

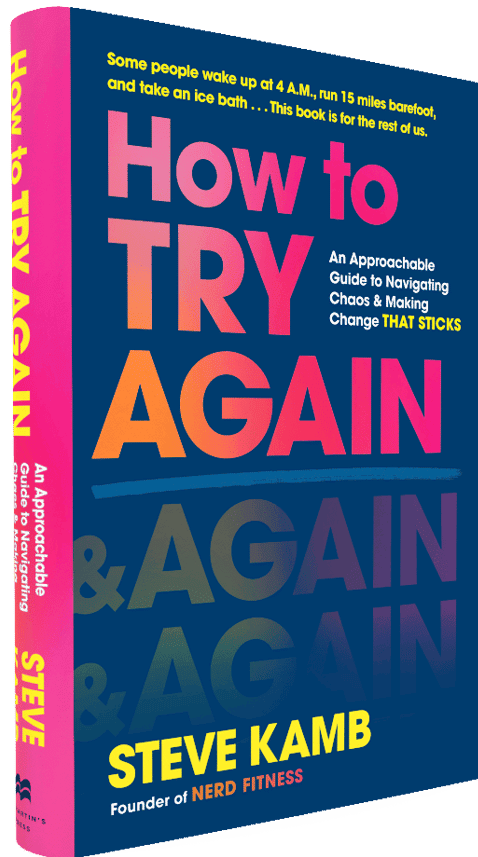
Today's newsletter is from my friend, Steve Kamb.

But I don't hand over my readers to just anyone.

Steve built [Nerd Fitness](#) into a community of millions — not by telling people to grind harder, but by figuring out why they quit and building systems that make it harder to stop than to keep going. That's a rare thing to actually understand, let alone teach.

The self-improvement world is very good at telling you what to do. It has nothing to say about what happens when you stop.

Steve spent 15 years on that second part. His new book, [How to Try Again](#), is the result — and today he's sharing the PACT framework at the core of it. It's also a great framework for figuring out what your Rich Life looks like so you can stop chasing the wrong things.



Pick up a copy today.

I'll let Steve take it from here.

I love watching documentaries about amazing things I have no desire to do.

My heart skipped two beats watching the Academy Award–winning documentary *Free Solo* about climber Alex Honnold scaling El Capitan in Yosemite National Park without a safety rope. Hard pass.

The Rescue, a documentary about the cave-diving volunteers who rescued the trapped Thai boys soccer team restored my faith in humanity. At the same time, the mere idea of diving through underwater caves fills me with dread. NOPE.

Unfortunately, my rational understanding of "that's good for them, but not for me" goes out the window when it comes to my professional career.

It's quite easy for me to take my life, motivations, and expectations, and compare them to other successful people who are living their *own* Rich Life with a different scorecard.

The problem's not that I don't have the dedication required. It's that I think I *should*.

This has led me down a few paths chasing the wrong Rich Life.

How I chased the wrong Rich Life

I started my company, [Nerd Fitness](#), back in 2009 as a blog about helping busy humans get fit in a fun way. I built a team of 40-50 people, started reading books on becoming a better CEO and leader,

and shifted my writing and marketing to match a bigger, more professional company.

I went after things I thought I *should* want: building a big team, becoming a CEO, and structuring my life and day around this mentality.

What I got was more stress than fulfillment, more sadness than enjoyment, and more avoidance than happiness. Worst of all, this came at the expense of the one part of my job that brought me absolute joy: **writing**.

I never paused long enough to ask, “What if this *actually* works? Do I want what’s on the other side?”

Fortunately, after *years* of chasing the wrong thing, I finally admitted to myself I was chasing the wrong “Rich Life” and playing with the wrong scorecard.

How I rebuilt my Rich Life

The first step I took was demoting myself.

I stepped down as CEO of Nerd Fitness, and then fired myself as head of marketing, too. I put my team in charge and got back to my actual Rich Life: chasing my curiosity through writing.

It led to me spending the last three years writing a book about helping people try again after failure. It's called *How to Try Again*. Now, because life has an interesting sense of humor, I navigated a pretty turbulent personal and professional life while writing it, so I ended up writing the very book I needed to read myself.

Specifically, here's how I applied my book's **PACT framework** to help me redefine *my* Rich Life:

Pause: I paused long enough to ask myself "Am I building the Rich Life I *actually* want?" and "Is what I'm doing working?" The answer to both of those questions was no.

Accept: I'm a writer who loves chasing my curiosity. I am not a CEO who enjoys being in charge of a big team. Once I stopped trying to be somebody I'm not, the decision to step down became clear.

Change: If this is my new path, what needs to change to create a different outcome? It meant refocusing on writing, launching a personal website outside of Nerd Fitness, and learning to say no to really great opportunities *that weren't for me*.

Try: I treated this like a fun experiment without expectation. I doubled down on writing in a style that connected with my reader. I gave myself permission to start ugly, pivot along the way, and finally accept the lessons life taught me.

These days, my definition of a Rich Life is much simpler. I no longer get excited about building a big team or a big social media following. I'm working on the craft of writing, enjoying time with friends and family, traveling, exercising, and helping others.



My decision to step back came with tradeoffs and sacrifices, but every decision in life comes with tradeoffs and sacrifices. I was finally just choosing the right ones that aligned with *my* Rich Life.

The P.A.C.T. Guide For Your Rich Life

So, how do you know if you're building *your* Rich Life or somebody else's? How do you decide if you're chasing the wrong path or compromising on the wrong thing for the wrong outcome?

We can do one step at a time:

Pause to think through what *your* Rich Life is, not the Rich Life of people you see on social media. *Really* ask yourself if what you're currently doing is working.

Accept who you are, your strengths and weaknesses, and the constraints you have in your life. Decide what you're willing to sacrifice and what you're not willing to compromise. Acknowledge this all comes with serious tradeoffs.

Change something. As Ramit says, the best predictor of future behavior is past behavior, so we need to start thinking and acting differently today to start building towards our Rich Life tomorrow.

Try without expectation: Ramit's community is full of amazing people who are finding out what their own Rich life

is too. We're all figuring this stuff out together, and we're going to screw up along the way. That doesn't make us failures. That makes us human.

When I hear the stories of other far more successful entrepreneurs, I still sometimes feel envy or jealousy. I have to constantly remind myself that I am not them. I haven't lived their life. I don't have their motivations or insecurities or goals. My brain doesn't work the way theirs works. It's my job to live *my* Rich Life, not theirs. Even if theirs looks really, really fun.

I remind myself that often the juice isn't worth the squeeze.

And sometimes, **I don't even want juice.**

Steve Kamb is the author of [How To Try Again](#) and the founder of [Nerd Fitness](#). Check out [HowToTryAgain.com](#) for all book details, bonuses, and a free book club with Steve.



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I Will Teach You To Be Rich Mail - Whose "Rich Life" are you living?

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