.

Things seemed very black and white. In my head I was creating this dire either/or scenario: Either I do something crazy and risk losing it all or I "suck it up" and keep doing what I'm doing even though I'm not happy.

Damned if I do. Damned if I don't.

Neither of those options was a win. No wonder I was feeling trapped.

I had been seeing life with a "finish line" mentality. Up until then it was all about "getting to a certain point and then expecting things to work out."

I didn't know it yet, but there was nothing wrong with me or my life. This was simply an opportunity to realign -- to deepen and learn and grow. I didn't have a "problem."

It didn't occur to me that I might just need to "course correct" instead of flush it all away. It was simply time to change lanes. Because after all, change is the only constant in life.

But change is scary. And I had a serious case of the "golden handcuffs." Sure, I wanted things to change, but I didn't want to lose anything I already had.

So what was going to change?

I took a long hard look in the mirror. I could no longer complain or blame my girlfriend, my clients, where I lived, or even the world for my situation. And since beating myself up wasn't helping, it was time get in the driver's seat and take 100% responsibility for what was happening.

You see, I'd always believed that I wasn't "part of the crowd." And I'd always believed that I saw through the bullshit and superficiality that salesmen and the media used to manipulate "the herd." (After all, I owned a media company - we made our living crafting messages to the masses.)

But now my laser-like awareness for bullshit and superficiality was turning towards me.

The reality? I was unconsciously choosing to live in a superficial world. All of that stuff I mentioned before may have sounded kinda cool, but I was afraid to devote my life to something with any real meaning or purpose.

Things felt "off" because I was out of alignment with myself.

Here's what I mean...

I was doing work that was way out of alignment with my values. You know those awful political campaign ads that try to scare the shit out of you and end some guy's career? Yeah. I was making that trash. I was doing work that was *designed* to divide, misinform, and scare people. Talk about

soul-crushing. But the money was good so I kept doing it, and I was too afraid to consider doing anything else. **Strike one.**

My girlfriend and I weren't really connected. She wasn't part of my deeply personal, creative, spiritual, and personal development world. Instead of being honest, I was walking on eggshells around her. Because we didn't really value the same things, I never felt like she was an ally. She was a great gal, but deep down I knew she wasn't going to be a partner for life. I was in limbo — terrified to commit to her, but also afraid to leave the relationship. I didn't believe that I could find someone else who could excite me and connect with me on so many different levels. I was settling. **Strike two.**

And I was living a split social life. I had my friends where I lived in Florida — great people that were fun to hang out and play with. And then I had another group of people (in Boulder and California) that I felt really connected to. Every month or so I was getting on a plane to go connect with “my tribe” in Colorado and then I'd come back home and go back to playing a role. Even though I was more accepted and challenged by the folks in Colorado, I was too afraid to leave my comfy, predictable life in Florida. I was playing not to lose or hurt the friends I had there. **Strike three.**

Bottom line: I had grown tremendously on a personal level, but I was still living in a box professionally and socially.

That's where I was still playing the small game. I was a fragmented mess. I was playing various roles in order to be successful and accepted.

I was like George Costanza struggling to keep my worlds apart. I believed that if these worlds intertwined then I'd be judged, rejected, and laughed at by all of them. My clients would bolt. The money would dry up. My friends would think I was a freak. Because I was living a life aligned with fear, I kept up the song and dance.

I was trading my power and peace of mind for a false sense of security. I was running in circles to avoid the truth. I was working hard to make sure I looked like I had it all together.

And. It. Was. Exhausting.

While I liked to believe that I was different from “the herd”, I realized that this exhausting song and dance was my way of making sure I stayed firmly entrenched in it.

I Was Tired of Creating My Life From Fear

I could sense a desire to rebel, to blow up my conventional, domesticated life and return to my “young, wild, and free” self. But that's just what you'd expect from a naive, reactive, and rebellious teenager.

And I also knew that simply following the rules, doing what others “should” do, and coloring within the lines wasn't gonna cut it either. That was just the opposite side of the same “fear” coin.

While I wasn't eager to be lonely, desperate, or broke, I knew I didn't want to play it safe.

There had to be another way.

I chose to zoom out and look at the big picture. I imagined myself as an old man and wondered how he would live these years again if he could. How would he live without any regrets?

I was reminded that one day I would inevitably die, and that helped me see that my current challenges weren't that big of a deal. This helped me realize that my time on this planet was more like a game to be played -- and enjoyed -- fully.

So I asked myself, "If nobody gets out of this thing alive, then what game am I going to play? Am I going to play it safe or am I going to go for what I truly want?"

I knew I didn't want to be one of those guys who gets into his later years and gets all grumpy and resentful that he tapped out early on in life. I didn't want to blame others or some imaginary monster under the bed for being a wuss and pissing away this one life I had been fortunate enough to have.

I didn't want to keep reading about "those people" - the ones who lived with vision and courage and took chances that fired them up and think to myself, "I could have done my own version of that."

No - I wanted my life to read like a great book.

I wanted lots of interesting chapters — all the way up to the end. I didn't want the story to get to the third chapter only to end with, "Aaaaaaaaand then Tripp spent the next 60 years getting fat, stupid, and fragile. The End."

This big perspective of seeing my life as a whole helped me shift my focus from fear to desire. Instead of only seeing what I needed to avoid, I focused on what I wanted to create. I began to feel some fire inside!

So what would I want if I wasn't afraid?

I wanted to feel alive! I wanted to feel like my life was getting more engaging and meaningful as I got older.

I wanted to feel free, to live in a way where I didn't feel like I was hiding who I was or what I cared about.

I wanted to surround myself with people who "got me" and all the interests I had — especially all of the spiritual, personal development stuff that I was hesitant to share with others.

I wanted to be with a woman who was an ally — someone who was truly there to help me have the best life I could have and vice versa. I wanted to know we were connected and aligned on a very deep level.

I wanted an exciting sex life. Definitely.

I wanted to feel confident in my relationships. I wanted to know that no matter what conflicts may come up, we could work through it and become stronger as a result.

I wanted my work in the world to have a sense of meaning and purpose. I wanted to make a great living helping people do what they love and make the most of their lives.

I wanted simplicity and ease. I wanted to stop exhausting myself, to slow down and attract opportunities instead of fight for them.

I wanted to live as though there was nothing to defend or prove to anyone.

And most importantly, I wanted to feel peace — to know that deep down I was okay, that everything was okay, and that everything was going to be okay.

After spending so much time complaining and blaming it felt amazing to finally own what I really wanted in life.

And then the doubt kicked in. “But I don’t know how to do all of that stuff! And who the hell am I to live like that? I don’t know anybody else living like that. Why should I be any different?”

I could feel myself contracting again. But from this powerful mindset, I knew it was *only* fear. I was reminded of Mark Twain’s great quote,

“I’ve had a lot of worries in my life, most of which never happened.”

I couldn't expect this mindset shift to stick on its own. I knew that staying isolated would keep me stuck on this plateau. I knew I needed to do something that would kick my ass into gear and keep it in gear.

That's when I took a trip that changed my life forever.

How I Found My Way Out of the Jungle

Boats and run down trucks. Sketchy airplanes trying to land on airstrips with cows grazing on them. The bony back of a farting mule. After enduring all of these I finally arrived with a group of strangers to a primitive, muddy campsite deep in the primary rainforest of Costa Rica.

I had decided to go on an exclusive men's group retreat, and I had no idea what I was getting into. I didn't know these guys. And the twelve of us were not allowed to make small talk, share our names, or discuss our lives back home.

I was definitely out of my comfort zone.

I was a little scared but even more excited. We were out in the middle of nowhere. All alone. But we were in this together.

I felt a sense of brotherhood immediately. I knew that deep down we were all wanting to break out of our "safe" way of living. We were there because we wanted to create something extraordinary with our lives.

Together we were in the fight to break out of our mediocrity. It was like we were cowboys or commandos or



pirates. I felt like we could accomplish anything. It felt so amazing!

We spent the week challenging one another, doing uncomfortable things in an unforgiving environment. We pushed one another to “drop the mask” and show up powerfully and vulnerably. As a result, I was more real with those guys than I had been with people I’d known my whole life.

And a whole new possibility opened up for me.

I felt a power and clarity that I had never felt before. But **I had no idea how I was going to make any of this stick.** Would it all just vanish as soon as I opened the door into my comfy house?

At the end of the week the group gave me a challenge as we sat around the fire:

“You’re hiding out. You’re a leader, but you’re hiding behind this mask that you’re just another follower. It’s bullshit. We challenge you to start and lead a men’s group when you return to your home. We challenge you to keep it going for two years. Do you accept this challenge?”

Two years?!?

“Uh, But I don’t know what to do. I don’t know anyone who would join the group.” I hemmed and hawed.

“Bullshit. You’re smart. You can figure it out,” they said. They were right. But I left the jungle scared about the challenge ahead.

How in the hell am I gonna do this?

I was convinced I didn't know any guys who would want to join my group. I was certain I would be laughed at. I would be rejected. There was a great reason I was hiding out — I was trying to stay in my comfort zone!

Even though I was scared, I knew that what they were saying was true. I accepted the challenge, and when I returned home I invited 17 guys that I knew to join my group. I had no idea what I was doing. I just took action. I confronted my fear of rejection, and that alone felt rewarding.

Some of the guys that I invited never spoke to me again. Some said they were interested but avoided the follow up conversation.

And 3 of those guys said...

“Hell yes. I’m in.”

Shifting to a Positive Trajectory

We began meeting at a friend’s office after hours. We would read a chapter from a book on personal development and discuss it to **upgrade our mindset**, to get out of our small way of thinking, and consider new possibilities.

But this wasn’t your mama’s book club. You see, after the heady discussion we’d talk about how these ideas related to our own lives. We’d **challenge one another to get out of our comfort zone**, we would make an agreement to take some measurable action every week. And then we’d **hold one another accountable to follow through**.

With this structure in place I couldn't hide out any longer. Each week I knew I was going to show up and either make an excuse (which felt like crap) or share how I made progress (which felt great).

Those meetings may have only taken up a few hours of my week, but they made me show up as my best for the hours and days in between.

Now I was being bold. I was focused. I was taking action. I was making changes. I felt aligned. I felt powerful. I felt more free. I felt so much better about myself. I was being served and I was serving others.

I was getting off of the plateau and on to a positive trajectory. The value of that experience was priceless.

Not long after starting that group...

I ended the relationship I had been in - and faced the fear that I may never find the right girl to co-create a family with me.

I moved to Boulder and immersed myself in an amazing community of folks doing great things in the world.

I serendipitously met Alyson, got married, and began building the relationship I'd always wanted but didn't imagine was possible.

I sold my company and house back in Florida and started the process of becoming a professional men's coach.

Because I was no longer hiding out, I was given the opportunity to start podcasting (when podcasts were brand new) and used my media experience to create content that actually helps people change their lives for the better.



Through The New Man Podcast I gave myself a degree in “What Really Matters and What Really Works” by interviewing dozens of folks who have inspired me — including big-name best selling authors who’ve been on Oprah, bald-headed zen masters, bald-headed philosophers, death-defying big wave surfers, game-changing rock stars, and military heroes with brains, balls, and heart.

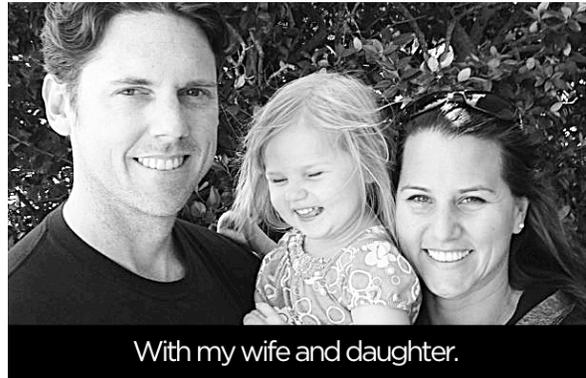
Over the ten-plus years that followed that group, I made a lot of mistakes and explored a lot of rabbit holes creating the next phase of my life. I’m not going to paint some fake, Disney-esque picture — it was messy and scary at times.

Which is why I sought out coaches, teachers, mentors, and mastermind groups that supported, challenged, and held me accountable to my best self.

As a coach I now guide others through that territory. My clients get to benefit from the mistakes I’ve made and course correct much more easily.

What Things Are Like Now

These days Alyson and I have a young daughter and a simple life that's aligned with freedom, fun, love, and ease. By design, we can live and work from anywhere. We're currently in a small beach town where I can quickly break away and surf without a crowd.



I'm no longer hiding out. For a guy who was once afraid to be associated with personal and spiritual development, a simple Google search will reveal that it's what I'm most known for.

I make more money now than I did when I had all of that overhead and strain from doing stuff that didn't align with my values. I have long weekends and take at least one week off per month - every month.

Three days a week, I coach a handful of inspiring clients (and groups) who live all around the world. I make a great living helping the truly extraordinary people on this planet go beyond their fears to create the lives and businesses they truly want. I help them play their Big Game so that they can **thrive financially, emotionally, and spiritually.**

And there's no way I could have done all of this without the help from others. But that doesn't change the fact that I see so many guys who have so much potential that are unwilling to get out of their own way. Next we're going to underline the basic structure needed to break out of the herd mentality and create an extraordinary life.

The 3 Elements Needed to Play the Big Game

Early on I described the problems that powerful, “successful” men secretly have.

I talked about their misguided definition of success. Why this drove them to spend their lives focusing on money in hopes that they’d be free from the uncomfortable aspects of life. And while they may have had really nice stuff, many of these guys had gotten soft in the process. Instead of using those resources to build what they really wanted, they were scared to do anything to jeopardize what they had already built.

I talked about how -- instead of making a difference in their world, they were wasting their power doing unfulfilling work. And instead of taking bold action, they were wasting their time waiting for permission, the perfect plan, or some opportunity to fall out of the sky.

In my own story I described how I had grown so much on a personal level, but I was still “playing not to lose” when it came to my relationships and business. And as a result I felt trapped.

Now let’s dig in and discuss the *simple* structure you can employ to redefine what success means to you, avoid these traps, and play your own Big Game. It all starts with what is happening between the ears.

Upgrade Your Mindset

Because the outcomes in our life are determined by our actions -- and our actions are determined by what we think -- the first thing we need to do is **Upgrade our Mindset.**

We need to recognize where our thoughts and motivations are rooted. And this happens by developing what I call your Inner Authority. Let me explain...

What is Inner Authority?

Go back to your younger years for a second. You see, most of us are trained to grow up reacting to external stimuli and external authorities. I'm talking about our parents, the other kids at school, teachers, girlfriends, all the crap we watched on TV, and -- most significantly -- our fears.

All of that stuff programmed us about how we "should" be and how our lives are "supposed" to be. We were domesticated and taught to follow the rules and do what we were told. That's not all bad, otherwise things might be a lot more like *Lord of the Flies*.

But it's a huge problem if we never develop our sense of inner authority. To develop inner authority, we have to first identify our fears and "programming". We've got to recognize the part of us that feels we need to prove our manhood or says we'll be special and powerful once we're "successful."

Remember those 3 big problems powerful men have that I mentioned earlier?

Yeah. The stress, striving, boredom, and exhaustion are all symptomatic of a guy who has lost touch with his inner authority. He's stuck in a loop solely focused on what he "should" be doing in order to fit in, be safe, and feel accepted.

That's why -- regardless of his bank statements, status, and accomplishments -- this guy is still playing the *small game*.

If we can't access this powerful place inside of ourselves then we'll spend our entire lives stuck on the hamster wheel. Becoming aware of our motivations and programming allows us to drill down to who we truly are and create what we truly want.

Let's Tap Into This Power Right Now

Take a few minutes to answer these questions that will help you access your Inner Authority.

- What would be possible for you if you weren't afraid to fail? If you didn't care how people saw you?
- How would your relationships look if you didn't need to "keep the peace"? Or project a certain image?
- What if you had nothing to prove? What if you were already "enough"?

- And what if you didn't have to wait for permission -- for the "right moment" -- to step up and live the life you've wanted for years?

The list of motivations is endless, and the reasons are unique to each one of us. But one thing is consistent from man to man: Underneath all of this programming and fear is our own unique voice. That's where our true power lives.

Call it your inner authority, your essence, your mojo, your zone of genius, or your Big Self -- it doesn't matter. Developing our inner authority is the foundation that allows us to redefine success and play our own Big Game.

So now let's determine our *approach* to playing the game.

Are You an Amateur or Pro?

For a long time I wanted to believe that people could transform their lives all on their own. I wanted to believe that information, combined with good old motivation, was all you needed to create transformation. Just listen to Tony Robbins, watch a TED talk, read a book, or listen to a podcast and boom! Your life would change.

And while it's exciting to discover big, powerful ideas we need to also recognize that information alone does not create lasting transformation.

So when guys ask me, "Hey Tripp I really want to grow XYZ in my life. What book or podcast should I check out?"

Right then and there, I know the guy isn't going anywhere. He's asking the wrong question. And he's approaching life like an amateur.

You see, deep down I know that if a guy was serious about his life, relationships, or business then he wouldn't nickel-and-dime what's most important to him like it was some kind of hobby.

He wouldn't expect the change he's seeking to live in some book or podcast. He wouldn't try to go it alone. He'd get out of his own way and bring in the best resources he could find.

Your Own Worst Enemy

Many times he's unwilling to do this because there's a myth perpetuated by certain men with what I call a "herd mentality." It says something like this:

"Even though I'm not making progress, I should be able to do this all on my own. I should just know this stuff already. Besides, my situation is unique. Out of the billions of men on this planet, nobody has the challenges that I have."

Now I'm obviously having some fun with this, but you'd be amazed at how many guys let this mentality turn them into their own worst enemy. This belief has them miss out on opportunities, piss away their power, and play a small game in everything they do.

This belief is simply rooted in fear. It keeps us disconnected from our Inner Authority. And it's just one of the ways that we continue to play like an amateur in our lives.

Here's what I mean:

Instead of investing in his marriage, the amateur will remodel the house so he and his wife can have a nicer kitchen to fight in.

Instead of investing in the next phase of his business, the amateur will waste years he'll never get back waiting for a "fool-proof" opportunity to magically fall out of the sky.

And instead of creating a dependable structure that supports growth and progress, the amateur just blames everything other than his unwillingness to get out his own of the way.

Now Let's Take a Look at The Pro

Let's look at world-class athletes, Navy SEALs, Zen Masters, high performing professionals, top entrepreneurs -- none of these guys approach what they do like a hobby. They don't go it alone. The guys on a sustainable, positive trajectory put people in their corner that support them, point out their blind spots, and keep them moving forward.

For years the badasses at the top of the food chain in every industry have embraced coaching while the amateurs continue to chase their own tail. And as a result the gap between these guys is getting wider.

Bottom line? If we're going to create the life we deeply want we need to own our Inner Authority and approach what truly matters like we're being paid to do it.

Now let's discuss the second element...

Embrace Challenge

As I mentioned earlier, many guys are seeking “success” because they’re trying to escape the struggles in life. They imagine that if they have enough money and status then they’ll have total freedom from the bumpy stuff that happens. They create cushy lives that are designed to maximize comfort.

But in their quest to get more and more comfortable they end up getting soft. Their unwillingness to embrace anything challenging makes them weaker. Their lives get smaller.

If we’re going to stay out of this trap we need someone that challenges us to continue to grow and lean into our edge. We need someone to counter the negative effects of our cozy lifestyle so we can get off our ass and do the cool, inspiring stuff we really want to be doing.

A great coach will challenge us to actually live from our Inner Authority -- that place deep within that wants more out of this life than to be gently lulled to sleep. A great coach will hold up a mirror and help us see our blindspots. A great coach won’t tolerate our limiting story. He or she will call us on our bullshit.

And the third element needed to create lasting, positive transformation?

Follow Through with Accountability

We can have an amazing insight. We can receive some profound feedback. We can set a sincere intention. But none of that means squat if the rubber ain't hitting the road.

It's really simple. We need someone -- a coach, a men's group, or a mastermind group -- that will hold our feet to the fire and ensure that we follow through. Powerful conversations are great, but real transformation is the result of consistent action and follow through.

We're simply not going to create the life we truly want if our actions continue to be out of alignment with our Inner Authority. It doesn't happen by accident.

I'm a Believer Because it Works

From my own personal experience and from spending over a decade helping men transform their own lives, I believe coaching is the most accessible, easy structure to employ these 3 simple elements.

In fact, I have peer coaches. I continue to hire coaches and consultants to this day. I don't imagine I'll ever stop because I'm on a path of growth and learning. There's no magical finish line to cross.

By hiring coaches and participating in powerful groups, I've created an ecosystem that is designed to keep me at my best. My life, relationships, and business are all a product of the external forces that I've put in place to keep me moving forward.

And you wanna know something?

I do this because I'm actually a bit lazy.

Why should things be any more difficult than they need to be? Having this built in structure makes it much, much easier for me to live my best life. With this structure in place I spend far less energy just trying to stay on a positive trajectory.

And I'm not the only one. Want proof?

In part 3, you'll hear stories from the front lines. Including how one of my coaching clients saved his startup from dumping millions down the toilet. How another found his professional super power to transform his law practice and marriage. And how another realized he didn't have to choose between making money and doing what gave him fulfillment.

Part 3: The 3 Elements In Action - The New Man Success Stories

Here are a few short stories about some of the clients I've worked with. Their backgrounds and circumstances are quite different but they all share a few common traits:

They were tired of hiding out. They had become tired of playing a role. They were outgrowing their domesticated selves and living in a way they felt they "had to" in order to be successful or accepted.

They were tired of playing not to lose. Up until we began our work together, these guys had been primarily focused on what they might lose if they were to make a big change. They were tired of playing defense. They were tired of playing the Small Game.

They were ready to take action. They were no longer "researching their options", or "just thinking about making a change." Being stagnant was no longer an option.

They were ready to play their own version of the Big Game. Deep down all of these men were hungry to step into a new, bold way of leading their lives. They wanted more freedom, power, and choice. And they wanted their relationships, families, and careers to thrive as a result.

A quick note: I've withheld the names of these clients in order to reveal more intimate details about their process without compromising their privacy.

Mark: Who Stopped Playing Small and Built His Dream Business

When Mark and I began working together he was managing his family's properties and investments down in South America. He was young and his enthusiasm for life was infectious.

That said, he was living a fragmented life. Privately, he spent a lot of time concerned about meeting the expectations of his family. He worried a lot about how he was perceived in the community.

As I got to know him I realized he was one of the most passionate people I had ever met with regards to personal development, bio-hacking, and fitness.

I thought he was nuts!

When I asked him why he loved this stuff so much he told me about how he had lost his father to cancer and then gone through a break up around the same time. He went through a very dark period, but these empowering ideas and practices helped him become stronger than ever.

But no one around him was really aware of this. He was keeping his "personal development hobby" out of sight. He was worried that it might draw criticism and rejection from others.

As we worked together, we began to gain more clarity. I asked him, "Mark, if you weren't afraid, what would you want to do?"

I could hear the fear in his voice, but he slowly began to answer. “I would start a company that would license and translate the books that have had such a big impact on me into Portuguese. I would want to make it easier for the people of Brazil to benefit from these ideas. Most of the ‘healthy food’ here in Brazil is garbage, so I would also make it easier for them to have the supplements and products that help my body and mind stay sharp. I would write articles and make videos about the ideas and practices that have worked for me and share them with other Brazilians.”

This was a big vision. It was exciting! And it was totally possible.

So I tested him. I imagined the smallest step he could take.

“So when will the first YouTube video be made?”

You would have thought that I was asking him to jump out of a plane.

“What? Are you serious? But what will they think of me?”

He was laughing from the tension and anxiety as we made an agreement for him to create a short, simple video. And even though he was scared he was even more excited. I held him accountable, and he followed through. Step by step he began creating content. Within a few months a community began to grow. His vision was becoming a reality.

And then one day I asked him, “Mark, who are you? What do you do?”

He answered quickly, “Well, I, uh manage properties and investments for my family.”

Silence.

More silence.

I asked, “*Really?*”

You see, he was still telling a false story to himself about himself. He was still playing a role in order to be loved and accepted. He was still seeing himself as this guy with a little “hobby.”

He needed to **upgrade his mindset** and the story he told about himself.

I **challenged** him. “When are you going to own the fact that you are a guy who is changing the lives of other Brazilians for the better? When are you going to own the fact that you are much more than just a ‘property manager’? Do you think I’m coaching you to be a better property manager? Is that what we’re doing here?”

I refused to see him as an amateur and helped him see that it was time to turn pro.

Something shifted for Mark in that moment of challenge and reflection. He removed a barrier for himself. He gave himself permission to step more fully into his Inner Authority.

And as a result opportunities began to open up.

Because he was no longer hiding out he began meeting and partnering with some of the experts, authors, and thought leaders he had once placed on a pedestal.

But what about his family and the people he was so afraid to disappoint? Instead of rejecting him, they were inspired by his enthusiasm and leadership. They were believers because they had witnessed and already benefited from his own positive growth.

Instead of criticizing him or pushing him away, they were asking him for ways to improve their own lives and health. They were wanting him to help them find new products and personal development opportunities for investment.

He was creating more alignment in his world. He was living with more wholeness and less fragmentation. And he had way more energy because he was spending less time juggling these roles in order to protect himself.

These days Mark continues to grow and align his passion with his work in the world. Over the past year he's traveled to China to explore business partnerships, he's bought an ownership stake in a soccer team, and he's proud to bring a truly healthy, all natural energy bar to market in Brazil.

That's not too bad for a guy who used to think he was just a property manager.

Joseph: Who Turned His Marriage and Law Practice Around

When I first started working with Joseph he was partner in a small law firm. He was recently married, and although everything looked great from the outside, Joseph was struggling.

He and his business partner didn't see eye to eye on the direction of their firm, and Joseph was afraid to bring this up. He had spent years waiting for the "perfect" time to do this.

He spent most of his day "putting out fires" and running around in a frantic state of mind. Many nights were spent desperately trying to meet a deadline. And after it was all said and done, he couldn't understand why he was working so much but earning so little.

When he did manage to get home, it was common for he and his wife to get into some kind of fight. She could sense that he was avoiding her, hiding information about their finances. The uncertainty and lack of communication created an environment ripe for constant conflict.

Joseph initially hired me to help him "manage" all of this stuff better. But I wasn't interested in helping him tolerate more crap and be a better "fire fighter."

I was curious to find out what he truly wanted in life.

"Is this the business, marriage, and lifestyle you really want?" I asked.

“Oh god no,” he replied.

You see, Joseph got into law because he wanted to see the good guys win. But along the way he was lured away from “fighting the good fight.” He was in a pattern where he hoped — he prayed — that one day he would magically get all of these fires put out and he’d be able to do the work he truly cared about.

He was disgusted by how many lawyers simply played a game to drain as much cash as they could from their clients. He wanted the satisfaction of knowing he was doing legal work that actually mattered. And he wanted his marriage to be strong - he wanted to have the balls to be honest and stop avoiding difficult conversations with his wife.

At this point, Joseph’s fears were firmly in the driver’s seat of his life. Each day was a game to avoid as much conflict and discomfort as possible. So what would it look like if stepped into his Inner Authority and played a Big Game?

Through our work together Joseph began to see the difference between his fear-based life and the life he truly wanted. He began to **shift his mindset** and see that this ideal life was possible — it was just on the other side of the things he was avoiding. I **challenged** him and **held him accountable** to stop avoiding those situations and instead steer directly into them.

He had the conversations with his business partner, and they amicably decided to split. As a result Joseph created his own law firm where he’s free to take on the types of cases he wants.

Joseph sacked up and began having the difficult conversations with his wife around finances and the direction of his career. He's learned how to be much more present and communicate much more clearly. Things are far more peaceful at home.

And together, he and I worked to reveal his unique professional super power. No longer focused on fighting fires, he is now capitalizing on his "zone of genius" to do meaningful work for the people he cares about. He's successfully separated himself from the pack of attorneys.

He works fewer hours and his income has more than tripled as a result.

Joseph's story demonstrates that when we define our own Big Game, it's possible to have a powerful impact on others and be compensated greatly as a result.

Andy: The Burnt-Out Entrepreneur Who Redefined Success

When Andy was in his mid-20's he left his cubicle job and with a few grand fumbled his way into business. He thought he was on the path headed for hot women, expensive cars, and big watches.

The reality? He was soon \$250,000 in personal debt while struggling to maintain an image of success and strength. He wasn't sleeping. He was overweight and under enormous stress. And he was on a path leading straight into a wall.

Andy's focus wasn't just on the money. It was on something much deeper. He was driven to stand out, to be above the rest.

He was striving to reach a level of success and stature so that he could wall himself off from the challenges of life.

Exhausted, he sold his share in these companies a few years later. Now Andy was sitting on millions. You'd think relief would come easily for him, right?

Not so much. Even without the day-to-day firefighting of running his previous businesses, he was still finding ways to stress himself out. He had trained his mind and nervous system to run on URGENT.

“I thought if I was successful then the rest of this stuff would take care of itself. So now what?”

He was sitting on a pile of cash and the option to go in any direction he chose. But that freedom of choice had become a burden.

He knew he was tired of doing things the old way - through struggle, competition, and drama. And he was beginning to realize that he was unconsciously creating ways to make his life more difficult.

Even though he had hired me to help him make a professional transition, we needed to address what was happening under the hood, too. We needed to address his mindset.

He seemed convinced that he had to create something that made a big splash in the world. His Small Self was solely focused on being a best-selling author or something that proved he was a shining star.

But I didn't care if he was “special.” These ideas lacked substance. They were driven from fear and scarcity. They were shallow and disconnected from what he truly cared about. And I had no desire to help him create from this place.

I wasn't inspired to simply help him win another pissing match with the world. I wasn't interested in helping him create another avenue to exhaust and deplete himself.

If that's what he wanted then I was the wrong coach for him.

Through our **challenging** discussions we began to unwind the programming and motivations behind his decisions. This generated greater awareness. And with that awareness he began to see that he could create the next phase of his life from a new place of self-acceptance and true strength. His **upgraded mindset** was helping him see how he could play his own Big Game.

He no longer had to do things because they were challenging or extreme. He no longer had to do things in order to prove anything. He no longer had to do things in order to be special or stand out from the crowd.

He could simply do them because they created greater joy, meaning, and connection with others.

These days life and work are much more relaxed and simple for Andy. He's successfully transitioned into a high dollar business coach and consultant that works with start ups around the country. He's leveraging his experience to help others secure funding and avoid the pitfalls he encountered in the past.

He's breaking the mold by integrating his love of adventure travel and the outdoors with his consulting. Instead of spending time in a conference room wearing a suit, he can be found working with clients while paddleboarding on the water or hiking in the hills.

And his practice is thriving.

James: Who Discovered He Didn't Have to Be a Shark to Be Successful

James had an amazing track record playing alongside some of the major tech companies. He was a pioneer and inventor in the early days of the internet as we know it — developing technologies that you and I use everyday.

Like many of us, he learned how to play a role in order to be successful. In this highly competitive world his professional style could be very adversarial. He had even been called a “shark” by some of his colleagues.

Eventually it became exhausting — always trying to out-think and out-manuever others. Much of his energy was spent scanning for threats. Much of his time was spent playing defense, trying to control the future.

And while this helped him be very successful in his younger years, it only worked to a point. There was always a limit to how far he would go.

James was at a turning point in his professional and personal life. He was stuck thinking that he had to create his future in the same way that he had created in the past. He was worried that his best years were behind him.

You see, the truth is that James wasn't a shark. He was incredibly caring, compassionate, and thoughtful. He was deeply committed to his family and spiritual path. He was most alive and at peace when he was helping others

instead of playing this Small Self game. And he was tired of the massive gap between who he was paid to be and who he really truly was. At one of our first meetings overlooking the water in Santa Monica he even asked me,

“Can I have a heart and be successful, too?”

To me it was like he was asking, “Do you think my car would be more powerful with 8 cylinders instead of 4?”

I said, “Let’s dive in and see.”

Because he was habitually focused on the next threat, the next big thing, he never truly internalized all of his wins. He never took the time to update the story he told about himself. He never grasped his sense of authority.

It was time to **upgrade his mindset**. It was time to stop playing a young man’s game and define his own. It was time to own his authority and use his experience to create his best years yet.

I **challenged** his beliefs. I pointed out that he no longer needed to act like a scared, young rookie who needed to fight tooth-and-nail for everything. I helped him see that he was a guy already at the top who had the ability to co-create and empower others along the way.

Before our work, James was on a scary trajectory. Because of his limiting mindset his game was unsustainable, and this jeopardized his career and the lifestyle he enjoyed with his family.

During our work together I helped him course correct and access more of his Inner Authority. I helped him identify what he would create from this place of deep power. And I challenged him to find ways to bring more of this into his professional world where the rubber meets the road.

This has put him on an exciting trajectory full of opportunity and possibilities.

Today he's stepping into the role of King — finding ways to guide, teach, and lead others based on the lessons he's learned along the way. Instead of trying to repeat the exhausting game he played in his 20s and 30s, he's finding flow by leveraging all of himself and what he values as a far more valuable asset professionally.

He's demonstrating that we can have a heart -- and brains and balls -- and be successful, too.

David: Who Got Real with His Partners and Saved his Company Millions

David contacted me at a turning point in his life. He was a young co-founder in an ambitious startup focused on real estate development and investing. They were getting lots of attention in the press, and rubbing shoulders with well known folks — but behind the scenes David was hitting the wall.

He had just ended a serious relationship, and his work situation desperately needed to change. He was constantly putting others and the work before himself, fearful of letting his investors down, and walked around as if the whole world was on his shoulders.

As we spoke it became clear that his exhaustion was rooted in the belief that he also needed to constantly project an image of positivity and success.

It was all bullshit.

For him, it was unimaginable to bring the truth of his experience or what he really wanted out into the world — even with his business partners. He believed that if he showed up more “authentically” that it would hurt his company’s success, that it would damage everything he cared about.

He didn’t want to let his partners down. He felt it was his duty to play this role full out, but as a result his relationships were superficial. He was

hungry for more depth and truth, but he didn't see how his "happy guy" persona was keeping that from happening.

Even though people were kissing his ass left and right, deep down he was resentful of his partners and this company. He had dreams of escaping and running away.

It never occurred to him that he could sit down and figure out a way to course correct with his partners instead of blow everything up.

The first thing we worked on was simply clarifying what he wanted. For so long he had identified with his partners and the needs of the business. He had lost touch with himself and his Inner Authority. He was concerned that even clarifying his true desires would jeopardize his situation.

We got in touch with his Inner Authority. I helped him identify his "**zone of genius**" — the work that aligned with what he cared about most. The work that he would do for free just because he loved it so much. Just talking about this lit a fire under his ass.

Then it was time to **upgrade his mindset** by ferreting out those limiting stories - what stories was he telling himself that kept him stuck and playing small? Again, he felt energized once he started to see that most of this stuff was simply not true.

We **challenged** his "all or nothing" mentality — this idea that he had to perform his duty at his own expense or run away and piss everyone off. He

began to see that he had lots of options. We practiced relational tools so he'd feel confident to have those challenging conversations.

Then it was time to get real. I challenged him to have "the talk" with his partners, and he followed through.

"Hey, I've got a story that says I have to do XYZ in this company or we're going to be screwed. Is that true? I care about our relationships, I care about this investment, and I also don't want to go crazy. What I'd most like to do - and where I believe I'll bring the most value - is if I focused on ABC. When can we explore these other possibilities?"

Turns out he wasn't alone. It was time for all of them to revisit the agreements and conditions that were created years previously.

Through our work together, David got himself and his company off of a path that was headed for the toilet. I have no idea how many millions of dollars that is worth.

But on a personal level he learned how to get out of his own head, cut the bullshit, and actually talk to people about what was going on. He'll use these skills in every business he leads and relationship he has going forward.

And that may be priceless.

Next Steps

The Opportunity For You

If you're remotely considering what we've discussed in this book then contact a few coaches that resonate with you. With the sheer number of coaches and group opportunities available these days, the ability to play at this level is no longer limited to the elite and super wealthy.

Nobody needs a coach, but if you're like me you may just want a structure that makes staying on a positive trajectory way easier.

Don't make the common mistake of thinking you need to be in some sort of crisis before you consider a coach. That's like waiting until your house is burning down to discuss the next remodeling project. It's best when things are going well.

Simply start where you are. Get curious, do a little research, and find a quality coach who is playing the Big Game you want to play. Ask if they'll have a conversation with you.

A quality coach won't tell you what they can do for you -- she or he will demonstrate it. They won't try to "get to know you" or become friends. They'll aim to serve you by saying the things no one else is willing to say.

Spend some time with a few of them, and see for yourself if you can benefit. Get a direct experience. Don't leave what's possible to speculation.

And if a coach doesn't seem right then find a group of powerful, active guys that are focused on what you want to create. Hell, you can do like I did and start your own group. Use this book or your favorite podcast episodes as a jumping off point to have a deeper discussion. Co-create challenges with each man and then hold one another accountable. If you stick with it, you'll be amazed at the results.

Take these suggestions or leave them, but my ultimate desire is that you avoid the pitfalls I mentioned throughout this book. I want you to redefine success and play your own Big Game. I want you to receive the deep satisfaction and peace of mind that comes with learning how to put your fears in check.

I want you to put an end to the never ending pressure and self deprivation required to reach some illusory finish line. I want you to deeply enjoy the work you're doing now while also building the amazing future you desire.

I want you experience the peace of mind that comes with knowing you're on the right path for you. I want you to experience the satisfaction that comes with making an impact doing what you were put on this Earth to do.

And I want you to leave this lifetime a very happy old man knowing that you sacked up, played the Big Game, and made the most of the time you'd been given.

Working with Tripp

People often ask me, “What’s it look like to work with you?” Here’s a little overview:

There are two basic ways that I work with guys who are turning pro and integrating all of the principles described in this book.

Individual Coaching Programs

I work with six individual coaching clients at a time -- typically in year long contracts. We talk every week and zero-in on their current challenges while also holding the bigger picture in view. We take one week off per month so they can spend more time focusing on implementation.

The program is set up so that they have “unlimited coaching.” I don’t get paid per session or by the hour. If we need more time together, we spend more time together. (I don’t work with prima donnas so nobody abuses this privilege.) And it’s very common for my individual clients to work with me for multiple years.

The Authority Coaching and Mastermind Group

Each of these groups are small -- there are no more than 6 men per group. Group members are typically solo-preneurs and small business owners actively creating a business and lifestyle aligned with their values.

These groups bring together the best of coaching, a men's group, and a business mastermind. We use our relationships and business growth as a platform to positively transform who we are as men.

Each program kicks off with with a beach retreat where we learn to integrate work and fun -- we take surf lessons together, eat BBQ, and paddleboard all while engaging the deep inner process that prepares us for the year ahead.

Over the following months, we meet each week via video conference. Members are in regular contact with one another in between calls. The potential for lifelong friendships and alliances are forged between guys that share similar, deep values. Together we share resources, challenge each other, and hold one another accountable.

And we laugh a lot, too.

If you'd like to discuss individual coaching or get on the waiting list for one of these coaching groups, [click here to answer a few questions](#).

Thank You

Thanks for taking the time to read this book. I hope you've found a few helpful ideas to use in your own life, business, relationships, and success.

And if you'd like to go deeper and discuss applying these ideas to your life or business, [click here to answer a few questions](#). We can explore the best next steps for you.

Here's to you living your best life with freedom, joy, and true power.

With gratitude,



Tripp Lanier



Listen to This

Below are a few interviews with coaching clients. Click the links to hear them tell their own stories and describe how their lives are different as a result of our coaching work together.

[Gerry Campbell](#) - When Life and Work Get Out of Balance

[Brian Smith](#) - Hard Lessons Learned from Making Millions

[Liam Casey](#) - How to Get Unstuck and Turn Your Life Around

And if you're looking for a great place to start with The New Man Podcast, I highly recommend the interviews listed below:

[Career Transitions: Will You Be a King or a Prince?](#) with Marc David

[When Do You Push and When Do You Course Correct?](#) with Brian Johnson

[Switching Careers and Doing What You Love](#) - Master Coach Steve

Chandler interviews me about overcoming my professional challenges.

[The War of Resistance and Self-Sabotage](#) - author Steven Pressfield discusses resistance and "turning pro."

For more information about
Tripp Lanier and coaching opportunities visit
TrippLanier.com

And you can access all of
Tripp's interviews and posts at
TheNewManPodcast.com