

# THE REAL MAN PROGRAM

## THE OFFICIAL REAL MAN PROGRAM

A Young Man's Game Plan for  
Becoming a REAL Man



When it comes right down to it...

Being a **REAL** man means that you:

**R**-espect all people,

**E**-specially women.

**A**-lways do the right thing.

**L**-ive a life that matters.



Stand Up and Stand Tall:  
Be a **REAL** Man!

*Written by Frank DiCocco*

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# What does it mean to be a

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## REAL MAN?

## WHAT DOES IT MEAN TO BE A REAL MAN?

**What does it mean to be a real man?**  
Every young man goes through each day attempting to figure out the answer to one question: *What does it mean to be a real man?* In other words, what does it mean to be a real man... in the eyes of my teachers, in the eyes of my coaches, in the eyes of my parents and my family members, in the eyes of my friends, in the eyes of my girlfriend, and in the eyes of society?

**What does it mean to be a real man?**  
It is a question that every young man struggles to answer, each and every day. In truth, it is a question that all men—of every age—constantly wrestle to determine. It is a question that not only occupies the fascination and focus of our culture, but one that burdens every aspect of the society in which we live.

**What does it mean to be a real man?**  
Perhaps no other question is so difficult to answer, and perhaps no other question is so vitally in need of being answered. For, it is not until we can accurately and completely identify what attitudes, actions, and character traits truly comprise a real man, that we can begin to address the many and severe consequences that grow out of our society's current inability to express what it means to be a man.

Not until we can distinguish what makes a man a *real man*—and not until we can provide that definition in an explicit fashion to our world's young men—and not until we can actively live out that definition through every word we speak, every action we take, every expectation we effect, and every standard we set, can we finally begin to make a *real* difference in our communities, our society, and our world.

Then, and only then, will we finally be able to bridge the gap between what we presently are as a society, and what we are fully capable of becoming. Then, and only then, will we be able to bring about real, positive and lasting change—only then will we be able to make a *real* and enduring difference... Then, and only then, will we be able to help create a better and more complete world for all of us to share.

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**"If we do not help boys become men,  
then we really won't be able to fix anything else in this country."  
~ Joe Ehrmann**

## WHAT IT MEANS TO BE A REAL MAN

There are a lot of myths in our society about what it means to be a real man. Contrary to popular belief, being a man is not about how strong and muscular you are; it's not about what kind of car you drive; it's not about how much money you have, or about how many women you can use. Life is not about money, cars, fame, physical appearance, and women. It's about who you are as a person; it's about the way you live your life; and it's about how you treat other people. When it comes right down to it...

Being a **REAL** man means that you:

**R**-espect all people,

**E**-specially women.

**A**-lways do the right thing.

**L**-ive a life that matters.

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*“The great aim of our living and striving should be to become better men.”*

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~ David Bancroft Johnson

## BEING A REAL MAN

### **What Does It Mean to Be a REAL Man ?**

Deep down, we all yearn to be good men. But how exactly do we define what it means to be a good man... to be a *real* man? What makes a man a real man? How do you know if you know if someone is a real man?

How do you know if *you* are a real man?

A lot of times in our society, we are given the wrong definition of what it truly means to be a real man. We get images from the media that stress the importance of money, clothes, cars, status, promiscuity, and personal success ... as if all these things are

what give a man his true value as a male.

### **What Defines You As a Man ?**

Contrary to popular belief, what defines you as a man is not about how attractive you are or about how strong and muscular you are; it's not about what kind of car you drive or about how big your house is; it's not about how many material possessions you have or about how popular you are with the ladies. What defines you as a man is who you are and how you live your life.

### **~ What defines you as a man is who you are and how you live your life. ~**

What defines you as a man is not your individual wealth, but your personal worth. It is not about how much money you can make or your financial status.

What defines you is not how many possessions you can amass, or how many

people you can surpass; it is how much respect and admiration you can earn, and how much you can do to help others. What defines you as a man is not what other people

think about you, but what you think about yourself. It is not about who other people

think or say you are, but about who you know deep down that you really are.

What defines you as a person is who you are on the inside. What defines you is

the way you carry yourself. What defines you is the way you live your life. When it

comes right down to it, being a *real* man is about... respecting all people, especially

women, always doing the right thing, and living a life that matters.

Be a **REAL** man!

Respect all people, Especially women.

Always do the right thing. Live a life that matters.

### Being A REAL Man

When it comes right down to it...

Being a REAL man is not about possessions, but about principles.

It is not about image, but about integrity.

It is not about circumstances, but about character.

It is not about being a character, but about having character.

It is not about style, but about substance.

It is not about financial value, but about personal values.

It is not about net-worth, but about self-worth.

It is not about being honored, but about having honor.

It is not about selfish gain, but about selfless service.

It is not about serving yourself, but about serving others.

And being part of something that is larger than yourself.

It is not about living only for your own wants and desires,

But about living for something beyond yourself.

It is not about taking whatever you can get and living beyond your means,

But about leaving a legacy and living beyond your years.

### Being REAL Is A Lifestyle

Being REAL is about the way you carry yourself.

Being REAL is about the way you treat people.

Being REAL is about what you stand for.

Being REAL is about what you do with your life.

Being a REAL man is about respecting all people, *especially women*,  
always doing the right thing, and living a life that matters.

### There Is No Substitute

There is no substitute for being a good person.

There is no substitute for the real thing.

There is no substitute for being a real man.

R~espect all people,

E~specially women.

A~lways do the right thing.

L~ive a life that matters.

A BLUEPRINT FOR THE GAME PLAN

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THE 4 QUARTERS OF MANHOOD

In order to win in any contest, you have to learn to play a complete game. In other words: you have to play hard and play well for *all four quarters*.

When it comes to the world of sports...

In order to win at being a man, you have to learn to become a complete individual. In other words: you have to understand and live out *all four quarters* of manhood.

When it comes to the world of manhood...

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When it comes to the world of manhood...



# THE 4 QUARTERS OF MANHOOD

## **R**espect all people

Being a *real* man is about treating *all* people with respect and dignity. The golden rule is simple enough, and true enough that virtually every religion and ideology in the world deems it one of its most important values. Treat everyone the way you'd want to be treated...period. You can tell virtually all you need to know about a man by the way he treats others.

## **E**specially women

Being a *real* man is all about treating women with respect—plain and simple. Be a gentleman at all times, and always be respectful. You can tell just about everything you need to know about a man by the way he treats a woman.

## **A**lways do the right thing

Being a *real* man is about having principles and living by those principles. It is about having something called "consistent character," which means that you have the same principles, regardless of the circumstances. It is incredible how much good you can do, and how many difficult situations you can make it through in life if you just live by five simple words: *Always do the right thing.*

## **L**ive a life that matters.

Being a *real* man is about striving for excellence in every aspect of life. It is about always doing your very best to reach your full potential in this world: to make the most of your talents, opportunities, and potential to impact others in a positive way. Being a *real* man is about investing yourself in your own success, and more importantly, in the success of others.

Be a **REAL** Man!