



### Written Summary

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- **Introduction**
- Do you know who you really are and what you're capable of? I'm sure you think so, but just because you believe something doesn't make it true. Denial is the ultimate comfort zone.
- The truth is we all make habitual, self-limited choices. It's as natural as a sunset and as fundamental as gravity. It's how our brains are wired, which is why motivation is crap.
- Even the best pep talk or self-help hack is nothing but a temporary fix. It won't rewire your brain. It won't amplify your voice or uplift your life. Motivation changes exactly nobody.
- Seek out pain, fall in love with suffering, and transform yourself from weak to strong.
- You're probably living at about 40 percent of your true capability.

- We all have the potential to be so much more.
- There will always be the 1 percent of us who are willing to put in the work to defy the odds.
- Anybody can become a totally different person and achieve what so called experts claim is impossible, but it takes a lot of heart, will, and an armoured mind.
- Heraclitus, a philosopher born in the Persian Empire back in the 5<sup>th</sup> century BC, had it right when he wrote about men on the battlefield. “Out of every one hundred men,” he wrote, “ten shouldn’t even be there, eighty are just targets, nine are the real fighters, and we are lucky to have them, for they make the battle. Ah, but the one, one is a warrior...”
- From the time you take your first breath, you become eligible to die. You also become eligible to find your greatness and become the One Warrior. But it is up to you to equip yourself for the battle ahead. Only you can master your mind, which is what it takes to live a bold life filled with accomplishments most people consider beyond their capability.
- It’s time to go to war with yourself.
- **CHAPTER ONE: I SHOULD HAVE BEEN A STATISTIC**
- **Challenge #1**
- What was your bad hand? What kind of bullshit did you contend with growing up? Were you beaten? Abused? Bullied? Did you ever feel insecure? Maybe your limited factor is that you grew up so supported and comfortable, you never pushed yourself?
- What are the current factors limiting your growth and success? Is someone standing in your way at work or school? Are you underappreciated and overlooked for opportunities? What are the long odds you’re up against right now? Are you standing in your own way?
- Break out your journal – if you don’t have one, buy one, or start one on your laptop, tablet, or in the notes app on your smart phone – and write them all out in minute detail. Don’t be bland with this assignment.
- Use your story, this list of excuses, these very good reasons why you shouldn’t amount to a damn thing, to fuel your ultimate success. TAKE INVENTORY.
- **CHAPTER TWO: TRUTH HURTS**
- A new ritual was born. The ritual was simple. I’d shave my face and scalp every night, get loud, and get real. I set goals, wrote them on Post-It notes, and tagged them to what I now call the Accountability Mirror, because each day I’d hold myself accountable to the goals I’d set. At first my goals involved shaping up my appearance and accomplishing all my chores without having to be asked.
- \* Make your bed like you’re in the military every day!
- \* Pull up your pants!
- \* Shave your head every morning!
- \* Cut the grass!
- \* Wash all dishes!
- Own it in the raw because the only way we can change is to be real with ourselves. If you don’t know shit and have never taken school seriously, then say, “I’m dumb!”

Tell yourself that you need to get your ass to work because you're falling behind in life!

- If you look in the mirror and you see a fat person, don't tell yourself that you need to lose a couple of pounds. Tell the truth. You're fucking fat! It's okay. Just say you're fat if you're fat. The dirty mirror that you see every day is going to tell you the truth every time, so why are you still lying to yourself? So you can feel better for a few minutes and stay the fucking same? If you're fat you need to change the fact that you're fat because it's very fucking unhealthy. I know because I've been there.
- Call yourself out!
- Nobody likes to hear the hard truth. Individually and as a culture, we avoid what we need to hear most.
- I brainwashed myself into craving discomfort. If it was raining, I would go run. Whenever it started snowing, my mind would say, Get your fucking running shoes on. Sometimes I wussed out and had to deal with it at the Accountability Mirror. But facing that mirror, facing myself, motivated me to fight through uncomfortable experiences, and, as a result, I became tougher. And being tough and resilient helped me meet my goals.
- Memorization. I couldn't learn just by scratching a few notes and memorizing those. I had to read a text book and write each page down in my notebook. Then do it again a second and third time. That's how knowledge stuck to the mirror of my mind. Not through learning, but through transcription, memorization, and recall.
- I developed an obsession for learning.
- Living with purpose changed everything for me.
- By the time I graduated, I knew that the confidence I'd managed to develop didn't come from a perfect family or God-given talent. It came from personal accountability which brought me self-respect, and self-respect will always light a way forward.
- **Challenge #2**
- It's time to come eyeball to eyeball with yourself, and get raw and real. This is not a self-love tactic. You can't fluff it. Don't massage your ego. This is about abolishing the ego and taking the first step toward becoming the real you!
- I tacked Post-It notes of my Accountability Mirror, and I'll ask you to do the same. Digital devices won't work. Write all your insecurities, dreams, and goals on Post-Its and tag up your mirror. If you need more education, remind yourself that you need to start working your ass off because you aren't smart enough! Period, point blank. If you look in the mirror and see someone who is obviously overweight, that means you're fucking fat! Own it! It's okay to be unkind with yourself in these moments because we need thicker skin to improve in life.
- You need to be truthful with yourself about where you are and the necessary steps it will take to achieve those goals, day by day. Each step, each necessary point of self-improvement, should be written as its own note. That means you have to do some research and break it all down. For example, if you are trying to lose forty pounds, your first Post-It may be to lose two pounds in the first week. Once that goal is achieved, remove the note and post the next goal of two to five pounds until your ultimate goal is realized.

- Whatever your goal, you'll help to hold yourself accountable for the small steps it will take to get there. Self-improvement takes dedication and self-discipline. The dirty mirror you see every day is going to reveal the truth. Stop ignoring it. Use it to your advantage.
- **CHAPTER THREE: THE IMPOSSIBLE TASK**
- "In society where mediocrity is too often the standard and too often rewarded", he said, "there is intense fascination with men who detest mediocrity, who refuse to define themselves in conventional terms, and who seek to transcend traditionally recognized human capabilities. This is exactly the type of person BUD/S is meant to find. The man who finds a way to complete each and every task to the best of his ability. The man who will adapt and overcome any and all obstacles."
- Not all physical and mental limitations are real, and that I had a habit of giving up way too soon.
- **Challenge #3**
- The first step on the journey toward a calloused mind is stepping outside your comfort zone on a regular basis. Dig out your journal again and write down all the things you don't like to do or that make you uncomfortable. Especially those things you know are good for you.
- Now go do one of them, and do it again.
- Doing things – even small things – that make you uncomfortable will help make you strong. The more often you get uncomfortable the stronger you'll become, and sooner you'll develop a more productive, can-do dialogue with yourself in stressful situations.
- **CHAPTER FOUR – TAKING SOULS**
- Everything in life is a mind game! Whenever we get swept under by life's dramas, large and small, we are forgetting that no matter how bad the pain gets, no matter how harrowing the torture, all bad things end.
- This is a game you are playing within yourself.
- Never forget that all emotional and physical anguish is finite! It all ends eventually. Smile at pain and watch it fade for at least a second or two.
- The ticket to victory often comes down to bringing your very best when you feel your worst.
- I'd come to SEAL training to see if I was hard enough to belong and found an inner beast within that I never knew existed. A beast that I would tap into from then on whenever life went wrong. By the time I emerged from that ocean, I considered myself unbreakable.
- Sometimes the unexpected descends like chaos, and without warning even the bravest among us must be ready to take on risks and tasks that seem beyond our capabilities.
- For me, in that moment, it came down to how I wanted to be remembered.
- What saw me through Hell Wee was my mind, and I was just starting to tap into its power.
- **Challenge #4**

- Choose any competitive situation that you're in right now. Who is your opponent? Is it your teacher or coach, your boss, an unruly client? No matter how they're treating you there is one way to not only earn their respect, but turn the tables. Excellence.
- That may mean acing an exam, or crafting an ideal proposal, or smashing a sales goal. Whatever it is, I want you to work harder on that project or in that class than you ever have before. Do everything exactly as they ask, and whatever standard they set as an ideal outcome, you should be aiming to surpass that.
- **CHAPTER FIVE: ARMORED MIND**
- My disadvantages had been callousing my mind all along and had prepared me.
- Life experience, especially negative experiences, help callous the mind. But it's up to you where that callous lines up.
- Hell Week is designed to show you that a human is capable of much more than you know. It opens your mind to the true possibilities of human potential, and with that comes a change in your mentality. You no longer fear cold water or doing push-ups all day. You realize that no matter what they do to you, they will never break you.
- By dedicating time I was able to callous over fear and hit new levels.
- I thought about the incredible power of a calloused mind on task.
- Similar to using an opponent's energy to gain an advantage, leaning on your calloused mind in the heat of battle can shift your thinking as well. Remembering what you've been through and how that has strengthened your mindset can lift you out of a negative brain loop and help you bypass those weak, one-second impulses to give in so you can power through obstacles. And when you leverage a calloused mind and keep fighting through the pain as a natural process and refuse to give in and give up, you will engage the sympathetic nervous system which shifts your hormonal flow.
- The sympathetic nervous system is your fight or flight reflex. It's bubbling just below the surface, and when you are lost, stressed out, or struggling, that's the part of your mind that's driving the bus.
- We've all tasted this feeling before. Those mornings when going on a run is the last thing you want to do, but then twenty minutes into it you feel energized, that's the work of the sympathetic nervous system. What I've found is that you can tap into it on-call as long as you know how to manage your own mind.
- There is no shame in getting knocked out. The shame comes when you throw in the towel.
- Insanity is doing the same thing over and over again and expecting a different result.
- In a human being your character is your foundation, and when you build a bunch of successes and pile up even more failures on a fucked-up foundation, the structure that is the self won't be sound. To develop an armoured mind - a mindset so calloused and hard that it becomes bulletproof – you need to go to the source of all your fears and insecurities.
- Only when you identify and accept your weaknesses will you finally stop running from your past.
- Like the Taoists say, those that know don't speak, and those who speak, well, they don't know jack shit.

- It was miserable, but I fucking loved it. I thrived off of the barbaric beauty of seeing the soul of a man destroyed, only to rise again and overcome every obstacle in his path.
- **Challenge #5**
- Rather than focusing on bullshit you cannot change, imagine visualizing the things you can. Choose any obstacle your way, or set a new goal, and visualize overcoming or achieving it.
- Painting a picture of what my success looks and feels like. I'll think about it every day and that feeling propels me forward when I'm training, competing, or taking on any task I choose.
- You must also visualize the challenges that are likely to arise and determine how you will attack those problems when they do. That way you can be as prepared as possible on the journey.
- Visualization will never compensate for work undone. You cannot visualize lies.
- **CHAPTER SIX: IT'S NOT ABOUT A TROPHY**
- Humans tend to hatch our most challenging goals and dreams, the ones that demand our greatest effort yet promise absolutely nothing, when we are tucked into our comfort zones.
- When we're comfortable we can't answer those simple questions that are bound to arise in the heat of battle because we don't even realize they're coming.
- The engine in a rocket ship does not fire without a small spark first. We all need small sparks, small accomplishments in our lives to fuel the big ones. Think of your small accomplishments as kindling. When you want a bonfire, you don't start by lighting a big log. You collect some witch's hair – a small pile of hay or some dry, dead grass. You light that, and then add small sticks and bigger sticks before you feed your tree stump into the blaze. Because it's the small sparks, which start small fires, that eventually build enough heat to burn the whole fucking forest down.
- The human body can withstand and accomplish a hell of a lot more than most of us think possible, and that it all begins and ends in the mind.
- **Challenge #6**
- Take inventory of your Cookie Jar. Crack your journal open again. Write it all out. Remember, this is not some breezy stroll through your personal trophy room. Don't just write down your achievement hit list. Include life obstacles you've overcome as well, like quitting smoking or overcoming depression or a stutter. Add in those minor tasks you failed earlier in life, but tried again a second or third time and ultimately succeeded at. Feel what it was like to overcome those struggles, those opponents, and win. Then get to work.
- Set ambitious goals before each workout and let those past victories carry you to new personal bests.
- **CHAPTER SEVEN: THE MOST POWERFUL WEAPON**
- What am I capable of?
- We are all leaving money on the table without realizing it. We habitually settle for less than our best; at work, in school, in our relationships, and on the playing field or race course. We settle as individuals, and we teach our children to settle for less

than their best, and all of that ripples out, merges, and multiplies within our communities and society as a whole.

- I love waking up at 5am and starting work within three hours of cardio already in the bank while most of my teammates hadn't even finished their coffee. It gave me a mental edge, a better sense of self-awareness, and a ton of self-confidence, which made me a better SEAL instructor. That's what getting up at the ass crack of dawn and putting out will do for you. It makes you better in all facets of your life.
- I've learned that it's only when I push beyond pain and suffering, past my perceived limitations, that I'm capable of accomplishing more, physically and mentally.
- Sadly, most of us give up when we've only given around 40 percent of our maximum effort. Even when we feel like we've reached our absolute limit, we still have 60 percent more to give!
- It's simply a matter of stretching your pain tolerance, letting go of your identity and all your self-limited stories, so you can get to 60 percent, then 80 percent and beyond without giving up. I call this The 40% Rule, and the reason it's so powerful is that if you follow it, you will unlock your mind to new levels of performance and excellence in sports and in life, and your rewards will run far deeper than mere material success.
- The only way to move beyond your 40 percent is to callous your mind, day after day. Which means you'll have to chase pain like it's your damn job!
- Fatigue makes cowards of us all.
- Learn to stay present and open minded enough to recalibrate your goals even at your lowest. Staying in the fight is always the hardest, and most rewarding, first step.
- In every failure there is something to be gained, even if it's only practice for the next test you'll have to take. Because that next test is coming. That's a guarantee.
- We don't all have the same floor or ceiling, but we each have a lot more in us than we know, and when it comes to endurance sports like ultra running, everyone can achieve feats they once thought impossible. In order to do that we must change our minds, be willing to scrap our identity, and make the extra effort to always find more in order to become more.
- We must remove our governor.
- Research is one part of preparation; visualization is another.
- Most of us are motivated as hell to do anything to pursue our dreams until those around us remind us of the danger, the downside, our own limitations, and all the people before us that didn't make it. Sometimes the advice comes from a well-intentioned place. They really believe they are doing it for our own good but if you let them, these same people will talk you out of your dreams, and your governor will help them do it.
- From this point forward, accept the following as Goggins' laws of nature.
- \* You will be made fun of.
- \* You will feel insecure
- \* You may not be the best all the time
- \* You may be the only black, white, Asian, Latino, female, male, gay, lesbian or [fill in your identity here] in a given situation.

- \* There will be times when you feel alone
- Get over it! Our minds are fucking strong, they are our most powerful weapon, but we have stopped using them. We have access to so many more resources today than ever before and yet we are so much less capable than those who came before us. If you want to be one of the few to defy those trends in our ever-softening society, you will have to be willing to go to war with yourself and create a whole new identity, which requires an open mind.
- I never did anything for ten or twenty minutes. My entire mindset was ultra.
- The battlefield for me was my own mind.
- We don't rise to the level of our expectations, we fall to the level of our training.
- **Challenge #7**
- The main objective here is to slowly start to remove the governor from your brain.
- There is so much pain and suffering involved in physical challenges that it's the best training to take command of your inner dialogue, and the newfound mental strength and confidence you gain by continuing to push yourself physically will carry over to other aspects in your life.
- The bottom line is that life is one big mind game. The only person you are playing against is yourself.
- **CHAPTER EIGHT: TALENT NOT REQUIRED**
- You never know who you're affecting.
- Our culture has become hooked on the quick-fix, the life hack, efficiency. Everyone is on the hunt for that simple action algorithm that nets maximum profit with the least amount of effort. There's no denying this attitude may get you some of the trappings of success, if you're lucky, but it will not lead to a calloused mind or self-mastery. If you want to master the mind and remove your governor, you'll have to become addicted to hard work. Because passion and obsession, even talent, are only useful tools if you have the work ethic to back them up.
- My work ethic is the single most important factor in all of my accomplishments. Everything else is secondary, and when it comes to hard work, whether in the gym or on the job, The 40% Rule applies. To me, a forty-hour work week is a 40 percent effort. It may be satisfactory, but that's another word for mediocrity. Don't settle for a forty-hour work week. There are 168 hours in a week! That means you have the hours to put in that extra time at work without skimping on your exercise. It means streamlining your nutrition, spending quality time with your wife and kids. It means scheduling your life like you're on a twenty-four hour mission every single day.
- The number one excuse I hear from people as to why they don't work out as much as they want to is that they don't have time.
- You must win the morning.
- Maximize the dark hours before dawn.
- Evaluate your life in its totality! We all waste so much time doing meaningless bullshit. We burn hours on social media and watching television, which by the end of the year would add up to entire days and weeks if you tabulated time like you do your taxes. You should, because if you knew the truth you'd deactivate your Facebook account STAT, and cut your cable. When you find yourself having frivolous



conversations or becoming ensnared in activities that don't better you in any way, move the fuck on!

- **Challenge #8**

- Schedule it in! It's time to compartmentalize your day. Too many of us have become multitaskers, and that's created a nation of half-asses. This will be a three-week challenge. During week one, go about your normal schedule, but takes notes.
- Most people waste four to five hours on a given day, and if you can learn to identify and utilize it, you'll be on your way toward increased productivity.
- In week two, build an optimal schedule. Lock everything into place in fifteen-to-thirty-minute blocks. Some tasks will take multiple blocks or entire days. Fine. When you work, only work on one thing at a time, think about the task in front of you and pursue it relentlessly. When it comes time for the next task on your schedule, place that first one aside, and apply the same focus.
- Make notes with timestamps in week two. You may still find some residual dead space. By week three, you should have a working schedule that maximizes your effort without sacrificing sleep.

- **CHAPTER NINE: UNCOMMON AMONGST UNCOMMON**

- Turn every negative into a positive, and then when shit starts flying, being prepared to lead from the front.
- Be uncommon among uncommon.
- An opportunity to be uncommon. Not that anybody else was watching, but when it comes to mindset, it doesn't matter where other people's attention lies. Have your own uncommon standards to live up to.
- Don't let your desire for comfort rule you.
- We were all maggots reborn, with no future and no past, starting zero.
- No matter what we'd accomplished in the outside world. We weren't shit.
- It's always and forever true. No matter what you or I achieve, in sports, business, or life, we can't be satisfied. Life is too dynamic a game. We're either getting better or we're getting worse.
- We can always become stronger and more agile, mentally and physically. We can always become more capable and more reliable. Since that's the case we should never feel that our work is done. There is always more to do.
- Always be willing to embrace ignorance and become the dumb fuck in the classroom again, because that is the only way to expand your body of knowledge and body of work. It's the only way to expand your mind.
- Most people in the world, if they ever push themselves at all, are willing to push themselves only so far. Once they reach a cushy plateau, they chill the fuck out and enjoy their rewards, but there's another phrase for that mentality. It's called getting soft.
- We were training our minds, not our bodies.
- I was training us to take torture, so we'd remain relaxed in extraordinarily uncomfortable environments.
- We can't control all the variables in our lives. It's about what we do with opportunities revoked or presented to us that determine how a story ends.

- **Challenge #9**

- A lot of people think that once they reach a certain level of status, respect, or success, that they've made it in life. I'm here to tell you that you always have to find more. Greatness is not something that if you meet it once it stays with you forever. That shit evaporates like a flash of oil in a hot pan.
- If you truly want to become uncommon amongst the uncommon, it will require sustaining greatness for a long period of time. It requires staying in constant pursuit and putting out unending effort. This may sound appealing but will require everything you have to give and then some.
- That's what it takes to become a true overachiever, and if you are already surrounded by people who are at the top of their game, what are you going to do differently to stand out? It's easy to stand out amongst everyday people and a big fish in a small pond. It is a much more difficult task when you are a wolf surrounded by wolves.
- Torch the complacency you feel gathering around you, your co-worker, and teammates in that rare air. Continue to put obstacles in front of yourself, because that's where you'll find the friction that will help you grow even stronger. Before you know it, you will stand alone.

- **CHAPTER TEN: THE EMPOWERMENT OF FAILURE**

- Failure is just a stepping stone to future success.
- A lot of us surround ourselves with people who speak to our desire for comfort. Who would rather treat the pain of our wounds and prevent further injury than help us callous over them and try again. We need to surround ourselves with people who will tell us what we need to hear, not what we want to hear, but at the same time not make us feel we're up against the impossible.
- Most wars are won or lost in our own heads, and when we're in a foxhole we usually aren't alone, and we need to be confident in the quality of the heart, mind, and dialogue of the person hunkered down with us. Because at some point we will need some empowering words to keep us focused and deadly.
- In life, there is no gift as overlooked or inevitable as failure.
- Learn to relish them, because if you do the forensics, you'll find clues about where to make adjustments and how to eventually accomplish your task.
- In every failure a lot of good things will have happened, and we must acknowledge them.
- Everyone fails sometimes and life isn't supposed to be fair, much less bend to your every whim.
- Your entitled mind is dead weight. Cut it loose. Don't focus on what you think you deserve. Take aim on what you are willing to earn.
- Most people prefer delusion. They blame others or bad luck or chaotic circumstances.
- Roger Bannister. When Bannister was trying to break the four-minute mile in the 1950s, experts told him it couldn't be done, but that didn't stop him. He failed again and again, but he persevered, and when he ran his historic mile in 3:59.4 on May 6, 1954, he didn't just break a record, he broke open the floodgates simply by proving

it possible. Six weeks later, his record was eclipsed, and by now over 1,000 runners have done what was once thought to be beyond human capability.

- We are all guilty of allowing so-called experts, or just people who have more experience in a given field than we do, to cap our potential.
- Achieving goals or overcoming obstacles doesn't have to be fun.
- Life is a head game.
- Life is one long imaginary game that has no scoreboard, no referee, and isn't over until we're dead and buried.
- **Challenge #10**
- Think about your most recent and your most heart-wrenching failures. Break out that journal one last time. Log off the digital version and write them out long-hand. I want you to feel this process because you are about to file your own, belated After Action Reports.
- First off, write out all the good things, everything that went well, from your failures. Be detailed and generous with yourself. A lot of good things will have happened.
- Now go back through and make a list of things you can fix. This isn't time to be soft or generous. Be brutally honest, write them all out. Study them. Then look at your calendar and schedule another attempt as soon as possible.
- Control your mindset. Dominate your thought process. This life is all a fucking game. Realize that. Own it!
- **CHAPTER ELEVEN: WHAT IF?**
- Pain unlocks a secret doorway in the mind. One that leads to both peak performance and beautiful silence.
- At first, when you push beyond your perceived capability your mind won't shut the fuck up about it. It wants you to stop so it sends you into a spin cycle of panic and doubt, which only amplifies your self-torture. But when you persist past that to the point that pain fully saturates the mind, you become single-pointed. The external world zeroes out. Boundaries dissolve and you feel connected to yourself, and to all things, in the depth of your soul.
- One of my mottos these days is peaceful but never satisfied.
- Before long I was folded into stretches for upwards of twelve hours a day. I woke up at 6am, stretched until 9am, and then stretched on and off while at the desk at work, especially when I was on the phone. I'd stretch out during my lunch hour and then after I got home at 5pm, I'd stretch until I hit the sack.
- The Buddha famously said that life is suffering. I'm not a Buddhist, but I know what he meant and so do you. To exist in this world, we must contend with humiliation, broken dreams, sadness, and loss. That's just nature. Each specific life comes with its own personalized portion of pain. It's coming for you. You can't stop it. And you know it.
- In response, most of us are programmed to seek comfort as a way to numb it all out and cushion the blows. We carve out safe spaces. We consume media that confirms our beliefs, we take up hobbies aligned with our talents, we try to spend as little time as possible doing the tasks we fucking loathe, and that makes us soft. We live a life defined by the limits we imagine and desire for ourselves because it's

comfortable as hell in that box. Not just for us, but for our closest family and friends. The limits we create and accept become the lenses through which they see us. Through which they love and appreciate us.

- But for some, those limits start to feel like bondage, and when we least expect it, our imagination jumps those walls and hunts down dreams that in the immediate aftermath feel attainable. Because most dreams are. We are inspired to make changes little by little, and shit hurts. Breaking the shackles and stretching beyond our own perceived limits takes hard fucking work – oftentimes physical work – and when you put yourself on the line, self doubt and pain will greet you with a stinging combination that will buckle your knees.
- It's not the external voice that will break you down. It's what you tell yourself that matters. The most important conversations you'll ever have are the ones you'll have with yourself. You wake up with them, you walk around with them, you go to bed with them, and eventually you act on them. Whether they be good or bad.
- We are all our own worse haters and doubters because self doubt is a natural reaction to any bold attempt to change your life for the better. You can't stop it from blooming in your brain, but you can neutralize it, and all the other external chatter by asking, What if?
- What if is an exquisite fuck-you to anyone who has ever doubted your greatness or stood in your way. It silences negativity. It's a reminder that you don't really know what you're capable of until you put everything you've got on the line. It makes the impossible feel at least a little more possible. What if is the power and permission to face down your darkest demons, your very worst memories, and accept them as part of your history. If and when you do that, you will be able to use them as fuel to envision the most audacious, outrageous achievement and go get it.