

## **The Mask of Masculinity**

By Lewis Howes

**Standing between you and the man you CAN be is one thing: The Mask of Masculinity.**

Lewis Howes grew up as an athlete. He was a two-sport All-American, played almost every sport in high school, and went on to play football professionally. Howes then transferred his competitive nature from sports to business, building his podcast, “The School of Greatness,” into a global phenomenon and becoming successful beyond his wildest dreams. But his whole identity was built on misguided beliefs about what “masculinity” was: dangerous, false ideas learned from teammates and coaches in locker rooms and stereotypes in the media. Like so many men, Howes grew up to be angry, frustrated, and always chasing something that was never enough.

At 30 years old, outwardly thriving but unfulfilled inside, Howes began a personal journey to find inner peace and to uncover the many masks that men—young and old—wear: by asking for advice from some of the world’s best psychologists, doctors, and household names like Tony Robbins, Alanis Morissette, and Ray Lewis. That journey created this book—a must read for every man, and for every woman who loves a man.

In *The Mask of Masculinity* (a *USA Today* bestseller), Howes exposes the ultimate emptiness of the Material Mask, the man who chases wealth above all things; the cowering vulnerability that hides behind the Joker and Stoic Masks of men who never show real emotion; and the destructiveness of the Invincible and Aggressive Masks worn by men who take insane risks or can never back down from a fight. He teaches men how to break through the walls that hold them back and shows women how they can better understand the men in their lives. It’s not easy, but if you want to love, be loved, and live a great life, then it’s an odyssey of self-discovery that all modern men must make.

### **WHAT’S IN IT FOR MEN?**

Men will:

- Understand what holds you back from your most powerful self
- Develop an unwavering foundation of confidence in any situation
- Propel you to a level of power and success that you may have never thought possible
- Embrace and let go of any fears that hold you back from your dreams
- Let go of all pressure, stress, and anxiety, so you can finally feel free
- Experience more joy, happiness, and love in all your relationships