

# THE EPIC LIFE MANIFESTO

SEVEN MAXIMS FOR LIVING LARGE

“ You only have one life,  
choose to live large and  
make it an epic one. ”

**GARY RYAN BLAIR**



**100DAYCHALLENGE**



# IMPOSSIBLE IS NOTHING



Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it.

Impossible is not a fact.  
It's an opinion.

Impossible is not a declaration.  
It's a dare.

Impossible is potential.

Impossible is temporary.

Impossible is nothing.

– Muhammad Ali





*Hello!*

**GARY  
RYAN  
BLAIR**

# THE EPIC LIFE MANIFESTO

If you've ever wanted to live large, make the impossible possible, and unleash your greatness, **this Manifesto will help you prepare to do exactly that.**

- ✓ It is not just the championship athlete or record breaker that aspires to push their limits and become great.
- ✓ It is also the parent, teacher and coach who wants their children and students to reach their full potential.
- ✓ It's the leader who wants to create a culture that inspires excellence, passion and innovation.
- ✓ It's the artist who wants to create a true work of art that moves everyone who comes in contact with it.
- ✓ **It's everyone who strives to excel on their own terms, to set and realize personal goals and achieve their own defining moment of greatness.**

That's the reason why I created "**The Epic Life Manifesto**", a powerful message designed to inspire anyone who wants to achieve their own moment of greatness, and who truly wants to live large.

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# YOU ONLY HAVE ONE LIFE...LIVE IT LARGE



I'd like to whisper in your ear, and let you in on a **BIG SECRET** right here at the beginning. Whether you go on to read the rest of this Manifesto or leave it behind and move on with the rest of your life, please remember one thing.

*You only have one life, and you don't have to live it the way other people expect you to.*

If you really want to live large, and are willing to make some changes in your life to cause it to happen, you too can take on any challenge and win... or do anything else you really want to do.

**The only things you'll need to give up are assumptions, expectations, and the comfort zone that holds you back from greatness.**

## Everything Counts!

*Gary Ryan Blair*

P.S. Victor Hugo once said, "One can resist the invasion of an army, but one cannot resist the invasion of ideas." After you use these ideas to start living an Epic Life, I'll share with you a couple of ways you can give back and share them with others.

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# WHAT EXACTLY IS A MAXIM?



A maxim is a succinct formulation of a principle, rule, or basic truth about life. Usually clever, maxims are like great sayings that are widely accepted on their own merits.

Ben Franklin is the author of many, including "Early to bed, early to rise, makes a man healthy, wealthy, and wise." An overused maxim of real estate is "Location, location, location." And, Confucius offers one of my favorites: *"He who learns but does not think is lost."*

In outlining "**The Epic Life Manifesto**", the choice of the word Maxim was intentional as an Epic Life is created by an epic set of principles.

It's my belief that the best act of creation is self-creation, and while life does thrust epic challenges and opportunities upon us, **the best opportunities for LIVING AN EPIC LIFE are the ones we create for ourselves.**

It's my pleasure to present you with these seven maxims for creating an Epic Life. I urge you to embrace, inhabit and make them your own, most importantly, begin to *implement* them **TODAY!**



# CREATE A BIGGER, BOLDER FUTURE

## MAXIM I



What we already know is in the past. What we have yet to discover is the future. Always make your questions bigger than your answers, always act with the spirit of boldness, and you'll always draw yourself into a bigger future with new epic possibilities.

- Gary Ryan Blair



**To live an Epic Life, you must make your future bigger, brighter, and bolder than your past.** Your past is history, however your past offers great insights for creating an Epic Life. Your past is rich with experiences that are worth thinking about in new ways, and these valuable experiences can become raw material for creating a masterpiece.

Approach your past with this attitude, and you will have an insatiable desire for even better, more enjoyable experiences. **Use your past to help you create an Epic Life, and you will separate yourself from situations, relationships, and activities that can trap you in the past.**

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# CREATE A BIGGER, BOLDER FUTURE



*Those who live an Epic Life are the men and women who consistently demonstrate a spirit of boldness and adventure. They are those who are willing to challenge and constantly question even the existence of the comfort zone, they try new ideas, they test assumptions, they thrive under pressure and take the risks and actions that meeker people are too afraid to attempt.*

**When will you start living an Epic Life, and how will you do it?** Do you really think it will materialize without a series of epic challenges, without your perseverance being tested, without you being pushed to your limits, tormented, and put through your own personal hell?

In short, for YOU to unleash your greatness and live an Epic Life, you must seek out and rise to the great challenges that YOU thrust upon yourself. **THERE IS NO OTHER WAY!**

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# CREATE A BIGGER, BOLDER FUTURE



Training yourself to act boldly is not an easy task, but if you want to live an Epic Life —then it *must* be done.

## Why?

**Because you can't live large by sitting on the sidelines, nor by relying on the bold acts of others. Only the bold actions that you take for yourself will move ever closer to your personal north star—your Epic Life.**



# CREATE GREATER CONTRIBUTIONS

## MAXIM II

“

We must replace the pursuit of success and materialism with the pursuit of contribution and generosity. For this to occur, the critical question must move from, “How can I become successful?” to, “What can I contribute that will significantly impact the mission, performance, and overall results of the institution or community I serve?”

- Gary Ryan Blair

”

**The definition of an Epic Life must include a contribution to the lives of others.** You do that by focusing your time and talents on helping others to face their fears, eliminate their dangers, solve their problems, capture their opportunities, and maximize their strengths.

**THERE IS NO EXCEPTION to this rule...everything in life wishes to reward its contributor.**

In fact, every contribution you make turns you into a benefactor, allowing you to enjoy the fruits of your contributions.

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# CREATE GREATER CONTRIBUTIONS

## MAXIM II



- ➡ By giving to the garden, the flowers reward you by blooming with bright, vibrant, and beautiful colors.
- ➡ By donating to your children's education, they reward you by becoming responsible, disciplined, and productive members of society.
- ➡ By working for your client's best interests, they reward you with loyalty and ongoing prosperity.
- ➡ By giving money to your retirement fund, it provides you with both peace of mind and an enjoyable final chapter of your life.
- ➡ By contributing to the health and well-being of your body through exercise and nutrition, it rewards you with responsiveness, flexibility, longevity, and optimal performance.

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# CREATE GREATER CONTRIBUTIONS

## MAXIM II



Those who contribute their time, talents, networks, and personal experience will be repaid in one way or another. **Although it may seem strange intellectually, the world begins to conspire for you as whom or whatever benefits from your contributions wishes to respond.**

The lawn wishes to grow; the muscle begins to strengthen; and as the student's mind expands, she will wish to repay you with her own success, accomplishments, and contributions to others.

### THE FACT IS...

Every institution needs performance, especially in the building and developing of children, teens, and leaders of tomorrow. And if deprived of performance, potential will decay and die.

**Therefore, to ensure strong families, communities and prosperous businesses, a focus on unique and ongoing contributions must be the foundational philosophy by which you create your Epic Life.**



# CREATE A LEARNING ENVIRONMENT

## MAXIM III



“

Based on perspective, the passage of time does not bring age but rather maturity. We reach a stage, master it, and pass on to the next. If we fail, that failure will persist until we rectify it. No amount of years will rid us of that necessity and that is why a commitment to lifelong learning is mandatory.

- Gary Ryan Blair

”

Learning ability, intellectual capital, and technical know-how are all intangibles. But these intangibles are among your most important assets, as **everything you do to reinvent and update your knowledge allows you stay in the game, competitively perform and ultimately live an Epic Life.**

It would be foolish to ignore the call for creating a learning environment as we discover more, and not less, need of new knowledge as we make progress.

**Lifelong learning rightly interpreted can have no endings and is as inseparable from normal living as food and physical exercise.** It must be supported and encouraged throughout the course of your life as a fundamental discipline, as well as the key to sustaining an Epic Life.

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# CREATE A LEARNING ENVIRONMENT

## MAXIM III



A commitment to lifelong learning is more than just education and training beyond formal schooling.

This framework encompasses learning throughout the life cycle, **from cradle to grave and in different learning environments, formal, non-formal, and informal.**

The case for constant education—with knowledge creation as its primary goal—is fundamentally congruent with living an Epic Life.

**Propelled by the competitive imperatives of speed, competitiveness responsiveness, and the need to innovate constantly or perish, learning is the essential hedge against extinction.**

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# CREATE A LEARNING ENVIRONMENT

## MAXIM III



Knowledge and skills are perishable—both because they're not applied all the time, and because they can and do become outdated. **That is why your ability to live an Epic Life is dependent upon constant reflection, a healthy dose of paranoia, and a voracious appetite for new knowledge.**

Perhaps the most important thing you can to live an Epic Life is to know your strengths and focus on them.

To know your strengths and how to improve them, and to know what you cannot or should not even attempt to do—these are the keys to lifelong learning. **It's also the most strategically compelling task to which you should dedicate yourself to.**



# CREATE HIGHER STANDARDS

## MAXIM IV



“

Your ability to live an Epic Life is a direct result of the standards you hold—both for yourself and for others. From your profession, to your appearance, your relationships, to your finances, and from your reputation, to your peace of mind, they're all governed by the standards you hold them to.

- Gary Ryan Blair

”

**The first, most important step in living an Epic Life is to elevate your game by raising your standards.**

So how do you do it?

The following strategies are simple, and highly effective, however, they require consistent and skillful application in order for you to LIVE LARGE.

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# CREATE HIGHER STANDARDS

## MAXIM IV



### Strategy #1. Create Three Lists

You begin the process of raising your standards by creating three lists:

- ➡ *All the things you will no longer accept from yourself;*
- ➡ *All the things you will no longer tolerate from other people, and;*
- ➡ *All the things that you aspire to become.*

If you have the courage to expect and demand more from yourself and more importantly, if you have the commitment to honor these higher, nobler standards, you will fast track the results you desire.

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# CREATE HIGHER STANDARDS

## MAXIM IV



### **Strategy #2. Change Your Limiting Beliefs**

If you raise your standards but don't really believe you can meet them, then you've already sabotaged yourself. This is the biggest challenge you will face in living an Epic Life.

**Why? Because you won't even try; you'll be lacking that sense of certainty and indomitable spirit that allows you to tap the deepest capacity that's within you.**

Your beliefs are like unquestioned commands, telling you how things are, what's possible and what's impossible, what you can and cannot do. They shape every action, every thought, and every feeling that you experience. As a result, changing your belief system is central to making any real and lasting change in your life.

**The ultimate reason for raising your standards is to challenge you to become the person it takes to live up to them.** By doing so, you inspire others and demonstrate what it takes to live an Epic Life!



# CREATE A GRATITUDE HABIT

MAXIM V



BEDANKT!

GRAZIE!

TÄNAME!

KÖSZÖNJÜK!

DANKE!

KITOS!

“Practicing the fine art of gratitude is among not only our most important positive emotions, but also one that links directly to our physical and mental well-being. It's in our self-interest to feel gratitude, because it makes us better people and offers the best guarantee of success.

- Gary Ryan Blair

”

Success is a process that includes both peaks and valleys, but the one constant in living an Epic Life is the practice of gratitude.

**Gratitude heightens awareness and expands your interaction with the world.** Once gratitude becomes part of your nature, you begin to see the extraordinary connections between your successes and creature comforts, and the talents and contributions of others.

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# CREATE A GRATITUDE HABIT



**MAXIM V**

Consider the following...

- ➡ The farmer plant, waters, fertilizes and harvests the tomatoes you enjoy.
- ➡ The truck driver delivers the food to the market that will soon feed your family.
- ➡ The baker kneads and bakes the bread for the sandwich you'll eat for lunch.
- ➡ The engineer and architect design the bridge that allows you to get to work.
- ➡ The furniture maker's handiwork creates the furniture in your living room.
- ➡ The plumber fixes your leak, clears your drain, and plunges your toilet.
- ➡ The teacher educates and inspires your children to be the best they can be.
- ➡ The customer provides the support that enables everyone to receive wages.
- ➡ The performer engages the imagination and entertains your senses.
- ➡ The seamstress sews the beautiful clothes that make you look great.
- ➡ The physician and nurse help to bring your beautiful baby into the world.

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# CREATE A GRATITUDE HABIT

MAXIM V



Pause for a moment, and begin to think of the connections between people. You will immediately understand the important role that gratitude plays in the creation of an Epic Life.

We live in a world where we have much to be grateful for, if we would just stop and look around. It's quite humbling to think of all the roles that complete strangers play in our daily existence.

You may be tempted to believe that living an Epic Life is the result of karma, fate, design, destiny, or pure luck, but **practicing the fine art of gratitude offers you the best guarantee of a large successful life and legacy.**



# CREATE A JOYFUL ENVIRONMENT

## MAXIM VI



“

An essential part of your journey to living an Epic Life is the pursuit of happiness. You are accountable for all that you do, as well as for the pleasures that you fail to enjoy during your lifetime. Count the days, weeks, and life experiences lost if you have not brought play into your work and turned tasks into games.

- Gary Ryan Blair

”

Living an Epic Life begins with an ideal emotional state, as your outlook on life is not determined by your circumstances, but by your focus. A joyful focus is joyful living. **A greater sense of enjoyment along with a playful spirit will automatically create a greater quality of life.**

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# CREATE A JOYFUL ENVIRONMENT

## MAXIM VI



The Epic Life is a joyful life largely because joy is an aphrodisiac; anyone who has experienced it will crave it again and again. Joy is contagious; it's a gift we give to ourselves and spread to others. Joy is inside of us; it's a spirit we liberate and find spiritually liberating. Those who live in, share, and spread joy possess true wisdom.

Unfortunately, most people don't enjoy life; they endure it. They think that they can't be happy because of all their problems that life has to be perfect before they're happy.

A problem-free life does not exist, and if you're staking your joy on the absence of problems, you'll never be joyful.

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# CREATE A JOYFUL ENVIRONMENT

## MAXIM VI



Joyful living is truly the good life. Our work—along with all the things we do with our personal time and bodies—should be done because they are joyful, not because they serve some serious purpose. **If you are not doing something that is enjoyable on its own account, you should look for something that is.**

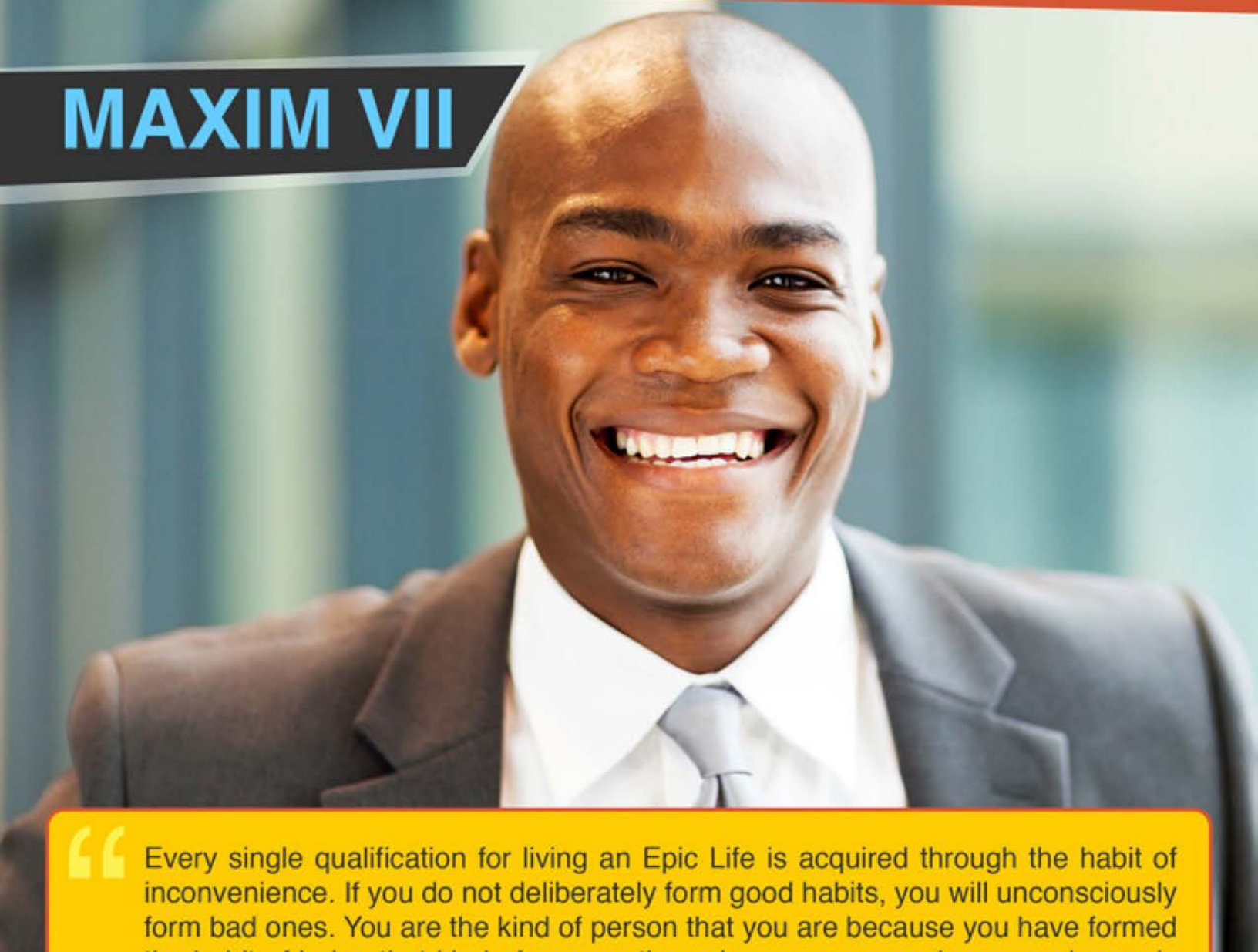
Just as a scale is used to measure weight, it can also be used to measure joy. How would you measure the quality of your most significant relationships on a scale from emptiness to complete joy?

No one should ever be involved in a relationship that is not completely joyful. And much like peace and quiet, joy and happiness will not come looking for you. **It's a present, meant to be lovingly unwrapped, one that you must seek in order to live an Epic Life.**



# CREATE DISCOMFORT

## MAXIM VII



“

Every single qualification for living an Epic Life is acquired through the habit of inconvenience. If you do not deliberately form good habits, you will unconsciously form bad ones. You are the kind of person that you are because you have formed the habit of being that kind of person; the only way you can change and grow is through the habit of inconvenience.

- Gary Ryan Blair

”

Of all the maxims advocated, none is of more fundamental value than your **willingness and ability to create discomfort**. In a very real sense, it is a precondition to all the others.

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# CREATE DISCOMFORT

## MAXIM VII



Living an Epic Life requires an enormous threshold of discomfort and inconvenience because of the many sacrifices involved. Therefore, always make your goals and dreams greater than your comfort.

Recognize that every act of creation is also a simultaneous act of destruction. The more positive, intentional, and comfort challenging the better.

Inconvenience and discomfort are part of the foundational building blocks of success. **Every person who has ever been legitimately successful has formed the habit of doing things that others don't like to do.** Unfortunately, our society has placed such a high premium on convenience and expediency that it has enabled weakness, while also creating an inability for many to perform at peak levels.

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# CREATE DISCOMFORT

## MAXIM VII



The acceptance of inconvenience and discomfort explains why people with every apparent qualification for success become disappointing failures, while others achieve outstanding success in spite of many obvious and discouraging handicaps.

**In other words, we've got to realize right from the start that success requires an unconventional approach and a much different philosophical view.**

An Epic Life is something that is achieved by the minority of people, and is therefore unnatural and not to be achieved by following our natural likes and dislikes nor by being guided by our natural preferences and prejudices. We have to accept that becoming uncomfortable is not a nuisance, but a necessity to growth, excellence and living large.

**Strive for higher goals and achievement and continually place yourself in a position where you have to grow, learn and perform and life will always be an Epic adventure.**





# Are You Ready to Live Large?

**LET'S BE FRANK...**there's no point in pretending that choosing to live an Epic Life does not have the capacity to create a bigger, bolder future for you and your family.

And while there are plenty of excuses, there's no good reason for you to procrastinate, to say you're not ready to take on the changes and challenges associated with living large.

A challenge is a form of finishing school. By that I mean once you're able to rise up to meet the demands of a challenge, **you'll be finished with self-limiting beliefs, finished with settling for less, finished playing a small game, and finished with living below your potential.**

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# START LIVING A LARGE EPIC LIFE

A number of years ago, I had an epiphany, an awakening of my soul that has fueled my passion ever since.

After experiencing a number of setbacks and challenges which I rose up to meet, I came to the understanding that **life is not a journey with the goal of arriving quietly and safely in one pristine piece...but a chance to jump on the throttle until it's wide open...to leap over...slide under or hammer through the obstacles...to look fear in the eye and stare it down...and to rise up to meet the demands of BIG EPIC GOALS...the ones that call out to you...come and get me.**

I now understand that choosing to live an Epic Life and rising to meet the challenges that that decision presents allows you to expand your capacity to believe in yourself. In fact, your ability to do so is the only sustainable resource you have to unleash your greatness.

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# SET EPIC GOALS THEN SMASH THEM

That epiphany led me to create the **100 Day Challenge**, the world's most powerful goal-setting program for rising to meet any challenge, and for living an Epic Life!

It's the perfect solution for the biggest problem faced by everyone — the need for more, better and faster results in a highly competitive world.

The overall concept is built around two motivational tenets: a fixed period of time which is deadline driven, and a strong desire to accomplish Epic goals within that deadline.

The best part is that **100 Day Challenge** is appropriate for EVERYONE who is through settling for less and who are finally ready to step it up and do what it takes to **LIVE LARGE!**





# YOU'LL LOVE THE 100 DAY CHALLENGE

You'll Love the **100 Day Challenge** ...

Primarily because we focus on one thing – getting you from point A to point B as quickly as possible - and we're pretty darn good at it.

The **100 Day Challenge** has delivered jaw-dropping results for more than 400,000 people in over 80 countries around the world, to include some of the best companies in the world.

Why wait another moment? Take the **100 Day Challenge** and Start Living an Epic Life.

Everything Counts!

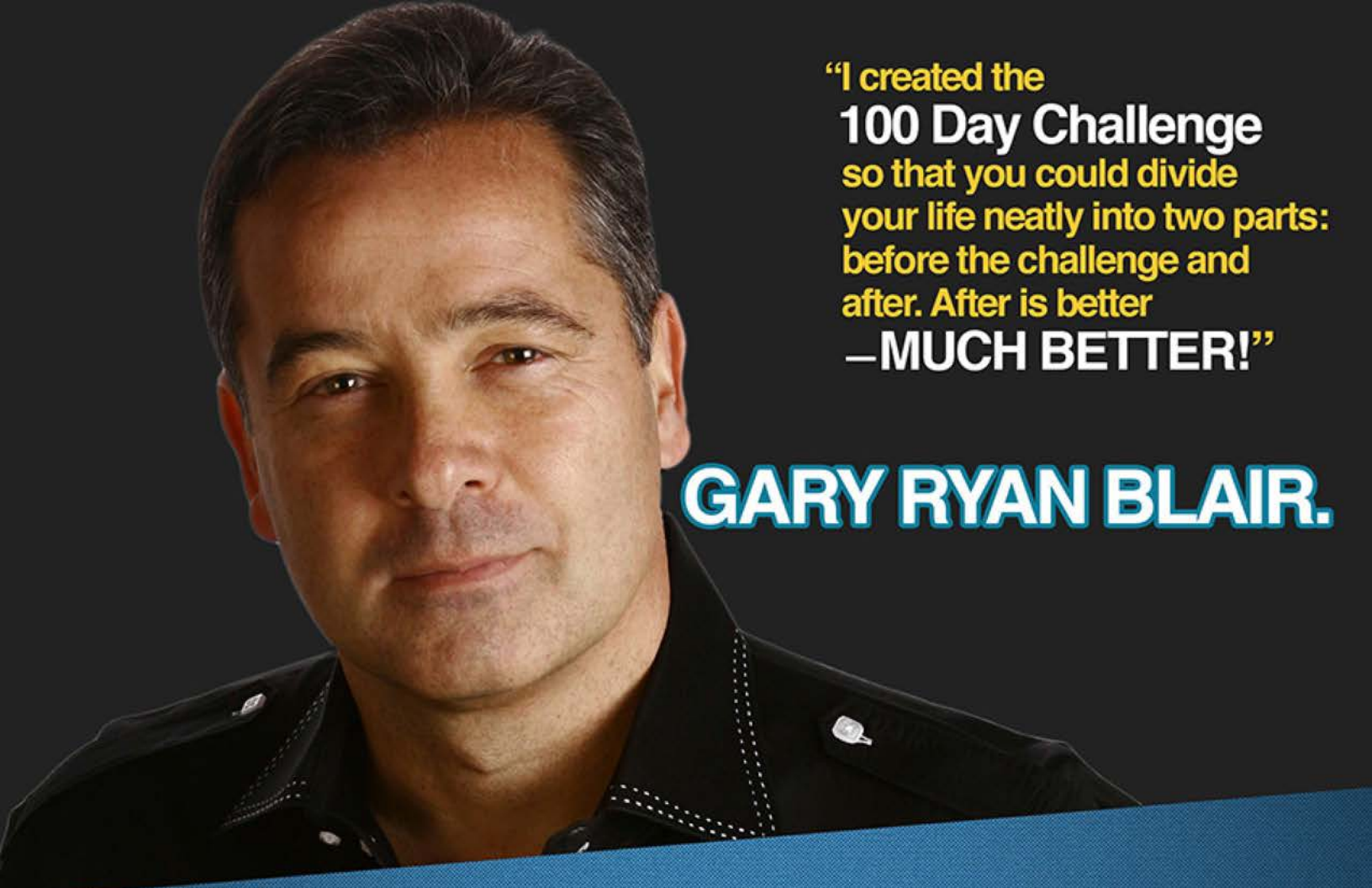
*Gary Ryan Blair*

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**"I created the  
100 Day Challenge  
so that you could divide  
your life neatly into two parts:  
before the challenge and  
after. After is better  
—MUCH BETTER!"**

**GARY RYAN BLAIR.**

**"Who is Gary Ryan Blair? and Why should you listen to what I have to say?"**

I created the **100 Day Challenge** to share with you the same methods I used to shatter sales goals, quickly grow a number of multimillion dollar businesses, and coach people to extraordinary results.

For the past 20 + years, I have been working with celebrities, professional athletes, Olympians, and everyday people, getting them to achieve more in 100 days than they ever thought possible.

**My style is to mix a blend of encouragement, tough love, strict discipline, hyper accountability, and a strong sense of urgency to keep you performing at the very top of your abilities.**

The genesis of the **100 Day Challenge** began by fixating on this one life-changing question:

**What does it take to deliver radical results—quickly?**

Everything you need for starting fast is in the **100 Day Challenge**. It works if you do the work!

The **100 Day Challenge** has now been used by more than 400,000 people worldwide to drive sales, lose weight, become debt free, pay off mortgages, and achieve any goal—fast!

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# WHAT ARE YOU WAITING FOR?

"There are seven days in the week  
and **SOMEDAY** isn't one of them."

- Gary Ryan Blair



To become the kind of person who does things today  
and not "someday", take the 100 Day Challenge and  
**UNLEASH YOUR GREATNESS!**



100DayChallenge.com



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## GROUP AND MILITARY DISCOUNTS

If you have a group of people (10 +)  
and want to participate, contact us  
for our group pricing discounts.