# Video: The Practice of Affirmation (3-5 min)

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| ⊙ Module | Module 2: Builder Identity Work |
| # Unit Number | 5.1 |
| ⊙ Types | Video Lesson |
| ❶ Mandatory | ☑ |
| 🗄 Archive | ☐ |

## Video Script: The Practice of Affirmation

**Module 2: Builder Identity Work | Unit 5.1 | 3-5 minutes**

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## Video Overview

**Objective:** Teach participants how to create and practice Builder Affirmations—daily identity reinforcement that interrupts shame scripts.

**Tone:** Practical, grounded, accessible.

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## Script

### [OPEN: Direct to camera]

You've created your Identity MVP. You've named who you're becoming.

But here's the problem: **Your brain will default back to shame.**

Every time you mess up, every time you're stressed, every time you're triggered—your brain will reach for the old scripts:

- "I'm a mess."

- "I always screw things up."

- "I'm too broken to build something that matters."

**That's where Builder Affirmations come in.**

## [SECTION 1: What Builder Affirmations Are (And Aren't)]

Builder Affirmations are **short, present-tense statements that reinforce your builder identity.**

They're not:

- Toxic positivity: "Everything is fine!" (when it's not)

- Magical thinking: "I'm a millionaire!" (when you're not)

- Denial: "I have no problems!" (when you do)

They are:

- Identity reinforcement: "I am a cycle-breaker who shows up"

- Shame interrupters: "I'm learning what works for me"

- Evidence-based reminders: "I redirect shame language when I hear it"

**Builder Affirmations are how you reprogram your brain to default to builder language instead of shame language.**

## [SECTION 2: How Affirmations Interrupt the Shame Loop]

Remember the shame loop from Module 2?

**Shame loop:**

Script → Behavior → Confirmation → Script

**Without affirmations:**

- Shame script: "I always screw things up."

- Behavior: Don't prepare, sabotage yourself, don't ask for help.

- Outcome: Screw up.

- Reinforcement: "See? I told you."

**With affirmations:**

- Shame script starts: "I always—"

- Affirmation interrupts: "I'm learning what works for me. I adjust as I go."

- Behavior shifts: Prepare, ask for help, try something different.

- Outcome: Make progress (even if imperfect).

- Reinforcement: "I'm figuring this out."

**Affirmations break the loop before it tightens.**

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## [SECTION 3: How to Create Effective Builder Affirmations]

Here are the rules for creating affirmations that actually work:

**Rule 1: Use present tense**

Not: "I will be a builder someday."

Instead: "I am a builder."

Present tense tells your brain this is who you are NOW.

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**Rule 2: Make them identity-based, not outcome-based**

Not: "I am successful."

Instead: "I am a cycle-breaker who shows up consistently."

Identity-based affirmations are about WHO YOU ARE, not what you achieve.

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**Rule 3: Root them in your Identity MVP**

Your affirmations should come from:

- Your Identity Statement

- Your Core Values

- Your Identity-Aligned Behaviors

**Example:**

If your Identity MVP includes the value "Progress over perfection," your affirmation might be:

- "I prioritize progress over perfection."

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**Rule 4: Use them to redirect specific shame scripts**

For every shame script, create a builder affirmation that directly counters it.

**Example:**

Shame script: "I'm too broken to build something that matters."

Builder affirmation: "I'm a cycle-breaker building something aligned with my wiring."

## [SECTION 4: Daily Practice]

Affirmations don't work if you say them once and forget them.

**You have to practice them daily.**

Here's how:

**Morning practice (3-5 minutes):**

1. Read or recite your affirmations out loud (5-7 affirmations)

2. Notice how they feel (Do they resonate? Do they feel true?)

3. Set an intention (Which affirmation do I most need today?)

**Keep your affirmations on your phone, in a notebook, or on your bathroom mirror.**

**Throughout the day (redirect practice):**

When you notice a shame script:

1. **Catch it:** "I'm using shame language."

2. **Redirect it:** Say the builder affirmation out loud (or in your head).

3. **Move forward:** Don't dwell.

**Example:**

Shame script: "I'm such a mess."

Catch: "That's a shame script."

Redirect: "I'm rebuilding. It's messy because I'm in the middle of it."

Move forward.

**Evening practice (2-3 minutes):**

Before bed:

1. Review your affirmations

2. Log evidence (What did I do today that proved my builder identity?)

3. Acknowledge one win (even if it's small)

**This reinforces the loop: affirmation → behavior → evidence → belief.**

## [SECTION 5: Why This Works]

Here's the neuroscience:

**Your brain has a filter called the Reticular Activating System (RAS).**

The RAS determines what you notice and what you ignore.

When you tell your brain, "I'm a mess," your RAS filters reality to confirm that:

- You notice every mistake

- You ignore every success

- You interpret ambiguous situations as failures

When you tell your brain, "I'm a cycle-breaker who shows up," your RAS filters reality to confirm THAT:

- You notice evidence of showing up

- You celebrate small wins

- You interpret setbacks as data, not personal failures

**Affirmations reprogram the filter.**

## [SECTION 6: Your Tribe as Affirmation Partners]

Here's the final piece: **You can't hold your affirmations alone.**

Your tribe's role:

- Remind you of your affirmations when shame scripts surface

- Witness your practice

- Affirm your builder identity when you can't

**Example:**

If you hear someone say, "I'm such a disaster," you say:

"Hey, I heard a shame script. What's your builder affirmation for that?"

**Your tribe co-holds your affirmations when your brain defaults back to shame.**

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## [CLOSE: Call to Action]

In the next assignment, you're going to create your own set of 5-7 Builder Affirmations.

You'll root them in your Identity MVP. You'll practice them daily. And you'll share them with your tribe.

**This is how you reprogram your brain from shame to builder.**

Let's go.

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# Facilitator Notes

**Key Points to Emphasize:**

- Affirmations are practice, not magic
- They interrupt the shame loop by redirecting the script
- Daily practice is essential (morning, throughout the day, evening)
- Your tribe co-holds your affirmations

**Discussion Prompts:**

- "What's one shame script you catch yourself using most often?"
- "What would the builder affirmation be for that script?"

**B-Roll Suggestions:**

- On-screen examples of Builder Affirmations
- Visual showing the shame loop being interrupted by an affirmation
- Diagram of the RAS filtering reality based on scripts