

Unit 5: Builder Affirmations

📁 Module	Module 2: Builder Identity Work
# Unit Number	5
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Unit 5: Builder Affirmations

Module 2: Builder Identity Work | Assignment

Unit Overview

You've created your Identity MVP. You've designed your builder identity.

Now it's time to create **Builder Affirmations**—daily reminders that reinforce your builder identity and interrupt shame scripts before they take hold.

This unit teaches you how to create and practice affirmations that actually work.

Learning Objectives

By the end of this unit, participants will:

1. Understand what Builder Affirmations are and why they matter
 2. Create 5-7 personalized affirmations based on their Identity MVP
 3. Practice daily affirmation rituals
 4. Use affirmations to redirect shame scripts in real-time
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Unit Contents

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

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What it covers:

- What Builder Affirmations are (and what they're not)
 - How affirmations interrupt shame loops
 - How to practice affirmations daily
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Assignment: Create Your Builder Affirmations

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What it includes:

- A framework for creating effective affirmations
 - Examples of Builder Affirmations for different identities
 - Daily practice instructions
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What Are Builder Affirmations?

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

They're not:

- Toxic positivity ("Everything is fine!")
- Magical thinking ("I'm a millionaire!")
- Denial ("I have no problems!")

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 Reticular Activating System—the part of your brain that filters what you notice.

Why Affirmations Matter for Cycle-Breakers

Your brain has been running shame scripts for years, maybe decades.

Those scripts are deeply wired. They're automatic. They're the default.

You can't just decide to stop thinking them. You have to interrupt them repeatedly with builder scripts.

That's what Builder Affirmations do.

Every time you say an affirmation, you're:

1. **Interrupting the shame script**
2. **Reinforcing the builder identity**
3. **Priming your brain to notice evidence**

Over time, the builder scripts become as automatic as the shame scripts used to be.

How to Create Effective Builder Affirmations

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, not who you'll become later.

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.

Rule 3: Root Them in Your Identity MVP

Your affirmations should align with:

- Your Identity Statement
- Your Core Values
- Your Identity-Aligned Behaviors

Example:

If your Identity MVP includes:

- Value: "Progress over perfection"
- Behavior: "A cycle-breaker asks for help instead of isolating"

Your affirmations might be:

- "I prioritize progress over perfection"
- "I ask for help when I need it"

Rule 4: Use Them to Redirect Specific Shame Scripts

For each shame script you identified in Unit 1, create a builder affirmation that directly counters it.

Example:

Shame script: "I always screw things up."

Builder affirmation: "I'm learning what works for me. I adjust as I go."

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

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

Examples of Builder Affirmations

For Cycle-Breaker Identity:

- "I am a cycle-breaker who redirects obsession into fuel"
- "I speak in builder language, even when it's hard"
- "I show up for my tribe, and my tribe shows up for me"
- "I design for fit, not force"

- "My past is expertise, not shame"

For Specific Builder Types:

Structured Sprinter (Introverted, Autonomous):

- "I build clear systems before adding intensity"
- "I protect my solo deep work time"
- "I own my decisions without second-guessing"
- "I schedule rest between sprints"

Fluid Steady (Extroverted, Guided):

- "I work flexibly at a sustainable pace"
 - "I seek collaboration and co-working when I need it"
 - "I ask for direction when I'm uncertain"
 - "I adapt without forcing rigid routines"
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Daily Practice Instructions

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?)

Pro tip: Keep your affirmations on your phone, in a notebook, or on your bathroom mirror.

Redirect Practice (Throughout the day)

When you notice a shame script creeping in:

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 on the shame script

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 practice reinforces the feedback loop: affirmation → behavior → evidence → belief.

Tribe Role for This Unit

Affirmation Partners

Your tribe's role:

- Share affirmations with each other
- Remind each other of affirmations when shame scripts surface
- Witness each other's practice

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?"

Why This Matters

Your brain believes what you tell it repeatedly.

If you repeatedly tell your brain, "I'm a mess," your brain will filter reality to confirm that.

If you repeatedly tell your brain, "I'm a cycle-breaker who shows up," your brain will filter reality to confirm THAT.

Builder Affirmations are how you reprogram the filter.



Builder Reminder: Affirmations aren't magic. They're practice. You're training your brain to default to builder language instead of shame language.

What's Next

In the next assignment, you'll create your own set of 5-7 Builder Affirmations and commit to daily practice.