



KEYS

to Being a

Total

BADASS

JAMESDWOLFE.COM



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Introduction

Hey Man,

So glad you made the great decision to join us here on Team Impact [\(if you haven't joined us yet, sign up here\)](#).

This e-book is meant to get you started down the road to the best possible life you can lead.

If you implement all 7 keys found here, you will be well on your way to being the TOTAL BADASS you were always meant to be.

The 7 keys in this book will serve as the FOUNDATION of everything else we do from here on out.

Honestly, you could just follow the advice found here and be one of the most genuinely badass guys in your city.

However, on Team Impact we believe in kaizen (continual improvement). So, I encourage you to:

1. Accept who and where you are exactly as you are right now.
2. Start exactly where you are.
3. Implement all of the 7 keys. Take as much time as you need.
4. Keep going from there.

This is only the beginning...so let's get started.

Cheers to your MASSIVE success and fulfilment,

Jim Wolfe



Key #1: True Badasses MUST have a high sense of self-worth.

Who determines your value as a man?

Your culture doesn't, your family doesn't, your friends don't, and women do not.

From now on, **you do**.

Self-worth is not something you earn; it's something that you CLAIM (you can claim it right now). YOU are the prize my friend.

Having a strong sense of self-worth is the foundation of creating value for the world (and healthy relationships, by the way...).

How can you give value to the world if you don't think you're valuable to begin with?

Self-worth is not the same thing as cockiness or narcissism because you are NOT saying that you're better than anyone else.

It's just that, in your reality, you've decided that you're awesome.

“I'm not better or worse than anyone else; I'm just awesome.”

That's what genuine self-worth sounds like.

Not only do you think you're acceptable exactly as you are right now for no real reason whatsoever, you also have a growth mindset. You know that most things are skills you can learn, not innate limits that prevent you from moving forward if you haven't developed those skills yet.



You use your mistakes and “failures” as learning opportunities, apply the new information you gain from them to your process, forget about them, and move FORWARD.

You give yourself your own value unconditionally, so you no longer have to try to get value externally (from other people/the world) by:

1. Begging for it.
2. Putting other people down to take some of their value.
3. Competing with others for scraps of value.

Now, your value is always there, assumed and implied in everything you think, say, and do.

You don't need a better body, a better car, a better house, a promotion, an ideal partner, or more stuff. You can pursue those things if you want, but you are good enough already.

You will never be perfect or get to a place where there's nothing more you desire. There will always be someone who's “better” than you. It's a mirage to chase feeling good about yourself later. You'll keep running on that hamster wheel forever.

You are good enough exactly as you are right now. <===This is actually the *starting point* of healthy growth.

You never have to prove yourself or convince anyone of your value. It's just there.

The interesting thing about validation is that you give it to yourself no matter what. Even if it appears that the external world is validating you, you just decided that because of some external



stimulus or outcome you DESERVED to feel validated, so you LET yourself feel that validation.

Now you know that you have complete control over your own validation, so you validate yourself constantly. You never wait for someone else or external events to come along and give it to you. You give value to the world easily because your own personal value is overflowing.

You only care if YOU think you're a good person or not. You care about that a lot.

You live by your own INTERNALIZED standards, so you never get pulled around by other people's values.

Exercise:

Write down 5 things you will accept from yourself and the people you choose to have in your life and 5 things you will not accept.

Continue to develop and stick to these internalized standards over time. The more you live by them, the better you will feel about yourself in a genuine way. Your self-worth will go up automatically.

Remember also that nobody else has to live by your standards.

You live by them because that's just the kind of person you are.

Well done badass.

[For more help with self-worth and validating yourself, check out The Validation Switch \(if you haven't already\).](#)



Key #2: True Badasses MUST have a VISION.

From *Alice in Wonderland*:

Alice: Would you tell me, please, which way I ought to go from here?

Cheshire Cat: That depends a good deal on where you want to get to.

Alice: I don't much care where...

Cheshire Cat: Then it doesn't matter which way you go.

Alice: ...so long as I get SOMEWHERE.

Cheshire Cat: Oh, you're sure to do that...if only you walk long enough.

If you don't know where you're headed in life, you can't possibly map out a route to get there. If you don't know what you want, it's impossible to get what you want.

You have only two choices in life:

- 1. You can create a vision for your own life and work toward making it happen.**
- 2. You can let other peoples' visions pull you around all the time.**

Badasses have a vision for their life and work to make it happen, so let's start creating a vision right now if you don't have one already:



IDEAL DAY EXERCISE

Spend some time and write out what your ideal day would look like. This is not a “super-extreme” kind of amazing day like “I go to the Super Bowl and then my favorite band plays me a private concert...” type of day.

What would a NORMAL, regular day in your life look like if it was the best possible daily routine you can think of right now?

Make sure you use the present tense: “I wake up at 6:30 am. I walk for 45 minutes around the city. I grab some delicious eggs and bacon at my favorite coffee shop...etc.” instead of “I will wake up at 6:30...”

Make it as detailed and accurate as possible. Have some fun with it.

Go write it out and come back when you’re done.

Excellent.

Let’s do one more exercise to create your vision for your life:

IDEAL LIFE EXERCISE

This exercise has 4 steps.

Step 1: Make a list of everything you can think of that would make your life awesome.

Write down as many things as you want, but write down at least 10.

Write each item as a positive statement in the present tense.

For example:

I am enjoying excellent health.



I am financially free.

I am traveling the world in style.

I am growing every day.

I am at the center of a supportive social circle.

I'm having fun every day.

I'm helping to end world hunger.

I'm sharing learning with others.

I am enjoying my dating life.

Don't hold anything back. The more honest you are about the things you really want, the better this process works.

Write down *everything* you can think of that would make your life amazing. Be as detailed as possible.

When you have your list of at least 10 items, come back here for step 2.

Step 2: Go through your list of items and put a star next to the top 3-5 things that you think are most important to making your life as badass as possible.

Step 3: Ask yourself deeper questions about those top 3-5 items.

What is it that you *really* want? Try to go 1-2 levels deeper if you can.

For example, if you wrote, "I have \$12 Million," do you really want that exact amount of money in your bank account, or do you really want more time to spend with your family or the freedom to travel?



Spend some time thinking about *why* you want those top 3-5 items.

Step 4: Write down your new top 3-5 items.

They might all be exactly the same or you might have all new statements after going through step 3.

Those 3-5 statements are the centerpiece of your VISION right now.

Instead of being pulled around by other peoples' visions or dragged down by your past, your new vision will pull you FORWARD toward it until you gain more clarity and make a new one. Excellent!

Now let's start making your vision into reality.



Key #3: True Badasses MUST have an ideal self-image that they are growing into.

Now that you have a vision for your life, let's get a little bit more personal.

What kind of person are you?

What's your story?

Your self-image, *the kind of person you think you are*, is VERY powerful.

ATTRIBUTION

Research has shown that giving people *attributes*, making a desired behavior about their *identity*, is the most powerful way to change their behavior.

So, if you want to live your ideal life, we need to make it about *who you are*.

You must be able to *see yourself as the kind of person who lives the life you desire*.

All true badasses have an amazing self-image they are growing into.

This new self-image will drive changes in your behavior that automatically create your ideal life over time. It will PULL YOU FORWARD instead of you having to PUSH YOURSELF.



Creating an ideal self-image that propels you into your ideal life is the most powerful lever you have for positive change and personal transformation. <===Read that until it sinks in completely.

Let's create an ideal self-image in 4 steps:

Step 1. List out all of the things you believe about yourself currently.

For example:

I'm a bad dancer.

I'm good at math.

I'm good at sports.

Women don't like me.

I am generally successful.

Nobody would like the "real" me.

Etc.

List everything you can think of, "good" and "bad."

Step 2. Now, make a page with 2-columns. Write down all of your "negative" self-beliefs in the left-hand column. In the right-hand column, write new, positive self-beliefs that you can replace those defeating beliefs with.

Make sure the new positive statements are **believable**.

For example:

Nobody would like the "real" me. | The right people like the real me.



In this case you would NOT want to write “Everyone likes the real me,” as your new positive self-belief because it’s never going to be true. No matter how awesome you are, some people won’t like your “brand.” So, make sure your new self-beliefs are accurate even though you are re-framing in a positive way.

Step 3. List out all of the self-beliefs you will need in order to live your ideal life.

Look at your ideal life statements from key #2. What *kind of person* would you have to be in order to live your ideal life?

For example, if one of your ideal life statements is, “I am financially free,” one self-belief you would need to adopt is, “I’m the kind of guy who takes great care of his money.”

Write down all of the new self-beliefs you can think of that will help you live your ideal life.

Step 4. Select the top 3-5 new self-beliefs you want to adopt from your list. This will be what we refer to as your *ideal self-image*.

Write out your ideal self-image in one paragraph.

Now you have a badass self-image you can grow into!

I encourage you to look at your ideal self-image every day. I also encourage you to say your ideal self-image to yourself as often as possible.

AFFIRMATIONS

Affirmations have been shown to work if you *already* at least somewhat believe what you’re saying. So, when you’re saying your



new self-image statements to yourself, you will strengthen those self-beliefs as long as you already believe them at least a little bit.

If you already consider yourself pretty successful, and one of your ideal self-image statements is, “I’m the kind of guy who’s successful,” saying that to yourself or “I am successful,” WILL strengthen that belief.

That is the easiest kind of self-belief to grow.

If one of your ideal self-image statements is harder for your mind to believe, there are two things you can do that will help:

1. Add “for some reason,” “just,” and/or “now” to your statement.

For example, instead of saying “I am successful,” and having your mind disagree, say, “For some reason, I’m just the kind of person who is successful now” or “I’m just the kind of person who is successful now” or “For some reason, I’m the kind of person who is successful.”

These qualifiers make your statements easier for your mind to accept.

2. Ask your affirmation as a question instead of making a statement.

Your mind can resist a statement, but it MUST come up with answers to questions you ask.

For example, instead of saying, “I am wealthy” (your mind might resist that statement with “No you’re not!”), ask yourself, “Why am I so wealthy?”



Your mind will come up with reasons why you ARE, in fact, wealthy once you ask (you have running water, you have enough food for the day...etc.).

Your mind will start to accept your new self-belief as it presents itself with evidence. This can be the seed of growing a new self-belief.

Asking your new self-beliefs as questions assumes that they are already true and our minds are powerless against this kind of framing.

You can keep building your new self-beliefs and growing into your ideal self-image from here. As you keep taking action toward your ideal life, you will gather even more evidence for your new beliefs, and they will become easier to believe over time.

BONUS: Write down the self-image you are committed to every day. I've been doing this for a while now and it really helps keep you focused and moving forward.

Here's mine at the moment (yours will change over time as you continue to grow. Re-make your ideal self-image as often as you want/need):

I'm the kind of guy who gives HUGE value to the world FREELY. I'm the kind of guy who makes a living doing what I love ethically. I'm the kind of man who easily attracts the right opportunities and people for me.

(For more on self-image, see [Psycho-Cybernetics](#)).



VISUALIZATION

Another thing you can do is to visualize your ideal self-image (and your ideal life). This works really well as long as you also implement key #4.

Here's how I do it (feel free to copy or do it your own way):

Intention

Before I begin my visualization, I make sure I have a clear intention. I recommend using ONE of the statements from your ideal self-image.

Breathing

Add a third step to your breathing to help you relax into a meditative state.

Instead of just breathing in and then breathing out, breathe in, hold your breath, and breathe out for the same number of counts.

For example, breathe in for 5 counts, hold your breath for 5 counts, and breathe out for 5 counts. Repeat.

Do this until you feel relaxed and easily able to visualize. You can increase the counts if necessary.

Gratitude

How is your intention already true in your life?

For example, if your intention is "I am wealthy," think about all of the ways that's true:

You have enough food for the day.



You have clothes.

You have running water.

You have this book to support you.

You have shelter.

Etc.

As the pieces of evidence for the existence of your intention in your life present themselves, express and feel genuine gratitude for each one (you actually increase your long-term happiness level by expressing gratitude and going after your true desires, so we're knocking that out even as we visualize our ideal self-image).

Visualization

Once you have expressed gratitude, visualize your intention as if it is 100% true in your real life in as much detail as possible.

If your intention was completely true, where would you be? What would you be feeling? What would it smell like? What would it sound like? Who would be with you? How would people be reacting to you?

Be as specific, realistic, and detailed as possible as you visualize. Imagine your real self in your real life as if your intention was already completely true right now.

The general feeling you should grow into with your intention is that it's "no big deal" and "just the way it is."

Getting comfortable with your new self-image is part of why this practice is powerful. You will start to get more comfortable with it in



your “real life” as well, and that’s when the big changes start to happen.

Breathe Out

When you’re done visualizing, breathe out with the feeling of “everything is okay.”

That’s it. You’re done.

This visualization practice usually only takes me 10-15 minutes.

Try doing it every day for 30 days and see if it works for you. I can tell you that there is a huge difference in my life when I’m doing this practice and when I’m not.

You might be surprised at the results you get.



Key #4: True Badasses TAKE ACTION.

You can't just visualize yourself into your ideal life. You must TAKE ACTION.

Do not try to be perfect.

For you to grow into your ideal self-image and live your ideal life, you must take action in that direction and you must do things you've never done before.

If there is a skill you need to improve in order to live your ideal life, start *doing it* as soon as possible.

Then, improve from there.

Do it a little bit every day.

Learn about how to do it better every day.

Reach out for the best mentoring and coaching you can possibly find. All of the most successful people have excellent mentors and coaches.

Make sure you have a social circle that supports you in taking consistent action toward your ideal life.

Keep improving your skill every day and over time you will master it.



Kaizen

Kaizen is the process of small, gradual improvements adding up to huge changes over time.

Badasses adopt kaizen as a way of life.

For example, I write something every day no matter what. I know I'm not the best writer in the world, but *doing it* every single day makes me better all the time. I also actively look for what great writers do, read books and articles specifically about writing, and read a lot in general. Eventually, this process will make me a decent writer.

Make it a practice to get a little bit better every single day at everything that's important to you.

How?

Start where you are, take action consistently, measure your results, forget your mistakes, correct course, and keep going.

Now that you have a target to aim for (your ideal self-image and ideal life), you know where you want to go, so it's easy to correct course.

Deliberate Practice

If you want to MASTER a skill, you can't just keep practicing to maintain your current level. You must push yourself a little bit further than where you are now on purpose every time you practice.

Doing this repeatedly is what leads to extraordinary results.

Most people learn a skill just long enough to get the basics down and "coast."



Badasses get to that phase and blow right past it into mastery by actively looking for and eliminating mistakes every time they practice.

It's comfortable to attain a certain level of skill at one area of life, but we know that leaning into our edges and facing the pain of stretching our comfort zone is what badasses do.

We look at the long-term results and let go of the perceived safety of looking like we're good at something.

See [*The Genius in All of Us*](#) for more.

Willpower vs. Habit Power

Badasses know that “willpower” is a limited resource. It's a very weak lever for changing your life. “Motivation” is overhyped in Western Culture.

Not only that, research shows that willpower diminishes throughout the day.

We don't depend on willpower.

We use a little bit of willpower to build **habit power** over time.

Research also shows that we tend to repeat up to 40% of our behaviors every day!

We create habits that support our ideal life and reinforce our ideal self-image. These habits make our success inevitable over time.

We change our habits one at a time.



We focus our efforts on changing a specific habit that will lead us closer to our ideal life for 30-60 days until it sticks. Then, we move on to the next one.

After changing our habits this way for a whole year, we experience the benefits of having habits that automatically support us and make our vision a reality.

Luck favors men of action.

We do not know which door will lead to our ideal life, so we keep trying doors until the right one opens for us.

Expect only one out of every ten opportunities you pursue to work out. Make your own luck by continuing to take action toward your ideal life even if things aren't going your way right now.

When you achieve the results you want because you keep taking action and improving a little bit every day, people will say that you "got lucky" once it happens.

Badasses know that they make their own luck.

Casinos don't try to get lucky.

They know the ways of making your own luck over the long-term.

We follow these same success principles and *never* try to "get lucky" (except for the occasional indulgence of "fun").

FEAR

There will be certain actions you have to take to move closer to your ideal life that scare you.



You will resist changes, even if they are positive, because your ego is trying to protect you. It knows how to deal with “who you are right now” so it will have to learn to adapt to the new you. That can be scary.

Expect fear to be there as you continue to grow as a person and get closer to your ideal life.

Every time you are about to level up or make a positive change, there will be some resistance and fear in the way.

That fear is not an indication of how things will turn out.

Badasses are often afraid, but they find a way to take action anyway.

Courage is the ability to act in spite of that fear when you know it will have long-term benefits for you.

Luckily, there are ways to make it easier to act even if you're afraid.

You MUST take consistent action toward your vision, so managing your fear and self-doubt will be a part of this journey.

It actually means you're on the right track.

Most people prefer the perceived safety of suffering in silence. Badasses go for it even if it scares them.

Badasses fear regret more than failure.

See my popular blog post “[Balls: The Myth of Magical Confidence](#)” or YouTube video called “[How to Live Without Regret](#)” for some great ideas on how to manage your fear as you take action and pursue your ideal life.



KEEP GOING

When your vision comes true because you have taken consistent action and corrected course over time, you will want to RE-make your vision.

Without a vision, you won't know where you're going, and as we saw in the key #2, your decisions only matter if you know where you want to go.

You should also re-make your vision when your values change.

Once you start implementing the 7 keys, you will grow more than ever before.

As you grow, your desires and values will change. Make sure you keep adjusting your vision and ideal self-image to match your evolving self.



Key #5: True Badasses give themselves healthy, positive internal states.

Who or what makes you feel good?

As a badass, YOU do.

You give yourself positive emotions.

You deserve to feel good about yourself and your life, and in a REAL, GENUINE way.

Most people think that “synthetic emotions” you give yourself aren’t the same or aren’t as real as emotional states that result from external events happening TO YOU.

Badasses know that emotions you give yourself are every bit as real as emotions caused by external forces and they give themselves the best, healthiest, most practical emotional states as practice.

Badasses are the CAUSE of their own positive emotional states.

That’s why you don’t have to look around for other people or things to make you feel better.

You just make yourself feel good.

How?

Well, my Level 5 Bliss program will have you knocking this completely out of the park, but here are some things that will get you started:



1. Cut out things that don't make you feel good.

Cut out the bottom 20% of the food, television, music, people, clothing, and anything else that drags you down. Just getting rid of negative state influencers will go a LONG way toward allowing you to feel better.

Do this “pruning” process every 6 or 12 months.

2. Validate yourself constantly.

“I love how awesome I am!” “I’m so awesome.” “Why am I so awesome?” “I love myself.” “I love how badass I am.”

Remember that the ability to validate yourself is the basis for adding value to the world around you.

It makes you truly non-needy and non-reaction-seeking. <===Both are badass qualities.

Say positive things to yourself over and over all day long.

Stop saying negative things to yourself.

Remember that we have a growth mindset, so “failures” and “mistakes” simply give us information we use to move forward.

They conducted a study at the University of Wisconsin where they found that a bowling team that watched *only positive* film of their practice sessions (they only saw what they did well) improved by TWICE AS MUCH as the team who watched *only negative* film of themselves.

Awareness is good as long as you don't beat yourself up with it.



Giving yourself 5 positive affirmations to every 1 constructively critical comment has been shown to be ideal for growth.

When you make a mistake, it doesn't mean you're a bad person in general. It's just a specific thing that happened in one context. It's information you can use to correct course and hit your target.

Give yourself lots of approval so other people don't have to.

Remember that you live by your own set of internalized standards, so you are really the only one who CAN give you approval.

3. Listen to uplifting music.

4. Work out.

5. Get enough rest.

6. Spend time with positive, uplifting, inspiring people.

7. Read something that positively influences you every day.

8. Stop watching the news.

The news is negatively biased in order to attract viewers. The reality is that this is the least violent time in human history, but if you watch the news (especially cable news) every day, you'd never know it (see [*The Surprising Decline in Violence*](#)).

Let other people poison their reality. Cut out this source of negativity and replace it with a personal growth training or podcast during the time you would normally watch the news.

9. Practice gratitude daily AND go after your true desires.



Happiness research shows that practicing gratitude on a regular basis AND going after your true desires increases your long-term happiness level.

Life events (like winning the lottery, getting a promotion, or even negative events like getting injured in a car accident) DO NOT affect your long-term happiness after a few months (see [The Surprising Science of Happiness](#)).

You give yourself more happiness by practicing gratitude and taking consistent action toward your dreams.

10. Meditate.

If there's one thing the smartest people across all belief systems, religions, cultures, and academic disciplines agree on, it's that meditation has benefits.

Meditation can be as simple as sitting quietly, relaxing, and noticing your thoughts as you have them.

There are lots of different ways to meditate.

Find a way to meditate that works for you. Make it a daily practice.

(You can even just put in some ear buds and let a guided meditation do the “work” for you. My favorites are the “Simply Being” app for iPhone [you can adjust the amount of time, sounds, etc. It's really good], iRest, and Binaural Beats).

Notice that these things are all WITHIN YOUR CONTROL. Of course, there are many more things you can do to influence your internal state, but these ideas should get you off to a great start.



Key #6: True Badasses give value to the world freely.

Now that you have a vision for your life, are taking massive action toward making it happen, are validating yourself constantly, and are consistently putting yourself into positive emotional states, you are a very valuable man.

It's time to share some of that value with the world.

One good rule of thumb for badasses to remember is to give 10X whatever you want in your life freely, without looking for anything in return.

This is the “abundance mentality” in ACTION and always leads to the best RESULTS over time.

Want more dates? Introduce people who might be interested in dating each other.

Want more money? Give more money and donate more of your possessions to charity. Or, when a client pays you, make sure they get 10X what they paid for. Nobody over-delivers, but if you do you will reap the rewards.

BE LIKE RED BULL

When you give others something they see as valuable and you really don't want anything in return, people will want to be around you and you will receive the most.

How do you feel when a beggar asks you for money?



How do you feel when a “Red Bull girl” offers you a FREE Red Bull with no strings attached?

That’s how everyone feels when someone gives something awesome to them freely vs. when someone needs something from them.

Red Bull understands this and that’s why they give out their product free to people they think would want it and want more of it later.

How has that worked out for them?

They are dominating the energy drink market (at the time of publication, Red Bull owns about 43% of the energy drink market share and sells over \$3 BILLION of energy drink product every year).

It’s a winning strategy for all aspects of life.

There is no resistance to you when you are giving freely.

When you give freely, you GET more.

Even your presence is a gift because you make yourself feel good and don’t need anyone else to do that for you. They get to feel good because you feel good, so you’re like the “Red Bull” team everywhere you go. People are usually excited to see you.

Understand that this is key #6 and not key #1 because the reason you are able to ACTUALLY give without needing anything in return is because you take such great care of yourself first at all times.

So what REAL value can you give to the world around you?

Let’s start with the smallest scale and work our way up.



Unless you live in a country where it's considered strange, smile at people more often. Smiling with your eyes is the most effective.

Banter with the barista or hotel front desk staff person for a few seconds as if they are a real human being and not a coffee vending machine or obstacle to getting your room.

Even the smallest gestures can add value to other people's lives.

Everyone is looking for approval, especially from people they admire.

Now that you're an admirable badass and validate yourself constantly, people will be strongly affected by your approval.

Give it to them freely. Just make sure it's sincere.

Also, make your validation about *the person* and *the process* they have followed.

Do not validate people for achievements or possessions (externals) as this actually debases their value.

For example, instead of saying, "I like your dress," say, "You must have pretty good fashion sense if you're wearing a dress like that. Oh, and nice job matching it with your shoes."

If you do this sincerely and only once each time you see someone without looking for a reaction from them, they will feel really good around you and want to spend more time with you.

Share your overflowing validation with the people in your life.

I should also mention that because you feel so genuinely good about yourself, people will automatically feel that way around you because our internal states are sharable.



So just by being a badass and spending time with people, you are already adding value to their lives.

How about sharing value in the context of your dating and social life?

First, let me say that all badasses hang out with other badasses. Start hanging out with the people you admire as often as you can.

We are strongly influenced by our social circle, so make it a point to spend time with the people you want to be like most.

They will enjoy your presence because you are now a self-validated, genuinely valuable man. They know you don't need anything from them and that you are always looking for ways to add genuine value to their lives.

Here are a few ideas to get you started:

1. Do the things you really want to do and invite people to do them along with you.

Do not wait for invitations.

It's much more badass to plan something specific *you* want to do, work out all the exact details, and then say, "Hey, I'm doing X on Saturday at 7:00 P.M. You should come" than it is to say "What's going on this weekend?" <===Stop asking these kinds of questions. Just plan something, send the invite, and have fun regardless of who shows up.

People are usually bored and it does take some effort to make a plan, so being the one who does it adds lots of real value to the lives of the people you know.



You're that guy now. The coolest part is you get to do a lot more things that you ACTUALLY want to do. And, the right people for you will be attracted to your genuine lifestyle so your relationships will become stronger.

2. When you go out, put yourself into a positive state and share it.

Do whatever you have to do to influence your state because the people you hang out with get to feel the way you do when they're with you.

3. Connect people who may be valuable to each other.

Making valuable introductions adds huge value to your social circle.

Just make sure the people you introduce are actually interested in meeting each other. Do your research and scope it out with each person beforehand.

The most important part of adding value to your social circle is to give genuine value freely without expecting anything in return. Give value, then get back on your path.

Okay, so let's take it up a notch. How do we share value with the world in general?

YOUR MISSION

What one accomplishment would leave you completely satisfied at the end of your life? What would you be proud that your children and friends know you did in the world? What issues are you passionate about?



How do your unique interests and talents align with the needs of the world?

Answering those questions will lead you to your mission.

Your mission is the EXTERNAL part of your ideal life. It is the gift you want to give the world.

My mission right now, for example, is:

I am helping at least 1 million people increase their self-worth.

You don't have to make your mission about something on a massive global scale.

Just decide what you want your legacy to be.

Maybe you want to transform Little League Baseball. Maybe you want to eradicate hunger in your city. Maybe you want everyone in the world to have clean water to drink. Maybe you want to fight for tax cuts for the middle class. Maybe you want to help entrepreneurs. Maybe you want to positively influence the kids in your classroom. Maybe you want to cure cancer. Maybe you want to invent an app or a game that adds joy to people's lives. Maybe you want to invent something that makes people's lives better. Maybe you want to create art or music that inspires people.

Take what you care about most and make it into a measurable, specific mission so you have a target to shoot for (just like your ideal life).

You should be able to tell if you have completed your mission or not.



Also, write your mission in the present tense, “I am changing the lives of at least 100 underprivileged children” instead of “I will change the lives of underprivileged children.”

Your mission should be just one sentence.

What do you want people to say you did at your funeral that is bigger than yourself?

That is your mission.

Declare a mission right now that stretches and scares you. Write it down.

You can always change it later as you learn more about yourself, but it’s important to have a mission that you are working toward.

Start thinking about how you can add as much genuine value as possible to the world around you and the lives of the people you know without needing anything in return.

You’ll come up with more ideas over time as your internal value grows.

I can’t wait to see the huge value you give to the world now that you have the tools to grow your own genuine value first.



Key #7: True Badasses stay in their own lane.

Badasses do not try to change reality or other people.

Nobody else has to change.

The way things are doesn't have to change.

Only you have to change. <===Badass!

That's all we have control over, so we stick to that and never stray outside that boundary. That makes us internally strong.

Stay on your own path.

Remember that the *only* reason we're judgmental toward others is a lack of self-worth (insecurity).

The most secure people do not put other people down.

Now that we are overflowing with self-worth, we realize that everyone is doing the best they can with the resources they have and that everyone is on our team.

We realize that all judgments are self-judgments, so we no longer poison ourselves with negativity about "other people."

We focus on us because we have enough to work on to last a lifetime as it is.

We focus so much on accepting ourselves and improving ourselves at the same time that sometimes people are inspired by us and decide to change on their own, but we NEVER worry about that.



THE MIRROR TRICK

Any time you catch yourself thinking “Johnny or Suzy should be doing X,” ask yourself, “How does that apply to me?”

Think about it and see what you can learn about yourself from that judgment.

Again, our judgments of others are most often projections of our insecurities, so there’s usually a lesson for us in our judgments.

This can be a HUGE source of personal growth lessons and insights once you are aware of it.

Circle of Influence vs. Circle of Concern

Badasses only try to control what they actually CAN control, even though they care about a lot of things.

They understand that there is no “should.” There’s only how things “are,” and they are totally cool with that.

They focus on their circle of influence, not on their circle of concern.

This makes them POWERFUL.

[Check out the Circle of Influence exercise for more \(click here\).](#)

Badasses are not victims. They accept reality and focus on what they CAN do in all circumstances.

They stay in their own lane, accept themselves completely as they are now, accept reality and other people as they are, and continually improve as they take action toward their ideal life.



Closing

Consider the 7 keys in this book your BADASS FOUNDATION.

There are many more things you can do to become even more badass. Once you implement all 7 keys, keep going.

See my YouTube video “[How to Actually Love Yourself](#)” for more ideas.

This is a lifelong process and a *way of life* we’re talking about.

Also, don’t take this stuff or yourself too seriously.

Not to sound negative, but at the end of the day, the sun will eventually engulf the earth, or the universe will expand so much that everything is frozen, or an asteroid will destroy all life on the planet, or we’ll bring dinosaurs back to life and they’ll eat us, or you’ll get hit by a bus, or some other catastrophic thing will happen.

At any rate, you’re not likely to make it out of here alive.

So, you might as well go after your ideal life.

One of the top 5 regrets of the dying is that they didn’t live the way they wanted and lived the way others thought they should instead.

Not us.

As badasses, we will get to the end of our lives with NO REGRETS.

At the same time, as Tony Robbins said, “Nothing in life has any meaning except the meaning you give it.”



So let's enjoy this ride as much as possible.

Badasses don't worry too much about being a badass.

They laugh, have fun, and enjoy the process.

I can't wait to see what it looks like when you're truly living your ideal life and what happens as a result of all the people you inspire along the way.

Cheers!

Jim

[If you enjoyed this book, it would be awesome if you left a quick, honest review on Amazon so more aspiring badasses can find it. It really does help. Thanks!](#)



About the Author

“I own all of Jim’s programs. One of my favorite things about Jim is that he’s 0% about ‘pumping you up’ and 200% about content.” –Will J.

“Jim, I have spent thousands of dollars over the years on personal development and motivational programs. When it comes to developing your self-image/worth/esteem and self-confidence your program has been the most powerful and impactful in my life. Sincerely, Thank you!!” –Mark N.

Jim Wolfe helps men:

- 1. Live without regret.**
- 2. Build genuine confidence.**
- 3. Achieve fulfilling success.**
- 4. Have satisfying relationships.**

Jim shows men how to create an amazing reality for themselves that they can then share with others.

He is obsessed with reading, writing, learning, travel, and personal growth.

He tends to be science and evidence-minded, but he’s open to anything that actually works and looks for personal growth lessons in literally everything he does.

Jim doesn’t want to motivate you for a few hours or days. He wants your life to be permanently better after you connect with him.



Jim wants you to have all the knowledge you need to be as fulfilled, happy, and successful as you want to be (whatever that means to you).

Jim earned his M.A. in Communication and B.B.A. in Business Economics from Boise State University.

More REAL client feedback:

“DUDE, APPRECIATIONS ARE IN ORDER. I wrote that in capital letters because you deserve capital letters. And don’t you forget it. Getting to the point now, I am really grateful that you have had such good communication with me and the rest of Team Impact. This is the smallest thing I can do to express my gratitude for what you’ve done for me so far, but this is how it’s going for me RIGHT NOW. See what I did there? Awesomeness in the making,” –**Alexander C.**

“Jim I was in awe when I listened to your Validation Switch program you are magnificent.” –**Frank H.**

“Jim has systematized how to transform any and every area of your life with minimal effort. Having spent over \$12,000 and thousands of hours in personal development programs and books over the past several years, I can wholeheartedly say that ‘The Confidence Formula’ is one of a kind.” –**Scott P.**





7 Keys to Being a Total Badass

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