



The 4 Core Principles  
Of **HEALTHY** Masculinity

---

*A Special Report  
by Man For Man*

[www.manforman.us](http://www.manforman.us)

## ***The Framework:***

Man For Man is a community of MEN who help one another achieve their goals FASTER.

We do this via online meetings, programs, weekend retreats, physical gatherings and by offering men a unique type of accountability that is hard to come by in today's world.

This report provides you with the 4 Foundational Principles which makes our brotherhood incredibly powerful.

These 'principles' are not merely philosophy. They are practices that you can begin employing right now in your daily life. By reading through this report and making a few simple adjustments you can start to experience more energy, greater clarity and a more defined sense of purpose.

---

## **Why This Is So Important:**

Modern men are battling a variety of physical, emotional and mental diseases that have us feeling cut off from our purpose, our vitality and from each other.

Most brothers feel isolated, mediocre and not fully on fire each day. And the vast majority of us have come to accept this way of living as simply 'the way it is'.

Man For Man takes a different stance. We believe there is unbridled greatness in EVERY brother. We believe there is dormant, un-utilized energy in every one of us that can be harnessed, cultivated and put into action.

When a man learns how to stimulate his innate masculine qualities, a life-changing transition begins. Mediocrity fades away, creativity explodes, confidence emerges, life changes and you never look back.

While there is a clearly defined process that we help men go through, these things must be revealed in stages. The first step is to cognitively understand the 4 core principles.

Let's get to it,

**Todd**

Todd Jason  
Founder, Man For Man



## **Principle #1:** Focus On YOUR Growth First

This is a hard principle for many men to accept. 'This sounds selfish' or 'I don't have time to focus on my own growth' are two of the most common thoughts upon hearing this.

First - it's NOT a selfish act to focus on your development first & foremost. The greatest way you can help others - your family, friends, coworkers - is to become the BEST version of yourself right now.

In training over 20,000 men over the last few years it's evident that most of us don't make a *conscious effort* to put ourselves front and center.

But when you make it your life's # 1 priority to fully nourish your body, your mind, and your work *the quality* of what you're able to 'give back' to others dramatically improves.

The fact remains that most men feel depleted, unmotivated and not excited about the day-to-day because they don't dedicate time & resources to bettering themselves. They feel as if a heavy weight is on their backs, and they carry so much burden.

**You must flip this switch** and see the massive upside in taking care of YOU first. When you do this the entire trajectory of your life changes.

This principle can only be activated by a shift in mindset. You have to *believe* this is true. All I ask you to do right now is contemplate this first principle and start playing with it in your life.

If you get stuck in the mind-trap of 'OK this sounds fine but I don't know how to do this, or where to begin' you must remember the way to start can be SO simple. It can be just one thing. It might be reading these words that's your wake up call.

It just needs to begin now.

## **Principle #2:** *Play The LONG Game*

Learning to play the long game in life is a massive shift that will have a profound impact on your future.

To understand how to do this, we must first recognize that most of us are compulsively playing the SHORT game.

Meaning, our attention is focused on the here and now, the tasks that need to get done, the stresses and anxiety that arise moment-to-moment, and the small wins and failures that show up each and every day.

When a man is trained to turn his gaze to the longer, larger picture of his life, a type of spaciousness emerges that allows him to connect with the things that are really important.

Ask yourself right now (and be honest): how much of your time in a typical day do you spend thinking about the BIG picture of your life? The real goals you want to achieve, the adventures you want to have, and what it might be like to reflect on a life 'fully accomplished'?

If you're like most of us, the answer is 'not much'. We simply weren't taught how to play the long game or why this is an important practice.

But in our work we train men to start playing the LONG game by thinking about their lives in terms of a fluid continuum of 80, 90 or 100 years.

When you train your mind to do this, your daily 'in the moment' activities become connected with the bigger picture, and you begin to change.

Stress lessens. Excitement heightens. You begin accomplishing more in less time. It's incredible.

At first it's a slow transition, but then it speeds up.

Men in our circles experience a deep relaxation, greater sense of purpose, and an energized motor with this long-term map in hand.

Start right now and begin thinking about what someone might say / write about you in 60 or 70 years time, looking back on your time here! In our process we go much deeper in terms of this 'thinking with the end' exercise, and if you want to know more contact us.

---

### **Principle #3:** *How you do ANYthing is how you do EVERYthing*

This can be a hard truth for some men to hear, but it's a simple axiom that can have profound effects on your life as you understand it.

You, my brother, are like everyone else in this world - a human who operates on countless programs. Most of these programs are subconscious. You are barely aware they are running.

But they are continuously pulsating, and they dictate our actions, behaviors, responses, thoughts, moods, and situations.

One of the quickest (and most humbling) ways to see these unconscious programs is to start paying very close attention to HOW you do things. And not just the big things in life (like your career or relationship status) - but how you do the tiny, mundane, 'little' things in life.

As you will quickly see, there are clear patterns that emerge in these small actions & thoughts that are easily mirrored in the 'bigger' things going on in your life.

In other words, 'how you do ANYthing is how you do EVERYthing'.

It is a humbling axiom to learn, but one that can have a profound impact on your life because as you take greater control of how you show up moment-to-moment (in the 'little' ways) you can begin to change the larger trajectory of your life.

When you begin to shift even the smallest details, over a period of time you start experiencing bigger shifts. We've seen profound life changes happen when men in our circles start adding more consciousness to how they show up 'in the moments'.

## **Principle #4:** *Create A System of Ridiculous Accountability*

This fourth and final principle can not be stressed enough. The fastest way for you to change ANYthing in your life is to create a solid system of accountability with other men.

Whether it be something related to health, food, fitness...or something to do with your work, money, career...or a vision you have about a relationship, adventure or success...FIND men who can hold your feet to the fire and help you improve these situations.

I mentioned the word 'disease' at the onset of this report. The biggest disease affecting modern men is Isolation. We struggle alone, while the recipe for our success has ALWAYS been found in community.

Manhood has a long, rich history of coming together to help our brothers traverse periods of transformation. In virtually every culture around the world we see remnants of ceremonies, rituals, processes, and tests that forge men into becoming bigger and better versions of themselves.

This notion of 'healthy masculinity' has been virtually stripped from our world, and it has left us feeling isolated and lacking confidence.

But we MUST find community - and particularly brotherhood - if we are ever going bust through our limitations and experience our highest purpose. And the only way to get there is together.

When you have accountability partners, everything changes. You have a built-in team who's here to support you. A place where you can share authentically and vulnerably. There is nothing like it.

In addition, when you put yourself into a system where you can also help other men it generates a feeling of worthiness and success because YOU have valuable perspectives and gifts that are not being used.



When you remedy this, and you find a community of men to count on - it's like a drop of water in a desert. And your life changes.

---

## **Summation:**

The 4 most important components to accelerate Healthy Masculinity in your life are:

1. Focus on Your Growth first
2. Learn to play the Long Game
3. Realize 'How you do ANYthing is how you do EVERYthing
4. Create a System of Ridiculous Accountability

When you start playing the game of life with these components, a nourishing and revitalized energy flows through your entire system.

If you want to learn how to ground in these concepts with a series of practices, schedule a free 1:1 consultation with our team here:

<https://manforman.us/free-30-min-consult/>

Take control of your life NOW my brothers. Book your time with us now and let's work together to unleash unprecedented greatness in your life!!

With Love & Excitement,  
Todd Jason

Founder, [Man For Man](#)