

MASTERMIND CLASS & CLINIC 2026 E-BOOK AND TOOLKIT



Master Life Coach
Charlie Winburn



Coach Chuck Futel

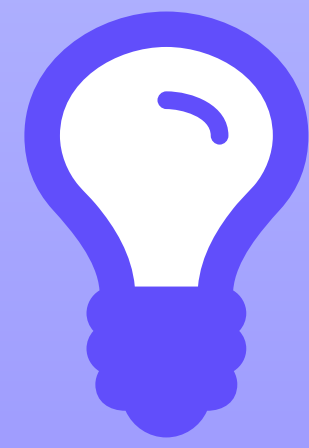


Coach Dan Ray

ARE YOU TIRED OF CARRYING YOUR SHAME?

LEARN SUNDAY HOW TO OVERCOME SHAME!

By Charles E. Winburn, M.Ed.



Master Life Coach
Charlie Winburn



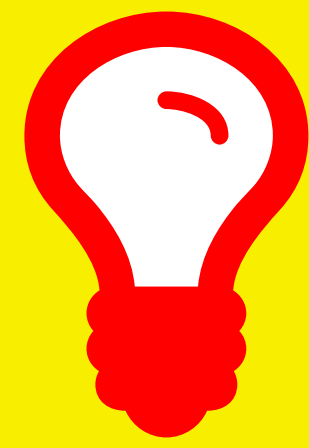
Coach Chuck Futel



Coach Dan Ray

IT'S TIME TO ERADICATE SHAME OUT OF YOUR LIFE! LEARN HOW TO OVERCOME SHAME!

By Charles E. Winburn, M.Ed.



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Coach Chuck Futel



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SHAME!

By Charles E. Winburn, M.Ed.

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Resources

We do not have any ownership stakes or financial investment in these businesses. They are wonderful services that could potentially benefit you.

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Cincinnati, OH 45220

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**Ohio Domestic Violence Network
(ODVN) Helpline**

1-800-934-9840

www.odvn.org

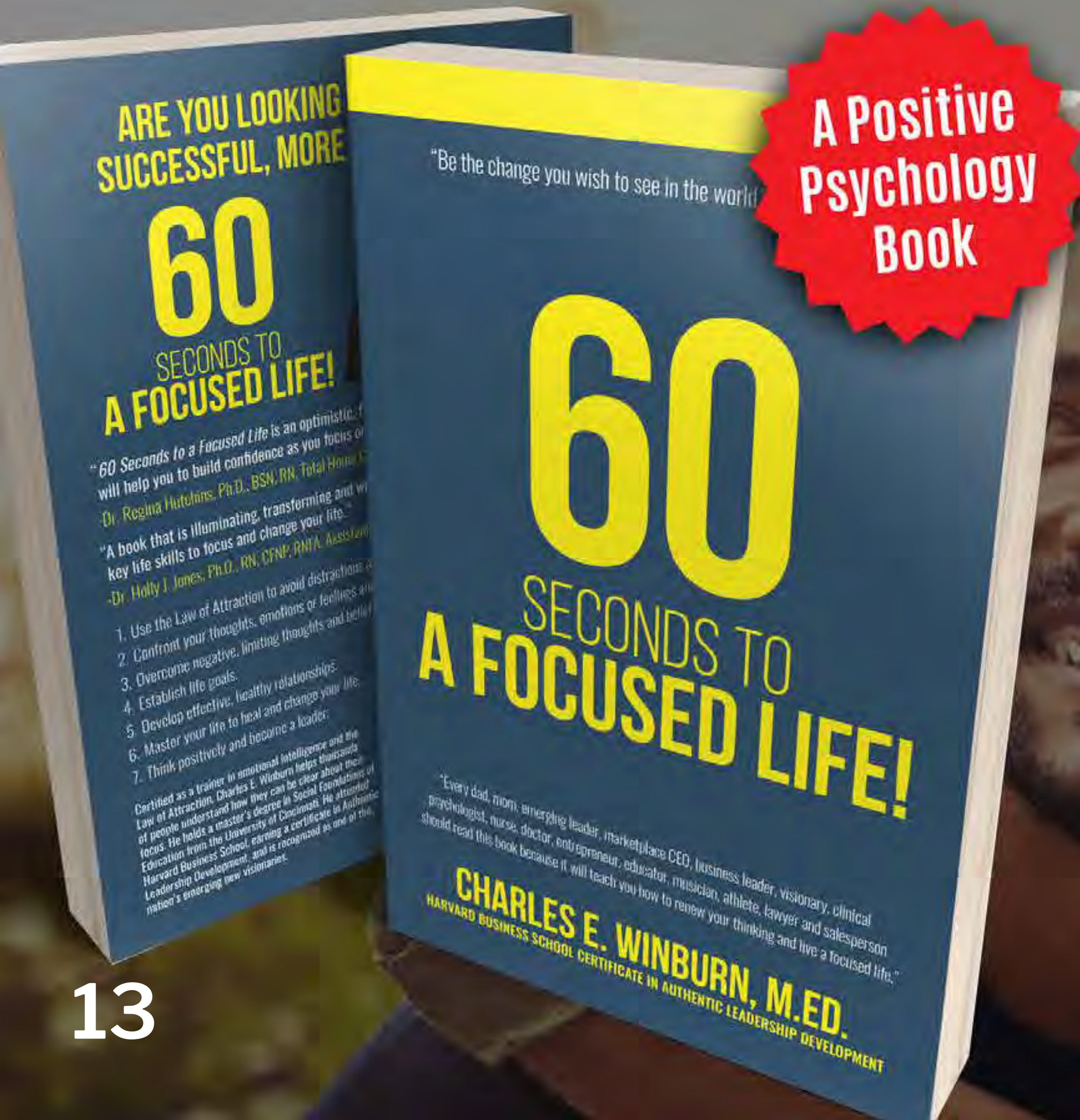
National Domestic Violence Hotline

1-800-799-SAFE (7233)

1-800-787-3224 (TTY)

www.thehotline.org

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A Positive Psychology Book

60 Seconds to a Focused Life!

The best book to ever arrive to help you reach your highest human potential.

**Nay, in all these things we are more
than conquerors through him that
loved us.**

Romans 8:37

**They looked unto him, and were
lightened: and their faces were not
ashamed.**

Psalm 34:5

No weapon that is formed against thee shall prosper; and every tongue that shall rise against thee in judgment thou shalt condemn. This is the heritage of the servants of the LORD, and their righteousness is of me, saith the LORD.

Isaiah 54:17

**Now thanks be unto God, which
always causeth us to triumph in
Christ, and maketh manifest the
savour of his knowledge by us in
every place.**

2 Corinthians 2:14

**There is therefore now no
condemnation to them which are
in Christ Jesus, who walk not after
the flesh, but after the Spirit.**

Romans 8:1

**And the LORD shall make thee
the head, and not the tail; and
thou shalt be above only, and thou
shalt not be beneath; if that thou
hearken unto the commandments
of the LORD thy God, which I
command thee this day, to do
them.**

Deuteronomy 28:13

**But thou, O LORD, art a shield for
me; my glory, and the lifter up of
mine head.**

Psalm 3:3

For your shame ye shall have double; and for confusion they shall rejoice in their portion: therefore in their land they shall possess the double: everlasting joy shall be unto them.

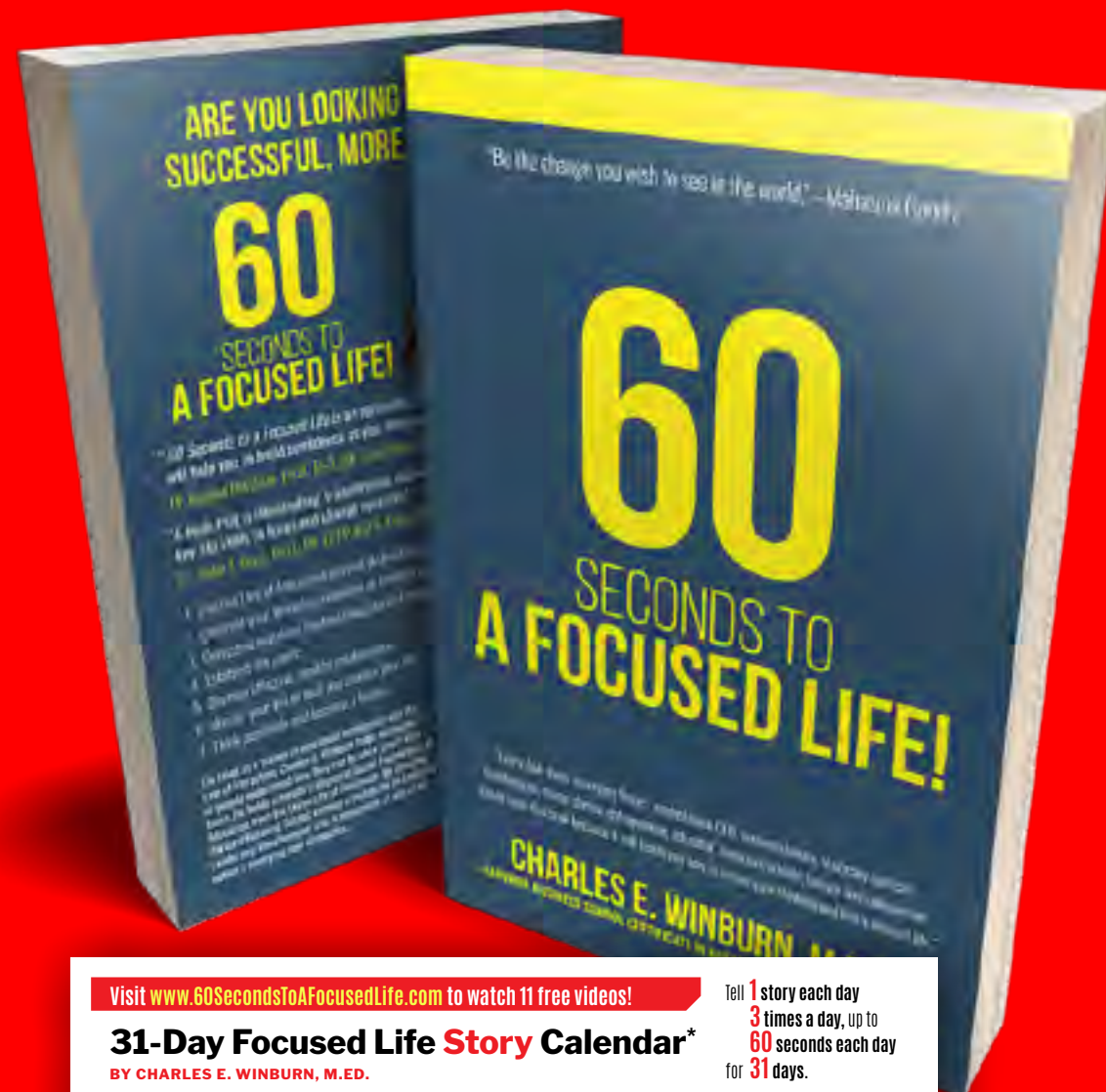
Isaiah 61:7

**That the communication of thy
faith may become effectual by the
acknowledging of every good thing
which is in you in Christ Jesus.**

Philemon 1:6

**For whatsoever is born of God
overcometh the world: and this is
the victory that overcometh the
world, even our faith.**

1 John 5:4



What is shame?

AI Research

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31-Day Focused Life Story Calendar*
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3 times a day, up to
60 seconds each day
for 31 days.

LEARN HOW TO WRITE YOUR OWN STORY! SEE CHAPTER 38 IN 60 SECONDS TO A FOCUSED LIFE!

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DAY 8 It is my divine and human right to love today.	DAY 9 It is my divine and human right to be joyful and to give great thanks on the throne.	DAY 10 It is my divine and human right to be peaceful and to be at peace with the universe and the earth today.	DAY 11 It is my divine and human right to be safe today.	DAY 12 It is my divine and human right to walk in the illumination and kindness of God today.	DAY 13 It is my divine and human right to be kind to self and others today.	DAY 14 It is my divine and human right to be harmonious today.
DAY 15 It is my divine and human right to walk in peace today.	DAY 16 It is my divine and human right to be honest to self and others and to be honest today.	DAY 17 It is my divine and human right to be free and to be free today.	DAY 18 It is my divine and human right to be in the presence of God today.	DAY 19 It is my divine and human right to be free and to be free today.	DAY 20 It is my divine and human right to renew my mind today.	DAY 21 It is my divine and human right to be more than a consumer over my spiritual health and mental life today.
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- 1. Shame as a self-conscious emotion:** A painful feeling arising from the perception that one is exposed as inferior or flawed in the eyes of others or in moral self-evaluation.

2. Shame as a social emotion: An emotion rooted in social norms and expectations, triggered when one believes they have violated communal standards.

- 3. Shame as a self-evaluation process:** The internal process of judging oneself harshly after a perceived failure, shortcoming, or misdeed.

- 4. Shame as a threat to social belonging:** A signal that one's acceptance or status within a group may be at risk due to perceived transgressions.

- 5. Shame as a cue for corrective behavior:** A motivational feeling that encourages appeasement, apology, or behavior change to restore social harmony.

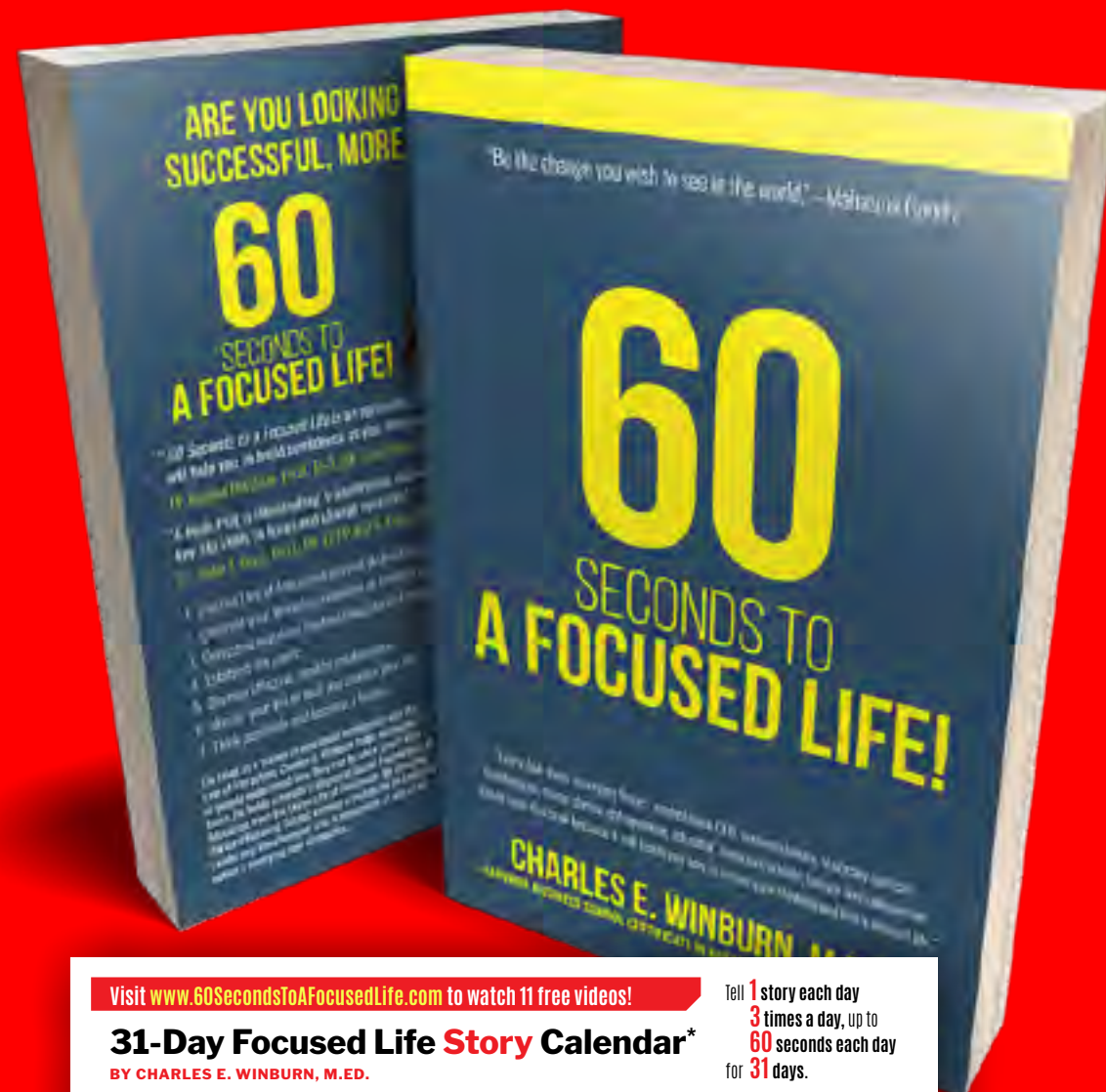
6. Shame as a stigma-driven experience: A form of emotional pain reinforced by labels, stereotypes, or reputational damage.

7. Shame as a relational experience: A feeling shaped by interactions with others, often intensified or alleviated by how others respond.

- 8. Shame as a privacy-embedded emotion: A need-to-hide response where one withdraws to avoid further judgment or exposure.**

- 9. Shame as a cultural construct:**
An emotion that varies in intensity and meaning across societies based on shared norms and values.

10. Shame as a protective mechanism (ambivalent):
In some contexts, a temporary, protective emotion that discourages harmful behavior, though it can also be maladaptive if overgeneralized.



24 things people are often shamed about

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- 1. Separation**
- 2. Divorce**
- 3. Criminal Record**
- 4. Served a Jail Term**
- 5. Mental Health Challenges**
- 6. Substance Use History**
- 7. New or Unconventional Career**

- 8. Childlessness by Choice or Circumstance**
- 9. Being Unemployed for an Extended Period**
- 10. Not Belonging to a Religion or Faith Community**
- 11. Weight or Body Image Issues**
- 12. Acne or Skin Conditions**

13. Learning Differences or Disabilities

14. Sexual Orientation or Gender Identity

15. Infertility or Reproductive Challenges

16. Domestic or Interpersonal Conflict

17. Poverty or Financial Struggle

**18. Homelessness or Housing
Instability**

19. Tattoos and Body Modifications

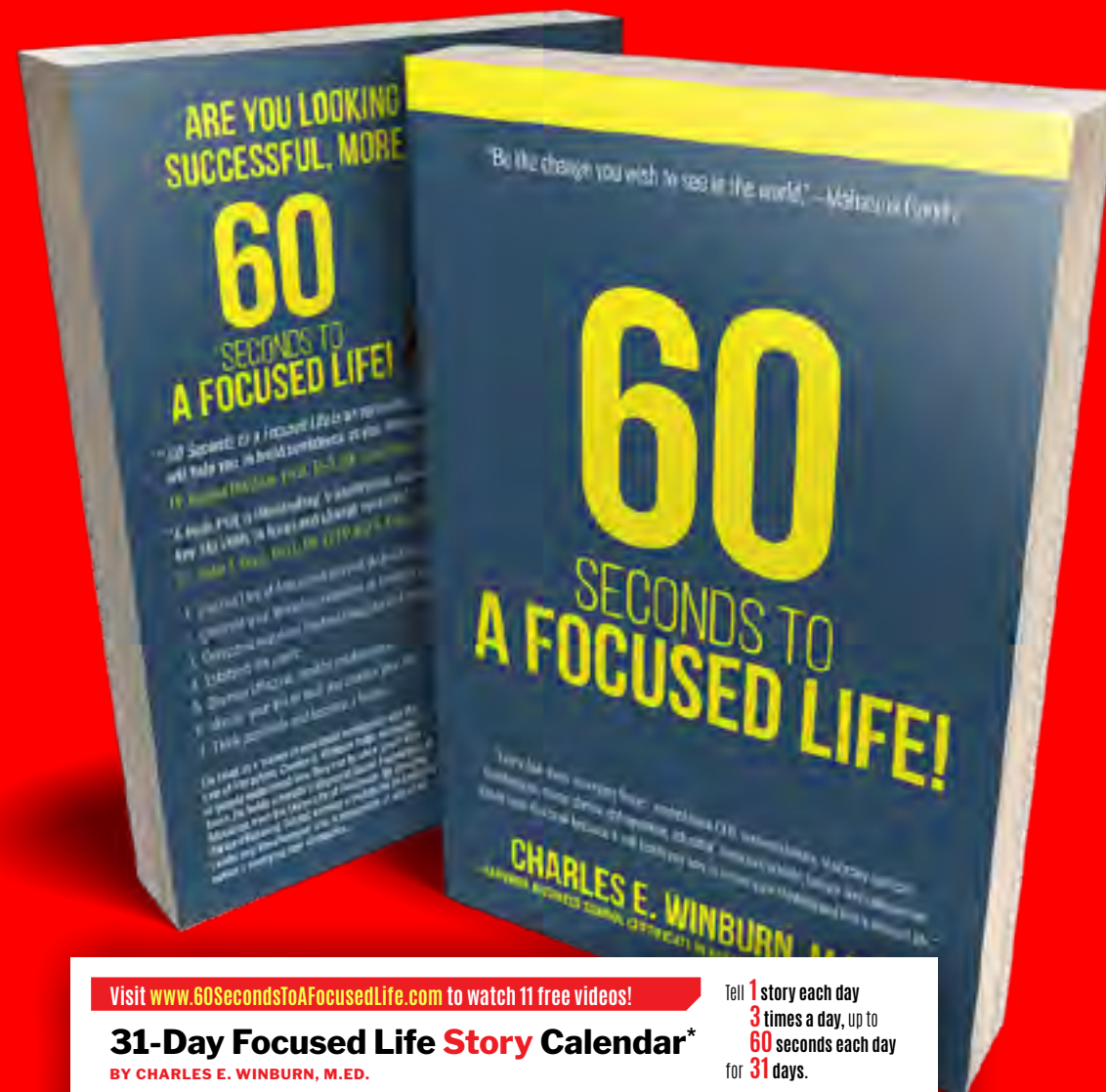
**20. Age-Related Changes (e.g.,
aging or premature aging)**

21. Rural or Small-Town Identity

22. Immigration Status

**23. Disabilities (Physical or
Developmental)**

**24. Divorce or Breakup in Public or
Social Circles**



The impact of shame on the brain and the nervous system

AI Research

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DAY 15 It is my divine and human right to walk in grace today.	DAY 16 It is my divine and human right to be honest and to be able to stand up for what is right today.	DAY 17 It is my divine and human right to be in the presence of God today.	DAY 18 It is my divine and human right to be in the presence of God today.	DAY 19 It is my divine and human right to love, honor and have my being in God today.	DAY 20 It is my divine and human right to renew my mind today.	DAY 21 It is my divine and human right to be more than a consumer over my spiritual health and mental life today.
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1. Activation of the stress response (HPA axis)

- **Shame can trigger the hypothalamic-pituitary-adrenal (HPA) axis, leading to the release of cortisol and adrenaline. This prepares the body for a perceived threat, even when the threat is social or internal.**

- **Prolonged activation can contribute to chronic stress-related changes in brain regions involved in emotion regulation and memory.**

2. Altered amygdala reactivity

- The amygdala may become more reactive to social cues, increasing vigilance, fear, and shut-down responses in social contexts.**
- Over time, this heightened reactivity can bias perception toward threat & social danger.**

- 3. Impacts on prefrontal cortex functioning**
 - Shame can impair executive functions such as impulse control, working memory, and cognitive flexibility.**

- **Chronic social shame may reduce top-down regulation over emotional responses, making it harder to calm down or reframe thoughts.**

4. Changes in the anterior cingulate cortex (ACC)

- **The ACC is involved in error monitoring and social pain processing. Shame can raise ACC activity, amplifying feelings of discomfort and social embarrassment.**
- **This may contribute to self-criticism and rumination.**

5. Social pain and neural overlap with physical pain

- Neural circuits for social pain (e.g., exclusion, rejection) overlap with physical pain pathways. Shame can intensify “social pain,” leading to a gnawing sense of unworthiness.**
- Persistent social pain can affect mood and motivation.**

- 6. Impact on hippocampus and memory encoding**
 - Chronic shame may influence how memories are encoded, especially emotionally charged social experiences.**

- **This can lead to stronger negative memory biases and automatic recall of embarrassing moments, reinforcing shame cycles.**

7. Altered autonomic nervous system balance

- Shame can shift autonomic balance toward sympathetic dominance (fight/flight) or, in some cases, a shutdown state (freeze).**

- **Long-term autonomic imbalance can affect heart rate variability (HRV), digestion, and overall resilience to stress.**

8. Neurochemical changes linked to mood and anxiety

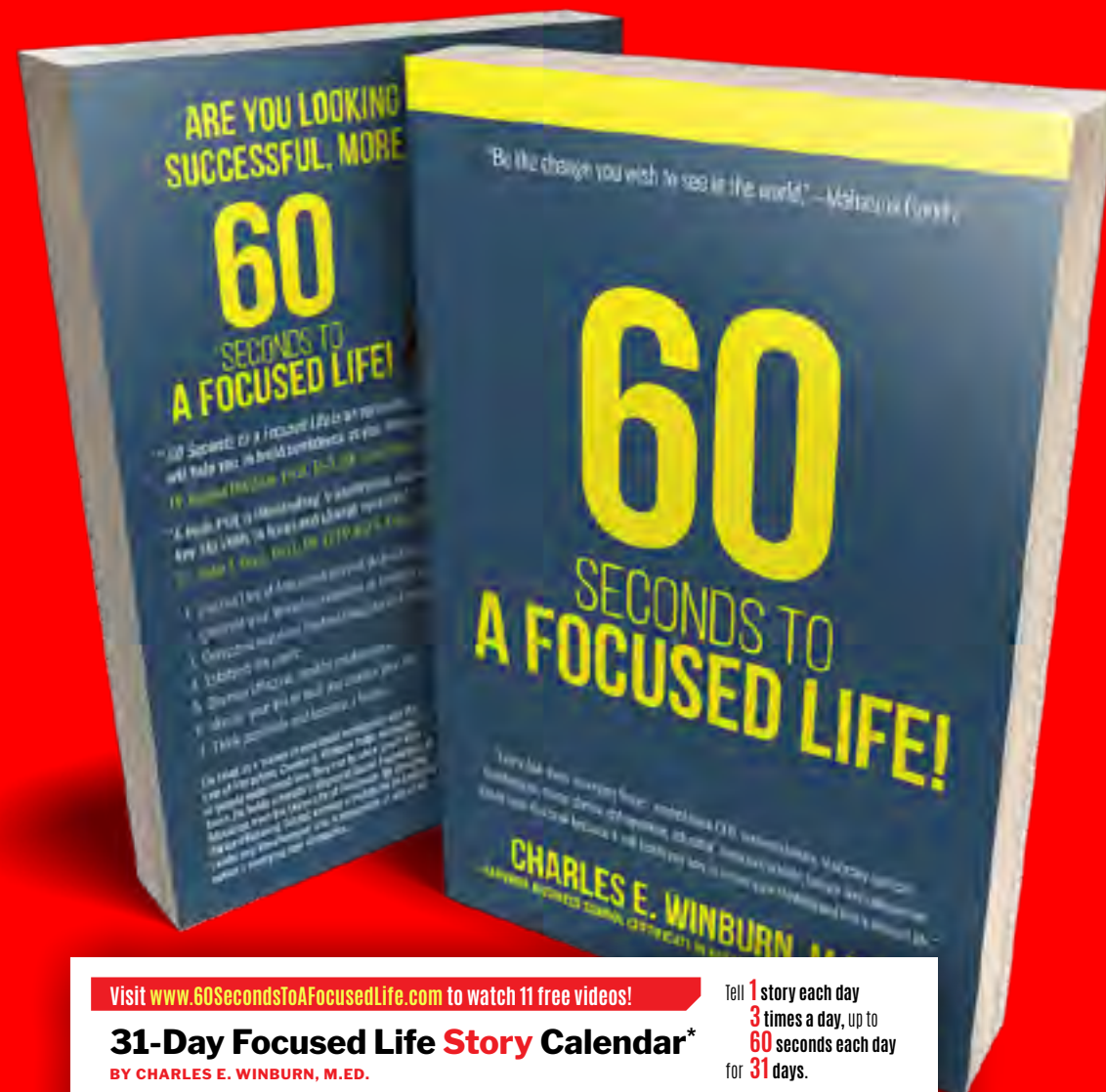
- Repetitive shame experiences can alter neurotransmitter systems (e.g., serotonin, dopamine, GABA) associated with mood regulation & reward.**
- This may contribute to increased anxiety, depression, or anhedonia if shame persists.**

9. Impacts on neural networks underlying self-referential thinking

- The default mode network (DMN), which underpins self-focused rumination, can be overactive during shame.**
- This can trap the mind in negative self-talk and make it harder to shift attention outward or toward solutions.**

10. Neuroplastic changes from anticipated social threat

- The brain can adapt to expected social threat by strengthening circuits that anticipate judgment or rejection.**



25 practical approaches in overcoming shame

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- 1. Name the Shame:** Create a clear, specific label for what you feel.
 - This helps reduce its power by moving it from an abstract feeling to something you can examine.

- 2. Practice Self-Compassion:**
Treat yourself with the same kindness you'd offer a friend.
 - Shame thrives on self-criticism; compassion creates space for healing.**

- 3. Write with Radical Honesty:**
Journaling prompts: “What am I ashamed of? When did this start? How has it affected my life?”
 - **Putting thoughts on paper reduces their grip and reveals patterns.**

4. Identify Triggers and Patterns:

Track situations, people, or environments that intensify shame.

- Understanding triggers allows you to plan healthier responses.**

- 5. Seek Safe, Trusted Support:**
**Share with a trusted friend,
therapist, or sponsor.**
 - Shame shouts in isolation;
connection quiets its voice.**

- 6. Establish Boundaries: Define what topics, conversations, or exposure feel safe.**
 - Boundaries protect your vulnerable space and reduce re-shaming.**

- 7. Challenge Shaming Narratives:
Reframe “I am bad” to “I made
a mistake; I am human.”**
 - Cognitive reframing weakens
internal shaming loops.**

- 8. Practice Grounding Techniques: 5-4-3-2-1 sensory grounding or box breathing during episodes.**
 - Grounding reduces the spine-tingling intensity of shame.**

- 9. Create a Shame Timeline: Map where the shame began, how it evolved, and where you are now.**
 - Seeing a arc can demystify and disarm it.**

- 10. Normalize Mistakes: Remind yourself that mistakes are a universal human experience.**
- Normalization reduces secrecy and judgment.**

- 11. Engage in Humble Transparency:** Share a small, controlled level of vulnerability with someone you trust.
- **Small acts of openness can incrementally reduce shame's grip.**

- 12. Develop a Regret-to-Learning Protocol:** After a painful incident, ask: What did I learn? What will I do differently?
- This reframes shame as a catalyst for growth.

13. Practice Self-Soothing Rituals:

Create calming routines: warm bath, soft music, walk, or tea.

- Soothing rituals counter the arousal phase that shame triggers.**

14. Seek Professional Help:

A licensed therapist (trauma-informed, if applicable) can guide you.

- Professional support provides evidence-based strategies and accountability.**

- 15. Explore Narrative Therapies:**
Consider approaches like externalization (separating self from the problem) or letter-writing to the part of you carrying shame.
- **These therapies can loosen internalized blame.**

- 16. Cultivate Meaningful Purpose:**
Engage in activities that align with your values (volunteering, creative expression, service).
- **Purpose can reframe identity beyond shame.**

- 17. Build a Shame-Safe Routine:**
Schedule regular check-ins, mindfulness, and social connections.
- **Consistency reduces the power of hidden shame over time.**

- 18. Practice Compassionate Self-Tacing:** When shame spikes, say aloud: “This is shame, not truth; I’m still learning.”
- **A gentle internal dialogue reduces reactivity.**

- 19. Learn about Shame and its Biology:** Read materials on how shame affects the brain and nervous system.
- **Understanding biology normalizes the experience and reduces self-blame.**

- 20. Attend to Physical Health:**
Sleep, nutrition, movement, and sunlight support emotional resilience.
- **A healthier body provides a sturdier platform for healing.**

- 21. Create a Personal Myth of Healing:** Write a short story about your journey from shame to freedom.
- **Narrative can reorient identity and future possibilities.**

- 22. Practice Gratitude in Small Doses:** Note one thing you appreciate about yourself or your life each day.
- **Gratitude expands attention beyond shame-focused thoughts.**

- 23. Use Affirmations with Care:**
Develop statements that reflect growth, not denial (e.g., “I am imperfectly perfect, and I’m worthy of care.”).
- **Repetition can reshape self-perception over time.**

24. Limit Rumination Time: Set a timer for focused reflection; after that, redirect to constructive actions.

- **Rumination perpetuates shame; structured reflection moves you forward.**

- 25. Celebrate Milestones,
No Matter How Small:
Acknowledge progress (weeks
of exposure, new boundaries,
therapy milestones).**
- **Celebration reinforces positive
change and builds momentum.**



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