



100DAYCHALLENGE™ 

PRE-TRAINING ACTION PLAN

A GUIDE TO FINISHING THE YEAR STRONG

*“Take the 100 Day Challenge and get more done
in the next 100 days than most people do over
the course of 10 years.”*

GARY RYAN BLAIR



FINISH STRONG

YOUR JOURNEY BEGINS TODAY

IT'S GO TIME

Are you ready to rip the lid off of your potential, unleash your greatness, crush your fourth quarter goals and **FINISH THE YEAR STRONG?**

THEN LET'S GET AFTER IT...

The first three-quarters of the year are now history and **YOUR YTD RESULTS SPEAK FOR THEMSELVES.**

If you had a slow start, are under-performing or are simply unhappy with your individual or team performance, you need to step up your game and deploy better strategies to ensure that you crush your fourth quarter goals and **FINISH STRONG.**

Built to get you to operate with blistering speed and relentless execution, the 100 Day Challenge delivers profound results by incorporating the proven disciplines of execution.



STEP UP YOUR GAME

Whether your goals have to do with making more money, increasing sales and profits, becoming debt free, losing weight, or gaining muscle...**the 100 Day Challenge will help you to create a performance explosion that will transform your life and results.**

So, if you're really serious about **FINISHING THE YEAR STRONG**, then there's **ONLY** one thing you need to do right now...and that is to **complete this entire Pre-Training Guide** as it is designed to mentally, physically and strategically prepare you for the great adventure that is about to begin.

Everything Counts!

Gary Ryan Blair



ACHIEVE ANY GOAL FAST

This pre-training guide will facilitate your smooth transition to the 100 Day Challenge as your ability to **FINISH THE YEAR STRONG** is directly attributed to the preparation that you engage in prior to getting started.

Pre-training preparation includes consideration of all factors that will impact success.

Five Major Areas of Pre-Training Preparation

01

MENTAL PREPARATION

Gain a full understanding of performance expectations and commitments.

02

PHYSICAL PREPARATION

Embrace the competitive advantages of speed and accelerated execution.

03

GOAL PREPARATION

Identify specific, measurable and deadline driven goals for starting fast.

04

STRATEGIC PREPARATION

Implement the #1 strategy to intensify focus and for driving radical results.

05

INCENTIVE PREPARATION

Identify the rewards which empower a sustained and superior performance.



MENTAL PREPARATION

RISE TO THE CHALLENGE

While we all have different goals and dreams, we all love and benefit from a challenge—**something that inspires us to reach the peak of our potential, jailbreaks us from our comfort zone**, and which transforms us into a far more capable version of ourselves.

Finishing Strong is the only acceptable way to finish.

GARY RYAN BLAIR

The ultimate reason for setting big challenging goals is to entice you to become the person it takes to achieve them. However to **FINISH THE YEAR STRONG** and make this the best year of your life, you must...



DEVELOP AN INDOMITABLE SPIRIT

WHY?

It's actually pretty simple. You will either rise to meet the mental demands and physical rigors of the 100 day challenge, or you will succumb to them.

And because victory begins in the mind, all challenges and goals are initially won or lost between your ears.

It's irresponsible to take on the goal of finishing the year strong without the will, heart and mindset to win as nothing can withstand the power of an indomitable spirit.

In your efforts to do what it takes to **FINISH THE YEAR STRONG**...you will be buffeted and pummeled. You will be criticized and opposed...you will be attacked and assaulted...and you will struggle and fall.

In addition, your commitment, character and resolve will be relentlessly tested, and that is precisely why the 100 Day Challenge calls for an unconquerable spirit.

ACTION PLAN

**TO CRUSH YOUR GOALS
YOU MUST DEVELOP
AN INDOMITABLE SPIRIT
AND DECIDE THAT WHAT
YOU WANT IS BIGGER AND
FAR MORE IMPORTANT
THAN ANY FEAR,
MENTAL RESISTANCE,
OR ANY SELF-LIMITING BELIEF
WHICH PREVENTS YOU FROM
ACHIEVING IT.**



PHYSICAL PREPARATION

SUCCESS LOVES SPEED

The 100 Day Challenge is your catalyst for **FINISHING THE YEAR STRONG**... primarily because we focus on one thing—getting you from point A to B as quickly as possible.

Contrary to popular belief...it's not what you know, or even who you know that matters most in life, the #1 skill that ultimately determines your destiny...is your ability to execute and drive fast results. **And that's what you really want, isn't it?**

FINISHING THE YEAR STRONG is all about accelerating the relationship between cause and effect. The faster the cause, the faster the effect...and that is precisely why each day must be viewed as an ongoing series of opportunities to...

ACCELERATE YOUR EXECUTION



WHY?

A deep reverence for the benefits of speed is mandatory as if you can embrace the positive potential that speed offers, you can do more, be more, and ultimately make more progress in next 100 days than most people do over the course of 10 years.

Let's have a good, serious look at the key benefits of speed. The fact is...

✓ **SLOW COSTS MORE.**

Every second or minute that you can take out of process or activity such as closing a sale, manufacturing a product and customer response time saves you time, makes you more money and provides greater peace of mind.

✓ **SPEED IS SEXY.**

Speed is the ultimate customer turn on. Everyone is short of time. We all dislike delays, long lines, out-of-stocks, and waiting on hold. We love finding what we want and getting back to work (or play) fast. And we'll pay a premium for speed.

✓ **SPEED IS IMPOSSIBLE TO IGNORE.**

Speed brings with it a reputation of confidence, clarity of purpose, and execution. Once you develop a reputation for speed...you will attract abundant opportunities.

✓ **SPEED TRUMPS SIZE.**

In today's world, the old rules no longer apply. It's not the big that eats the small; it's the fast that eat the slow. **It's the one competitive advantage that the big competition can't duplicate easily.**

ACTION PLAN

TO CRUSH YOUR GOALS
YOU MUST BE
PHYSICALLY PREPARED
TO IMPLEMENT A STRONG,
FOCUSED AND
RELENTLESS OFFENSE.
START EACH DAY FAST,
BUILD MOMENTUM QUICKLY,
NAIL EACH DEADLINE AND
FINISH WITH A LONG LIST
OF IMPRESSIVE WINS.



GOALS GOAL PREPARATION

SET YOUR TARGETS

Once you begin the 100 Day Challenge, your life will undergo an amazing transformation as you will be implementing the world's best execution strategy for driving radical results.

*Success isn't given, it's earned. On the track, on the field,
in the gym. Through blood, sweat and the occasional tear!*

NIKE

Built to get you to operate with blistering speed and relentless execution...the 100 Day Challenge is an extreme, hardcore goal setting program meant for serious people who crave serious results. If you're okay with average, this program will eat you for lunch.

To begin the process of **FINISHING THE YEAR STRONG**, you need to identify your...

BIG BANG GOALS



The **BIG BANG** is an acronym that combines boldness, ambition, and nobility to create a visionary goal(s) that empowers extraordinary performance on a magnificent scale.

Here are the characteristics of the **BIG BANG** formula and how it works:

- ✓ **BOLD** - a **BIG BANG** is saturated with boldness. It requires a fearless, daring, and courageous spirit, nerves of steel, and a massive dose of self-confidence. A big bold set of goals is your meal ticket to **FINISHING THE YEAR STRONG**.
- ✓ **AMBITIOUS** - a **BIG BANG** requires a strong, intense, passionate, and singular ambition to achieve your priority goals. That means settings goals that are as grand in scale as they are bold and audacious in formulation.
- ✓ **NOBLE** - a **BIG BANG** is championed by a noble purpose that inspires you to perform at an uncommon level. **Noble goals unleash your greatness** and demonstrate to the world that anything is possible if you want it badly enough.

*Because opportunity should never be wasted,
it is your right and responsibility to FINISH THE YEAR STRONG.*

Pursuing a **BIG BANG** is like a great romance. Its relentless pursuit calls for your passion. It demands to be the center of your attention. It want's you, just as much as you want it.

That's why for you to **FINISH THE YEAR STRONG**, you need to identify the 1 – 3 goals that catch your heart...the ones that call out to you...come and get me!

ACTION PLAN

**TO CRUSH YOUR GOALS
YOU MUST PICK THE TOP
THREE DESERVING OF
YOUR GREATEST
COMMITMENT, FOCUS,
SACRIFICE AND
PERSEVERANCE BECAUSE
YOU'RE GOING TO NEED ALL
OF THAT AND MORE.**

100DAYCHALLENGE



STRATEGIC PREPARATION

YES OR NO?

We're all staring down the barrel of the same reality—**SEPTEMBER 22ND** begins the last 100 days of the year, and if we want to drive more, better and faster results... we must enforce greater self-discipline, challenge ourselves to step up our game, unleash a performance explosion and ultimately deploy **BETTER EXECUTION STRATEGIES**.

Hustle always beats talent when talent doesn't hustle.

GARY RYAN BLAIR

So, what is the single best strategy for protecting your time, empowering your focus, controlling your actions and for **FINISHING THE YEAR STRONG**.

The answer consists of a simple two letter word, which is...

START SAYING NO



FINISHING THE YEAR STRONG is all about driving radical results – fast, and securing those results require that you concentrate your efforts on the smallest number of activities that will produce the largest amount of productivity.

The essence of success is a narrow focus. Once you deliberately reduce your options by **SAYING NO**...you become stronger, your vision clearer, and your resolve deeper.

The fact is...learning how, when and why to use **THE POWER OF NO** is a real life saver for the simple reason that a well-placed “NO” will not only save you time and trouble, it will also dramatically improve the quality of your life, and overall well-being.

“You have a moral obligation to START SAYING NO to anything that is hurting you. To anything not in alignment with your values. To the standards that no longer serve you. To the people who drain you of your creativity and peace of mind. To the beliefs that are not true to the real you.”

Learning to **SAY NO** is the easiest word for setting a limit, holding firm to boundaries, and being clear about what you will or will not do during the third quarter of the year.

If you are committed to **FINISHING THE YEAR STRONG** and fast-tracking your results, you must be willing to give NO the respect and strategic resolve it deserves.

**CRUSHING YOUR GOALS
REQUIRES THE DEVELOPMENT
OF A SHORT YES LIST,
AND A LONG NO LIST.
YOU MUST EXECUTE
DELIBERATELY BY
SAYING YES TO
THE RIGHT THINGS,
AND SAYING NO TO A
LONG LIST OF OTHER
THINGS THAT INHIBIT
RAPID PROGRESS.**



05 INCENTIVE PREPARATION

KEEP YOUR EYE ON THE PRIZE

A funny thing happens on the way to **FINISHING THE YEAR STRONG**...you build an indomitable spirit, you learn the importance of sustained commitment, you reinforce the virtues of discipline, consistency, focus and perseverance along with a host of other intrinsic benefits that add credence to the old saying, “the journey is its own reward”.

There is no purer form of success, no more exact and demanding test of what you are capable of, than to commit to the goal of **FINISHING THE YEAR STRONG** and finding joy in the capacity to achieve it.

But having something that symbolizes achievement, something that acknowledges the price paid for **FINISHING THE YEAR STRONG**—a reward, is a powerful extrinsic motivator for continued progress. That is precisely why you need to...

FIND YOUR CARROT



To pay the price, to work long and hard, to make sacrifices, to push yourself to operate at the peak of your abilities until the goal is achieved, are all part of the sweetness of **FINISHING THE YEAR STRONG.**

But...identifying a carrot — a reward that inspires a superior performance is one of the smartest moves you can make in preparation for the 100 Day Challenge.

There is a specific reason why you set the goal of **FINISHING THE YEAR STRONG,** and providing yourself with an incentive, a powerful motivator that triggers massive action is one of the best things you can do to ensure that you emerge victorious.

Celebrating is a joyful, beautiful, and selfish act of kindness that allows you to reflect on and reinforce the many acts of courage, commitment, and risk-taking involved in **FINISHING THE YEAR STRONG.**

It reminds you of what you have become, what you have overcome, and what you are capable of doing.

Become a great believer in the importance of celebration and rewards. Don't let your achievement and the feeling of victory evaporate without some kind of recognition.

After all, you probably kick yourself when you screw up. Why not pat yourself on the back when you reach an important milestone, go above and beyond the call of duty, deliver an outstanding performance and **FINISH THE YEAR STRONG.**

Be proud of your accomplishments and by all means, celebrate them — you deserve it!

ACTION
PLAN

**CRUSHING YOUR GOALS
NECESSITATES THAT YOU
IDENTIFY TWO THINGS...
YOUR REASONS WHY,
AS THEY PROVIDE THE
ENTHUSIASTIC HORSEPOWER
YOU NEED, ALONG WITH A
POWERFUL INCENTIVE TO
ENSURE A SUPERIOR
PERFORMANCE.**

100DAYCHALLENGE →



READY.SET.GO.

A DAY TO REMEMBER

September 22nd is going to be a big day for you. And if you're like many others around the world... it's a day that you'll remember as the turning point that led you to set some big, bold aggressive goals and...**FINISH THE YEAR STRONG.**

That's the day that we open up enrollment for the 100 Day Challenge, and you'll be able to join the more than 421,000 people and organizations who have already utilized this performance acceleration program to **GET MORE DONE IN 100 DAYS THAN MOST PEOPLE DO OVER THE COURSE OF 10 YEARS.**

Start Fast. Finish Strong. Repeat.

GARY RYAN BLAIR



SEPTEMBER 22ND THE JOURNEY BEGINS

Let be honest...

There's no point in pretending that with the fourth quarter about to begin, that choosing to **FINISH THE YEAR STRONG** is anything less than an extremely smart decision.

And while there are plenty of excuses, there's no good reason for you to procrastinate, to say you're not ready to participate in the 100 Day Challenge.

Regardless of last year's results, you and I both know that no matter how good or bad your results have been, you can always do better — MUCH BETTER, and that is why you are going to love this extreme, hardcore performance acceleration system.

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.

Not only is the 100 Day Challenge the catalyst you need to **FINISH THE YEAR STRONG**, it's also a form of finishing school.

By that I mean once you're able to rise up to meet the demands of the challenge, you'll be finished with self-limiting beliefs, finished with settling for less, finished with excuses, finished playing a small game, and finished with living a sedentary life.

Enrollment opens on September 22nd and stays open until October 2nd. I look forward to your active participation and helping you to **FINISH STRONG**.

Everything Counts!

Gary Ryan Blair

P.S. Need to Convince the Boss? [Use this letter to get the buy-in you need.](#)



Boardroom



Classroom

THE 100 DAY CHALLENGE IS APPROPRIATE FOR EVERYONE WHO WANTS TO LIVE LARGE



Locker room



Living room

GARY RYAN BLAIR

THE GOALS GUY®



GARY RYAN BLAIR

Known as The Goals Guy and #1 Best Selling Author of **Everything Counts**, I've spent over 20 years of my life showing people how to build and maintain superior performance.

I created the **100 Day Challenge** to share with you the same methods I have used to shatter sales goals, quickly grow a number of multi-million dollar businesses, coach people to extraordinary performances, and...to help people around the world to get more accomplished by deploying a series of simple and proven execution strategies.

*You don't have to be great to start,
but you have to start to be great!*

ZIG ZIGLAR

The 100 Day Challenge is not just another goal setting program. It's an **EXTREME HARDCORE PERFORMANCE ACCELERATION PROGRAM** that was built to show you how to get more done in 100 days than most people do over the course of 10 years.

The extraordinary results of more than 421,000 people from more than 80 countries around the world provide evidence that this program works and delivers on its promises.

Companies that have placed their trust in the 100 Day Challenge:

FedEx

SONY

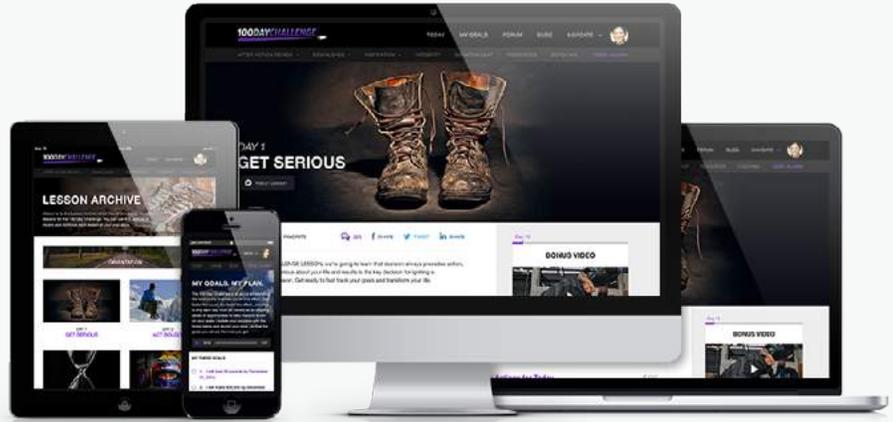
Disney

IBM

verizon

SUBWAY

A LIFE CHANGING INVESTMENT



INVESTMENT

That's the best part as the investment is a very reasonable \$177 per participant, and the daily time commitment is just 10-15 minutes. * A two-payment plan is also available.

CORPORATE / GROUP DISCOUNTS

If you own a company or manage a team of people (10+), we are happy to provide the following discount schedule.

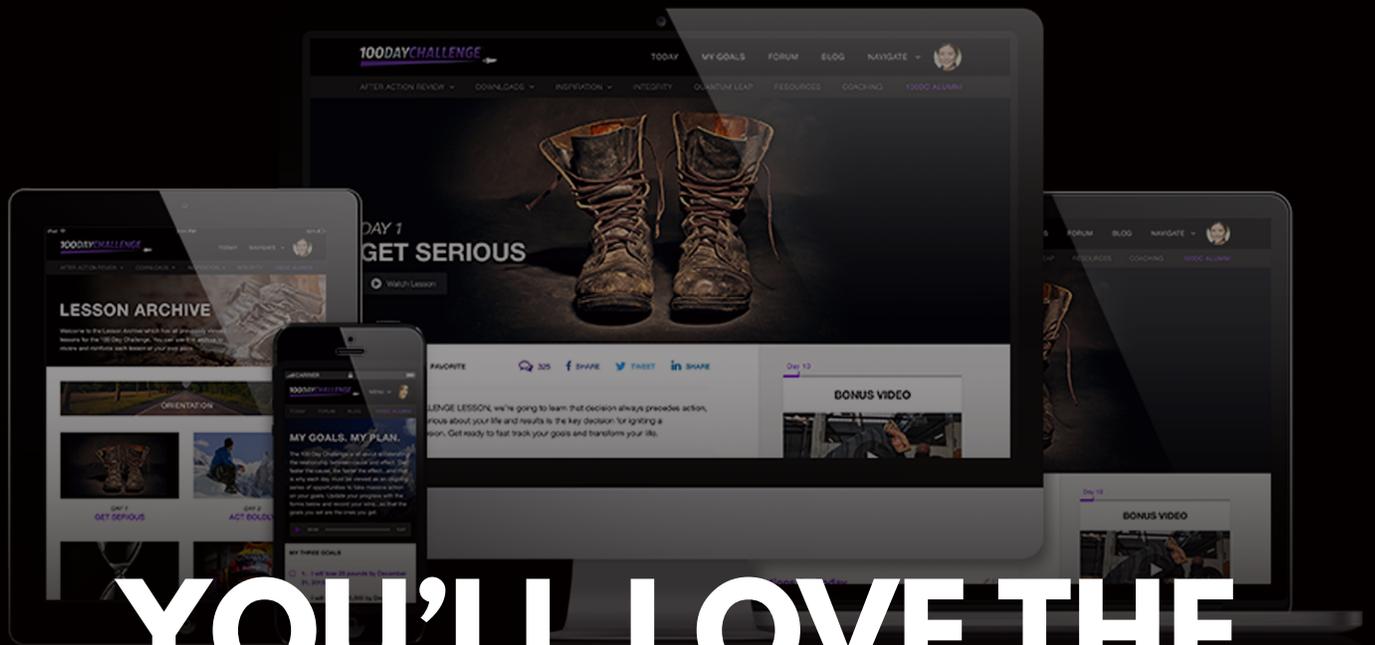
- ✓ 1-9 participants | \$177 each
- ✓ 10-24 participants (\$15 savings) | \$162 each
- ✓ 25-49 participants (\$25 savings) | \$152 each
- ✓ 50-99 participants (\$35 savings) | \$142 each
- ✓ 100+ participants (\$50 savings) | \$127 each

**Contact us for special value-added services*

ENROLLMENT PERIOD

Enrollment for the 100 Day Challenge takes place from September 22nd - October 2nd. Get all program details at 100DayChallenge.com or call 877.462.5748 for further details.

Need to Convince the Boss? [Use this letter to get the buy-in you need.](#)



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.

In fact, the 100 Day Challenge has delivered jaw-dropping results for more than 421,000 people in over 80 countries around the world, to include some of the best companies in the world.

WHY WAIT ANOTHER MOMENT?

Take the **100DAYCHALLENGE** 

and Unleash your
GREATNESS.