

The SHAME



FINDER

**Clarify what's blocking you
from loving fully, living your purpose
and being at peace in your own skin**

The Great Misunderstanding

Do you have the sneaking suspicion that **you** are the one **getting in your own way...**



Having read a lot about the power of mindset, “shadow work” and personal growth, do you catch yourself thinking...

“Aha! It’s my “ego” that’s the problem!”

Kinda makes sense, right?

You’ve noticed that when you are in the flow state, forgetting about your reputation and what others think of you, you seem to be at ease, fully engaged, accepting of everyone and the world around you, naturally beaming with confidence, passion and love.

But, how the hell do we *permanently* “get over ourselves”?

And how do we fully “let go of the ego”?

This is where several hundreds of men I have worked with personally have spent decades and thousands of dollars on hopeless quests – in therapy, with expensive mindset coaches, at retreats and doing self-help pull ups – only to be chasing their own tail.

What if making **your ego the enemy** is actually **keeping you stuck?**

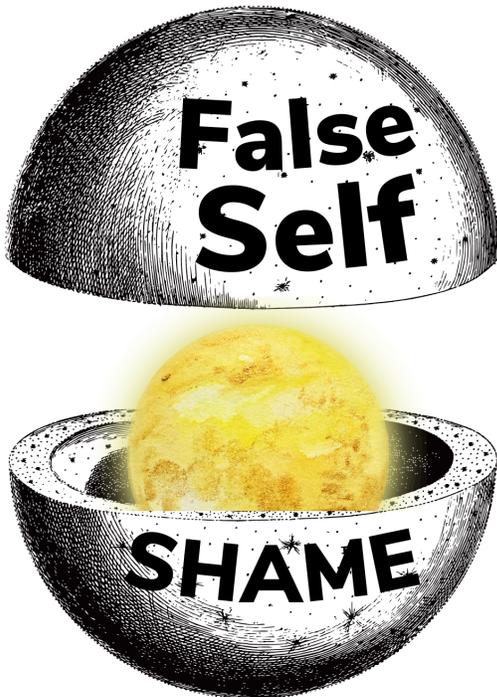
The Truth about SHAME

What if the culprit was **not YOU**, or your **ego**?

What if it was a very sneaky emotion called toxic **shame**, which has been hiding in your nervous system since an early age, infecting your very sense of how you think and feel about yourself.

FYI, shame as a powerful emotion has been studied and show to be in most cases highly toxic, correlated in high doses with social isolation, poor health, depression and even the cause of suicide.

Shame is also the least understood of all the negative emotions. In my experience of 25 years working with boys and men, shame is the one emotion at the root of why we don't dare to open our hearts fully, do what we *really* want to do, and just feel ok in our own skins.



Shame is so potentially destructive because it not only disconnects us from our core vitality, our natural life force, but it also forms a crust of a "false self".

If the core of who we really are is encrusted and hidden to us, how can avoid the biggest regret men have on their death beds...

"I was not true to myself."

3 Distinctions

Critical note: that before we go any further to identify your toxic shame and discover what lies behind it, when we talk about “shame” in this tool, we do *not* mean...

“TOXIC Masculinity”

This is a term initially used to try to describe the effects of toxic shame on our manhood but it has become weaponized by people who wish to paint manhood with a negative brush or by those who wish to not look at their own toxic behaviour. For the record, we categorically do NOT believe that there is anything inherently wrong and toxic about men, masculinity or manhood. And this tool is not about litigating that. We are here to find toxic shame and learn how to free ourselves from it.

GUILT & Remorse

Shame and guilt can be old buddies but they are NOT the same. Guilt is a feeling that tells us “I DID something bad.” Shame is an emotion with the message that “I AM bad” in some way. There are healthy and unhealthy versions of guilt too, and processing the later can lead to a lot of freedom and ease in relationships also, but in our experience, guilt is easier to process than shame and for another time and place for us to explore.

“Healthy” Shame

Is there even such a thing? This is tricky terrain and not one where even those studying it agree on. Our perspective is that there is at times a small dose (say 1-5%) of the shame we feel that *can be* healthy ~ with the caveat ~ it is processed and not held on to. An example of *potentially* healthy shame is when we do something that cannot be undone and it goes against our core values. In this case, we feel not only healthy guilt but some embarrassment and shame that says, “*Fuck man, look at what you’ve done! This is NOT who you are!*”

IF you are curious and interested specifically in finding the toxic shame that does *not* belong inside you, which lies to you and is robbing you of knowing your true self...

...proceed to the next page...

HOW do we "find" shame?



Shame can be hard to identify because as you've seen it is a master of hiding behind false selves... That's why we created this SHAME FINDER!

The following pages will guide you to take three steps to find out if shame is really within you and precisely how it's been active in blocking you from deeper purpose, greater love and just finding peace in your own skin.

STEP 1 ~ Sniff out SIGNS of Shame

STEP 2 ~ Identify its CORE Messages

STEP 3 ~ Glimpse Life Beyond Shame

Warning! Knowing this awareness tool was created from studying thousands of men, filling out the questions can feel validating and a relief! *"I'm not the only one!"* But, it can also be confronting and hard ~ bringing up the visceral feeling of shame!!

Do you accept this *potentially*
dangerous mission?

- Yes** ~ keep reading and complete the challenges below to unlock access to your map for "how to release shame more quickly and deeply"
- No thanks** ~ stop reading.
- Not yet** ~ keep reading, if you wish, with no intention to actively engage.

Step 1

Sniff out the SIGNS

Check off any of these top 7 that apply...



COMPARING SELF/OTHERS ~ Whether thinking you are less than or better than.



Wearing MASKS ~ feeling like a fraud when trying to overcompensate



FEELING BAD ~ feeling embarrassment, disgust, low motivation and lack of confidence.



NEGATIVE MIND ~ finding flaws easily and stuck in negative thinking loops.



Self-MEDICATING ~ to cope and numb self through substances or behaviour (sex, work, exercise, etc.)



BLAMING & CRITICIZING ~ self and/or others for the problems that exist.



ISOLATING ~ Pushing away others and not reaching out when feeling low.

Here are **more signs** of shame...

- The Regretful Mourner ~ Fretting about lost opportunities and what you haven't done, yet.
- The Critic ~ Your mind on auto pilot is critical of self and/or others.
- The Defeated One ~ You feel apathetic – "What's the point..."
- The Lost Seeker ~ You have angst about your identity and purpose ~ "What am I doing with my life!?"
- The Righteous Victim ~ On the blame train (addicted at times) to making someone or something the baddie.
- The ___ Addict ~ You need to have ___ to feel momentarily good about yourself.
- The Restless One ~ You feel uncomfortable in your own skin, making it hard to relax and let your hair down.
- Hiding in the Cave ~ When you feel bad, you isolate and don't reach out to friends or tell anyone.
- The Lone Wolf ~ Aloof, bent on going his own way, and never accepting any help.
- The Pleaser ~ Anxiously catering to everyone's needs.
- The Fixer ~ Always looking for projects to correct and make something or someone around you better.
- The Flaw Detective ~ Often nip picking and hyper noticing what is wrong around you.
- The Brooder ~ Painting everything with the same brush -- seeing through glass darkly.
- The Self-Improvement Junkie ~ A strong drive to improve, be better to the point of becoming addicted to it
- The Best Man ~ Over-compensating ~ I have to be the smartest, hardest working, most caring, patient, (fill in the blank)...
- The Over-Explainer ~ A compulsive need to try to prove, justify, or explain your self.
- The Good Soldier ~ Being loyal, following authority and rules even when it ceases to be healthy and harms you or others.
- The Master Shoulder ~ *Shoulding* on yourself and others...

Ok, enough with this step of noticing! If you checked off more than a few of these, and you have a pulse, it looks like you have some shame.

Finished Step #1

What kind of a man dares to look at himself so clearly?
(brave, honest, determined to be free, come to my mind)

Step 2

Identify Core MESSAGES

Critical judgments about character reveal the core messages of our shame. Read the short list below and circle or highlight any that you have (whether about yourself or others)



Examples of Shame

I had to always be ON...

I'm in a high stress industry with multi-million dollar clients expecting the moon. I felt like I constantly had to project total confidence, competence, and being in control. It led me to a burn out last year.

- John

Like I'm the asshole...?!

It used to kill me and send me into a tirade when my wife would be disappointed or upset with me. I would go into feeling like I was being scolded or looked at as a terrible, evil man. And in front of the kids, this would send me into rage mode. I would defend and counter-attack, until I realized it was my shame making me so reactive...

- Derek

When my smarts made me really dumb

I'm used to being the smartest guy in the room - being gifted is great and a curse. I didn't realize how I made others feel till my kids pointed it out. And, of course, realizing how much I was missing in terms of emotional and social intelligence, that was a humbling awakening.

- Maz

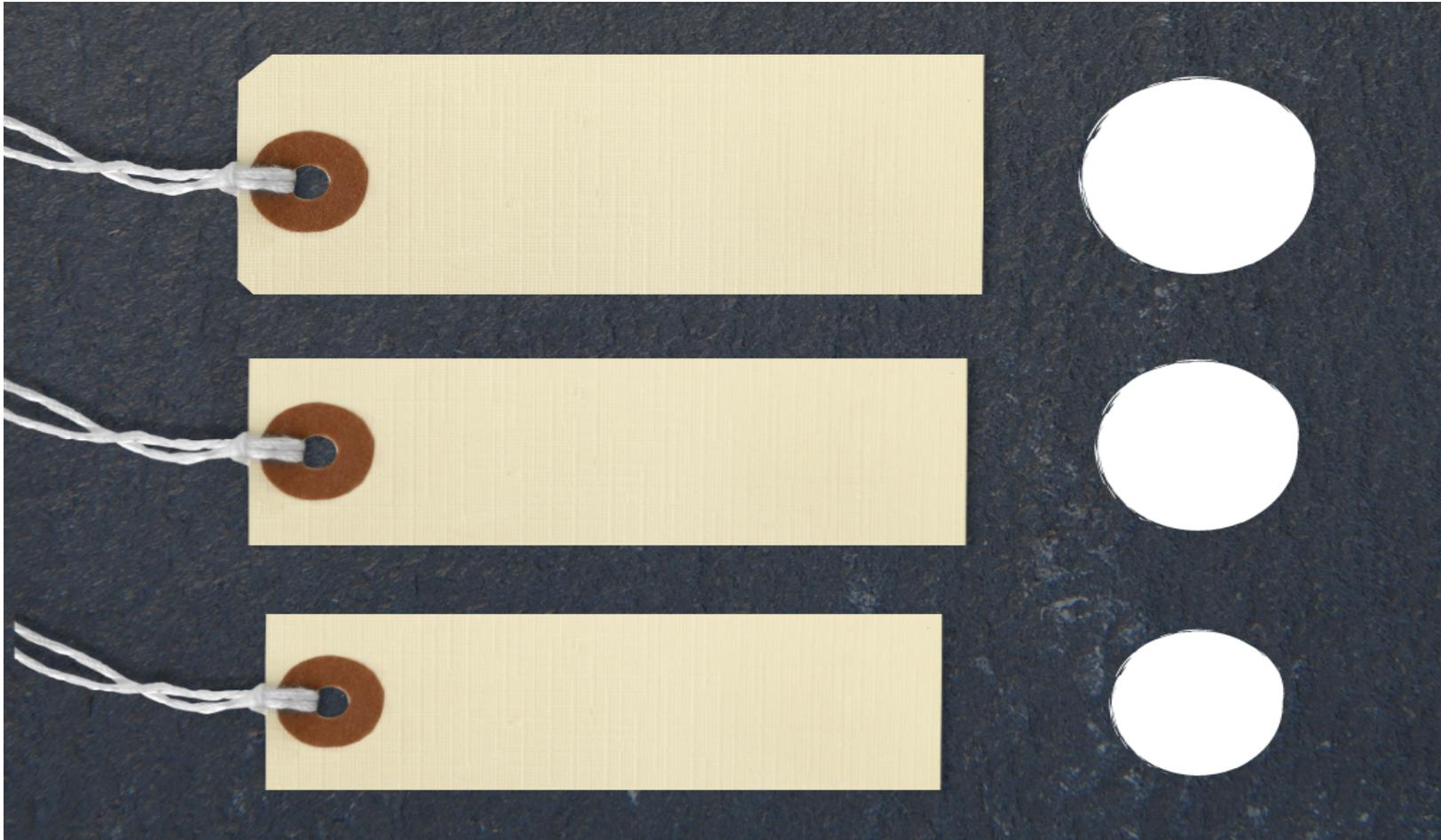
Never Good Enough

I knew there was something really not right within me when I got an award at work, made love to my wife after and as we lay in bed she told me how much she loved me and respected me, but I had this sinking feeling in my gut. No matter what I did, I was never good enough. Her love was the searchlight that helped expose the shame that had infected me my entire life...

- Gary

Powerful And Loving

Write down the 3 which evoke the *strongest emotional reactions* in you below, **noting the intensity** of each (1 = lowest, 10 = highest).



GOOD NEWS –
these negative messages are clues
to untapped aspects of yourself...

Finished Step #2

You got more specific! Bet that stirs some of the shame up.
I commend you for being even more honest and brave.

Just one more step...

Step 3

Life BEYOND Shame

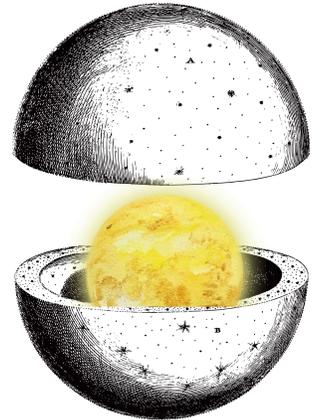
Remember this image?

There is more to who you are than the negative core messages you've believed most of your life...

Beyond your shame is a man who is without masks, bare of pretense. Nothing to prove. No one else to try and be.

And yet, he is playful and delighting in all the ways he *could* show up. Surprising himself and everyone around him with how easily he laughs and pokes fun at *himself*. Knowing that his true self is boundless, mysterious, not attached to any one identity, and always learning.

At the same time, finally at ease in his own skin, he feels *himself* deep down, that peaceful sense in his core.



It was always there, like the sun emerging from behind dark clouds...



**If I had less shame,
how would that IMPACT my...**



SELF (health, identity, mindest, satisfaction)

INTIMATE Relationships...

FRIENDS and FAMILY bonds...

WORK and COMMUNITY...

What **aspects** of my **true self** would I love to **experience and share** the most...?

- Effortless **CONFIDENCE** with nothing to prove.
- INNER PEACE** ever present, even when big emotions arise.
- PATIENCE** respecting natural rhythms and cycles.
- CURIOSITY** about the ever evolving self and others
- AWE** and **WONDER** about the mysteries of life.
- INTEGRITY** and **WHOLENESS** to be all that I am.
- CREATIVITY** and **PLAYFULNESS** to be spontaneous and free.
- CLARITY** about **PURPOSE** that is undeniable and practical.
- COMFORT** in **your own SKIN** which you enjoy the fuck out of!
- JOY** that bubbles up without reason.
- Genuine **GRATITUDE** in appreciating all that we have.
- WISDOM** which can hold complexity and paradox.
- ACCEPTANCE** and **GRACE** to flow with what is...
- LOVE** which is unconditional and enduring.
- All the of ABOVE!**

Finished Step #3

You f*cking did it! You have identified your shame messages *and* what life could look like if you were to lessen the most toxic shame and reconnect with your true core self.

NOW what?

I don't know about you, but I hate false promises: people sensing my vulnerability and promising to help me in ways my heart longs for, in exchange for my blind trust and large amounts of my money.

I'd expect you to slap me if I tried that on you! This is me, David Jurasek, with my shame finding gaze on the right.

When it comes to issues of confidence and self-sabotage, (toxic shame being the main culprit) what have I discovered from working intimately (1-1 and in small groups) with hundreds of boys as young as 7 and men as old as 89?

Three discoveries, two touched on briefly earlier.



One. Toxic shame is very dangerous.

I have lost a few great men to suicide because of it. It has robbed a lot of good years from me, and led me once to also wanting to die.

Two. Toxic shame is *very sneaky* and *tricky* to find and get rid of.

The most common defense mechanism is ~ "It's not me. But so and so has the problem..." Or to keep up a brave face, trying to cope with it, never realizing it is *not who we are*. And even when we hire a pro to help us, it can take months and years to track it and work it through. Often, it's only superficially addressed. Why is that? Well, because shame is a master at hiding and deceiving us. And, what I have seen is that most helping professionals – even the most expensive coaches and experienced therapists – have some skill to address shame but don't have the tools or experience on how to work through and release it through the nervous system fully.

Three. There is a *relatively* easy, quick and pain-reducing way to release shame.

It's taken me over 20 years of both studying the science behind shame and other negative emotion, as well as, a lot of experimenting (integrating over a dozen approaches) tested out with clients, friends and men in communities to feel certain about the claims I make next...

HOW do I *UN*-shame?

Releasing toxic shame is a lot *like* a physical detox...

It involves some initial discomfort followed by a process of gradual releasing which clears you up in ways you have not experienced for a long time, or ever before.

And, it's a process which does take time...

It does not happen instantly. Some men need longer, others go through it faster. It's not a race.

Yet, you can **observe & measure your progress** as it unfolds...

In my work, I see men within 60-90 mins experiencing a tangible reduction of shame that is reported as permanent. And, it takes longer (a few sessions) to not only work specific aspects of shame, but also to learn how to continue releasing and healing on our own... This is the best part, in my view...

Once you learn how, you can continue to *un*-shame yourself...

That's why I am sharing these resources freely. I don't believe in withholding information from anyone, particularly men struggling with toxic shame at their core. At the same time, we're not trying to preach anything, convert anyone, nor sell you anything.

Because we live in a very distracted world and one where shame is often used in marketing to *manipulate* us into feeling inadequate and desperate for a solution, I find it most effective to talk about shame with men who are curious, sense it is relevant and who show they are paying attention and invested in knowing more.

**If you wish to take the next step and
learn HOW to UN-shame...**

without further adieu...

Claim the MAP...

The 5 Phases of *UNSHAMING*



To learn how you can nibbly
navigate this tricky terrain...

CLICK HERE

www.powerfulandloving.com/unshaming

* There are no strings to accessing this private video.

FYI ~ In the short video outlining the 5 phases, I will tell you (briefly) about an opportunity to go through it with me and a small group of men personally, BUT I will not waste a second trying to convince you to join us. It's one opportunity. Not for every man or even most men. You decide if it may fit and benefit you, or not.

And once you know the 5 phases, you will be empowered to use the "map" with your therapist, men's groups, or another other allies you trust and wish to go through it with together.