

# 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](#)

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### 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.

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### 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.**

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# 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.

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## 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.

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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 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"
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## 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."

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## 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.

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### 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.**

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## **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.**

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## **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?"

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## **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.**

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**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.