FINDING YOUR COMFORT LIE

Where it's keeping you stuck — and what it's costing you.

Answer honestly or don't bother. The questions only work if you write what's actually true — not what sounds good. If you catch yourself editing your answer to feel better about it, **that's the mechanism.** Write the real version.

QUESTION 01

NAME WHERE YOU'RE STUCK.

Where are you choosing comfort over the life you actually want? Think about the areas where something needs to change but you keep finding good reasons not to move. Career. Relationships. Health. Creative work. The conversation you've been putting off. The thing you've been calling "someday." The version of your life that lives permanently in the future tense. Write down as many as come to mind — including the ones you've never said out loud.

EXAMPLES

"I've been meaning to have a real conversation with my partner about how I'm feeling. It's never on a list anywhere. I just know it needs to happen and I keep deciding it's not the right moment."

"The business idea has been almost ready to start for three years. Each version of the plan is better than the last. I just haven't executed any of them."

Write down as many as come to mind:

QUESTION 02

FIND THE REASON.

Pick one from that list — whichever one has the most convincing reason attached to it right now. Write down that reason exactly as you say it to yourself.

> EXAMPLES
>
> *"The market is too uncertain right now. Once things stabilize, I'll move."*
>
> *"I need to be in a better place mentally before I can have that conversation. I don't want to make it worse."*

The reason I give myself:

QUESTION 03

WATCH HOW IT MOVES.

That reason feels true. It probably contains some truth. But here's what to notice: if that reason disappeared tomorrow — if the timing was finally right, the conditions finally aligned — what would the next excuses be that you'd tell yourself?

> EXAMPLES
>
> *"If the market settled, I'd probably realize the product needs more development. Then I'd need a co-founder. Then the launch window would feel wrong. The reason changes. The not-starting doesn't."*
>
> *"If I felt ready, I'd probably decide it's not the right moment in the relationship anyway. Or that I need to think it through more first. A new reason would be there waiting."*

The next excuses I'd tell myself:

QUESTION 04

NAME WHAT'S BEING PROTECTED.

What version of yourself gets to stay intact as long as you don't try? Who do you currently get to be — what story do you get to keep — because you haven't tested it yet?

EXAMPLES

"As long as I don't launch, I'm still someone with a great business idea. The moment I launch and it struggles, I find out something I don't want to know."

"As long as I don't have the conversation, I'm still someone who handles things well. If I say it out loud and nothing changes — I lose that story."

The version of myself I'm protecting:

QUESTION 05

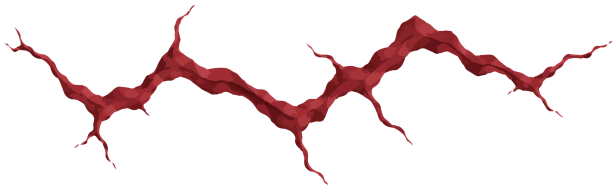
SEE THE COST.

What has staying comfortable in this area actually cost you — in real terms? Not the fear in the moment. The years. The money. The life. The person you were supposed to be by now. Write it all down. Don't make it abstract.

EXAMPLE

"I've been planning to start the business for four years. In that time, I watched someone I know build the same idea and sell it. The direct income I didn't earn is probably $200,000 — and that's the number that's easy to calculate. The harder number is what it cost my family to watch me plan instead of build. My oldest is eleven. She's been watching me her whole life. I tell myself I'm being strategic. What she sees is someone who talks about things. That's the example I'm setting. That's the part of the bill that doesn't have a number — and it's the part I think about at 2am."

The real cost — in years, money, and the person I was supposed to be by now:



QUESTION 06

NAME THE LIE.

You've been giving yourself a reason. The reason feels true. It might even be partly true. But if it's really just an excuse — a story the brain generates to protect the version of you that exists in your head — what is it hiding? What are you allowed to keep believing about yourself as long as you don't move? That gap — between the reason you give and the thing it's protecting — that's the comfort lie. Not a dramatic deception. Just the story your brain tells to keep you exactly where you are.

> **EXAMPLES**
>
> *"The story is 'I'm being strategic, not scared.' What it's hiding is that I don't actually know if I'm capable of pulling this off — and as long as I don't try, I never have to find out."*
>
> *"The story is 'I'm protecting the relationship by waiting for the right moment.' What it's hiding is that I'm protecting myself from a conversation that might end in something I can't control."*

The story I'm hiding behind — and what staying comfortable allows me to keep believing:

That's the first look. Each new video goes deeper into one piece of this, and I'll send them to you as they come out.

— *Ben Calloway*