



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #290

Steven Pressfield

It's been a year and we're so thrilled to have screenwriter and author, Steven Pressfield, back on the Success Through Failure podcast!

Steven is the brilliant mind behind the books *Gates of Fire*, *The War of Art*, *The Legend of Bagger Vance*, which was adapted into a movie starring Will Smith, Matt Damon, and Charlize Theron, and *The Warrior Ethos*, which we'll talk more about in this episode.

Following his insightful appearance on [STF ep 256](#), Steven came back with new insights and resistance-defeating tactics. This time, he delves how you can turn "NOBODY wants to read your sh*t" to "EVERYBODY wants to read your sh*t." You'll also discover the "Warrior Virtues" you should possess to unleash the warrior within, and how listening to your dreams can change your life like it did his.

There's so much to learn from this interview, so click that play button and tune in now!

Top Quotes From This Episode

"You, the writer, You, the creative person, have got to make whatever you're offering so compelling and so good that people would be crazy not to pay attention to it."

"When failure comes, there's a tremendous pain with it — not just physical pain, but emotional and psychological pain. [You] do want to avoid those horrible, painful moments, but those are the moments that makes you grow."

"It's always about the unit and not about the individual."

Show Notes

This episode touches on the following key topics and ideas:

- **Nobody wants to read your sh*t (5:30):** Steven shares his experience working in advertising, which was his inspiration for his book, "Nobody Wants to Read Your Shit."
- **Altered DNA (8:57):** Steven believes that we evolve physically when we experience failure.
- **No pain, no gain (13:00):** Failure causes pain, but with agony comes the opportunity to grow.
- **The Warrior Ethos (18:26):** A true warrior possesses the following virtues: Courage, patience, selflessness, and willingness to embrace adversity.
- **Embracing the warrior ethos (22:39):** Unleashing your inner warrior all "comes down to work." The value of self-reinforcement or self-validation.
- **Listen to your dreams (26:45):** The power of dreams and how our unconscious is working on our behalf to help us.
- **Journaling is akin to dreaming (33:50):** Journaling, just like dreaming, is another way to access the unconscious, the "underground river" that is flowing inside of you.
- **A Man at Arms (34:18):** Steven talks about his newest book, ["A Man at Arms."](#)
- **Spartan Mug (37:46):** Steven details the story behind the design of the Spartan mug.

List of Resources Mentioned in the Episode

jimharshawjr.com/MASTERMIND

Steven Pressfield's books:

["The Legend of Bagger Vance: A Novel of Golf and the Game of Life"](#)

["Nobody Wants to Read Your Sh*t: Why That Is And What You Can Do About It"](#)

["The Warrior Ethos"](#)

["A Man at Arms"](#)

["The War of Art"](#)

["The Legend of Bagger Vance" \(movie adaptation\)](#)

[How the story transforms the teller | Donald Davis | TEDxCharlottesville](#)

[Joel Cherrico Pottery](#)

Robert Johnson's ["Inner Work: Using Dreams and Active Imagination for Personal Growth"](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

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Other Episodes Referenced

[#256 Steven Pressfield: Defeating Resistance and Starting Before You're Ready](#)

Guest Website and Social

Steven Pressfield

[Website](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)