

Intro:

[00:02] In March 2018, I decided to run 100 miles and signed up for the Kettle 100, which ended up being an extremely challenging and technical course to pick for a guy who really was coming off the couch, and hadn't run further than 13.1 miles all but one time in over 10 years. That seems to have become my MO through ...

[00:31] Four years prior to that, I found myself in this place in life, extremely unfulfilled in all areas. I was fat and out of shape. I owned an insurance brokerage, CrossFit Gym, and over 20 units of investment properties. I was spread thin and not doing any of them exceptionally well. I was really disconnected from God and my family and was getting the scraps. It was a very hollow and empty feeling, a very non-powerful, unclear, and uncertain time in my life.

[01:10] There wasn't really one moment or thing that put me on the path to developing what I now call the 100-mile mindset and to writing this book. More a culmination of all of the above and a breaking point and realization that there has to be more to life. The realization followed up by a decision led me to the path I am on today.

[01:32] The first step was to find someone who was living the life I wanted, who was the man I wanted to become. The next step was and still is one of multiple small steps and daily decisions to live with intention, to become a man of his word, and to make daily deposits into my integrity bank by doing what I said I would every single day in every area of my life.

[01:55] There most definitely have been setbacks and wrong turns along the way, as there will continue to be. The goal is to have more good days than bad and to increase the space in between those days over time. It's all about progress, not perfection. My pursuit of running 100 miles was no different and really a microcosm of my life the past four years.

[02:20] I did end up successfully running 100 miles. It just didn't happen the way I drew it out in my mind. Isn't that how life goes? To be honest, I really wouldn't have it any other way. It took me three attempts over a seven-month period. It is exactly the journey that I had to take, and was perfect for me. Had it not played out this way, there wouldn't be a book, or what I now call the 100-mile mindset.

Chapter: Because I Choose to

Why run 50k's?

Why SEALFIT Kokoro?

Why bike across America?

Why Ironman or 100-mile ultra races?

Recently I was asked why I do these extreme – and to many, incomprehensible – physical, mental, and emotional challenges.

Most don't understand and need a reason WHY.

One follower even put forward the idea that I was doing all of these different events so that I could brag. So that I could shine a spotlight on myself and say, "Look at me! Look at what I did!"

However, I've learned that many of the people who question why I do these things lack something inside themselves. They see what I'm doing, what I'm accomplishing, and get angry because I'm living my life on my terms and they aren't.

Let me entertain the question for a moment:

I want to see what I can do and what I am capable of.

I want to live a life that inspires others, especially my kids.

The people met, the experiences had, the moments created, the lessons learned, and the growth that takes place in doing these things are life-changing.

I can admit that there is a small bit of, "look at me and what I did!" Not enough to justify the countless hours of training, miles logged, discipline in nutrition, and the disappointment in the times when I attempt something and fail. But a bit.

As a leader, I **MUST** do big things, lead by example, and be the standard.

I want the 100 Mile Mindset. This mindset that allows me to push through any obstacle. To achieve whatever I set out to achieve by doing what is required. I do these hard and extremely difficult events and challenges because I know what required and who I have to become will steel my mind and harden my mindset in such a way that nothing will be able to get in my way.

And finally, and what is most true for me:

**WHY NOT?**

I choose to live.

I choose to push and grow and experience.

It takes just as much effort to choose to live a life of comfort and complacency as it does to push and grow continually.

I am focused on myself, those close to me, and those that I lead.

Keep Swinging Singles and live the life you want. Don't worry about what other people think or say. It's not about them. It's about you.

Get clear on what you want. And then do whatever it takes to make it happen.

Chp: Life is short - make bigger requests

With the 100 Mile Mindset there is no challenge too big for you. What once seemed incomprehensible, all of a sudden doesn't even faze you. As this mindset becomes a part of who you are, you begin to show up much differently in life.

If you truly knew how short life was, you would make bigger requests. Set bigger goals. And aim higher. If you realized how short this life truly is.

During my experience as a part of Sealfit Kokoro Class 45, I was one of 9 men to complete one of the toughest endurance events in the world. Out of 52 who signed up for the event and the 28 that actually showed up to compete, only 9 of us were left standing at the end of 52+ hours without sleep being pushed and led by retired and active Navy Seals through an event modeled after Navy Seal Hell Week.

It was at this event that my 100 Mile Mindset really started to take form and also is the exact moment when I realized exactly how short life truly can be. Seconds after finishing Sealfit Kokoro in September of 2016, one of the 9 to finish the event with us fell to the ground and died.

His name is Kirk Deligiannis. He was 32 years of age. His two children were ages 3 and 1 at the time of his death. The day this happened, also happened to be his wedding anniversary with his wife. A mother and a wife and two precious young children lost their father and husband that day forever.

You would get up before the sun rises, and look at the stars at night. You would dance in the rain, and stop to smell the flowers.

You would not spend valuable time in other people's minds. You would stop worrying about what other people are thinking or doing.

You would do the thing you have always dreamed of doing. And you wouldn't feel guilty about it, either. If you realized how short this life truly is.

You would go outside and play with your kids when you are tired and don't want to. You would hug your wife more, and show her how much you appreciate her. You would call your parents more often, and make spending time with your family a priority.

You would take care of your body. You would put down the junk and fuel your body with healthy and nutritious foods. You would get up and move more, stretch more, lift heavy things more. If you realized how short this life truly is.

*You would run the race.*

*You would start the business.*

*You would take the trip.*

You would pick up the phone and call the friend when the thought comes to mind, instead of telling yourself you will do it later and then never making the call. If you realized how short this life truly is.

You would serve and lead. In your home, your business, and your community.

You would be a light in the dark.

Challenge/Question: What will you do today that you have been putting off until tomorrow?

Chp Growth does not come from complacency

I'm sure you've heard it before. In fact, there's a very famous quote by Neale Donald Walsch, which states, "Life begins at the end of your comfort zone." And that couldn't be truer. I know,

from my own life experience, that my growth and expansion never came from a place of comfort and security. My success wasn't achieved by staying within safe boundaries.

This was brought front and center for me, the realization that you have to get uncomfortable to reach success, this last year while I was attempting to complete a 100-mile ultra marathon. Back in March, I decided that I was going to run 100 miles by myself. So I signed up for the Wisconsin Kettle 100 in June, and I made it about 63 miles and got cut off. Ran out of time. Then, I went to Cleveland in July. I believe it was the Burning River 100 and made it about 75.6 miles. Well, last month I competed in and finally finished, my 3rd 100-mile ultra marathon. It was the Pony Express 100 in Salt Lake City, Utah.

## ***Let me tell you, this has been quite the journey.***

It wasn't easy, but I'm thankful for it because it has forced me to grow. Being committed to finishing a 100-mile race forced me to show up every day, whether I wanted to or not and train. It put me in a place to have to choose if I was going to be a man of my word, or give into the stories in my head and accept the excuses not to finish what I set out to do.

I could have quit after the first try, and I don't think anyone would have blamed me. I tried, right? I made it over 60 miles! And I definitely could have been done after my second try. I ran over 75 miles. That's a huge accomplishment! But it wasn't what I'd said I was going to do, and even though I could have taken both of those races as "wins," and no one would think less of me, I knew I would think less of myself.

## ***Quitting after race #2 would have been the comfortable thing for me to do.***

It would have been a notch on my belt to have competed and gotten as far as I did, and I could have walked away into that comfortable space. But I refused to do that. Keeping your word to the people around you is important, but keeping your word to YOURSELF can be the difference between reaching your goals, or staying stuck where you are right now.

Allow yourself to get uncomfortable. Make the choice to step out of your comfort zone and fight for and struggle for your goals. That's where the growth and magic happen.

Keep moving forward and as always Be Your Word.

Chp: Who do you have to become

As I've been writing these blogs over the last few weeks, I've been thinking back to the experiences that I've had over the last few years and the lessons those experiences have taught me. One that I go back to quite often was my experience participating in the SEALFIT Kokoro. I learned so much about myself during the training process, and then the event itself. Lessons that don't just apply to physical fitness, but to every aspect of life. I especially apply these lessons to what it means to live a legacy lifestyle.

So many people have asked me, "Why would you ever do something like that?" And my answer is pretty simple. Honestly, I did it to see if it was something I could accomplish. I wanted to put myself to the test and see if, deep down, I had it in me to complete the course. I also did it, and continue to do events like Kokoro, because I want to continually push myself to grow as a person. Physically, mentally, and emotionally. It's impossible to take on something like Kokoro, or the Kettle 100 and NOT have it force you to grow in every area of your life.

## **I want to continually push myself to grow as a person.**

But most importantly, I choose to do things like Kokoro and the Kettle 100 and other ultra-marathons because it helps me become the person I want to become. It forces me to look at myself and my choices and figure out who I need to become to accomplish my goals. It helps me become laser-focused on who that man is, and I have no choice but to become him to accomplish what I set out to do.

This lesson applies not only to extreme physical goals or athletic events but to every area of your life. You want to be a successful business owner, an amazing husband, and father, a leader in your industry or your community? OK. All of those things are absolutely attainable! But the very first step in reaching those goals is to figure out who you have to become to make those dreams a reality. This is how you begin down the path of living a Legacy Lifestyle.



When I first signed up for Kokoro that's exactly what I did. I asked myself "who do I truly have to become to complete this event?" You see, Kokoro is not a big man's game. I was strong mentally six months before the event, but physically I was 275 pounds, still seeing myself as the college football athlete who was powerful, fit, healthy and 250 pounds. The reality was that I

was 275 pounds. I knew damn well that 275-pound Nate Bailey was not going to complete Kokoro. Kokoro is not built for big men. It's a 50-hour event; it's extremely challenging, and the SEALFIT coaches really don't give a damn whether you're 275 pounds or 180 pounds; they're going to expect you to complete each and every task as they ask you to complete it. They don't give a shit how much you weigh or not, they just want the results.

So, I had to figure out who I had to become to complete the event. To get the results that would be demanded of me. I pictured that man, the one who was striving to live that legacy lifestyle, and for the first time in my life, I could truly say I went all in and became that person. I got clear on who that person was and dropped 45 pounds and trained the way I knew that I needed to train to get myself to complete the mission.

## **Figure out WHO you need to become, and then work every day to become that person.**

And I did. It wasn't easy, but I did it. And in doing it I learned that if I can look at a goal or an issue, and figure out who I need to become to reach that goal or overcome that issue, and really focus on becoming that person, there isn't anything I can't do. There is no reason I can't live my legacy lifestyle. And there is no reason you can't live your legacy lifestyle either.

So, if you're facing a huge obstacle, or if you're struggling to figure out how to reach a goal or accomplish your dream, I'd encourage you to first figure out WHO you need to become, and then work every day to become that person. You'll look back after a while and realize that while you were working on becoming that person, you were also moving closer and closer to your goal.

Chp: There is no secret sauce to finding success

I was asked, "How is it that you get yourself to make that shift from hoping, wishing, and dreaming for certain results inside of your life, to becoming a person who does and takes the necessary required actions to create those results for themselves?" That's just one question and there have been many others. People want to know: Do you just have to flip the switch to make that transformation? They want to know what is the magic pill that they can take to create the life they truly desire?

And so I've been thinking about this lately. To go from the person that hopes, wishes, and dreams for results inside of the Big 4 areas of life, to a person who actually goes out and lives the life that they want happens when the pain of not having whatever it is that you desire becomes so unbearable, that you'll do anything to get it. That pain represents your reason "why." The reason that is so deep and so strong inside of your life that it gets you to take action on what is required to fulfill your goals.



I have talked about this in other articles of mine about your Holy Cause. It's one thing to sit here and say that you want to change, that you want to transform, that you want a different result in your life, but until the pain is truly big enough, you know deep down inside that you will not do what's required to get what is desired. You can think back right now to a time in your life where you did do what was required, and I guarantee you, you can also think back to the pain you had inside of your life that ultimately compelled you to make that shift.

Alongside the pain being a driving factor, there also comes a point when you have to stop breaking promises to yourself. There has to be a point where you become a person of your word. When you say you're going to do something, people can count on it, and they know that it will be done. If you tell them that you're going to be somewhere or that you are going to take a certain action, they know they can count on you. But even more important are the promises you make to yourself. Because if you can't keep those promises to yourself, keeping promises to others won't matter.



So what is it that will get you the life and the results that you truly want inside of the Big 4? There is no magic pill. There is no secret sauce. It comes down to recognizing the pain of not having that result in your life and making the decision that you do not want to experience that pain any longer. It's making a promise to yourself that you are going to go out and do what's required to get the result, and then do it. Be a man or a woman of your word. No longer tolerate breaking promises to yourself or anyone else. Hold that Holy Cause, so close to you, guard it with all of your life, and ruthlessly take action to get what it is that you've been hoping and wishing and dreaming for.

Chapter: Enjoy the process and the journey

Throughout life we grow up thinking and dreaming about the life that we will have when we are grown. Married, successful, kids, money, homes, trips, accomplishments... you get the picture. So much so that it can be a major let down once we "arrive". The life you spent so much time thinking and dreaming about often times doesn't live up to the expectations of the feelings you would have when you accomplished it. Once you have arrived.

It feels as though we are painted this picture of the American Dream but no one ever really told us to make sure we enjoyed the journey along the way. So much so that once we get there, the feeling can be very empty. There is this realization that life all around you never stops. Your moment comes and goes and sooner than later you ultimately are a headline that gets replaced by the next big thing in the tomorrow's news.



I was a part of a group of men this past year that rode our bikes across America on a team called Wheels 4 Water. We came together to raise money for an organization called Lifewater, and that money was going to give fresh water sources and clean bathrooms for 9 different schools in Ethiopia which would ultimately serve of 11,000 kids.

The ride was an incredible experience as 6 riders, one video guy, and one driver journeyed across the US from San Diego, CA to Charleston, SC in 9 days to raise over \$300,000. It was a once in a lifetime trip and opportunity. There was an incredible bond that was built among all 8 of us, and amazing memories that will last a lifetime.

The first few days of the trip were tough and felt long. We all were getting our biking legs under us and it was hot and many of us hadn't even met before this trip. There was a period of getting to know one another and settling in to early mornings and long days biking tied in with late nights arriving at our daily destinations. As the trip progressed, time seemed to go faster and faster and before we knew it we had arrived at our final destination and dipped our tires in the Atlantic Ocean in Charleston, SC.

There was a small contingency of family and friends on the beach welcoming us on our successful trek across country. We took some photos and hugged and high fived each other at the end. We had a short party at a local restaurant to celebrate the 9 day journey together and then everyone went their separate ways back to their lives, families, and homes.

It was a bit of an empty feeling. The feeling along the way was a mix of inspiration and pride knowing that we were raising money for a great cause that would impact a lot of people that most of us would never meet. There was greater sense of fulfillment and purpose knowing that we were doing something that most would never attempt or have the opportunity to do all the while serving something bigger than ourselves. Once the trip was done, it was over. The finish line was empty.

I had always seen growing up, as an avid sports enthusiast, professional athletes being interviewed on TV moments after winning a world championship about how it was an incredible accomplishment. About how they had dreamed about reaching the pinnacle of their profession time and time again. That as incredible the feeling was in that moment as they had realized their goals and dreams it wasn't as great as they had imagined. They often would go on to talk about the fact that what they will remember the most about the championship was the journey along the way. The adversity that they had to overcome during the season. The bond and the relationships that they built along the way. The memories and the hard work and dedication that it took to get there. The lessons that were learned through all of it that they will pass on to their children. The realization that it's over, and that the next year they will have to start over and that some of the people that won the championship with them this year won't be there the next season.

When I made the decision to see if I had what it would take to run 100 miles in under 30 hours, initially I fell into a similar trap. My thoughts naturally went to how great it would feel to accomplish running 100 miles. Let's be real, it is a pretty impressive accomplishment and most people in their right mind would never even think of attempting it, for good reason.

Luckily I had gone through the bike ride across America experience right around the same time that I had decided to run 100 miles and so it was fresh in my mind to be present to the journey. To take in the entire process. I made sure to enjoy the time inside the preparation and training. To enjoy the people that I came in contact with along the way. I never took for granted the friends that helped me out at the different races and that supported me along the way. I documented the journey with video, photos, and posts to social media and inside my blog so that I would have something to look back on and remember. I shared lessons that I learned along the way to possibly help others that were looking to grow and push themselves out of their comfort zones at whatever they were doing in their own lives.

In this journey I failed twice along the way in my road to running 100 miles. I only made it 63.2 miles in my first attempt at the Kettle 100 in WI. I only made it 75.6 miles in my second attempt at the Burning River 100 in Cleveland, OH. Each of these failures, I look to as blessings. Learning experiences. Opportunities to collect information that would ultimately help me succeed.

We never truly know when our time is up. Time goes too fast and no one is immune to time running out. Live for today and enjoy the journey and process along the way. The goal achieved is sweet, but the process along the way is priceless. Chapter One: If You Want It, You Can Have It.

As kids, we grew up dreaming of big possibilities and big aspirations. Somewhere along the way, many of us are trained, taught or educated to take a safer route, to follow the status quo. Our parents, friends, teachers, coaches tell us to be realistic. Most of these people in our lives, used to tell us from a place of love or good intention. They may have felt heartache of their dreams being unrealized. They may have had someone in their life give them similar advice. Whatever the intention, I urge you not to listen, to fight for what you want and to go after it until you achieve it. Once you get them, keep going. Once you get there, keep going. Keep working in improving, and be the best that you can be at whatever it is.

When I was going ... When I was young, I wanted to be a professional athlete. I wanted it with all my might and desire. So much so, that I would share that dream with everyone. Instead of getting support from friends and my parents, I would get push back. They would tell me how unrealistic that was, the percentages of people that actually make it. They stomped on my dreams because they were unwilling and afraid to dream that big themselves. I didn't have anyone step into my life to encourage and guide me in my dreams. I didn't have anyone stay up and lead me ... I didn't have anyone step up and lead me. All it would have taken was one person to hear my dream of being a professional athlete and to encourage me. But also to show me a

path, to ask me hard questions. "Are you prepared to do what is required to be a professional athlete? Are you willing to suck before you get better? Are you willing to sacrifice now to make your dream a reality in the future?" Someone to help me create a plan and push me.

Eric Thomas, a motivational speaker, does a talk when a ... An inspiring young man who wants to be successful in business approaches a highly successful business man to help him. This young man is searching for a coach, and a mentor to help him realize his dream. The successful business man tells the young man, that if he wants his help to meet him at 5 AM the next morning on the beach of the ocean ... By the ocean. The young man shows up early, dressed in a suit and tie excited for the wisdom he is about to get from the successful business man. The business man tells this eager young man to walk out into the ocean. The young man, dressed to impress in a suit and tie, is surprised and unsure of this but, he doesn't question it and walks out with the water up to his knees. The successful business man tells him to keep going out, deeper. The young man keeps going out, eventually, until his head is almost under water.

Frustrated, the young man shouts, "What does this have to do with being successful? I thought I was meeting you to learn from you." The successful business man looks at the young man and says, "If you want to be successful you have to want it. You have to want it so bad, you want it more than you want to breathe. You don't want success more than you want to breathe then you will never be successful. If you truly want it you will keep working, keep fighting and keep doing what's required until you get it." Helen Keller is a great example of someone who had all the reasons and justifications in the world to accept the cards she was dealt in life. She was born blind and deaf but didn't allow that to define her. She went on to ... And will have to do some research to fill in the blank here. There were many that told her she wouldn't do any of that, that it was okay not too. She had leaders that stepped up along the way to support her. When you become a man or woman that is clear about what you want and goes after it, no matter what, until you've accomplished it. You've become a person who can't be stopped. There are four characteristics of living the life you want. Those four will be: Driven, perseverance, all in and never give up. And I'll go into detail later.

## Chapter Two: Integrity Bank

This is a lesson that I have learned overtime and really have lived and experienced firsthand in my life, the last three years. I think it makes sense to anyone who reads this, that there is extreme power in being a man of your word. But it is applied to the letter by very few. I get it, to always follow through on what you say you will do isn't easy and may even be impossible. Let's talk first about what it means or looks like to be a man of your word. A man of his word, not only follows through on promises to others, but also and possibly more importantly, to himself. Being a man of your word is a promise. I see some make distinctions between a promise and a strong promise, but if my ... But in my world, there is no difference. You either keep your word or you don't. You are either committed or you are not, you either tell someone you will do something and you do it and they automatically know that without a doubt, they can count on it being done

or the second your word comes out of your mouth you know, and they know it can be counted on. That it would be done.

Your past behaviors, actions, and results determine which one you are. It's extremely non-powerful when your word doesn't matter. Shows up in your presence, in your communication and what I call "who you are being". The great news is that, the moment you chose to live as a man of your word, is the moment you begin to be more powerful. It's supposed to be a man of your word won't change who you've shown up to be in the past, by the way people perceive you overnight. That process will take time. If you haven't been a man of your word for years, it will most likely take years to show others that you can be counted on. It starts with the choice and is followed up by consistent and intentional action every single day. I was a man that was not always my word, you couldn't always count on me. There were times when I was my word, more to my friends than I was to my family. And definitely more than I was to myself. There was a period when I was also ... When I also couldn't see this. Meaning, I told myself I could be counted on, but my actions and results told a much different story.

I would say I would be home 5 PM and consistently show up late and 5:30 PM. I would tell clients I would call them by a certain time and not call until a day later. I would tell myself I'll get up at 4:30 AM to workout and sleep in instead. This pattern showed up consistently in my life. It was non-powerful and almost cost me my marriage and relationship with my kids that I have always wanted. Making the decision to be a man of my word has changed my life and has also been one of the most difficult things I have ever done. But also the best decision I have ever made. I mentioned earlier that being a man of your word is difficult and almost ... And also almost impossible. I say this because life doesn't always go as we planned, circumstances change and sometimes you're not able to follow through on what you said you would do, by when you said you would do it. The power in these situations is to honor your word the second you know. To let the other person the promise was made to know right away and to let them know when it will be done.

This also holds true with ourselves. If you told yourself, you were going to run five miles in the morning but, something got in the way of that. A man of his word will make sure he still gets his miles in that day. Even if it means running at the track ... Running on the track at 10 PM in the pitch black. When I decided I was going to run 100 miles in March of 2018, I shared this desire with my running coach. He told me he didn't really think I had what it took to do it. He knew what was required, wasn't sure I had what it took to accomplish it. I shared my goal on social media, I had some friends support me in June at the Kettle 100 and I failed. I ran 100K and missed the cutoff time to [inaudible 00:09:35], the furthest I had ever run before that was 50K in April, just two months prior. To many it was a great accomplishment to go 100K, and it definitely was, but it wasn't 100 miles.

Many times in my life, I had said I would do something only to fall short. I would justify why it was okay. Others would justify for me why it was okay, and give me a pass to not follow through. I was tired of living my life that way, so I signed up for the Burning River 100 Mile race in

Cleveland, Ohio in late July of 2018, to come and finish what I had started. I ran this race on my own without the support of my friends and failed my second attempt. I ran 75.6 miles this time, which was a big improvement. And once again, I had the opportunity to stop short of what I said I would do. I even had told myself, at the end of this race that it wasn't meant to be. And all the other reasons why it was okay to not finish, to not do what I said I would. The next day after recovering and feeling sorry for myself, I went to work to get prepared for the Pony Express 100 in Salt Lake City, Utah in October of 2018.

Because I persevered and continued to train and do what I said I would, I started to be more powerful and certain in myself. As the race neared, my belief that I would be successful on this third attempt grew stronger. I was becoming a man of my word with every mile I ran, every single day. Others that followed this journey also started to believe in me. Little by little I was becoming a man that could be counted on. When the time came to put it all on the line and perform AKA, do what I said I would, I did just that. It took me three attempts and I finished the Pony Express 100. There will be stumbling blocks along the way. There will be days you'll revert to your old self and not follow through on your word, it's okay. This journey is all about progress not perfection, the goal is to get a little bit better every single day. To clean it up and honor your word as soon as you can and to continue moving towards the person that is counted on. That when he says something will be done, they know it is done. They can take it to the bank and cash it.

### Chapter Number Three: Make Friends Along The Way.

Life is way too short, there's a lot of negativity in our world today with news and technology, the negative is highlighted more than the good. It makes for more interesting stories for some reason. We can ... We are constantly being told how bad people are and if we aren't careful on what we focus on, allow that to determine how we behave and interact with those around us. I travel a fair amount as a coach and a speaker, I've traveled a lot in my time in the military as well. My experience has been the exact opposite from what we see and hear on the news. People are inherently good, they care about others, they want to help and serve others. When catastrophe strikes, the overwhelming response is one of kindness and generosity. One of taking time out of their daily lives to lend a helping hand and to connect with those in need. In my journey to run 100 miles, I witnessed this time and time again. I used this journey to deepen relationships with friends that I had, and made requests to them to help me, to support me in my goal to run 100 miles.

They gave time ... They gave their time, one of our most valuable assets, to help me. Some traveled from Arizona and Utah to be there for me. All sacrificed time from family to help out. In that journey and through that experience, memories were made that will last a lifetime. Our bond as friends was deepened through coming together all with the shared goal to help me be successful. There were many other great people that I met in my travels, and in participating in these three events along the way. Many that I wouldn't have had the opportunity to meet if I wasn't open to them on this path. Also, supportive and friendly. Some that I never would have

met like the Race Director of the Pony Express 100, Davy Crockett, that's his actual name. Had I been successful in either of my first two attempts.

One person in particular stands out on this journey, her name is Martha, and I'll have to look up her last name and her age, but from Colorado. I ran beside her for a few miles around Mile 14 of the Pony Express 100. I normally am not the most talkative person when I run, but something told me to run alongside her for awhile. We talked about our experiences running altered distance, and what drove us to do so. She shared her story and some of the races she'd ran. She talked about how she got into running on her 60th birthday, about wondering if she could do it, run a marathon, and how that turned into seeing if she could then run 50 miles. Once she was successful doing that, then 75 and ultimately, 100. We talked about our families and how her husband was on the course supporting her, and how her sons would also be coming out to support during the Pony Express 100. She had such a great presence and spirit and warm smile and a quiet, quiet sense of strong power inside.

After talking for a few miles, we wished each other "good luck", and I told her I would see her later on in the course, as very common in 100 miles runs to cross the paths with the same runner multiple times. I ran ahead and never did see her again on the course. I'm very thankful that I listened to the voice and took time to make a friend in Martha that day, and grateful for that experience and the lessons I learned from her in our short time together. You will never loose when you invest in others and make friends along the way. We are here to help and serve others, and our time here can be very lonely and unfulfilling if we don't. There will be times when friends will let you down or may turn on you. Just as this ... Just as there is evil in this world, there is way more good. Don't allow the friendships that disappoint or let you down, the minority, determine the majority of your time in relationships. Part of growing up and being vulnerable is the risk of being ... But the reward is much greater. Make friends along the way.

#### Chapter Four: Every Single Day.

Who you are today, is who you have shown to be ... Shown up to be in life, prior. The results we have in our current reality are due to the decisions we have made up until now. Are you okay with that? For many that answer is 'no'. It is not good or bad, it just is. Life may be really good, but you know you are meant for more. You may not be happy at all and are ready to create something different. Either way, the answer lies in how you show up today, the here and now. Every single day we have a new opportunity to create a new reality or result in our life. Too often we will allow the past to determine our future, our fate. We use the past experiences, failures, successes, circumstances to define who we are today, and out into the future. Sometimes that shows up as complacency, resting on our laurels, reliving the glory days. Sometimes it's an excuse for why you weren't meant to be successful. No matter what, living in or through the past stops us from living today.

As I took on the task to run 100 miles, I decided that I would choose every single day to show up to do what is required to become the person who could complete 100 miles in under 30

hours. I wouldn't allow yesterday's accomplishments or failures to determine how I showed up today. An every single day mentality is required for us to move forward towards what we want. In order to continue to grow, we must take small little steps with consistency and intention, every single day. As the saying goes, "Rome wasn't built in a year". Anything worth anything will not be easy. I will ... It will require dedication, discipline and commitment. There will be good days where everything seems to fall into place, and many other days of trials and tribulations. Many moments where our motives will be tested. I've experienced this time and time again in my life, my pursuit of running 100 miles was no different. Every single day I had a choice to make. How important is it to me that I follow through daily decisions of whether I would train and run and stick to my nutrition plan. Days after the first and second failed attempt at my goal, whether or not I would continue.

Moments inside the third and successful attempt at the Pony Express 100 where I had to decide whether or not to continue every hour, sometimes every step. What allowed me to continue to move forward, to continue running mile after mile, step after step was the accumulation of the decisions I had made along the way on this journey. The sacrifices that were made and the path that I had paved, brick by brick, every step of the way, every single day. It is important to know and remember that there will be times and days when you will stumble. You may not do what you said you would on a particular day. The plan you had may completely blow up on you. In fact, I guarantee you will have those days. When that happens, choose to get back on the train and keep moving forward. What did or didn't happen yesterday has zero impact on what you choose today.

#### Chapter: Coming off Couch/Failure

I live a very goal-oriented, outcome-based life. That applies to what I call the Big 4 areas of my life (Physical, Spiritual, Relational, Financial). In March of 2018, as I was preparing for a very challenging physical event in September of this year, I decided that I would sign up for a 100-mile solo run that was going to take place three months later, at the beginning of June 2018.

I had been running up until this point on and off, 15-20 miles a week in the middle of sub-zero temperatures and the standard brutal MN Winter. Very sporadically. Not anywhere close to 100 mile standards, if you will.

That in and of itself is kind of my MO. I live by a motto of doing hard things every single day, in the pursuit of constantly growing and expanding as a man. I am not afraid of big challenges, which is a strength and also at times can be seen as a weakness. It is one thing to challenge yourself and to sign up for challenging events, but that is the easy part. The work must be done; the piper must be paid.

## **It is always evident whether the work was done based on your results.**

So, I went to work, and in the process, I accomplished a lot. I ran two separate 50K's (31 miles), a 100K, and 75.6 miles in 4 separate events all within five months time, not counting the miles I put in while training and day to day life. These are all great accomplishments for anyone, especially for someone like myself who essentially was coming off the couch, zero to 100mph to tackle the elephant-sized goal of the Kettle 100.

The most I had ever run at one time, up until this point, was a marathon (26.2 miles) in 2008 when I completed the Arizona Ironman. However, I didn't exactly "run" after my legs started to cramp during the bike portion of the race, forcing me to power walk the entire run. The furthest I had run since AZ Ironman was a half marathon in preparation for SEALFIT Kokoro 45 back in June 2016.

Looking back on these accomplishments from the past five months does not seem like any type of failure, and you may be wondering to yourself right now what I meant when I said that. The 100K that I completed was during the Kettle 100. I missed the cutoff time at the 100K aid station, and the race director pulled me off the course. This was a disappointment for me. I was down on myself and not giving myself credit for the accomplishment that I had made, because it was short of the goal of running the 100 miles I had set.

Motivated from the disappointment of falling short of my outcome, I signed up for another 50K to continue training as well as the Burning River 100, in Cleveland Ohio at the end of July to finish what I had started and run 100 miles. It was at the Burning River 100 that I ran 75.6 miles before not being able to go any further.

## **Once again with this sense of failure for not completing what I set out to accomplish.**

When living a goal-driven, outcome-based life, this is bound to happen. The feeling of failure is derived from the thoughts and stories that you believe to be TRUE—that are created inside your head about what others will think about you if you fall short. It can be a very slippery slope. It can cripple the strongest of us, and make even the toughest men shrink and play small.

Our worth is not tied to how many miles we run but by how we choose to show up and live each day. By how we choose to serve and lead inside our homes and communities. There is power in putting yourself out there to be vulnerable, aka signing up for a 100-mile solo run with no guarantee you will complete it and letting other people know, and holding your head high no matter the outcome as long as you know that you gave all that you had. And we do this by not allowing shortcomings to define us or stop us from living the life that we want to live.



## **The power is in realizing that the thoughts and stories inside your head are just that—thoughts and stories.**

I choose, as *The Man In The Arena*, by Theodore Roosevelt, so perfectly stated to be a man “who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat. “

Failure, falling short, missing your target, call it what you want. It is part of life. An essential and important part of life. It is how we learn and grow, get better and improve. It is what strengthens us and opens new doors to new possibilities for us. If we choose.

So yes, I was and am a failure in my goal of running 100 miles in under 30 hours, for now. But I am a Champion in so many other ways. I am a better man in the Big 4 because of those failures. I have run further and learned many lessons that have driven me forward every single day.

### Chapter: Quitting Not Option

As some of you may know, I participated in the SEALFIT Kokoro event a few years ago. For those of you who have no idea what Kokoro is, or what SEALFIT is, it’s a 50-hour crucible put on by Mark Divine. The coaches are former Navy SEALs. And it is one of the most difficult, if not the most difficult, crucibles non-military personnel can participate in.

Of the 50 who registered for the event, 28 showed up, and nine actually completed it.

It was challenging, to say the least. Physically and definitely mentally, as well. You really have to be in a good place physically, mentally, and emotionally to accomplish something like this. I hear a lot of people talk about defining your “why,” and “why” you’re doing this. But I really looked at it from a standpoint of “Just don’t quit. Quitting is not an option.”

It reminded me of when I was in the Army National Guard. I went through some pretty physically and mentally challenging experiences during my military experience, basic training, and boot camp. Nothing like Kokoro, but similar enough that it reminded me of that event.

Just thinking back to when I showed up for basic training—even that first day—I knew quitting wasn’t an option. I went; it was hard; it was difficult. There were some long and grueling challenging days. There were some moments where I really didn’t want to be there, but it was never an option to say, “Hey, this isn’t for me, I’m out of here.”

That was really how I took on Kokoro, and I can honestly say that quitting never entered my mind at any point during the 52 hours that we were there, because I had made a commitment before I even got there that quitting was never, ever an option.

This is a mentality that I have had for years. And it doesn't just apply to physical activities or extreme athletic events. This mindset applies to every aspect of my business and life. If I'm getting ready to take on a project, or if I'm facing something in life that is going to be difficult, I tell myself beforehand that quitting is NOT an option.

If I go into the project or situation having already made the decision that quitting isn't even on the table, it makes me ruthlessly committed to accomplishing my goals. And you can do this, too.

The next time you're facing a difficult situation, whether at the gym, home or in your work/business, decide that quitting isn't an option, no matter what. Keep that thought in your mind. Repeat it over and over if you need to. Write it on a Post-it note and hang it where you can see it every day. Whatever you need to do to take your goal from a conscious choice to a part of your core programming, do it.

It won't make what you're facing easier, but it WILL give you the mentality to be ruthlessly committed, no matter what it is you're dealing with. And *that* will lead you to true success in every area of your life.

Chapter: Details Matter

For those of you who are just joining us, I competed in the Kettle 100 in June, and although I didn't finish, I wanted to share a very important lesson I learned during that race.

You see, things were going really well. I was at a 16-minute and 40-second pace over the 100 kilometers and had stopped for a short rest and to change my wet clothes after getting rained on. We had made great time for the first 63 miles and were all feeling really good. My legs and feet were sore and I had some blisters, but that's to be expected when you run over 60 miles in less than a day. Even with that, we were ready to finish the race strong. Unfortunately, that wasn't going to happen.

*We did everything right. We followed our plan to the letter. But we missed one small detail.*

As we were leaving to go back out for the last loop an official grabbed us and said, "Hey, where are you going?" So, we told them, "We're going back out on the course." But the official said, "No one can leave this station after 18 hours." We came in at 18 hours and 31 minutes and took

about eight or nine minutes to get changed into dry clothes. We were heading back out at 18:40, but they stopped us. They told us, "You can't go. You're done."

What a disappointment that was. I felt good. I felt great. Everything up to that point had gone according to our plan. The plan was to go anywhere between a 16 and a 17-minute mile pace all the way through to that point, and the goal was to finish a little bit faster, which I have no doubt we would have done. The sun would have come up while we were on the trail. I would have been excited to get through. Like I said, I was feeling really good!

*Because I hadn't paid attention to one little detail, because I didn't check ahead of time for the cutoff, we were officially out of the race.*

Afterward, while we were looking at the official rules we realized, and this is the kicker, that with a pacer if you got out of the station by 18:30, they would still let you finish. The last eight miles prior to that final aid station stop, we had walked. We were making great time and wanted to conserve our energy for the last third of the race. Our attitude was one of completion. "We're right on track. We're right on pace. We're looking good." We had room to play. I could have finished that last third of the race with a 20-minute mile pace and still got in under the 30-hour time cap.

We had 30 hours to finish the 100-mile run, and so that's what we had built our plan around. 100 miles in 30 hours is an 18-minute pace. And my pace up until that point was 16 minutes and 40 seconds. But because of one small detail, and because I didn't pay attention to that detail at the beginning of the race, we never got to finish.

None of us knew, but the blame lays on my shoulders. The details matter and I did not know about the 18:30 cut-off. So, unfortunately, that was a lesson I learned the hard way when they told us that we were done. Because, in my mind, I had already finished.

*As a leader, it is your responsibility to know the rules and plan accordingly.*

It's tough knowing that I had followed my plan the entire way and one small detail derailed everything. I was thinking the cut-off would be for those who were not meeting the 18-minute mile pace that you would need to finish 100 miles in 30 hours. When we left at 18 hours and 40 minutes, we still had 11 hours and 20 minutes to go to finish 37 miles. More than enough time, especially considering how good we were all feeling. Other than a few blisters and sore legs, we were ready to tackle that last third of the race.

It's also frustrating because we did everything right. I had followed my plan to the letter. I had even gone slower than I needed to, based on the advice of many others. I'd been told over and

over from other people who had competed in ultras to “go slower than you think you should go so that you can go faster in that last third of the race. Ideally, you’ll go faster in the last third of the race because you will have conserved energy,” so that’s exactly what I did. It’s just that details matter, and not knowing the correct cutoff time caught us all off guard.

Honestly, I could have easily gone faster in those first 63 miles. I could have easily gone faster over the last eight miles, just to make sure that we could have gotten out of that aid station before the 18:30 cutoff and been able to finish.

I wish I had a better story, like an injury, or something like that to tell you about, but that isn’t the case. Instead, it was a simple oversight on my part that ended the race early. However, this was the first time I’ve ever tried anything like this. It’s a great experience, with great lessons learned. I was prepared physically, I just wasn’t prepared in knowing the details. We had made an assumption that we were good to go. We all felt good. We were like, “We’re on track. We’re doing great. We have plenty of time. I could finish in 20-minute miles and still have room to spare,” but that just wasn’t the case.

*I wish I had a better story ... but that isn’t the case. Instead, it was a simple oversight on my part that ended the race early.*

But, we live and learn. And this was an important lesson. The details matter, whether it’s in business, or personal relationships, or an ultra marathon. All the big things are made up of little things, and if you don’t pay attention you could miss something that may seem insignificant but that can throw everything you have worked for off track.

Thank you to everyone who supported this effort. I received a lot of messages of encouragement. People cheering me on and wanting to know how it went, so I wanted to share this story, and the lesson I learned from the experience.

Chapter: How you do anything is how you do everything

A while back when I was working out, doing the CrossFit Hero WOD named after Lieutenant Michael “Murph” Murphy, one of the Navy SEALs who sacrificed their lives for their team and their country in Afghanistan in 2005, I was thinking about something I wanted to talk to y’all about. I’m sure you’ve heard the saying, “How you do anything is how you do everything.” But what does that mean? So, while I was doing the Hero WOD and thinking about that saying, it occurred to me that what it really means, to me at least, is that how we show up when things are hard, when things in life and business get challenging, however we show up during those times determines how we are going to show up when things are good, too. Because however we do anything is how we ultimately are going to do everything.

Just think about it for a minute. It's really about how we show up in these moments when we don't want to. And trust me, we all have times like that. Times where we'd rather not have to step up or deal with something that's going on with family, or friends, or clients. But we know we need to. We know that if we want to accomplish the big things we've aimed for, the goals we have set for ourselves, we need to show up and do the work. We've committed to doing this work, and that means we still do it even when things are hard, or less than pleasant. And it's in these trying times when we're trying to negotiate with ourselves to find a way out of having to deal with it, trying to fool ourselves into believing that we can just skip out on that WOD, or just ignore that argument with our partner, or that complication with a client or in our business that it's important to remember: However it is that we show up and do anything is how, ultimately, we are going to show up and do everything in our life.

*We've committed to doing this work, and that means even when things are hard, or less than pleasant.*

Earlier that day, before I left for the gym, I was doing some work in the garden in preparation for my wife to do the planting, and the thought popped into my head that it would be okay if I just skipped my workout this time. I could justify staying home to do yard work and a few other jobs around the house, but I knew that I had committed to do Murph. You see, I know that how I do anything is how I do everything. And if it's easy to break the small commitments to myself, it becomes easy to break the big ones. And so, I went to the gym, and I did the WOD. And it was not easy. But I knew that I needed to show up and do the things that I said I would do.

I know I need to do the things that I don't necessarily want to do in that moment. I know that showing up in those times that are hard, those times that I could give myself a pass, those times where everyone else around me might even help me justify my choice, are the times that I MUST show up and do the work. However, the people who help you justify backing down are most likely doing that because they're not willing to show up and do the work in their own lives. But remember, how they do anything is how they do everything. Allowing yourself not to do the work, to not show up, becomes a habit. One that is not easy to break.

*I know that showing up in those times that are hard...are the times that I MUST show up and do the work.*

And so, when I showed up to the WOD, it proved to me that whatever I'm willing to do now, I can do and I will also be willing to do it later. But here's the catch: you've got to continue to do that, to show up, because next time around, you'll have another decision to make. So, are you going to continue to show up every time and do the work? Are you going to keep stepping up in spite of the thoughts, the feelings and the emotions that you've got going on in your head? Or,

are you not going to do something because of the stories that you have in your head, or because of what we think someone else might say or think?

How we do anything is how we do everything in life. If you truly believe that and put it into practice in your life, think of the things that you can go out and accomplish. If you make stepping into the difficult parts of your life a habit, you can start to knock off these things in your life that you've been saying you've wanted to do for such a long time, but haven't been able to figure out how to do. It's that simple. It's showing up and doing the work on a daily basis, even if you don't necessarily want to.

*It feels good to be able to say that I did the work.*

It feels good to be done with the Murph. There was a little bit of fear or hesitation on my part, for sure, but I showed up because I knew it was necessary. I showed up because I'd committed to being there. And because I know that how I do anything is how I do everything.

Remember, the business, the family, the life you want...it all starts with the person you create yourself to be.

Chp: Dont Just Wear It Bear it

When I was in the army and I was an officer, going through officer basic course at Aberdeen Proving Grounds in Maryland in 2003, one of my teachers was a Major in the Army. This officer had gone through Army Ranger school and had earned a Ranger tab. He was an ordinance officer, but he went through Ranger school. For those who don't know, Army Ranger school is one of the top leadership programs in the country. In fact, that applies to all of the branches of the military. Army Ranger training is extremely difficult, both mentally and physically, but more than that it is all about learning to be a top-notch leader.

Now, the Major had no intention of being an Army Ranger. He wasn't going to join a Ranger Battalion, but he had gone through the program and had earned that tab. He told our class that before he left the program, another soldier grabbed him by the arm, looked him in the eye, and said, "Don't just wear the Ranger tab. Bear it." The Major explained that it took him a while to really understand what that other soldier meant, but he came to understand later that it's one thing to go through something like Army Ranger school and wear the Ranger tab; it's another thing to live what it means every day. You see, it can be kind of cool to wear the Ranger tab. When people see that tab, there's a level of respect that comes along with it. People tend to look up to you because of what you've accomplished. Because of what that tab, that symbol, means.

The Major realized this soldier was telling him to not just wear the tab but to never forget what it means to be a Ranger. He wanted the Major to remember to acknowledge what it means to go

through Army Ranger school and to own that accomplishment. He was reminding the Major that along with the status and the respect he would receive from others, there is a responsibility that goes along with it.

**YOU HAVE TO EARN YOUR TRIDENT EVERY DAY.**

When I was at Kokoro, being led by those Navy SEALs, they talked about, “earning your Trident every day.” And of course, the question was asked, “What does it mean to earn your Trident every day?” The answer? It’s not good enough to just get and have that Trident (or Ranger tab), you have to show up and you have to earn it every single day. Earning the Trident or the Ranger tab is just the beginning. It’s not the end. You can’t be satisfied because now you have the tab or the Trident, you also have to uphold the standards. Not only uphold them but continue to push them. It’s also about remembering and honoring the many people who have come before you and lost their lives, or put their lives on the line, or separated themselves from their family. They’ve made huge sacrifices that are not to be taken lightly.

**SO, NOW THE QUESTION BECOMES, “HOW CAN I TAKE THIS LESSON AND APPLY IT TO MY OWN LIFE?”**

Unfortunately, at Kokoro, one of our classmates, one of the remaining nine of the 28 that started, died. He gave his life because he wasn’t gonna quit. He was gonna finish Kokoro. And he did! He survived to the very last second. So, I wondered, *how could I honor him in my life?* But the answer was clear, I could honor him by choosing to live. I could honor him by not just wearing the “Kokoro tab,” but by bearing it. By choosing to show up and live every single day; the same way that Kurt did when he came to Kokoro.

**I’D ASK YOU TO TAKE A GOOD LOOK AT YOUR OWN LIFE.**

It doesn’t have to be a Ranger tab, or a Trident, or even a Kokoro tab. Whether it’s supporting your family, being a role model to others, leading, or coaching and educating people, don’t just wear that title, but bear it. Each and every day you have to make a choice.

**JUST BECAUSE YOU EARN THE TITLE, IT DOESN’T MEAN THAT YOU’RE FINISHED. IT MEANS THAT YOU’RE JUST BEGINNING.**

It’s a powerful message, and if you can choose to live your life and to not wear it, but to bear it, to earn your Trident every single day, it’ll be a very powerful and impactful thing. Not only for yourself, but for the others whose lives you touch.

## Chapter: Holy Cause

Holy Cause is a concept and term that I first heard from a great friend and mentor of mine, Setema Gali Jr. It's the reason and purpose in our life that drives us to do the work that is required to stay ruthlessly committed to significant results. We all aim for big outcomes and targets in each area of our lives to grow and expand, but without a Holy Cause we will not back those goals and results up with the necessary action.

Your Holy Cause can be many different things. A lot of people say that it's their family. Their wife and kids are their Holy Cause. Others may be driven by money, lifestyle, or a huge motivation to not feel or look a certain way any longer. Depending on where you are in life and what your experiences have been up until this point, there are countless causes to choose from. Included in my book, *Live Your Legacy: The 90 Day Lifestyle Roadmap*, is a process that will take you step-by-step through discovering what is your Holy Cause.

# The one thing your Holy Cause must be is yours.

It has to be individualized and supremely important to you. You can't use someone else's vision or version of a Holy Cause. It may ultimately be very similar to others, but only you can determine that. Without it, you will not do the work. You will create this vision of who you have to become that sounds great and looks impressive on paper, but you will not achieve it without a strong and true Holy Cause. That's because the reasons behind your actions are truly not important to you. They don't matter to you. They are not backed by your Holy Cause. There is no purpose or real desire to achieve them, so you don't.

In order for me to drop 45 pounds in six months, run a half marathon coming off the couch, and build up the strength needed to exceed the standards set by SEALFIT Kokoro, I had to be clear and strengthen my Holy Cause. I had to protect it, guard it, and back it up with ruthless commitment and action.

In order to become the person you want to become, you need to be committed. Commitment is a term that is thrown around very loosely in today's society. We are quick to get excited about something or the idea of having something in our lives and say that we are committed to making it happen, only to forget about the commitment that we made after a few days or weeks once the freshness and excitement of that thought wears off. Without commitment, backed by that Holy Cause, you will not become who you want and you will not create the Legacy in your life that you desire.



## **Consider this story on commitment:**

A man in the Navy had a lifelong dream of becoming a Navy SEAL. Everything he had done and trained for was to accomplish his goal of becoming a Navy SEAL. During the process of selection and qualification for the Navy SEAL's, there is an underwater swimming test. Participants need to swim from one end of the pool and back to the other end without breathing.

What the candidate didn't know was that it was an impossible task. So, he swims to one end and turns around, but halfway back he desperately needs to breathe and comes up for air.

Once out of the water, the Navy instructor tells him he is done, but sadly, he has failed the test and will not become a Navy SEAL.

The candidate is devastated. This is his lifelong dream. He has to wait a year before he can come back to try again. He continues to train, as he will not be denied his dream of becoming a Navy SEAL.

When he gets back in the pool to pass this impossible task of swimming underwater, as he turns to come back to the other end, again he has to breathe. Only this time, he doesn't come up for air. He passes out. The other instructors are in the pool waiting for him to pass out. They swim down and bring him out of the pool. When he comes to, he sees the instructor on the pool deck, and then he is told he has passed the test.

## **He goes on to become a Navy SEAL.**

The difference between the first time he failed the test and the second time that he passed the test comes down to commitment.

The candidate was willing to do whatever it took, including dying in the pool that day, to realize his dream of being a Navy SEAL. There is no gray area in commitment. Either you are, or you are not committed.

## **Where in your life do you lack commitment?**

Hint: It will be in the same areas of your life that you are continually wanting and desiring more. It's where you feel unfulfilled.

How many times have you started and stopped a new diet or exercise routine? Have you gone to a church for a few weekends before falling back into your old patterns? Have you launched a marketing plan that worked so well, you stopped doing it?

## **Stop Stopping!**

For years, I would say that I wanted to be fit and have an athletic physique, but all of the actions I took were in direct opposition to that.

Because I knew nothing of commitment, I treated it as a thing that I should only be doing when I felt like it. I would work out when I wanted to or when it was convenient, make excuses about how it was okay not to do the necessary work required, eat what I wanted, and take actions based on how I felt.

Sound familiar? Do what you say you are going to do when you say you are going to do it. Not when you feel like it, but in spite of whether you feel like it or not. Every day. Consistently and ruthlessly. That is how you get committed. This is how you become the person that you determined you had to become to get what you said that you wanted.

## **It is not easy, but it is absolutely, 100%, worth it.**

In my preparation and training in the six months leading into Kokoro 45, I was committed. I had to be. My Holy Cause backed it. There were many days when I didn't feel like doing the work. There were many opportunities when it would have been easy to stray from my nutrition plan. There were many times when it was too hot or too cold, too early or too late to get my workouts in.

There are always going to be opportunities, excuses, and people that are going to try to take you off course from your path of living out your Legacy. That is why it is an absolute must that you must be committed to doing the things that you said you would do, to become the person that you want to become.

Chp: If it were easy everyone would do it

I had the idea today to write this article about the saying, “if it were easy everyone would do it,” but then something occurred to me. I honestly think that maybe even if it *were* easy, a lot of people still wouldn’t do whatever “it” is. Because, there are a lot of things inside of our lives in this world that we live in today that are already easy, and still many people don’t do them.

In the right context, I think that saying holds true. Living your dream life, your Legacy Lifestyle isn’t about finding the easy way out or doing only the things that are easy in life. The things that are easy aren’t what fulfills you or propel you forward toward your goals. The things that don’t take a lot of action, the things that don’t require a lot of effort, the things that we can accomplish in a very short amount of time, aren’t fulfilling and because they aren’t, they are taken for granted or ignored.



Everyone seems to want a shortcut to fame and fortune. People want the strong body and the six-pack abs without having to do the work to get them. They want the next “best” fad diet, supplement, shake, vitamin, or weight loss pill to get them the physical results without having to go to the gym or go outside and push themselves past their limits. Because having to push yourself, and get uncomfortable is...well, it’s hard and uncomfortable. Right? But, getting up and moving your body. Taking a walk. Stretching. Replacing one soda or bad snack with some water or fruit. Those things aren’t hard, and they are the first steps toward achieving the body you desire. But, still, people don’t do them. In fact, when these simple things are suggested, quite a few people discredit them. Because it can’t POSSIBLY be that easy to get started. Taking a walk or drinking an extra glass of water doesn’t seem fulfilling, so people overlook the importance of taking those actions.

We know, and we’re reminded every day, that to get what you truly want inside of your life that you have to do the work. For every anomaly of a person who becomes an “overnight success,” there are millions and millions of others who have paid the price to get where they have gotten. People who have done the hard stuff, and continue to do the hard stuff every day, are the ones who succeed in building and living their Legacy Lifestyle. But what no one tells you is that not only are these people doing the big, hard, fulfilling things, they are also doing the boring, “easy,” unfulfilling, mundane things that lead up to the difficult, life-altering things.



See, to truly make the shift in your life, to truly live a wealthy life in all of the Big 4 areas of life, family, faith, physical, and financial, it requires hard work. It requires discipline and a ruthless commitment. But it also requires you to do the small things that may not seem fulfilling. Remember, how you do one thing is how you do all things. And that means the little, boring, easy things as well as the big hard things.

We are taught that the reason things are so fulfilling is that they are hard. The easy things in our life get discredited, and I truly believed they are discredited because we're convinced they're just not fulfilling. Tasks that take so little effort to accomplish simply don't seem important. That's why I'm not so sure that even if it were easy, everyone would do it.



But, don't you ever wonder what would truly be possible for you if you decided to put in the time, put in the effort to go out and create the life you truly desire? I'll tell you what. It means doing the easy, unfulfilling stuff alongside the fun, scary, hard, exciting stuff, too.

Chp: dont let complacency kill your dreams

You've put in the work. You've shown up every day. In your business, your relationships, in the gym. You've rounded a corner. Something inside of your life propelled you forward in ways you had only ever dreamed of before. Whether that be inside of your body in losing weight and gaining strength and stamina, or inside of a relationship that seems to be going great and firing on all cylinders, or perhaps inside of your business in finally making the money that you always hoped and wished and dreamed for. And then, likely over some time, you stopped showing up and doing the work. You suffered from complacency.

Quite often, once we see these successes inside of our life, we take our foot off the gas pedal. These new results that you had been desiring for a long time, and that have been firing you up and motivating you have now become your new normal. At first, you celebrated those wins, as you should. You should always celebrate when you win in your life. But remember, what got you there won't get you to where you are going. In fact, it won't keep you where you are at this new level either, if you aren't careful. A lot of times, in that celebration, we fall back into our old patterns.

You create an amazing relationship in your life with a spouse or significant other. Then you get comfortable. What got you there becomes your new normal, and you grow complacent. You stop putting in any extra effort, and at times you even self-sabotage. That's complacency, too.

Inside your business can be the same way. You create all of this new income or a new lifestyle for yourself, but you were so used to living a certain way and surviving on a certain amount of money, that you haven't changed your old spending habits. You end up right back where you were even though you have all of this new money in your life.



Why is it that oftentimes in life we get to a point in one of the Big 4 (physical, spiritual, relational and financial) areas of our life where things are working so well that we quit doing them? Has that happened to you? Is there an experience or example in one of the Big 4 for you where you

can reflect? That's why it's so important to continually grow and learn and expand. It is so important to continue to show up every day and do the work.

Become ruthlessly committed.

The Navy SEALs say, "You will always shrink back to your lowest level of training." That's why the Navy SEALs continue to drill and practice and execute all of the fundamentals; yes, the mundane, but also what will keep them alive and will keep their brothers alive when they are in the heat of battle. Because when the bullets are flying by your head, you are going to sink back to your lowest level of training. So, you better continually grow and expand and practice and implement the fundamentals inside of your life, so that your lowest level training is way higher than anyone else's. Continue to push that capacity, that threshold in your life. Continue to fight the urge to embrace complacency.

Complacency and comfort can take a stranglehold on your life and pull you back down into mediocrity. They can play tricks on you, and tell you that it's okay to take your foot off the gas pedal. When you find yourself creating the outcomes and the results in your life and you're doing things that are working, you're doing what's required to get those results, so don't quit. Don't stop. Recognize it. Celebrate it. Appreciate it. But then, *keep moving forward*.

It's just like a flower. What you water will grow. What you don't water will wilt and die. If you continue to water and take care of the flower and give it the nourishment and sunlight it needs, it will continue to thrive and grow. But if you quit watering it, quit feeding it and take it out of the sunlight, it will wilt and die.



So, what's working for you in your life? Recognize what it is, and continue doing it. Continue pushing to grow and expand and to increase your lowest level of training. You may never be in a situation like the Navy SEALs where, literally, your life is on the line, but inside your life, inside the Big 4 what you commit to matters. Keep doing what is working well for you. Don't settle. Continue to improve. Continue to be an example for those around you. That's truly what life is all about.

Chp: conviction without adversity means nothing

To some, that might be a bold and powerful question, one that might take a few people back. But I'd like you to think about what that means. To have conviction, but never to have really faced any challenging or adverse conditions inside of your life...well, anyone can do that.

It can be easy to sit in a place of judgment when you've never faced any kind of adversity in your life. It isn't hard to tell others what they should or should not be doing in their lives if you have no idea what kinds of challenges they are facing or have faced. To be truly convicted about

something in spite of the adversity that you face is what leading a successful life is truly all about.

We know one thing in life is guaranteed, and that is that there will be adversity. There will be conflict. There will be challenging times. In fact, in my book, *Live Your Legacy*, I talk about how this journey is not all about the constant pursuit of having it all in our lives to the point where everything's firing on all cylinders and you never have adversity or challenges ever again. In fact, the point of life is to be continually striving for greatness in all areas, to truly be a wealthy person in all areas of life, but knowing that there will be challenging times ahead. Expecting the adversity and the challenge is how you can be prepared for it. The goal is to continually expand and grow so that when these times do arise inside of your life, you are ready for them. Not only are you ready, but you have expected them.



It's easy to be convicted when things are going well. But those people who have this "conviction" in their life, in the absence of adversity, are the same ones who curl up in a ball or run and hide when struggle does arise. These people show the strength, or lack, of their conviction when they are unable to stand up and keep moving when things get difficult.

What would it take for you to have the kind of conviction that will bring you to the place where it doesn't matter what is going on in your life? To know that who you are and what you stand for and the life that you're working for is all but a reality because, in your mind, it's already happened? Because you're convicted. Because you'll do what's required because you'll do what you said you would and because you act decisively in spite of the challenges and adversity.



When you have a Holy Cause, so strong and so deep inside of you, your conviction is unbreakable because it's backed by this purpose and you're prepared any time, any place, in any situation, or any circumstance. It does not matter because of the conviction that you have, because of the adversity that you've experienced. It's built you. It's forged you. It's stabilized you. It's hardened you and it continues to prepare you for the next challenge to come about inside of your life.

The men and women that you've come across with this type of conviction, despite the adversity that they've had in their life, are the same men and women who are out there in the world, impacting those around them and living a fulfilling life. These are the men and women who are successfully living their legacy.

So, which one are you? Are you full of conviction only when times are going well or are you the man or woman who is convicted no matter what? And no matter where you are or how you answered that question today, just think *what is possible, what would truly be possible if you*

*were living a life full of conviction in spite of any challenges or adversity that could be thrown your way?*

Chp: Sometimes less is more

Often, I talk to people who feel like they aren't succeeding in life or business because they aren't doing enough. They are burning the candle at both ends, constantly running from one thing to the next; they are always exhausted and stressed, but feeling like they aren't even moving the needle. They see other people in their industry, or friends on social media, who all seem to be conquering "life" with so much ease. So, they try to pile on even more. It doesn't take long before those same people end up crashing and burning. Truly, sometimes less is more.

But, it doesn't have to be that way. You can accomplish just as much, and be as successful as the next guy, by working smarter not harder. Sometimes less really is more.



This lesson was brought home when I was training for the SEALFIT Kokoro. You see, I had some brothers who had gone through the course before me, and while that was a huge motivator for me to give it a try, it also had me questioning if what I was doing for training was enough. These guys did incredible amounts of work in preparation, and I just kept looking at them and thinking to myself, *man, am I doing enough? Am I truly doing enough? Am I truly doing what is required to finish Kokoro, and not only to finish but to excel at the course?* I didn't want simply to show up and snake my way through it. But how could I get through Kokoro and excel in doing the work I was doing? Of course, I compared what I was doing to some of the work I saw other guys doing.

I hadn't yet come to terms with the fact that sometimes less is more.

I challenged myself so I would have that mental edge to know that I had what it took to get through. Like what happened when I approached the end, where I had to do 1000 burpees. I found the most important action I could take was to be consistent in my work and preparation. I ran a lot. Since I knew that at Kokoro you had to run everywhere, I ran to build up my endurance. I did literally thousands of push-ups in preparation for the event. (And of course pull-ups, which was a huge task for me.) Four months out, I think I could do—realistically—four strict pull-ups—but I needed to be able to do 10, and I needed to be able to do them in a tired, fatigued state.

I also got really serious about my diet. I dialed in my nutrition because I knew I needed to drop 40+ lbs. And I did. I was strict about my nutrition because I knew that extra weight could make or break me. I've written before about how Kokoro isn't a big man's game. Even after losing 45

lbs, I was still one of the biggest guys there. And I was one of the biggest guys to complete the course.

Still, compared to a lot of other guys, it didn't look like I was doing a lot of work to get ready. Honestly, I just didn't have the time. Or, maybe that's a story I told myself? Maybe I just didn't want to do that much work? But I made sure to do a lot of running, push-ups, sit-ups, and pull-ups. All of the standard movements that I knew I would need to do to qualify physically. I didn't make it super complicated. Instead, I focused specifically on what I knew I would need to do to be successful.



I think that happens to a lot of us, in a lot of different areas of life. We overthink and overcomplicate what we have to do and then overwhelm ourselves. Instead of slowing down and figuring out what the key or core things are that need to get accomplished and focusing on those, we run ourselves ragged. Running. Sit-ups. Push-ups. Pull-ups. Those core movements were all I needed to focus on to not only complete in Kokoro but to finish as one of only 9, out of 28. And I can guarantee you there are a large number of those guys in the original 28 who did a lot more work than I did going into the event.

It was dawning on me that sometimes less is more...

But knowing that really helped me get clear on the reality that sometimes less truly is more. We need balance in life. We need to do the work required, but we also need to not burn ourselves out. We need to recover. We need to come in healthy. What's the point of success if you are too sick, tired or rundown to enjoy it? *What good is burning yourself out just to win, if you could have reached the same goal without hitting bottom in the process?*

Now, don't get me wrong. I'm by no means sitting here and preaching that you don't need to do the work, or that you don't need to work at all. I was making moves every single day. I just wasn't putting in two hours a day. I would put in a big workout on Saturday or Sunday, depending on the week. Maybe four or five hours depending on what I was doing. If I was doing a long run or something like that. I was making sure to get those core movements and exercises in every chance I got. And I was running ... always running. So, I was putting in work, but just not as many hours every day, the way the other guys were.

I was still learning, sometimes less is more.

Now, less is more doesn't mean that you have a pass not to do anything. Less is more is not a pass to say that you don't have to work hard. Less is more means take advantage of the time that you have and getting in as much work as you can. Figure out what the core actions, movements or steps are that you need to master to reach your goal, and focus on those. If you



can do that, you'll win every time. And you'll win with much more ease, much less stress, and while maintaining true balance in your life.

Chp: fulfillment v achievement

I was recording Episode 5 of my podcast *Championship Leadership* with one of my coaches and good friends, Joe Williams, the other day and the topic came up of fulfillment versus achievement. I had not put much thought to the distinction between the two terms before this. At first glance, I believed that many would use these two words interchangeably. But, as our conversation unfolded, I realized that they are really worlds apart.



As a man and leader who is in constant pursuit of being a little bit better every single day, I am continuously striving for achievement. I do what is required to attain a result that ultimately helps me to achieve the goals that I set for myself. Gaining fulfillment can be a form of achievement. But if we are not careful, achievement can lose its shine or luster. If your focus is only on climbing the “ladder,” it can lead to an unfulfilled life. It is said that you should be careful climbing the ladder of life in constant pursuit of achievement, because one day you may just find that once you reach the top—your ladder is up against the wrong wall.

Fulfillment means living a life of purpose aligned with the right wall. This is a life that excites you each and every day, so you can do what's required to achieve the outcomes you set for yourself. Fulfillment, when harnessed and directed down the right path, will make you feel completely alive. You will dream bigger and aim higher when your life is aligned and fulfilling.

Living a life of achievement just to achieve is likely to have you constantly looking and searching for more. You might be in a relationship where one day you will question how you ever got there. Your bank account might be overflowing and you might own a garage full of the best vehicles money can buy but if you strive just to strive, you may eventually feel empty inside. The same can happen if you climb the company corporate ladder. That final step might make you feel like a prisoner with a life sentence. To achieve just to achieve and to climb because that is the life you thought you were supposed to live and create is nowhere near the life you desire.

I know because that was me. On my path with no clear direction of where I truly wanted to go, I was working and building businesses without true fulfillment for my profession. I was the one who had relentlessly climbed the ladder only to find I had positioned it on the wrong wall.



If you are living a life of fulfillment, the outcome really doesn't matter.

To make the shift from achievement to fulfillment you must ask yourself — *what do I truly want?* Get crystal clear on what you want in the Big 4 (Physical, Spiritual, Relational, Financial), and WHY that matters to you. Once you have true clarity on what you want and WHY it matters, take a stand for yourself and your family and choose the path of fulfillment. Today, and every single day moving forward, align your world and your decisions and actions to create a meaningful life.

That shift will not be easy. It may include some painful conversations and extremely difficult decisions, but it will ultimately transform your world. Sometimes, to get to the really good moments in life, our circumstances have to get worse before they can get better. Forget achieving just to achieve and choose to achieve to fulfill yourself today.

Chp: You dont need anyone's permission

Quit waiting for someone else to give you permission to live how you want to live. The only person you need permission from is you. Because you don't feel like you have permission, you are not taking action or doing what is required to create the life you want. If we truly realized how short life is, I believe we would make bigger requests, and we would take massive action to build what it is we truly want inside of our life.

I've personally spoken to so many different men and women over the years who have this sense of feeling unworthy. They want to accomplish certain goals, that they feel called to do. They feel like they were created for something much bigger inside of their life. Yet, they can't get themselves to take the first step. It's like they're waiting for this hypothetical person to come into their lives and permit them to finally take action.

That person does not exist outside of yourself. You are the one who needs to make a choice, who needs to realize that you are good enough. That, "if it is to be it's up to me." You need to quit worrying about what other people think, quit allowing the perceptions of others dictating your choices inside of your life. You need to not care about what others will think and make a choice to take a stand for yourself and your life. You and you alone can decide to go after what it is you want.



I'm here to tell you; you are enough; you are worthy. Only you can give yourself permission to go after your Legacy Lifestyle. The moment you realize that, will be the moment your life will change forever. If you feel this deep down desire to do more, to be more, to impact others, to start the business you've always wanted to start, to help the people you've always wanted to help, to be in a relationship you've always wanted to be a part of, it starts with you. Give yourself the permission to go after what you want and then don't stop until you get that life.

A good friend of mine, Michael Pewall, told me a story of a coach who used to preach to him and his teammates all the time about "decide and do." Meaning, there is no time to wait. In

athletics, in competition, you don't have the luxury of thinking about it. If you sit, you wait, you hesitate, you lose. The same is true in life. We don't have the luxury to sit and wait. There are no guarantees in life. It might all end today. It might all be over tomorrow. So, why would you wait? If you have a strong desire deep down inside of you to move, and to go, to do what it is that you've always wanted to do, I recommend you go. *Decide and Do*. Give yourself permission to start putting one foot in front of the other.



When you talk to those who are near the end of their life, and they are asked what their biggest regrets are it's never the dollars they wished they would have had in their bank accounts or the extra hours they wished they would have put into their business. It's the regret of not taking action on what they always felt they were called to do. Their regrets concern the relationships or the time they wished they would have spent with those who mattered most to them. Don't wait until you are at the end of your life to look back and say, "I wish." All because you weren't able to give yourself permission. All because you weren't willing to go after what it was that you felt deep inside of you was true.

Chp: Are you going the extra mile

I want to spend a little bit of time talking about the concept of "going the extra mile." What does that mean, exactly? Well, it means providing that little bit of extra service. Or doing that little extra job. Or returning something you've borrowed in better condition than it was in when you got it. It means not just clearing the table after a meal, but rinsing the dishes and putting them in the dishwasher. It means delivering a product or service to a client a day early, instead of a day late. Going the extra mile means going above and beyond the expectations people have for you.

I recently had an experience with a contractor I had hired to build an addition onto our deck that stretches across the back of our house. Now, this contractor did a phenomenal job with the deck itself. It looks amazing, and we're looking forward to spending a lot of time with friends and family out there. He showed up on time, got the work done earlier than he had originally said it would take and was—overall—a great contractor to work with.

However, there were a few things that left me feeling disappointed. Now, he delivered. He did what I hired him to do. He came; he built the addition to the deck, and the finished product looks great. But there were a few small details, that if he had taken that extra step, would have elevated the experience from good to GREAT.

They aren't big things. But they mattered. For example, once they were finished, there were a bunch of nails and screws just strewn about on the deck and the ground below it. Now, I understand that that area was technically a construction zone, but you would think

that—especially knowing we had three small children who would be out on the deck and in the yard—they might have tried to clean at least some of those up.

They also had to dig up quite a bit of dirt in our yard, and instead of smoothing those spots over, they just left it looking torn up and rough. And they had to dig out a drainage pipe, along with a not insignificant amount of the landscaping and rocks. Instead of putting the pipe, plastic and rocks back, they just left it all dug up.

Again, I recognize that these aren't huge things, but I now have to fix them myself. And that's the whole point of going the extra mile. I'm not talking about making a huge grand gesture, but instead taking that one extra step to make someone's life a little easier, or brighter. Things like holding the door for the person behind you. Picking up the trash on the sidewalk and throwing it away. Putting away your cart at the grocery store. The little, seemingly inconsequential things that once you add them up are actually pretty big.

It did give me the opportunity to look at how I'm showing up in my own life and examine where I may or may not be taking that extra step or going that extra mile. It helped me to evaluate that truth in all of the Big 4 areas of my life. And it brought up some good, but not easy questions for me to think about. Questions like, "What message am I sending my wife and kids when I'm home late from work every day?" And, "Am I really doing all that I can to maximize my workouts in the gym?" Or, "How can I create exceptional service and exceptional experiences for my clients and my business?" "How can I take that extra step to set myself apart from the competition?" These are important questions, that once you think about, shouldn't be that hard to answer.

What about you? Where are you showing up and going that extra mile in your life? And, where do you see an opportunity to take that extra step, that perhaps you hadn't paid attention to before?

Chp: committment club

It is fun and exciting to say you are going to commit. Whether it's to a business, a relationship, or a fitness goal. It feels exhilarating to make that initial statement of commitment.

To some, making the announcement that you're going to commit comes easy. There is a rush that comes from saying you are going to do something big. The excitement around the support from others. The ideas popping into your head. The picture of what "it" will look like once you're done. The thoughts about how different and AMAZING your life is going to be.

That rush of excitement can become addictive. The problems start after the excitement wears off. You may have even started the process. But after a few days, and a few bumps in the road,

you suddenly realize there's a whole lot of actual WORK that goes into reaching the results you've committed to. And sometimes, you realize you've bitten off more than you can chew.

Sometimes, the hard reality is that there's no way you are actually going to do the work required to get those results. And if you're totally honest, you knew in the back of your mind that you weren't ever going to do the work. Ideas are easy. And fun. Results take hard work. And risk. And that's not always fun.

And trust me. I get it! I've been there, I've said I was going to do something and never followed through. But, what if, for once, you truly committed? What if, you embraced the journey and the work ahead and did what you said you would do? I can tell you its 100x better than any feeling you get from just saying you are committed.

Chp:does admitting you feel fear make you weak

I want to talk about these thoughts, feelings, and emotions that I believe all of us deal with. I know that I certainly do. Even as a lead trainer and a lead coach, impacting other people's lives, doing big things, I still experience these thoughts and emotions. I've got this big event that I'm training for that I failed at last year, and I'm like, "Am I doing enough? Why am I doing this? Why am I training? Why am I even putting myself in these situations?"

I'm talking about being scared. I'm talking about thoughts of self-doubt and questioning yourself. Second-guessing the choices you've made and the steps you've taken toward a specific goal. Because I KNOW I'm not the only person who ever feels this way.

As hard as it is to admit that I'm scared, the ability to recognize it and then deal with that emotion, and be able to inspect the thoughts fear brings with it has helped me to be able to move past the fear. It's important to recognize that it's okay to be scared. It's okay to be afraid. In fact, in many instances I would say being afraid, feeling fear, is a good thing. Fear is what helps to protect us and those closest to us. It's been genetically programmed into our DNA as a survival instinct. But fear is more than that. It can also be an indication that we are moving in the right direction. You see when I'm scared I know that I'm truly on the right path, that I'm pushing myself, that I'm outside my comfort zone and that I'm taking steps every single day to make myself better and live my legacy.

I know that a big part of the reason so many people won't talk about their fears is because it's seen as being weak. But I would argue that really, the only weakness is allowing the fear to control who you are. Weakness isn't being afraid; it's allowing that feeling to keep you from doing the things in your life that you want to go out and do, from becoming the person who you truly want to become. THAT is what makes a person weak if you ask me.

However, I know that admitting you're afraid and being open about it is easier said than done. I still struggle with it, myself. This is where your community, your relationships come into play.

And I don't just mean friends and family. I mean mentors. Coaches. Your pastor. Whoever it is in your life that you can talk to. The person that you can, in confidence, lean on and trust to tell them where you're at emotionally.

It's important to recognize that there's power in being able to admit your fear to another. For several reasons. First, I think you'll find out rather quickly that you're not alone. Feeling fear is natural. And it's something everyone deals with at some point in their life. Second, once you can admit it, you can then process it, work through it, and keep moving forward. I mean, this journey of life that we're on, it's all about experiences and growth and continuing to move forward. It's not really about the finish line, right?

Today I want to talk about recognizing whether you are committed or just looking for excuses. Oftentimes we talk about the things that we want but in reality, we are not willing to do the work that we know is necessary to achieve our goals. Instead what happens is we make up excuses as to why we aren't able to accomplish certain things or to see certain results in certain areas of our life.

This has been on my mind because I've been training for and participating in different ultra marathons and extreme physical tests and competitions for a while now, and I've had to confront some truths about myself and my own level of commitment when it comes to preparing for these events. I've had to dig deep, and really examine where I was lacking commitment and making excuses.

Last year, a few months before I attended SEALFIT Kokoro, it became clear that I needed to lose some weight. I was hovering between 270# and 275#, and I knew that wouldn't cut it if I wanted to be successful at Kokoro Camp. I had just gone through some SEALFIT training, and although I was able to make it through and push through the pain, I also knew that if I had been 40-50# lighter it would have been much easier.

I had been thinking about, and talking to some people about hiring a nutrition coach to help me lose the weight. But I was struggling with whether or not I should make a commitment like that. Whether it made sense to invest in a service like that. You see, I knew exactly what I needed to do to lose the weight. I knew I needed to tighten up my diet and start making better food choices, but deep down inside I was using NOT having a coach as an excuse not to do what I already knew I needed to do. I was using it as an excuse not to do the work to lose the weight myself.

And of course, that realization made me start looking at other areas of my life to figure out if I was truly committed to being successful and living my Legacy, or if I was making excuses not to do the work I knew needed to be done. You see, making excuses becomes a habit. It becomes so deeply ingrained that sometimes you don't even realize you're doing it. The stories in your

head can be very convincing, and if you don't take the time to examine why you aren't reaching certain goals, you could be making excuses that you aren't even aware of.

Take a look in your life and see where you maybe you've said that you were committed, but you aren't making any real progress. Chances are there is something, some part of the process, that you are avoiding or making excuses for. Building a Legacy lifestyle requires complete and ruthless commitment, in every area of your life.

#### Chp:Extreme Ownership

Winners own their mistakes and celebrate their successes, while losers blame and shame and deflect their lack of results on anyone and everyone around them. You can tell the difference between the winners and the losers just by looking at where they are in their life. A winner sets a goal and works toward it every day. They may fall in the process, but you know they will eventually reach their goal because they keep getting back up and moving forward one step at a time.

Losers, on the other hand, may set a goal, and start out with the best of intentions, but the first time it gets hard, or they fail you'll see them give up. They will blame their circumstances or the people around them instead of taking ownership, getting back up on their feet, and continuing toward their goal.

Winners also give credit where credit is due, to those that helped them along the way. A truly successful person recognizes that they didn't get to where they are alone. They acknowledge that it took many people along the journey to help them reach their goal.

Do you take ownership when things are showing up in your life the way you want, or when you make mistakes? Do you look inward first, or look in the mirror and recognize that your successes AND your failures are the direct results of choices you have made, and actions you either have or haven't taken? Or, do you blame anyone and everyone within arms reach for your mistakes, failures, and lack of results?

A big part of having a Legacy Lifestyle is taking Extreme Ownership over both your successes and your failures. Learn from them. And then apply what you've learned, both good and bad, to take you to the next level.

#### Chp: Master your mind

One of the ways that we can make our mind serve us each and every day, is by starting out the day with a workout.

*How does working out help me master my mind?* you might ask. Well, first and foremost, it means you start the day with a “win” right off the bat. Every morning that you get up and conquer your mind and do that workout, you are making your mind serve you instead of the other way around. Instead of letting the stories you tell yourself dictate whether you break a sweat in the morning, YOU get to decide what you are going to do.

And yes, I realize that this is easier said than done. But if you can get into this habit of making your mind be a servant to you, versus allowing it to master you, it gets easier over time. Still, you need to take that first step.

This isn't just about working out. Think of all the other areas of the Big 4 inside your life, and how much bigger and better they will be once you actually get started and focused. Once you are able to master your mind and create the consistency that is required to grow. Being able to master your mind, no matter what area of business or life you happen to be moving through is one of the most important foundational skills you need to build your Legacy Lifestyle and Live your Legacy.

Your body AND mind will become fit, and strong, and more willing to take on the day more than they have in the past. Business has no chance or choice but to improve, to consistently grow and expand. Mastering your mind will carry over into creating other great habits and systems in your life that can help you not only in your body and business but in all areas of your life.

It's not necessarily easy. If it was an easy decision, or if it was easy to not listen to those stories in your head, then everybody would be fit, and everybody would have amazing lives. So obviously there is some extreme power in our mind, and in the control that sometimes we allow it to have over ourselves. But if you can just break it down and take it one step at a time, one day at a time, and focus on the here and now, you will begin to master your mind. You will be able to look back after a week or a month or a year and see the changes made for you inside your life.

Chp: Planning your 100 mile mindset

Earlier this week I wrote about the importance of planning. Making a plan for your day and your week ahead of time is important if you want to truly live your legacy lifestyle. That post was about the practical “planning” that we all do on a daily basis. Who, What, When, Where. But today, I want to talk about another type of planning, for your mindset. This type of planning is equally as important, and in fact, if you don't manage your mindset well, it will start to MANAGE YOU. What I'd have you consider, is that if we're going to do all this practical planning in all the areas of our life we also need to plan our mindsets.

I'm sure you're wondering what I'm talking about. So let me explain. Let's say that you know you have an event coming up the next day. It could be anything. A big meeting, a dinner, a party for one of your kids. A bodybuilding competition, or a 100-mile race. Literally anything. And let's say



that in the past when events like this come up, they have turned into much bigger work than they should have. And perhaps you didn't handle it as well, or things didn't go as smoothly as you had hoped they would. And maybe you didn't react to that in the best way possible. Perhaps you got angry, or disappointed, which just made it all worse.

But what if you had made a conscious choice before going into the situation not to let those bumps in the road ruin the day? What if you had decided the night before to go into whatever the situation is with a calm and happy mindset, and you were able to detach from the actual outcome? It's easy to fall into old habits and patterns if you aren't aware and prepared for whatever may happen. But it doesn't have to be that way.

If you already know that an event is going to be high stress, or that there are things that are still up in the air, or that there are parts that you don't have any direct control over, you can prepare ahead of time and get your mind in the right place. You can literally PLAN your mindset beforehand.

By mentally preparing and planning ahead and getting your mindset right, you can be in a position to help instead of hurt the situation. But, If you haven't planned your mindset going into whatever it is you have going on, chances are good you're going to fall into your old patterns and behaviors. Patterns and behaviors that will keep you stuck, not move you forward. If they were helpful, you'd already be living your Legacy Lifestyle, instead of working to get there.

Showing up, eating clean, taking some time to leave whatever it is that's been bothering you or bugging you behind. Planning ahead, meditating, taking some time to yourself to get clear and create some headspace allows you to come into any situation or event focused and energized. Detaching yourself, and your ego, from the outcome and being efficient and effective in the time that you have when you're there is totally possible, you just have to plan for it. You can't just assume that's how it's going to happen, without taking the steps to prepare for the outcome you desire.

Planning your mindset is just as important as planning your day. If you can get into the habit of being mindful and preparing your mind as well as your body ahead of time, you'll have less stress; you'll see your days begin to run more smoothly, and you'll be well on your way to living that legacy lifestyle.

Chp: Must Crave the end result

I get asked often how I'm able to achieve some of the results that I have created for myself in my life. Whether that's running long distances inside of ultra running events or accomplishing SEALFIT Kokoro. I've put a lot of thought into this lately, and as I was listening to a book called, "Relentless," by Tim S. Grover, there was something I had come across that answers that question very well.

There's a quote in the book that says:

*You don't have to love the hard work, you just have to crave the end result. In order to accomplish anything big inside of our lives there is going to be necessary required actions or hard work that needs to be done in order for you to do so. There is no getting around it, the piper must be paid, the work must be done, the price must be paid. In order to accomplish big things, go after your dreams, create the life that you truly want, you have to do the hard work but you don't have to love it, it's the toll that you pay to get the end result.*

What drives you through those days when you don't want to, what drives you through the hard work, the dedication, the discipline, the missing out on the events or time with loved ones, is all part of the process of doing what's required to get that end result. Yeah, we talk all the time about having this big why, aka the Holy Cause that's going to drive you to get what it is that you want, but it really comes down to craving that end result because there are no shortcuts when it comes to accomplishing big things, when it comes to living the life that you truly desire. That doesn't just happen by chance. There's no luck involved.

Do you crave the end result or not? There's a difference between someone like Tiger Woods or Michael Jordan and Sergio Garcia and Penny Hardaway or Charles Barkley. All of those named are great players in their respective sports, but I think you could easily argue that only two of them truly craved the end result, truly craved winning at the highest possible level time after time, year after year. Tiger Woods and Michael Jordan know what it means to crave the end result, and let that craving be a driving force.

I can guarantee you that there were many days when they didn't want to be inside the gym or didn't want to be on the driving range yet they showed up every single day. Did the work, lived their life accordingly evolving around that end result, those championships, those major championships at the sacrifice of many other things inside of their life. At the sacrifice of pushing their body too hard, ultimately to injuries down the road or broken relationships because they truly craved the end result.

Think twice before committing to something big because it sounds fun; it sounds exciting; it sounds sexy, the idea of accomplishing it sounds amazing. Truly think about the price that has to be paid. You don't have to love the hard work, but you must crave the end result. Ask yourself, are you truly prepared to pay that price because if there is any doubt, if there is any question as to whether or not you really want it, the work won't be done. It will be too hard, and the end result will be won by somebody else.

Chp: Vulnerable isnt weakness

About 3.5 years ago I was in a very difficult and even dangerous place in life, trying to push down my weaknesses, trying to avoid them, to run from them, to deny that I had any weaknesses. Thinking that acknowledging my weaknesses was a sign of weakness.

It took a while, but after reading *The Purpose Driven Life*, I began to realize that we get power from our weakness and being vulnerable. People appreciate it. It's like being authentic, or being real, or telling the truth. Telling people where we've been and where we've come from, letting people know that they're not the only ones is a powerful way to connect and help people to grow.

There is power in being able to acknowledge and admit to your weaknesses. You will make more progress and earn more respect when you are real about your imperfections than you will if you try to pretend as though you have never done anything wrong.

I know what you're thinking. *How in the world do I admit my mistakes, my weaknesses to other people?* It's hard enough to admit them to ourselves, right? But, what if it doesn't have to be? All you have to do is open yourself up and be honest. Be more real. Be more authentic. Be willing to be more vulnerable.

One way you can be more authentic and vulnerable is by sharing your story. By sharing your experiences, people will come to see you as relatable; they will see some of their own story within your story, and that will make them feel less alone, less afraid to be their authentic selves and admit to and accept their weaknesses. And the only way to truly live a legacy lifestyle is to be true to yourself and others.

Growth comes from stepping outside the box and allowing yourself to be uncomfortable. And there isn't anything quite as uncomfortable as admitting that you may not be perfect. No one likes to be uncomfortable, but being able to move through that place of discomfort and admit to being uncomfortable and feeling vulnerable is so important when you are climbing to reach your goals every day. Admitting to those feelings is the only way to work through them and come out on the other side.

Chp: Stay in your own lane

Lately, I've been noticing that I've been getting triggered by others around me in my life. For no real good reason other than paying attention to others and what they're doing and how they're doing it and what they're saying or what their results may be. Whether that be from a little bit of jealousy, wishing that I had some of the results that they had, or just through people saying things that irritate me. Basically, I need to remember my own advice, "stay in your own lane."

So, I've started digging deeper into that and looking inside and wondering why I would be triggered. I know I'm not alone in this. I know that all of us, at some point in time, get consumed

with other people and what they are doing or how they are doing something. Instead of focusing on ourselves, focusing on our own choices and making sure we stay in our own lane.

We all fall into the trap of looking at what other people have or what other people are doing, instead of focusing on what's in front of us and what we can control. But I can tell you, from my own experience, that this is a fast way to sidetrack your own progress.

Spending time looking at others, and being jealous, or even just worrying about what someone else is doing or saying takes time and energy away from what you are trying to accomplish. It takes away from building the legacy you are aiming for, and it doesn't serve any purpose other than to trigger you. Or make you doubt yourself, or minimize your own successes.

In the Army, the drill sergeants used to tell us, "stay in your lane, Private." But, what does that mean? It means to worry about your own job, or goal. All of us have a role in life, and we need to worry about and focus on that and not on the others around us. You can bring this out of the military and apply it to civilian life, too. What he was saying was to stop worrying about what everyone around you is doing, and focus on what YOU are doing. When you stay in your own lane it's the only way you'll ever be successful and that you will ever create the Legacy Lifestyle you want for yourself and your family.

And that makes as much sense to me now as it did back then. It's easy to forget that we can't control other people. We can't control what they do or say. We can't control if they're making good choices, or if they're more or less successful than we are. But what we can do is stay in our own lane, and keep moving forward. Don't let other people's choices influence your journey on the path to your goals. Because at the end of the day, you are the only person who can create the life you want.

ChHave you ever heard of the concept of "The One Thing"? It's the title of a book by Gary W. Keller and Jay Papasan. "The One Thing" is about literally that. Focusing on the most important task in front of you at any given time, and not allowing the enormity of the entire project or goal to trip you up.

Ryan Stewman also posted about "The One Thing" on his Facebook page a while ago. Ryan was answering the question he gets most often from people, which is: "How did you get so successful?" Ryan explained in his post that his success came from his years of consistent action. For over five years he has not deviated from his plan.

When we start to deviate from the one thing or from what we need to do one day at a time, we start to think about the future and tomorrow and a week from now and a month from now and a year from now. When we do that, what happens is instead of staying focused and motivated, we start to realize how much work it's actually going to take to reach our goal, and it becomes

intimidating. Your mind may start to wonder if there is something easier out there to do to reach success. To build that legacy lifestyle.

Unfortunately, there isn't. Nothing worth having is easy, but your mind continues to try and play these tricks on you, it continues to try to talk you out of doing the difficult and necessary things that need to be done to get you to that ultimate point of living your legacy.

Focus on one day at a time, one thing at a time, and one task at a time. Some people can't even focus on one task because they have five other things on their mind and so they're trying to do six things at once and they can't even do one of them properly because they'll bounce from one thing to the other and before you know it, they forget the first thing they started.

Don't get me wrong, I'm not saying that you should never look to the future. You need to think about the future and figure out what it is or where it is you want to go and what you want to accomplish. SO, look to the future and make a plan, but once that plan is in place, your focus needs to be on one day and even one task at a time. Don't worry about the tasks for tomorrow or the next day. Just worry about today.

Just be in the moment, focus on the one thing in front of you, focus on knocking that out and getting it off the list, so you can continue to drive forward. One thing at a time, one day at a time.

If you can do that, five years from now you'll be like Ryan Stewman. You'll be the one answering the question, "How did you become so successful." Stop chasing the newest and easiest ideas, and just keep putting one foot in front of the other. Keep your eye on the prize, take it one day at a time, and before you know it, you'll be living your legacy life.

Chp: You already have what it takes

There is a time and place to learn and educate yourself. Just like there is a time to execute. To go out and fail. To try and test and get knocked down, then dust yourself off and get back up to try again.

But too often I see people searching and studying, going to seminars and watching webinars. Signing up for this program or that mastermind. But then never taking what they've learned to the next level or never taking the action needed to reach their goals.

Stop using the need for "more information," or the need to "learn one more thing" as an excuse to play small. Legacy lifestyles aren't built by joining masterminds and watching webinars. They're built on action. They grow as you grow, and standing still because you feel like you don't know "enough" yet is the quickest way to stagnation. Nothing grows from inactivity.

Do I think learning and taking courses and attending industry events and joining masterminds is important? Of course, I do. But they won't build your business for you. They won't create epic

relationships for you. They won't get your fitness and health on track for you. YOU have to do that work. So take the information you've gathered and make the CHOICE to build with what you know. Then, when you reach the point where you don't know what to do next, do more research, take more courses, etc. But then go out again and execute.

You cannot sit back passively and hope that your Legacy Lifestyle will build itself. Everything you need is already within you. No more excuses. Take at least one specific action every single day that moves the needle of your life, your business, your relationship, your body and health, and your spirituality forward and before you know it, the life you have only been able to dream of will be your reality.

p: One day/mile at a time

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Chp: Stay in moment/never quit

One of the things that I get asked a lot when I'm talking about the Ultra Marathons and IronMan and SEALFit competitions I've participated in is, "What are the top lessons you've learned from doing these events?" And since I just competed in, and finished the [Pony Express Trail 100](#), this has been on my mind. Honestly, the lesson has been twofold for me.

## **The number one takeaway for me is this: Stay in the moment.**

None of these events were easy. Even with the rigorous training I did for each of them. If you look at them from a "big picture" standpoint, they can even seem really overwhelming. But if you take each of these events and break them down into sections, or individual tasks you can focus on what is in front of you at the moment and not worry about what's coming next.

This lesson can apply to every single aspect of your life. Whether it's getting through a difficult workout, a tough day in your business, or even a rough patch in your personal relationships, being able to have that laser focus and just put all your energy into getting through the immediate situation or event in front of you is a really important skill to have. You know that saying, "You can't eat an elephant in one bite!" Well, this is exactly what that means. You can't let yourself get overwhelmed or intimidated by trying to do everything at once. Just focus on what's directly in front of you, and take meeting your goals one step at a time.

## **The second takeaway from all of these events and competitions I've undertaken is this: Don't let your mind quit before your body does.**

The human body is an amazing machine. Quite often, when we think we've reached our limit, it's our mindset and not our body that has decided enough is enough. Your body will go and go and go until your MIND decides you can't go any further. And that usually happens long before it

should. Preparing for these events is as much about preparing mentally as it is preparing physically. Probably more so.

So often we give into the pain and exhaustion. We have convinced ourselves that our body just can't take any more, and in that moment we decide to quit because we have a story in our mind that it's just too hard, and that we aren't strong enough or have enough stamina to finish whatever it is we're doing. But if you can keep that "why" or that "holy cause" in the forefront of your mind, instead of letting your mind start to tell you that story of being unable or not good enough, you will most likely discover that you COULD push through that pain and exhaustion.

I know from experience that there is pain in quitting, too. In fact, most people I've talked to who have quit before finishing something that really mattered to them will say that they almost instantly have this sense of regret. And I truly believe that the pain that you have to live with when you quit is much greater than the actual pain of continuing and going through the tasks at hand until it's finished.

But, once you finish, there's this great sense of satisfaction and accomplishment. And, if you're participating with other people there is a bond that is created—because you've experienced something so difficult and so crazy and so great together—that you'll never forget. However, you'll also never forget if you quit. Quitting is allowing your mind to control your body. As I wrote about a little while ago, I believe we should all be the master of our mind and not the servant.

So, go ahead and take a look into your life and see maybe some instances where you might have quit, and think about what kind of feelings that brings up for you. Then, I want you to think about times when things were really hard and you wanted to quit, but you pushed through. Remember how that pain was temporary and started to disappear almost as soon as you were through the rough part? If you start becoming aware of the stories you tell yourself that may be holding you back, it's one way to start mastering your mind, instead of being a servant to your mind.

Chp: Control what you can and let go of the rest

Today I want to talk about concentrating on the things that you can control, and how to let go of what you can't. Keep in mind that I'm not just talking about external events. Obviously, you control your schedule, what you eat, when or if you go to the gym, etc. But I'm also talking about internally. Your thoughts, your reactions, your personal choices every day, those are things you can control.

So, we can control our own actions, choices, and reactions. That's number one, right? Number two, when we're thinking about concentrating on what we can control, is not worrying about what others are thinking or doing. Because, although we can control a good piece of what happens around us and inside our daily lives, we can't control what others are going to do, so spending time worrying about it or wasting energy trying to figure out what someone else is



going to do does us no good either. Now, sometimes it could be good to spend some time and see what others are doing in your business world or in your industry. It's always a good idea to take the pulse of the industry and keep up on new things or influencers in your field. But sitting and worrying about what others are doing takes time away from yourself and what you have going on. And remember, you can't control what other people do; you can only control how you respond.

Now, I recognize that this is often easier said than done. Especially, if this is a new or newer concept for you. It's easy to let the actions or opinions of other people, whether in business or in our personal lives, dictate how we react in any given situation. But it's important to remember that you can't control anyone else. Not really. And that includes what they think or even say about you.

So often I see people holding back on doing what they want, or what they know they need to do to start building their legacy because they are worried about what other people are going to think or say. But the truth is, holding yourself back from a goal because you are worried about what other people will think or say is never the right choice. Honestly, those are all just stories we tell ourselves anyway. I realized a long time ago that the people I was most worried about having an opinion probably weren't thinking about me at all. I had to train my brain to quit running those stories through my mind, and just focus on the pieces I had control over.

And so I'm reminding myself as I'm reminding you that we need to stop focusing on the things we have no control over. Stop giving these stories power over your choices. Stop giving energy and attention to these things that you can't control, and focus on your business, your relationships, your faith, and your health. Focus on the Big 4, and what you can control. Then make that a daily practice, and after a while, I think you'll discover that you are moving forward toward your goals with laser focus because you've trained yourself not to give time or energy to what you can't control.

What are some things that have happened in your past or that might be coming up in the future that you can't control? How can you plan and prepare for things that come up that are out of your control? I wrote about contingencies and planning and not looking at things that might happen in the future as negatives or not allowing them to stress us out, but allowing ourselves to take the power from it by planning for it. If a curveball gets thrown your way, that's okay, because your focus is on what you can control. You just know that you can adapt and overcome and still continue to grow, expand, and become stronger because you aren't wasting time and energy on things that are out of your control.

Chp: you are the sum of your decisions

I recently wrote about making our minds serve us versus allowing it to be the master of us. A big part of that conversation involved making a decision. That's the topic for this conversation: We

are truly the sum of all of the decisions that we have made. Think about that. How we are the sum of all the decisions that we've made up until this point.

Whether we decide to take action or not take action, we are making a decision. Whether we decide for years, and years, and years to get up and work out or not, is ultimately a decision. Either we decided to get up, take action, and make our minds serve us, and get that sweat on and start that day on a positive note or we didn't, which is also a decision that we made. All of those small little decisions over time, for as long as you've been alive, up until here and now in your current reality is what your life looks like. Whether it's where you want it to be or where you do not want it to be. For most of us, there's always something more that we're striving for, more that we want.

Wherever we are at, at this current point is the sum of all the decisions that we have made. Now for some of us, that might be disappointing or we might not be excited or happy about that. Some of us may truly be feeling blessed and feeling really good about our life. But wherever we are currently, and no matter the decisions that we have made up until this point, even though they are the sum of what we currently are, we continuously have another decision we can make. As long as we are alive and kicking on this wonderful planet that we call earth, we can make a decision every single day, every single minute, every single second to change that sum.

Now, unfortunately, that also means that we could regress in this constant process of growth and expansion, in trying to live this life of having it all, this legacy lifestyle. Where we want to leave a legacy that is unimaginable to us in our current reality right now. We have a decision each and every day to make a difference, to continue to grow, to expand to become bigger and better people or versions of ourselves in all of our areas. In our marriages, in our relationship with our kids, in our fitness, in our spirituality, in our business. No matter what has happened in the past, no matter what we might think might happen in the future, we can make a decision today right here and right now to go after the things that we want in our life.

So know that if you feel a little depressed when you start to think about the idea of you being the sum of all the decisions that you've made, just know that you can make the next decision to help to increase that sum. That there is hope and light at the end of the tunnel if you choose to get it and go after it.

