Greetings!

Hi, this is Brian!

I hope you enjoy this Workbook as you discover how to construct the best, most heroically awesome version of you!

We created it to help you move from theory to PRACTICE and really hope you love it.

Every one of our Master Classes (on everything from Greatest Year Ever 101 + Masterpiece Days 101 + Conquering Procrastination 101 + Love 101 + ... :) comes with its own Workbook just like this.

You get instant access to all those Classes as part of our $10/mo membership program.

If you're feelin' it, we'd love to welcome you to our growing community!

(Sign up here!)

For now, I hope you enjoy the Workbook and here's to Optimizing!

Brian Johnson
SELF-IMAGE 101
HOW TO CONSTRUCT THE BEST, MOST HEROICALLY AWESOME VERSION OF YOU
1. The True You
2. Optimus You
3. Entheos You
4. See It
5. Be It (Now!)
6. Old You + New You = Demo + Construction
7. The Game: WOOP Your Wig + Win
8. Antifragile Confidence + Buoyancy
9. Affirmations and Affirm-Actions
10. Other Image 101
THE TRUE YOU
WORKSHEET

1. WHAT HAVE YOU BEEN ASSOCIATING WITH THE TERM ‘SELF-IMAGE’ UNTIL NOW?

2. HOW’D YOU BRIEFLY DESCRIBE YOUR SELF-IMAGE RIGHT NOW?

3. WHAT ARE YOUR FIRST SPONTANEOUS THOUGHTS ON OPTIMUS, ENTHEOS, AND HÉRO YOU?
**1. The Big 3: What Are You's?**

<table>
<thead>
<tr>
<th>WHO</th>
<th>WHY</th>
<th>WHAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARE YOU AT YOUR BEST?</td>
<td>DOES IT MATTER?</td>
<td>ARE YOU GONNA DO ON A DAILY BASIS?</td>
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</tbody>
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- **energy**
- **love (family)**
- **work (service)**

**2. Or pick one of these additional exercises to describe your Optimus You on the back of this worksheet!**

- Which eulogies would you like to hear at your own funeral?
- What kind of obituary would you like to read in the newspaper?
BULB

Is your ego "disciplined", stable, and healthy? Think of internal and external parameters like consciousness and body. What needs work?

LIGHT

Where and when do you feel connected/plugged in or 'enlightened'? How can you optimize that a bit more today?
Look in the mirror - what reflects the Optimus, Entheos and Héro inside you?
1. How's your D-Crew and the relationship between them?

2. What about your Arete - where are you right now and what is the next step in closing the gap?

3. Do you know how to turn your glitches around?

Current Reality

Best Version of You

Living with Arete
1. What's the #1 thing you could start doing on a daily basis that will have the biggest impact?

2. What's the #1 thing you could stop doing that will have the biggest impact?
1. #1 Wildly Important Goal

2. Wish

3. What's Important Now?

W
O
O
P

WIN

It never hurts more than we can handle and there is always just one thing to do.

(Owen Atkin)
1. What challenges are you currently facing?
   How can you turn them into fuel for growth—antifragile-style?

2. Do you truly believe that you have what it takes to deal with those challenges? Any insecurities that need special motivation?

3. Do you have a healthy ratio? What needs work?
1. What are the interrogative questions you can ask yourself regarding your self-image?

2. Are you doing the things you could be doing? If not, what hinders you?

3. What's been recently like you?
Choose 3 persons around you and try to see and describe the divine within them...
1. How can you establish a routine or consistent approach to live with Arete a bit more each day?

2. What are concrete next steps you’ll take from this class?
TAKE AWAY
THE
WORKSHEET

WHAT'S YOUR
BIGGEST IDEA?

RECAP IN
YOUR OWN
WORDS OR VISUALS

D SHARE WITH SOMEONE