



X / Twitter Starter Pack

Voice of Bob Manthy — Rebuilding Seminars

Version 2026-04-17 · confidential working document

Drafted in Bob's voice per `.claude/brand-voice-guidelines.md` §14. Every post here hits one emotional register and uses at most 2–3 of Bob's signature moves. Copy, tweak the dates/links as needed, ship.

Character counts include spaces. Hashtags are optional — none are required for the voice.

Single tweets (pick by occasion)

1. Reflective Sunday post (contemplative)

What if the scariest thing about being seen is also the one thing that will set you free? Take the mask off with one person this week. That's the whole practice.

(171 chars)

2. Transition moment — new year, new season, new chapter (contemplative)

Change is something that happens to us. Transition is something we participate in. — adapted from William Bridges. Which one are you doing right now?

(158 chars)

3. FLY reminder (affirming)

FLY = First Love Yourself. Not fix yourself. Not finish yourself. Love the version of you that's standing here, imperfectly enough, today. Everything else builds on that.

(178 chars)

4. Shame-resilience beat (contemplative, heavy)

Shame's whole strategy is keeping "the thing" secret. Share it — once, with one person who will receive it with tenderness — and twenty years of separation can evaporate in an afternoon. Try it this week.

(219 chars)

5. Holiday loneliness (honest, tender)

The holidays can be tough, and "at least you have family" doesn't help anyone. If you're grieving a relationship right now, you're not broken — you're doing the work. Here you belong, precisely as you are at this moment.

(228 chars)

6. The ask — vulnerability as practice

Do you need to be heard, need help, or need a hug? Most of us take what's given instead of asking for what we need. And most of us guess at what others need instead of asking. The ask is the gift. Try one this week.

(225 chars)

7. Seminar enrollment open (rallying, warm)

Fall Rebuilding Seminar: enrolling now. 10 weeks. One cohort. A safe, non-dating community. A proven process. No secret sauce — just the work, together. If your relationship ended and you want to stop spinning, this is the room. rebuildingseminars.com

(264 chars)

8. Free self-assessment promo (inviting, low-friction)

Not sure where you are in the recovery process? The Fisher Divorce Adjustment Scale is free, 15 minutes, and will give you honest feedback about where you actually are — not where you think you should be. rebuildingseminars.com/self-test

(246 chars)

9. Holiday Ball / community celebration (celebratory, emoji OK)

The RB Holiday Ball is the one night a year we put on the dress, find the wristband, and dance with the people who've seen us at our rawest. ■ RSVP on Meetup. Bring a grad friend you haven't hugged in a while.

(217 chars)

10. Gratitude for RB family (warm, community-building)

6 years in, and the thing that still surprises me every week: Rebuilders walk into this room strangers and leave family. Not metaphorically. Literally. You text each other on hard Tuesdays for the rest of your life. I don't know any other work like it.

(263 chars)

Threads (use when the content deserves Bob's full arc)

Thread A — "The difference between change and transition"

Register: contemplative. 7 tweets. Best for New Year, seasonal resets, or after a breakup.

1/ Six years of facilitating and I still think most of the pain I see isn't about what happened.

It's about treating a transition like a change — and then wondering why nothing feels different.

2/ Change is the thing that happened *to* you.

The breakup. The move. The call. The closed door.

Change is an event. It has a date.

3/ Transition is what you do *inside* after the change.

The letting-go. The in-between. The becoming someone new.

Transition has no date. It takes as long as it takes.

(William Bridges wrote the book on this.)

4/ Here's the trap:

We try to "get over" the change as fast as possible and skip the transition entirely.

Then we wonder why the next relationship — or the next job, or the next city — feels exactly like the last one.

5/ The in-between is the part nobody posts about.

It's messy. It has no clear answer. You'll feel overwhelmed and unsteady and like you're doing it wrong.

You're not. You're in the neutral zone. That's where the treasure is buried.

6/ So what transition are you actually in right now?

Not what changed — what's shifting inside you because of it?

And what might you uncover if you let yourself linger in the not-knowing a little longer?

7/ You don't have to do this alone.

That's the whole point of a community of Rebuilders — people who know the in-between and stay with you through it.

If you want a safe room to do this work in, come say hi: rebuildingseminars.com

Thread B — "The one move shame doesn't want you to make"

Register: contemplative, heavy. 6 tweets. Best for mental-health-awareness moments or after a known-hard season.

1/ I want to tell you about the one move shame doesn't want you to make.

Because it's the move that will, almost every time, end twenty years of carrying something you never needed to carry alone.

2/ Shame's whole power comes from secrecy.

It says: *if they knew this, they wouldn't love you.*

So you don't tell. And the not-telling becomes the weight.

3/ A few months ago I sat with a small group of trusted friends and we agreed to share our deepest shame — the thing we'd told no one.

Every single one of us did it.

4/ And here's what happened:

The thing — the dark, unworthy, unshareable thing — was received with tenderness.

In some cases with laughter. In some cases with tears. In every case with love.

5/ I walked out feeling more human. More whole. And, almost crazily, unashamed.

Twenty years of separation evaporated into a sentence I could finally say out loud:

I am imperfectly enough.

6/ You don't need a retreat or a therapist or a perfect moment.

You need one person who will receive "the thing" with tenderness — and the courage to say it once, out loud, to them.

That's the move. This week.

Usage notes

- **Don't sign single tweets "— Bob".** The account is Bob; attribution is implicit. Threads can end with a link or a soft CTA instead of a signature.
- **Emoji rule from §14.6:** Use only in celebratory/community posts (#9, #10). Contemplative posts stay clean.
- **Attribution:** any adopted quote (Bridges, Covey, Dalai Lama, Fisher) gets named on first use. See #2 and Thread A/3.
- **"RB Alum" vs. "RB Grad":** current-community copy uses **Alum** (per §14.10). Historical reference to graduating can still use Grad.
- **One move per tweet.** If you find yourself stacking three rhetorical moves into 280 chars, break it into a thread instead.
- **Links:** keep rebuildingseminars.com as the canonical domain. No utm junk in the visible URL — use a click-tracker behind the scenes if you need it.

Generated 2026-04-17 as a companion to `.claude/brand-voice-guidelines.md`. Regenerate or extend when new letters from Bob add signals.