
UNLOCK YOUR OWN CODE

MANUAL OF ME

**Write who you are — then keep it
alive under load.**

For coaches with a full practice — and an identity still held in their head.

01

The gap

You sell clarity you do not hold on
file.

02

The dig

Write who you are under load
— one leaf.

03

The home

Playcards feed the Manual.
Codex keeps it alive.

Contents

BEFORE YOU**For whom · How to use this book****START****Open here**

PART I**The gap · the why****1 The incongruence****2 Why I created it****3 What it is****4 What you gain****5 Costume****6 Three questions**

PART II**Build yours****7 How to build****8 What to dig****9 Traps****10 Triage****11 First leaf****12 Sample leaf**

PART III**Playcards · Codex ·
Club****13 Playcards****14 Example station****15 Playcard → Manual****16 Codex****17 Seven days****18 What Club adds****19 Join**

Train next**Yann's Club**

For whom (and not)

YES — THIS BOOK**NO — DIFFERENT PATH**

You coach (or sell expertise) on identity, clarity, or growth — and your own Manual is still oral

You want another tactics course or funnel template

You can write for thirty minutes alone this week

You only want a webinar seat with no writing

You will join Club so the Manual lives in the **Codex** — fed by **Playcards**

You need therapy, medical care, or a corporate programme

You refuse to wait for the perfect season to start

You want a finished Manual written for you, free

This book is a **map**. Your living Manual of Me lives in Yann's Club — in the Codex — after you join. Free taste ends where memory must begin.

Join signal: you already know what to say to clients, and your own constitution still drifts. **Pass:** crisis care — or you already keep a sealed Manual and govern from it without theatre. **Language:** this map is English; live Club room is often French — the Manual you seal is yours in either tongue.

How to use this book

Read for the gap and the why. Dig one leaf. Learn the traps. See a Playcard. See the Codex. Decide Join or Pass within a week — not a quarter.

PASS	TIME	OUTCOME
Part I — Gap · why	25 min	Why MoM exists · what you gain · incongruence named
Part II — Build yours	45 min	How · traps · worksheets · one sample leaf
Part III — Playcards · Club	25 min	Catalog · station · Codex · voices · Join
Train next	2 min	Join for Codex — or keep digging alone honestly

ALREADY OWN THE
3B METHOD?

Start here

3B = how you move the week (Clarify · Decide · Execute). **This book** = who those weeks serve on file. If 3B is already open: skip to Part II Worksheet B, seal one leaf, then Part III Codex → Join. If your week still serves a costume Self, stay for Part I.

I

II

III

IV

Part I – The gap • the why

1 The incongruence

2 Why I created it

3 What it is

4 What you gain

5 Costume

6 Three questions

CHAPTER

1

You sell clarity you do not hold

Most coaches who land here are not beginners. They have clients, a calendar, a message. What they lack is a **written Self** they can open under load — so every quarter reinvents the same identity crisis, and the offer sounds sharper than the life behind it.

Clients feel the gap before you name it. Congruence is not a vibe. It is whether your week still matches the transformation you sell.

**A FAMILIAR
MONDAY**

Oral Manual · full calendar

A coach I work with had a packed week and a drawer of journals. She sold “be yourself” programmes. Her values were clear in conversation and invisible on paper. Rate conversations froze. Sunday content became costume. The missing piece was not another framework — it was a Manual she could open under load.

Evidence you are here: you can teach identity language to a client in five minutes — and cannot answer “who am I when costume fails?” without opening an app or a draft.

CHAPTER

2

Why I created Manual of Me

I created it because I was the coach in chapter 1 — for years.

I could run a client session that named their values in five minutes. Then, alone, I could not answer the same question without performing a brand version of myself. Rate talks felt thin. Sunday drafts sounded sharp and hollow. I refused to keep selling congruence with a Self that lived only in my head.

So I built a place where **who I am, what I choose, what I am becoming** stays the centre — even when ideas, tools, and content piles grow around it. Knowledge is useful. When knowledge becomes the centre, the Self becomes a footnote. Manual of Me reverses that.

ONE SENTENCE

The job

Manual of Me = the written operating text of the Self. Not the app that stores it. Not the funnel that sells it. Not the AI that drafts it.

The Club exists so coaches can build the same kind of Manual in *their* words — not mine.

CHAPTER

3

What Manual of Me means here

Manual of Me is who you are, what you value, how you govern yourself, where your body and fear set ceilings — written in your words.

It is not a journal dump. Not a personality PDF you took once. Not a workplace “how to work with me” sheet for teams. It is the private operating text of a coach who *is* the business.

ARTIFACT	JOB
Journal	Discharge the day
Assessment report	Someone else's snapshot
Content swipe file	Ideas without ownership
Manual of Me	Rules you reopen when the week gaslights you

One sentence: if every tool vanished tomorrow, Manual of Me is what would still have to exist.

CHAPTER

4

What you gain when you build it

A Manual is not self-help theatre. It is an unfair advantage under load.

BEFORE / AFTER

Same coach · different week

Before: rate call freezes · Sunday carousel performs “authenticity” · refuse list lives in the throat. **After:** you open one sealed page before the call · the carousel has nothing to invent · the refuse is already written. The calendar did not get easier. You stopped improvising who you are.

ADVANTAGE	WHAT CHANGES
Congruence under pressure	You stop reinventing who you are every quarter
Cleaner offers	Your message stops sounding sharper than your life
Faster refuse	You know what you will not trade — before the client asks
Trainable Self	Playcards and live sessions have somewhere to land

Without a Manual, every new method becomes costume. With a Manual, methods become tools that serve a Self you already named.

CHAPTER

5

Costume is not constitution

Coaches abandon themselves elegantly. The brand looks full. The Self is hollow.

LOOKS LIKE GROWTH	ACTUALLY COSTUME
Rewriting the bio every month	Avoiding one refuse-list on paper
Another authenticity carousel	Still no answer to “who was I performing?”
Collecting programmes and prompts	Zero sealed pages under real load
Calling research “preparation” for a third quarter	Fear renamed as strategy

Software is not the enemy — confusing software with identity is. If you cannot answer who you are without naming a tool, you do not have a Manual yet. You have a stack.

CHAPTER

6

Three questions of being

Structure the Manual with three human questions — not three certificates.

QUESTION**HOLDS**

Who am I? — Be You

Values · story · vision · what you refuse to trade

How do I govern myself? — Be Your Real Boss

Decisions · discipline · attention — the inner governor

What are my ceilings? — Be Your Own Limits

Body · fear · rituals that restore capacity

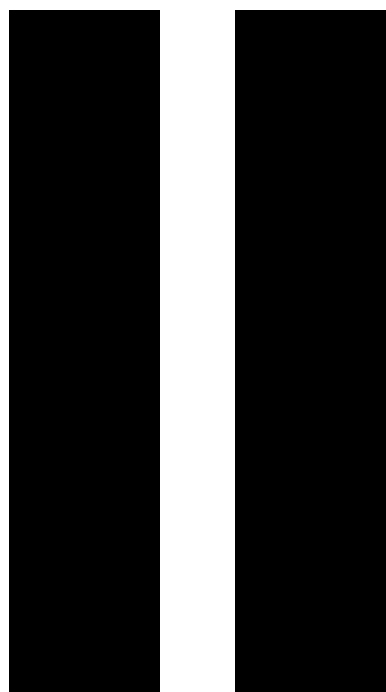
Every durable page answers one of these. If it answers none, it is noise. The sibling 3B book trains movement under load. Here you only need the questions your weeks must serve.

I

II

III

IV



Part II — Build yours

7	How to build
---	--------------

8	What to dig
---	-------------

9	Traps
---	-------

10	Triage
----	--------

11	First leaf
----	------------

12	Sample leaf
----	-------------

CHAPTER

7

How to build your Manual

Build is dig → seal → house → train — not invent a brandable “authentic me” in an afternoon.

1

Dig

Dump what happened · sort Me / rhythm / product / out

2

Seal

One page you would defend under load — date it

3

House

Put sealed pages where memory lasts (Codex)

4

Train

Playcards and live sessions revise under witness

Alone carries dig → seal. Club carries house → train. Skip dig = costume. Skip house = leaf rots. Skip train = museum.

THIS WEEK

Minimum viable

One identity leaf (Worksheet B) · one refuse · one value you almost traded · a place you reopen in seven days. Enough to start — not enough to finish.

CHAPTER

8

What to dig for

The dig is not “write a better bio.” It is sediment — what already happened when costume failed.

DIG HERE	IGNORE FOR NOW
Values under conflict — what you almost traded	Brand taglines and carousel hooks
Moments you abandoned yourself elegantly	Another assessment PDF
What you loved before the market told you what to love	Competitor positioning maps
Ceilings your body and fear already named	Perfect season calendars

Autobiography is fuel. Polish is costume. Worksheet A sorts the drawer. Worksheet B seals the first leaf.

ANTI-PATTERNS

How the dig dies

- Rewriting the brand story instead of reading the sediment
- Collecting assessments as a substitute for one honest page
- Waiting for the right season to seal a refuse-list

CHAPTER

9

Traps that kill the Manual

Most Manuals die from elegance, not laziness. Watch these traps.

TRAP	WHAT IT LOOKS LIKE	CORRECTION
Tool = Self	“My Obsidian is my Manual”	Storage is not constitution
Forever prep	Another framework before one sealed page	Seal ugly · revise later
Costume polish	Bio rewrite instead of refuse-list	Write what you will not trade
Museum Manual	Beautiful pages never reopened under load	Date · revisit · cut
Diary dump	Every feeling filed as identity	Only pages that govern
Product confusion	Selling your diary as the client offer	Private Self ≠ member product until you promote
Alone forever	Camera fear renamed as depth	Seven days · then Join or honest Pass

If you recognise three traps, you are normal. If you defend all seven, you are still in costume.

WORKSHEET A

10 minutes

Sort the drawer

Timebox: 10 minutes. Brutal sort. · No polish.**A****Dump (4 min)**

List everything you currently call “my Manual / identity work.”

Items (messy bullets)

B**Sort (4 min)**

Assign each item.

Me — who / values / vision

Rhythm — did I live it this week?

Product — what clients buy

Out — tools, funnels, GTM chrome

C**Cut (2 min)**

Circle one Me page to write next. Kill one Out item from “identity.”

Next Me page

Out item removed

**SUCCESS
SIGNAL:****You can show the sort without defending a tool as Self.**

WORKSHEET B

20 minutes

First identity leaf

Timebox: 20 minutes. First page of the Self — not a week plan.

A**Who (7 min)**

Costume off. Calendar full.

Who am I when the calendar is full?

(3–5 sentences)

Who was I performing instead?

B**Value (6 min)**

One cardinal you will not trade.

Cardinal value (one word + one sentence)

Last time I almost traded it

C**Refuse (7 min)**

One ceiling. One refuse.

One ceiling I name honestly

I will not...

This leaf answers: Who am I? / How I govern? / What are my ceilings?

**SUCCESS
SIGNAL:**

You would defend this page without opening an app.

CHAPTER

12

Sample leaf — costume to constitution

A worked shape — not a template to copy. Steal the honesty, not the biography.

FIELD	COSTUME (BEFORE)	SEALED LEAF (AFTER)
Who	“I help leaders with AI and clarity.”	“I am a coach who refuses to sell congruence I do not hold on file.”
Value	“Excellence” (undefined)	“Evidence over theatre — I will not publish a Self I have not sealed.”
Refuse	Busy calendar as proof	“I will not call a Downloads PDF my Manual.”

Print Worksheets A/B from these pages · write by hand · Day 1 after Join: paste the sealed leaf into the **Codex**. A leaf in Downloads is still free taste — not a living Manual.

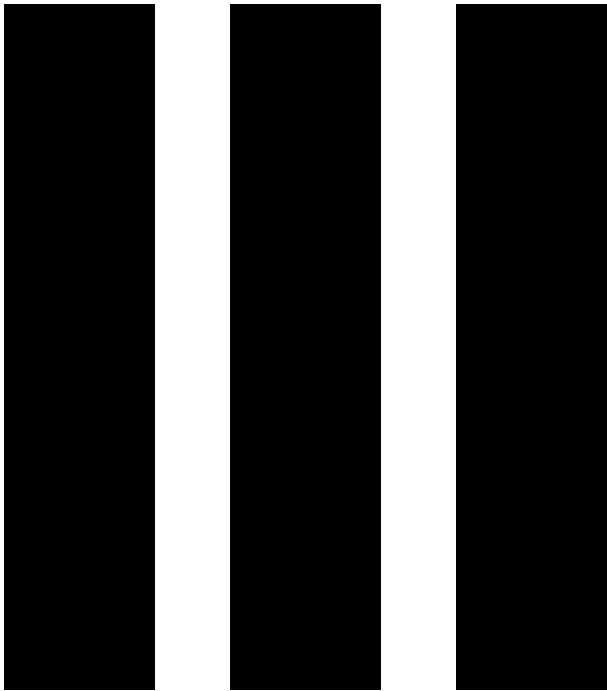
Next: Playcards feed the next lines. Codex remembers them.

I

II

III

IV



Part III — Playcards · Codex · Club

13	Playcards
14	Example station
15	Playcard → Manual
16	Codex
17	Seven days
18	What Club adds
19	Join

CHAPTER

13

Playcards — the gym sheet for the Self

In a gym, the card on the machine tells you what it trains, how to move, and when to stop guessing. A **Playcard** is that sheet for mental fitness — executable, not a blog post.

CATALOG (CLUB)

AXIS / JOB FOR YOUR MANUAL

Identity Super-set

Be You × Real Boss — true sentence + matching decision

Self-sabotage zoom

Own Limits — pattern named · refuse sealed

Values under load

Be You — cardinal you almost traded

Vision → week

Real Boss — written Self governs the calendar

More stations

Full library inside Club — fed into Codex after each play

Gym parallel: station name · axes · passes/minutes · identity tension · one concrete play. Evidence lands in your Manual — not as posters on a wall.

CHAPTER

14

Example Playcard — Identity Super-set

One station, filled — so you can picture the floor. Club Playcards look like this.

IDENTITY SUPER-SET

Be You + Be Your Real Boss · 2 passes · 3–5 min · no pause

Identity tension: mobilise authenticity and clear decision under the same constraint — accelerated integration.

Play: Pass 1 — speak one true sentence about who you are without a tool name. Pass 2 — decide one business move that serves that sentence. Write what held and what broke.

FIELD

ON THIS CARD

Axes

Authenticity (Be You) · Leadership (Real Boss)

Protocol

2 successive passes · 3–5 minutes · without pause

Done looks like

One true sentence + one decision that matches it

After the station: one line enters your Manual in your words. That is how Playcards feed the constitution — not by collecting posters.

CHAPTER

15

How Playcards feed your Manual

A Manual that never meets load becomes a museum. Playcards are how Club training writes into your written Self.

1

Train

Run the Playcard under constraint — alone or live

2

Capture

What held · what broke · what you refuse next

3

Seal

One line enters your Manual — your words

4

Remember

Codex keeps the seal across seasons

LAYER

JOB

Playcard

Station poster (+ short booklet) — train today

Codex

Deep home — theory + your sealed pages

Your Manual

Written Self — recipes + saboteurs, your words

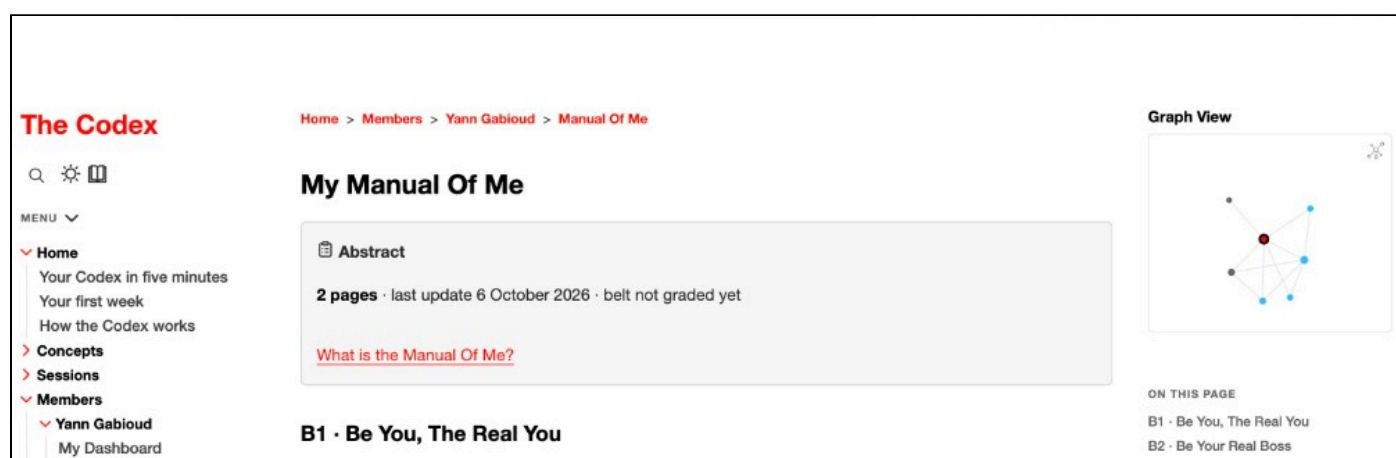
Club finality: leave holding **your** Manual — from Playcards and live evidence, never deleted.

CHAPTER

16

Codex — where the Manual lives

The Codex is the memory of your Manual of Me: what you sealed, what you lived, which Playcards landed, what still sits unfinished. Below is the live surface — not a decorative lattice.



01 Remembers

Said versus sealed — the week cannot gaslight you.

02 Holds your Manual

Identity leaves in your words — fed by Playcards.

03 Keeps the rhythm

Whether you lived the written Self this week.

CLIENT VOICE

Marie-Aude

“What changes my life is the Manual of Me — I use it all the time, even to organise the week against my vision.”

Membership includes the Codex. This book is the map. Playcards are the stations. The Codex is where the map stops being slides — it remembers what you wrote, not what you meant.

CHAPTER

17

Seven days alone —
then decide

Alone is allowed. Alone forever is often costume with better fonts.

DAY	JOB	DONE LOOKS LIKE
1–2	Worksheet A + B	One sealed identity leaf
3–4	Live one refuse or one value under pressure	Evidence written the same day
5–6	Reread the leaf · cut costume language	A page you would show a peer
7	Join or Pass	Decision — no fifth week of almost ready

OBJECTION	ANSWER
I already journal	A journal is a diary. A Manual is a constitution you govern from.
Camera / Zurich 08:00	Join Codex-first — Playcards alone; add LIVE when you choose load.
CHF 490 vs free map	You buy memory + stations under load — not another PDF.
I already own 3B	3B moves the week. MoM writes who the week serves — start at Worksheet B.

CHAPTER

18

What Yann's Club adds

When alone digs stall, it is often **unwitnessed costume** — not lack of intelligence.

Yann's Club is live group training: Mon / Wed / Fri, **08:00 Zurich**. Playcards give the station. The room asks whether the Self you wrote still governs. Miss a session and the Codex still holds your Manual.

MON	TUE	WED	THU	FRI	SAT	SUN
08:00	—	08:00	—	08:00	—	—
Session 1		Session 2		Session 3		

SURFACE	JOB FOR YOUR MANUAL
Playcards	Executable stations — feed the Manual with evidence
Codex	Write and remember — alone-friendly home
Circle	Peers who ask if it is still true
LIVE	Witness · optional load — not your identity

Camera-shy on day one? Join for Codex + Playcards alone first. Add live sessions when you choose more load.

CHAPTER

Voices — on Manual of Me

First names. Club floor lines that name the Manual of Me (or its cookbook / identity leaf) — not invented outcomes.

VOICE	ON MANUAL OF ME
Marie-Aude	What changes my life is the Manual of Me — I use it all the time, even to organise the week against my vision.
Johan	I worked again on the Manual of Me last night — the zoom on self-sabotage. I find it brilliant.
Martine	I am convinced I have the recipe; now it is finding the ingredients.
Céline	That joins the identity I need in order to reach what I want — so I cut the identity I need to stop being.
Marie-Christine	Choose from my values, from who I am, from who I want to be.
Branka	Alone with only the Codex is not enough — the value is also meeting the human who goes into the depth.

CHAPTER

19

Join — for the living Manual

Join when you want the Codex as home for your Manual — and Playcards as the machines that keep writing it under load.

AFTER JOIN

MANUAL JOB

Week 1

Paste Worksheet B into Codex · one Playcard · one sealed line

Week 2–3

Bring the leaf live (optional) · second Playcard · revise one refuse

Week 4 / day
30

Reread: does the written Self still govern the calendar?

1. **Join** if you coach identity while your own written Self is still oral or stacked with costume.
2. **Join Codex-first** if live friction is high — dig with Playcards in the library; add sessions when ready.
3. **Pass** if you already keep a sealed Manual and govern from it — or if therapy / medical care is the real need.

WHAT YOU BUY

CHF 490 / year

Live training · Playcards · Codex home for your Manual · the room between sessions. Access while membership is active; cancel anytime — your sealed pages stay yours to export. Not a finished Manual written for you. Not Soft-Ask theatre.

Train next

You know the why. You know the traps. You have seen a Playcard. You have one leaf to seal. Decide.

1. Seal Worksheet B this week — one identity leaf, no polish.
2. Name one trap you will refuse for seven days.
3. Join Yann's Club for Playcards + Codex (and live when you choose).
Pass only if your alone Manual already governs.

PATH	FOR	WHERE
Yann's Club	Playcards · Codex · live group training · Mon / Wed / Fri, 08:00 Zurich	yannclub.com



SCAN · JOIN

Yann's Club

yannclub.com/enter/annual

SEND THIS

Send this to one stuck peer

If a peer sells transformation and still cannot name who they are without a draft bio, forward this book: *"Seal one leaf. Then give it a home."*

About the author



Yann Gabioud

Personal Growth Engineering. Author of the Manual of Me doctrine and the 3B Method.

Unlock your own code — then keep it alive under load.

I built Manual of Me because I refused to sell congruence with a Self that lived only in my head. I give the maps away. The Manual you dig lives in the Club — Playcards feed it, Codex remembers it, live training witnesses it when you choose load.

**CLIENT
VOICE**
Johan

“What nourishes me now, where I see I advance, is working the Manual of Me — trying to understand.”

MANTRA

Dig the Self. Seal one leaf. Train the station. Give it a home.

NOTICE

Edition 3 · VTT voices October 2026. Companion to The 3B Method — Clarity Before Tactics — different job. Training map — not psychotherapy, not medical care, not financial advice. © Life Performances Sàrl · contact@yanngabioud.com · personal use of the free map.

LINKS

yannsclub.com · yanngabioud.com/guide