



# The Purpose of **Courage**

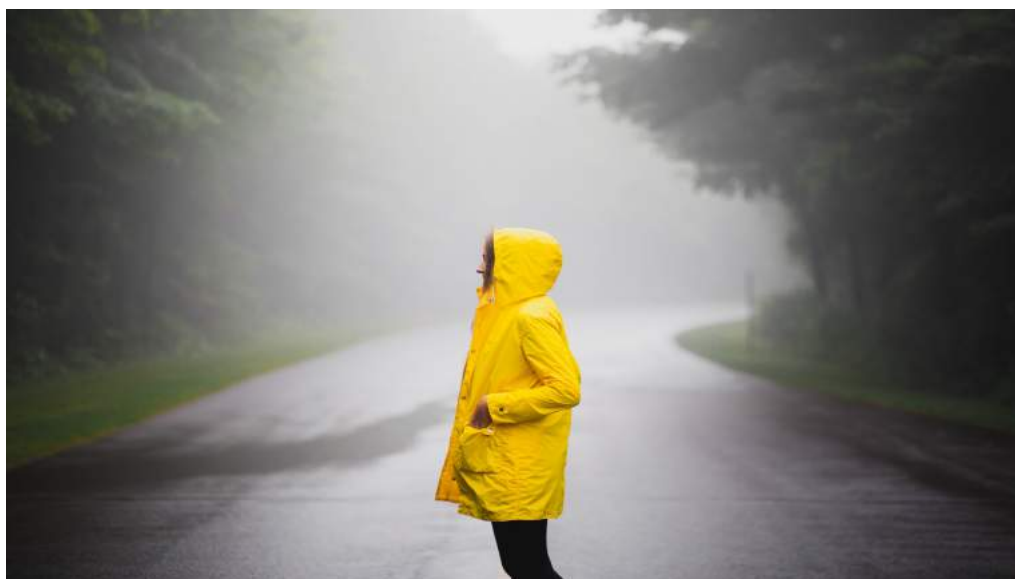
## **Courage? Oooh, That Sounds Dangerous!**

So here I am trying to start my little company. So much excitement, so much passion and energy, I jumped straight into it with all my heart sure of success, but short on funds, a plan, knowledge and experience to give myself a fighting chance.

Problems are starting to rain down on me all at once, trying to drown out my little fire of ambition...I'm being threatened by the legal team of a MAJOR American corporation for infringement on one of my brand logos (B.S. by the way, but a good lesson about risk.) I'm running out of money, website is over budget and late, my messaging isn't right and the walls are closing in. I truly feel like I can't take one more piece of bad news.

Becoming an entrepreneur is just too much for me and I've really screwed up this time! How dare I try do so something so big... Who the hell do I think I am? What do I do now? Considering that my company is all about inspiring people to be more courageous...I don't think quitting is my best courage move...so what now?

I needed to take a break, a deep breath and pause and be smarter about how I approach this... In hindsight, what I did next was really instructful. But more on that later...first a little background on why we're here...



## The Firekeepers



### Just who are we?

Humans are the only creatures on Earth that can claim this one unique behavior...instead of running away from fire, we walk towards it. We approach it and boldly capture it and use it to control our world.

That's a pretty special behavior if you consider the audacity of that action. It certainly put humans on a life trajectory that's different than any other species on the planet.

I grew fascinated by this idea. What is it within us that compels us to act in a way that might cause us great harm? Surely the first humans to confront fire were terrified? Yes, but they did it anyway. Hey, this is a good time for a story!

Humans love stories, there's something in our DNA that makes storytelling, supreme in our communication arsenal. The most memorable stories relate to courage. Stories of survival and daring inspire us and we eat it up. Courage is what makes us human and even if we don't really think about it, we worship the *ideal* of courage. Why?

**Because courage is THE defining human attribute.  
Without it we stumble, with it, literally anything is possible.**

Those who understand courage and practice it, shape destiny for themselves and their world. It is courage that allows us to make real progress in life and take actions that lead to discovery and positive change, physically, mentally and spiritually.

Some people say you're either born with courage or you're not. That's simply not true and a huge cop out. We all have the choice to act courageously or to not act courageously everyday.

## Oh, so that's what courage is...or is it?

There's a common misunderstanding that keeps many of us, including myself sometimes, from striving for our full potential in life. You see, courage is not just one thing, it can take many forms and when we look at its different forms, we realize we all have the capacity to be courageous in many ways that can make our lives better.

### What it isn't...

Courage is not some superhero power that is magically controlled by a few, it is an incredible power within us that we use for different purposes at different times in our life. That is why a little girl can have more courage than the biggest baddest biker dude. It's a different type of courage.

### What is it then?

Many people have described courage as being related to the heart and I think there is a lot to be said for that. Compassion and passion are both closely tied to courage. But clearly, it has a lot to do with our unique mind. Here's my favorite description.

**"Courage is a choice" the choice to take an action in pursuit of a goal that causes genuine fear, and taking that action in spite of the fear.**

I have to thank my good friend John Rogers, who is EVP of the Urban Institute in Washington D.C. for this wonderful sentiment. John was kind enough to encourage and believe in me when I first started 3rdNut and my journey to become more courageous.

He's a tremendous mentor and confidant. He understands how courage can transform people's lives and he actively helps others find ways to act more courageously.

I can't thank John enough for his support and vision. John wrote a great post about courage that you can read below.

<https://3rdnut.com/courage-is-not-the-absence-of-fear/>

## The Courage to try

Hmmm...acting in spite of fear...that means if we can manage fear... WAIT! I didn't say eliminate it, we have the ability to tame fire (so to speak,) and therefore, the ability to increase opportunities to try new things that might be successful.

So I equate courage with understanding and controlling, if not necessarily eliminating fear. That puts we humans, all of us, right in the hot seat. If we can't say that courage is reserved for superheros only, then it looks like it's up to you and me kid, and we have a lot of power when we choose to use it.

So, how does courage help us in our lives? Easy. In order to achieve anything meaningful, we have to actually peel our cheeks off the couch and do something. Then we have to finish it so that it can be evaluated, used and critiqued. Completing something tangible is key!

Doing anything new requires us to try, to initially fail, and to try again until the objective is reached. This requires management of fear because humans almost universally have a fear of failure. However, failure is ABSOLUTELY ESSENTIAL to your progress. It is how we learn and grow, period! So we need to fail, to learn and adjust. To do anything new, is going to require discomfort and failure. The more you do, the better chance you'll find something that you love and something that is successful. The more fear you can control, the more you can do.

*"Show me a man who hasn't failed and I'll show you someone who isn't trying."*

Unknown

Courage and fear are essentially two sides of the same coin. They cannot be separated.



We forget those that quit the race, but we never forget those that persevered until the end.

They are our legends.

## Putting Courage into Practice - Dive Right In

As I mentioned, courage comes in many sizes and flavors. Not everyone is going to be physically brave in the way that a firefighter or soldier might be. But that's the point; we all show courage in different ways and that's what we want. Diversity creates innovation that propels us to build on other's achievements. We don't need to be courageous in every aspect of our life and we certainly don't need that to achieve something great.



Sometimes courage is a solo activity, like when someone is battling cancer. Sometimes it's subtle, like the decision not to buy a company's product when you don't agree with their actions. Many times we work together to do courageous things. Think of the peace movements of the 60's and the anti gun-violence movements of 2018. I'm not talking about a mob, that is a completely different human behavior based on fear and should be rejected.

The point is that courage is something that humans need to be successful. It's how we make progress, physically, mentally, spiritually and socially. It's what makes us human.

### True Courage - And now for something completely different

True courage is not about foolish, rash action, in fact it's just the opposite. It is an evaluation of risk and reward backed up by bold action AND a plan. It is about being open to learning, experiencing and working with others to achieve your goals. Sometimes it means compromise. Real courage is likely something completely different to what you learned.



It takes courage to admit a mistake because we fear the repercussions of showing weakness. That's a survival strategy that has its place, but only in certain situations.. Have the courage to accept your shortcomings, to learn, grow and change. And don't forget to keep it silly. Taking yourself too seriously will kill your ability to listen, learn and change.

Courage isn't a game of chicken. When it comes to courage, the old saying is very true.. "Discretion is the better part of valor." There is no point in sacrificing yourself without achieving something that is important to you.

## The Responsibility of the Firekeepers

It's up to us! Literally!

It stands to reason that if humans are the only creatures with the power to truly control their environment, then **we have a unique and special responsibility** to take care of our planet and take care of those creatures whose fate's rest in our hands. Let's use courage to make wise decisions about what kind of world we want for ourselves and for others. Put down the cell phone and jump into life! You'll be amazed how you feel when you start becoming part of the story instead of watching it from a safe distance. There are many false leaders that would love for you to let them do the driving in life. Resist the urge to be complacent and let others control your fate.



### Picking up where I left off

So now, back to my next move. Instead of throwing in the towel, I quickly snapped out of my self-doubt and jumped in again with the same zeal and passion. Foolishly, I still didn't have a good plan. I ignored good advice and forged forward, determined to succeed! Guess what? Same result as before.

After doing this a few times, I finally decided to take my own advice and start acting courageously. I began working with others who could help me, made a plan and eventually made the progress I needed to reach my goals. I realized that being bold, taking risks and persevering were only some of the behaviors a person needs to be successful. You need more... Being humble, open and vulnerable is sometimes the most courageous act of all.

Why should you care about my journey to find purpose and become more courageous?

Well, if I can inspire anyone else, and save them some heartache, I want to share what I've experienced. We need to help each other because we are so dependent on other humans for survival and happiness. I would love to hear your story of courage so we can inspire each other to be great for ourselves, our family and our community.

## Purposely Purposeful

### Putting courage into action through Purpose

Most people are taught the following in school... Study hard, go to a good school, don't buck the system, get a job, try to make more money and eventually, you'll be happy. **Note to self...following someone else's plan is not the recipe for being happy in life.**

But if you never align your career with your purpose, what you're truly passionate about, then that means every single day you go to work, you're working at odds with your gut and passion. Not a great formula for success in the long run and eventually that plays out with a midlife crisis, regrets and burnout.

When I was growing up, aligning your need to make a living with your purpose was not generally considered important. You just better be damned happy you have a job. While things are not drastically different today, as good jobs are still tough to come by, there is new thinking and new attitudes about making money and how people think about 'success.' This change in attitude is also creating a new economy of people, ideas and businesses that believe in aligning work with purpose.

The millennial generation is concerned with living with purpose. Making a difference does matter. You have options that a previous generation did not. Doing right by people and planet is really important and old established companies are finding out the hard way, that ignoring the attitudes of their customers is something that will hit them squarely in the pocket book. Hurray for change!

You don't have to try to become some kind of superhero 'cartoon courage master' in life, in fact that would be exhausting and pointless. Just pick one thing in your life that you're passionate about and start putting your courage to work in that one area. Visualize some impact or change you would like to see and then, follow through to make it happen. Once you see results, you will know exactly what to do next. I can't stress enough, the importance of actually doing. Nothing will happen for you unless you build something that you can share with others.





# Find your Purpose Through Courage

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**Courage hint:** Don't talk yourself out of it, don't give up after the first little hurdle. Make some progress, even if small to begin with. Learn something about yourself that you didn't know. Failure is fine, but giving up because of failure is the mistake that you're not going to allow yourself to make! This will inspire those around you to help you, and find their own courage too. You CAN do it if you but have the courage to try!

You see, courage is not only a choice, it's also **contagious**. Inspire someone with your purpose, passion and courage and let them pass it on to others. You have more influence than you think.. Imagine what would happen if we all inspired each other to make the world a better place.

Now that we understand what courage is and why it's important to think about it, I want to focus more on what I like to call **purposeful courage**. This kind of courage comes from a deep sense of purpose to accomplish something. It's very different than 'blind' courage where you do something dangerous for the thrill of doing it or you just react to something that happens to you. Purposeful courage is about a choosing a specific goal you want to accomplish, then coming up with an intelligent, logical plan to get it done.

It could come from a belief, a feeling, a desire. Maybe something more intellectual like searching for a cure for disease. But if you have an ambition, a goal, a destination in your head that you want to reach, you need purposeful courage.

This kind of courage is extremely powerful because if you truly believe in what you're doing, your courage will be easier to tap into.

Let's start with some self reflection and examination...

**Please answer this question for yourself. Do you know your purpose in life?**



# Find your Purpose Through Courage

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If the answer is yes, CONGRATULATIONS! But now...are you following your purpose? Do you have specific goals that you want to achieve? An outcome you desire? A plan to accomplish it? If not, it may mean you aren't really committed to making it happen.

The reality is that some people don't want to know their purpose and I didn't write this book, nor did I create 3rdNut for those people. I created this for people who desire and seek success and achievement. Those with the ambition and toughness to figure out what they are made of and who want to test themselves on how far they can go. These are 3rdNutters and we have a tribe for you that is big enough to hold all your dreams and ambitions.

So getting back to the question, if you know your purpose, you're well on the way, now it's time to follow it. I'll give you some tips and point you in the right direction. Let's go on that journey together and hold ourselves accountable.

Now If the answer to your purpose question is no, so much the better that you're reading this. We can make some real progress quickly and you can get started today!

## **It's a marathon, not a sprint**

You might want to start small and pace yourself, otherwise you may go up in flames and use all your inner power source too quickly. Becoming more courageous and changing your life is a journey and for any great journey, you need to prepare. I've created a plan with the tools to help you map out your journey and prepare you to be successful. More on that in a bit.

## **Managing risk to ensure success**

Just because you want to challenge yourself to do more does not mean you should throw caution to the wind. That's not prudent and being smart is part of being courageous. Remember! Purposeful courage is what you want. Consider this scenario. You may really like your job, you may be very concerned with avoiding risk, you're responsible, ensuring you have a solid steady income and you're happy enough with what you have. Nothing wrong with that. I'm not here to tell you to quit your job and follow your dream blindly. You may ultimately choose to follow that path like me, but first you need to be ready and know the consequences of your decisions. There are many types of courage in this life, and your career is only one facet.

Everyone earns their 3rd in different ways, whether starting up your own business, proving your physical limits, giving back, creativity, art, science, performance...whatever you do, do it with courage and help those around you get better too.

# Find your Purpose Through Courage

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**Courage hint:** Beware of the comfort trap...it's easy for humans to convince themselves that playing it safe is really what's best because it's smart. It's easy to suppress that ambition and passion by justifying to yourself that taking risks may lead to an uncomfortable outcome. It's easy to rationalize our fears, to pretend they are really saving us from inevitable failure.

BTW, I must point out that if you're happy with everything in your life, then I don't know why you're reading this, so hopefully there is room for challenging yourself to grow. Thomas Edison once said "Show me a thoroughly satisfied man and I'll show you a failure." Just saying...we all can benefit from a little nudge now and then.



Fear Factor...If you truly want to be successful, figure out what you're scared of and have a very honest discussion with yourself about whether those fears are holding you back from being what YOU WANT to be. I have some great resources that can help you identify and manage your fears if you have the courage to try.

Don't forget, with courage can come great achievements, but they are rarely easily won and only the committed will realize them fully. Are you one of us?



## 3rdNut is About All Things Courageous

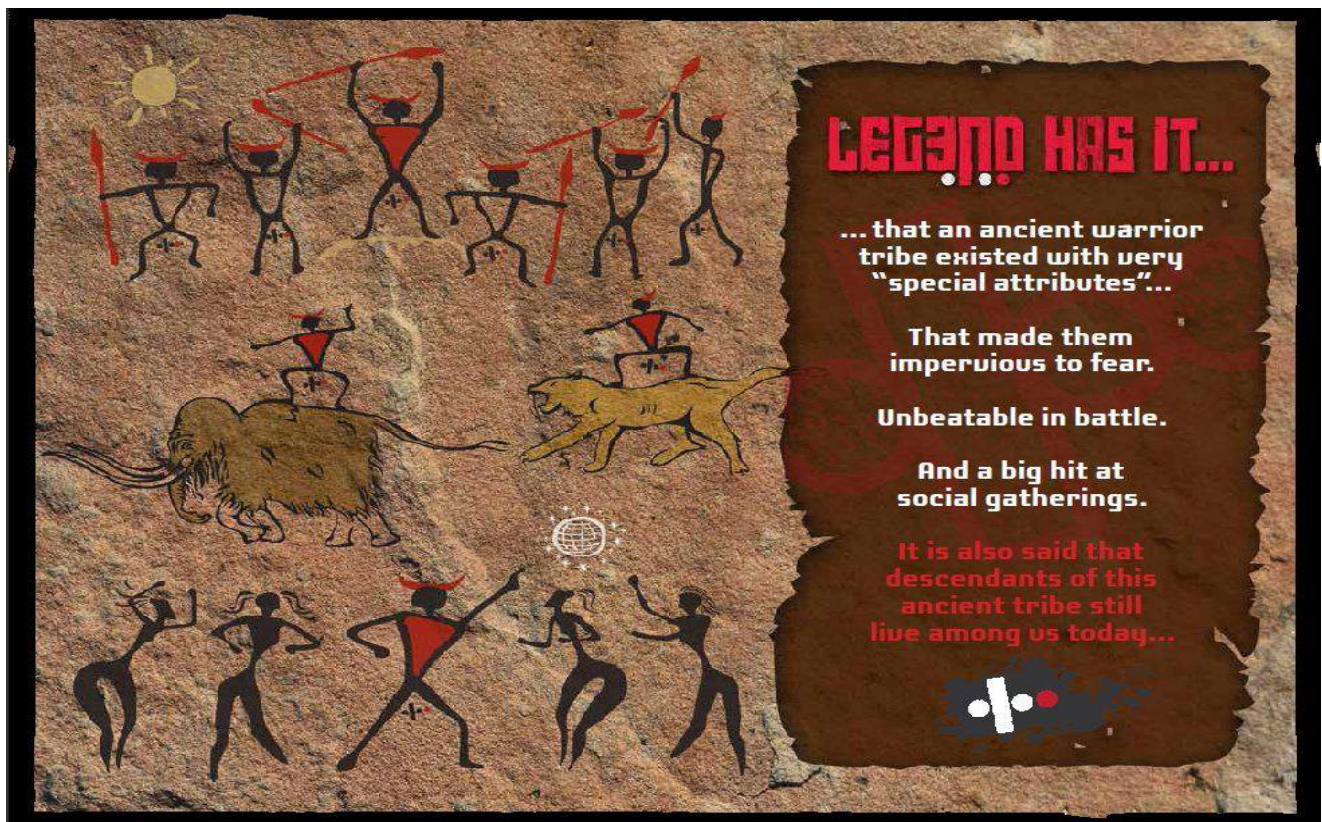
### A Legendary Tribe that lives among us today

OK, you've come this far, so let me show you how 3rdNut can help you create a roadmap to a more courageous and successful life.

We've developed a Courage Kit and Courage Course to help you become legendary.

These kits combine learning, doing and community, into an integrated plan to get you fired up and onto the right path.

It all started with a Legend...



## A Tribe that doesn't quit

3rdNut is a powerful state of mind, an optimistic vision of the future unconstrained by the negativity and apathy all around us. We follow a different path, living with purpose and not letting anyone hold us back from our dreams.

Our tribe lives by a value system enshrined in our manifesto.

In our ancient legendary tribe, you had to prove that you were following 21 behaviors that made you a tribe member in good standing. Talk is cheap, you had to show PROOF.

**We've enshrined the 21 Proofs in our Manifesto and organized them into four phases that take you from preparing for the journey, all the way to reaching your higher self.**

Based on the metal forging ritual, you will **EXTRACT** your inner strength to mold in the fire. Next you'll **FORGE** yourself through the fire of experience, then you'll solidify your experience in the **HARDEN** phase. Finally, you'll master your higher self values and hone your performance to a razor sharp edge in the **SHARPEN** phase.

**BADASSES  
ARE NOT BORN...  
THEY ARE FORGED**

**FORGE a badass new YOU TODAY!**

**3RD NUT**

**EXTRACT** Tap into the vein of excellence within your core

**FORGE** Immerse yourself in the fire of experience

**HARDEN** Cement your resolve to achieve greatness

**SHARPEN** Hone your performance to a razor-sharp edge

## The 3rdNut Courage Kit

We've created courage kits and online courses that help you become a more courageous, more successful you. The kits are filled with awesome products that show you're part of a badass tribe and also link you to an online learning platform to help guide you and help you take control of your life.

The following pages include an excerpt from one of our online courses. A 3rdNut subscription gives you access to a growing library of video knowledge courses delivered by our incredible Courage Masters. These video courses will enlighten, entertain and motivate you to become the legendary tribe member you were meant to be!!!

Each of our 21 Proof courses is based on 3 principles:

1. **KNOWLEDGE** - get inspiration, training and tips from experts that motivate you to DO.
2. **EXPERIENCES** - activities, adventures and travel - We provide you with free exercises that will condition your mind, body and spirit and prepare you for success. we also connect you with exclusive and amazing experiences that will help you find your inner badass and meet others like yourself with the ambition and drive to get better.
3. **TRIBE** - We give you tips to build your tribe and help you connect with others who share your desire to be more courageous.



**TAKE CONTROL AND AWAKEN THE  
WARRIOR WITHIN YOU**

Get your courage kit to start earning yours today

- Your official tribal courage medallion
- Gear that will inspire you to be your best
- Weekly doses of Knowledge, tips and hacks from our Courage masters
- A 'pay it forward' mini courage kit to award another badass
- Special offers, discounts and more!

GET YOURS TODAY >

Our kits are available to subscribers to our Courage Club and combine learning, doing, experiences and awesome products that help you find your purpose and become more courageous so you can pursue greatness.

# Find your Purpose Through Courage

## PART 1. KNOWLEDGE: 3rdNut Courage Course - Excerpt

In order to become a true badass, you need to train your mind, body and spirit. They all need to be aligned. Let's start with getting the **KNOWLEDGE** you need, then we'll move to **EXPERIENCES** and **TRIBE** building. In order for any valuable knowledge to penetrate into our thick skulls, we need to be in the right frame of mind to receive what the universe is trying to tell us.



*Hint: Purpose points you down the right road...*

Purpose, as in 'life-purpose', generally implies a 'reason for being.' 'Why am I here? What am I meant to accomplish in my life?' In truth, not everyone wants to, nor is necessarily destined to find a grand purpose for their life. Unless you're lucky enough to know your purpose early on, finding one is really just an optional thing isn't it? For some, there is no discovery, it's wandering aimlessly through life with little to show at the end. For some, it's raising a family, noble enough for sure. But for a few, it's ambition without limits, achievement, helping others succeed, experiencing a soul nourishing life filled with action and purpose.

But they don't teach you this in school...how is it that we humans don't have a better system to develop something so powerfully important as purpose in our youth, when they can make the most of it? **I think there are two main reasons.**

# Find your Purpose Through Courage

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1. **Situation** forces us at a young age to pick a path of study and/or career that is heavily influenced by our family situation. How many kids grow up to do what their parents did? It isn't an accident that kids follow their parent's cue. Societal and economic realities force decisions on us early in life and getting into a family business or line of work is usually a sure, if not exciting, way to ensure you can put food in the mouth of your family. We all need to survive.

2. **Lack of Experiences.** The main reason is that we don't have the knowledge, experiences and skills to help us find our purpose. We need to experience, try, fail and understand what's out there for us in this amazing world. Travel and the internet has brought us incredible tools to find new opportunities, let's use them!



To live an amazing life, you need a plan to get there. Without purpose, you are like a sailboat without wind. It doesn't matter if your sailboat is a yacht or a dingy...there are incredible ports all around you, waiting to be discovered, but you have no way to get there.

Move past WANT and get to the WHY. Making lots of money and material success are just by-products of following your purpose. Ask yourself, 'Why am I doing this? Why should anyone care about what I do?'

**Courage tip!** Shhh....Don't be afraid to aim high with your purpose! There's less competition for those who aim big and there's also a better support group of others who want to help you achieve lofty goals. In other words, it's sometimes actually easier to do something big and inspirational! You can do it if you try because you'll get some extra wind in your sails.



# Find your Purpose Through Courage

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**Tool kit expert tip:** *Ok, there is a great video by Simon Sinek about finding your WHY on Youtube. I strongly encourage you to watch it now. Just search for 'Simon Sinek why' to find it on Youtube. It will change your view of success forever.*

Write down your thoughts and key takeaways to this video. Write them in your journal.

**FEAR...boo hiss...it's the bad guy!**

THIS IS ABSOLUTELY KEY! The biggest obstacles to achieving an amazing life are your own fears. Fear of failure, fear of being rejected or being ridiculed, fear of what 'they' will say about you. GET OVER IT! To achieve anything meaningful in life, you must ACCEPT that you WILL be rejected, You WILL fail, you WILL be criticized. Embrace it and wear it like a badge of courage.

If EVERYONE loves you, then you're just pleasing others at the expense of YOUR dreams.



Fear is crippling, but it's also very powerful. The good news is that you can recognize and tame fear and turn it to your advantage.

# If it was easy, everyone would be doing it

Reading the stories of some of history's most successful doers is very motivating. It shows you that ultimate success does not happen because you or your ideas are so brilliant, it happens because you are the badass that has the purpose, vision and perseverance to face the fear, weather the rejections and figure out how to get it done. Don't give up just because you get rejections, trust me, you will get plenty of them. That's part of the game.

Take the story of Ariana Huffington. She was rejected by 36 publishers! Do you have the stomach to take 36 rejections and keep going?

Huffington's second book, which she tried to publish long before she created the now ubiquitously recognizable Huffington Post empire, was rejected 36 times before it was eventually accepted for publication.

'Colonel' Harland Sanders, who founded KFC, was rejected so many times it's unreal! btw, he wasn't a real military colonel, but the marketing didn't hurt him any. Sometimes you need a 3rdNut to get the edge on your competition.

Legend says he was turned down 1,009 times before someone agreed to sell his chicken!!!

### **Don't chicken out!**

Every successful person will tell you that they failed, they feared and how they persevered when others gave up, never quitting until they attained their dreams. Please understand and accept this reality. More great ideas have been abandoned and forgotten than mediocre ideas that became successful, money making ventures. Your attitude is your reality.

You can't control what other people think, but you can control your own state of mind.



# It's all in YOUR mind!!!

I love this quote by Moninda Marube. He is a Kenyan born elite runner, a true badass and 3rdNut Ambassador who pulled himself up by his bootstraps to become a champion marathon runner. He overcame very tough circumstances to achieve and now he helps kids to realize their ambition. Check out his story on our website. He told us; regardless of what you have in life, "Misery and joy are both creations of the mind."

***"Misery and joy are both creations of the mind"***

Moninda Marube - Elite Long Distance Runner

### Overcoming blockers.

'But I don't have enough money to follow my passion' you say. Maybe that's true right now, maybe it's not. To pay the bills, we pursue many things in life that do not align or contribute to our purpose. If you're lucky enough to align your purpose with your career, you're in a position to achieve while doing what you're good at. Bingo! But if you can't make a living following your passion and purpose right now, it's easy to find ways to nurture your passion and build your capability to pursue it full time. This will lead to opportunities that you never considered nor thought possible.

### You can't just wave a wand Harry

Even Harry Potter knew he had to get his hands dirty to make it. It's going to take a little effort...Sorry to tell you this, but you cannot find your purpose from a chair, you need to get up and make shit happen. Have the courage to try! Expect to fail, then try again. Use the 3rdNut nation to find support and connections who will help you find and pursue your purpose. The world is full of talkers without the courage and ambition to try. When you become a doer, the universe will step in to help you, even if you don't see how until it happens. When you dive into something you're passionate about, you'll find a whole host of others who share your passion.

# If you can't taste it, it ain't gonna happen

**Visualization** is critical. Visualization is the process of seeing yourself doing something and feeling as if it is real, confident you can do it. It is usually the next forward step in your life. It is never a step back. If you haven't explored the concept of visualization, then you need to spend some time to learn and make this part of your daily routine. It's possible that you already do this, but just don't consciously think about it.

If you can't visualize where you're going, your mind, conscious and subconscious, cannot help you get there. It's awesome to see yourself as a famous, wealthy success at some point in the future, but if your visualizations are not realistic, then your mind will not be able to take concrete action to get you there. As an example: Consider that you are in Los Angeles and you want to bike to Colorado. You can't see Colorado from where you're starting, but you can see signs to the next town on the route. Set your sights on the next town and that way, town by town, you will get to your ultimate destination.

If you want to become the next Oprah or olympic champion, then you better visualize some goals that happen well before you reach the pinnacle. How about the best skier in your club or in the county to start? Have lofty dreams and goals, but you must visualize milestones along that way that you can act on.

A dear friend of mine, Marc Paul, a dedicated entrepreneur and beloved father who sadly passed recently, turned me on to a wonderful short-read book. I highly recommend it. It's called 'The Science of Getting Rich' written by Walter Dill Scott. It was written about a hundred years ago! Don't let the title fool you, it's not exactly science, but it has some amazing concepts that you should put to memory. You won't ever forget it once you've read it.

Consider that everything you see around you was once an idea in someone's head. Someone had the passion and balls to make it happen. So you are not some victim in this big bad world we live in, you are an active player in it. You can do whatever in life you choose to do. So what are you waiting for? Visualize it first so your subconscious mind can help you find a way to make it happen! VISUALIZATION + ACTION = PROGRESS



# Action is Required!

Alright, listen up y'all! You must get off your ass and do something to help yourself find your purpose. Talk is cheap. Very cheap.

Unless you layout a plan to achieve your goals, it is unlikely you're serious about achieving. You've heard people say things like 'I wish I was a millionaire, or I want a fancy car someday...' but how many of those people actually had the courage to lay out a plan to get there? How many of them took the time to figure out how they could make their dreams a reality?

Don't quit! You will have great difficulty reaching your goals if you let yourself be talked out of trying. In order to reach any goal, you must physically do the hard work of trying, taking action and going through the experiences required for you to learn, fail and grow towards your goal.

Set aggressive, challenging goals. If you are not afraid, if you aren't making mistakes, you are not trying hard enough.

There is nothing more important, more fundamental to finding your purpose, than trying new and different experiences in life to meet other like-minded people along the way.

Build a tribe for success. Look around you. Do your friends share your ambition? Are they motivated to achieve? Are they passionate about growing, learning and challenging themselves? You are essentially what your top 10 friends are...just saying.... Have the courage to build the friends around you that you need. Success requires the courage to change.



## PART 2. EXPERIENCES: - 3rdNut Courage Course Excerpt



Experiences help us put our knowledge into action and transform us, helping to grow into stronger and powerful human beings. It's how the brain makes real and lasting change. Far more powerful than reading or watching videos to learn. In this section you put your knowledge to work with some fun activities.

Humans are products of their experiences. Some of the world's greatest achievers arose because of the events that they were thrust into. There's a famous quote from Winston Churchill that says 'Nothing focuses the mind like being shot at with intent.'

When circumstances demand it, we rise up to do things that seem impossible. You may have incredible potential, but unless you unlock that potential through challenging and pushing yourself, you may well go through life having no idea of what you were truly capable of. As the saying goes, legends are not born, they are made.

**Suggested Activities:** Go to a protest rally. Organize a meeting about a local issue you care about. Go to a city council meeting and learn about what they are doing in your neighborhood.

One of the best ways to really rev up your desire and ambition to achieve is to find incredible experiences that will introduce you to new people, ways and thoughts on living and open your mind to try new things. As part of our courses, we offer some amazing experiences that will definitely change your life.

# Find your Purpose Through Courage

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## PART 3. TRIBE: 3rdNut Courage Course - Purpose Proof

Successful people know that the old saying, 'it isn't what you know, it's *who* you know' is 100% accurate. Spend the time to surround yourself with people who will help pull you up and make you better. You'll have to do a lot of giving and have a plan, but this will pay huge dividends on investment throughout your entire life. Build a team or forget the dream.



When you subscribe to our courage academy, or join our club, you'll find additional resources, discounts and offers for exclusive one of a kind adventures delivered by our Certified Courage Partners, products, tips and resources that will help you grow and be successful.

Let's go on this journey together!

# Find your Purpose Through Courage

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## **Join us and Build a Nation of Badasses for Change**

My goal in writing this little book about courage, is to help you understand courage and why it is so critical to the well-being of human beings. I want to stimulate your desire to practice courage in your life so you can achieve your own goals and help others around you achieve too. Together we can change the world!

Remember that courage is a choice. Only you can choose and if you decide to do so, it will change your life for the better starting TODAY!

Now, if you've enjoyed what you've read here, and I sincerely hope you did, please drop me a note and let me know, really. I would love to connect with you. [dave@3rdnut.com](mailto:dave@3rdnut.com)

I also want to share with you a little about 3rdNut and what we're doing. I hope you'll want to help us!

3rdNut is an organization that is committed to spreading courage to every corner of the planet. Descended from ancient badass warriors, we're a bold ambitious tribe that make up a giant nation of humans who believe in and abide by a manifesto that guides our actions. We believe it takes mind, body and spirit to be a complete human being worthy of being a Firekeeper. Our goal is to connect humans to the power of courage so they can take control of their lives and make our planet a better place for everyone.

We connect people to courage through our courage kits, social media and on the ground outreach programs as well as through our courses. We give back to organizations that align with our goals so we can amplify our effect.

Join us today and let's spread the power of courage worldwide ! <https://3rdnut.com>

Please visit [3rdnut.com](https://3rdnut.com), signup and start on your path to success today.

Subscribe to get one of our courage kits, send one to a friend and join our club. We can accomplish so much more together than apart. Join us and Earn Yours at [3rdNut.com!](https://3rdnut.com)

Courageously,

David Trujillo

CEO and Chief Wingnut 3rdNut Nation

