

THE JORDAN HARBINGER SHOW

Worksheet for Deep Dive | Why Does Self-Help Make You Feel Terrible? (Episode 160)

You're finally taking steps to become the best version of yourself? That's great! But is the self-help advice you're following really geared toward ensuring your improvement over time, or is it simply a carefully crafted marketing scheme that's tantamount to emotional extortion — designed to keep you tethered to some program or guru indefinitely while eyeing a mythical finish line of perfection that you'll never see?

[In this episode](#), we'll explore why a lot of so-called "self-help" advice you'll find saturating the shelves of every bookstore and corner of social media is more of an invitation to co-dependence on what someone's selling than an actionable course of positive change — and how you can tell the two apart. As this is a deep dive, Gabriel Mizrahi joins us to guide the way.

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Self-Helping Yourself Into a Cult

"The human mind will always exist in a state of incompleteness," says Gabriel. "That is the design of the human brain. If it weren't feeling incomplete, it wouldn't go out and search for food and shelter and try new projects and look for adventure."

But this design can be exploited by self-help marketers who want to keep you on an emotional treadmill, perpetually chasing a carrot of perfection and dependent on whatever program or product they're trying to sell you. But as long as you keep a realistic view of what self-help *should* do -- make you better than you were yesterday, but not racing for some imaginary finish line of perfection -- then you should be less susceptible to this type of exploitation.

Learn from my mistake I share in greater detail in this episode. If you find yourself taking an expensive "leadership course" that's run by "volunteers" who are paying to be there and they don't really let you take notes, the best-case scenario is you've signed up for a scam. Worst-case scenario? A cult.

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The next time a product or program promoting itself as self-help catches your eye, take a closer look at what it's promising compared to its price tag. Any brand that requires an unusual amount of devotion, "time in the game," or countless wads of cash is problematic. An extra clue: you shouldn't have to sign a non-disclosure agreement to partake of its wisdom.



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Action vs. Feelings

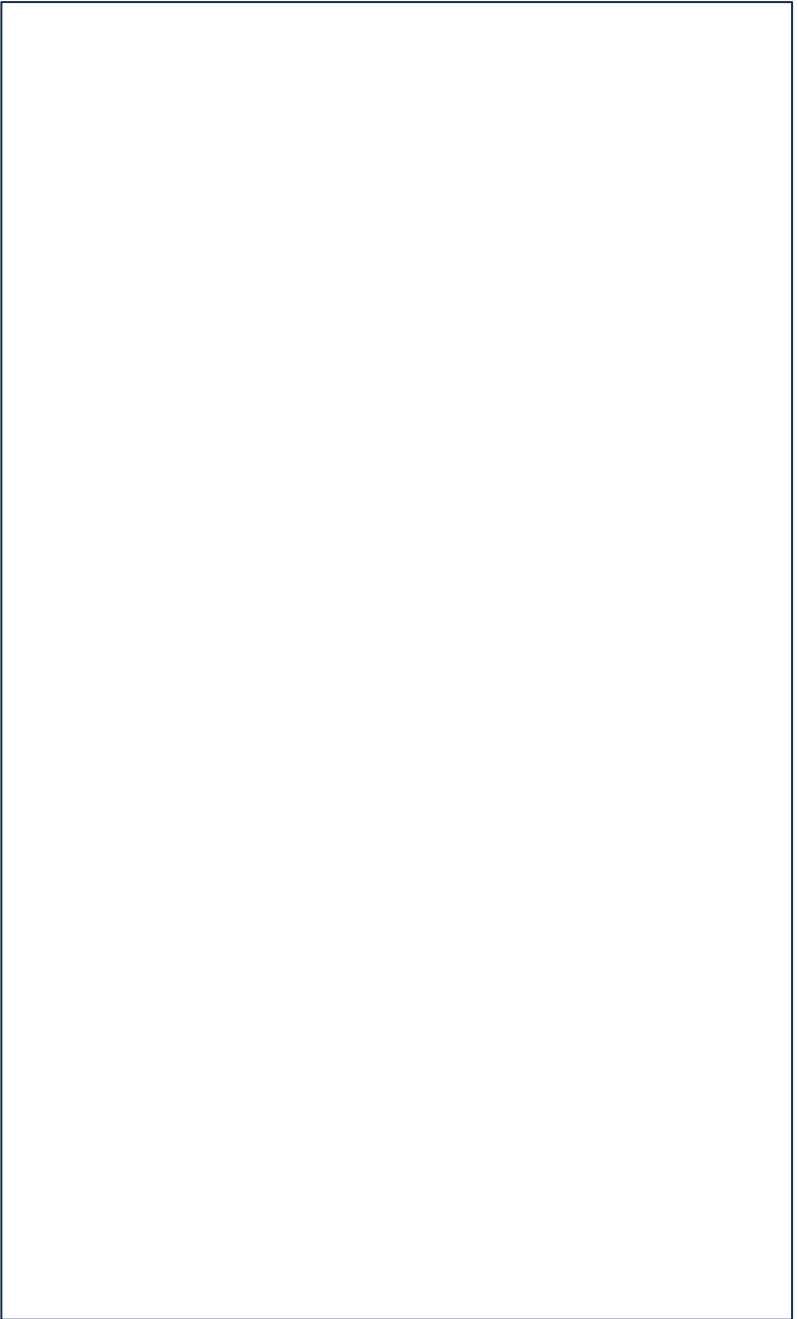
A lot of self-help is designed to make you *feel* certain things. To feel empowered. To feel motivated. To feel inspired. To feel hopeful. To feel vulnerable. All of which are wonderful (and crucial) experiences to have. But when a self-help product only gives you a feeling, then you can be sure something's missing.

Does the self-help you're considering offer actionable advice with an outline of desired progress, or is it packed with motivational platitudes that get you hyped up like a rocket ship being shot into the stratosphere, but with no clear place to land? On the next page, list the results you'd like to achieve with a regimen of self-help, and next to them exactly *how* the program you're following promises to get you there.

A good example: You want to expand your professional network. [Here are the concrete steps you can follow](#) that will have you doing so in minutes.

A bad example: You want to expand your professional network. The video you just watched on YouTube *makes you feel like you have the potential to do anything!*

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Back to Basics

At the end of the day, self-help is only valuable if it does a handful of simple, concrete, timeless things.

Self-help should make us happier, more fulfilled, more connected people, not more anxious, more unhappy, more frustrated people. It should give us new tools and ways of viewing the world, not easy solutions or temporary feelings. It should create habits and mindsets that we can make our own, not obligations and requirements that keep us tethered to an expert or program.

Does the self-help you're following make you better today than you were yesterday in a way you can quantify? Or does it generate feelings of unease? Does it have you comparing your own journey to someone else's Instagram-perfect success story with vague promises of helping you get there too?

Full show notes and resources for this episode [can be found here.](#)

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About



Join us as we get deep into the untapped wisdom of the world's top performers -- from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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