

GOOD MAN CLUB

A LETTER TO A GOOD MAN

You have been carrying more than anyone asked you to carry, and you have been doing it quietly, because somewhere along the way you learned that a good man carries things quietly.

I want to tell you something you may not have been told enough. It is not weak to choose integrity when no one is watching. It is not soft to keep your word when it costs you something. It is not small to show up, again and again, for the people who need you to.

A good man is not a finished thing. He is not a title you earn once and keep forever. He is a man who keeps choosing. Integrity when no one's watching. Commitment when it's inconvenient. Honesty when a lie would be easier. Friendship that survives distance and time. Purpose that outlasts a bad week. Accountability, especially when it would be easier to look away.

None of this is about being perfect. I have not been perfect, and I do not expect you to be either. This is about the choosing. Every single day, the choosing.

Each one teach one. That is how this has always worked. Someone showed you, whether you had the words for it at the time or not, and now it is yours to pass on.

As you climb, you lift.

Keep this letter. Or better, keep the card behind it. Cut it out. Put it in your wallet, where you will see it on the days you need to.

You are not alone in this. That is the whole point of the club.

Tre Wilkes

GOOD MAN CLUB

CUT ALONG THE DASHED LINE

Keep it somewhere you'll actually see it.

G O O D M A N C L U B

INTEGRITY · COMMITMENT · HONESTY
FRIENDSHIP · PURPOSE · ACCOUNTABILITY

/ climb. / lift.

SIGN HERE