

?? SHOW UP

By Colin Byrne

“You must understand that there is more than one path to the top of the mountain.”

— Miyamoto Musashi



◆◆ The Symbol

The **ensō** is a Japanese Zen symbol meaning circle of togetherness, flow, and presence. Drawn in one brushstroke, it represents simplicity, discipline, and the power of showing up—imperfect but committed. This is where all transformation begins.

CHAPTER 1: WHY — You’ve Always Had a Mentor

“A mentor is someone whose hindsight can become your foresight.” — John C. Maxwell

We’ve all had mentors—even if we didn’t call them that.

Your parents were your first mentors. Then your teachers. Then a coach. A captain. A leader. Someone who said the right thing at the right time, and you still remember it. Maybe they believed in you when no one else did.

Story:

Mr. Flood was a teacher in our school. He always chewed gum. If you did something wrong, you had to bring him a packet the next day.

I was the smallest kid in class. One day, I went for the school football team. A much bigger kid, Colm Mooney, took the ball off me. I ran after him and kicked him—hard. He went face first into the dirt. Mr. Flood blew the whistle and sent me off. But as I walked off, he followed me... and handed me a chewing gum. He winked.

He always gave me gum after that.

It made me feel like size didn’t matter. That there’s always a way.

As we grow up, we get jobs, families, pressure. We drift. With no mentors, we fill the gap with distractions, bad habits, and stories that we repeat over and over again.

But mentors are still out there. You'll find them in the people who do hard things, who fall and get back up. The path is never straight—but with structure, advice, and encouragement, you can move forward.

CHAPTER 2: PLAN — Clarity Starts With a Pen

“If you fail to plan, you are planning to fail.” — Benjamin Franklin

“The beginning of success is showing up with a plan—even if it's rough.” — Colin Byrne



Saying “I want to be a millionaire” means nothing without a plan.

Write your goals. Every morning, before you look at a screen. Start with a pen and paper.

Have both:

- **Short-term goals** — What do you want to do today?
- **Long-term goals** — What do you want to become?

Don't chase stuff to fill what's missing inside. The external world can never fix an internal void. A mentor helps you step back and see the full picture. When you're too close to the painting, it looks like dots. Step back—and you'll see the beautiful lady.

Language matters.

Write your goals using one of these four phrases:

- I am...
- I have...
- I now...
- I can...

✗ "I have no doubt." (your unconscious hears "doubt")

✓ "I am confident."

Positive language creates positive belief. And belief becomes behavior.

CHAPTER 3: ACTION — What You Consume Creates Who You Are

"You don't get results by thinking about them. You get results by acting on them." — Colin Byrne



In Chinese medicine, there's no difference between the physical and emotional body.

You could eat clean and train hard—but if you're still watching porn, violence, gossip, or speaking negativity, your actions are split. What you consume—visually, verbally, and physically—shapes your momentum.

Audit your input:

- Stop saying: "I'll try to go to the gym" → Start saying: "I will go."
- Stop gossiping or arguing → Start choosing silence and strength.
- Stop bribing yourself with treats → Start rewarding yourself with progress.
- Clean up your feed → Remove people or content that distracts.

Clean physical habits:

- Cut sugar. It adds no value.
- Eat clean proteins: meat, chicken, fish.
- Choose brown carbs: rice, pasta, bread.
- Stick to a training plan.
- Stretch. Move. Sweat. Repeat.

This is a muscle: Physical. Emotional. Mental.
Strengthen it.

CHAPTER 4: ACCOUNTABILITY — Who's Holding the Mirror?

“When the smoke clears, and you're still standing there—people will finally ask your name.” —
Colin Byrne



No one cares if you train. No one cares if you eat right.
You can say you're doing it—but no one's checking.

That's why you need to be accountable. First to **yourself**, then to **others**.
Excuses don't count.

✗ "When I was younger..."

✗ "I would if I had time..."

✓ "What did I do today?"

You're alive for a short time. Make it count.

This is where a mentor helps.

When you know you have a Friday check-in, a coffee catch-up, or a message to send, you **do the thing**.

You can also create:

- A training partner (you won't skip leg day if Peter's waiting)
- A checklist (and report on it)
- A group chat (real accountability)

Discipline builds. But you need a mirror.
Hold it up. Or have someone hold it for you.

CHAPTER 5: PURPOSE & SELF-LOVE — Fuel and Sustainability

"He who has a why to live can bear almost any how." — Friedrich Nietzsche

"Purpose doesn't come from thinking. It comes from doing—and being proud of how you show up." — Colin Byrne

If you don't know why you're doing something, you'll quit at the first hurdle.

Your **purpose** doesn't have to be dramatic.
It just has to mean something to you.

Do it for your kids.
Do it for your ancestors.

Do it for the man you said you'd become.

And remember: **Being a champion isn't about winning medals.**

It's about *championing the way*.

If you're a black belt on the mat—you should be a black belt off the mat too.

If you're a leader in the gym—lead at home.

If you win at work—win in your values.

This is sustainability.

It's not all go-go-go.

It's doing what matters—and being proud of it.

Final Words

You've read the words.

You've written your goals.

You've remembered your why.

Now go to work.

Because life doesn't change when you think about it.

Life changes when you show up.

Colin Byrne

Trainer | Mentor | Performance Guide

"We are not perfect—flawed by design—but we strive to improve." 💎💎 Instagram: [@serpiconinja](https://www.instagram.com/serpiconinja)

