



#1 BESTSELLING AUTHOR

SCOTT SCHULER

Learn more about Scott's newest book,

MAN UP: It's Hard To Resist A Bad Boy...Even More So A Good Man!

Visit www.MANUPproject.com/book

AUTHOR BIO

Scott was always a quiet observer of people. Over the course of his life and while he explored different vocations, he recognized a common theme among men and it began to silently gnaw at him. Why weren't men banding together over a just cause like they used to? "I couldn't sit idly by watching males of all ages fumble around in search of direction and identity. Something had to be done and instead of complaining about it, I decided to MAN UP and do something about it."

With support from his family and friends, Scott began to voice what was inside of him and found inspiration for his new book, "MAN UP, There's Something Irresistible About A Bad Boy Who's A Good Man." He plainly issues a challenge to men to stand up for themselves, their beliefs, and for those who can't stand up on their own.

Scott has been married to his wife Brenda for twenty-one years and is an active father to their three boys, all who share his love for the outdoors and anything that produces adrenaline. Scott's hope is that the lessons he learned through his life's experiences will serve as an example to his sons and to men everywhere about what it means to live in authentic manhood.

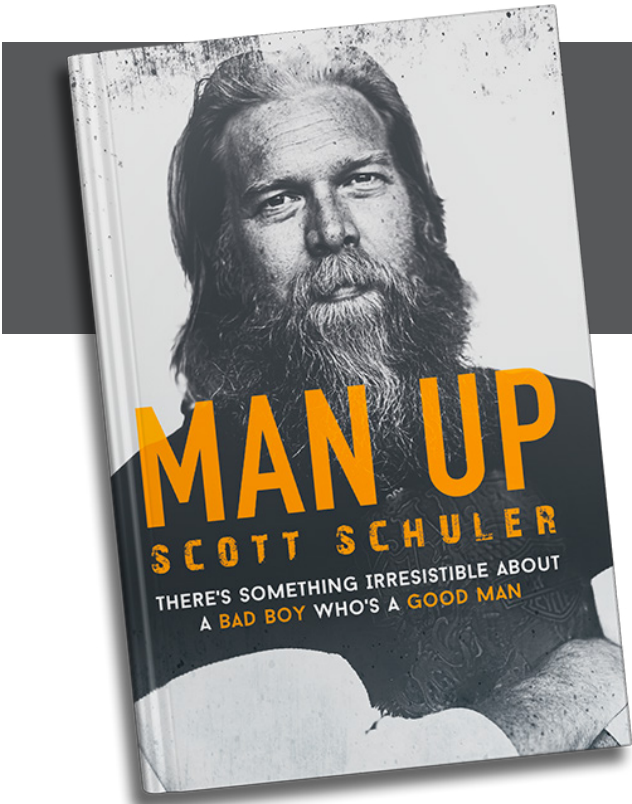
“*Being a man is about being true to yourself first. It means finding strength in living authentically and then extending that strength to others. Manning up means understanding who you are and how to influence the world for the better. A real man is an asset to those around him. In fact, he is completely irresistible.*”

– **Scott Schuler**

Available now for preorder.
In stores November 14, 2017

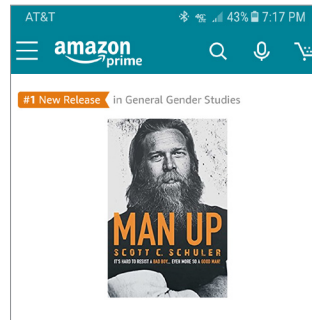


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#1 BESTSELLER ON AMAZON

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MAN UP: It's Hard To Resist A Bad Boy...Even More So A Good Man!

ISBN-13: 9781682615201
Publisher: Post Hill Press
Pages: 76
Formats: Paperback, e-book, audiobook

MAN UP BOOK OVERVIEW

Trust me: the world doesn't need a bunch of BFFs with beards.

I've watched men change from confident, decisive, and action-oriented lions to second-guessing, scared-of-their-shadows, don't-rock-the-boat mice. They don't feel confident in relationships, work environments—or anywhere. Men are either looking for something or running from something; maybe a bit of both.

Well, it's time to stop running. It's time to MAN UP to face the real issues.

Being a real man is about being true to yourself first. It means finding strength from living authentically and then sharing that strength with others. Being a real man means understanding who you are and how to influence the world for the better. Being a real man is an asset to those around him. He doesn't have to "take charge" but he leads the charge, and people want to join in. A real man draws people in. In fact, he is completely irresistible.

Men may feel like they have lost the permission they once had to be men, but I'm here to tell you that you don't need permission. You don't need anyone authorizing you to be who you were meant to be. It's time to stop trying to please everyone else. It's time to stop apologizing for thinking like a man, acting like a man, and being a man. It's time to MAN UP!

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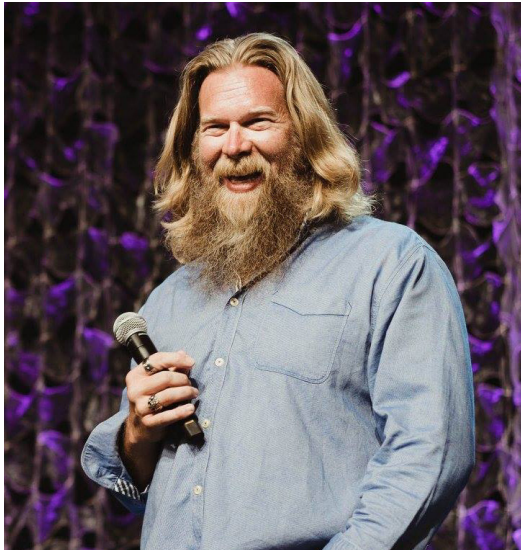


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SCOTT SCHULER

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MAN UP
PROJECT

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MAN UP
IT'S HARD TO RESIST A BAD BOY... EVEN MORE SO A GOOD MAN!

Today's culture seems to celebrate diversity, yet there is a massive effort to redefine the number one quality of real manhood. The world doesn't need a bunch of BRB's with beards. It needs authentic men. It's time to unapologetically get back to basics—it's time to MAN UP.

PREORDER TODAY **LEARN MORE**

A MESSAGE FROM AUTHOR, SCOTT SCHULER
Being a man is about being true to yourself first. It means finding strength in living authentically and then extending that strength to others. Maning up means understanding who you are and how to influence the world for the better. A real man is an asset to those around him. In fact, he is completely irresistible.

HERE'S WHERE TO LOOK ONLINE TO LEARN MORE

POPULAR POSTS

DAVE BRAUN GIVES HIS THOUGHTS ABOUT THE MAN UP PROJECT
I had a great evening time with Dave Braun, the first blogger to get his take on what it means to be a man up with the latest book.

PASSING OUT OR PASSING ON
My take is that I'm still in a phase in my progression. It's important to understand in which phase I'm currently in and what to do next.

STAND UP OR STEP ASIDE
It's all about being present at the top of a mountain. There may be a better way, some a coach phrase, or some a metaphor of sorts.

WHO THE... WHAT THE... WHY THE...?
It's all about the man up movement. It's a time to take a look at a man up book during the winter. There will be someone who is a "real" man up.

"This book will help the real man in you rise to obstacles we face and come out a better person."
RANDY KUBARKA

PREORDER NOW

REGISTER FOR UPDATES
Get the MAN UP newsletter, information and special content when you register.

POPULAR POSTS
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PASSING OUT OR PASSING ON
STAND UP OR STEP ASIDE

TOPICS
HUSBAND
WIFE
BUSINESS
PARTNERSHIP
PERSONAL
EVENTS

SEARCH

CONNECT

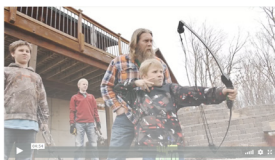


ABOUT THE MAN UP PROJECT

We have watched men change from confident, decisive, and action-oriented men to second-guessing, scared-of-their-own-shadows and dark-side-of-the-moon men. Many men don't feel confident in relationships, work environments—anywhere. They are either looking for something or running from something, maybe a bit of both.

IT'S TIME TO STOP RUNNING. IT'S TIME TO MAN UP.

To MAN UP means to be true to yourself. First, it's finding strength by being authentically and then sharing that strength with others. Being a real man means understanding who you are and using it to influence the world for the better. A real man is an asset to those around him. A real man doesn't have to "have change" he leads the charge and people want to join him. A real man gives people the tools, he is completely irresistible.



The world needs good men more than ever. Strong, authentic men who know who they are and what their purpose is. Men who are not looking for permission they are looking to be men. The Man Up Project has created a platform where men can get that permission back. You don't need anyone's permission to be a man up. You just need to be a man up.

Scott Schuler
@ScottSchulerManUP

Chapter 4 Man Up As A Friend

7,531 people reached

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Steve White: 5:34 Many of my closest male friends have experienced with

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IT'S TIME TO MAN UP.

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To MAN UP means to be true to yourself, first. It's finding strength by living authentically and then sharing that strength with others. Being a real man means understanding who you are and using it to influence the world for the better. A real man is an asset to those around him. A real man doesn't have to "take charge." He leads the charge and people want to join him. A real man draws people in; in fact, he is completely irresistible.

The world needs good men more than ever. Strong, authentic men who know who they are and what their purpose is. While men may feel they have lost permission they once had to be men, the Man Up Project was started to release men and give that permission back. You don't need anyone authorizing you to be who you were meant to be. It's time to stop trying to please everyone else. It's time to stop apologizing for thinking like a man, acting like a man, and being a man.



Scott Schuler was raised around authentic hard-working men and at an early age developed a strong work ethic and drive to excel. He always had a passion and skill for helping others realize and achieve greatness from within which ultimately led him to a career developing leaders as a highly successful, professional network marketer in one of the fastest growing industries today. The path wasn't always easy for Scott. Prior to becoming a Chiropractor, his vocation for 10 years, he suffered from what he calls "Occupational A.D.D."

Pressure from loved ones to pursue a white-collar career conflicted heavily with his passion for all things outdoors.

For many years, Scott had no idea what he wanted to do. He bounced from occupation to occupation, following whatever seemed interesting at the moment, in hopes that something would eventually stick. This ranged from construction to veterinary work, landscaping to truck driving. He ultimately chose chiropractic because it seemed to be the best of both worlds—a "respectable" office job that also involved working with your hands. But still, Scott was dissatisfied which kept him open to exploring new opportunities.

When his wife's at-home business started to thrive, and the income potential became clear, Scott knew he needed to shift his focus and take an active leadership roll in the organization so he and his wife could develop what they had in their hands and grow to the next level.

While Scott was phasing out his chiropractic clinic and stepping into his new role, he also became more involved with the school activities of their three boys. When he attended field trips and extracurricular activities, Scott noticed that most boys didn't really have a clue about what it means to be a man. They had not seen it modeled in their lives, mostly because the male role models in their lives seemed to be struggling with the same issue.

 *The world needs good men more than ever. Strong, authentic men who know who they are and what their purpose is.* 
– **Scott Schuler**

Scott's observation of this lack of authentic manhood was the inspiration for his new book, MAN UP and the Man Up Project. You're invited to join Scott and others in the challenge of rising up higher and being authentic in every facet of life.