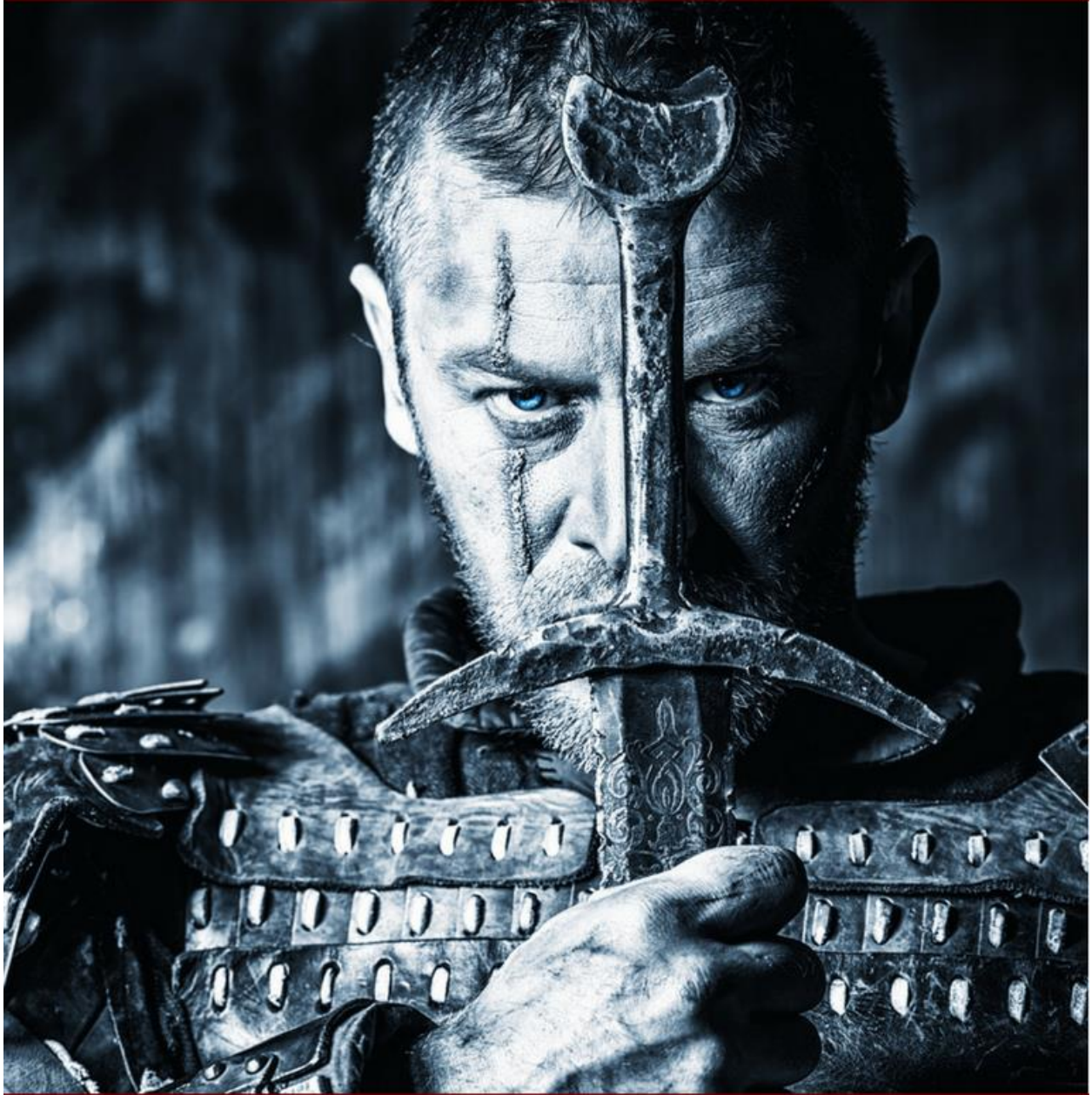


CHAD HOWSE



# BECOME GREAT

50 LESSONS IN GREATNESS

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## Lesson #1 – Be Quiet

*Men quietly become great. They don't seek fame or popularity. Their greatness isn't won by image but by the content of their work and their character. This greatness comes in opposition to what our society urges us to do and who our society desires us to become.*

Truly great men have much in common. None is without an intense work ethic. Each has an internal purpose that pushes them to do more and be more.

An internal drive and hunger opposes the external wants and desires that fuel our modern society and our modern men. Image, the desire for money and more dangerously, for fame, are at the core of why we do what we do.

Image is everything; it's everywhere. "Men" whore themselves out. They aim to be famous more than they aim to provide value and they're rewarded with wealth.

If the end goal is to be great at what you do and money is justifiably a measure of greatness, then why can we, too, not become whores seeking fame and fortune?

If how we get fame aids others in some way, is aspiring for fame and image and popularity not a good thing? Why toil in silence when it's image and bravado that makes men in modern society famous, rich, and important?

Am I seeking fame or am I working for the sake of the work, getting better at what I do for the sake of perfecting my craft?

### **THE MAN WITHOUT VALUES IS SUSCEPTIBLE TO ANYTHING**

When your value as a man is dependent on the opinions of others, you can never truly be happy nor content nor strong. The desire for fame is rooted in insecurity and weakness. The craft, whatever it may be, and the pure enjoyment and struggle that comes in a quest to perfect it, must guide you through the sea of desires that aims to pull you from the man you intend to become and the life you intend to lead.

Napoleon achieved greatness and fame but it wasn't fame that he sought. Popularity was far from his mind and he read in silence late into the night and early in the morning while other boys in his military college chased tail and pleasure.

Men who are led by urges and desires are slaves to their biology. Men who can control what they seek and where they give their attention are free.

When you chase popularity and fame you give the control of your happiness to something that is innately fickle.

When you aspire to become great, often in silence and without the knowledge of the masses, maybe not even your friends, you create value and purpose in a way that cannot be taken from you. You're also practicing toughness and grit and persistence.

The man who works tirelessly at perfecting his craft is open and able to experience the process of living.

The man who seeks image and fame must abide by the rules of society or of the crowd he wishes to charm.

Your values are how you live and they cannot waiver. An attempt to become famous or popular or even to become a leader for the sake of leading others leaves you weak, too weak to expand who you are, what you do, and how you live.

Fuck fame.

Forgo popularity.

Be in your task, practice perfection in your craft.

Persistence and discipline in your life will bring you the toughness and the grit you need to do truly great things. And when the fame seekers ebb and flow your ascension will be constant and not dependent on opinions, but on the quality of your work and the content of your character.

Great men create movements, they forge change, they inspire not through selfies and vanity, but through action.

Quietly become great and if greatness takes a long time to create, persist and enjoy the struggle.

## Lesson #2 – Don't Be Led By Desires

*Men who are led by urges and desires are slaves to their biology. Men who can control what they seek and where they give their attention are free.*

In our society we look at desires as being good. We see them as “what we naturally want.” Desires can be good, but more often than not they take us away from where our attention should be focused. They don't add to our lives, but instead distract us from both our purpose and our sense of happiness.

Desires can be both hormonal and “natural”, or influenced, and it's often difficult to which is which.

For example, is your desire to have sex something that comes from within or is it influenced by the TV shows you watch or the billboards and ads you're bombarded with?

Society wants something from you and for you. And it isn't in your best interests, nor will it make you happier.

Everything around you is telling you to consume more. It's making you believe that happiness is something you can attain by working hard, saving money, or maybe spending money on whichever product or service they're selling.

Society wants you to believe that happiness is found in safety, that remaining safe is your greatest goal. But we know that true happiness comes when we're outside of our zones of comfort or reaching after audacious goals pushing the limits of both our bodies and our intelligence.

When you give into your urges you're becoming a victim to whatever beacons you. That is, rather than working and improving or perfecting a craft – the act of which leads to an experience called “flow”, one which is often described as the optimal human experience, or happiness – you're being pulled to fulfill each and every one of your desires whenever they come into your mind.

You cannot be happy, but you also cannot be successful or create the kind of value in your life if your desires are leading you. Instead, you must lead them.

You must be able to say no to things that bring you off your path. You must be able to resist the urge to see what your lady posted on Facebook or what your adversary is doing with his life, instead, work. Work on something that means something to you. Something that you love, or, and this is important, simply fall in love with the actual act of “work”.

There is so much wisdom in MLK's quote about being a street sweeper, and sweeping those streets as if you're Michelangelo painting the Sistine Chapel.

It's those who aim to be the best at what they do, no matter what they do, that will experience happiness, flow, and create meaning in life when most others will lead lives devoid of purpose and meaning.

## Lesson #3 – Be Kind but Strong

*Kindness and goodness are necessary but useless without the strength, toughness, effectiveness, and gameness of a warrior. As a man you must be and bring both.*

As a man you have to bring laughter and happiness, but be a viable threat to evil.

It's the man who can be extremely successful in both areas that does the world the most good.

He's able to make a child laugh, a woman smile, but also defend both from those who aim to do them harm. An inability to defend is unacceptable. It takes the goodness and kindness in this world and exposes it to harm, to annihilation.

What many today refuse to admit or understand is that you cannot have goodness without strength. They ignore the notion of evil. They're blind to the reality that it can't be reasoned with nor killed with kindness, it must simply be killed.

And this is why we train.

This is why it's important to learn skills like boxing or wrestling or BJJ. This is why it's important to learn not how to defend yourself, but to defend those you love.

Evil thrives where it's fed.

Right now we're feeding evil. We're feeding it through political correctness and the weakening of the modern man. We're feeding it through inhibiting freedoms.

We're feeding evil by not overtly identifying it and calling it what it is.

Where strong, good, honorable men are the norm, societies can flourish, kids can learn and grow, economies can thrive, freedoms can be maintained.

Be both the caretaker and the comedian, the man who brings joy and laughter, but also the man who protects and defends those who cannot protect and defend themselves.

An equipped man is far better than a cop on the phone.

If you want to be self-reliant, learn how to fight, learn how to use a gun, and get a big ass dog.

## Lesson #4 – Be Consistent, Be Persistent

*Consistency carried out with persistence will eventually lead to greatness. Few, today, want to be or do either.*

Last night a few of my buddies, along with myself, were spit-balling about possibly going out to get a drink. We'd spent the day in the mountains, capped a wonderful hike off with a few beers, and then those beers led us to lust for more beers.

We each went home. Sat down. And began to think.

We all wanted to have a night of laughs and enjoy some of the scenery at a pub or bar.

We were texting about where to go and what to do when the tone became clear.

While each of us wanted to have a fun Saturday night, a productive Sunday was something we desired more. So the plans to go out drinking got kyboshed and I opened up a book, poured a glass of whiskey, and eventually went to bed before 2100.

A buddy of mine had a good point to make while we were deliberating. He said that it's these small decisions that make you. This single decision will allow us to get more work done the next day when we would have been nursing a rough hangover unable to function like a human had we gone out drinking.

But it wasn't *just* that decision to stay in and read and wake up at 430 the next morning that makes winners. Anyone can do that once. It's the decision to do this week after week, month after month.

We had a similar discussion on our hike.

I've been writing a lot. Basically an article every day on Facebook, an article everyday on chadhowsefitness.com, 3 articles a week on Average2Alpha.com, a podcast, a book in the works and 60,000 words deep, and daily newsletters that I'm pumping out to multiple different lists.

I've kept up this work pace Since early December. And that's nice. It's a decent amount of time.

He mentioned that I should have a million followers on facebook or something like that, and the site should have x amount of hits daily. And I appreciated the sentiment, but we both agreed that I have to do what I'm doing, but at a higher quality, for YEARS before it gets to where I want it to be.

Most people do something once or twice, for a few months, even for a year, and then look around for their reward. I've fallen into this trap, but no more.

Consistency when carried out in a persistent manner is where the magic happens.

You have to be willing to do great work in a high quantity for a decade, or else there's really no point of doing it at all IF your goals are lofty.

Are you in it for the long haul?



## Lesson #5 – Don't Pray For Things, Work for Them

*You have all you need to win. Stop praying for a gift. Instead pray for wisdom.*

People pray to win money or to be blessed with things in the future when they already have the blessing to create what they want; life.

You're born with enough to create what you want. It will take longer than you think, much longer, and it will be far more difficult than you think, but you are born with the capacities to create a great life.

Don't dream about a gift, don't pray for a gift, don't wish you were given a gift.

The journey to success – however that's defined in your heart – is where strength is acquired, toughness is developed, and grit is created.

Most people will blame God or society for them not having what they want, and they'll *never* have what they want. Then there are those who realize that blessings they already have, like the ability to breathe, think, solve problems, and most importantly work harder than anyone else if they so choose, and they'll take the steps necessary for success.

Wishing for a gift and praying for change is ignorant. It's ignorant of the strength you can potentially create, the change you have the capacity to bring about.

It's weak in that it puts the blame on someone or something else's shoulders, giving you an excuse to work less, to quit, to take breaks and give just a little less than what's necessary.

It's scary when you realize that you're responsible for where you are and where you want to end up.

It's scary because there is no one to blame. You're going to have to work alone, sometimes with no one around you to encourage you or lift you up. You're going to fail, often, but within that failure there's always an opportunity, one usually found in persistence.

When your back's against the wall and you've hit rock bottom, rather than praying for a gift, pray for the strength to keep pushing, because you do have it in you, and pray for wisdom, for the intelligence and the clarity that will help you navigate the often murky waters of life to your promised land.

## Lesson #6 – Your Days Should Never Be Easy

*Life isn't easy. Accept that single fact and move on.*

If you want to do something of value and be someone of value you have to come to the understanding that life isn't easy. It hasn't been easy for anyone, at least anyone wanting to leave a fingerprint on the planet before they leave.

Your days shouldn't be easy, otherwise you're not doing the things you need to do.

Even the simple things like keeping a clean house and a tidy yard. Working. Working harder today than you did yesterday. Learning. Training your body. Acquiring and developing toughness and grit.

All good things require work and they ask us to do things that we don't necessarily want to do.

Life is tougher for some than others, we can all agree with that. And that's just the way it is and the way it will always be.

The key is, within your own life, accepting that life is hard and it can be brutal at times. It can bring you to your knees. It seems to throw a shit storm your way at the worst possible moment.

Bad things happen and to think that they won't even when you're on top of the world is to be unprepared.

Accept that life isn't easy. It's the first step to making it GOOD.

From that launching point you're willing to do more work and endure more hardship.

Winners in life persist. Losers quit.

To think that life will at any point be easy is to set yourself up to quit and whine and wish things were different.

Don't fall into that trap.

## Lesson #7 – Seek Pain

*How can a life truly be lived in avoidance of danger and pain?*

I wrestle with this, the desire for safety is a natural human desire. It's a part of our survival. But safety and living life do not coincide. They oppose one another as life exists beyond comfort, it's found in the fights, the struggles, the battles that only the brave face.

Life exists in exploration. Exploration cannot occur in complete safety. We have to venture beyond what we know and into the unknown and the unseen.

Imagine living a life where you know you can achieve everything you set out to do or that day in and day out you're in no fear for your safety, there's no uneasiness, no danger in your life.

That's the life that the majority of us live and it cannot be called a life. We're merely passing life by, waiting for that bucket to be kicked.

As a man there's a few fundamental truths you have to understand:

### **1. You're a protector and defender.**

The safety of others is your responsibility even if you don't care to have it fall on your shoulders. Thus, it's your duty to train for battle, to train to be able to defend whomever may need your protection, whenever they need it.

### **2. You're an explorer.**

Men have ventured beyond their tribes since the dawn of time. They've founded new cultures, created new tribes. They've hiked and hunted through the Rockies and dared to find what lay beyond them.

As a man you must explore. You have to go beyond what you know you can do, beyond what you know. You have to go further than your body will allow, than your mind can comprehend.

Explore both this world, its people, and your soul. Find out why you're here. It's a mission that only the daring embark on.

### **3. Without practicing pain you cannot become a man.**

Manhood is something you earn, it isn't something you innately possess. It requires grit and toughness and gameness. Men are bred to be warriors. If you're not tough, you're useless.

Without seeking out pain, be it in your desire to work harder at your job, acquiring more discipline and focus in the process, or putting your body through pain in the gym, you need pain to realize your potential.

Now, go.

Set your sights higher then have the courage, the guts, the BALLS to stay the course and live a life of value.

## Lesson #8 – Find The Opportunity

*If you have opportunity in life, you have everything.*

Everything that happens to us, both good and bad, is an opportunity of some kind. It's just a matter of perspective as to whether we see it as such, or if we see it as a curse – which is how most of the world sees the things that happen to them.

The reality is, however, that each of us has an opportunity to either grow as a man or to accomplish more than what we're accomplishing.

I'm just in the middle of a book on Elon Musk. The guy worked. What's more is that he absorbed knowledge, and *absorbs* knowledge like none other. He works while others sleep.

Many claim to put in 12, 13, 14 hour days. Well he'd *actually* put in 18 hour days, 7 days a week, all in the name of creating whatever he'd set his mind on creating.

The work had to be accomplished, and by setting insanely unrealistic and audacious deadlines he'd put himself in the position of having to work like a madman.

Unless you're working 18 hour days, you have room for improvement. There's opportunity to do more, to be more, to learn more, to create more and to grow more.

Every aspect of our lives provides us with opportunities.

The gym enables us to get tougher, to push through the pain that makes most people quit.

Our office gives us the opportunity to focus, to ward off and ignore the distractions that plague our lives and prevent us from accomplishing what we should be accomplishing, attaining the success that our potential and talent dictates that we should have.

## Lesson #9 – Just. Keep. Working.

*The great keep working, no matter how things are going.*

The weak depend on mood and emotion and motivation.

If things are going well, if the mood is right, they're working.

If things are going GREAT, they're likely taking it easy because why work?

If the day's off to a bad start, they'll surf the internet, answer emails, live in avoidance of tasks they need to do to build the life they want to lead.

But the great, they keep working no matter what their mood or their situation.

I'm finishing up Elon Musk's biography. That man, if we judge him by his work ethic, his audacity, and what he's accomplished in an incredibly short time on this planet, is great.

And holy shit does he work.

He doesn't let stress hold him back, nor success. Good times don't let him rest and bad times don't keep him away from the office.

He simply works all the time.

He works all the time in part because of the scope of his mission.

### **WHAT'S YOUR MISSION?**

Why are you waking up early? Why are you working? What are you working toward? What are you trying to build?

Why are you here?

What's your purpose?

Not all of us are going to be Musk's or Napoleon's or Jobs' or Rockefeller's, titans of industry, movers of economies, changers of history. But we're all here for a reason.

And I'm guessing that deep down you think that reason is important. You think that reason is far more grand than anyone around you realizes.

So think...

Think big and audaciously.

What do you want to change or provide and who do you want to provide for?

Are you here to write great epics?

Are you here to save kids in Africa?

Are you here win the heavyweight title?

Or, are you here to be a great dad, a leader of your home, a man who provides for his family, bares their burdens without complain; a great man relegated to the shadows?

Fame isn't – shouldn't be – your goal. Fame is fickle. It's a weak aspiration. It's popularity. Musk doesn't want fame, he wants change. Fame leaves you at the mercy of the masses, weak idiots swayed by opinion and rumour.

You here for something greater, something far deeper.

Spend a day in reflection and figure out what that purpose is.

Find what your soul is calling you to do.

Maybe it's simply to explore, to travel, to learn, to adventure. Don't give another day to mediocrity, to a lack of focus, devoid of the grand purpose gnawing at your being.

Figure out what that thing is and let it inspire you to victory day after day while the masses feel content with victory over only one.

## Lesson #10 – Know The Man You Want to Become

*Know the man you want to become, and become him.*

We have career goals, even life goals, but each of them are dependent on us, the man, who we are, what we're capable of, our morals, values, and virtues, and our ability to stay the course.

Our happiness and success in life is dependent on the men we are.

So why, then, do so few of us dictate who that man is?

Why don't we spend time figuring out his values, virtues, morals, and his persona? Why don't we articulate what he's all about, what motivates him, his weaknesses, his strengths, his desires, even how he carries himself in public?

Any mission in life requires an end-game, something to work toward. Yet rarely do we give us, the man all of our goals and aspirations are dependent on, the time and the planning we need.

We need to know precisely who we are trying to become if we are to become him.

This isn't another person. We're not acting, trying to play a role. This is us, but a better version of us. It's us minus our weaknesses, no longer a slave to our desires.

It's us the action-taker, impervious to fear.

It's you but more audacious, you but more courageous.

So, who is he?

### **THE MAN I'M TRYING TO BECOME**

Identify models and weaknesses.

My weaknesses are like any man's. My desires have too much power over me and what I aim to accomplish.

So, the man I'm trying to become doesn't...

- care what others think
- get distracted, he remains focused on what's important
- let fear hold him back nor keep his goals small
- let the opinions of others shape how he acts nor the goals he sets, he aspires for greater things, things beyond public opinion
- hit the snooze button
- take days off
- avoid the things in his life that need to be done
- let what society says he should aspire for cloud his intentions
- let losses get him off track, he doesn't let them discourage him
- let average creep into his goal setting, nor who he is on a daily basis, he always does more than what's required

- get down
- in any way feel envy for anyone. He's happy for the success of others and his own path is so focused he doesn't let envy creep into his psyche at all
- gossip nor talk ill of others in any setting. If others are doing so, he excuses himself from the conversation

The man I'm trying to become carries himself with a quiet confidence. He's not trying to impress, nor is he so insecure as to have to show everyone who he is or what he's capable of.

- His confidence is rooted in real strength, and thus he treats people with kindness, no matter how they treat him.
- He's focused, intensely so. That is, on wherever he is and on whatever he's doing. His mind isn't elsewhere. He gives people his full attention.
- His habits are good, not bad. Most people let their bad attributes become habitual. He's rooted out the bad things, the TV watching, the internet surfing, the porn, the avoidance, even the reading when he should be working. He's not a slave to a desire because his habits are good, strong, and unwavering.
- He's proud, in a good way. He carries himself with pride in how he dresses, in how he keeps his work station, his home, his life. He isn't sloppy. And it shows in his work as well.
- He's audacious. His goals are massive and backed by action. He's always the one to take a chance and he doesn't let stress bog his mind nor influence the goals he sets nor the life he aspires to live.
- He's always after more. Not because he isn't happy with what he has, but because he isn't content with who he is. He needs to be stronger, faster, better, smarter. He needs to go farther, far beyond the life he knows and what he's comfortable with.
- He listens before he speaks. He's of few words but when they're spoken, people listen. He doesn't feel the need to fill the silence with his opinions.
- He's dependable. People go to him when they need a hand.

Spend a day figuring out WHO you are aiming to become.

Use models as well.

John Wayne: always does the right thing even if it's not the easy thing. Doesn't waste words.

Teddy: A man of action and adventure. Born into wealth but didn't rest on it, he pushed himself day in and day out to become something great.

R. Lee: A man of principle who wouldn't let the easy path influence his choices. A man of honor. A man of value. Courageous. Courteous. Intelligent.

Shape your persona, who you are and who you're becoming, then become him.



## Lesson #11 – Create Happiness

*Happiness is a choice; one that depends on simplicity and focus.*

Happiness doesn't happen to us, it's something we create.

We've all heard this before, yet we don't make the necessary choices to create happiness.

We blame others for things that happen to us. We pout when things don't go our way.

Worst of all, we compare our lives to the lives others are leading.

We look at Instagram photos of some rich fella and we get sad about the life we're leading. We look at Facebook photos and wish we had what others have.

We're in constant comparison.

And comparison removes the chance for happiness.

Your life is your life, but are you truly in it?

That is, are you so focused on your path that the paths others are taking become irrelevant?

That's the question you need to ask yourself.

Are you so focused on the things in your life, the moments, the work, the mission, purpose, people, relationships, and adventures, that you have no time nor energy to spend in someone else's life, wishing you were walking in their shoes?

Focus is something most of us lack.

Simplicity is a part of this...

We lack focus because we're trying to focus on more than one thing at a time. We're trying to live our lives while also watching how others are doing it or what they're doing.

We're trying to work while also surf the internet.

We're trying to do everything at once and we end up doing nothing.

Much of the choice of happiness is simply to simplify.

Bring your life down to one thing at a time and you'll automatically become happier. For one, you're going to accomplish more and happiness and motivation are dependent on accomplishment.

We need small victories to feel as though we're climbing the right mountain and that we're actually climbing at all.

So yes, choose to be happy, but don't make it an arbitrary, emotional choice, make it one of action.

Simplify.

Focus only on what you're doing, your life.

Focus on one thing at time, don't try to take all of this in at once because you'll end up appreciating nothing and accomplishing zilch.

Create a life, a routine, rules, where your focus can only be singular, and only directed on the things that truly matter most, and you'll live a purposeful life, a successful life, and a happy life.

## Lesson #12 – Train to Be a Winner

*Every day you're practicing to become a winner or a loser; make the right fucking choice.*

Our habits are who we are and who we're going to become.

Most of us, myself included, allow our weaknesses to become habitual.

We habitually watch too much TV. We habitually get distracted when we work. We habitually take days off from the gym. We habitually take the easy path, the path of avoidance, the path of excuses, of reasons not to work, to go the extra mile, to build something better than what we have.

Every day – and think about this with some real introspection – you're training to become a winner or a loser.

Your habits are what you're practicing. If you're practicing focused, hard work on the things that matter, then you're practicing winning.

If your habits are of avoidance of the things that are important, of laziness, of taking the easy road, then you're practicing to be a loser.

The things you're doing TODAY are a part of this training.

Think of how important this is.

Imagine going on as you've gone on up to this point and ending your life as a loser, someone who didn't accomplish a single thing he set out to accomplish?!

Picture yourself on your deathbed filled with regret, wishing you'd done the work, wishing you'd taken the risk, wishing that hard work and focus were your habits not TV and internet surfing.

That scares the beJesus out of me.

Look at your days, inspect your habits, be real with yourself and admit what you're training to become.

Are you training to be a winner? I mean really....

Are you waking up early and working your ass off? Are you taking risks? Are you thinking big? Are you acting big?

Or, are you training to be a loser?

Are you procrastinating? Are you making excuses? Are you setting easy goals? Are you not admitting to yourself what you truly want to do and who you truly want to be because you're afraid?

It's time to be real with yourself about who you are and who you're becoming.

Tomorrow isn't good enough.

Man up. Think about this stuff today then create a plan of attack to start training and practicing to become a winner.

End your life with pride, love, happiness, and value, not with regret.

## Lesson #13 – Find Your Potential

*You need to become better. What does that look like?*

I was sitting on my porch last night with a pal of mine, cigars in one hand, scotch in the other with Willie Nelson's voice filling the cold Calgary air, when I blurted out, "I need to become better."

We all know that we need to become better; better at our jobs, as parents, and men, but that's not actually what I meant.

Well, it is, but there's more to it.

Who I *am*, my persona, the Self, the being I am, how I carry myself in public and in private and the expectations I have for my character was more along the lines of what I meant.

I need to care less about the opinions of others.

But what does that look like?

Well, I need to stop letting how I think others will perceive an action, an article, a video, whatever, influence my decision.

I need to be much more focused. I need to be more caring, kind, and generous.

So, today, with a slight hangover, I poured some coffee and pulled out a pad to write on to figure this whole thing out.

Who is the man I can potentially become?

What does he do differently than what I'm doing right now?

### **Potential me...**

Focuses only on a single thing at a time.

He's more thoughtful on where he gives his time.

He doesn't watch TV.

He reads more.

He's engaged in acquiring skills, improving in more than one way.

He sees opportunity where others see none.

He's efficient.

Doesn't gossip.

Talks only of ideas, memories, ambitions.

His confidence is evident because it's real and won.

Takes pride in every aspect of his life, both in presentation and performance.

He's hungry.

He's obsessed.

As I went down the list I realized that I've been this guy, but only in moments.

When I'm obsessed about something, neither sleep nor a lack of energy nor a long to do list can prevent me from accomplishing what I'm after.

*When I'm obsessed.*

When I'm not. I rely on habits, but many of my habits hurt me more than they help me.

When I'm focused I win. When I'm not – which is more often – I lose.

The man that my dreams and goals depend on has been lived before. I have spent hours and days walking in his shoes. But that's not enough.

I need to get better, and dammit, I will become better.

Identify what your potential is, what he looks like, and what he's doing differently than you currently are. And don't stop until you ARE him every day.

## Lesson #13 – Don't Waste Time

*We spend more time wasting time than on the things that will leave us proud, not regretful.*

To simply be able to focus on something worth focusing on would mean a version of you so far beyond who you currently are that you'd be unrecognizable.

You'd get more work done. You'd get better work done. You'd have more time to have more fun, to travel, to explore, to adventure, to go beyond what you know to be true and good to what may be great.

When you think about life as time. When you think about the goals you want to achieve, think of the people you want to be able to see them realized.

I immediately think of my parents.

How fucking horrible would it be for me to not achieve my goals, to build the family and the meaningful life I want to build, before they die?

Think about that in your own life.

The excuses are weak. I have no excuses, come to think about it.

Even marriage or work and family, they're dependent on me, not on outside forces. I have the power to create what I want to create and the only reason for my not to achieve it would be laziness or fear.

Imagine achieving this stuff the year after your folks die, or your wife passes or your kids grow up too old to really care about what you've done.

Think about those people you want to benefit from the man you're becoming and the things he's going to accomplish instead of yourself.

Let their love and how much they mean to you for you to focus on what you should be focusing on and avoid the traps in your day that hold you back from what you can potentially become and the life you can potentially create.

## Lesson #14 – Do It for Them, Not for You

*Don't aim to reach your goals in your lifetime. Aim to reach them so that those important to you are around to see them fulfilled.*

Imagine achieving your goals the year after your folks die.

Imagine, whoever in this world means the most to you passing away before they can see your family or your business or the man you've become because you spent too much time engaged in things that held you back rather than the things that eventually helped you create this life for yourself.

Imagine that for a second...

Your goals, who you're aiming to become, and what you're trying to accomplish are dependent on correct action, hard work, focus, and persistence.

**The more time you spend on the right things, the faster you will create what you want to create.**

That's very simple. And it's very true.

However, we (I) spend FAR more time on things that take us further away from what we're trying to do, who we're trying to become, and the legacy we're trying to create.

We all know this. Yet day after day we spend time surfing the internet, chatting with friends, and watching TV.

We give our time to things that push that "place in the sun", that moment of accomplishment, back and back and back.

We push it beyond the lives of those we love, and often beyond our own life, never realizing our potential, nor the goals we've set, or dreams we've laid out for our future and that of our family.

Be in that truth.

I need to get personal here. It has to hit you.

I have to get in that reality that by wasting time on things that don't matter, even minutes and seconds, I'm pushing the family I want, the business I want, the impact I want to create, far beyond the lives my parents will live and likely beyond that of my own.

Imagine your wedding day, or maybe the birth of your first child, or the purchase of that dream ranch. Imagine the happiness, the pride, and the joy of that moment. Then imagine not being able to share it with the most important people in your life, the ones you love most.

Now, get to work.

Get off your fucking ass and work!



## Lesson #15 – Be of Value

*You are your brother's keeper.*

Your life isn't about a pursuit of happiness. It isn't about fame or finding yourself.

Your life, the reason why you're here isn't to climb any kind of ladder, but instead to matter.

You're here to be of value.

The more value you provide, the better of a man you are.

Value is your purpose. There's no need to go out into the world and find what you're looking for. Your neighbor is who you should look to. Your brother is who you should help. Your folks and friends and peers are those who you should benefit.

We've turned into a society that ignores that community. In fact, we rarely see them.

I spent the last week visiting my folks. Incredibly, every neighbor on their block helps one another. They speak to one another. If one of them hurts, the others help.

That's how it was a long time ago before the government took that role from the individual. Before the government felt that it was its duty to help everyone, WE helped everyone.

A farmer broke a leg, his neighbors picked his crops.

A woman's husband died, her church raised money, brought food, aided her in her time of need.

A country went bankrupt, everyone chipped in.

And then the government declared a war on poverty and poverty increased. They stepped in and our neighbors simply became humans we said hello to, nothing more.

Social media has taken this individualistic approach to life, to finding happiness, to another level.

Kids now want fame.

That's their goal in life; FAME.

It is so because where fame was once a reward for a job well done, it's now bestowed simply for being famous.

It isn't earned.

There's no skill acquired nor mastered in the Kardashians. Yet they're rich because they're famous.

And so, our self-worth is determined by likes on an image. They're measurable statistics that follow us everywhere if we choose to participate.

So don't.

Don't get caught in the "look at me I'm special" crowd.

Don't think the world revolves around you, nor your pursuit of something we now have far less of, happiness.

We have less happiness because happiness isn't something to find nor chase. It's a choice, and one that's created by being a man of value, not a man of fame or even importance.

So man up! Be a man of value instead of trying to find value in popularity.

## Lesson #16 – Have Brass Balls

*People who set higher goals simply have bigger balls...*

There's a frivolous group of cheerleaders in the self-improvement, even business and wellness space who talk about "setting big goals" and "chasing your dreams".

They say nice words but their lives lack the struggle that massive goals require.

To set goals worthy of your potential you must aspire for things you do not know you can accomplish.

Everest has to be your aim, or K2, not the mountain you can drive to and climb within the day.

It's people who preach "setting your sights higher" that often also preach optimism. *Think* happy thoughts and you'll be alright.

The problem with the wrong kind of optimism is that when it's met with *real* tribulation, it breaks. When you *expect* something good to simply happen even though the road ahead may even take your life, when that good doesn't come in the time you expect it to, you quit, cheat, and give up.

**Real audacious goals require both the balls to take that first step and the toughness to endure the millionth.**

This isn't a wishy washy, head-in-the-clouds endeavour. It's what Theodore Roosevelt calls, "the arena". But in the arena you are not smiling everyday. You are not a blind optimist, but a realist, and a worker. You *know* that if the work is done the reward will be received, but you also know not to put a time limit on your effort.

Many of these books or sites or videos give you a nice feeling. They make you feel like anything is possible, but they don't focus on the ridiculously hard road ahead if you're courageous enough to aim for your Everest.

Every day you'll barely make it to bed. You'll lay your head down exhausted, wanting to end it all, to quit, to take the path of the mediocre masses who've accepted the "norm" as their existence but in doing so have made *life*, the act of actually living, an impossibility.

But you won't be able to. Something inside you knows that it's in pain that you get stronger; it's in discipline that you gain freedom.

It's freedom that we humans crave. It's victory that we desire. It's mediocrity that we've been TRAINED TO ACCEPT.

Most of you will read this and go on living – heck, I've done the same for the vast majority of my life.

My goals aren't as audacious as they should be or could be and my effort still needs to improve.

But the path to a life well lived starts NOW, or it will never exist.

Spend a day searching your soul. Deep down you know what you want to accomplish, and you know that it requires daily effort and daily discipline and persisting through pain that will either make you or break you, thankfully that outcome is your choice.

Determine what that pursuit is and stop at nothing to get it.

## Lesson #17 – Take the First Step

*Audacious goals require both the balls to take that first step and the toughness to endure the millionth.*

Most will never even take that first step; fewer even will ever take the last.

You have to be different.

You have to have the guts to do what – possibly – no one you know or have ever known has ever done.

While everyone you know accepts their life as they feel it's laid out for them, you have to break through what you've been conditioned to do and ask for more from life but also be willing to TAKE IT.

Fuck mediocrity.

Kill it.

Loathe it.

It isn't what you're here for and the choice is your as to whether it's what you get or what you leave behind.

Aim beyond what you know you can accomplish and wade into the uncertainty of what you think you *cannot* accomplish.

It's in the unknown that you will be pushed, even beaten, hurt, maimed and broken. But it's also where you will rise, if you so choose, to the existence that has always been possible.

Pain was once something we experience daily. Our lives were once but 40 years. We've grown weak, soft, and complacent because we feel we have all the time in the world but we ignore the clock that never ceases to tick. We're blind to the coming and going of the days, months, and years, until one day we wake up and we live our last day with a gut filled with regret and rather than a death welcomed with open arms and an open heart we enter the afterlife never having truly lived a day in our decades on this earth.

That *has to* scare the living shit out of you. But for most, it won't. It won't scare you enough into taking action.

We're too afraid to lose what we've got but what we have isn't even worth dying for, let alone living for.

Within each of us we have an understanding, a calling. It's called ambition and it's our souls telling us what to pursue in life.

As we age, and as we accept how our lives must be, we lose that voice, that calling, and we settle into something more akin to existing than living, and then we die.

Please, by God, take that first step, and I'm confident you'll persist long after the millionth.

## Lesson #18 – It's You VS You

*Win.*

Life is competition, primarily against yourself.

Other people don't fit into this competition. To even attempt to win their approval is to lose.

It's when we focus on the competition within our own minds, within our days, that we begin to define the enemy within and set ourselves up to win at everything, life included, if we have the self-discipline to do so.

What our society has lost, and is purposely losing in an effort to make everyone 'the same' under the guise of equality, is the competition that has created a free society where people can move up or down in the various classes based on merit.

Although our culture turns its back on competition, you can't.

If you ignore the fact that life, even the act of waking up, is competition, you miss out on your potential.

You know you have two voices running through your head, determining how you'll act and how you'll respond to events.

One voice wants you to be weak. It wants you to remain safe, small, and insignificant.

The other voice wants you to take the hard road in life, the road that will lead to victory.

That first voice deems victory as safety, ease, mediocrity. You know that isn't victory, yet every time you choose to listen to it rather than listening to the voice that asks you to do what you must to do win in life, you feed it.

You feed whichever voice you listen to, and you feed them by which voice you choose to follow.

The weak voice will beg you to watch TV while the strong voice will require you to work.

The weak voice tells you to rest. The strong voice tells you to persist.

The weak voice tells you to quit. The strong voice asks even more of you. Fuck quitting, it commands, aim higher than even that thing you want to quit.

Which voice are you listening to?

Be real with yourself.

If you're content with mediocrity and safety, with living as everyone else lives, buying stupid shit to impress stupid people, then by all means, be that little bitch that quits, complains, and never tries anything that scares him.

If, however, you want more from life. If you want to push yourself farther, into deeper and darker places, to find out what this life is all about as well as what you're made of, be aware of the choices running through your head.

Always choose to do the tough thing even if it's the last thing you want to do.

Your life is at stake in these moments of decision, never downplay their significance.

## Lesson #19 – You’re Training for Something

*You’re training for something right now. For what, you don’t yet know. But come that time if you’re not prepared, you’re fucked.*

I write that life is a constant climb that never really ends. Which is true in the sense that our quest for more, to be better, to become something we are currently not, cannot end.

But as life’s trajectory goes, there is a peak, a crescendo, a moment in time where our training will come to use, where all of the work we’ve done throughout our lives will be put to service of something greater.

This is our pinnacle. And the training we do in this moment and on this day will determine if we’re ready for what is to come or if we’re unprepared.

The pinnacle may be something literal and physical, like a great adventure or a climb or a fight. It may be an opportunity we’re presented with and our degree of success is determined not by innate talent but by daily and persistent practice.

Today, while we practice, we cannot know what this moment is but it will be *our* defining moment as men, be it in a good way, a moment that propels us to something greater or makes our time on this planet worth it, and not just for ourselves. Or, we can reach this pinnacle and because we’ve compromised our values, because we’ve taken days off, cheated, quit early and failed to push as hard as we could, so we miss out on why we were put here.

We avoid greatness in lieu of comfort.

We turn our backs on adventure in favor of sleep.

Don’t be that guy.

They’re everywhere.

They’re a shell of what they could have been because they compromised what they pursued and what they gave.

Aim higher. Work harder. Fight until you can fight no more.



## Lesson #20 – Do What's Right

*Being a man of character dictates that you do what's right, not what's easy or what's popular or what will bring you money, fame, or security.*

What's lost in our culture is character. Few have it and fewer than that have it in the offices of those who run our nations.

Character means you're going to do what's right even if it goes against what's popular. You'll do what's right even if it doesn't bring you the money you want or the fame you crave or the "stuff" that you think will make you happy.

Be stoic in your decisions, unflinching in their direction, always pointing them in the direction of what's right and what's good even if that righteousness won't be felt in the short term.

We too often opt for the easy route today. We see the ends, what we want in the future, the money, the popularity, the *stuff*, and we do whatever it takes to get that stuff, compromising our character all along the way until we wake up and we have no stance, we honor nothing, we are weak beyond repair and our value is worthless to those who once depended on us.

In today's society this WILL mean going against the grain because the masses have no stance. They don't want to discuss what's black or white but always side in the grey area unless you're speaking the truth, then they'll attack you with a venom and false righteousness that wreaks of the weakness that is political correctness.

Be one of the few who stands along but on the side of justice and truth with your actions and your words no matter what mob of idiots you face.

## Lesson #21 – Have Standards

*Don't simply accept the status quo if it doesn't fit your standards.*

You're surrounded by losers. You're supposed to share the victim mentality that they live with. You're supposed to complain and give half-assed effort. But that isn't you, so you don't.

You work. You get up early. You set audacious goals and get into hairy situations. Mediocrity isn't in your definition of a life well lived, so you break free from it.

You're a teen growing up in a society where you're supposed to go to college, acquire debt, learning skills that will not get you employed after the four years of school have been complete. But this doesn't fit your standards.

You want more. You want to shift what's expected from you and from life and you break off and pursue YOUR course, forget what's expected of you.

Life is one big status quo.

We're essentially shown what we're supposed to do and what we're supposed to pursue and who we're supposed to aspire to be from a young age.

We're told that we need to own 'stuff', and the more of it we acquire, the more successful we'll be.

We're told that we're supposed to find a comfortable job that never really pushes us to become anything we can't become on autopilot.

We're told that risk is wrong and that life should be contained within the safe spaces that the majority live out their mediocre lives.

But what if these expectations, what if this status quo doesn't fit your idea of a life well lived?

What if it doesn't fit your standards?

Do you have the guts to go forward on your own path, to embark on your own journey that goes against the grain?

Will you have the courage to face your fears, to chase the unknown, to live a life devoid of the safety and the ease that so many aspire to make their norm?

That's the decision you're going to have to make if you want to live a flourishing life.

If you think there's more than what the masses aspire for, you're going to have to determine what this 'more' is, and have the balls to chase it.

Good luck.

## Lesson #22 – Let Fear Be Your Guide

*Figure out your greatest fears in life and you'll have the path you should follow.*

We let fear deter us, but it should act as a magnet, guiding us to a life well lived, a flourishing life.

Fear is one of the best barometers for whether or not we should do something. The things we fear most in life, failing at this or that, death, bodily harm, even loneliness, should be things we head into and deal with head on.

We cannot be among those who run from the darkness, as men, we have to run *to it*.

There are a few things that I've been nervous about in my life that I had to hunt down and do.

### 1. Boxing.

Getting in a ring for the first time with someone who's better than you is a nerve-racking proposition. But oh is it glorious. Getting your nose bloodied, your eye blackened, does wonders for your ability to endure in life.

Conquering those nerves, especially the ones before my first fight, have done wonders for what I'll attempt to accomplish in life. Paying attention to the initial fear before and then the exhilaration and focus during and the pride after, I'm incredibly thankful that I didn't cower or avoid something that made me uneasy.

### 2. Starting a business.

I left a job I was comfortable at to create a job that made me very uncomfortable, especially financially, as failure was essentially my roommate for the first 3 years of starting said business.

This fear of failure still keeps pushing me to do more, create more, and learn more. Fear of failure can help you do great things in comparison to what you would do if you avoided that fear altogether.

### 3. Travel.

Going to a place I knew very little about where they spoke languages I knew not was an empowering event. I hate that word empowering. It sounds like something a full of hot air self-help guru would say, but that's what it was.

Going into the unknown is always the best way to forge a stronger, more courageous persona.

Had I stayed in a land I was comfortable in I'd still be a shell of the man I am now, which is a shell of the man I'm aiming to become.

### LET FEAR BE YOUR GUIDE

Let it tell you where to go not what to avoid.

We should be doing things we're afraid of – REALLY afraid of – every day if we want to reach anything near our potential or become anything close to what we can become.

So let it guide you to a flourishing life filled with adventure and daring and greatness.

## Lesson #23 – Be Courageous

*Courage is contagious. Be the guy others gain strength from.*

I'm reading a book called, *Thoughts of a Philosophical Fighter Pilot*. Without going too much into the book it's essentially a collection of speeches given by a great man, a former prisoner of war in Vietnam.

One such speech is given at the retirement ceremony of a Navy SEAL, one of the early members of SEAL Team Six. In his description of the guy, Stockdale, the author, labels him 'one of a kind'.

That simple description got me thinking.

What makes a man a 'one of a kind', or a true original?

His description of the Navy SEAL sheds some light on that.

Fear never deterred how he acted, nor his idea of what others thought. He danced and partied and was quick to make others feel better. He saved lives and put himself in danger, often, if it meant he had a *chance* to get someone else out of it.

His courage was contagious, as was his mood.

He led without trying to overtly lead. He just did. He was the first to do things.

The thing about this description is that each of us have the capacity to do this, few, however, will. We stay small because to stand out would mean more scrutiny, more eyes on us. We stay safe because to actually *try something* would mean that we'd have to put ourselves out there where the possibility of failure is not only more immediate, but on a far more grand scale.

While being thoughtful and mindful and calculative is important, it's also important to react rather than to weigh all of your options out on the table almost trying to give yourself an excuse NOT to act.

A great life can be made in a moment. A single decision can shape who you are and how you're remembered. But that single decision stands on the shoulders of the man and the training you did before the crescendo was reached.

You're not meant to live a small life, one out of danger and out of the spotlight. The spotlight isn't the goal, but the action is. What's the point of breathing if you're not going to push your limits in this life?

What's the point of your heart beating if you're not going to test its limits?

What's the point of ANYTHING if you're not going to try to act on your deepest, darkest fears and ambitions, those things bring life to your soul?

With everything said thus far, the switch can occur within a day. You can go from being a scared little bitch to a lion with nothing but a change of perspective and a conscious effort to be more than what you're being right now.

Please, make that decision and make that effort or you'll end your life looking back on those years you wasted with a heavy heart and the burden of regret. I promise I'll do the same.

## Lesson #24 – Do It Anyway

*Tired? No one cares.*

I'm writing this and I'm tired. I don't feel like writing, actually. I'd rather go lie down on my couch or click a link that will lead me to an article that I don't need to read about a topic I have no business or no need to learn any more about.

It's these moments that make us.

They exist many times a day and the losers choose to reinforce the habit of following the link or lying on the couch or taking a break when it's not yet time to do so.

Winners, they choose to work. Fuck the feelings and emotions that make them want to avoid the life they're in pursuit of.

They are aware of these moments and they always choose work.

To choose avoidance and laziness is easy, it's human nature. To CHOOSE to work hard and to focus goes against everything that feels good, but it's a necessary choice if we're to feel GREAT.

I'm writing this and that thought pops into my head just before I click the wrong link or shut the computer down for a quick 20-minute nap.

No one cares if you're tired.

No one cares if you're run down or if the odds are stacked against you.

So you shouldn't care.

You shouldn't care about these aspects of your psyche that was to sabotage what you're chasing.

You shouldn't listen to those internal voices that want to keep you small and fearful and insignificant.

Fuck 'em.

Let them die out.

And every time you choose work over rest or focus over avoidance you strengthen the muscle required to make that choice innate.

In short, it becomes easier to be productive every time you CHOOSE to be productive.

But, and most people ignore this, who you are and the choices you make in life are on your shoulders.

Be aware of these moments that most people ignore as emotions and feelings that they're enslaved to. Be aware of the battle that exists and have the guts to fight it on your terms.

You CHOOSE to be a loser or a winner.

## Lesson #25 – Decide Who You Want to Become

*Age doesn't guarantee wisdom. In fact, it can compound the narcissism that should have remained in your youth.*

The wisest and toughest people I know are older.

They know what demands their attention and what doesn't.

They know that their reactions are their power, that the event really doesn't hold any sway over their lives if they don't choose to allow it to.

But some of the weakest, most narcissistic people – though more rare – are also in this age group because they've deluded themselves into thinking that life is about what others think about them and success is in comparison to what others have.

Be aware of this, whatever your age.

You can either get tougher with each passing day, or weaker. You can become more ambitious, more daring, your dreams and goals more audacious, or you can become more fearful and more complacent, you can get caught in the monotony trap that are the safe zones we willingly confine ourselves to by having small goals and thinking small thoughts and being little bitches, unwilling to venture beyond what we know we can do.

### HABITUALLY PUSSIFIED

You are your habits and your habits go so far as to also be your reactions. How you react to events, to things that happen throughout your day, even to opportunities, becomes habitual.

Are you being habitually courageous or are you being a little bitch?

Think about that. I love that phrase 'little bitch' because it calls out very harshly our reality. And often times the answer is mixed. By not calling out our weaknesses we rationalize it, habitualizing it, making it who we are and with time passing so quickly year after year it isn't long before we regret more than we appreciate.

### DETERMINING YOUR DESTINY

We can decide to be whatever we want to be simply by controlling our choices and choosing to act as a warrior rather than a worrier or a cower. Few take this ability and run with it. Most choose to play the role of the victim because it's far easier to excuse yourself from battle than it is to enter the arena of life.

I know this is just an article, just a brief collection of thoughts, but it can be a massive catalyst in your life.

Regardless of who you are, you're choosing victimhood in aspects of your life; I know I am.

You're choose to aim small rather than aiming big because you know the risk involved in putting all of your eggs in one basket and aiming all of your energy and focus toward a single, massively audacious goal.

You fail, you're toast.

But that's not how life works. You *will fail*. This is where you'll learn. This is where you'll persist or shift and take one more step while every other rat in the race quits.

Now, dig deep.

Breath deep, think deep.

Who do you want to be and what do you want to be great at?

This isn't a weightless question posed by some nancy on a stage spitting out motivational tidbits. It's an important question and one that too few ask.

Define yourself. Then have the courage to take whatever step is necessary to see that being in the mirror.

The alternative is simple. It's regret. It's dying with a heart full of 'what if's' and excuses.



## Lesson #26 – Don't Spend, Invest

*Your spending habits show your true priorities.*

Are you more concerned about how you look or your work? Are you trying to build a business or a persona?

Are you spending money on things or experiences?

Are you investing or spending?

We live in a consumer society. It's also a myth. It's a myth that tells us that stuff is valuable. It tells us that if we buy stuff, that *we somehow become valuable*.

It keeps us sedated, focused on the wrong things, things that don't matter, that are even destructive, and it's a mindset that prevents us from *living* an awakened life. We compare ourselves and what we have to our neighbors. We use spending as a momentary antidepressant. We work hard, giving *our time* to something that we get paid to do only to spend that hard-earned money on something that gives us *nothing*.

No matter what the thing is, save for maybe a gun or something you'll use for fun or to find food or to get out there, the post purchase reality is always one of disappointment or at the very least a calming of the enthusiasm that existed pre-purchase.

So, what are you spending your money on?

### BUSINESS

Are you spending money on acquiring knowledge, on learning, on working, investing money into your project or your career?

Investing in a business, your business, is money well spent even if it's lost. Even if you fail, you learn, you gain something from the time and the money that went into the failure.

### EXPERIENCES

You cannot waste a penny on an experience like travel even if the trip's a complete disaster for the very same reasons that you can't waste money on building a business or improving yourself. Regardless of the outcome, you win because you learn, grow, and improve.

### STUFF

Here's the kicker, this is where most people spend the most money.

**We buy things we don't need to feed a desire that isn't real.**

We want the *idea* of the thing we're after, but that thing won't make us the confident, proud, awesome fella that we think the *thing* will help us become.

It never works like this, and yet so many of us continue to buy the shit that weighs us down, the stuff we'll toss or sell to someone else in a garage sale when we're trying to de-clutter years from now.

Task: On a piece of paper, write down your last 15 purchases, if you can remember them, excluding the necessities.

Not to plug my stuff, but spending money on a program, a book, or a course, *is money well* spent. Money spent on clothes or accessories or vehicles or trinkets is money that's not only lost, but given to your destruction.

Know what you're spending money on, then set out to spend it on things that will *give you life*, not take it away.

## Lesson #27 – Be Wise with Your Time

*You are what you spend your time doing.*

Time is life. We either use it or we waste it. We either use it to improve, grow, and experience, or we use it to waste, hate, and lose.

Losers spend their time complaining.

They whine and wish things were different. They hate those that have what they want and have done what they want to do. They loathe the hustle, they make excuses for their failures and them being utter little bitches. They spend their entire lives in avoidance of what the people they hate are doing, and they hate them because they're doing what they'd ideally like to do if they had the balls to do it.

Winners (this is you) use their time, *all of their time*. They use it to become better, tougher, smarter, and wiser. They use their time to live. They talk about ideas not others. They think about goals, dreams, the work that must be done, not about what someone else is doing.

Winners like liberty; losers like to control what other people are doing.

Winners know that envy, that complaining and whining and wishing are all fruitless and destructive uses of time. So they don't do them.

What's so bloody powerful about being a winner or a loser, a liver or a wisher, is that it's completely under your control.

Living is a choice. It's taking risks, working hard, and taking some more risks while working hard.

Being a loser is easy. It's what the masses do. It's existing in avoidance of life. It's easy to do because you never have to put yourself out there. You never have to risk anything or see what you're made of.

You're allowed to be afraid and stay afraid, avoiding the source of said fear of your entire life if you're a loser.

Either way, whether you choose to win or lose, you CHOOSE. Have the balls to choose wisely.

## Lesson #28 – Actions > Words

*You prove why you were born every day and every minute by the things you do and by the things you don't do.*

There are a lot of babies that don't make it out of the womb. They are others who die in infancy.

There are children and teens who die early deaths and here I sit thinking about what it is I should be doing.

Every minute I give a reason for my life. I determine whether it's a good reason or a bad one, whether I'm worthy of the gift of life or whether it was wasted on me.

The harsh reality is that most of our lives are wasted. Many spend more time in avoidance than in actual action. Many others set to be mediocre not understanding the travesty of such a pursuit, the waste of such an attempt when the choice to pursue something greater is also on the table.

Few live with the tenacity of someone who understands that, not only are their days numbered, but *millions* didn't even get the chance at the thing they now waste in laziness and mediocrity.

We prove we're worth the chance by *living*.

Living, however, isn't found in seeking safety nor falling in line. Living is using fear as a compass, something to guide you *to*, not from.

Living isn't found in ease but in challenges, and in constantly finding greater challenges.

It exists in daring greatly, getting into the arena of life and getting your ass kicked while you're in there, but getting up time and time again.

Life isn't found in self-pity, in envy, in the narcissism and cynicism that pervades so much of our society.

Are you worth the gift?

To be honest, in the past few days I haven't been. Life's been a struggle. Work has seemed like I'm pushing a boulder uphill and by day's end it seems like I've only moved a few feet. It's been a chore not a challenge.

The choice is to slow or speed up, to pause or jolt the system into getting back on track, because to waste a day is a horrible thing, let alone a couple, or even a week or year or decade living life as someone other than the best man you can possibly become, and in NO scenario is that man *not* an action-taker, a risk-taker, a fear-facer, and an ass-kicker.

So, again, are you worth the gift that so few ever get a chance to experience?

Are you waking up trying to prove *why* or *how* you are or are you living a life of fear, in avoidance of the path that, deep down, you know you have to take you're just being a scared little bitch avoiding the first few steps down a path that will push you like you've never been pushed and test you like you've never been tested, and the fear that you'll fail or that you're not worthy of what you want in life is keeping you from taking those first few steps.

## Goals.

The difference between those who prove their worthiness and those who never break out of the mediocre existence they've slid into is what both groups – the former being a rarity – *expect* from themselves, and in return, from life.

Think about your expectations because you've likely grown to expect things you really don't want to expect, and what you expect, you get.

I'm in this boat for sure, but I'm working on changing this.

You *have to* expect more from yourself and you have to change your wants to expectations and then align your actions with those expectations if you're going to not only prove you're worthy of this gift of life, but squeeze every ounce of life from the days you're here.

Every year we're shown how fast time flies. I've been asked how long I've had this business for and my go to answer is always 4 years, but the first article I wrote was in October of 2009, that's 7 damn years!

Am I further along than when I started? Yup. Am I where I expect to be? Probably. Am I where I want to be or am I who I want to be? Fuck no.

Change desires to expectations and match your daily actions with said expectations.

Expect to have more energy. Expect more work at a higher quality. Expect to be paid what you're worth and *show* what you're worth by producing better and better work on a daily basis.

Define very clearly who you expect to be both mentally, spiritually, and where your character and integrity are concerned.

Define very clearly *what* you expect to do in this life. This is both what you give this worth in your work and what you get from this life in your adventures and pursuits.

Get at it.

First see what it is, then do what it requires.

## Lesson #29 – Don't Be A Little Bitch

*Be strong and courageous for the Lord is with you wherever you go.*

Faith makes fear illogical, but fear makes little sense no matter what you believe.

Fear is usually fear of the unknown. The solution: know, then decide if you're still scared.

Fear also impedes life.

We don't set out after what we should because we're afraid, be it of failure, of danger, of death, harm, or we fear that we aren't worthy of the lofty aims we keep to ourselves.

*Fear versus Audacity*

Ambition is your soul telling you what *living is*. It's different for all of us, but to ignore those ambitions if they're true to what *we want and not what our culture tells us to want*, is to turn your back on the experience of life.

Life cannot be lived in monotony, in safety, in intention. It requires action. It requires fear as a compass and not a deterrent.

Without fear we'd have no clue what we want. There would be no resistance, no internal barrier. Audacity and ambition would be had by everyone, fortunately it's not. And like all things it's something we have to earn in the face of things that scare the crap out of us.

Yet, as it's written, *be strong and courageous*, don't be timid and weak and afraid. If you believe in God it simply makes no sense, and if you don't believe in God, again, it makes no sense. To allow fear to run your life is to remove yourself from the experience *of life*.

It takes guts and practice to take courage. Every time fear pops into your brain, when your heart starts pounding and that weak aspect of your psyche starts giving reasons and excuses to avoid the actions you *know deep down you have to take*, you know this is an opportunity for growth, it's an opportunity to become stronger, tougher, and better.

It's an opportunity to live.

So do as the verse says and strong and courageous. Do not be a little bitch.

## Lesson #30 – Own Everything

*If you want to find the reason for your lack of success, the mirror is a great start.*

It sucks, but every time I find myself in trouble, when business waivers or I'm not doing as good as I'd like to or if I simply read back to my goals and realize I'm just not where I aimed to be...

... I realize I'm responsible.

It'd be nice to be able to blame someone else, I'm sure. It'd mean the solution also isn't looking back in the mirror, and the solution usually being more discipline, harder work, persisting for longer periods, and spending and investing more wisely.

But that's not life, and the winner wants that responsibility on him, not on someone else.

I can control what I do, who I am, and what I give, to want to pass the buck to someone else is weak, it's cowardly, and even if it's in some way true, it's useless.

### Own Everything

No matter the situation, own everything.

Take ownership over every aspect of your life not merely to control every aspect, but to be able to create what you want from a given situation. Own your spending habits. Own your effort. Own the audacity of your goals. Own mistakes others make understanding that you just weren't clear enough in your instructions.

Whatever your role may be, be it as father, husband, son, entrepreneur, writer, worker, employee, boss, own everything.

As society goes in the exact opposite direction, as we blame everyone else for our problems, for our starting point in life and our current situation, be a man and take responsibility instead of passing the buck like every coward does today, as they march and protest while good people work.

Don't be a loser looking to *place blame*, be a winner always trying to find a way to *take some blame* because that means power.

Placing blame places someone else in the power position. It's not only cowardly, it's stupid.

## Lesson #31 – Make Strong Choices

*In every situation there are two choices; one is strong, the other weak.*

Life is simpler than we allow it to be because to make it complicated is to give us an excuse for not solving the problem, and the problems are many, but typically black and white.

Clarity is relatively easy if we're aware of both ourselves, how we think and our worldview, but also of the idea that there are usually two ways to treat things.

This isn't *not* seeing things with an open mind because you're focused on two possible outcomes, but seeing a good and a bad.

There is ALWAYS a good and a bad.

There's always an opportunity just like there's always a weak path to take.

You can be life's bitch, or have it be yours.

You can constantly feel the stress or the pressure of life, or you can CHOOSE to see the opportunity, the avenues for appreciation, the glimmer of hope.

Most don't see the choice nor do they make the strong one. Instead, they let their emotions and their brains guide them down the self-pity rabbit-hole that's one big self-fulfilling prophecy in that they feel down or they *think* they're hard done by or that the event is anger-worthy, and they do as they think.

The strong choice is always positive, it always sees that challenge, the thing we can fight against, not the curse. The key is trying your best to find this challenge instead of allowing your brain to bring you down.

You can't afford to be down. You can't afford to be lazy. You can't afford to pity yourself or to blame others. You need every waking moment because to not use every waking moment is to waste, and you don't waste.

All you can do is be aware.

Write a reminder on your arm, carry around a not, change the backdrop on your phone, get a tattoo, whatever, just find something that reminds you of the choices you have.

When something doesn't perform well you can see the challenge in finding out what went wrong, or you can sulk – which will yield a more positive investment?

When a plan, a trip, a day doesn't go as you thought it would you have to understand that these are merely your preferences that weren't met. Your preferences are malleable, they can bend, you can adjust them to fit your reality, and if you don't want to adjust them, CHANGE YOUR REALITY.



## Lesson #32 – Appreciate the Harshness of Life

*Travel not to relax in ease but to understand the harsh brutality that exists in far more places than the cushy safety of many western cultures.*

Life is brutal. When you get a semblance of this understanding, you understand the value of a dollar, you understand the necessity of life and death and what it takes to survive.

Take veganism.

It's a new development among our species because we *can*. We can depend on supplements to aid our diet. We don't *have to* hunt to kill our food.

It's a nice idea, but not if you don't have access to the supplements that fulfill what a vegan diet can't give on its own. In most parts of the planet you have to kill your food to gain nutrients like protein, dietary fats, and B vitamins that are found in meat.

Take work.

In most parts of the world, welfare isn't a thing. People need to work to survive. There is no safety net. Yet, some people here in the west are actually comfortable with taking money they haven't earned for their entire lives. Others complain about their jobs. They end each day thankful that the work day is over never realizing that people all over the world would KILL to be paid to work.

Take rest.

Many, many people on this planet don't have the luxury of 'relaxing'. Ease doesn't enter their life. They work only to come home to work at being a parent or preparing food. Vacations don't happen in their lives. Whatever they're going through they have to deal with, they can't avoid anything.

Travel is wonderful, not simply to 'get away', but to see what life's actually like for far more people than those of us who are able to travel.

Appreciate what you have. Appreciate the harshness of life. You'll find it's brutality among humans and in nature among animals. It really is a dog eat dog world a lot of the time. Be tough enough to win. Travel to see and learn what that toughness actually looks like.

## Lesson #33 – Persist

*Accomplishment, love, real relationships, meaning, and purpose all have a single thing in common; they take time to develop. They cannot be fulfilled or felt instantly.*

We're set up to expect things instantly.

Want to watch a movie? Hop on Netflix and get one. There's no such thing as 'movie times' or having to drive to the video store anymore.

Want affirmation that you're liked? Send someone a text and wait for them to respond. Or better yet, send a bunch of people texts and have them all respond.

Want a date? Hop on an app and get one. No need to go through the excruciating embarrassment of asking a lady out that may say 'no', an act that's been a rite of passage for millennia.

Hungry? No need to go out in nature and kill it yourself. Simply pull up to a drive through window and order the flavour of the day.

There's very little in our lives that we can't get instantly, except, of course, the things that really matter.

Want real, deep, meaningful love? Relationships take a lot of time and effort. Building a family is a *tough* thing to do. You can't create real relationships without putting a good deal of time and effort into building them.

Want purpose and meaning? You can't quit every job you have within 2 years because you don't feel you're 'making an impact'. Impacts take decades! Your earning years are supposed to come in your 40's and 50's. Your learning years are all of the years before those.

If, however, you expect to earn big in your 40's and 50's, you'd better choose your job wisely and then stick to it. Jumping from job to job in search of 'meaning' isn't how it works. Meaning is something you create by giving value to others and by getting really, really good at what you do.

The craft is almost irrelevant, whatever it is, whatever career finds you, become exceptional at it.

This stuff is easy to write down. It's even easier to nod in agreement to what's written. To actually comprehend and carry out the persistence and grit that the real, deep, meaningful things in life demand takes guts and grit.

When most people quit, you have to persist.

When most people are buying things they don't need simply to fit in or to impress people they have no business trying to impress, you have to save and invest.

When most people are bragging on social media about how great their life is, you have to remain level-headed enough to understand that this is a complete lie, and then plod along in an attempt to try and figure it all out in your own way.

While your pals are swiping right or left you have to get uncomfortable and go up to a lady and start a conversation.

This stuff, meaning, purpose, and love, doesn't come easy, nor does it come immediate.

You *have to understand that*, or else you'll merely *exist* in avoidance of the things that really matter in life.

Take this moment, if you're this far along, to demand more of yourself, to commit to living a tougher, grittier way of life that takes reality into the equation.

Work hard. Work long hours. Get uncomfortable. And do it for *decades*. If you do you'll be one of the few in your generation that actually experiences this wonderful thing called life that so many seem to be avoiding.

## Lesson #34 – Own Your Emotions

*Know what you control and know what controls you. When you take ownership of every area of your life you take command of your ship and your destination in life.*

Do you have control over your spending habits?

What about sex and porn and women?

Are you able to make the right decision when it comes to work and family or are you addicted to either?

There are so many facets of life that we tend to let some slide.

Spending is one that I'm gaining more control over.

What I've noticed is that it's not always Me who's in control of what I buy. Sometimes it's advertising, usually of the native kind where guys I look up to will use a certain piece of gear or so forth.

Sometimes it's society telling me I need this to gain status-points. Other times it's an idea of who I THINK I want to be but don't really want to be that leads me to make a purchase.

Frugality is self-reliance.

When you're not frugal you can't help but buy things you don't really need. When you're not completely in control of your expenses you're spending based on emotion and not logic.

The act of buying something to make you feel better can be successful in the moment, but it *has to be* destructive over a lifetime as that habit is repeated and strengthened and 'feeling better' isn't something you work out in your own mind but depend on a purchase for the high that your happiness requires.

Spending can be a drug, but so can work.

I've been a workaholic for the majority of my working career. However, it was all about being busy, about feeling weird if I wasn't doing something, it wasn't necessarily about accomplishing anything.

Realizing I wasn't in control of my desire to work versus everything else, I set a strict schedule for myself. I used work blocks to focus on one thing at a time. I set aside certain days to work on certain tasks and only those tasks.

The results were more work accomplished at a higher quality in dramatically less time.

### OWN YOUR EMOTIONS

What it essentially comes down to is both owning your emotions and being completely aware of them.

Most people aren't completely aware of their emotions. They think that their desires are natural and should always be followed because they've been taught as such. But the fella who always follows his desires is a slave to his desires.

He won't win. He won't work enough nor do enough to feel worthy or of value.

When you *gain* control over your emotions and your desires you are able to walk your own path in life as your own man un-waivered by the influence of peers, bosses, the media, or advertising.

And a man who walks his own path as an original is a man that can't help but live a great life. The rarity of such a man is astonishing. In that fact alone, in being a true original, you'll have won a battle most people don't even know exists.

## Lesson #35 – Accomplishment > Possessions

*Being a winner isn't an issue of birthplace or birthright. Winning is where you end up and who you end up becoming. It's the man you become, not the stuff you own or acquire.*

The concept of winning in a materialistic society, a consumer society, is all about what you acquire.

That's not winning at life.

Forget about your neighbors, their envy, or what people are doing on social media, and think about what winning *really* is.

You need accomplishment. That is, you literally need to win. You need to give your time to something, get better at it every day, then in a decade or two of refining your skills, you need to win at that pursuit.

You need purpose. A lot of 'purpose' comes from work, why we're working, and who you're working for. Not our boss, but who we're trying to improve – our families, charities we give to, people we help out. Our work is often just a vehicle to give us purpose.

You need relationships with other humans, good ones, not relationships that are relegated to the phone or social media, but real, deep, emotional relationships.

These are few and far between today as people count their friends not on one hand like humans used to, but by how many 'friends' they have on Facebook.

You need health. Thus, you need pain. Pain gets you stronger and tougher. You can't be an alcoholic or a drug addict and win at life. That's a massive gap in what winning is, which brings me to the next point.

You can't be a victim in any sense of the word. You can't be a victim to society, to a system, to a way of thinking, a way of spending, a way of eating. You have to be self-reliant – not completely, as you'll always depend on others in some way for something, even if 'others' are books. But you cannot be a victim to win.

Possessions are *things* we buy that end up owning us.

We become victims of all we've bought because we love it, we need it for our feelings of self-worth and status. These feelings aren't real, they're not tangible nor are they logical. You can't become a better, more valuable human, nor can you be a winner, simply because you've bought more cool stuff.

That isn't what winning is *at life*. Sure, some people will think you're a winner, but you shouldn't care what people think. When they think you're a loser, ignore them. When they think you're a winner, ignore them.

The opinions of sheep hold no weight and they should garner no attention.

Think about what winning is in your own life. Think about the things you *really* want to accomplish and the life you truly want to lead, the one that will give you purpose, meaning, accomplishment, and happiness.

Then remove all of the things that take you away from that existence, that stand in its way. You'll have clarity. You'll have focus. And you'll have a direction to set your sails and a course to follow for the rest of your life.

## Lesson #36 – Be a Man of Action and Victorious Effort

*“We do not admire the man of timid peace. We admire the man who embodies victorious effort; the man who never wrongs his neighbor, who is prompt to help a friend, but who has those virile qualities necessary to win in the stern strife of actual life.” –Theodore Roosevelt*

To win in the stern strife of actual life.

Life is hard. Being an ambitious man makes it even more difficult. The higher you aim, the greater your trials will be but simply by setting out in a more audacious fashion you become the man worthy of the grand dream you’re chasing.

Be the guy not soft and timid, shying away from that call of the wild. Be the man marching to a different tune, not one of quiet mediocrity, but of ‘victorious effort’, and be a good man while you’re doing it.

This is who we respect. This is who we want to be around and who we want to emulate. This is the guy that inspires others while taking care of even more.

He doesn’t shy away from the harshness nor the brutality of life, nor does he complain that it is so. He doesn’t look at the lives of others with envy because of their ease. Comparisons don’t make their way into his head. He doesn’t get jealous nor envious nor does he resent those he helps because he’s always helping them.

He knows his role in life and he doesn’t bitch or wine about it. More than that, he goes about it in an aggressive manner. He hunts down life. He makes life his bitch rather than being a victim to its whims.

Be that guy.

Be tough as nails. Be dependable. Be a winner. Be active, aggressive, and assertive while also being good and kind and useful.

Don’t be the pansy. Don’t be the guy who relegates himself to live a small life because he’s so scared of failing or dying or danger.

I know what you want to be. I know what I want to be. But the desire has to be backed not just by dreams and goals but by the man that can make those dreams and goals real.



## Lesson #37 – Believe It Will be

*You have to know it can be, believe it will be, then work to make it so. If any step is missed the dream dies.*

Without knowing it we can be programmed to fail. That isn't to say we have no control over it. We do. They're our thoughts, our way of thinking and man has such profound control over his life because he can control the way he thinks.

We're programmed to be mediocre because that's what everyone around us and everyone we've ever met aspires for. When we do meet a hustler, a worker, a winner, we make excuses about why we can't do what they've done.

Maybe we think about the blessings they have in their lives or the 'talents' they've created that we don't possess. Whatever we come up with we use as an excuse not to do what they've done or live to the standard they've created, instead settling into the mediocre existence of the majority.

No matter what you want in life, there are 3 things you need:

1. An understanding that it is a possibility.
2. A belief that you can make it a reality.
3. The work ethic to make it a reality.

If you don't have that initial belief, no amount of work will make you win.

We get so focused on the work, but we never stop to think about whether or not we actually have faith in what we're doing, or in our ability to win.

We keep our head down and hustle, but underlying that hustle is a limited belief in our abilities or in the actual reality that what we're aspiring to create can be created.

So we never get there.

We don't aim high enough. We don't think big enough. We consistently fall short because that's what we expect from ourselves.

So how do you create this belief?

It isn't a wish. You can't wish success nor victory. It has to come from evidence, and that evidence has to come from studying others who have won.

When you study 'great men', what you inevitably realize is that they are not different than the average man save for a few qualities. One is ambition. The great man thinks on a bigger scale than the mediocre man. The other is effort and persistence. The great man works at a higher level for a longer period of time.

There are other things that set him apart. One is that he actually believes in himself and in what he's doing. It's a choice. Belief in one's self isn't innate. It's a learned view of the world and one that you can teach yourself.

It's a decision you make that dictates you are worthy of what you're hunting because you're not going to stop until you catch it.

Don't get lost in the work. Don't get lost in the routine without ever thinking about whether or not you have faith in who you are and what you're capable of doing.

The truth is that you do have the capacity to win at anything and you'll prove it to yourself if you keep hustling with a positive mindset.

## Lesson #38 – View Life in a Positive Light

*A positive mind is happy. A negative mind isn't. Their circumstances are irrelevant.*

The life you have is a product of how you think. Your circumstances are irrelevant.

Be aware of how you think. Be self-aware enough to call yourself out on a false narrative you're feeding yourself. As a negative thinker, an excuse-maker, you prevent yourself from seeing a positive truth and opportunity.

When you don't think you can do something, when you don't completely believe that you can possibly achieve something grand, you never even attempt to give it your all in pursuit of whatever it is that your soul, the very core of your being begs you to accomplish.

We need accomplishment as humans to feel fulfilled. We need accomplishment because it's evidence that we're useful, that we're here for a good reason, a worthy reason.

Accomplishment is evidence that we've lived. It's proof that we've at least come close to reaching our potential.

The greatest tragedy in life is wasted talent, and it's a tragedy that 99.999% of the people on this planet and especially in our society realize without ever completely 'realizing it'.

Accomplishment is dependent on a positive mind-frame. You can't win if you're limited in how you think. If you're constantly providing excuses for why you can't do what you dream of doing, you'll not only never be successful, but you'll never reach your potential.

You'll die with everything left in the tank.

That's a horrible reality to be faced with, that you didn't give life your all because you didn't believe that you could do what you wanted to do.

It's cowardice. It's excusing yourself from life and from the wonderful life you can have because you're afraid.

Negativity is fear. It's being afraid. It's choosing to see a dark side when there's a light side right in front of your face.

Courage is being positive. It's seeing how a negative is actually an opportunity disguised as crisis. It's isn't 'turning a negative into a positive'. It isn't blindly seeing positive things or thinking something bad is actually good. It's finding opportunity that requires risk and work where others see risk and work as dangerous, as scary, as things they ultimately want to avoid.

Have courage. Have accomplishment and success and victory. See life in a positive light, not in the negative tone that most people see it in and are robbed of the life they could have had if they'd chosen to see things from a different perspective.

## Lesson #39 – Write Something Worth Reading

*“Write something worth reading or do something worth writing.” ~ Ben Franklin*

A day is a page of a book and, as such, it cannot be written without a reason or direction, as a part of a bigger narrative.

Each day is a page. Each year is a chapter. Have you ever thought about the book you’re writing?

Think about it. You’re writing a novel, right now, and it may be something grand and great, or, if you’re like the masses, it will be boring as hell. The choice is completely yours, what you write, that is.

Are you paying attention? Are you, on a daily basis, focusing on the life you’re living and where you’re heading and who you’re becoming? Or are you simply existing?

The reality is that most people go through the motions. We go through the motions every day of our lives, save for a few where we genuinely *feel* alive. It’s those few days that we talk about and remember and tell others about, but, the majority of our lives is still spent doing things we think we ‘have to do’ rather than doing what we want to do.

For many in the west, we ignorantly feel as though our course is set for us from a young age.

We go through high school, then attend college, then travel a little, then work, then retire, then die.

There are moments of life, but the overall trajectory is embarked upon on autopilot, in ignorance of the choices we can make every day that can dramatically change such a course into a direction that’s much more suited to what our souls ask us to pursue.

Much of this sedated existence is a product of laziness and of fear.

We stick to what we know and who we know and never step out beyond this path. We feel like fish in a stream never realizing that we have the ability to stand up, get out of the water, and climb a mountain and see something few eyes – if any – have ever seen before.

That’s what’s unique about being human. Our existence is more about survival and pleasure. There’s a deeper purpose to what we do if we’re aware of the choice and if we’re courageous enough to make it.

That’s the recipe: awareness and courage.

That’s all. You have the capacity for both. It’s time to start using them and to really think about what you’re doing with your minutes, hours, days, weeks, and years before your last year is upon you which, you have no clue when that moment will come, so be mindful of how you’re spending your time and WHY you’re using it and for what purpose you’re using it.

This is important stuff that we only give minutes a week or even year. Come January we think of this stuff, but after a few days we’re back into a mode of active and living that isn’t exceptional at all, which makes no sense because the potential to be exceptional and to live an audacious and daring life is within all of us if only we’d have the awareness and the courage to make the right decisions and take the necessary actions to live a life worth writing.

## Lesson #40 – Become Great at Learning

*Become great at learning and you'll become great. Period.*

If you can get as excited about learning as you do about a massive goal, you're going to win.

It's falling in love with the process that makes winners. It's the process that will help you succeed. Everyone daydreams, they focus on the end, where they want to be and what they want to have, but only a select few fall in love with the process, with practice, with learning.

Being a great learner means a few things:

1. You have to be in the moment when you're practicing.
2. You have to be interested in what you're learning and doing.
3. The process is all that matters. You're not doing it for a result, the result may be nice but it's the process that you care about, it's the sequence, the skill that you want to master more than anything else. The result is just a nice reward, a measuring stick, it isn't your focus.

You also have to not care about what others think of what you're doing. You can't worry about posting results or showing others what you're doing behind closed doors, in solitude, all because you want to become a master.

This is your journey. The opinions of others don't and won't matter.

It goes against our results-focused society, but also our 'show and tell' culture.

It's almost as if everything we do, we do to show others that we're doing it.

If you go for a hike or a hunt and you don't take a picture that you post on the Facebook or the Instagram, did it actually happen?

That's the mindset people have.

The problem is obvious; rather than living for the moment and the experience and themselves, they're living to show others. They're slaves to the opinions of others, be they likes, comments, or texts, opinions become the reason for doing the activity. The activity is almost secondary. They spend as much time thinking about how they're going to tell people or show people what they're doing that they're not in the moment and they're not focused on what they're doing.

Twain has a quote, my internet is off right now so I can't find it, but it goes along the lines of...

"If you find yourself on the side of the masses, stop and think."

I hope that's it.

It's the same point.

Trends are something you should ideally not be a part of unless, by some strange sequence of events, a trend is actually beneficial. Most trends aren't. They're weightless and frivolous.

Thinking and talking about goals and dreams isn't always beneficial. Learning and practicing and being process-oriented, is.

This is just something to think about and to be mindful of. It's not bad to post things or to talk about things, but be cognoscente as to why you're doing something and what you're focusing on when you're doing it.

Create environments that force this focus as well.

I, for instance, have adopted the practice of wearing noise-cancelling headphones when I work. I put on calming music or sounds like running rivers or crashing waves, and I write. There's only one focus. The internet is off. If Teddy's trashing my house, I can't hear a damn thing. The work is all that matters and it's all that should matter.

We're pulled in far too many directions. As humans, throughout our history, the great creators have always been able to focus on a single thing because there was only a single thing to focus on. Thus, they unknowingly trained to be able to focus for longer periods of time. We're training to NOT be able to focus because we have so many options and distractions and a sense of entitlement that, if we work for a while, we should be rewarded.

That's not how life works. You're rewarded for something when you earn it, and the process of earning something can take a lifetime.

Keyword: process.

Fall in love with it and forget about the dream. You'll get there if you love the process.

## Lesson #41 – Don't Wish. Work.

*What you want isn't free. The greater the goal, the greater the required sacrifice.*

Life is a free market.

If you want something great, you're going to have to give something of greater or equal value.

Most often this exchange is made in time and effort and uncertainty. This is life.

Most people expect something to happen by chance. That's not how the game is played.

If you're an audacious fella (and there's no sense in NOT being wildly ambitious) you're going to have to risk a lot in life. Nothing is going to be handed to you nor bestowed upon you in the form of a blessing.

The blessing is your potential.

That's what's God-given.

Whatever you use your potential to get or create is on you. You have the capacity to do whatever the hell you want. Don't be ignorant of this fact. You've been blessed with a brain, balls, and an imagination. Use each of them to conjure things no one else thought of while working at a pace no one else can.

Too many people see a blessing as a gift that isn't earned.

That's not the blessing.

If you get something that isn't earned you also won't have earned the skills and the intelligence to be able to manage such a thing, and you'll likely lose it (it's why most lottery winners go broke).

When you see potential as being the blessing, and using it to its extreme capacity not as a good thing to do, but as your DUTY, you open yourself up to accomplishing things even greater than what you can dream about.

Your duty, as a human that's alive, is to use every second of every day to become who you have the potential to become, while also creating something of value that's as valuable as your potential will allow you to create.

Stop waiting for a blessing! You already have it. It's now your duty to carry it out.

## Lesson #42 – Become an Author

*Each day is a page. Each year is a chapter. Have you ever thought about the book you're writing?*

What story did yesterday tell?

What story did last year tell?

Think about it. Spend time meditating over it. Be mindful of the story you're writing because no matter what kind of life you're leading, you're writing a story. Each day is a page in that story and thus, important.

Enough days lived in ignorance will leave you with an unimpressive, uninspiring, unhappy life that lacks purpose and direction. Yet that's how most people live – in ignorance of the importance of their hours, days, and the decisions they make within those time frames.

Don't be ignorant. Today matters. Yesterday mattered.

What you do is who you are. It's not just what you do or who you are in a moment, it's a piece of who you're becoming and the life you're going to die having lived.

Imagine looking back when you're eighty years old and *finally* realizing that everything you did mattered, that it all fit into the novel of your life and by the time you realized this, it was too late.

The greatest pain a man can have has to be the pain of regret. There isn't a single thing that compares to it. And we make decisions that will lead to regret every day because we're scared or ignorant of the importance of these decisions that will lead to the actions that make up the entirety of our lives.

Think about this on a macro level, about the pain of living a life that isn't courageous or daring, and then think about these small, seemingly insignificant decisions that end up compounding and becoming massively important to the life you lead or don't lead, depending on which road you end up taking.

Examples....

*Always* talk to the girl. If the opportunity arises and you fancy a lady, talk to her. Don't let that moment pass by. Enough of these moments pass and you'll be left with whoever falls into your lap, not the person you'd have to work to get.

Always take a risk if it means enough to you. Go on the trip. Start the business. Invest. Invest your time and energy and passion into becoming someone who's incredibly awesome rather than being safe and becoming someone who isn't much different than the rest of the lot on the planet.

Do the things your soul begs of you to do. You know what they are. Work on becoming self-reliant enough to catch these forks in the road before they pass you by and you're left wondering why you never acted.

Every single day matters.

They **MUST** be lived with a purpose, a focus, and with intent.



They cannot be wandered through aimlessly. They don't deserve indifference. They are you, they are your life, it's best you start acting accordingly.

## Lesson #43 – Live Dangerously

*Either exist safely, or live dangerously.*

You can exist for a long period of time if you seek only safety, but even that's not guaranteed. You have no control over how long you live.

The adventurer is just as likely to reach 80 as the accountant.

If your death is then out of your hands, why not live life to its fullest? Why not live dangerously and actually LIVE. Experience ebbs and flows, highs and lows.

Why not push yourself every day? Why not work just a little harder every single day so as to get more out of yourself and to inch closer to maybe even one day realizing your potential?

Why not create something of value while you're here, give something of yourself to better the lives of others?

The reality is that most people spend life in the spectator seats, far from the arena where the gladiators play.

ENTER THE ARENA.

*It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; 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.*

~Theodore Roosevelt

## Lesson #44 – Don't Expect Things to Be Easy

*Living is a verb. It requires action. You cannot live whilst sitting on your ass waiting for something good to happen.*

Things don't happen. They occur as the result of something. This is why so many great men speak of the importance of failure.

It's in failure that we learn lessons that will eventually lead to success and victory.

But it's the act of trying something that you're not quite great at yet, pushing yourself beyond your capabilities, that lends men to be more than the average fella who's content with doing what everyone else is doing, living the life that all his pals are living.

Every single human has the opportunity to experience this thing called life.

We have the opportunity to resist our urges and desires that aim to keep us small and dependent. We have the opportunity to take risks. We have the opportunity to face fears.

This is living.

It isn't found on a beach with an iPhone taking pictures of the Coronas next to you. It's found out in the deep waters where you're a little afraid of what lies beneath but you're out there exploring nonetheless.

Living requires action.

It *is* action.

It's work.

It's fighting.

It's persisting.

It's clawing your way out of the darkness time and time again.

What life isn't, is easy.

Don't ever expect it to be easy.

## Lesson #45 – Be a Gladiator

*The reality is that most people spend life in the spectator seats, far from the arena where the gladiators play.*

When you start a business, especially an online one, you hear the words “automation” thrown around like they’re nothing.

People say, “Automate your business so you don’t have to work and the income becomes automatic.”

It sounds nice.

What I’ve realized is that the harder you work, the more views your site gets, the more leads you get, the more leads you convert, and the more your “automation” actually works.

No matter what business you’re in, hard work is necessary if you want to be great.

No matter what aspect of LIFE you’re talking about, you have to get into the trenches on a daily basis, doing things you may not be fond of, for the greater purpose and the bigger picture.

People like to say that there are easy paths to success. Success, however, isn’t merely about money, it’s about value.

To create real value in a market or in the lives of others you have to work your ass off.

To create value in your own life you have to get into the arena, you have to be marred by blood and sweat and tears and fail. You have to hustle. You have to push yourself beyond what you want to do.

Most are content reading articles on sites telling them that “they can do anything they put their mind to,” or “greatness is just around the corner”.

These sites are bullshit. They feed off of your desire to want nothing more than a pick me up.

I don’t want that here. This tribe is for humans who are ready to march into the arena, fail, get hurt, but persist through the pain that life brings and meet their potential on the other side.

## Lesson #46 – Have True Ambition

*To be ambitious is to pursue what your soul begs you to chase.*

Real ambition is knowing what you REALLY want from life, and having the balls to go get it. But not only pursue it, but persist until it is yours.

Most don't live ambitious lives. They live lives of acceptance. They accept the way things are and neglect to take ownership of their power to change them.

They see monotony and mediocrity as how things are and actively ignore the reality that there is more because to *get* more would mean more work, earlier mornings, later nights, and the facing of fears that they really don't want to face.

They fall in love with being comfortable and do all they can to avoid being uncomfortable.

They live in purgatory. They're closer to zombies than to men and they could change it all with a choice and a single step of courage, but even that is too unrealistic and when they realize what that single step might set off they curl back into that safe ball and slide into their safe space and never really live.

Only you know what you must do to really live. Only you know the fears you must face, the work you must do, the audacious dreams you must be daring enough to pursue.

The more we live the life we're "supposed to live", the harder it becomes to break out of the stupor we've created for ourselves where we work simply to buy things to impress people we have no business trying to impress. People we really don't give two shits about yet we allow their opinions to make or break our day.

When you break free from the status battle based on THINGS and chase down what your continually quieting soul asks you to hunt, you step closer to the experience, nay, the ACTION that is life.

Life cannot consist of merely going through motions, of blind routine with no purpose and work with no greater end. It must be done on purpose and it must be done in the face of some kind of fear or force that makes us uncomfortable.

A life lived completely in comfort isn't a life. And then to die having spent your entire existence in your comfort zone HAS TO wake you up and force you to take some real action steps toward the daring, into the unknown.

Think about your death for a second and what an incredible waste it would be to go through life never having truly lived.

## Lesson #47 – Don't Fear Death, Fear Regret

*Death comes for all; life is grasped by few.*

The immediacy of life is lost on generations not acquainted with death.

Death used to be something we humans knew very closely. We saw it daily or weekly and in gruesome fashion. In parts of the world they still have this seemingly horrible relationship with one of life's few constants, death.

We live longer not because we're healthier, but because we're more advanced. We live longer because we're not battling and warring with neighboring towns and tribes like we once did.

But are will living?

Depression rates continue to increase. Talk to people on a deeper level and they feel like there's something missing, something deeper, some meaning and purpose that they don't have in their lives no matter how "well" they're doing in terms of how we define success here in the West.

This is especially true with men. They don't feel like "men", or they don't *get* to feel like men.

Part of this is society's attempt to change what a man "is" into something more docile and easier to control. But another aspect of this has to be found in the fact that death isn't as immediate as it once was, which is a great thing, but it's allowed us to breeze through life without being mindful of where we are and what we're doing and why we're doing what we're doing.

This doesn't mean we *can't* be mindful, that's entirely under our control. But we have to come to grips with our death daily. We have to befriend it. We have to talk to people who are close to their own to see what they regret in life so we don't experience those same regrets when it's our time to die.

Death is a constant, no matter how much we'd like *not* to think of it, we must. We must appreciate our place in this moment and that of those close to us and do our utmost to make the most of it.

## Lesson #48 – Befriend Death

*The immediacy of life is lost on generations not acquainted with death.*

Life is happening. It's happening all around us yet as we move further away from life as we once knew it we're able to exist without actually living.

Our options are endless. We can almost do anything we want to do and these options lead people to do *nothing* near what their souls beg them to do in the form of ambitions.

We don't dare greatly. We live in fear about daring at the wrong thing.

We do it because there is no urgency when death is in the distant future, when we're not around it, when we haven't seen it up close.

When you read Seneca or Aurelius or Epictetus you see how they each brought their death into the present, they meditated on it.

Do the same.

Bring yourself to that moment when you're about to die every day. It's only in *being in our death* that we can truly be in our life.

Acquaint yourself with this thing that is neither good nor bad, it just is. Ignoring its existence is like ignoring the existence of evil, it's ignorant, it leaves you unprepared to die and preparing to die consists of living in the moment and living daringly.

When you become "friends" with death there's almost no way you can waste your life. It becomes too illogical to spend time brooding, in self-pity, or on your ass in front of the TV when it's this activity that could very well be your last, and at the least is a horrible use of something that is ticking down every second, whether you're adventuring or crying, time is ticking and death is coming.

So use time, don't waste it.

Live, don't exist.

Befriend death, don't ignore its existence.

## Lesson #49 – Give it Your All

*The secret to a meaningful life is something that most don't want to hear, do your best, give it your all.*

Hard work is a necessity for a human. It's right up there with air and sex and shooting guns. We need hard work and it provides us with so much more happiness than what the majority of us aspire to create in our lives, ease.

Ease isn't measurable. There is no goal nor reward for achieving said goal. There is no purpose to ease, no reason for its existence, thus, a life focused on ease, on relaxation, on ass sand and beer in hand is also devoid of reason or purpose.

Yet, as previously stated, this is the pursuit of the masses, to live a life *without* the thing that makes us feel we're apart of something, *made for some reason* other than wasting space and air.

Work is so vital yet it's so hated, making those who see its beauty and necessity and the diamonds found underneath its rough exterior far more likely to succeed in life if succeeding in life is defined as serving a purpose than those who would rather let their hair dreadlock and sing songs around a campfire.

The secret to meaning in life, which is something we all crave, isn't to simply exist, but to exist for some purpose. And that purpose is *your choice*.

It's also completely a matter of perspective.

It doesn't matter *what you do*, what matters is how you see that it's connected to others, you see its purpose and you work at becoming great at whatever it is that you're doing.

The fact that most other people are trying to find ways to avoid work means that you have a distinct advantage in that you're awake to its necessity and you're willing to do what they're scared of doing.

When they've sat on that beach for long enough and realized that they haven't found what they were looking for, you'll have *created* the meaning that every human craves by working your butt off and becoming great at whatever line of work you've chosen to do.



## Lesson #50 – Be Ready to Die

*Fearing death makes no sense. It's a constant.*

We're given life with the bargain that each of us will one day have to die.

Without death we cannot have life. Without the acknowledgement of our impending demise we cannot appreciate the years that will one day whiz by like minutes that we have in this life.

Don't fear death, accept it, know that it will come for everyone, all of us.

You will not escape its grasp, nor should you want to.

What most fear along with death is the possibility of bodily harm possibly before death.

Here's the decision you face:

Either exist safely, or live dangerously.

You cannot have both. You cannot experience the pure joy, elation, adventure, and the audacity that a life well lived entails while also remaining close to home and to your safe zones.

Don't fear death.

The fear of death keeps people from living just as the fear of bodily harm prevents people from experiencing the verb that is life.

It is not experienced seated. It isn't experienced in safety. To live