

THE **EXTRAORDINARY** ACHIEVER'S MANIFESTO

(A guide to abandoning the pursuit of mediocrity)

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by Srinivas Rao



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INTRODUCTION

In fall of 2008, the global economic climate changed forever. The media spoke of a global economic meltdown. Life-long careers crumbled overnight. Fortunes were lost. Fear spread through our culture like a virus, encouraging people to hang on to whatever they had for dear life. Students finished their educations only to find an unpaved road without jobs, financial security, or any of the things they'd come to expect upon graduation. We were standing on a cliff, hoping that if we fell off the edge, we'd survive. Some people did fall off the edge, and the outlook was bleak. Some even said it was the worst time in history.

That's only one side of the story.

For those sleepwalking through life in the comfort of their corporate cages, this moment was a long overdue wake-up call. It was a moment of realization that they were not living a life they had chosen, but one that was prescribed through scripts, formulas, and traditions. For others, this crisis gave them the opportunity to unplug from the matrix and create a new reality according to their own desires. What this forever recession did is reignite human potential and make us realize that we don't have to settle.

There are actually two recessions. The first is the cyclical one, the one that inevitably comes and then inevitably goes. There's plenty of evidence that intervention can shorten it, and also indications that overdoing a response to it is a waste or even harmful. The other recession, though, the one with the loss of "good factory jobs" and systemic unemployment--I fear that this recession is here forever.

- Seth Godin

We can choose to abandon the pursuit of mediocrity to **accomplish something extraordinary.**

I don't believe that we were meant to be ordinary. If we were, we would not have been born with so many extraordinary abilities. Over the last few years I've had an in-depth view into the lives of people who have embraced this opportunity to be extraordinary. Rather than see an economy in shambles, they seized the opportunity to challenge the status quo, to change the world, to leave people better than when they found them, and to be extraordinary.

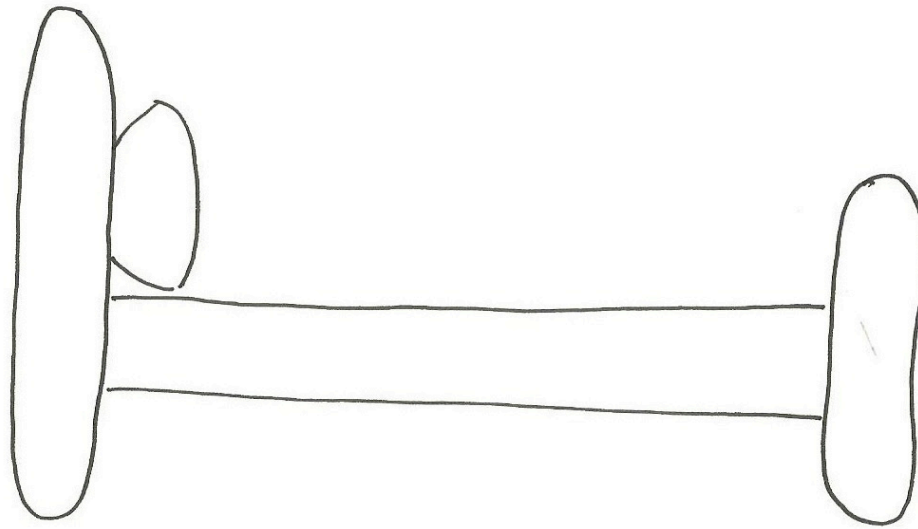
The idea for this manifesto started with a question.

What makes people extraordinary?

The purpose of this manifesto is something very simple, but not easy: to help you achieve something extraordinary. It's a collection of my ideas, observations, and insights on what causes extraordinary people to achieve at the level they do. Use it wisely. Do no harm and, in the eternal words of Spider-Man, remember that with great power comes great responsibility.

Get ready to abandon the pursuit of mediocrity. Once you do, there's no turning back.

Reasonable people sleepwalk through life.



Be unreasonable.

Be Unreasonably Confident

People like Marie Foileo, Chris Guillebeau, and the Richard Branson types see something and say to themselves I want that and I don't see any reason I can't have it

–Danielle LaPorte on BlogcastFM

You've been taught your whole life that being reasonable is a good thing. But take closer look at the word reasonable for just a moment. Break it apart and all of a sudden you see reason able, or able to come up with reasons. When it comes to achieving something extraordinary, the last thing you want is to be capable of coming up with reasons why you can't do it.

Reasonable ideas rarely result in massive progress.

Reasonable ideas rarely cause major breakthroughs.

Reasonable people don't change the world.

Reasonable people are busy defending the status quo.

Reasonable people don't make dents in the universe.

Reasonable people sleepwalk through life.

Reasonable people don't know the difference between living and being alive.

In the pursuit of achieving something extraordinary, be as stubborn as you need to be until it's been achieved. Be unreasonable. When most of us write down our really lofty goals we look at them and think:

That would be nice...
It might happen...
It would be awesome if...

Even more powerful than the obstacles around us, however, are the obstacles within us. The most potent forces that kill off new ideas are our own limitations.
—Scott Belsky, Making Ideas Happen

The moment you start your escape from mediocrity, critics will emerge. They'll do everything in their power to stop you out of their own fear. Even if they don't realize it, they're making a choice to defend the status quo. Pay no attention to them. Don't live your life based on the expectations of other people. They're not the ones who will deal with the consequences of your choices.

Ask the average person about the pursuit of a lofty goal and they'll not only give you a dozen reasons why they can't have it, they'll also tell you why you can't have it. You've probably heard statements like "Not everybody can be [insert famous or successful person]." Other people don't fear your failure as much as they fear you leaving them in the dust. If you do achieve your goal, it means you'll change, and that makes people really nervous. It's amazing, but even the people closest to us will unintentionally hold us back

Maintaining Confidence Throughout the Pursuit of a Goal

As a society we thrive on instant gratification. We're constantly trying to speed things up and it won't be long before we're moving at a speed beyond human capacity. But our most challenging goals require us to let go of the need for visible progress. If you look at something over the course of a day, it doesn't seem like you're making any progress. But if you look at something you've worked on every day for a year, you'll surprise yourself.

While it can be psychologically and financially difficult to depart from the race toward conventional rewards after a lifetime working with one mind-set, doing so is imperative to succeeding in the long term. Otherwise, you will struggle to sustain your long-term projects amidst the desire to be validated in the near term.

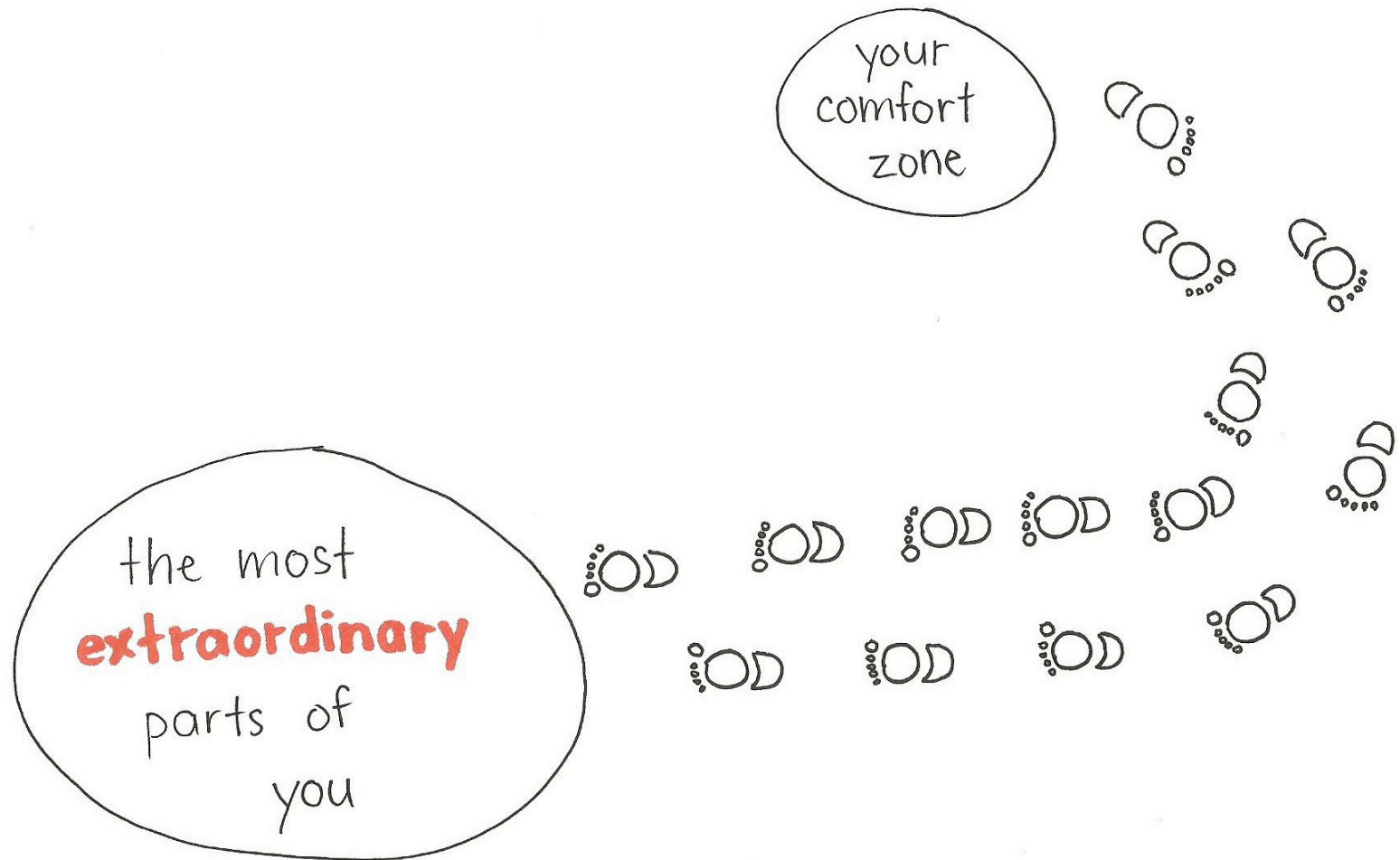
—Scott Belsky, Making Ideas Happen

Why Everybody Should Have a Long-Term Project

Achieving something extraordinary is a long-term project. There is no moment when you've arrived. There is no finish line. People who achieve something extraordinary have an insatiable appetite for challenging the status quo and making dents in the universe. The minute they make one dent, they're looking for an opportunity to make the next. It's why entrepreneurs start multiple companies, authors write multiple books, and great artists produce multiple masterpieces. The pursuit of extraordinary is a journey, not a destination.

In school, we're assigned short-term projects, term papers, and other assignments that are completed primarily to get a grade. Once a project is done it ends up in the trash or recycling bin. A long-term project is different because it enables a person to do much more than get a good grade. Since there are no grades in the school of life, a long-term project will force you to hold yourself to a higher standard than getting an A.

When you step outside...



... will emerge.

EXTRAORDINARY OCCURS OUTSIDE YOUR COMFORT ZONE

When you step outside your comfort zone, the most extraordinary parts of you will emerge. Your life is made up of layers of stories, beliefs, and bullshit that have created a lens through which you view the world. Many of these have been force-fed to you, and as a result, you're not living life on your own terms. But as you shed those layers and enter uncharted territory, you'll be amazed by your own capabilities.

As a surfer, I have days in the water when the conditions exceed my comfort zone. The waves are too big, too fast, and beyond my skill level. I usually take a beating on those days. But when I return to the water on a day within my comfort zone, my performance is significantly enhanced because of the progress made outside my comfort zone.

Doing What's Never Been Done Before

If achieving something extraordinary was easy, everybody would take their shot. Most people happily play it safe. For decades we've been taught to be risk averse, travel with a guidebook, and trust conventional wisdom. What's tragic is that this approach has even worked for many people. As a result they have become complacent, and unwilling to do what's never been done before.

If you want to get the results in your life that most people won't, then you have to do the things that most people won't. (Just to be clear, that doesn't mean breaking the law or doing anything that might be ethically questionable.)

But even then you have a potentially predefined limit. When you're doing the things that most people won't, but some people have, it's still something that's been done before, no matter how extraordinary the result. To truly redefine limits, you have to be willing to do what's never been done before.

Laird Hamilton is probably the world's greatest big-wave surfer. From riding 70-foot waves to giant barrels that break over razor-sharp reefs, he's continually setting a new standard for people to live up to. Laird is inspiring, but I don't recommend you do anything life-threatening as your first attempt to redefine limits.

So, how do you do what's never been done before? You start by experimenting. Throughout your life you get tips, hacks, and advice on how to live it from people who are supposedly doing it better than you are. It's great to learn from them. But when you copy them you deny your own genius. Mix up their ingredients, add your own flavor, and bring something new into the world.

Doing the Impossible

Everything is impossible until somebody does it. The four-minute mile is a perfect example. Until Roger Banister did it, people said it was impossible. But after he did it, hundreds of people followed. My friend Joel leads **a tribe of people doing supposedly impossible things.**

They climb the highest peaks.

They ride the biggest waves.

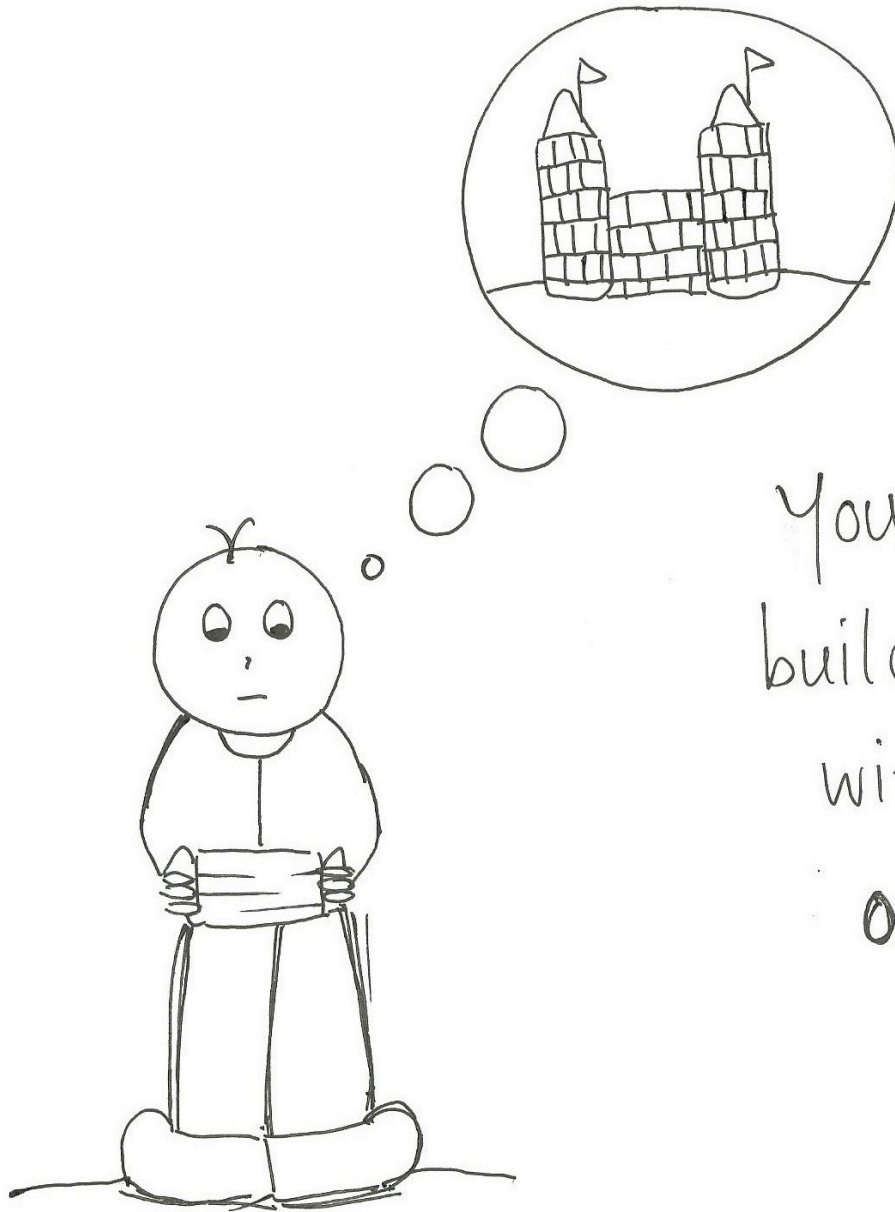
They run like the wind.

They break records.

Every single time somebody accomplishes the impossible, limits get redefined. There's a big difference between what we think we're capable of and what's actually possible in our lives. When we're able to dream beyond what we currently think is possible, we set ourselves up to overcome the invisible barriers that make things impossible.

If challenging the status quo has taught us anything, it's that conventional wisdom produces conventional results.

Rulebreakers are the ones thriving in this new era.



You can't
build a castle
with just
one brick.

INVEST IN YOUR EXTRAORDINARY POTENTIAL

You can't build a castle with just one brick. You need tons of materials. You need insights, wisdom, and ideas from people who have come before you.

In the nearly 300 interviews I've conducted for BlogcastFM of extraordinary people, there is not one who hasn't mentioned the influence of coaches, mentors, and advisors. For many of us, that influence begins—and ends—with parents and teachers, which is unfortunate because they give us a predefined, limited perspective into what's possible in our lives.

I'm not blaming our parents or teachers. They've just passed on what's worked for them. But today you've got an opportunity to be extraordinary like no time in history—if you're willing to tap into it. The gap between creativity and technology is narrower than it's ever been, giving every one of us an amazing opportunity for self expression.

If you're looking to make a transformation or realize a dream, you have to put skin in the game. My friend Dyana Valentine gave me the most brilliant piece of advice I've ever heard on how to make a successful career transition. *Treat your day job as your first angel investor.*

Most of us are busy pissing away money on fast food, junk that will eventually end up in landfills, and things that don't add anything to our long-term happiness. If you'd like to change that, I recommend that before your next purchase you ask yourself, "How will I feel about this a year from now?" Instant gratification is one of the easiest human emotions to prey on. Advertisers are geniuses at it.

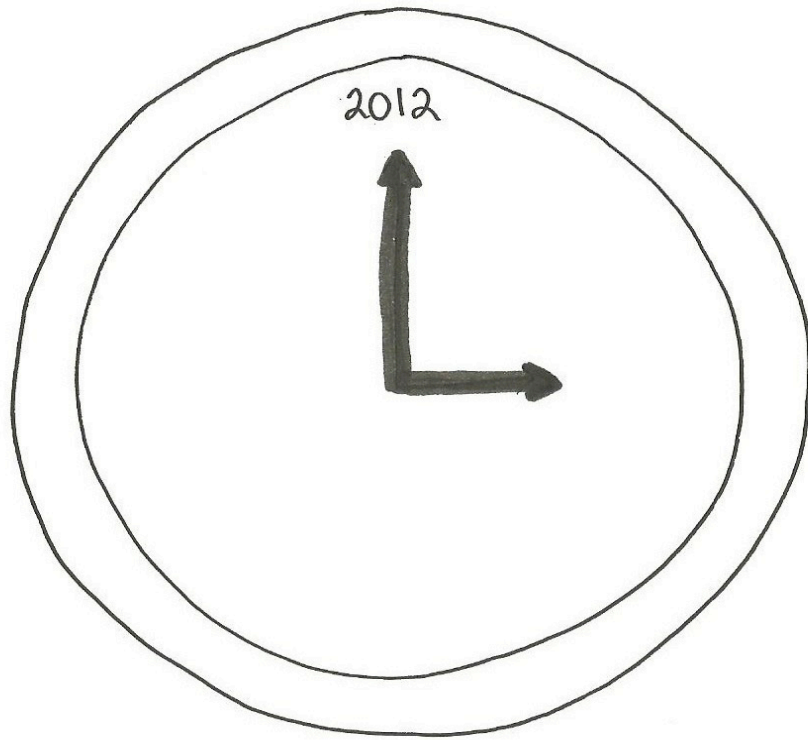
Maybe you're happy with your day job and being extraordinary means something else to you. That's fine. But being extraordinary is still going to require an investment of time and other resources. Invest in your extraordinary potential instead of your collection of useless crap.

Why Paying for Help Will Cause You to Step Up Your Game

Some people resist paying for help because information on how to build a business, how to do work you love and get paid for it, and how to take advantage of the technology at your disposal is freely available. I have a particularly unique situation in that I get to pick the brains of wildly successful people for free because I run a show where I interview them, but one of the biggest mistakes I made in my own journey to be extraordinary was not investing in a coach or mentor.

When you invest money in your project, business, or extraordinary achievement, you've put something more significant on the line. It forces you to step up your game. The money you spend increases the opportunity potential.

I'm guessing you don't flush money down the toilet. When you spend it, you want to get something valuable for it. When you put skin in the game you become hell-bent on making sure you get value. When you value something you take it more seriously. You put more effort into it. You step your game, swing for the fences, and start hitting home runs.



Time
is the most
precious **asset**
at your disposal.

Spend it on things that
really matter.

FOCUS ON WHAT REALLY MATTERS

A few months ago, one of my cousins was visiting us. I always enjoy talking to her because she's not consumed completely by work. She's a talented artist interested in doing more than living life as a paycheck player. In our family dinner we were talking about relatives who faced life-threatening illnesses. Those who were fortunate to survive made major changes in their lives.

My cousin said it took her brother-in-law (who, ironically, is a doctor) having a heart attack for him to start making changes in his life. This got me thinking about what matters. People always say that these traumatic events end up being the best thing that ever happened to them. I suppose it's better to realize late than never what really matters in life. But when I said to my cousin, "Why should it take a heart attack to make you realize this?" She replied, "Exactly."

It shouldn't take the prospect of death to make you start living your life. Time is the most precious asset at your disposal. Spend it on the things that really matter.

HEALTH, ENERGY AND VITALITY

Until I was 31 years old, a night on the town consisted of at least 3-5 drinks, a couple of cigarettes, and waking up the next morning so I could do it again the next night. Not surprisingly, I didn't accomplish anything extraordinary between the ages of 22 and 30. I had a gym membership, and occasionally when I was really bored I would go to the gym. But health and fitness were low on my priority list.

A good friend of mine made a keen observation. He said, "You know why you didn't care about waking up hungover? You never had anything to do the next day. Now you want to get up and surf." He's right. I've become an avid surfer in recent years, and now, at 34, I'm in better physical shape than I have been my whole life, and I've seen how this impacts every other area of my life.

I'm no fitness guru or expert. But I do know that you're going to need health and energy to accomplish something extraordinary. If you're hungover, sick, or out of shape, you'll be in survival mode. Nothing extraordinary ever occurs when you're struggling just to survive.

The one reason I've found that most people quit any sort of exercise or diet program is they attempt to make radical changes. A few months back, my parents decided to attempt a no-carb diet (which is the equivalent of starvation for Indian people). In an effort to replace the naans and other carbs we eat, my mom instituted a regimen of salads. After six days in a row of this, my dad and I were completely annoyed with how ridiculous this "salad" diet was and convinced my mom to return to her delicious home cooking.

When it comes to diet and exercise, extreme regimens don't work:

You don't begin lifting weights and start with 300 pounds.

You don't take your first surfing lesson and surf the Banzai Pipeline.

You don't take your first snowboard lesson and hit a black diamond.

(In case you haven't figured it out, I like boardsports.)

Getting Started

Fortunately, we live in a world where some really amazing people are sharing great, easy-to-implement health and fitness advice on blogs and more. I recommend three of my friends who really know their stuff:

- *Steve Kamb has created a site called [NerdFitness](#). It's a thriving community of like-minded people all looking to become healthier.*
- *Amy Clover has a blog called [StrongInsideOut](#) where she talks about fitness and shares some incredible stories from her personal life.*
- *Roger Lawson is another awesome fitness blogger whom I connected with because of my podcast. He knows his stuff and is one of the nicest guys you'll ever meet.*

There are a ton of other online resources that will help you get started as well.

One of the fringe benefits of developing good health and fitness habits is that you'll be a happier person. It's amazing what moving on a consistent basis does to your mental state. So make it a priority to get your health in order. If you don't think health is important, talk to somebody who is really sick and see what they say.



STOP

apologizing for your

crazy

wild

eyed 



dreams.

Stop Apologizing for Your Crazy Wild-Eyed Dreams

By the standards of conventional wisdom, the things that I want most out of life make no sense. But conventional wisdom yields conventional results and I just can't accept that. I don't ever want to live a conventional life even if it would satisfy other people's expectations. Whoever said your dreams and goals had to be practical was full of shit. It's time to start marching to the beat of your own drum. Bang it so loud that people think there's a parade going on.

We start the pursuit of our crazy dreams with our eyes lit up and our hair on fire, ready to scale the biggest walls, climb the biggest mountains, and ride the biggest waves. Then some well-intentioned jackass tells us to be realistic, pragmatic, practical. Before long we're chasing mediocrity in a race to the bottom. I'm sorry, but "good enough" is not an acceptable standard.

We live in a culture of expectations, constant comparison, and competition. The result is a growing rat race of people blind to the difference between settling and settling down. People run through the world feeling like they've got something to prove. They get caught up in the ego-driven pursuit of a life that looks good on paper, then find themselves in therapy trying to recover from the mess they've made.

Nothing to Prove and Nothing to Lose

Brilliant work is rarely the by-product of feeling like you have something to prove. It's what happens when you start to approach everything like you've got nothing to prove. It's liberating. Try it sometime.

Want to ditch class at the Skool of life? Go for it. There's no detention... although we might throw a party in your absence with some good vodka.

If your life is a mess, I've got some good news. There's tremendous power in hitting rock bottom. I know because it's happened to me twice in the last few years. It's also what put me on the non-linear path to success. **When you start to play the game of life as if you've got nothing to lose, you'll start winning more often.**

You don't Need a Reason to Do Something Worth Talking About

The question of why we do anything we choose to do seems to come up over and over again. Why do you want to paint something? Why do you want to learn to take photographs? Why do you want to surf the world?

- *Michael Hodson traveled across 6 continents and 44 countries without ever setting foot on an airplane.*
- *Benny Lewis travels the world becoming fluent in the local language in 3 months.*
- *Nate Damm walked across America.*
- *Drew Brophy rides huge waves.*

Ask any of these people why they do it and it's likely they'll reply, "Why not?"

The lack of answers to this question of "why" keeps so many people from moving forward on the things they are genuinely interested in. The truth is you really don't need a reason. People who accomplish something remarkable are never called reasonable.

The dictionary defines being reasonable as "not being extreme or excessive." Screw that. There's nothing inspiring about that. As my friend Ashley Ambirge so brilliantly pointed out, moderation is for losers.

People will continually challenge your pursuit of the things that make no sense and try to crush your dreams. But when it's all said and done, you're the one going to the grave with these memories, not them. It's safe to say almost everybody has more regrets about the things they didn't do than the things they did.



If it doesn't defy the
laws of nature,
its possible.

Start with what's possible.

OBLITERATE YOUR REALISM

How does it make you feel when I tell you to “be realistic” about the goals you’re setting? It probably makes you cringe a bit and consider abandoning those goals. But hang on: I’ve got some good news for you. Some well-meaning people have screwed up the meaning of the word realistic for a long time.

When most people tell you to be realistic, what they’re saying is, “be doubtful and fearful about whether you’ll be able to accomplish this.” Before we get into how to set goals, let’s redefine realistic. In fact, let’s just ditch the term realistic and use one far more powerful: possible.

- It’s possible to run a 4-minute mile. Somebody has done it.
- It’s possible to surf a 40-foot wave. Somebody has done it. (Warning: I’m not suggesting you should try this.)
- It’s possible to earn a million dollars. Plenty of people have done it (don’t expect it to happen overnight).
- It’s possible to surf or snowboard when you’re 65. Some of those guys are better than I’ll ever be.
- It’s possible to meet the man or woman of your dreams. People do every single day.
- It’s possible to accomplish more in a year than you have in your entire life.

So forget about what’s realistic. If it doesn’t defy the laws of nature (i.e., expecting to be able to jump off the Empire State Building and fly), it’s possible. Start with what’s possible. Filter your goals through possibility thinking.

One of the things that is worth examining before you decide on a goal is if it's what you really want. Throughout my life I've had many goals that were heavily influenced by other people's expectations. Even if you do manage to accomplish those goals, it's unlikely you'll be fulfilled by them because they weren't yours to begin with.

The Self-Actualization Filter

Let's get clear on one thing: Survival is not a goal. It's a necessity. So ditch survival as a goal and set a higher standard for yourself. One way to figure out if a goal will really fulfill you is to run it through what I like to call the self-actualization filter. Will the goal satisfy your needs for contribution, and creativity? Does it light up your eyes? If not, it might be worth reconsidering the goal.

Ego-Driven Goals

The ego is an interesting character because it needs to be fed in order to stay healthy. But feed it too much and it seems to enjoy puking all over every part of your life.

The super-hot gal or guy by your side, the dream house, the fancy cars, and Ivy League degrees may not give you much more than the right to brag about them. (And nobody likes an asshole.)

On the flip side, I think we might lose our motivation without a little bit of ego. I want my podcast to reach a million downloads a month and I'm happy to tell you that the goal feeds my ego. The fact that you're reading my manifesto does as well. (Just so you know, I'm also very grateful that you chose to read it.) There's nothing wrong with giving your ego something to snack on occasionally. Just make sure you don't overfeed it. That's when things get ugly.

Does it light up your eyes? If not, it might be worth reconsidering the goal.

The Essential Qualities of Extraordinary Achievers

Focus

Extraordinary people have one key ability in particular that sets them apart: an insane ability to focus. They tend to tune out the world around them, not fall prey to distractions, and finish whatever they start because their commitment to an extraordinary accomplishment is not just something they do. It's who they are.

Don't Confuse Activity with Accomplishment

Conventional wisdom has taught us that the number of hours you put in has something to do with how productive you are. In their book *Rework* Jason Fried and David Heinerman Hanson even wrote that we have a culture that praises workaholism. Not only is this stupid, it's ineffective.

I do all of my writing first thing in the morning. I only write for about 30 minutes a day, but during that 30 minutes I have nothing else going on. I even use a distraction-free writing tool that doesn't have any editing or formatting functionality, so it forces me to focus on the only thing that matters, which is the writing itself.

You may find yourself sitting around doing nothing but thinking, which could cause you to feel like you're wasting time. In those moments you'll often feel like chasing a distraction, like looking at your friend's latest Facebook update. Resist the temptation and wait. Give yourself at least 30 minutes each day in which you fully commit to focusing on what you want to accomplish. Write down whatever comes to your mind. If it's nothing, then just relax and daydream about it. Whatever you do, don't chase a distraction.

There Is No Such Thing as the Perfect Time

Extraordinary achievers don't sit around waiting for the perfect time. They take action even when the conditions are not perfect. For people waiting for the perfect time to do something that matters, chances are the last thing they see before they die will be the hands on their watch, and they'll come to one profound realization: It's too late. The good news is that if you're reading this, you're not dead. And if you're not dead, it's never too late and you're not too old. You're also not too young or too inexperienced. So whatever it is you want to do, get started.

- Book the ticket
- Write the first page
- Call the girl
- Buy the ring
- Submit your resignation
- Ask for something you think isn't possible

Put one foot in front of the other and get moving.



Strangers in bars
are like the
teachers we never
had in school.

They always seem
to have some
drunken pearl

of wisdom that

makes a difference in our lives.

KEEP SURFING LONG ENOUGH AND EVENTUALLY YOU'LL CATCH A WAVE

Anything worth memorizing is worth looking up.
—Seth Godin

In order to start making progress, we need to deconstruct what it means to learn. Throughout life you've probably believed that reading something and being able to explain what you read to another person is learning. That's more or less what traditional education has defined as learning, and when you're unable to do it you believe that you have failed. I've got some good news for you.

That's not learning; that's memorization. And it might get you through school, but it won't get you through life. The good news is you haven't actually failed because you haven't really learned anything.

If I brought you to the beach with me, you could watch me surf for hours, listen to my explanation of how to get up on your surfboard, and how to catch a wave. The minute we got in the water, it would be worthless. It's almost guaranteed that you would eat shit. But that's how you learn to surf. **You have to be willing to fall in order to stand.**

I'm not naturally athletic by any stretch of the imagination. In fact, the only thing I've ever been known for throughout my life is my athletic ineptitude. I was the "most improved" player on my 7th grade basketball team, and the worst snowboarder of all my friends that I tried to learn with in college. At the age of 34, it's an entirely different story. I'm not phenomenal, but those friends from college couldn't hold a candle to me in either sport because I learned how to do both through nothing but persistence.

I'm not sure why, but for adults, strangers in bars are like the teachers we never had in school. They always seem to have some drunken pearl of wisdom that makes a difference in our lives. For me it was the guy who told me to go surfing 50 times because then I'd be too invested to quit. Maybe it's his fault that surfing has ruined my life :).

If you want to know how I learned to surf, it's pretty simple. I showed up, got my ass handed to me, thought I was going to drown, and eventually, after showing up enough times, I could stand on a surfboard. In school, this would be the equivalent of getting Fs on everything and claiming that you are learning. In life, it's how you learn.

We've been conditioned to fear failure for so long that real learning comes to a screeching halt. This is an unfortunate tragedy that sends people into the pursuit of being average and mediocre when they were meant to be extraordinary. So let's redefine what it means to learn.

If you keep surfing, you'll eventually catch a wave. (You also might end up dealing with a lifelong addiction that will lead to side effects such as happiness, fulfillment, and physical fitness. I'm just saying.)

You never really stop learning how to surf. But the more you do it, something really interesting starts to happen. Your skill level increases exponentially. You become leaps and bounds better than you were before that first wave.

I've found that developing any skill seems to have a similar curve. You start out incompetent. Then you develop competence. That eventually leads to skill, which leads to performance. The funny thing is, even after you reach the level that could be viewed as performance, you'll plateau again. But if you keep trying you'll break through the plateau, and when you hit the next one, you'll be exponentially better than you were before.

MAKING THE LITTLE MOMENTS MATTER

In any surf session, all it takes is one good wave. You remember seconds out of hours. Those seconds leave a footprint on your soul that will last a lifetime. Most of us live life in anticipation of big moments like birthdays, graduation days, and wedding days. Those are important moments, but in our anticipation of big moments we often forget to enjoy the little ones. It's important to make the little moments count because there are far more of them than the big ones.

When I look back over the course of my life, it's the little moments that I remember:

- A good wave in a surf session
- Watching the sunrise from the beach
- Having coffee at the Strada Fountain in Berkeley
- The nights we laughed so hard we cried
- The perfect smile of a beautiful stranger

My friend Jennifer Boykin has a beautiful way of looking at this. She says "we plan for the future but we don't live in fear of it." Make plans, but don't worry about all the things that might go wrong.

Too many people live in fear of the future and dwell on their past. Neither is productive in helping you become extraordinary. For a long time I believed there would be this moment when I "arrived."

- When the book got published
- When the show hit a million downloads
- When I met the girl of my dreams

When you live in constant anticipation of your arriving at a destination, you forget to enjoy the journey. Extraordinary people keep going long after they've arrived because they just love to travel. Epic journeys are made up of little moments along the way.

The Photographic Collage You Call Life

Your eyes are the lens through which you view the world. The places you go, the people you meet, and the experiences you have are the photographs you take. Your memory is a photographic collage that makes up this wonderful thing you call life. The nice thing is this camera has an unlimited capacity for amazing people and experiences. So why limit yourself to life's big moments? Make the little ones mean something. Give them the importance they deserve.

Your memory is a photographic collage that makes up this wonderful thing you call life.

WHY CONSISTENCY IS CRITICAL

Enthusiasm is the ability to continue taking action long after the excitement of the moment has passed. - Zig Ziglar

The '80s was an amazing time for music. But if I asked you to tell me who the stars of the '80s were, I bet only a handful of names would come to mind. Half the bands of the '80s were one-hit wonders. Despite their great work, they won't be remembered. But look at a band like U2. While they're stellar at what they do, we can't discount the fact that their work has spanned almost three decades. They've crossed generations with their music, which is a hell of an accomplishment.

One of the things I've heard mentioned to me over and over again, when I ask guests on BlogcastFM what differentiates people who achieve at the highest levels from the ones who don't, is consistency.

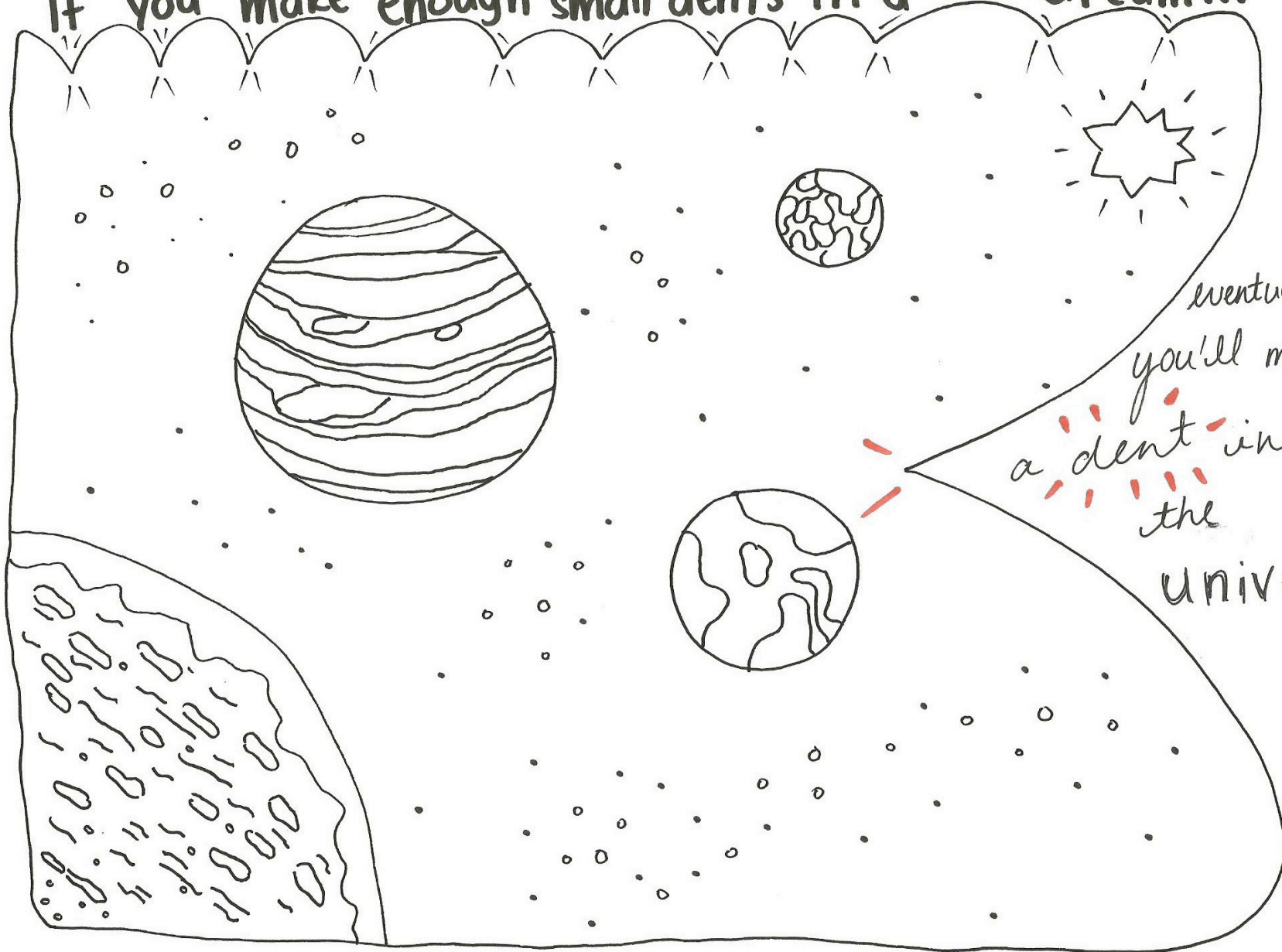
- Great writers write every day.
- The best surfers are in the water every day.
- Athletes show up for practice every day and train during the off season.

Even When You Don't Feel Like It

There are going to be days when you don't feel like practicing, writing, exercising, or doing whatever it is that is going to enable you to accomplish your personal version of extraordinary. It's in the moments when you don't feel like it that it's most important to show up and do the work. Big moments such as best-selling books, standing ovations at speaking engagements, and opportunities to share the stage with other extraordinary achievers are all the by-product of consistency. Extraordinary achievements are the by-product of seemingly ordinary actions taken on a consistent basis.

Anybody can do something once. Doing something once doesn't create a legacy. **You can't be a one-hit wonder if you want to make a dent in the universe.**

If you make enough small dents in a BIG dream...



eventually...
you'll make
a dent in
the
universe.

How to Make a Dent in the Universe

1. Meet Lots of People

Nothing of great significance is accomplished without the help of other people. Look at anybody who is at the top of their game, and I guarantee you they had help getting there. Steve Jobs may have been the visionary behind Apple, but without people like Jonathan Ive and Tim Cook, he wouldn't have had the same impact on the world. I've built BlogcastFM with the help of lots of brilliant people—over 300 of them.

2. Take Little Risks Every Single Day

If you're afraid to take chances, start small. Make what Peter Sims refers to as little bets. As you take small chances, you'll get comfortable with failing, you'll learn from your mistakes, and you'll develop a tolerance for risk.

3. Challenge the Status Quo

If you're the type of person who is hell-bent on defending the status quo, you won't be making a dent in the universe. Just because something has always been done a certain way, it doesn't mean it's the best way. Defending tradition blindly is not only stupid, but it hinders the progress of humanity. The willingness to try something different has resulted in some of our greatest achievements.

4. Learn to Be OK with Who You Are and Where You Are

Comparison is a deadly trap. There's always going to be somebody ahead of you and somebody behind you. Don't get caught up in the success of others or the ego-driven pursuit of a life that looks good on paper.

5. You don't need a reason

You don't need a reason to make a dent in the universe. The only person you have to answer to is yourself. Let them call you out your mind, insane, and bat-shit crazy. Once you've made your dent, those people all have a tendency to sing a different tune.

6. Stop Coming up with Reasons Why Something Isn't Possible

I'm amazed by how often people will look at their desire to make a dent in the universe and come up with a list of reasons why it isn't possible. How the hell would you know? You haven't even made an attempt.

7. Stop Waiting for Permission

You don't need to raise your hand. You don't need to ask for permission to speak. Say what you need to say. Do what you need to do. Stop waiting for permission and start making a dent.

8. Stop Watching the News

The media is completely manufactured and manipulated to scare the shit out of you. If something isn't adding to the quality of your life, stop watching it, reading it, or listening to it. That includes my blog as well. As I've always said, you're free to ditch class anytime. One final thought: You can either watch news or make news. Go with the second.

9. Play the Game As If You've Got Nothing to Lose

When you sit back and think about it, you've got nothing to lose. Grow some balls and realize you're going to die eventually. So you might as well die knowing that you tried to make a dent in the universe.

When you're standing on the edge of success, the voices of doubt and disbelief will be screaming at the top of their lungs. Ignore them. Sometimes those voices will come in the form of your peers, parents, and society. Change scares people, even when it's positive for you, because of the possibility that you'll leave them in the dust after you reach the point of no return.

10. Trust Your Instincts

I've been wondering for weeks what exactly it means to trust your instincts or how to do it. But Oprah Winfrey's amazing Stanford commencement speech summed it up perfectly: If it doesn't feel good, don't do it.

11. Leave People Better Than When You Found Them

I admire my sister's choice to become a doctor because she's doing it for all the right reasons. For her, it's always been about leaving people better than when she found them. I've kept blogging for the last several years in hopes that I've done exactly the same for my readers.

12. Let Go

Let go of the need for external approval. Unfortunately, we're conditioned at a very early age to seek external validation. It comes in the form of grades, smart kids and stupid kids, and parental approval. External validation feels good. Disapproval feels bad. But to make a dent in the universe, you have to let it all go.

13. Let go of the need for visible progress

When you plant a seed, you water it and wait to see it sprout. If you dug up the seed to check on its growth, you would have to start all over again. To do anything of great significance you have to focus on what you can do today and let go of the need for visible progress.

14. Don't Give Up When It Gets Hard

Inevitably things are going to get difficult. Remember that anything worth doing requires the courage to fail. If you're on the verge of a breakdown, you're probably right around the corner from a breakthrough.

15. Don't Stop Dreaming

It's crazy wild-eyed dreams that move us forward. Everything you see in the world around you was once upon a time nothing but a dream. Don't ever stop dreaming. It's a beautiful thing.

16. Don't Be Afraid to Be Wrong

There are no grades in the school of life. The fear of being wrong holds so many people back. The more you're willing to be wrong, the more often you'll eventually be right.

If you make enough small dents in a big dream, eventually you'll make a dent in the universe.

WHEN YOU GET TO A FORK IN THE ROAD

In every journey there will be forks in the road, options, choices, and directions to choose. Where you are today is the by-product of all the choices you've made, actions you've taken, and forks you've picked over the last several years. If you take similar actions you'll end up at a similar place. When you decide to take the journey of becoming extraordinary, you'll have to make uncomfortable and unfamiliar decisions.

The Easy Way Out

Anytime you reach a fork in the road you'll be forced to choose between the easy path and the one that's best for you. But you have to be careful because it's very easy to confuse the two of them. The easy path will seem best in the moment, but don't forget that there are long-term consequences to your short-term decisions.

For nearly 10 years I forced square pegs into round holes when it came to my career and my life. The decisions I made daily, weekly, monthly, and yearly eventually caused my world to crumble because my life was built like a house of cards. Even though the process of rebuilding has been painful at moments, I've been careful not to make long-term sacrifices for short-term gains.

You have to think a few moves ahead when you're deciding which path to take. Here are a few questions that will help you evaluate any fork in the road:

*Which path will lead me to my ultimate destination?
Am I taking this route because it's easy or comfortable?*

Every time you reach a fork in the road you're deciding just how badly you want to be extraordinary and how dedicated you are to abandoning the pursuit of mediocrity. As Todd Henry said, "A lifetime of mediocrity is a high price to pay for safety."

THE DIFFERENCE BETWEEN LIVING AND BEING ALIVE

Are you immersed and present in the activities of your day-to-day life? Do you actually notice what's happening? Or do you just go through the motions oblivious to the continually changing backdrop? Maybe it's time to stop driving with the emergency brake on and stop marching through life so damn cautiously

Stop Standing on the Shore and Get in the Water

You can sit. You can admire from afar. You can watch the sunset and marvel at its beauty. Chances are when you grab a surfboard and paddle out for the first time you'll get your ass handed to you. That's OK. But I've got news for you. Until you get in the water, you'll never catch a wave. And it's not like you ever stop getting your ass handed to you. You just get better at dealing with it and you keep showing up because in your heart you know that all it takes is one good wave to to have an amazing surf session

Until you take action toward a crazy wild-eyed dream, it will remain nothing but a dream. Accept that accomplishing things of significance is rarely a smooth ride. The non-linear path to success is a roller-coaster ride that will make you wake up on certain days thinking that living any other would be insane, and on other days wondering why anybody would do this to themselves. That's the price you pay for taking the scenic route through life.

The difference between standing on the shore and being in the water is the difference between living and being alive.

Until you take action toward a crazy wild-eyed dream, it will remain nothing but a dream.

How Do You Want to Show Up in the World?

Life is like a party. Its experiences are the food, drinks, and music. The guests are the people you meet. And one of the most importance choices you'll ever make is how you show up to the party.

You can show up dressed to the nines with a shit-eating grin that makes you seem like a Zen Buddhist on ecstasy and you'll attract people and experiences accordingly. (Just so we're clear, I'm not recommending you combine the use of ecstasy with the practice of Buddhism.)

Or you can show up drunk, frustrated, and pissed off. Chances are you'll find yourself sitting on the couch or standing in a corner by yourself. Nobody likes assholes.

But how you show up extends beyond the party. It's not just an attitude. It's a way of being in the world.

My business partner David shows up in the world with superpowers. He has the superpower of making things look beautiful (beats the crap out of calling himself a web designer, don't you think?).

I made a decision to show up in the world as somebody who starts conversations that create change, a connector of people and ideas, and a producer of multimedia experiences that will cause your ears to burn with joy. (Sounds like a lot more fun than "podcaster," doesn't it?)

My friend Mars Dorian is a cartoonist who shows up in the world as three times the craziness that's inside him.

The opportunity to be extraordinary and outstanding is right at your fingertips. Are you really going to pass it up?

A GPS SYSTEM FOR LIFE

The minute you veer off the beaten path, critics and doubters will emerge. Their voices are often loud, even convincing, and may drown out the sound of your own instinct. They might cause you to second-guess yourself. In these moments you must learn to block out the noise, focus on your instinct, and trust it, because it's essential to achieving something extraordinary. Oprah Winfrey once said your feelings are like a GPS system for life.

In the moment it's much easier to trust popular opinion than your own instinct. But your instinct is driven by an ambition to achieve the extraordinary, while popular opinion is the assassin of that ambition.

A Simple Guide to Trusting Your Instinct

You don't have to explain it or put it into words.

Go for your wave when it comes.

If it feels wrong, you're probably right.

The consequences of not trusting your instinct are dire.

Don't second-guess yourself.

Your initial impression is spot on most of the time.

Don't confuse instinct with popular opinion.

Popular opinion is the assassin of ambition.

If You Can Put a Price on It, It's Not Worth as Much as You Think

The media teaches us early in life that the highest levels of achievement involve things like corner offices, leather interiors, luxury cars, and big houses. I never acquired the big house, the fancy car, or any other material possession that would indicate I've "made it." I abandoned the pursuit of a seat in the boardroom for a pair of board shorts, which works out well since I think most meetings are a complete waste of time. The pursuit of status and material possessions not only made me miserable but nearly destroyed my health.

I'm not saying money isn't important. Without it you're kind of screwed. Or to put it in the more eloquent words of Zig Ziglar, "I've had it and I haven't. Let me tell you it's better to have it." But what I'm asking you to look at is why you want money. If it's only to acquire possessions, be warned that there is no end to how much you can acquire. There will always be somebody who has more and somebody who has less. You could spend your whole life acquiring things only to realize upon your deathbed this one indisputable truth:

Nobody Leaves This World with a Thing in Their Pockets

The things and experiences that you can't put a price on are life's greatest treasures. There's no amount of money in the world that would probably get you to sell your kids to somebody else. You can't put a price on the feeling you get when you spend time with the person you love. You can't put a price on the pure bliss of riding a wave. If you can put a price on it, it's probably not worth as much as you think.

ACT AS IF YOU ALREADY ARE

On some level you probably believe that an extraordinary accomplishment will enable you to be the person you want to be. But you've got it all backwards. If anything, this mind-set will dramatically slow your progress because you're in a state of scarcity. You're operating as if you're lacking something. Depending on external factors to improve your state of mind means you'll always be at the mercy of your circumstances (which you're not always in control of).

When you act as if you're already the person you want to be, all your actions will align accordingly.

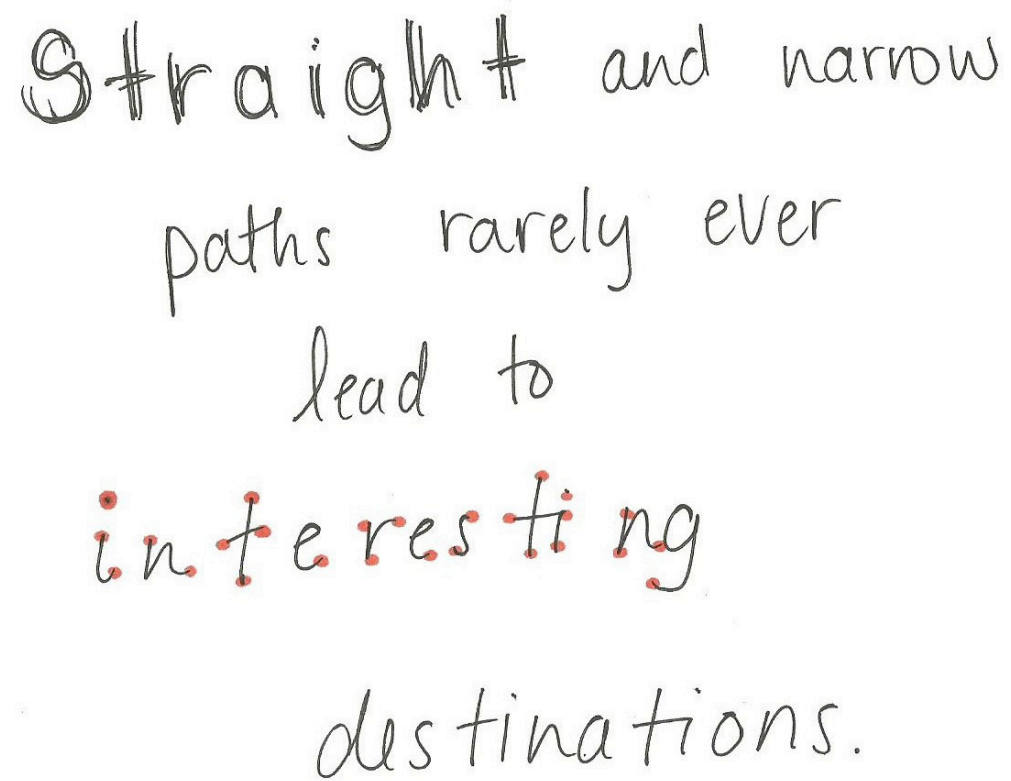
Put your fingers to the keyboard as if you're already a best-selling author, and watch how the words flow.

Step on the court or the field or get in the water as if you're already an amazing athlete, and notice the difference in your performance.

Approach that girl or guy as if you're already the hottest person in the room, and watch your charm give them what my friend Mars Dorian calls delightful eargasms.

Walk into the interview as if you already have the job, and notice how confidently you'll answer questions and connect with your potential employer.

You don't have to wait until you've accomplished something to be extraordinary. Start living from that place today. Act as if you already are.



Straight and narrow
paths rarely ever
lead to
interesting
destinations.

Straight and Narrow Paths Don't Lead to Interesting Destinations

If success was as simple as walking in a straight line, everybody would be successful. The path to becoming extraordinary isn't linear. You've been taught from a very early age to stand in single-file lines and follow the leader. But to truly accomplish anything of great significance you must break rank, ditch your guidebook, and take the scenic route.

Straight Lines Don't Result in Masterpieces

If I handed you a blank piece of paper with a pencil and told you to create a masterpiece by only drawing straight lines, you might be able to do it, but it would hardly compare to one created by a person who didn't have this restriction placed on them. Straight lines result in boxes and prisons of our own creation that lock up our ambition and potential.

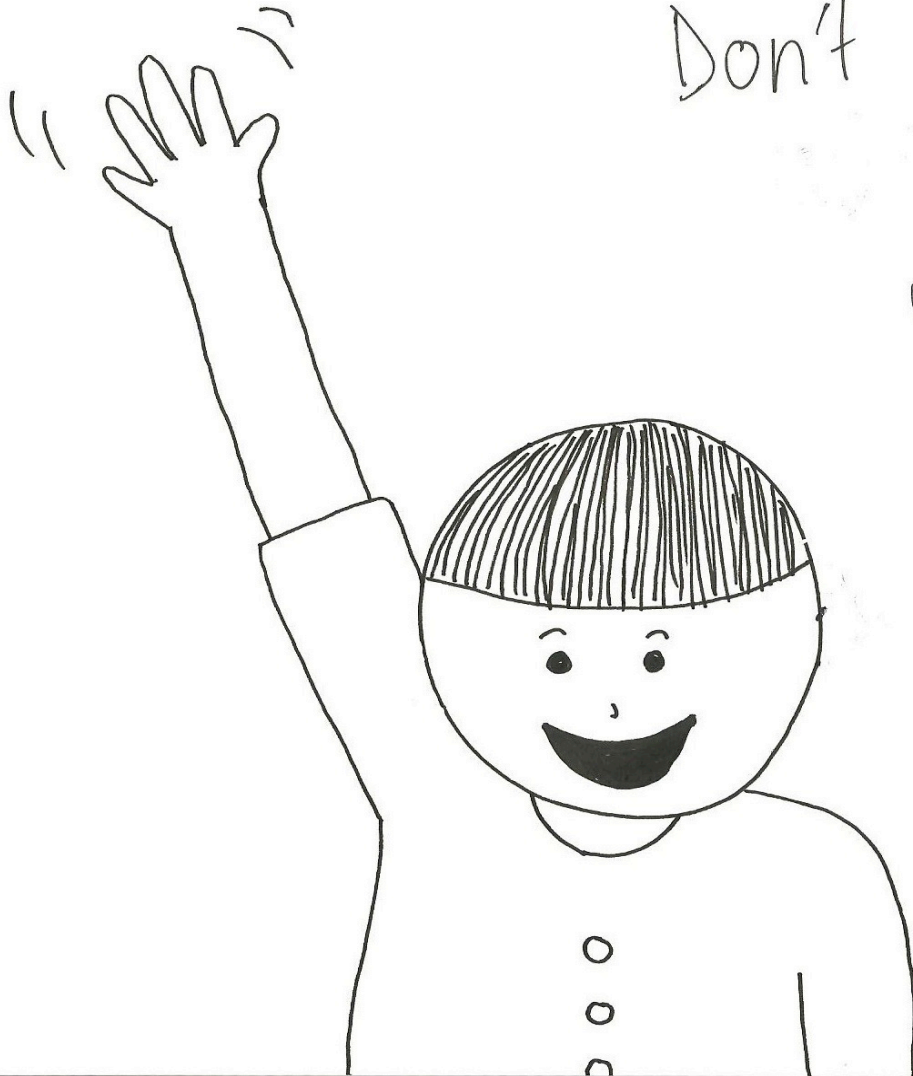
Go to school, get a job, go back to school, get a better job, and do everything that society expects of you. This is the straight and narrow path, and it rarely leads anywhere interesting. To pave new roads you have to enter uncharted territory. You'll be correcting course throughout your journey, but it beats the hell out of walking a straight and narrow path that almost guarantees you'll eventually be bored out of your mind.

How You Get There Doesn't Really Matter

Once you're at your destination nobody will really care how you got there. The people who questioned your sanity will sing a different tune. They'll sing your praises and tell you they always knew you were on the right track. But in the wise words of my friend Erika Lyremark, no matter how well you prepare for success, it is a bumpy ride.

When we hear about famous failures, we use their struggles as inspiration. It doesn't define them. All that people will care about is who you are in the moment (all the more reason to act as if you already are).

Don't let the fear
of losing something
you don't even have
keep you from
asking for it.



Everything is Negotiable

The world is much more malleable than you may realize. Very little, if anything, is etched in stone. But our assumptions kill the infinite possibilities at our disposal. Sometimes our assumptions are like handcuffs made up of words that only limit us.

Conventional wisdom is merely a suggestion, not a legally binding contract. Feel free to abandon it whenever you want. The sooner the better.

Rules can be bent, broken, and rewritten.

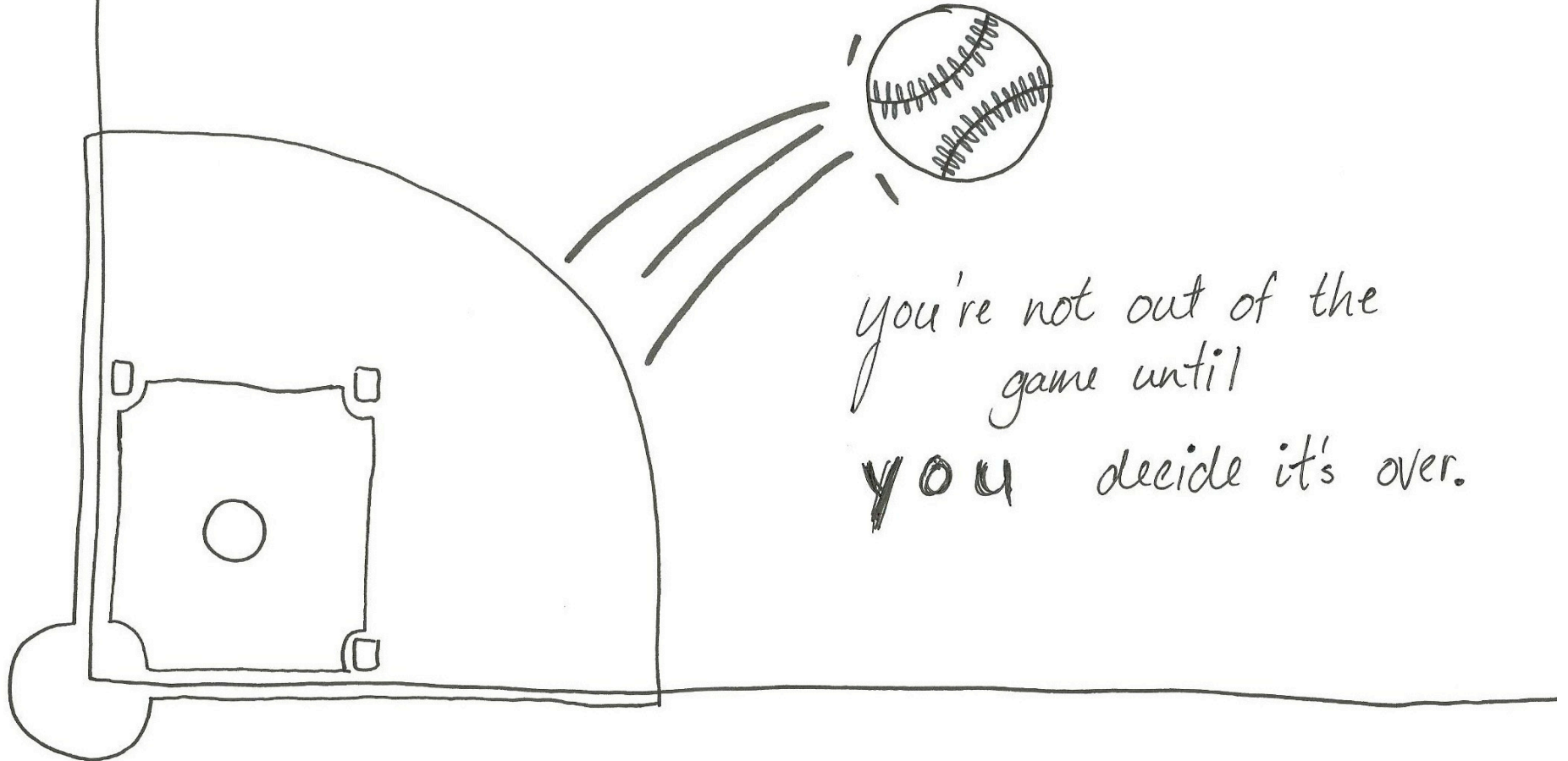
Don't let your fear of failure keep you from exploring the unknown or uncertain.

Ask for the thing that you might think is impossible to get. The raise at your job, the date with the hot girl or guy, or the bargain on that new car. If you need inspiration, look at any kid's Christmas wish list (preferably the younger ones, who aren't limited by what they know). They have no problem coming up with seemingly ridiculous requests. If you're a parent, chances are you've complied with some of those ridiculous requests on occasion.

Write down the most ideal version of your life. Try to negotiate every element of it so it matches up.

Don't let the fear of losing something you don't even have keep you from asking for it.

Keep your head down,
drown out the noise,
and keep swinging for the fences.



you're not out of the
game until
you decide it's over.

THE VICIOUS TRAP OF COMPARISON

We live in a world where we're barraged with an edited and filtered version of people's lives. All you have to do is look at your Facebook wall or Instagram feed and the grass will seem greener on the other side.

Somebody just got married and you're still single.

Somebody just landed in paradise, while you're stuck in suburbia.

Somebody just landed a new job/client while you struggle to stay afloat.

The list goes on and on. In case you're wondering, that list is based on my personal experience. But something tells me I'm not alone in this. The Harvard Business Review blog even went so far as to say that Facebook is making us miserable.

If you take a look at my Instagram feed you'll see beautiful pictures of the beach in San Clemente and inspirational quotes from the books I read. It might appear as if I'm just a "happy surfer dude" who is clearly high on something.

But like you, I have a darker side.

I wonder why I'm not where I want to be with my life. I look at my younger sister, who is an anesthesiology resident at Yale (damn slacker), and feel like she's surpassed me in every area of life. I have trouble sleeping. I worry that my parents won't see me thrive the way they want to before they're gone. I've never been in love, and my worst fear is that I settle in this part of my life and won't ever experience the true joy of being with that one person you're meant to be with. Like you, I'm human.

Of all the things in life that can destroy your potential to be extraordinary, comparison is one of the most insidious. It makes you second-guess yourself. It takes you out of the game and puts you on the bench. Don't let comparison get the better of you. Keep your head down, drown out the noise, and keep swinging for the fences. You're not out of the game until you decide it's over.

Nobody Starts out with Intention of Becoming Average

A few months ago, I was talking with one of our family friends that we've known forever. I've always enjoyed our chats because she's smart, witty, and doesn't take life too seriously. As we were discussing books, success, and many of the other things that come up in our conversations, she said, "Srinivas, most people just want an average, middle-of-the-road kind of life."

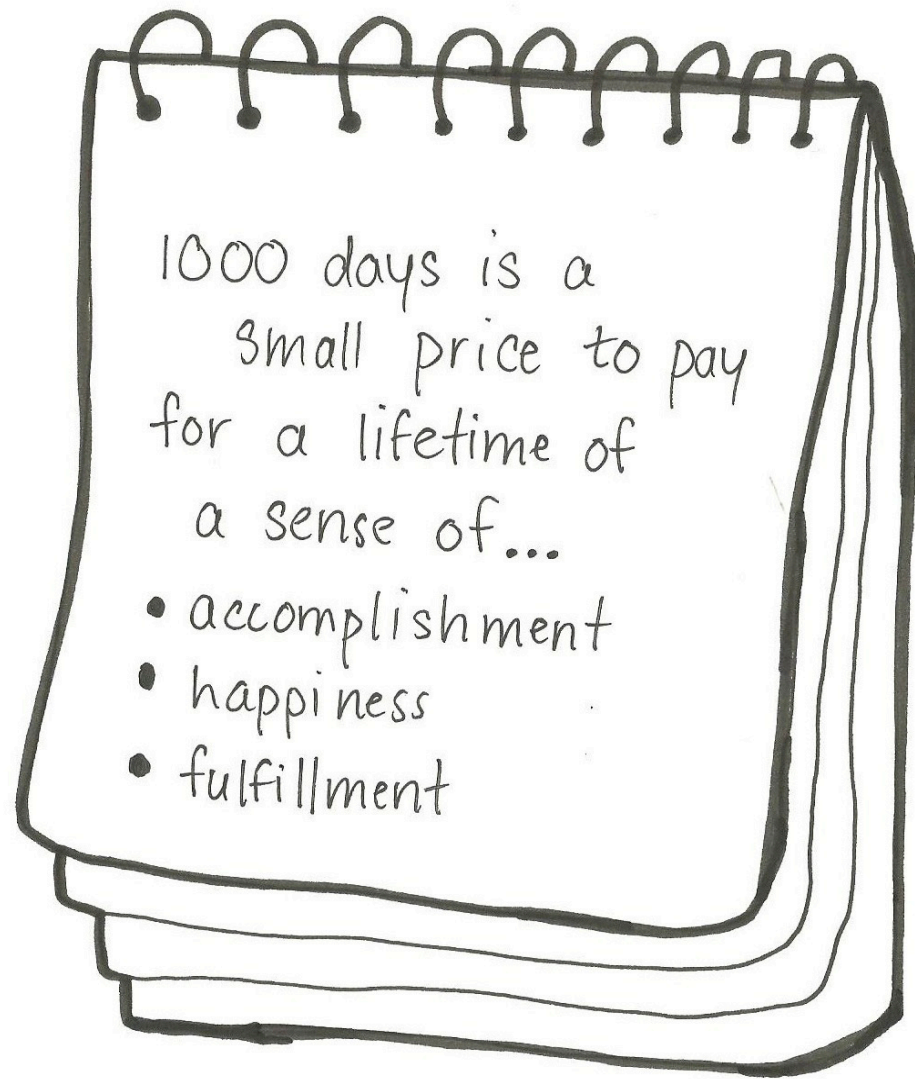
I don't think anybody starts out this way. I think people are indoctrinated into this way of thinking. School, society, and our peers make us second-guess the idea of chasing our extraordinary potential. After all, there are no guarantees when you chase it.

Kids have an infinite tolerance for risk and an ability to dream without limits. In a kid's world, elephants fly, kangaroos box, and the idea that they'll someday discover superpowers is not so far-fetched (speaking from experience on that last one).

I used to watch Superman movies wondering about the day when I'd learn that my parents found me in a barn. They would tell me I wasn't ordinary and someday I'd be able to fly.

As adults we lose touch with this unlimited imaginative capability, which is tragic because it's what enables us to innovate and dream up the things that don't exist. But I don't believe that everyone is OK with living an ordinary, unimaginative life. After all, a billion-dollar industry exists that is built on people's desire to escape mediocrity and become extraordinary. Some people call it personal development. I call it ingredients for a life you'll be proud of.

I don't think anybody starts out with the intention of an average, middle-of-the-road life. It's just where they end up. They settle. As long as you can remember that there is no timeline for significance or success, then you'll have no problem starting your escape from mediocrity. It may take a lifetime. But it's better to spend a lifetime in pursuit of your extraordinary potential than settling for an average one.



1000 Days to Competency

Malcolm Gladwell says it takes 10,000 hours to gain mastery. I'd say it takes roughly 1,000 days to competency. In my life I've stuck with two things for more than 1,000 days: surfing and writing. I consider myself competent in both. Two things that you might want to keep in mind:

I have ZERO natural athletic ability

English was one of my weaker subjects in school

Now, both are integral parts of my life.

When you begin your pursuit of any extraordinary achievement, chances are you won't be very good at it.

- *Amazing writers suck when they start writing. Just look at the early work of a writer and compare it to his or her later work.*
- *Incredible athletes may show early signs of talent, but it's no comparison to how they play when they're at the top of their game.*
- *Most master musicians sound like nails scratching chalkboards the first time they play an instrument*

The average person gives up at the first obstacle, while the extraordinary one realizes each obstacle is part of the journey.

Accomplishment will often occur in the final hours of your goal. Many of my major breakthroughs and milestones in surfing and writing have occurred in this past year (coincidentally, 1,000 days into the journey).

You might be thinking that 1,000 days seems like a ridiculously long time, but you've already done plenty for more than 1,000 days in your life.

- *If you watch TV, I'm sure you've watched more than 1,000 days of a TV show.*
- *If you have been playing an instrument for a while, it's likely you've done it for more than 1,000 days.*

1,000 days is a small price to pay for a lifetime of happiness, fulfillment, and a sense of accomplishment.

Life Doesn't End When You Achieve Your Goal

There's so much information available to us these days about how to achieve a goal. But what few people seem to talk about is what happens after you've hit the goal. If you think you'll just sit on the beach sipping margaritas, doing nothing, that will probably last about two weeks before you get bored.

Zig Ziglar says that it's not about the goal itself, but the person you become by achieving it. One of the great things that will inevitably happen after your first extraordinary accomplishment is that your standard for extraordinary will change. You'll see a new limit and start thinking of ways to surpass it. This is a good thing.

The other night my dad and I were talking about Michael Jackson, who is one of the greatest musicians of all time. In order to become the king of pop he had to create an extensive body of work. Thriller was one of the greatest albums of all time, but without the knowledge and skill that Michael developed during his experience with The Jackson 5 and his other albums, it wouldn't have been as stellar. One extraordinary accomplishment becomes stepping stone for all the other ones.

Don't be a one-hit wonder when it comes to achieving something extraordinary. Go for the hall of fame

THE EXTRAORDINARY ACHIEVER'S TOOLKIT

(Books and Resources)

1. Imagine

I came across the work of Jonah Lehrer when I interviewed him for the Vistage podcast series (which I'm the host/producer of). His book *Imagine* is an in-depth look into the neuroscience behind creativity. In this book you'll see how famous artists, athletes, and animators achieve at the level they do. Understanding how, why, and when we have creative breakthroughs enables us to replicate them on a consistent basis.

2. Making Ideas Happen

If you like the content here, you'll probably love 99u, which is run by Scott Branson, the author of *Making Ideas Happen*. Ideas are great, but execution is what turns them into reality. I started using The Action Method presented in the book and my productivity has gone through the roof.

3. Little Bets

This book by Peter Sims may be one of my all-time favorites. What do Pixar, Chris Rock, and other world-class performers have in common? They fail fast and often. They take little risks, discard what doesn't work, and keep what does. The end product you see is the result of lots of little bets.

4. The Accidental Creative

I had the good fortune to have author Todd Henry as a guest on BlogcastFM. Creative brilliance occurs in a state of anarchy. This book will help you make order out of anarchy.

5. How to Get Rich

If you've walked through the magazine section of your Barnes and Noble, you've been exposed to the work of Felix Dennis whether you know it or not. The founder of Maxim magazine and dozens of other publications shares his secrets to wealth in this blunt no-nonsense guide.

6. Rework

Written by the founders of 37 Signals, Jason Fried and David Heinemeier Hansson, Rework is one of those books that will make you rethink the way you're approaching your work. It will help you save time, make more money, and not lose your mind while doing your best work.

7. The Art of Non-Conformity

Chris Guillebeau is kind of the poster child for living an unconventional life. His mission to visit every country in the world before he turned 35 has turned into a movement of people living their own amazing stories. This book is kind of a take-off point for you to start changing the direction of your life.

8. The \$100 Startup

Chris Guillebeau is one of those guys who has accomplished more in three years than many people do in a lifetime, and now he's written a second book called The \$100 Startup. One of the best descriptions I heard was that it's like a practical version of The 4-Hour Work Week. It's full of real-world examples of people who have turned a \$100 investment into a viable business.

9. The Fire Starter Sessions

Danielle LaPorte is a force of nature who is really setting the world on fire. If you want to know more about her, listen to my recent interview with her. This book is a soul-searching guide with tactical advice on how to find your calling.

10. Business Stripped Bare

If you want the short version, read my blog post “14 Inspiring Life and Business Lessons from Richard Branson.” If you want the long version, pick up a copy of Branson’s book, Business Stripped Bare. The Virgin founder is probably the billionaire I most look up to.

11. Steve Jobs (biography)

If you want a look into the inner workings of a man who was as crazy as he was brilliant, this book is a must. It will cause you to hold yourself to a higher standard. It will challenge you to step out of your comfort zone, and you’ll see just how much you’re influenced by Apple every single day.

12. The E-Myth Revisted (by Michael Gerber)

Many first-time entrepreneurs focus on all the wrong things, and they try to do everything themselves. When you learn to outsource your weaknesses, you grow rapidly. If you really want to understand the difference between working on your business and in your business, this book is a must read.

13. Tribes

If you want to start a movement, this book by Seth Godin is a must read. It's been incredibly influential in my approach to growing the Skool of Life and BlogcastFM. You can watch Seth's TED talk or you can pick up a copy of the book.

14. Launch

Mike Stelzner's book launch is a step-by-step plan for your social media strategy. It's jam-packed with ideas and insights that will help you propel your online presence into the stratosphere.

15. Outliers

What do the most successful athletes, musicians, and entrepreneurs in the world all have in common? They've worked at their craft for more than 10,000 hours. In this incredibly fascinating book, Malcolm Gladwell studies the most successful people in the world and how they ended up where they are in life.

16. The Tipping Point

If you're wondering what causes an idea to "tip," or spread, this book by Malcolm Gladwell will show you how it's done. Figuring out whether you are a maven, salesman, or connector will be one of the most valuable things you can do for your career. The idea that 150 followers is all you really need was based on the ideas in this book.

17. Click

Ever wonder what it is that makes you “click” with another person? Ori Brafman’s work might surprise you. Click will teach you about the essential factors that allow a connection to take place between people.

18. The Power of Story

Our interpretation of the world is based on the stories we tell. This book by Jim Loehr provides a powerful way to reframe the stories you tell and, as a by-product, alter events in your life.

19. The Three Laws of Performance

This book is one of my personal favorites. It examines how we can use language to alter performance and generate better results. Many of the concepts are based on The Landmark forum. If the idea of attending Landmark freaks you out, this book is a great introduction to

20. Pick Four: The Ultimate Goal Setting Guide

Pick Four is Seth Godin’s adaptation of Zig Ziglar’s goal setting guide. The premise is quite simple.

Pick Four Big Goals

Take Action Towards them Every Day

Track Your Progress for 12 Weeks

Don't be fooled by its simplicity. This is the most effective goal setting program I've ever discovered.

HOW YOU CAN HELP

First let me say thank you for taking the time to read this. I hope it's inspired yo abandon the pursuit of mediocrity and achieve your personal version of extraordinary. I've made this manifesto completely free because I'm more interested in seeing these ideas spread than making a quick buck. As Zig Ziglar said "You can have everything you want in life by helping enough other people get what they want."

If you would share this manifesto with anybody you think would benefit from the message, I would be eternally grateful. You can tweet it, share it on facebook or forward it to a friend.

Interested in more? Visit my web site [The Skool of Life](#), where I write about the things you should have learned in school, but never did. You can get my weekly newsletter [here](#). Also, check out BlogcastFM, a show on which I've interviewed over 300 extraordinary achievers.

You can have everything you want by helping enough other people get what they want
- Zig Ziglar

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