

A MAN'S GUIDE TO SELF WORTH

**IF YOU'RE TIRED OF FEELING LIKE YOU'RE NEVER ENOUGH,
THIS GUIDE IS FOR YOU.**

MANTALKS

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INTRODUCTION

Alright, men. Let's talk about self-worth.

This is something I see so many guys struggling with—maybe you're one of them. Maybe you feel like no matter what you achieve, you're *still* not enough. Maybe you've spent years chasing validation from women, your boss, your parents, society... and you're exhausted.

Or maybe you've just settled into this low-grade sense of unworthiness. You know the feeling—the quiet belief that you don't deserve more, that you're not really capable, that if people saw the real you, they'd walk away.

I get it. I lived that way for a long time. But here's the truth: **Self-worth isn't something you're born with—it's something you build.** And no one is going to hand it to you.

WHAT IS SELF-WORTH?

Most guys get this backwards. They try to get self-worth from external validation—success, money, women, approval from others. They believe that if they just accomplish enough, then they'll finally feel worthy.

But that's not how it works. Self-worth is the intersection of two things:

1. Doing hard things that matter to you (And being able to acknowledge yourself for them).
2. Liking who you are and how you treat yourself and others while you do them.

That's it. Self-worth isn't just about feeling good—it's about proving to yourself, through action, that you are someone worth respecting.

WHAT DESTROYS SELF WORTH

Before we get into how to build it, you need to understand what likely damaged yours in the first place.

1. CHILDHOOD TRAUMA & HYPERCRITICISM

If you grew up in a home where nothing was ever good enough—where love was conditional on how well you performed—then you learned that your worth was *earned*, not inherent.

Maybe you only got love and attention when you won. Maybe you were constantly criticized or compared to others. Maybe your parents were emotionally unavailable, and you took that to mean that *you* weren't worth their time.

Either way, you internalized a simple but devastating message: *"I'm not enough."*

2. PERFECTIONISM & PROCRASTINATION

When self-worth is low, most guys go one of two ways:

- They become perfectionists, believing that if they just get everything right, they'll finally feel worthy.
- Or they become procrastinators, avoiding action altogether because they're terrified of failing.
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Both of these patterns keep you stuck.

3. OUTSOURCING YOUR VALIDATION

Most men spend their lives looking for someone else to tell them they're good enough.

They seek validation through women. Through career success. Through being *liked* or *needed*.

And here's the kicker: It never works.

If your self-worth is dependent on someone else's approval, you will always be at their mercy. You will never truly own yourself. So if you want to build real self-worth, you need to **stop waiting for the world to tell you who you are.**

And you need to start proving it to yourself.

HOW TO BUILD SELF-WORTH

1. CELEBRATE EFFORT, NOT JUST OUTCOMES

Most men only celebrate the win. But self-worth isn't built through results—it's built through **consistently showing up**.

One of the main ways self-worth is developed in childhood is having our efforts recognized and praised. This has been shown in research for decades. BUT, this is the opposite of what most men do - they fixate on outcomes and only (if ever) celebrate themselves when the outcome is what they want or think should happen.

Start acknowledging the effort you put in. You had a hard conversation? You showed up to the gym even when you didn't feel like it? That's what matters.

2. RELEASE THE BEAST FROM THE BASEMENT

Inside every man, there's a **fire**—a hunger for something meaningful, a drive to push harder, go further, do better. But for many of you, that fire has been locked away.

Often men who have low self-esteem suffer from learned helplessness. They chronically think that life is happening TO them and that they have little to no influence in their own life.

Maybe you were taught that anger was bad. Were criticized into oblivion, or were taught that wanting more made you selfish. That being strong and assertive made you toxic.

Bullshit.

It's time to **reclaim that fire**. To stop letting self-doubt and self-criticism run the show. To start *fighting* for yourself, instead of against yourself.

3. DO HARD THINGS EVERY DAY

Discipline equals self-respect. *Specifically the willingness to do hard things that you don't necessarily want to do.* The more you prove to yourself that you can handle difficult things, the more trust you build with yourself.

It doesn't have to be complicated. Pick something *challenging*—physically, mentally, emotionally—and do it *every single day*.

4. STOP OUTSOURCING YOUR VALIDATION

Your worth is not determined by what your boss, your girlfriend, or society thinks of you. It's determined by what **you think** of you.

Start defining your **own** metrics for success.

5. DEFINE YOUR OWN STANDARDS

The world will happily tell you who to be.

Reject that.

Decide for yourself: **What does success look like for YOU?**

What do you stand for? What kind of man do you want to be?

Write it down. Own it. And start living by it.

ACTION STEPS

Remember that Self-worth is about pulling the nets of external validation back in so you verify your own value. The main parts to this are: being able to validate/recognize yourself for meaningful actions and behaviour, following through with what you've said you will and want to do, making decisions that reinforce respect, and doing hard things that you know you and others will benefit from.

So, where do you start? Take action on the pieces below.

1. DO ONE HARD THING EVERY DAY

Every morning, ask yourself: *"What's one hard thing I can do today to push my edge?"*

This might be a hard conversation, a decision you've been holding off on for days or weeks, going to the gym when you want to succumb to laziness, or making an ask at work or in your relationship that feels "risky."

Then go do it.

2. CHALLENGE YOUR INNER CRITIC

Every time you **catch yourself saying** *"I'm not good enough"*,

respond with:

"I am no longer speaking to myself like this."

"I am done letting this voice control me."

3. START CELEBRATING EFFORT DAILY

Each night, **write down one thing you put effort into—** regardless of the result.

4. DEFINE YOUR OWN METRICS FOR SUCCESS

Write down 3 personal definitions of success. For example

| *"I take care of my health."*
| *"I show up with integrity in my relationships."*
| *"I stay disciplined in my craft."*

These will be your "aims". The things you are holding yourself to and the guiding values that will inform your decisions.

If a metric for success is "I take care of my health" that might mean that you say NO to the 10pm Ice cream or chips.

5. LET THE BEAST OUT

The next time you feel self-doubt creeping in, fight back.

Say to yourself:

"I will not shrink myself anymore."
"I am done playing small."

You have to redirect the energy that you'd normally shame or beat yourself up in a different way.

Usually a man's "beast" (healthy anger) is being directed at himself in a negative way. Start using that same energy to stand up TO yourself, instead of taking yourself down.

Remember - **shame won't get you the change and results you want.**

REFLECTION QUESTIONS

WHERE IN MY LIFE AM I OUTSOURCING MY VALIDATION?

WHAT NARRATIVES ABOUT MY WORTH DID I INHERIT FROM MY CHILDHOOD? ARE THEY TRUE?

WHAT'S ONE THING I CAN START CELEBRATING MYSELF FOR RIGHT NOW?

**WHAT'S AN AREA OF MY LIFE WHERE I HAVE AVOIDED DOING
HARD THINGS? WHY?**

**WHAT KIND OF MAN DO I WANT TO BE? WHAT VALUES WILL I
LIVE BY?**

TAKE THIS WORK EVEN DEEPER

You don't build self-worth in isolation. You build it through **action**, through **brotherhood**, and through surrounding yourself with men who are committed to growth.

That's why I created **The Alliance**—a private community where men like you are doing this work every single day. Many of the men inside The Alliance are working on exactly this: rebuilding their self-worth, reclaiming their confidence, and stepping fully into the men they know they can be.

In The Alliance, you'll:

- Get access to exclusive teachings & live calls
- Be surrounded by men who challenge and support you
- Push your edge and sharpen your mindset

If you're serious about building real self-worth, **The Alliance is where you do it.**

[Click here](#) to learn more and join us.

Start today. Take control. Release the beast.

To Your Success,



Connor Beaton