



Room4More

THE BUILT4MORE NEWSLETTER

*On growth, change, and what coaching actually is.
Signal over noise.*

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EDITOR'S NOTE

Every week I read what people write in the places where success goes to tell the truth: founders' forums, expat threads, the anonymous corners of the internet. Most weeks the themes scatter. This week they didn't.

Across four completely different lives — a founder, a couple who'd quietly made it, two people building lives abroad — the same word kept surfacing: *alone*. Not failure. Not burnout. The win arrived, and so did a quiet no one had warned them about.

So that's where this issue goes.

— *Phil*

— THE COLD OPEN

01

The number of a lifetime, and no one to tell



Somewhere out there is a couple who did the thing everyone in their world is quietly working toward. They hit their number — seven million — at thirty. The kind of win people build whole decades around.

That was seven years ago. And in seven years, they have told no one. Not a parent, not a friend, not a colleague. One of them finally wrote it down this month — anonymously, to strangers: *"It's been 7 years now and have never told a single person aside from each other and no one would ever guess. No family, no friends, no one."*

It wasn't written as a boast. It was written the way you finally say something that has been sitting on your chest for years — in the only room where it felt sayable. The biggest achievement of their lives, and the achievement and the silence arrived in the same breath.

The same week, in a different corner of the internet, a founder on his third company wrote that the loneliness hasn't eased with experience — not with family around him, not with friends, not with a building full of employees. It has simply become familiar.

Here's what stays with me about both. We assume arrival ends the aloneness — that the exit, the number, the move is the moment the weight finally gets shared. But nobody warns you that connection is the thing most quietly traded away on the climb, one deferred call at a time. And so the moment they'd spent years reaching for turned out to be the quietest room either of them had ever stood in.

The success was real. So was the silence. This issue is about the second thing — and why it doesn't resolve the way most capable people try to resolve it.

— COACHING, DECODED

02

The loneliness doesn't miss the summit. It moves in.

THE MYTH

Loneliness is a gap in your circumstances. Once you arrive — the exit, the number, the new country, the corner office — it closes on its own. And if it hasn't, the fix is arithmetic: more people, more rooms, more events, a fuller calendar.

WHAT'S ACTUALLY GOING ON

The isolation shows up right where the success is — because it was never a headcount problem. Somewhere on the climb it moved inward: it stopped being about who's around you and became part of how you see yourself. The story starts as *no one could understand this* and quietly hardens into *I have to carry it alone*. Those are not the same sentence. The first is sometimes true; the second never has to be. And here's the useful part: a circumstance you can only endure, but a story you carry is something you can work with. That's identity-level work — which is exactly why the next city, the next win, the next room full of people never quite touches it.

THE 2-MINUTE TRY

03

2 MIN • TRY IT NOW

The unvarnished version

Think of one person who could hear the whole of it — the cost, not just the win. Not someone who needs you to be the strong one; someone who could simply be told. Write their name down. Then write the first sentence of the message you'd send — one honest line, no framing, no "all good, just busy." You don't have to send it today. But notice what the reflex says while you write — *they're busy, it would sound like complaining, they wouldn't get it*. That voice is the story. Now you've seen it work.

SIGNAL FROM THE NOISE

This slot usually carries voices from the podcasts. This issue it carries something rarer: four real people, four very different lives, one single week — all circling the same truth in their own words. The handles are anonymous; the words are verbatim.

“Running my 3rd company now and the loneliness never changes. No one will understand you. No one will relate or understand your level of pain and stress. Not your family, friends or employees.”

A FOUNDER · R/STARTUPS

Three companies in, and the isolation hasn't eased — it's just become familiar. Notice the quiet slide in his grammar: from *no one does* understand to *no one will*. That's the moment a circumstance becomes an identity.

“It's been 7 years now and have never told a single person aside from each other and no one would ever guess. No family, no friends, no one.”

THE COUPLE FROM THE COLD OPEN · R/FATFIRE

The win of a lifetime, held in silence for seven years. Success you can't share isn't the freedom it was sold as — connection was the actual finish line, and it got deferred all the way to the top.

“My isolation and loneliness isn't linked to the country I immigrated to, it's inside me.”

AN IMMIGRANT, YEARS INTO THE NEW LIFE · R/EXPATS

The bravest sentence anyone wrote this week. The moment you can say *it's inside me*, it stops being about the next city — and starts being workable. Naming where it actually lives is the first honest move.

“The green card grind puts life on pause and then you hit play in an empty room.”

NINE YEARS INTO THE IMMIGRATION PROCESS · R/EXPATS

Connection deferred for a goal, one reasonable postponement at a time. Belonging isn't the reward for arriving — it's something you choose on purpose, usually long before you feel ready to.



“The summit is only lonely if you believe no one can stand on it with you. The mountain didn’t decide that — a story did, somewhere on the way up.”

FRANZ KOHLER

Built4More coach · coach, facilitator & explorer

BEFORE & AFTER

04

BEFORE

“I told myself the isolation was the price of the seat. Everyone needed me solid, so nobody got the real version — and honestly, I’d stopped offering it.”

AFTER

“The seat hasn’t changed. But two people now get the unvarnished truth — and it turns out it was never the carrying that wore me down. It was carrying it alone.”

Same company, same role, same pressure. What changed was one story — that being the strong one had to mean being the silent one.

OVERHEARD IN A SESSION

“Half my phone would take my call within the hour. There’s no one in it I’d call at two in the morning.”

The loneliness of success is rarely a shortage of people. It's a shortage of places where the whole truth is welcome.

— THE MAILBAG

05

Q *“Isn’t this just the deal? I chose the seat — the pressure, the distance, all of it. Complaining about loneliness now feels a bit rich.”*

A Choosing the seat isn’t the same as agreeing to disappear into it. Yes — some solitude comes with responsibility; there are calls only you can make, and no one else feels their weight the way you do. That part is real, and naming it isn’t complaint. But there’s a line between accepting a cost and letting it write your story. Telling one trusted person the unvarnished version isn’t weakness leaking through — it’s maintenance, the same way sleep is. The people who last in the seat aren’t the ones who feel the weight least. They’re the ones who stopped carrying it alone.



“You learned so early to be the strong one that being known now feels like a risk. But being admired is not the same as being met — and the difference is where the loneliness lives.”

SANDRA CARACOL

Built4More coach · emotional therapy & conscious parenting

Where have you mistaken “no one could understand this” for “I have to carry it alone”?

You don't need the answer today. Just notice which rooms you've already decided can't hold the whole of you — and ask whether that was ever actually tested.

Actually — I'd genuinely like to hear your answer to that. Just hit reply. It comes straight to me, and I read every one.

— WHERE TO FROM HERE

Curious what this looks like for you?

The first conversation is exactly that — a conversation. No pitch, no homework, no framework to memorize. We start where you are and look honestly at what's in the way.

[Start a conversation](#)

Four moments we tend to work with. If one of them sounds like where you're standing, that's a good place to begin.

[Living Abroad](#)

[Leaving Finance](#)

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