

BOOK 1 OF THE BECOMING GREAT SERIES

I MUST BLOW

What Every Young Person Must Know Before Chasing Success

Becoming the person success can trust



IDENTITY • PURPOSE • CHARACTER • DISCIPLINE

TIMILEHIN IDOWU

Youth Mentor · Pastor · Transformational Writer

*"You don't blow by luck.
You blow by becoming."*

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I MUST BLOW

Becoming the Person Success Can Trust

By Timilehin Idowu

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*To every young person who has ever felt
unseen, unheard, or underestimated – this
book is your reminder that greatness is already
inside you. You don't need to rush. You just
need to become.*

“You don’t blow by luck. You blow by becoming.”

Before You Begin: A Promise to Yourself

Before you read this book, make this promise to yourself — out loud if you can. Nobody's watching.

Well, God is. But He's rooting for you.

*"I will not rush my journey. I will not compare
my process. I will not chase shortcuts. I will
build. I will grow. I will become."*

Now sign your name here:

Date: -----

This is your contract with your future self. Keep it.

Preface

I need to say something before you read a single chapter of this book.

I did not write it because I have arrived. I did not write it from the comfort of a life perfectly figured out, a journey without detours, a story with no embarrassing chapters. I wrote it from the honest, sometimes painful place of a man who has seen himself in too many young people — hungry, talented, burning with potential, and yet chasing the wrong things in the wrong way for the wrong reasons.

I wrote it because I was you.

And I am still becoming.

This book is not a lecture. It is a conversation. It is the book I wish I had been handed when I was young and impatient and convinced that success was just one shortcut away.

It is not about slowing you down. It is about making sure that when you blow — and you will blow — you are the kind of person who can carry it.

Read slowly. Underline. Question. Wrestle.

This is your becoming.

— *Timilehin Idowu*

Foreword

Every generation has a cry. A sound that rises up from the streets and echoes through every conversation, every song, every hustle.

For this generation, that cry is simple:

“I must blow.”

You hear it everywhere — in Lagos traffic, in university dorms, in Nollywood scripts, in WhatsApp statuses, in the eyes of every young person who looks at the world and says: I was made for more than this.

And they're right. You were.

But there's a question nobody is asking loudly enough:

Blow into what?

That is what this book answers. Not just how to blow — but who to become before you do. Not just the destination — but the person the journey is meant to produce.

What you are about to read is not a motivational speech. It is a mirror. A map. And for some of you, it will be a turning point.

Read it. And become.

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INTRODUCTION

The Rich Young Ruler & The Nigerian Dream

There is a story in Scripture about a young man who had everything this generation is chasing — money, influence, status, and youth. People admired him. Society respected him. By today's standards, he would have had a verified blue tick, a Range Rover, and a comment section full of fire emojis.

But inside, he was empty.

He came to Jesus searching for something deeper — something real, something meaningful. He wanted greatness, but not growth. He wanted the crown, but not the cross. He wanted the reward, but not the responsibility.

He wanted to blow — but he didn't want to become.

And that is the same struggle millions of young people face today.

You're growing up in a world where the pressure to blow is louder than the process to grow. A world where success is measured in likes, not legacy. Where fame matters more than purpose. Where people want the spotlight without the sacrifice.

Blowing is not the problem. Blowing without becoming is the danger.

This book is not here to stop you from blowing. It's here to prepare you to blow well. It will show you the journey you cannot skip. The foundations you must build. The character you must develop. The purpose you must discover. The discipline you must embrace. The identity you must secure.

And to guide you, we will look at two young men whose stories could not be more different — yet whose lessons could not be more connected:

One who had everything but lost himself — the Rich Young Ruler.

One who started with nothing but built himself into a champion — Cristiano Ronaldo.

This book is not about speed. It's about sustainability. It's not about blowing fast — it's about blowing right. It's not about

becoming famous — it's about becoming whole.

If you're ready, let's begin.

CHAPTER 1

The Pressure to Blow

"The pressure to blow is real — but the process is more real."

The World You're Growing Up In

Let's be honest — you're growing up in a generation where it feels like everybody is blowing except you.

Every time you open your phone, someone has just bought a new car, moved into a new apartment, dropped a hit song, hit 100k followers, or posted "soft life" pictures from a place you can't even pronounce. And there you are, staring at the screen with your data almost finished, thinking: "God, when?"

It's not your fault. This generation is living under constant pressure — to succeed fast, to show results, to be seen. But here's the truth: if you don't understand this pressure, it will control you.

The Nigerian Version of the Pressure

Here, the pressure is louder. It's in the streets, in the schools, in the music, in the slang, and in the very air at every family gathering. You know the lines:

"Guy, you never blow?"

"You still dey trek?"

"You never hammer?"

"You still dey your parents' house?"

"You never get levels?"

And suddenly, you start feeling like your life is behind schedule. But who set the schedule? Who told you you're late? Who told you success has an age limit?

Most of the people you're comparing yourself to are faking it.

FUN FACT

Research by the American Psychological Association found that over 70% of young people who feel 'behind' their peers in success are comparing themselves to curated highlight reels, not real lives. Even the people you envy are envying someone else. The comparison game is rigged from the start.

The Social Media Trap

Social media is a highlight reel, not real life. Nobody posts their failures, tears, mounting debts, or sleepless nights. They post the results, never the process. So when you only see results, you naturally start thinking: “If they blew that fast, why can’t I?”

Nobody blows fast. They only look like they did.

The “Soft Life” Obsession

This generation wants money without work, fame without value, influence without responsibility, and success without sacrifice. Everybody wants the soft life — but nobody wants the hard lessons.

Soft life without strong character becomes a soft landing into destruction.

The Yahoo Culture & Quick Money Temptation

Let’s not pretend it doesn’t exist. The pressure to blow has pushed many young people into fraud, scams, rituals, and all manner of dangerous shortcuts — Zaddy, Sugar Mummy, the whole menu. Why? Because the world is shouting “Blow by force! Use what you have to get what you want!”

But destiny doesn't respond to force. Destiny responds to process.

FUN FACT

The fastest-growing tree in the world — the Empress Tree — can shoot up six metres in a single year. Impressive, right? But its wood is so soft and weak it's almost useless for construction. The iroko tree, on the other hand, grows slowly over decades and produces timber so hard it was used to build warships. Nature already knows what some of us are still learning.

The Rich Young Ruler Felt the Same Pressure

He had money, influence, youth, and power — everything today's young person is chasing. But he was empty. Confused. Searching for meaning. He wanted to blow, but he didn't want to become. That is the same mistake many young people make today.

Cristiano Ronaldo Felt the Pressure Too

Before he became a global icon, Ronaldo was a poor boy from Madeira, living in a small room, wearing the same clothes repeatedly, training alone, crying after losses, fighting for a chance. Unknown. Unnoticed. Uncelebrated. He felt the pressure to blow — but he didn't rush it. He built. He trained.

He sacrificed. He became. That's why he's still standing today.

The Truth You Must Accept

The pressure to blow is real — but blowing is not the goal. Becoming is the goal.

Because if you blow without becoming, you will break under the weight of what you're carrying. This book is here to show you how to blow the right way — the way that lasts.

CHAPTER 2

What Does “Blow” Really Mean?

“If you can’t define success, you can’t achieve it.”

Everybody Wants to Blow — But Blow Into What?

Ask ten young people what “blow” means and you’ll get ten different answers: make money, be famous, escape poverty, be respected, live soft. But those are results, not definitions. You can’t chase a result you haven’t defined. Before you blow, you must ask: what exactly am I trying to become?

Blowing Is Not the Same as Becoming

Blowing is visibility — people see you, celebrate you, follow you. Becoming is capacity — you grow, mature, build, deepen. One is external and loud. The other is internal and

silent.

If your visibility is bigger than your capacity, you will collapse.

That's why so many people blow and then disappear. They had the spotlight, but not the structure to hold it.

FUN FACT

In 2015, a study tracked lottery winners and found that the majority had either lost their winnings or reported being unhappier than before within five years. Sudden wealth without inner capacity is one of the most dangerous things that can happen to a person. Money reveals who you already are.

Money vs Wealth

Money is what you have. Wealth is who you become. Money can come today and go tomorrow. Wealth is a mindset, a skillset, a character set. Money is loud. Wealth is quiet. Money is fast. Wealth is built. So when you say "I want to blow," pause and ask yourself: do I want money, or do I want wealth? The path to each is very different.

Fame vs Influence

Fame is when people know your name. Influence is when people follow your example. Fame is popularity. Influence is

impact. Fame fades. Influence lasts. The Rich Young Ruler had fame but no influence. Ronaldo has both — because he built influence long before fame found him.

Success vs Sustainability

Success is a moment. Sustainability is a lifestyle. Success is the fruit. Sustainability is the root. Many people blow — very few stay blown. Why? Because they chased the fruit without growing the root.

FUN FACT

Apple was founded in 1976, nearly collapsed in 1997, and became the world's first trillion-dollar company in 2018. Their success wasn't a single moment — it was four decades of becoming. Even Apple had to learn this the hard way, and they almost didn't survive long enough to tell the story.

So What Does “Blow” Really Mean?

Blowing is not about what you get. Blowing is about who you become.

Blowing is becoming excellent, disciplined, valuable, responsible, focused, wise, strong, stable, and purposeful. It is not an event. It is a journey. It is not luck. It is preparation finally meeting opportunity.

CHAPTER 3

The Danger of Skipping Process

"Speed without direction leads to destruction."

Everybody Wants the Destination — Nobody Wants the Journey

This generation wants to arrive without wanting to travel. They want the harvest without the planting, the glory without the grind. But here is one of life's most honest rules:

Anything you get without process, you will lose without warning.

The Illusion of "Fast Success"

Social media has built a dangerous lie: if it's not fast, it's not success. But fast money is unstable, fast fame is dangerous,

and fast success is fragile. Consider two trees:

A mushroom grows in hours – and dies in days. An iroko tree grows over decades – and stands for generations. Which one do you want to be?

FUN FACT

Bamboo is one of the most remarkable plants on earth. For the first four years after planting, you see almost nothing above the ground. But underground, it's quietly building a vast, deep root system. Then in year five, it can grow up to 90 feet in just six weeks. Most people give up in year two, not realising they were already becoming bamboo.

Shortcuts Are Expensive

Shortcuts look cheap but cost more than the long road. They cost your peace, your integrity, your future, your reputation, your relationships, and your destiny. Shortcuts promise speed but deliver destruction. You may arrive faster – but you won't stay long.

The Rich Young Ruler: A Man Who Skipped Process

He had wealth, youth, power, and status — but he lacked the one thing that only process can give you: depth. He wanted eternal life without the journey. He wanted greatness without growth. He had success but no soul. Money but no meaning. Status but no substance. That's what happens when you skip process.

Cristiano Ronaldo: A Man Who Respected Process

Before the world knew his name, Ronaldo was training alone, running hills, practising free kicks for hours, crying after losses, eating simple meals, sleeping early, sacrificing everything for the craft. He didn't skip process. He embraced it. That's why he's still relevant after two decades.

Process builds what talent cannot.

Why Skipping Process Is Dangerous

1. You become successful too early. You're not mature enough, not disciplined enough, not wise enough, and not ready for the pressure. Success is heavy. If you're not strong enough to carry it, it will crush you.
2. You attract the wrong people. Without process, fake friends, users, parasites, and manipulators arrive. You won't have the discernment to separate real from fake.

3. You mismanage opportunities. Without process, you waste money, time, relationships, and platforms. Process teaches stewardship.

4. You become proud. Early success without process creates arrogance. You start thinking you don't need advice, correction, or God. Pride is the fastest way to fall. Process teaches humility.

5. You lose yourself. When you blow without becoming, you become a stranger to yourself — living for likes, validation, and applause instead of purpose. Process teaches identity.

If you skip process, you skip destiny.

Process is not punishment. It is preparation. It is not delay. It is development. It is not suffering. It is shaping. It is not slowing you down — it is building you up.

CHAPTER 4

Ronaldo: The Boy Who Built Before He Blew

"Ronaldo didn't blow — he built."

Before the Fame, Before the Money, Before the Glory

Today, when you hear the name Cristiano Ronaldo, you think: GOAT. Billionaire. Global superstar. Record breaker. Fashion icon. Fitness machine. The man reportedly sleeps in a cryogenic recovery chamber to help his muscles heal. That is not normal. That is obsession wearing a tracksuit.

But that's not where the story started.

Before the world knew his name, Ronaldo was just a skinny boy from a small island called Madeira — a place most people couldn't find on a map. He wasn't born into wealth, fame, or privilege. He was born into process.

FUN FACT

Madeira is a tiny Portuguese island in the Atlantic with a population of just 250,000 people. It's best known for its wine and its cable cars — not for producing the greatest footballer of all time. Ronaldo didn't come from the right place. He just became the right person.

A Childhood That Didn't Look Like "Blow"

Ronaldo grew up in a home where money was scarce, his father struggled with addiction, his mother worked multiple jobs, and the whole family squeezed into a small room together. Nothing about his childhood looked like the beginning of a global icon. But that's the point: greatness often grows in hidden places.

The Boy Who Trained Like His Life Depended on It

While other kids played casually, Ronaldo was running up hills, practising step-overs, shooting at walls, doing extra drills long after training ended, and crying when he lost. He wasn't waiting to blow. He was preparing to become. He wasn't chasing fame. He was chasing mastery. He wasn't looking for shortcuts. He was building foundations.

The Pain That Shaped Him

At age twelve, Ronaldo left home to join Sporting Lisbon. Imagine being twelve — alone, in a new city, far from family, surrounded by strangers, mocked for your accent, teased for being skinny. He cried many nights. He missed home deeply. But he didn't quit.

Pain didn't break him — it built him.

FUN FACT

When Ronaldo arrived at Sporting Lisbon, coaches nearly sent him home because of tachycardia — a racing heartbeat. He underwent surgery at just fifteen to correct it. The same heart they almost rejected went on to win five Ballon d'Or awards. Never let your weakness be the reason you quit.

The Discipline That Became His Superpower

Ronaldo's former teammates tell almost legendary stories: he trained longer than everyone, arrived earlier than everyone, stayed later than everyone, and practised until he perfected — then kept practising. While others relaxed, he worked. While others were satisfied, he was hungry. That hunger is what made him unstoppable.

When Preparation Met Opportunity

At eighteen, Ronaldo played a pre-season friendly against Manchester United. He didn't "blow" that day — he revealed what he'd been quietly building for years. His speed. His skill. His confidence. His discipline. His work ethic. Sir Alex Ferguson saw what the world would later see: a boy who had already built himself into a champion.

That match changed his life. But the match was not the miracle. The years of unseen preparation were the miracle.

The Lesson: Build Before You Blow

Many young people want to blow like Ronaldo but don't want to build like Ronaldo. They want the fame, the money, the lifestyle — but not the discipline, the sacrifice, the pain, the rejection, the loneliness, or the consistency.

Ronaldo didn't blow because he was lucky. He blew because he was ready. He blew because he built. He blew because he became.

CHAPTER 5

Identity: Who Are You Before You Blow?

"If you don't know who you are, success will tell you — and you won't like it."

Before You Blow, You Must Know Yourself

Many young people want to blow, but they don't even know who is trying to blow. They know their Instagram handle, their TikTok vibe, their Snapchat streak, their slang, and their drip — but they don't know their identity, their purpose, their values, their strengths, their calling.

They know their aesthetic, but not their essence. Their vibe, but not their value. Their dream, but not their design. And that is dangerous. Because if you don't know who you are, you will become whatever the world decides you should be.

The Identity Crisis of This Generation

This generation is drowning in identity confusion because identity is now built on likes, followers, comments, trends, and validation. Identity has become a performance, not a discovery. People are living for the camera, not for their calling. Living for applause, not for purpose.

When you build your identity on things that can disappear, you disappear with them.

FUN FACT

Studies show that heavy social media use is directly linked to identity confusion in young people aged 15 to 25. Teens who based their self-worth on online metrics reported significantly higher anxiety and a weaker sense of purpose than those who built identity through real-world experience and relationships. Your feed is not your mirror.

The Rich Young Ruler: A Man Who Didn't Know Himself

He thought he was defined by his money, his status, his youth, and his influence. But when Jesus asked him to let go of those things, he realised something painful: he didn't know who he was without them.

He wasn't rich — his money was rich. He wasn't powerful — his position was powerful. He wasn't secure — his possessions were. He had built his identity entirely on things

that could be taken away. That's why he walked away sad. He didn't lose money. He lost himself.

Cristiano Ronaldo: A Man Who Knew Who He Was Before He Blew

Ronaldo didn't build his identity on fame, money, followers, or applause. He built it on discipline, hard work, hunger, excellence, self-belief, purpose, and mastery. Before the world called him a champion, he already saw himself as one.

That's why success didn't change him. It revealed him.

Why Identity Must Come Before Success

Success doesn't change you. Success exposes you. If you're insecure before success, you'll be insecure after success. If you're confused before success, you'll be confused after success. If you're empty before success, you'll be empty after success. Success is a mirror, not a makeover. That's why identity must come first.

How to Discover Who You Are: The 4 Pillars

1. Your Source — Who made you? Who defines you? Identity begins with God, not with culture, trends, or public opinion.

2. Your Strengths — What are you naturally good at? Your strengths are clues to your calling.

3. Your Values — What do you stand for? Values are the guardrails of destiny. They keep you on track when the world tries to pull you in every direction.

4. Your Purpose — Why are you here? Purpose is the compass of identity. Without it, you wander. With it, you navigate.

CHAPTER 6

Character: The Foundation of Sustainable Success

"Talent may take you up, but character keeps you there."

Before You Blow, Build Who You Are

This generation celebrates talent far more than character. We hype skill, beauty, creativity, and vibes — but we quietly ignore integrity, discipline, patience, humility, self-control, and responsibility. Yet these are the very things that determine whether your success will last or collapse.

Success is not sustained by talent. It is sustained by character.

FUN FACT

Research from Harvard Business School found that 85% of professional failures are caused by poor interpersonal skills and character flaws, while only 15% result from lack of technical knowledge or talent. In other words, it's rarely your skill that gets you fired or derailed — it's your character. Talent gets you in the room. Character keeps you there.

The Rich Young Ruler: A Man With Wealth but No Character

He had money, status, youth, and influence — but he lacked depth, discipline, sacrifice, humility, and obedience. He had the appearance of success, but not the character to sustain it. That's why he walked away. He wanted greatness without growth, reward without responsibility.

Cristiano Ronaldo: Character in Motion

People talk endlessly about Ronaldo's talent, but what truly sets him apart is his character. Year after year, season after season, decade after decade, he shows up — not sometimes, but always. Even as a global superstar, he listens to coaches, studies opponents, and works to fix his weaknesses. He avoids distractions, protects his body, leads under pressure, and never makes excuses.

His character is bigger than his talent. That is the real secret.

The 7 Pillars of Character You Must Build Before You Blow

1. Discipline — Doing what you need to do, even when you don't feel like it. Discipline is the difference between potential and performance, between dreams and results.
2. Integrity — Being the same person in private and in public. Integrity protects your reputation, builds trust, and attracts opportunities that are meant for you.
3. Consistency — Showing up every day, not just when you feel inspired. Consistency beats talent. It builds mastery and creates momentum that compounds over time.
4. Humility — Knowing you're gifted, but remaining willing to learn. Humility keeps you teachable, grounded, and growing. The moment you stop learning, you start declining.
5. Self-Control — Managing your emotions, desires, and impulses. Self-control protects you from the wrong relationships, decisions, and habits that quietly ruin good people.
6. Responsibility — Owning your actions, choices, and future. Responsibility is maturity. Responsibility is leadership. Responsibility is what separates boys from men, girls from women.

7. Patience — Trusting the process even when it feels impossibly slow. Patience is not passivity. It is active, intentional waiting. Patience is wisdom wearing work boots.

Character is not optional. Character is essential.

The good news: you don't need to be perfect. You need to be intentional. Character is built one decision at a time, one habit at a time, one small sacrifice at a time. You don't build it in a day. You build it daily.

CHAPTER 7

Mastery: The Secret Behind Every Champion

"You can't blow in what you haven't mastered."

Everybody Wants to Shine — Few Want to Sharpen

This generation wants results without refinement, platforms without practice, spotlight without skill. But here's the real truth: you don't blow because you want to. You blow because you're ready. And readiness comes from mastery.

What Is Mastery?

Mastery is not talent. It is not luck. It is not vibes. Mastery is skill sharpened over time, discipline applied consistently, practice done intentionally, excellence pursued relentlessly. Mastery is when you become so undeniably good that people

can't ignore you, opportunities can't pass you, and success can't avoid you.

Mastery is the magnet of destiny.

FUN FACT

Researchers at Florida State University studied elite performers across music, chess, sports, and writing. Their finding was surprising: the best performers shared not natural talent, but deliberate, focused practice over extended periods. Michael Jordan was cut from his high school basketball team. He went home and practised relentlessly. Mastery is always a choice, never a birthright.

Talent Is a Gift, Mastery Is a Choice

Talent is what you're born with. Mastery is what you build. Talent is a seed. Mastery is the harvest. Talent is free. Mastery is expensive. Talent gives you a head start. Mastery takes you to the finish line.

Cristiano Ronaldo: Mastery in Human Form

People call Ronaldo talented. But talent is not what made him great. What made him great was obsession. He trained more than everyone — not because he was weak, but because he refused to be outworked. He practised the same

move thousands of times until it lived in his body. He studied opponents not to fear them, but to dominate them. He attacked his weaknesses instead of hiding them. Even at the peak of his career, he never stopped learning.

This is mastery.

The 10,000-Hour Principle

Research shows it takes roughly 10,000 hours of deliberate, focused practice to master a skill — that's three hours a day for ten years, five hours a day for six years, or eight hours a day for three years. Most people want to blow in three months. Champions are built in 3,000 days. Mastery is not a microwave. Mastery is slow cooking.

How to Build Mastery: The 5-Step Formula

1. Choose Your Field. You cannot master everything. Pick one thing and commit to it with everything you have.
2. Study the Best. Learn from mentors, books, videos, courses, and champions. Success always leaves clues.
3. Practise Daily. Not when you feel like it. Not when it's convenient. Every day. Consistency beats intensity every single time.

4. Improve Your Weaknesses. Don't hide them. Don't deny them. Fix them. Weakness ignored becomes a downfall. Weakness improved becomes a superpower.

5. Track Your Progress. Mastery is intentional, not accidental. Measure what you've learned, what you've improved, and what still needs work.

The Spiritual Side of Mastery

Even in Scripture, God never used unprepared people. David mastered the sling before Goliath. Joseph mastered leadership before Pharaoh. Daniel mastered wisdom before influence. Jesus mastered obedience before ministry.

God blesses preparation. God honours excellence. God promotes mastery.

CHAPTER 8

Purpose: Why Do You Want to Blow?

"Purpose is the difference between blowing and becoming."

The Question Nobody Asks

Everybody is shouting "I must blow! I must make it! I must hammer!" But very few people stop long enough to ask: why?

Why do you want to blow? Why do you want money? Why do you want fame? Why do you want success? Your why matters more than your when. Your motive matters more than your moment. Your purpose matters more than your platform.

Because if the reason you want to blow is wrong, your success will become your downfall.

The Three Wrong Reasons People Want to Blow

1. To prove something. To parents, friends, haters, or society. Success built on revenge becomes poison. You end up constructing an entire life around the opinion of people you're trying to defeat. Exhausting — and ultimately empty.
2. To escape something. Poverty, shame, insecurity, fear, or unprocessed pain. But success cannot heal what you refuse to confront. You carry your wounds into your wealth like invisible luggage.
3. To impress people. Followers, strangers, social media, the world. Success built on validation becomes slavery. You'll spend your whole life performing for an audience that doesn't even know your real name.

FUN FACT

Psychologists call it the “hedonistic treadmill.” You keep running, keep achieving, keep impressing — but the satisfaction never lasts. You just raise the bar again. Purpose-driven success, however, produces lasting fulfillment. Studies consistently show that people who chase meaning outlast and outperform people who chase applause.

The Rich Young Ruler: Wrong Motive, Wrong Outcome

He wanted eternal life — not because he loved God, but because it would increase his status and add to his already impressive resumé. His motive was performance, not transformation. He didn't want to change. He wanted to be recognised. That's why he walked away sad.

Cristiano Ronaldo: Purpose Before Popularity

Ronaldo didn't start playing football to impress people, silence critics, or go viral. He played because he genuinely loved the game. Because he wanted to be excellent. Because he wanted to honour his family and maximise the gift he'd been given.

His purpose was bigger than applause. That's why success strengthened him instead of destroying him.

How to Discover Your Purpose: The 4 Keys

1. Look at your gifts. What comes naturally to you? What do people thank you for without being asked? Your gift is a clue to your purpose.
2. Look at your passion. What excites you? What makes you come alive, even on a tired day? Your passion is the fuel of your purpose.

3. Look at your pain. What breaks your heart? What injustice makes you angry? Your pain often points directly to your assignment.

4. Look at your God. Purpose begins with the One who created you. He knows your design, your destiny, and your direction. Purpose is not invented – it is discovered.

If your purpose is wrong, your success will be wrong. If your purpose is shallow, your success will be shallow. If your purpose is selfish, your success will be destructive.

Purpose is the foundation of greatness. Get it right.

CHAPTER 9

The Cost of Real Success

"If you're not ready to pay the price, you're not ready to blow."

Everybody Wants the Crown — Few Want the Cross

This generation loves the idea of success but not the responsibility of success. They want the crown, the spotlight, the applause, the lifestyle, the money, and the fame — but not the sacrifice, the discipline, the rejection, the pain, the pressure, or the loneliness that come with it.

Success is expensive. And the price is paid before you blow, not after.

The Hidden Price of Greatness

1. Sacrifice. You will give up sleep, comfort, leisure, certain friendships, and convenience. Success demands space, and you create that space by letting things go. Not everything you enjoy is serving your future.
2. Time. Mastery takes time. Growth takes time. Becoming takes time. You cannot rush greatness or microwave destiny. Time is the currency of champions, and every day matters.
3. Pain. Growth is painful. Discipline is painful. Correction is painful. Rejection is painful. But pain is not your enemy — pain is your trainer. It is not punishing you; it is preparing you.

FUN FACT

In sports science, the principle of progressive overload states that muscles only grow when placed under stress that exceeds their current capacity. Your body literally cannot get stronger without experiencing discomfort first. The same is true for your character, your mind, and your purpose. No pressure, no growth. Discomfort is not a sign you're failing. It's a sign you're developing.

4. Rejection. People will doubt you, misunderstand you, mock you, and leave you. Rejection is not a sign to stop — it is a rite of passage. Every person of significance has a rejection story that preceded their breakthrough.

5. Loneliness. The path to greatness is narrow. Not everyone can walk beside you. Not everyone can understand what you carry. Sometimes God separates you specifically to shape you. The loneliness is not abandonment — it is preparation.

6. Discipline. You must consistently do what others won't do, so that you can consistently become what others can't become. Discipline is not a prison. Discipline is the price of destiny.

7. Consistency. Not one inspired day. Not one good week. Every day. Every season. Every year. Consistency is the most underestimated secret ingredient of every champion who ever lived.

Cristiano Ronaldo: The Price He Paid

The world sees the goals, trophies, cars, mansions, fame, and followers. What the world doesn't see is the early mornings, the late nights, the strict diet, the painful injuries, the lonely training sessions, the tears, the doubt, and the relentless pressure. Ronaldo didn't blow because he was lucky. He blew because he paid the price — in sweat, in sacrifice, in discipline, in pain. Greatness is not free.

The Hard Truth

Success will cost you something. Failure will cost you everything. You choose which price you want to pay.

The price of success is high, but the value is higher. When you pay it, you gain confidence, mastery, influence, purpose, stability, respect, and the kind of fulfilment that no shortcut can ever give you.

CHAPTER 10

The People You Need Before You Blow

"You can't blow alone."

Success Is Not a Solo Project

This generation is in love with the idea of being “self-made.” They say, “I don’t need anybody. I’ll blow alone. I trust nobody.” But that’s not how greatness actually works.

Nobody becomes great alone. Even Jesus had twelve disciples. Moses had Aaron. David had his mighty men. Paul had Timothy. Even Ronaldo has coaches, teammates, nutritionists, and mentors surrounding him at every stage.

Self-made is a myth. Destiny is a team sport.

FUN FACT

NASA's Apollo 11 mission — the one that put the first human on the moon — required the combined effort of over 400,000 engineers, scientists, and technicians. Neil Armstrong's name is the one history remembers, but 399,999 other people made that moment possible. Even moonshots are team efforts. Even history-making is collaborative.

The Rich Young Ruler: Surrounded but Not Supported

He had wealth, influence, status, and connections — but no mentors, no accountability, no wisdom, and no genuine community. He had people around him, but not people who could shape him. He had followers, but not leaders. He had fans, but not fathers. That's why he missed destiny — nobody in his circle was speaking truth into his life.

The 5 Types of People You Need Before You Blow

1. Mentors — People Who Know the Road. A mentor is someone who has already walked the path you want to walk. They give you wisdom, guidance, correction, and direction. A good mentor can save you years of painful mistakes.

2. Coaches — People Who Push You. A coach doesn't care about your comfort — they care about your growth. They stretch you, challenge you, demand excellence, and refuse to accept your excuses. A coach sees the potential you haven't reached yet and refuses to let you waste it.

3. The Right Kind of Friends. Not friends who distract, drain, or derail you. Friends who encourage you, pray for you, correct you lovingly, inspire you, and hold you accountable. The quality of your friendships is the quality of your future.

4. Community — People Who Walk With You. You need a tribe. A circle. A family. Community gives you strength, belonging, accountability, and stability. Lone wolves don't last long — even the ones who look impressive for a season.

5. Advisors — People Who See What You Don't See. These are the people who think differently, see further, and challenge your blind spots. They help you make better decisions, avoid traps, manage opportunities, and stay grounded when success starts to feel intoxicating.

The Danger of the Wrong People

Wrong people can delay you, distract you, destroy you, drain you, and derail you — sometimes all at once. You may not even notice it happening until the damage is done.

*Your circle is your future. Your friends are your prophecy.
Your relationships are your destiny. Choose wisely.*

CHAPTER 11

The Dangers of Blowing Too Early

"Early success without early preparation is early destruction."

The Sweet Poison of Early Success

Blowing early feels incredible. It feels like, "God has answered! My season is here! Life is soft now!" But early success is like sweet poison — it tastes wonderful at first, then it destroys slowly. Why? Because success is heavy. And if you're not strong enough to carry it, it will crush you.

FUN FACT

There is a well-documented phenomenon researchers call “the curse of the early bloomer.” Studies of child prodigies and teenage stars across music, sports, and business consistently show that those who peak before age twenty have a significantly higher risk of burnout, addiction, and public collapse than those who build steadily. The world loves early stars — but it does not protect them.

Why Early Success Is Dangerous

1. **You're Not Mature Enough Yet.** Success requires emotional maturity, mental strength, self-control, wisdom, and stability. Most young people simply haven't developed these yet — and that's not an insult, it's reality. Maturity takes time. Growth takes time. You cannot rush it.
2. **You Attract the Wrong People.** When you blow early, fake friends, users, parasites, and manipulators arrive immediately. You won't yet have the discernment to separate genuine love from opportunism. Early success blinds you to people's real motives.
3. **You Mismanage Money.** Money is a test. It is a mirror. It magnifies who you already are. If you're undisciplined before money arrives, you'll be reckless after it arrives. Money without maturity is a fast track to disaster.

4. You Become Proud Too Quickly. Early success breeds arrogance, entitlement, and ego. You start believing you don't need advice, correction, accountability, or God. Pride is the single fastest way to fall. It has destroyed more promising lives than failure ever has.

5. You Stop Growing. When you blow too early, you think you've arrived. You stop learning, stop improving, stop listening. And when you stop growing, you start dying — slowly, invisibly, until one day the world notices before you do.

6. You Can't Handle the Pressure. Success brings expectations, criticism, public scrutiny, responsibility, and relentless pressure. If you're not prepared for it, that pressure will break you.

Cristiano Ronaldo: Why He Didn't Blow Too Early

Ronaldo didn't become a superstar at twelve. He didn't become a legend at fifteen. He didn't become the GOAT at eighteen. He built slowly. He grew steadily. He matured deeply. By the time success arrived, he was ready to carry it. Success didn't destroy him — it revealed him.

How to Protect Yourself From Early Success

- Grow before you glow. Build your character before you build your platform.
- Strengthen your identity. Know who you are before the world tries to tell you who to be.
- Build mastery. Become excellent before you become visible.
- Stay accountable. Let mentors and wise people speak into your life.
- Stay humble. Humility is the shield of destiny.
- Stay patient. If it's taking longer than you expected, it's because God is building something stronger than you imagined.

You don't need to blow early. You need to blow right.

CHAPTER 12

Becoming the Person Who Can Truly Blow

"Don't chase success — become someone success can chase."

You Don't Attract What You Want — You Attract What You Are

Here is a truth many people quietly resist: you don't blow simply because you desire success. You blow because you have become the kind of person that success can trust.

Success is not random. It is not luck. It is not magic. Success is a response — a response to preparation, discipline, character, identity, mastery, and purpose. Success is not chased. Success is attracted.

FUN FACT

Jim Carrey, before he was famous, wrote himself a cheque for ten million dollars and dated it five years in the future. But the cheque wasn't the reason he eventually cashed it. The reason was the years of brutal, largely invisible work in small comedy clubs, enduring rejection after rejection, while obsessively refining his craft. The goal was fuel. The becoming was the engine. You can visualise all you want — but becoming is what delivers.

The Rich Young Ruler: A Man Who Refused to Become

He wanted greatness but not growth. Reward but not responsibility. Success but not surrender. He wanted to blow without becoming. And that's why he missed his destiny — he was not willing to become the person God was calling him to be.

Cristiano Ronaldo: A Man Who Became Before He Blew

Ronaldo didn't wait for success to shape him — he deliberately shaped himself for success. He became disciplined, focused, hungry, consistent, humble, resilient, and purpose-driven long before the world noticed. He didn't just build his body. He built his mind, his habits, his

character, and his identity.

He became a champion long before the world called him one.

The 6 Building Blocks of Becoming

1. Daily Habits. Your habits shape your future. Your future is hidden inside your daily routines. Small disciplines, repeated consistently, create extraordinary destinies.

2. Character Framework. Decide who you want to be — honest, humble, disciplined, focused, responsible, faithful — and then build those traits deliberately, one decision at a time.

3. Purpose Statement. Write it down: why you exist, what you're called to do, who you're called to serve, and what you want your life to ultimately stand for. Purpose turns motion into direction.

4. Growth Plan. Plan your growth as intentionally as you plan your fun. Books, mentors, courses, practice, reflection, and honest feedback. Growth does not happen by accident.

5. Accountability. You need people who will correct you, challenge you, guide you, support you, and pray for you. Accountability is not weakness — it is the protection that destiny requires.

6. Legacy Mindset. Don't just think about blowing. Think about lasting. Think about impact, influence, generations, purpose, and eternity. Legacy is the highest form of success — and it begins with the choices you make today.

Becoming Is the Real Blow

When you become the right person, you won't need to chase success — success will chase you.

When you become disciplined, focused, purposeful, excellent, wise, mature, and grounded — doors open. Opportunities come. People notice. Platforms appear. Success finds you.

Becoming is the secret. And now you know it.

CONCLUSION

You Are Becoming

You've reached the end of this book. But you haven't reached the end of your journey. In fact, this is where it truly begins.

You've learned that blowing is not about speed — it's about structure. Not about fame — it's about foundation. Not about applause — it's about alignment. Not about shortcuts — it's about becoming.

Success is not something you chase. Success is something you attract by becoming the right person.

You've seen the emptiness of the Rich Young Ruler — a young man who had everything except the one thing that mattered: identity. And you've seen the rise of Cristiano Ronaldo — a young man who built himself quietly, patiently, and relentlessly long before the world ever celebrated him.

You've learned the eight pillars of greatness: identity, character, mastery, purpose, discipline, process, relationships, and maturity. You've learned that blowing too early can destroy you — but blowing at the right time, from the right foundation, can transform you and everyone around you.

And now, you stand at the edge of your next level.

You are not behind.

You are not late.

You are not forgotten.

You are not invisible.

You are becoming.

And when the time is right, who you are becoming will speak far louder than what you desire. Your growth will open doors. Your discipline will attract opportunities. Your character will sustain your success. Your purpose will guide your journey. Your identity will anchor your destiny.

You will blow — not by force, not by pressure, not by comparison, but by becoming.

And when you blow, you will stay blown. Because you built right.

This is not a book about slowing down. It is a book about building right.

If you're ready to blow — not by force, but by becoming — this book will show you the way.

— *Timilehin Idowu*

The 30-Day Becoming Challenge

A practical roadmap to turn everything you've learned into real transformation. Don't just read this — do it.

WEEK 1 — Identity & Purpose

Day 1–3: Identity Check

- Write down who you are, completely separate from your achievements.
- List your strengths, weaknesses, core values, and passions honestly.
- Identify lies you've believed about yourself — and deliberately replace each one with truth.

Day 4–7: Purpose Discovery

- Write your purpose statement in one clear sentence.
- Identify the problem in the world you feel called to solve.
- Define the specific impact you want to make before you die.
- Pray, reflect, sit with it. Don't rush this. It is the most important week.

WEEK 2 — Character & Discipline

Day 8–10: Character Audit

- List 5 character traits you know you need to strengthen.
- Identify 3 habits that are actively working against your future.
- Choose one habit to eliminate this week — and replace it with something that builds you.

Day 11–14: Discipline Reset

- Design a daily routine and commit to it for the rest of this challenge.
- Set consistent wake-up and sleep times. Protect them.
- Remove 3 distractions from your daily environment.
- Practise consistency — especially on the days when you don't feel like it.

WEEK 3 — Mastery & Growth

Day 15–17: Skill Identification

- Identify the one skill most connected to your purpose.
- Study the top three people in that field — what habits do they share?
- Write your personal mastery plan: what you will practise, how often, and how you will measure progress.

Day 18–21: Practice & Improvement

- Dedicate 1–2 hours daily to deliberate practice.

- Keep a growth journal — track what you're learning and improving.
- Each day, identify one specific weakness to address.

WEEK 4 — Relationships & Accountability

Day 22–24: Circle Evaluation

- List the people in your life who genuinely help you grow.
- List the people who drain, distract, or pull you backwards.
- Make honest, loving decisions about proximity. Not everyone deserves front-row access to your becoming.

Day 25–28: Build Your Support System

- Identify one mentor you can approach or begin learning from.
- Identify one coach or accountability partner.
- Reach out. The people who can shape your future are waiting for you to take the first step.

Day 29–30: Reflection & Reset

- Write a full reflection on your 30-day journey. What changed? What surprised you?
- Celebrate your progress genuinely — growth deserves acknowledgement.

- Set your goals for the next 90 days. You are just getting started.

A Message to Parents & Mentors

Young people today are growing up in a world saturated with pressure, comparison, and confusion. They are surrounded by voices urging them to blow fast — but desperately short of voices teaching them how to build well.

This book is a tool, and not just for youth, but for you.

Use it to open conversations that matter. Guide the decisions that will shape a life. Build values that outlast trends. Strengthen identity before the world tries to define it. Encourage the discipline that feels difficult now and pays dividends for decades.

Read it with the young people in your life. Discuss it with them. Walk the journey alongside them.

Your presence is part of their process. Never underestimate that.

A Message to Youth Leaders

This book is designed to be far more than a personal read. It is a curriculum for transformation — chapter by chapter, week by week, young person by young person.

You can use it to facilitate weekly youth sessions, lead small discipleship groups, mentor emerging leaders, build character development programmes, and train the next generation of champions who will change their communities.

Each chapter carries a central message, a practical framework, and reflection points that translate naturally into group conversation.

You now hold a tool to raise a generation that will not just blow — but become. Use it well.

THE 'BECOMING GREAT' SERIES

This series is a three-book journey designed to raise a generation of grounded, disciplined, purpose-driven champions — young people who will not merely chase success, but build it with wisdom, character, and intentionality.

Book 1 — I Must Blow

What Every Young Person Must Know Before Chasing Success. Becoming the person success can trust.

Book 2 — I Am the Champion

How Champions Are Built, Not Born. Developing the mindset, discipline, and excellence required to win consistently.

Book 3 — I Will Be Rich and Famous

How to Create Value, Attract Opportunities, and Shape Culture. Building wealth, influence, and relevance that outlasts applause.

This is not just a series. It is a movement. It is a transformation. It is a calling. And you — yes, you reading this right now — are part of it.

COMING NEXT IN THE SERIES

I Am the Champion

How Champions Are Built, Not Born

You've learned how to become. Now it's time to learn how to win.

In *I Am the Champion*, you will discover the champion's mindset, the psychology of elite performance, the habits of world-class achievers, the secrets of resilience under pressure, the art of focused attention, the science of compound consistency, and the lifestyle of sustained greatness.

If I Must Blow prepares you, I Am the Champion will transform you.

Get ready. Your next level is already calling.

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To my family — thank you for your love, your patience, your prayers, and your unwavering belief in what God has placed in me.

To God — the source of identity, purpose, and every good thing. Everything I am becoming is because of You. Everything this book has the power to do is an extension of Your grace.

This book is for all of us.

About the Author

Timi is a husband, father, Pastor, youth mentor, speaker, and transformational writer with a deep, unshakeable passion for helping young people discover their purpose, build their character, and pursue greatness with wisdom and clarity.

His message sits at the intersection of street-wise insight, spiritual depth, and practical guidance — making him a trusted, relatable, and challenging voice for the next generation.

Through books, teachings, and mentorship, Timi is on a deliberate mission: to raise a generation of young people who will not just blow — but become.

Every young person wants to blow. But not everyone is ready for what blowing demands.

In a world obsessed with fast success, instant fame, and overnight results, I Must Blow is the book this generation desperately needs. It cuts through the noise, exposes the lies of quick success, and reveals the truth about becoming the kind of person that success can actually trust.

Through the contrasting stories of the Rich Young Ruler and Cristiano Ronaldo, this book shows you exactly why blowing too early is dangerous, why identity matters more than visibility, why character is the true foundation of greatness, why mastery is the secret behind every lasting champion, why purpose must guide your ambition, why the right people shape your destiny, and why process is never punishment — it is always preparation.

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