

The Power of

No!

**15 Strategies For
Starting the Year
Fast and Focused!**

Gary Ryan Blair

“You must learn the discipline of saying yes to the right things, which is a very short list, and saying no to a long list of other things. The trick is to keep your yes list short, and your no list long”

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A Special Report from Gary Ryan Blair

THANK YOU for your interest in the 100 Day Challenge where our mission is to inspire, promote and celebrate excellence.

The 100 Day Challenge is a hardcore goal setting program that is responsible for transforming human potential into extraordinary results. It's the perfect catalyst for starting the year fast, focused and fired up.

How you execute the first 100 days of the New Year cannot be overstated as it's quite often the difference between success and failure. Now's the time to set the pace, build momentum and secure pivotal early wins.

Far too many people start slow, sputter along and break their goals and resolutions before the month January comes to a close. As a result, they do not build any momentum and quickly find themselves behind the 8 ball, playing catch-up for the remainder of the year.

Does this sound familiar?

Whether your goals or resolutions have to do with making more money, becoming debt free, losing weight, or gaining muscle...the 100 Day Challenge will show you how to achieve **ANY GOAL YOU WANT faster and easier than you ever thought possible.**



AS THE LEADING goal setting expert in the world, and someone who participates in or leads more than fifty strategy sessions per year with leading companies like IBM, GE, Starbucks, Disney and many others, I'm well aware that most people and organizations start the year with a list of goals, resolutions and good intentions.

Unfortunately, most will NOT make significant and lasting performance gains and they will settle for another year of table scraps, making marginal progress largely due to lack of focus, low levels of accountability and poor execution habits.

But there's good news on the horizon, and if you read this entire report I'll share with you a simple, yet highly effective strategy that will allow you to **rip the lid off of your potential, achieve your goals in record time and make this the best year of your life.**

The Solution

So what specifically can you do in order to be more successful, to capture the brass ring?

Work harder?

Longer?

C'mon, you and I both know that you don't stand a chance of succeeding with that strategy, yet that is EXACTLY what the majority of people will do.

Why not do something entirely different this year, why not focus on... SAYING NO!





The Power of NO

Consisting of two letters and one syllable, the word **“No” can be considered to be one of the most powerful words in your vocabulary.** It's the easiest word for setting a limit, holding firm to boundaries, and being clear about what you will or will not do.

You will be a lot more productive once you recognize that:

1. “No” is not a dirty word, negative word, nor is it a selfish word. Learning to say “No” is liberating as it frees up your time to focus on your key priorities.
2. You are in complete control of how you spend your time and your life. Saying “No” allows you more time and energy to pursue your goals and wildest ambitions.
3. Saying, “No,” increases the value of the things you say, “Yes” to.

Your success in the New Year requires a short “YES” list, and a long “NO” list.

You must consciously say yes to the right things, which is a VERY short list and not be overwhelmed, overworked and generally stressed out. AND, you have to say no to a long list of other things. The trick is to keep your Yes list short, and your No list long.

SAYING NO DRIVES IMMEDIATE RESULTS

I'm well aware that saying no can be awkward, guilt inducing, nerve racking, embarrassing, even risky to friendship and career. **However, if you are committed to starting the New Year fast, focused and fired up, you must be willing to give NO the respect and resolve it deserves.**

SAYING "NO" means setting limits and firm boundaries that protect your time and maximize your results. This simple two-letter word is the most compelling, strategic decision you can make as it allows you to improve yourself, your family, and your organization's effectiveness—**IMMEDIATELY!**

"No" is empowering because it simplifies. You will succeed on the basis of what, where and how you say "no". And "NO" allows you to get more control over your daily life and activities—**IMMEDIATELY!**

And that's what you really want, isn't it?

With the New Year upon us, now is a great time to assess your goals, evaluate your use of time and decide what you need to change in order to maximize the first 100 days of the New Year.

What follows are fifteen simple, effective and highly empowering strategies (personal and professional) that you can use to get results—**IMMEDIATELY!**



15 Strategies for Starting the Year Fast and Focused!

"The art of leadership is saying no, not yes. People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that are there as well!"

- Steve Jobs



1. What strategies, initiatives and activities will you say "NO" to?

There is great feeling, focus, empowerment, and impact when everyone agrees on paper the activities that will not be done.

Pull out a piece of paper and list all of the superfluous activities that can slow down, or prevent progress from happening altogether. Everything is fair game, absolutely nothing is sacred in this exercise. Simply put, if it does not advance you forward, then say no!

2. What meetings will you decline or delegate?

List every meeting you have in place and determine which you will NOT be attending. Meetings consume large chunks of productive time, most are run improperly and inefficiently, and most can be declined or delegated to someone else.

This requires a conscious, deliberate decision as in order to maximize your time and performance, you need to remove the time hogs!



3. What relationships will you not keep?

The way you manage your relationships has an enormous impact on your ability to perform at consistently high levels.

Identify the top three energy-draining relationships, that you are committed to saying “no” to for the next 100 days. Then focus on creating strategies to free yourself from each of them. You have to wisely choose where, how and with whom you spend the next 100 days, and how much time you spend with each.

4. What measurements will you ignore?

Say goodbye to all lagging indicators and ONLY pay attention to measurements related to customer satisfaction and the levers that directly drive sales, margin, conversion, operating expense and ROI.

The reality is that most people have gotten more and more precise and sophisticated at measuring less and less of an organization's TRUE value.



5. What customers will you not target?



Identify your IDEAL prospect, client or customer and quit chasing every opportunity as it's a complete waste of time and resources. Once identified, you must then articulate who you will NOT target.

Finally, make decisions on segments of your customers that deserve "VIP" treatment, and those who do not. VIP customers pay the mortgage, put food on the table and help put your kids through college. Loyal VIP customers keep coming back, spending more and become powerful advocates for your cause. Enthusiastic VIP customers make your work fun, enjoyable and purposeful.

6. What competitors will you not follow?

Way too much time is lost by following and focusing on too many competitors and so-called guru's. **Identify the top three and immediately remove yourself from all of the other email distribution lists, blogs and other related communications.**

When you play the game of paying attention to the entire set of competitors in a large industry, you spend too little time focusing on what is most important, your customer and key performance indicators.

7. What websites will you not visit?

Web sites are like magnets and vampires, as they draw you in and suck away productive time. Pull up your list of favorites, delete most of them and keep only the ones of greatest value. **You must institute a "No Surfing" policy and stick to it.**

8. What money will you not spend?

Put yourself on a fiscal diet as every dollar spent should be thought of as an investment towards greater operating income -- even petty cash.

With this in mind, what things, or even entire budget categories, will you not spend?

9. What trips will you not make?

It's hard to deny the power of 'showing up' in person as great things happen when you show up and interact with customers and colleagues. Nonetheless, trips consume massive gobs of time and money.

Therefore, consider how you can use technology to replace trips, and only travel when it can make a big impact towards your primary goals.



10. What foods will you not eat?

Reaching the next level of performance and productivity begins with how you manage energy. It's disturbing to see the immense amount of human and corporate potential squandered due to the misuse of energy.

Unhealthy eating habits, lack of exercise, negativity, sarcasm, unfocused goals and strategies are all contributing factors to energy loss. As obvious as this seems, we often fail to take into account the critical role of energy in our lives.

We are all reservoirs of energy, and everything we do requires that we use it wisely. It's imperative that you focus in on your nutritional intake and exercise and eliminate any food, or drink that compromises your energy levels.

"My big bang goal was to pay off my mortgage. I focused like a laser, paid off the \$190,000 balance and today I am debt free. The 100 Day Challenge was a life changer for me and my family!"

- Michael Wilcox





11. What excuses will you not engage in?

Excuses drain energy, time, production and profits. Have a brutally honest conversation with yourself and determine the excuses or behaviors that you must do away with. This requires heightened personal awareness, but you must identify the thoughts and behaviors you want to demonstrate and say adios to the rest.

I'm aware that it's easier said than done, but you will NOT be able to achieve your true potential by fighting for and repeating useless behavior.

"Since beginning the 100 Day Challenge, I went from essentially \$0 to \$14,800 in just one month. And so far this year, I have made close to \$250,000. I could not have done it without this wonderful program!"

- Catrina Posada

12. What will you not say?

Develop the habit of saying NOTHING that does not move the 'agenda' forward or uplift others. Speak ONLY of the solution, and waste not a second on the problem or blame.

By consciously choosing 2 or 3 things not to say this year (or ways to say them), you can ironically discover what's 'missing' from your leadership effectiveness. You will also save a lot of time and mental energy which can be directed towards more useful activities.

13. What thoughts will you not entertain?

Remember that which does not move you towards your goal, takes you away from it. Therefore remove those thoughts that are limiting, defeating or downright negative and consciously choose to replace them with thoughts of abundance, optimism, and positivity.

Don't tolerate negative thoughts or conversations from yourself or others. When they present themselves, remove them immediately in the same manner you would from the rain coming through a window.



14. What television shows will you not view?

If there was ever a time hog that needed to be slaughtered, television tops the list.

How many hours do you think you spend watching TV in an average week? A couple? Three or four? More than twenty? If you stop to think about it, those TV hours don't take long to add up. In even a moderate TV-watching household, it's simply amazing how many hours are spent in front of the box. The solution—go cold turkey!

15. What will you no longer tolerate from yourself or others?

Saying “no” and meaning it is the easiest word for setting a limit, holding firm to boundaries, and being clear about what you will or will not do.

Identify the standards you wish to measure your life by and refuse to lower or negotiate at anytime, nor for any reason. No is a tool of liberation and empowerment so use it with absolute authority.

Use the veto power of “NO” regularly and with conviction as it's a powerful strategic weapon that you can use to maximize your results.

Saying NO is just one of the many strategies that you will learn once you begin the 100 Day Challenge.



Let's now focus on what you should say "YES" to.

Introducing the 100 Day Challenge

If you're SERIOUS about accomplishing great things this year, you'd be wise to come out of the starting gate fast, focused and fired up.



You must use the first 100 days to make major strides toward achieving your goals, because if you do not, you're going to be playing catch-up the remainder of the year and regret getting off to a slow start.

Once you say **YES**, I'm ready to start the year fast and focused, I'll show you step-by-step how to change your life, for the better — dramatically better!

Say the word—**YES**, and I'll teach you about commitment and absolute accountability. I'll prove to you that you can deliver BIGGER RESULTS, FASTER than you ever imagined.

There's no more goofing around... no more stalling, delaying, or "starting on Monday". In less than 5 minutes from now, you can be on your way to a whole new level of performance.

Say **YES**, and join a worldwide community of more than 300,000 people from more than 80 countries who have used the 100 Day Challenge to achieve big goals and turn their RESOLUTIONS INTO REALITY.

"Learn to say 'no' to the good so you can say 'yes' to the best!"

- John Maxwell



Why is the 100 Day Challenge so effective?

The 100 Day Challenge is a revolutionary performance acceleration system where challengers compete against the clock to achieve a number of challenging, seemingly impossible goals within a fixed period of time.

The secret behind the 100 Day Challenge is an accelerated coaching and accountability system which fast tracks your results by keeping you focused on and committed to your priority goals. As a result, you can expect to make MONUMENTAL PERFORMANCE GAINS!

Gary, I'm in... How much is my investment going to be?

No doubt, you have been doing a mental calculation, thinking this will cost me a bundle - right?

WRONG!

The 100 Day Challenge is an extreme performance acceleration program that delivers astounding results at an extremely affordable price. What normally costs up to \$10,000 per day if delivered live—you can access for just **\$147**.

When you have finished this amazing program, you will realize just how easy it is to really have 'everything' in your life without costing you a fortune to get it.

"I, my daughter, several of my friends, and a number of my team members participated in the 100 day challenge. In every case, people have reported unbelievable results. I highly recommend the 100 Day Challenge"

- Margie Aliprandi



Rock Solid, Unconditional Money Back Guarantee

I personally guarantee you will be absolutely thrilled with your investment in the “100 Day Challenge” and I am providing you with a ZERO Risk, Unconditional Money Back Guarantee.



I invite YOU to test-drive the “100 Day Challenge” for a FULL 30 DAYS.

If you are not absolutely thrilled with what you have been taught, discovered and implemented, and you can't see the profits from continuing to apply your knowledge where you learn how to fast track your results... you can get a FULL refund.

No one will ask you any questions. No Hassle. No 'Fine Print'.

Simple and straightforward; you are 100% delighted with what you get from “The 100 Day Challenge” or I want you to ask for a full refund.

How fair is that?

You have nothing to lose and everything to gain by saying “YES” right now!

So, what are you waiting for?

Say YES, I'm Ready to Start the 100 Day Challenge!



Yes...Yes...Yes!

I have done everything I can to prove how valuable the “100 Day Challenge” will be for you.

This world-class program will show you how to start the year fast and focused, and will prove to be the breakthrough that will change everything in your life and career. Don't let another day pass by—it's time to act!

Not only have I made the price of the “100 Day Challenge” as low as I can, but I've backed it up with a powerful money-back guarantee.

So the only possible thing that would stand in your way now is indecision. Which you'll learn, if you haven't already, is just a colossal waste of your precious time.

Everything Counts!



Gary Ryan Blair

PS. CORPORATE, GROUP AND MILITARY DISCOUNTS AVAILABLE

If you own a company or manage a large group of people and want your entire team to participate in the 100 Day Challenge, call us for special program pricing and implementation ideas at 1.877.462.5748 or email:

Info@100DayChallenge.com



“The 100 Day Challenge is a serious program, for serious people, who want serious results. I highly recommend it!”

- Brian Tracy



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 performances.

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 300,000 people worldwide to drive sales, lose weight, become debt free, pay off mortgages, and achieve any goal—fast!

“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!**”



Start The Year Fast and Focused

Sign up for the 100 Day Challenge

- **Enrollment Date:** January 1st - 10th
- **Investment:** \$147
- **Location:** www.100DayChallenge.com

Corporate, Group and Military Discounts Available

If you own a company or manage a large group of people (10 +) and want your entire team to participate in the 100 Day Challenge, call us for special program pricing and implementation ideas at: 1.877.462.5748 or email: Info@100DayChallenge.com