

The Anti-Chicken Soup: New Book Tells Young Athletes Nobody Is Coming to Save Them

Chicken Sh!t for the Sole: Discipline for Athletes argues that comfort literature has been feeding a generation the wrong meal

San Diego, California — September 1, 2026 — Griffix Publishing today announced the release of *Chicken Sh!t for the Sole: Discipline for Athletes* by Fritz Griffin, a blunt, coach-voiced discipline guide written for competitors ages 15–24.

The title is a shot across the bow at three decades of inspirational publishing. Griffin's argument is direct: the comfort genre is emotional junk food — it goes down easy and leaves nothing behind.

"Read enough of those stories and you notice something," Griffin said. "Nobody trains. Nobody grinds. Things just work out. A stranger appears. The timing is perfect. The universe delivers. That's a nice thing to read on a bad night, but it's not a plan, and it doesn't build anything."

Agency Versus Chance

The distinction Griffin draws is between two competing stories about how outcomes happen. The comfort genre teaches a passive story where rescue arrives from outside. This book teaches an active one where the athlete builds the outcome.

"The old model taught you to wait — for the right moment, the right break, the right person to show up," Griffin said. "This one teaches you to build. One is hope. The other is evidence. Only one of them shows up on the scoreboard."

The Jurisdiction Problem

Griffin's sharper critique concerns what mindset books claim authority over. Inspirational literature has long applied attitude and perseverance to problems attitude cannot solve — like a layoff or a medical bill. The result is a book that comforts the reader and simultaneously relocates the blame onto him. Nobody organizes. Nobody bargains. You just read another story about someone who kept believing.

Chicken Sh!t for the Sole stakes a narrower claim, and Griffin argues that narrowness is the point.

"Sport is one of the rare places where the causal chain actually holds," Griffin said. "You control your reps. Your sleep. Your film study. Your reset after a bad play. The scoreboard is not a metaphor for the economy — it's just a scoreboard, and it responds to work. That's why this book can make demands a general-purpose self-help book has no business making."

Attack the Excuse. Defend the Athlete.

The book operates under a single governing rule: it is hard on excuses and never cruel to the reader. Griffin draws a firm line between the excuse an athlete practices and the athlete himself — and between manufactured obstacles and real ones. Injury, anxiety, depression, illness, and legitimate hardship are treated as real, not as failures of will.

Across seventeen chapters organized as *Watch the Film*, *Training Camp*, *Game Day*, *Your Team and Your Standards*, and *Keep Walking*, the book builds a working vocabulary for competitors:

- Motivation is a rookie. Discipline is the veteran.
- Pain is information, not leadership. The injury report is not the game plan.
- The result is the receipt. The process is the purchase.
- Confidence is earned through evidence.
- Learn it. Flush it. Next play.
- High Standards. No Excuses.

A closing toolkit includes a 30-Day Discipline Plan, The Rules, an Athlete Nutrition Guide, and printable reset tools available at chickensole.com.

Built From the Sideline, Not the Podium

The book draws on the voices of former professional athletes and coaches who have competed and worked at the highest levels of their sports, and who now bring that experience directly to young competitors. More than a dozen are credited in the acknowledgments.

The final section, *Keep Walking*, addresses what almost no athlete is prepared for: the day the sport ends. “The game ends,” Griffin writes. “The walk does not.”

AVAILABILITY

Chicken Sh!t for the Sole: Discipline for Athletes by Fritz Griffin
Griffix Publishing | 180 pages | 6×9 paperback and ebook
Available now on Amazon and through IngramSpark distribution
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