



MASTERMIND CLASS & CLINIC 2026 E-BOOK AND TOOLKIT



Master Life Coach
Charlie Winburn



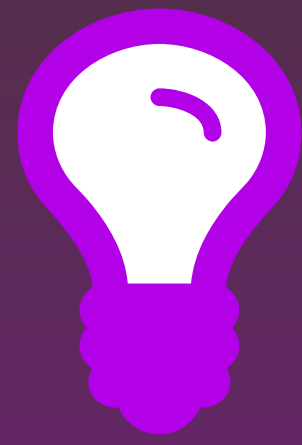
Coach Chuck Futel



Coach Dan Ray

SHAME IS A VERY DARK EMOTION, BUT YOU CAN HEAL IT!

By Charles E. Winburn, M.Ed.



Master Life Coach
Charlie Winburn



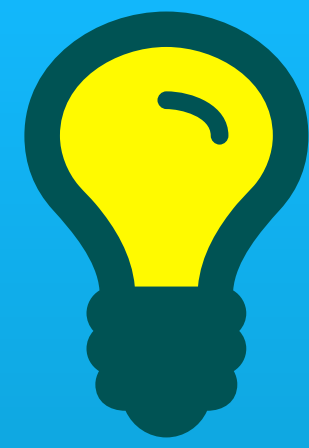
Coach Chuck Futel



Coach Dan Ray

SHAME IS THE WORST EMOTION & YOU CAN HEAL FROM IT THIS SUNDAY!

By Charles E. Winburn, M.Ed.



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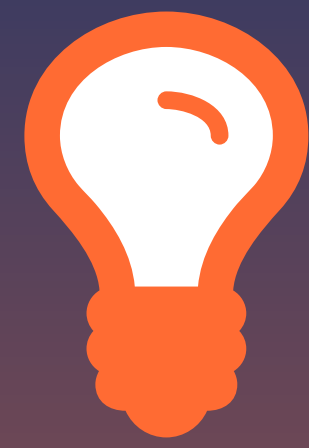
Coach Chuck Futel



Coach Dan Ray

SHAME IS KEEPING YOU FROM MOVING FORWARD! HEAL THIS SUNDAY!

By Charles E. Winburn, M.Ed.



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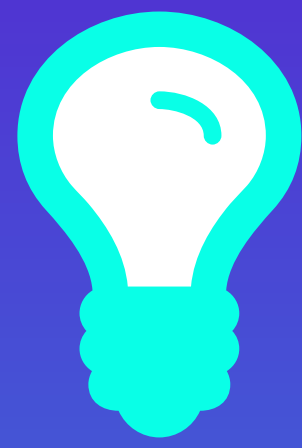


Coach Dan Ray

SHAME IS HOLDING YOUR MOMENTUM HOSTAGE!

MOVE FORWARD THIS SUNDAY!

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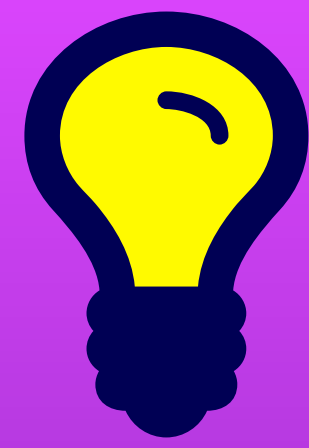


Coach Dan Ray

SHAME: THE WORST EMOTION YOU CAN EVER HAVE IN THIS WORLD!

GET HEALED THIS SUNDAY!

By Charles E. Winburn, M.Ed.



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**Master Life Coach
Charlie Winburn**



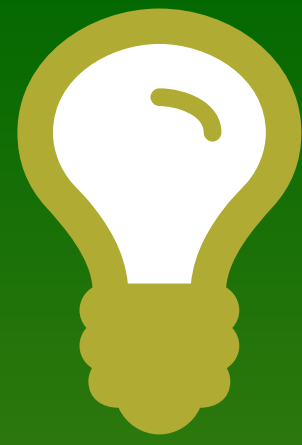
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SHAME MAKES YOU LIE AND LIVE A DARK SECRET LIFE IN YOUR RELATIONSHIPS! GET HEALED SUNDAY!

By Charles E. Winburn, M.Ed.



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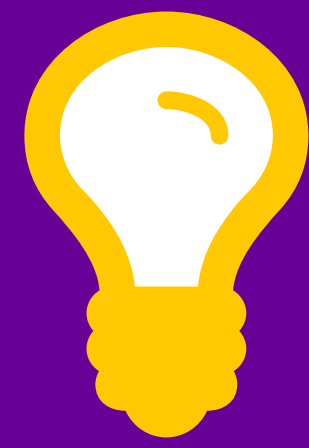
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SHAME CONTRIBUTES TO ANXIETY, STRESS, DEPRESSION, AND SOMETIMES SUICIDE! GET HEALED THIS SUNDAY!

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Coach Chuck Futel



Coach Dan Ray

DEAR GOD, HEAL ME FROM SHAME THIS SUNDAY!

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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John H. Thomas, Ed.D.

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Clifton Natural Foods

336 Ludlow Avenue

Cincinnati, OH 45220

513-961-6111

Ohio Domestic Violence Network (ODVN) Helpline

1-800-934-9840

www.odvn.org

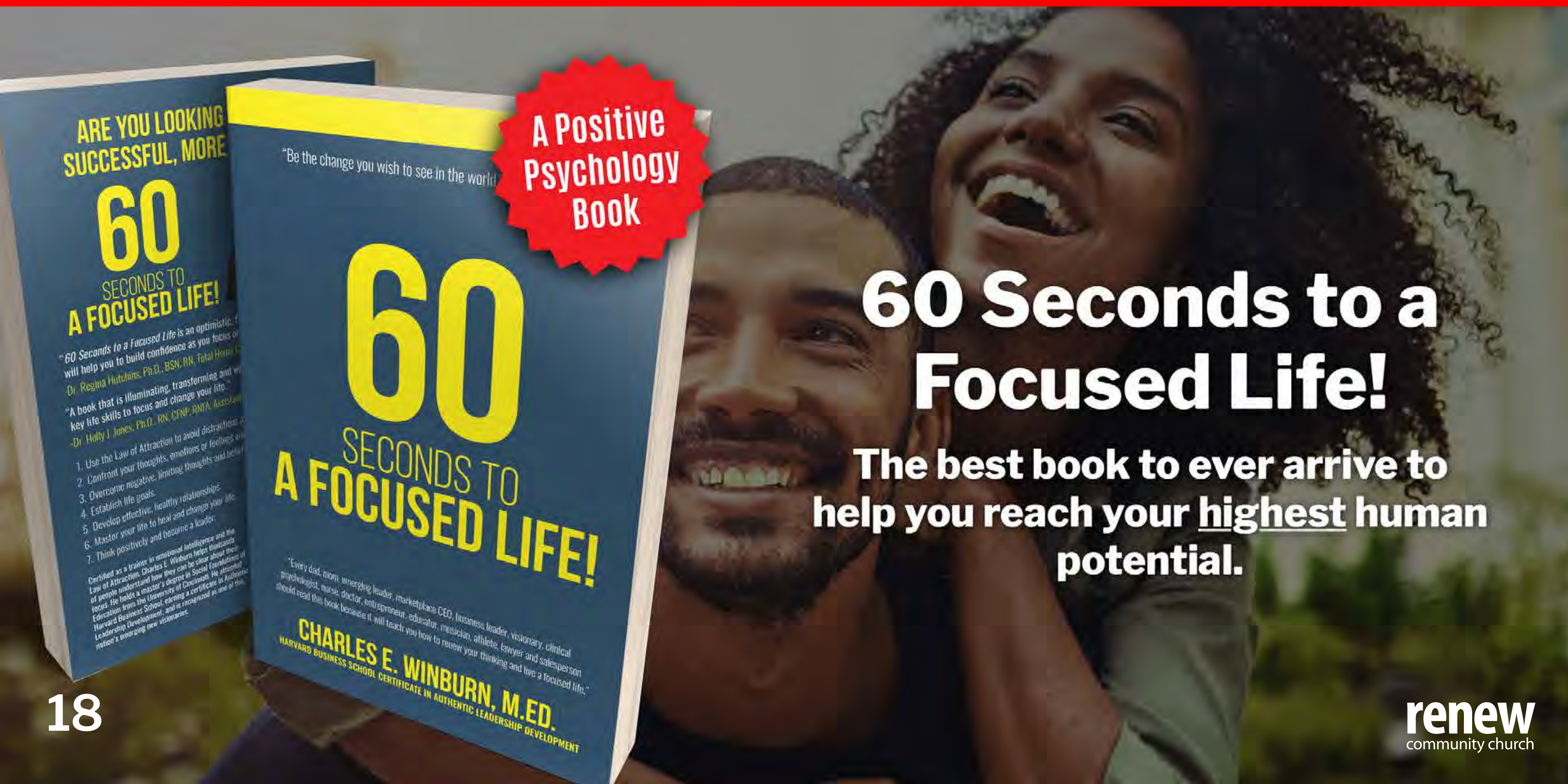
National Domestic Violence Hotline

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.

ARE YOU LOOKING
SUCCESSFUL, MORE

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SECONDS TO
A FOCUSED LIFE!

"60 Seconds to a Focused Life is an optimistic, practical book that will help you to build confidence as you focus on your goals."
-Dr. Regina Hutolins, Ph.D., BSN, RN, Total Home Care

"A book that is illuminating, transforming and will help you master key life skills to focus and change your life."
-Dr. Holly J. Jones, Ph.D., RN, CFNP, RNTA, Assistant Professor

1. Use the Law of Attraction to avoid distractions and achieve your goals.
2. Confront your thoughts, emotions or feelings and beliefs.
3. Overcome negative, limiting thoughts and beliefs.
4. Establish life goals.
5. Develop effective, healthy relationships.
6. Master your life to heal and change your life.
7. Think positively and become a leader.

Certified as a trainer in emotional intelligence and the Law of Attraction, Charles E. Winburn helps thousands of people understand how they can be clear about their focus. He holds a master's degree in Social Foundations of Education from the University of Cincinnati. He attended Harvard Business School, earning a certificate in Authentic Leadership Development, and is recognized as one of the nation's emerging new visionaries.

60

SECONDS TO
A FOCUSED LIFE!

CHARLES E. WINBURN, M.ED.
HARVARD BUSINESS SCHOOL CERTIFICATE IN AUTHENTIC LEADERSHIP DEVELOPMENT

**Fear not; for thou shalt not
be ashamed: neither be thou
confounded; for thou shalt not be
put to shame...**

Isaiah 54:4

**For the scripture saith, Whosoever
believeth on him shall not be
ashamed.**

Romans 10:11

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

Psalms 34:5

The LORD is good unto them that wait for him... It is good that a man should both hope and quietly wait...

Lamentations 3:25-26

**They cried unto thee, and were
delivered: they trusted in thee, and
were not confounded.**

Psalm 22:5

**For God hath not given us the spirit
of fear; but of power, and of love,
and of a sound mind.**

2 Timothy 1:7

**If we confess our sins, he is
faithful and just to forgive
us... and to cleanse us from all
unrighteousness.**

1 John 1:9

**There is therefore now no
condemnation to them which are in
Christ Jesus...**

Romans 8:1

**Let us draw near with a true heart
in full assurance of faith... having
our hearts sprinkled from an evil
conscience...**

Hebrews 10:22

**My brethren, count it all joy when
ye fall into divers temptations;
Knowing this, that the trying of
your faith worketh patience...**

James 1:2-4

Finally, brethren, whatsoever things are true... honest... just... pure... lovely... of good report; if there be any virtue, and if there be any praise, think on these things.

Philippians 4:8

**I can do all things through Christ
which strengtheneth me.**

Philippians 4:13

**Therefore if any man be in Christ,
he is a new creature...**

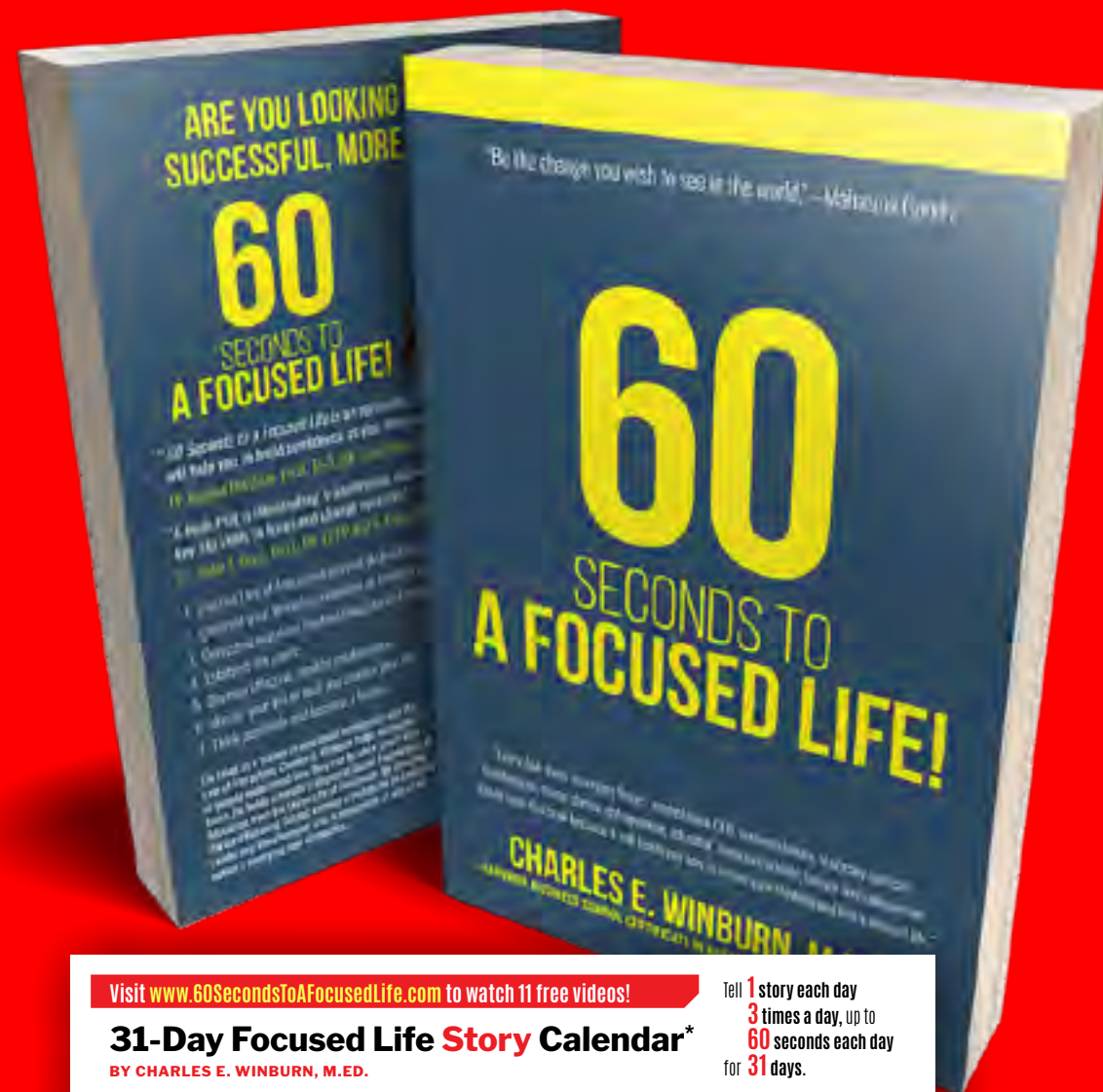
2 Corinthians 5:17

**But they that wait upon the LORD
shall renew their strength... they
shall run, and not be weary...**

Isaiah 40:31

**Great peace have they which love
thy law: and nothing shall offend
them.**

Psalm 119:165



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Tell 1 story each day
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 love and great outlook on life today.	DAY 10 It is my divine and human right to love and great outlook on life today.	DAY 11 It is my divine and human right to love and great outlook on life today.	DAY 12 It is my divine and human right to love and great outlook on life today.	DAY 13 It is my divine and human right to love and great outlook on life today.	DAY 14 It is my divine and human right to love and great outlook on life today.
DAY 15 It is my divine and human right to walk in love today.	DAY 16 It is my divine and human right to be loved and love others today.	DAY 17 It is my divine and human right to be loved and love others today.	DAY 18 It is my divine and human right to be loved and love others today.	DAY 19 It is my divine and human right to be loved and love others today.	DAY 20 It is my divine and human right to be loved and love others today.	DAY 21 It is my divine and human right to be loved and love others today.
DAY 22 It is my divine and human right to do all things through Christ who strengthens me today.	DAY 23 It is my divine and human right to pray in love and peace today.	DAY 24 It is my divine and human right to pray in love and peace today.	DAY 25 It is my divine and human right to focus on what I want I focus on happiness today.	DAY 26 It is my divine and human right to focus on what I want I focus on happiness today.	DAY 27 It is my divine and human right to have great relationships today.	DAY 28 It is my divine and human right to prosper and walk in all the fullness of God's promises today.
DAY 29 It is my divine and human right to be transformed and renewed in my heart today.	DAY 30 It is my divine and human right to be transformed and renewed in my heart today.	DAY 31 It is my divine and human right to be transformed and renewed in my heart today.	*It takes approximately 21 days to get rid of a negative vibration. In 31 days, you will have created for yourself a positive and life-changing emotional vibration.			

LEADERSHIP CONCEPTS LLC

What is the scientific impact of shame on a person's life?

AI Research

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1. Shame activates chronic stress physiology (HPA-axis and ANS arousal)

- Shame tends to trigger threat responses: fear of rejection, humiliation, and perceived social danger.**

- **This can elevate stress hormones (e.g., cortisol) and sympathetic nervous system activity for longer than necessary.**
- **Chronic or repeated stress physiology is associated with worse immune regulation, sleep disruption, and cardiometabolic risk.**

2. Shame is strongly tied to depression and suicidal ideation risk

- Shame correlates with rumination (“What’s wrong with me?”), which is a well-known mechanism in depression.**

- **It increases hopelessness by framing the self as flawed rather than the behavior as changeable.**
- **Large bodies of clinical research show shame predicts suicidal thinking even when accounting for depression and anxiety.**

3. Shame undermines self-compassion and adaptive emotion regulation

- Shame often reduces a person's ability to respond to mistakes with care and problem-solving.**

- **Instead of constructive processing, shame promotes avoidance, suppression, or self-attack.**
- **These patterns reduce psychological flexibility and worsen recovery after setbacks.**

- 4. Shame impairs motivation and learning (it favors “hiding” over “improving”)**
 - Shame motivates withdrawal and concealment to prevent exposure and rejection.**

- **That reduces feedback-seeking and experimentation—key behaviors for skill-building.**
- **People become less likely to correct errors, because errors are interpreted as evidence of personal worthlessness.**

- 5. Shame predicts anxiety by strengthening threat sensitivity**
 - Shame is closely linked to fear of negative evaluation (“They’ll find out”).**

- **This increases hypervigilance to social cues and internal sensations.**
- **Over time, threat sensitivity contributes to persistent anxiety, social anxiety, and avoidance cycles.**

6. Shame is associated with more inflammation and poorer immune outcomes

- Stress-related pathways (including cortisol dysregulation and sympathetic activation) can shift immune functioning toward inflammation-promoting patterns.**

- **Shame is repeatedly reported to worsen health outcomes indirectly via sleep loss, stress behaviors, and reduced self-care.**
- **Inflammation is a common biological pathway linking chronic stress to many physical illnesses.**

7. Shame disrupts sleep and recovery

- **Shame commonly produces mental preoccupation at night (rumination, replaying events, self-criticism).**

- **It can increase physiological arousal—making it harder to fall asleep and reducing sleep quality.**
- **Poor sleep then worsens mood regulation, pain sensitivity, and immune function, creating a feedback loop.**

8. Shame increases maladaptive coping and health-risk behaviors

- People experiencing shame may turn to avoidance strategies (substance use, binge coping, overworking, gaming, compulsive checking).**

- **Shame can also reduce help-seeking (“I don’t deserve help” / “I’ll be judged”).**
- **These behaviors increase physical health risks (cardiometabolic strain, addiction risk, and poorer disease management).**

- 9. Shame damages relationships, increasing loneliness and perceived social threat**
 - Shame pushes secrecy and defensive behavior (hiding needs, withdrawing, becoming irritable).**

- **It can lead to communication breakdowns and fewer supportive interactions.**
- **Reduced social support is strongly linked to worse mental and physical health outcomes.**

- 10. Shame reduces the likelihood of seeking effective treatment**
 - Shame discourages disclosure to clinicians and participation in therapy.**

- **It can cause avoidance of environments where evaluation might occur (medical visits, group support, follow-ups).**
- **Lower engagement with care predicts poorer health trajectories and slower recovery.**

11. Shame increases pain sensitivity and worsens functional outcomes

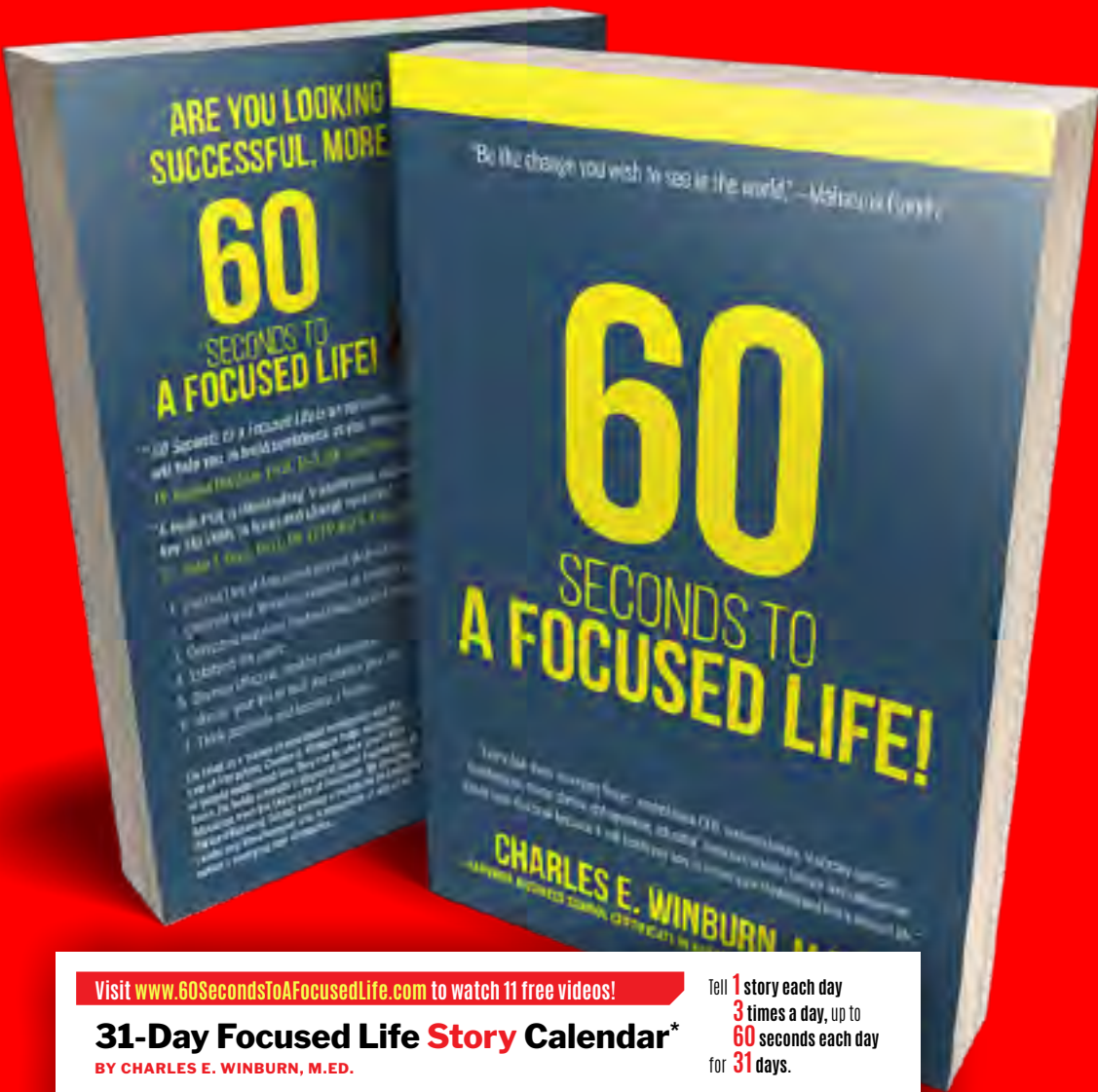
- **Chronic stress can amplify pain processing (elevating central sensitization) and reduce the body's ability to recover.**

- **Shame also increases catastrophic thinking and body-monitoring (“Something is wrong with me”).**
- **This can worsen chronic pain, fatigue, and disability, even when tissue damage is limited.**

12. Shame promotes cognitive distortions and self-concept rigidity

- Shame fosters all-or-nothing thinking (“I’m a bad person”), rather than viewing behavior as modifiable.**

- **It narrows attention to threats and internal flaws, reducing problem-solving and realistic appraisal.**
- **Rigid self-concept makes it harder to revise beliefs after evidence that contradicts shameful conclusions.**



Why is carrying shame in your life so detrimental to your well-being?

AI Research

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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 feel emotional and great outlook on life today.	DAY 10 It is my divine and human right to feel freedom, joy and peace in the universe and the earth today.	DAY 11 It is my divine and human right to feel 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 courage today.	DAY 16 It is my divine and human right to be respected, to lead and others and share power today.	DAY 17 It is my divine and human right to be free and speak the freedom today.	DAY 18 It is my divine and human right to live in the presence of God today.	DAY 19 It is my divine and human right to live, move 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.
DAY 22 It is my divine and human right to do all things through Christ who strengthens me today.	DAY 23 It is my divine and human right to pray and meditate in peace today.	DAY 24 It is my divine and human right to walk in the will of God. I trust in God today.	DAY 25 It is my divine and human right to focus on what I want. I focus on happiness today.	DAY 26 It is my divine and human right to focus on what I want. I focus on happiness every 60 seconds today.	DAY 27 It is my divine and human right to have great relationships today.	DAY 28 It is my divine and human right to prosper and walk in all the fullness of God's emotions today.
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- 1. Avoidance of necessary action:** Shame often makes you want to hide or delay, so you postpone workouts, appointments, applying for jobs, or having important money conversations.

- 2. Chronic stress on the body:**
Shame keeps your nervous system on alert. Over time, that can contribute to stress-related symptoms (sleep problems, headaches, fatigue), which makes physical progress harder.

- 3. Lower energy and motivation:**
When you believe you're "not enough," motivation tends to collapse. You may have less drive to exercise, learn skills, or consistently manage finances.

- 4. Negative self-talk becomes a constant background:** Shame fuels internal criticism (“I’m defective,” “I’ll fail”). That noise drains mental bandwidth and reduces your ability to plan or think clearly.

- 5. Fear of being seen or judged:** Physical progress (training in public, taking photos, going to class) and financial progress (asking questions, negotiating, networking) often require visibility. Shame makes that feel dangerous.

- 6. Isolation and reduced support:**
Shame convinces you not to reach out. Less support means fewer opportunities, less accountability, and slower recovery from setbacks.

- 7. Difficulty learning from mistakes:** Constructive growth uses “I made a mistake.” Shame uses “I am a mistake.” That turns learning moments into threats, so you stop experimenting and improving.

8. Perfectionism that stops progress: Shame can create a “prove you’re worthy” mindset. If you can’t do something flawlessly, you may avoid starting altogether—whether it’s dieting, studying, or budgeting.

- 9. Burnout from overcompensating:** Some people respond to shame by doing too much to prove themselves (working constantly, extreme training, ignoring rest). This can lead to burnout that harms health and finances.

10. Reduced ability to set boundaries: Shame can make you tolerate disrespect, unequal workload, or manipulative relationships. That costs time, safety, and money—and damages long-term well-being.

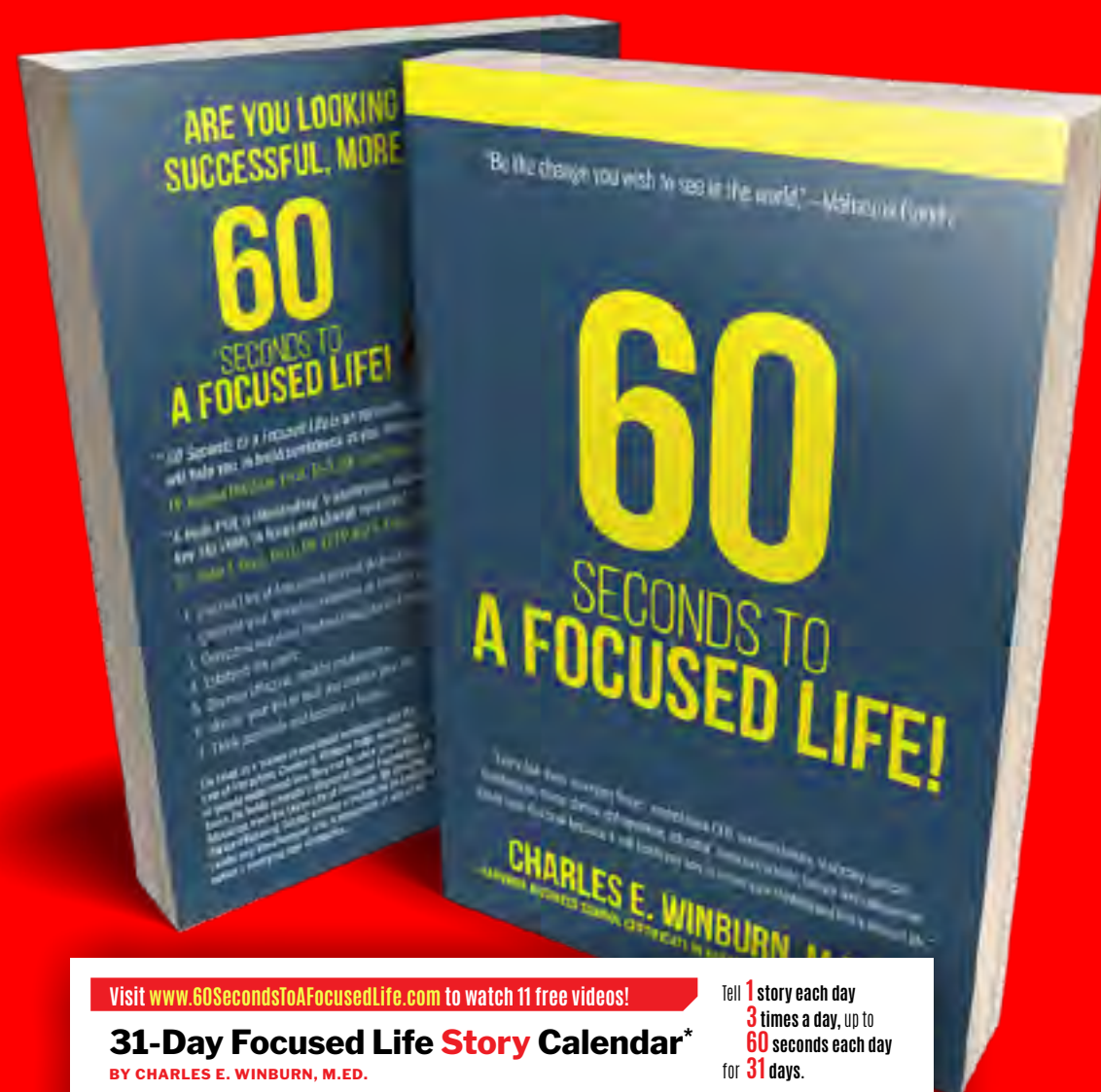
11. Emotional eating, substances, or other coping: Shame often drives unhealthy coping strategies to numb feelings. These behaviors can harm physical health and drain financial resources.

12. Financial avoidance (can't face the numbers): Shame around money (debt, spending, “not being good with money”) can cause avoidance—unopened bills, missed payments, and lack of budgeting—so problems worsen.

13. Riskier financial decisions to escape feelings: When emotions are intolerable, impulsive spending, scams, gambling, or high-stakes “fixes” can become an escape route, increasing financial instability.

14. Lower confidence to pursue higher-income opportunities: Shame can shrink your sense of eligibility (“I don’t deserve better,” “I’m behind”). That reduces likelihood to negotiate pay, switch careers, ask for raises, or build skills.

15. Long-term mental health effects: Chronic shame is strongly linked with depression, anxiety, and low self-esteem. When your mental health is strained, consistency and problem-solving (needed for physical and financial progress) become much harder.



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LEADERSHIP CONCEPTS LLC

20 scientific and practical ways to begin overcoming shame and building optimism in your life

AI Research

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1. Name the shame precisely

- **Try writing: “I’m ashamed that __” vs. “I am bad.”**
- **Use specific triggers (a mistake at work, a conflict, a body-related thought).**

2. Separate “doing” from “being”

- Treat shame as feedback about behavior, not identity.**
- Ask: “What did I do?” and “What values do I want to live by?”**

3. Use the “evidence test”

- **List thoughts shame tells you (“I’m unlovable”).**
- **Score each thought (0–100) for accuracy based on real evidence.**

4. Practice self-compassion (not self-indulgence)

- Use a short script: “This is hard. I’m not alone. What’s the next kind step?”**
- Research links self-compassion to lower shame and better resilience.**

5. Do a shame “reframe” in 3 lines

- **Line 1: “A shame story I’m having is...”**
- **Line 2: “A more accurate story might be...”**
- **Line 3: “The kind action I’ll take is...”**

6. Challenge avoidance with tiny exposures

- Choose one feared situation (e.g., replying to a text).**
- Do the smallest version within 24 hours to retrain your threat system.**

- 7. Strengthen emotion labeling**
 - **Learn to say what you feel: shame, sadness, anger, fear.**
 - **Emotional clarity is associated with better regulation and reduced rumination.**

8. Use cognitive defusion

- **Instead of “I am broken,” try “My mind is generating the thought that I’m broken.”**
- **This reduces the fusion between thoughts and self-identity.**

- 9. Create a “values-based” behavior plan**
 - **Pick 1–2 values (honesty, growth, connection).**
 - **Do one behavior daily that proves you’re living those values.**

10. Reduce rumination with time limits

- **Give shame a “worry window” (10–15 minutes).**
- **After the timer, switch to a concrete action (walk, tidy, message, journal).**

11. Get your body out of threat mode

- **Try paced breathing (e.g., inhale 4, exhale 6) for 3–5 minutes.**
- **Shame often triggers physiological threat; calming helps regain control.**

12. Practice grounding when shame spikes

- **Use 5-4-3-2-1 senses (5 sights, 4 touches, 3 sounds...).**
- **This can interrupt spirals and bring attention back to the present.**

13. Build “safe relationship” input

- **Spend time with people who respond with respect and reality, not ridicule.**
- **Social safety reduces shame activation and increases hope.**

14. Use supportive language with yourself like a friend

- Write what you'd say to a close friend in the same situation.**
- Then practice saying it to yourself.**

15. Turn shame into a repair attempt

- **If your shame relates to harm, make amends where appropriate.**
- **Repair actions (apology, restitution, changed behavior) often reduce shame over time.**

16. Journal with a structured method

- **Try: Trigger > Story > Feelings > Facts > Next step.**
- **Structure helps counter the “vague global self-attack” typical in shame.**

17. Name “inner critic” patterns

- **Identify whether your shame voice is punitive (“You’re worthless”) or perfectionistic (“You must...”).**
- **Then respond with a tailored counter-message.**

18. Limit shame-fueling inputs

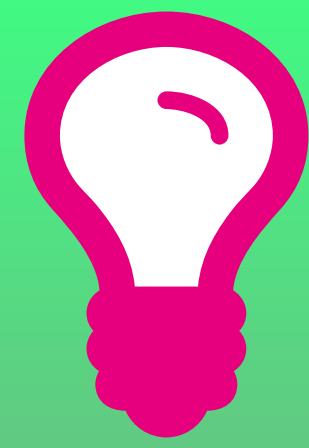
- **Reduce doom-scrolling, harsh comparison, and environments that reward humiliation.**
- **Replace with content that teaches growth, coping, and realistic self-improvement.**

19. Seek evidence-based therapy or coaching

- **Modalities that often help with shame: CBT, compassion-focused therapy, ACT, DBT skills.**
- **A therapist can help you target shame loops and build practical change plans.**

20. Track small wins to build an optimism feedback loop

- **Each day, record 1 “what I did despite shame” action.**
- **Optimism grows when your brain learns “I can handle hard feelings.”**



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I FORGIVE THE PERSON WHO CAUSED MY SHAME, THIS SUNDAY!

By Charles E. Winburn, M.Ed.