

AHMADHAKIMI

AUTHOR OF 'THE ULTIMATE B.L.A.S.T. 5 TRAINING SYSTEM'

BECOMING EXTRAORDINARY



GO FROM LIVING AN AVERAGE, MEDIOCRE LIFE TO AN INCREDIBLE, HIGH LIFE

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DEDICATION

I dedicate this book to the doers and to the action takers in life. The ones who are willing to do whatever it takes to become extraordinary.





INTRODUCTION

What you hold in your hands is one of the most powerful tools to becoming extraordinary. Within the pages of this book are formidable strategies and life-changing tactics to annihilate all the limiting beliefs that are holding you back from becoming the high performance, power achiever that you are.

Many of the ideas and concepts may repeat themselves because at the end of the

day, success comes down to just a few foundational rules, or “universal laws”.
Fact: 60 to 80 percent of adults find the task of thinking different uncomfortable. Some even find it draining. But thinking different is a big part of being not like everyone else and living a lifestyle beyond just average.

- If you think like everyone else you’re going to be like everyone else.
- If you think average, you are going to be average.

Makes sense, right?

THE WAR NO ONE TALKS ABOUT

Take a look around. What do you see? Do you like where you’re at now, right this very moment? Do you like everything about the room you’re in? The bed you’re reading this from? The clothes you’re wearing? The people around you? Stand in front of a mirror. Do you like the person staring back at you?

Many people have given up on trying to be more than they can be. Many people are content with being average or mediocre.

- Run of the mill.
- Forgettable.
- Ghosts.

Make no mistake about it: We are at war. There’s a battle being waged right this very moment between the forces of extraordinary and the forces of average. My question to you, dear reader, is whose side are you on?

Are you willing to fight the good fight and reach your true potential in life, or linger in the shadows, forgotten and unremarkable?

KEY POINTS TO REMEMBER

- It would be a mistake to simply skim through this book and think it’s just a collection of “motivational words” and general rules to follow. There is real power behind these words. Heed them. Take action. None of it works unless YOU DO.

- There are invisible forces that govern all aspects of living, just as there are the laws of the universe that govern all things physical. The laws of the living exist and govern your life, whether you like it or not. This book contains many of them.
- Take every key point to heart. Write it down. Start applying it. Make the whole process as interactive as possible. Live it and you will become a different person. You will become extraordinary.
- The difference between being average and being extraordinary comes down to the path you decide to take, and you making that one time decision. Do you want to be average? Or do you want to make a commitment to becoming extraordinary?
- What's the worst part about being average? It lulls you into thinking you are doing okay. Average is never okay.
- Have these 2 things and nothing will stop you: Willingness & Information.

1. Willingness: You need to have willingness to think differently. Willingness to act differently. Willingness to do what society deems “unconventional or “unrealistic”. Willingness to do whatever it takes. You're in more control than you think.

2. Information: You need to know. You can't take action toward building your ultimate life and becoming an extraordinary human being without knowing. Just like you can't just walk into a gym hoping to gain muscle and strength and get a killer physique without knowing what to do, no matter how bad you want it. Or how to always be satisfied and motivated regardless of your circumstances. Or how to double your income. You need to know the rules of the game. You need information. Only then can you take action and start implementing it.

- The distance between ordinary and extraordinary is shorter than you think.

All it takes is 3 things from you:

- A little more effort.
- A little more time.
- A little more help.

What you're reading right now is a collection of rules and laws that I live by. It's filled with great ideas and tactics that if you follow and take action on, will change your life immensely from average to extraordinary. From mediocre to highly successful.

The concept of becoming extraordinary and burying "average & mediocre" six feet under can seem massive and complex, but my goal in this book is to decode it and put it in plain words.

Many people I know have used the ideas and tactics you're about to learn to completely transform every sector of their lives.

Body, mind, relationships, income, quality of life – everything.

And I want you to have that information.

It's not just your body. It's your attitude, persona, your psychology, and your entire life.

The information in this book works – but only if you do.

You need to make a decision right now, and I'm talking about a REAL decision where you will not go back. A commitment, where even when things get rough you will continue to strive and never, ever quit. You need to burn all of your bridges to the person you were before.

That's the only way you will change and the only way you'll become successful. The only way it'll happen. And not everyone will be able to do that. Which is ok. This book is not for everyone. It's only for those who are ready for change and serious about becoming the best version of themselves. It's for the ones who refuse to be victims in their lives and stop blaming others, but instead take charge and build the life that THEY want. It's for the go-getters who are willing to do whatever it takes. Read this excerpt from Napoleon Hill's "Think and Grow Rich",

“A long while ago, a great warrior faced a situation which made it necessary for him to make a decision which insured his success on the battlefield. He was about to send his armies against a powerful foe, whose men outnumbered his own. He loaded his soldiers into boats, sailed to the enemy’s country, unloaded soldiers and equipment, then gave the order to burn the ships that had carried them. Addressing his men before the first battle, he said, “You see the boats going up in smoke. That means that we cannot leave these shores alive unless we win!
We now have no choice--we win--or we perish! They won.”

You need to burn all of your ships and cut all sources of retreat. Make a commitment to becoming extraordinary in every part of your life and don’t turn back.

My biggest takeaway in this book for you, the one thing I want you to always remember no matter what happens, is:

Nothing ever happens TO you or FOR you,
it happens BECAUSE of you.

POWER MOVES

You always hear that knowledge is power. This isn’t true, knowledge is only potential power. ACTION is power. No matter how smart you are or how much you know and how much you read, if you don’t do something about it, it’s pretty useless (this book included). What you DO with the knowledge is what really counts. You need to execute. Become a power action taker.

That’s why within each chapter, I’ve included what I call “Power Moves”. Power moves are actions you can take immediately to not only talk the talk, but walk the talk.



THE ULTIMATE **B.L.A.S.T. 5** TRAINING SYSTEM

This book is only a piece of the puzzle toward your journey of becoming extraordinary (a big piece, mind you).

The other piece of the puzzle is building a strong, muscular and fit body. Becoming physically powerful and strong is one of the best things you can do for yourself.

A strong body is a strong mind.

And a strong mind is a strong body.

So you have to train both.

Having power is life-changing – both in a literal sense and metaphorical sense.

You see, muscle changed my life – literally. All the way from my relationships, my income, my sense of self, my confidence, my life decisions – everything.

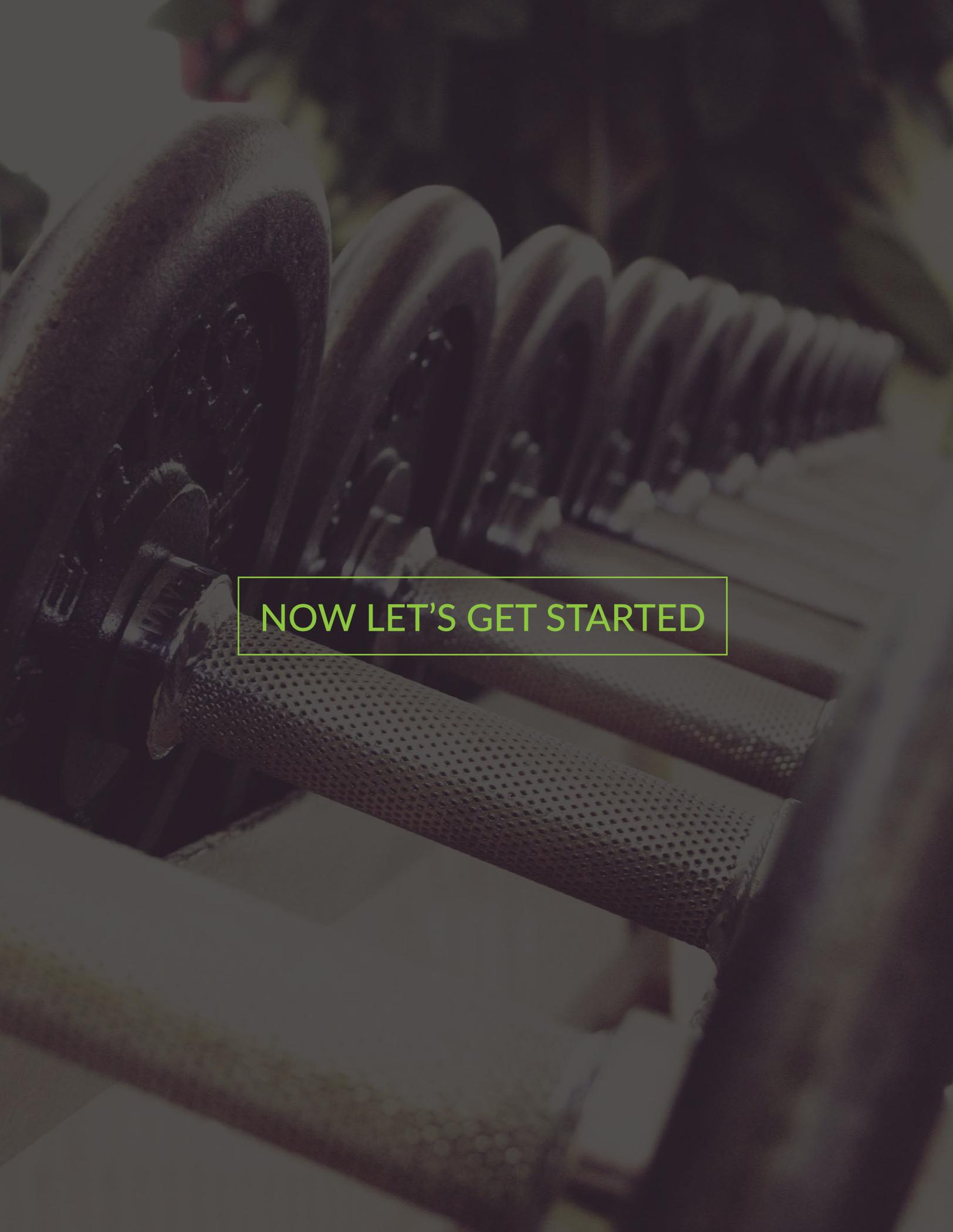
You cannot become the best version of yourself without being strong and training the right way. You have to get this part down. You need to *know*.

My **B.L.A.S.T. 5 Training System** takes you on 16 weeks of developing both mind and body. Muscle, strength, and power. Bodybuilding and powerlifting. All combined.

It transformed my life and made me who I am today.

I know it will do the same for you and I invite you to train **B.L.A.S.T. 5** style.

Visit BLAST5Training.com to pick up a copy.

A row of dumbbells in a gym setting, with a person's hand visible at the top left. The dumbbells are arranged in a row, and the focus is on the handles and the weights. The background is slightly blurred, showing other gym equipment and a person's hand at the top left.

NOW LET'S GET STARTED

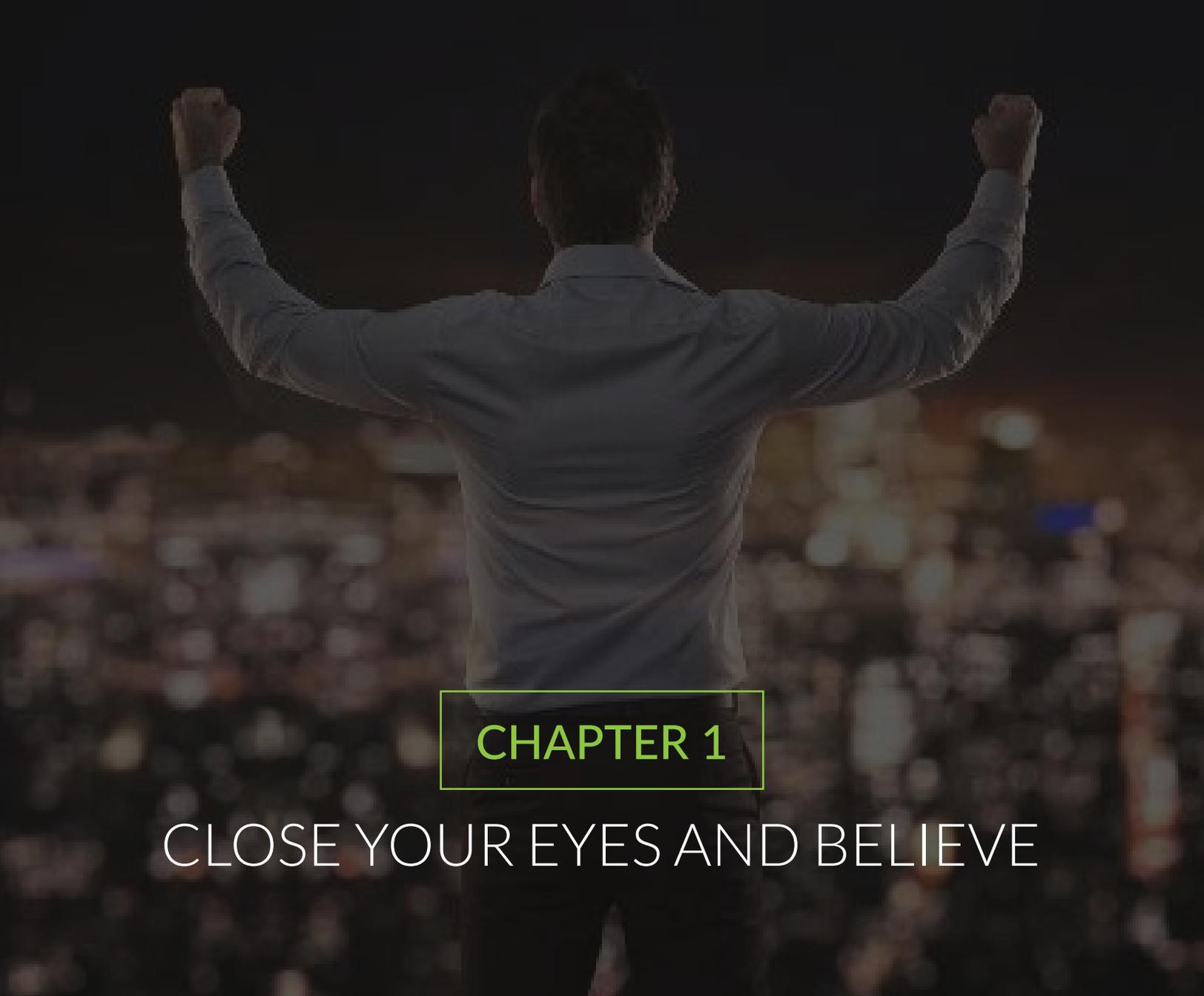


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A man in a white shirt is seen from behind, with his arms raised in a crowd. The background is a blurred crowd of people, suggesting a large gathering or event. The lighting is somewhat dim, with the man's shirt standing out.

CHAPTER 1

CLOSE YOUR EYES AND BELIEVE

“When you support your beliefs with enough feelings and emotions, it becomes your reality.”

The power of belief is so strong that anything you feel and think about becomes your reality. Think about it for a second. Let it sink in. **What you believe is what your reality will be.**

So if you're thinking about how terrible your life is and how “unlucky” you are (victim mindset), then your life will continue to be shitty and get even worse. When

you tell yourself that (and tell others) you'll start believing it and it'll become true. Simple as that.

Whatever "story" you tell yourself will become true as well in many cases.

You all know how Exodus went down. Why did Moses lead his people across the desert and through the Dead Sea when all he really had was faith and a *belief* that they would be saved from the raging Egyptian Army? I mean, that's all he ever really had: a belief that somehow, God would find a way for them, and because Moses *believed*, his belief became reality. The Dead Sea parted and they were all saved.

You can wax philosophical all day that it was faith and not belief that got them through the ordeal. But I'm here to tell you that *faith and belief are one and the same*. To believe is to have faith, and that is the real power.

Perfect example. You ever come home from watching a scary ass movie, and you're just sitting in your room all alone, still feeling scared from earlier, then you start seeing shit? It's SO STRONG in your mind that your mind starts playing tricks on you. Next thing you know is you could've swear that you JUST saw the girl from the Exorcist peek out at you from your closet. You saw it with your own eyes and it's just become your reality. I know it's all just in your mind, but that's my point exactly - IT'S ALL JUST IN YOUR MIND! *Tell yourself the right story, a good one where you're WINNING and AWESOME, and watch it come true.*

POWER MOVE 1: You can part your own sea and lead your own people, just as long as you believe in yourself and what you can do. Don't let anybody tell you otherwise. I know you've heard this a billion times, but I'll say it again: you can do anything, be anyone and go anywhere you want in this world when you believe that your capabilities are as limitless as the universe you're connected to. But again, if you don't believe this is true, then it won't be true for you (that make sense?).

THE OTHER SIDE OF BELIEF

In the Universe, everything comes in twos: black and white, man and woman, up and down, yin and yang. The other side of belief is called "limiting belief". Limiting beliefs are like chains that hold you down or cloud your judgment. These beliefs limit you to a preconceived reality you made for yourself because you "thought and believed" that reality is what you'll ever get in life.

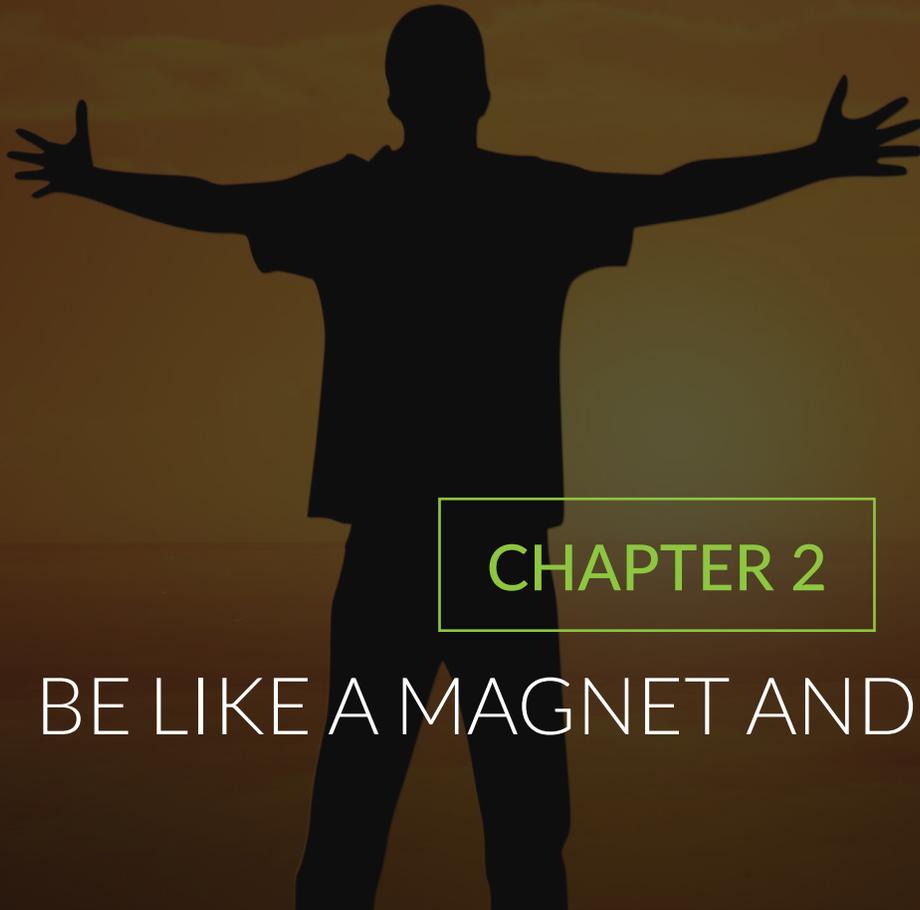
You hear it all the time. “I’m not good enough”, “I don’t have the money” “I can’t jump that high” “I’m afraid”. I can’t, I can’t, I can’t. Well guess what? Saying this over and over again, affirming it to yourself and to the universe will get you only **one result**: you will become what you believe yourself to be, and that is a loser. If you tell yourself you suck at singing, you’re going to suck at singing. Can’t ever deadlift 300 pounds? Don’t worry, you won’t even break 200.

Remember what my man Henry Ford says: *“If you think you can or you think you can’t, either way you’re correct.”*

POWER MOVE 2: Limiting beliefs suck the life and dreams out of you. Don’t let it hijack your true potential. Be who you were meant to be by using the Power of Belief. When you have this power, all your limiting beliefs will cease to exist. All the negatives in your life will be stamped out and discarded like the stinky garbage they are. Wholeheartedly believe in yourself, because no one else can do it like you do.

Remember, YOU are limitless. It’s all you.

Just believe.



CHAPTER 2

BE LIKE A MAGNET AND ATTRACT

“Whatever you have in your life, whoever you’re with, your friends, spouse, children, your career or lack thereof, the car you drive, the house you live in, you attracted into your life”

There’s a law in the universe that’s constantly at work. No, it’s not gravity or inertia we’re talking about, but the law of Attraction. This is the one, fundamental law that’s applicable in all our lives, whether we like it or not. As human beings, we are constantly thinking: our minds are like hamsters endlessly spinning in a wheel of thought. These thoughts manifest themselves into words, and these words become

real.

Whatever you think about, consciously or unconsciously, you inevitably attract in your life. It may not be today or tomorrow or even the 30 days from now. But *it will happen*, because the more you think about it, the more real it becomes. Think about all your debt and you'll attract more debt. Think about how bad traffic is or how hot the weather is and guess what? You're attracting more of it, so you'll get more of it!

When I first started bodybuilding at 15 years old, I was a 150 lbs, 6 foot 1 SCRAWNY dude. I would tip over when the wind blew. I knew what I wanted though, I wanted more muscle. I wanted to get to 190 lbs. For months that's all I thought about. I would wake up in the mornings imagining myself being 190, I would workout with the bigger guys as if I was already 190. I would EAT like I was already 190. I thought about it so much that one day I woke up and you wouldn't even guess what happened...

I was 190 lbs. :) I had made it there, and I accredit 70% of it to THINKING and IMAGINING I was 190, and 1,000% into working toward getting there. Yes, I know that doesn't add up to 100%. But when you start thinking about it so much, you feel like you're operating at 1,000% and you will get there FAST. It just takes over in your actions and life and becomes real.

POWER MOVE 1: Your thoughts are powerful and can shape the very fabric of your reality. Whatever you think about, given enough focus and energy, becomes real and part of your life. Like attracts like and there's no force in the known universe that can change this.

BOB AND BILL

Take Bob for example. Bob has a positive outlook in life. He has a ready smile; he's an all-around nice guy; he's helpful and very generous. Bob is also a successful businessman, lives in a nice house, has a wife to die for, is a father to three lovely kids and drives around in luxury cars. He's happy and content now, but he was always happy even though he didn't have much. He's been happy since the beginning! Always smilin'.

Bill is the same age and upbringing as Bob, but has always been a negative person. His outlook in life is so dreary; no one wants to hang out with him. Always frownin'. He's been with several companies and has never been promoted. His wife

left him and his kids loathe him because he's always angry. He never had a house and doesn't own a car. He is miserable now, but he was always miserable to begin with.

Bob and Bill both attracted whatever they thought about and the results speak for themselves. Bob was always happy and positive, so he attracted the same people and circumstances in his life. Bill on the other hand, was the complete opposite and he attracted all the negative things and people in life. They both started out the exact same though and had the same opportunities. Look how different their lives turned out because of the mindsets they had and the quality of their thoughts.

POWER MOVE 2: If you want something in life, the real power is to *think about what you want* and avoid focusing your attention on what you don't want. You can acknowledge what you don't want to provide some contrast, but don't waste your energy thinking about it. If you want to get to work on time, think about how fast your trip will be. Think of a deserted freeway and all green traffic lights. Don't think about all the negatives. Attract the outcome you want. Visualize your ideal life and attract all the pieces. Once you really practice positive thinking, life will be good - even when it's not.



CHAPTER 3

WEAR YOUR HEART ON YOUR SLEEVE

“As above, so below.” - Hermes Trismegistus

The literal meaning of this ancient maxim is *“That which is Below corresponds to that which is Above, and that which is Above corresponds to that which is Below, to accomplish the miracle of the One Thing.”* The One Thing is said to be the Universe, but is open to interpretation.

My interpretation is it could be anything or anyone, so I'll let you in on a little secret: the miracle of the One Thing is you and whatever happens on any level of your reality (physical, emotional, or mental) also happens on every other level. It's reflected everywhere.

This is pretty deep, so let's break it down even further. If what's **inside you** is happiness, abundance and positivity, it will manifest:

- **MENTALLY** – This is your inner world where it all started – ground zero – whatever happens here, happens out there. You visualized happiness and you chose abundance. That's what you attracted, which is now reflected in your outer world (reality). You drew in everything you thought about and now you have it.

- **PHYSICALLY** – You'll look vibrant, young and happy. This will radiate out of you and people will notice. They'll want to be around you because you draw them in with your attitude and winning demeanor. You'll radiate life and abundance. You'll be awesome.

- **EMOTIONALLY** – Your positive outlook is bulletproof and will not waver even in the face of adversity. You'll be emotionally mature and you can handle anything life throws at you without batting an eyelash. You'll be decisive and confident at all times. Remember, emotional strength is as important as physical strength, if not more.

POWER MOVE 1: Your outer world reflects your inner world like a 360 degree mirror. Everywhere you turn, you see your life and what you have attracted into your life. Remember the Power of Belief and Attraction? Your thoughts become your reality. Thoughts are powerful when you back it up with emotion, focus and belief.

THE ARCHITECT

Do you know you're an Architect? You are the architect of your life. Not your parents, not your friends, not your professors – You. You built your life to what it is today. Everything you have and everything you are now is a reflection of all the things you thought about. Architects build it all in their minds and they visualize it until it becomes reality.

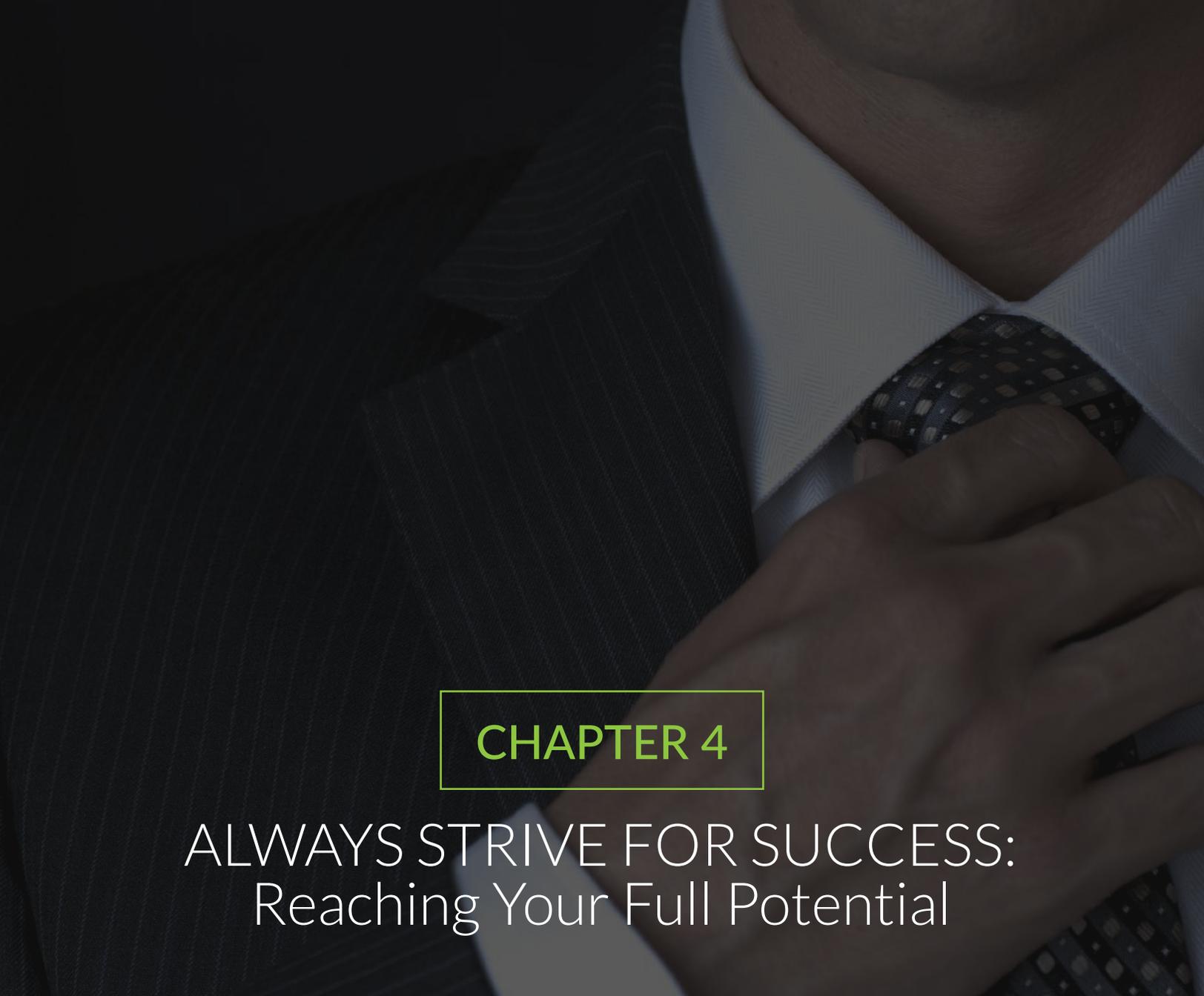
Successful Architects know they can't control the land they're building on, the wind that's blowing or the sun that is sure to bear down on the structure. What

they *do know* is that they have control over *how* the structure is built – what materials to use, how deep the foundations are and where to position the windows and doors. They can never control what happens next, so they **focus on building a strong structure that can withstand anything.**

You have to understand that control is an illusion. We really don't have any control over anything – the weather, other people, your kids, your spouse, the world – so stop trying to control and change everything and everyone. The *only thing you can control is your mind and how you think*. You shape your own reality and perception. Your mind is your inner world. You're the king and you make all the decisions. What are you waiting for? Build!

POWER MOVE 2: Visualization is powerful and is used by many professionals and sports figures today. Tiger Woods would often visualize how he would hit the ball and where the ball would land on the green. I have a lot of friends who at an early age wanted to be doctors, lawyers and soldiers. Today, my doctor friend is a highly respected surgeon, my lawyer friend became a judge, and my soldier friend is now a Major in the Army. They visualized what they wanted to be, and now they became even more.

Like what I always say, conquer your mind, empower your body. Empower your LIFE.



CHAPTER 4

ALWAYS STRIVE FOR SUCCESS: Reaching Your Full Potential

“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.”

Vince Lombardi

What is your definition of success? Society dictates that there's a stick we're all measured by, and it involves having a ton of money, driving three or more luxury cars, living in a large mansion with a pool and having a significant other that looks like a supermodel.

I think society's model for success, their so called "stick" is just made up. BS.

Success is purely living up to YOUR full potential and nothing less. Most people don't even get close.

It's not about "measuring up" with others and what society says they should be at some point in their lives, nor is it what your parents want you to do and what your friends are doing. Imagine if Steve Jobs, the founder of Apple had followed what the social norm was. Go to college, get an education, work a 9 to 5, retire. First of all, you wouldn't be able to share this book with all your friends on your iPhone and iPad. Not cool. Secondly, he would not only be doing himself a disservice by not living up to what he was fully capable of, but also the world. Steve Jobs made a dent in the universe by reaching his full potential and creating innovative products until he sadly passed away.

Success is YOU, living up to your full potential – whatever that may be.

DEFINE WHAT SUCCESS MEANS FOR YOURSELF

The Power of Success lies in its simplicity: success is defined as living up to your full potential and being happy with what you have and with who you are. Success means getting what you want without hurting others. It's not always determined by material possessions or medals or accomplishments. You can have all the accolades, medals and expensive toys in the entire galaxy, but if you're not happy for example, you haven't succeeded yet.

Success is all in your head. You can enjoy success if you have reached a point in your life where you're content with what you have and feel no pressing need to gain more. You have to know what you want and if you feel you already have it, you can sit back and enjoy it. If your definition of being successful is simply sitting on a beach, drinking coffee and writing a novel, then by God you are successful! Just make sure to finish the book and sell it, otherwise, you're missing the point.

POWER MOVE 1: Create a personal definition of what success means for you and outline steps to achieve it. The power of success is defining what you really want to do and loving every moment of your time spent doing it. Find something you love doing and do it! For me, it's reaching for my maximum potential every single day in every sector of my life, including physical, mental, emotional, financial, spiritual –

everything – and then helping others reach their maximum potentials too. In this regard, I consider myself extremely successful.

ACHIEVEMENT IS DIFFERENT FROM SUCCESS

Getting what you want out of life is called achievement. To achieve something, you need to be setting goals and objectives. You have to have a plan on how to accomplish these goals and how to implement them accordingly. There will be obstacles and difficulties, but once you have a plan, there is no reason to not achieve what you set out to get.

It all starts with what you want. You have to know *exactly what you want* in all aspects of your personal, business and spiritual life. One of the most powerful things you can have is *clarity*. What you want must be as clear as day and indisputable, because when you're motivated to achieve a clear objective, you'll be able to reach your goals faster.

The basic principle of human action is this: everything you do is aimed at improving your life. *Everything*. You do this without even knowing it because it's hardwired into each and every one of us. You don't get up in the morning just to plod through the day and get by. You get up every morning aiming for the rafters. The problem is, you don't know it's happening. Now you do.

POWER MOVE 2: Every action is guided by a purpose of some kind, whether clear or unclear. Take the time to find the clear ones and discard the hazy. The key to activating the power of success is to be perfectly clear on what you want and know exactly what it looks and feels like when you achieve it. Visualize it.

GOAL SETTING

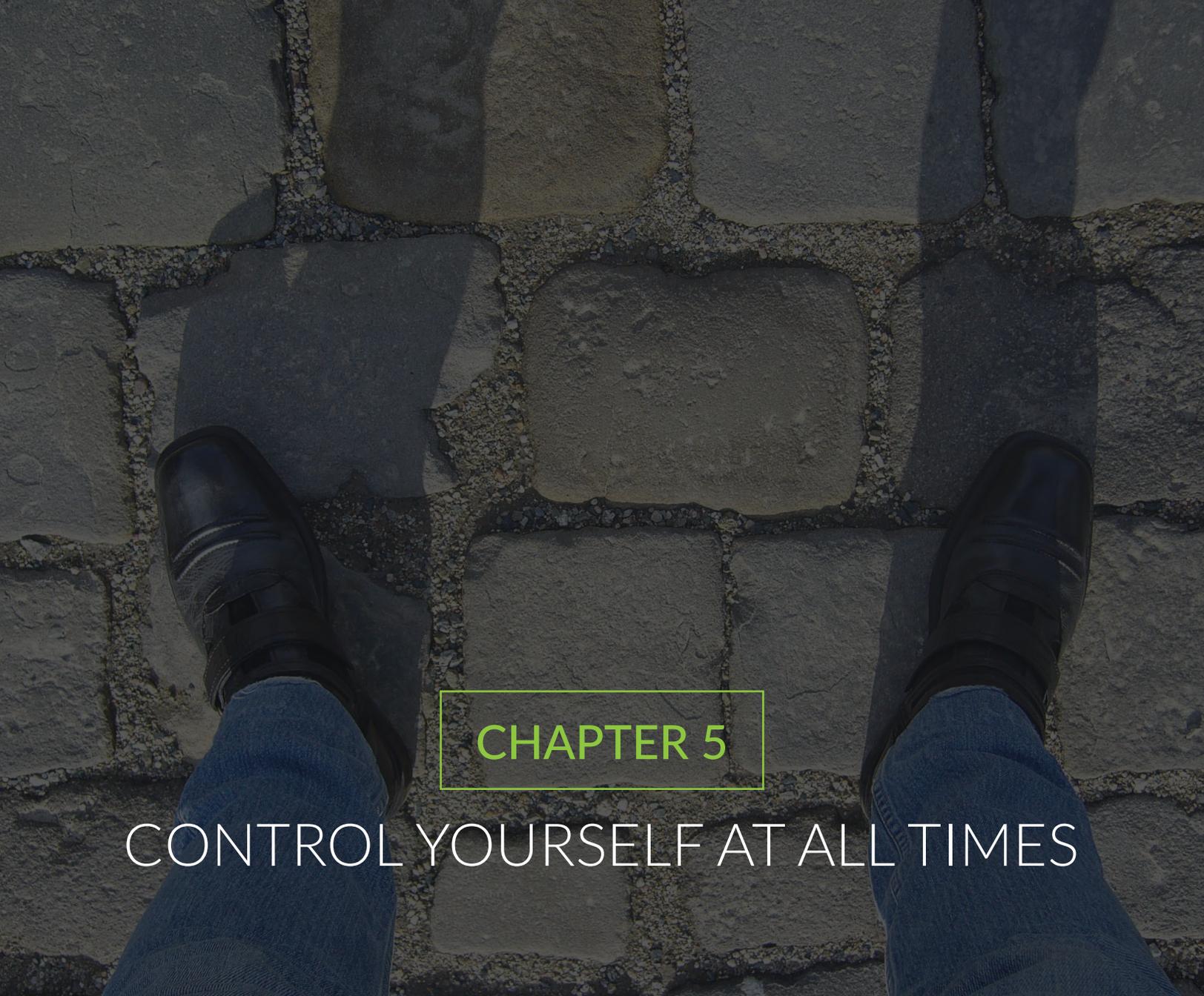
Have you ever written down your goals on a piece of paper before? I'm telling you from experience, it's one of the most empowering practices you can do today to change your outlook in life. When you take the time to really define what you want and write it down, you become a different person. It is literally life changing.

Your whole approach on your life and everything you do will completely change in a positive way. You'll start feeling more assertive, ambitious, confident,

optimistic, and in command of everything that is going on. You want to know the best part? When you put it in writing, the probability of you accomplishing your goals increases ten times (1,000%). Don't ask me why, don't ask me how. Just do it and you'll see.

POWER MOVE 3: Make your goals as clear as possible and outline steps on how to achieve them. Always write your goals in the present tense. Act as if you've already accomplished it. Personalize each goal with an "I" (I own a kickass penthouse in New York or I earn \$10,000 a month) and make it positive because you want your subconscious mind to only accept commands that are personal, positive and in the present tense.

POWER MOVE 4: Don't write your goals using a document program on your computer. Get a piece of paper, a pen and do it old school – or use the **B.L.A.S.T. 5 Success Planner** that comes with the **B.L.A.S.T. 5 Training Package** where I show you exactly how to formulate your goals and make magic happen.



CHAPTER 5

CONTROL YOURSELF AT ALL TIMES

“You cannot control what happens to you, but you can control your attitude toward what happens to you, and in that, you will be mastering change rather than allowing it to master you.”

Brian Tracy

Before we go any further, I'd like you to close your eyes for a minute and concentrate.

Imagine you're in control of your life. Every single thing that's happening is of your design. You steer the ship and you know exactly where you're headed. You're firmly in command, armed with the confidence that you are the architect of your own future. Feels good doesn't it?

- **Feeling in control of your life brings about positivity and happiness.**

Now, I want you to imagine that you are not in control. Outside forces are holding the reins in your life and you don't have a say in what goes down. Everything that's happening is dictated by your career, your boss, the weather, an illness and your luck. Everything is spiraling out of control and there's nothing you can do because you aren't steering your own ship. How do you feel? I feel like I can't breathe. Like I'm suffocating.

- **Not feeling in control of your life breeds negativity, anger and frustration.**

THE IDEA OF CONTROL

Emotions are powerful. Psychologists know about the importance of *feeling* in control. It is a critical element in human personality and performance. People try to control everything – family members, a particular outcome, how other people perceive them – and fail miserably, because the truth of the matter is there is no such thing as being in total control. It's an idea we all tell ourselves we have in order to feel good or how to behave in a particular event.

The only thing in this world you have total control over is you – how you think, act and feel towards any given situation is the real underlying power when we talk about control (now if you're a master of persuasion – the chances of you getting others to do what you want for example DOES increase – but that's another topic for another day and slightly different from control). Go back to the two exercises you did earlier. The first one says that you are in control of your life, which is true, because *your life is the only life you can control*. That's it. Everything that happens outside of that, you're not in control of simply because you can't.

On the flip side of the coin is feeling you have zero control over your life, which is pretty much the same as feeling powerless. This is very dangerous territory, and may lead to depression and other psychological issues down the road. The sad part is that it's all because of control: the idea of having control or lack thereof. Remember, you can't control other people, the weather or traffic. All you can do is control how you react. Can't change the fact that your friends always put you down

and make you feel bad? Find new friends. Can't change the gloomy weather and want a beautiful sunny day? Take the next flight to Los Angeles, CA. Stuck in traffic and can't magically move all of the cars out the way? Get on the shoulder and drive past all the cars (just don't get pulled over). I know the last two sound extreme and absurd – but my point is that you can't control a lot of things, but you CAN control how YOU react to them.

POWER MOVE 1: You can try to swing some in your favor, like working extra hard for a promotion or lifting weights to get bigger, but ultimately, you can't control how your boss feels towards all the extra hard work you put in or how well your body responds to all the heavy lifting. Being stuck with the idea that you have to control the things you CAN'T control at all times is absurd, so just stop it or you'll feel miserable when things don't go your way.

HOW TO MASTER CONTROL: Act and React

B.L.A.S.T. 5 is all about putting YOU in control. No phony, nonsense. You need to be in control and that matters. In order to be truly in command of your life, you don't have to just “feel in control”. You have to “be in control”. Feeling and being are completely different things. Feeling in control is a false sense of security that may backfire if something bad happens. If it's not part of the plan, you react with anger or panic and the whole plan falls apart.

Being in control is a completely different beast. The only thing you have to worry about is yourself: the way you think, act and react. If something bad happens, you'll be fine because you've taken all the emotion out of it and you'll be looking at it from a different angle and perspective. If it's not part of the plan, you react by adapting to the situation.

THE THREE TENETS OF CONTROL:

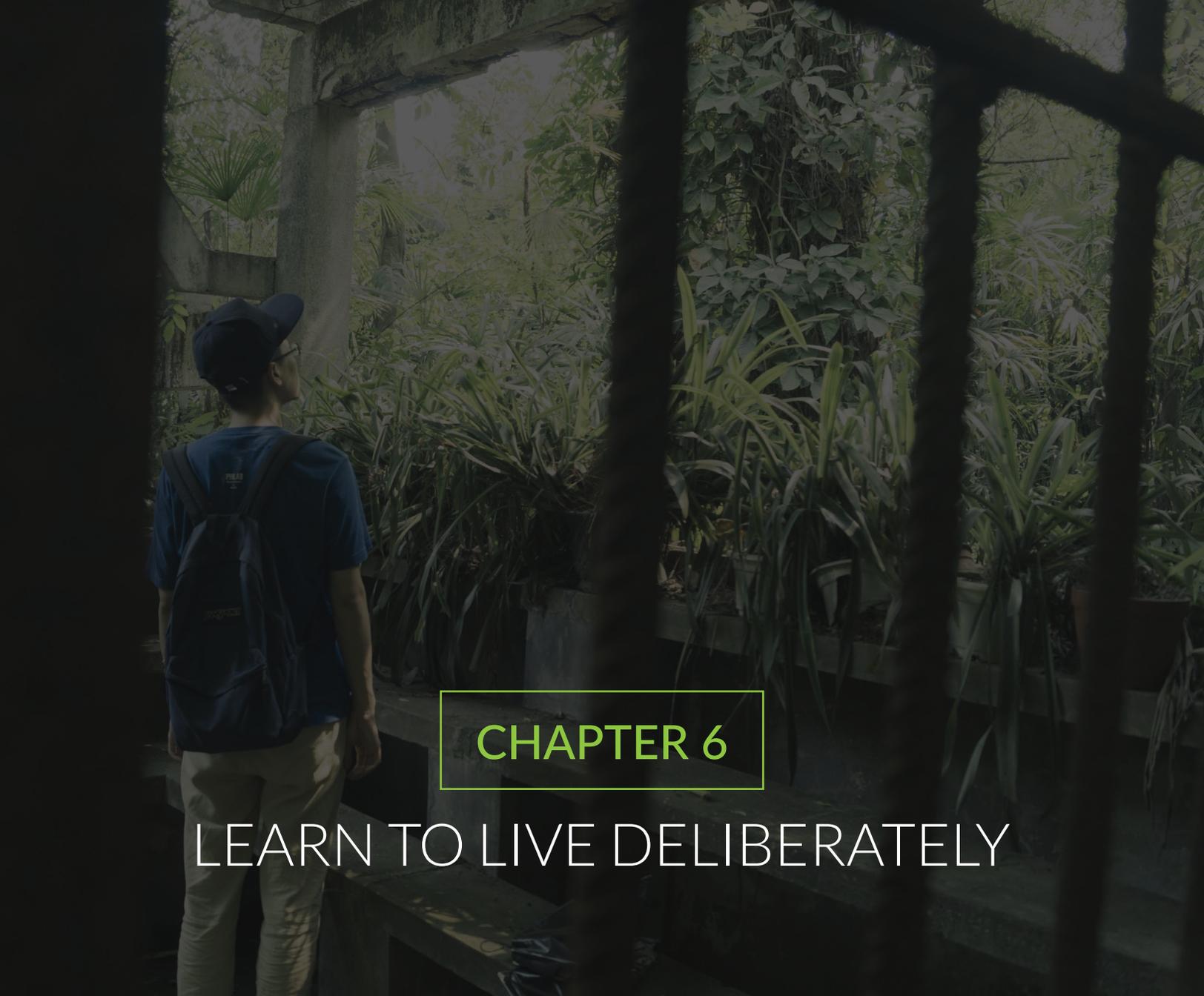
1. LEARN TO LET GO. You know you can't control the world around you, so why hold on to a false idea that you have control? Stop worrying about everything. Let it go, but be prepared to act and react to any given situation and show the world what you're made of.

2. CHANGE IS INEVITABLE. Don't fight it. Embrace it. Don't try to control it or you'll go crazy. For some people, it can be scary, but change is natural. We go

through many changes in our lifetime. The cells in our bodies die and get replaced every single minute of every day. When you think about it, you're a completely different person each day!

3. IN ORDER TO CONTROL YOUR LIFE, YOU MUST LEARN TO CONTROL YOUR MIND. Your mind is your most powerful weapon. Use it to control your life. This is related to what we talked about in the previous section about attraction, correspondence and belief. Your thoughts become your reality.

POWER MOVE 2: The real power of control is the power it has over you and the false sense of security it offers. If you fail to realize that control is only an idea that leads to a feeling of being in command, you're doomed to fail if shit hits the fan. Learn how to be in control instead. It makes a hell of a difference if you got your head screwed on straight in the face of a crisis.



CHAPTER 6

LEARN TO LIVE DELIBERATELY

***“I don’t believe in accidents. There are only encounters in history.
There are no accidents.”***

Pablo Picasso

Picasso nailed it on the head. The principle that “life is just a series of random occurrences and things happen by accident” is pure BS and there is absolutely no truth to it. Ask any scientist and she’s sure to tell you that in nature, there are no accidents and everything is deliberate. Everything has a purpose and a reason to

exist.

THERE ARE NO ACCIDENTS

People who accept that things “happen by accident” are living in a dream world ruled by ignorance, luck, fear and chance. They believe in this principle so much, it becomes true to them, even if it’s rooted in nothing but false assumptions and blind faith. People trapped in this fallacy of principle usually blurt out things like “It’s not what you know, it’s who you know” or “Success is being at the right place at the right time.”

They’re unknowingly using the law of attraction and the power of belief by affirming to themselves that this is their reality, a reality ruled by mediocrity and underachievement. They’re attracting all the wrong people and all the negative random occurrences, but they’re OK with it because for them, this is their life.

These people believe that it’s better to be lucky than talented or skilled and they believe in luck more than they believe in themselves. They tend to be negative, pessimistic and blame the world for all their problems. They feel helpless because they have very little control over what happens in their own lives. They’re not in control of themselves, so they indulge in various forms of escapism such as drugs, alcohol and TV marathons.

POWER MOVE 1: You have to know what you want in your life. Define/set your goals and make plans on how to get it. **Stop living by accident.** Every waking hour of your life should be spent on working towards what you want, because nothing just falls out of the sky and into your lap. You have to earn it.

It’s always better to be skilled than lucky, because Luck.Runs.Out.

LIVE DELIBERATELY

Life isn’t a game of chance, contrary to what other people or pop culture would like all of us to believe. We’re not constantly playing Russian roulette with life because we control our own destiny. We hold the gun and we decide if we want to play or not. The good thing about living deliberately is you have the power to change the rules to suit you. You don’t have to play by everyone else’s rules.

If I suddenly wanted to work in a Fortune 500 company today and just drop all

my work here at Intelligent Muscle, I could do it in a heartbeat. I know I'll get hired at any company I choose, because I believe in myself and my talents. I'll choose the top 3 companies whose goals align with my own and pay each one a visit and see which one has the best offer. That's how confident I am in my abilities. If I want something, I make a deliberate effort to get it. I don't rely on luck and the off chance that someone will hire me.

Living deliberately is to live with intent. To live life as it should be lived, without unnecessary drama or BS. You wake up every morning and you know who you are and what you're supposed to do. You're the person who gets things done without ever complaining or whining or wishing on star. You know you hold your own destiny and will fight for it if someone or something tries to take the reins from you.

POWER MOVE 2: Remember, you're in charge of your life. Life isn't your boss and life's "accidents" are a false principle. Everything happens for a reason and everything serves a purpose. Life is just the environment you operate in. It can change abruptly or throw you a fastball, but that's part of the beauty of living deliberately: you're always prepared because you've set goals. If there's a ripple in your environment, you'll acknowledge it and continue pushing on towards your goal.

A man in a black hat, white t-shirt, and blue jeans stands in the foreground on a dirt path, holding a red suitcase. In the background, a woman in a light blue shirt and jeans walks away, also carrying a suitcase. The scene is set in a field of tall grass and purple flowers under a grey sky.

CHAPTER 7

YOU ARE RESPONSIBLE FOR EVERYTHING

“You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have charge of.”

Jim Rohn

How many times have you heard the line “You should learn to take responsibility for yourself and your actions” directed towards you? I can imagine that every teenager hears this from his/her concerned parents at one point or another,

because as the grownups, they've lived through it and they know more or less what responsibility is and what it takes to grab hold of it. After all, they had you.

The problem is many people fall by the wayside thinking they're responsible for jack shit. They go on doing things that make life miserable for everyone else because they choose not to be responsible for anything and anyone but themselves.

Always remember – nothing happens TO you or FOR you, it happens BECAUSE of you. I want you to say that out loud. Write it on a piece of paper. Tattoo in on your arm. Do whatever it takes.

ONE MORE TIME:

Nothing happens TO you or FOR you, it happens BECAUSE of you.

As soon as you swallow this and engrave it into your mind, your life will change. Your actions will change. And your way of living will change.

POWER MOVE 1: Take responsibility for everything that happens to you. And I mean everything. When you start living like this, you'll avoid wasting time by blaming others and making excuses, and instead, accomplish and achieve even more. Take control of your destiny and never be a victim.



CHAPTER 8

ALWAYS KNOW WHERE YOU'RE HEADED

“Efforts and courage are not enough without purpose and direction.”

John F. Kennedy

When you're in unfamiliar territory and get lost during a road trip, what's the first thing that crosses your mind? You probably think about asking someone for directions. I know I would, especially if there's no cell coverage. Asking for directions will put you back on track to where you're headed faster than trying to navigate the mess on your own.

ON DRIVING WITHOUT DIRECTION

Having direction in life is not as complicated as many believe it is. A lot of people choose to live without any direction at all because they think it's hard work having to worry about where you're going while trying to steer. Many long for a navigator.

If you're the type, I want you to sit down in a quiet place where you can be alone. Close your eyes and hit yourself upside the head, hard. You don't need a navigator! No one can steer your own car but you. You're the damn driver, so act like one. No one is coming to navigate for you. There isn't an app for navigating your life as well so quit looking for it.

POWER MOVE 1: Life and road trips share a lot of similarities. You have to know where you're going in order to get there. You must set your internal GPS to plot a path that takes you to your destination in the shortest amount of time. Avoid detours and dirt roads that can slow down your progress. You can do all of this with clearly defined goals (and with the power of leverage – which I cover in a later chapter).

DIRECTIONS ARE JUST A SET OF GOALS

You have to have goals in order to have direction. You can't go through life going around in circles or getting lost all the time. You may end up lost forever. Is that what you want your legacy to be? A lost soul who just faded away in obscurity because of a faulty internal GPS? Don't be that guy or gal.

Once you have your goals set, you have to be absolutely clear on what it is you really want in your life. If your directions are clear, you can move forward even in the worst conditions because you have a plan. You've got clarity. Success is just a culmination of all your lifelong goals (written down), so if you somehow missed the memo to write down your goals on a piece of paper, my [B.L.A.S.T. 5 Success Planner](#) walks you through getting your goals and priorities written down in the *most effective, tried-and-true methods* to guarantee your success. It's imperative that you start this ASAP. Reading this alone will bring you benefit of course, but really getting started and getting your goals put together the right way is what will truly move mountains for you and make you a superior person. You can pick up your copy [here](#).

POWER MOVE 2: What is your goal to end all goals? Don't be afraid or shy to

write down what you really want in life. You have to be clear and concise about it. Make a dream list of things, events and people you want in your life. Envision a future with your dream house, dream car, dream family, dream vacation, dream job, dream toys – everything in the world you think and feel that is important to you. These have to be tangible goals that will make your life better, moving you ever so closely to your ultimate goal.

WRITING YOUR ROADMAP

Having a trusty road map with you at all times is essential in your journey, that's why you need a dedicated notebook or planner that has nothing written on it except all your goals. This will be your fallback when everything seems to going haywire, so keep it handy and within easy reach.

Before making your roadmap, you have to:

- Know exactly what you want your life to be like. Look ahead five years into the future and visualize your dream life.
- Write everything down. I don't care if you use a box, a leaf or toilet paper. Make sure you have a list of all your goals with as much detail attached to each as possible.
- Set a deadline for yourself to accomplish each and every goal. Some goals are easy while others are hard and can take years.
- Move your ass and stop procrastinating.

Remember POWER MOVE 2 where you wrote down your dream future? Use that list and choose 10 of your most important goals. These could be personal goals, business or career oriented goals or goals for your relationships. For every goal, write a brief description detailing the why, what and how.

Let's say your goal is to be strong and muscular. Attach a why, what and how to it:

- **WHY IS THE GOAL IMPORTANT?** Being physically strong has many health benefits such as better immunity, healthier bones and superior confidence. Being muscular makes me feel good about myself and improves my self-image. Being muscular and fit helps me attract more women, increasing my chances of finding

my significant other or simply “gettin’ results, son”. (You get the idea, make a list of as many “why’s” as you can).

- **WHAT DO YOU NEED TO DO TO REACH THE GOAL?** I need to get a gym membership because this takes time, I need a solid program that has powerlifting and bodybuilding elements to it ([B.L.A.S.T. 5 Training](#)), I need a whey protein supplement mixed with creatine to make sure my muscles are properly fueled. My diet needs to be spot on in order to reach my goal.

- **HOW WILL YOU DO IT?** I’ll devote 1.5 hours a day, 5 days a week strictly for training, I’ll get enough rest, I’ll eat healthy and big, I’ll abstain from junk food, I’ll follow my program to the letter, I’ll dedicate my life in this pursuit and have fun while doing it.

That was just an example so you can get a feel as to what details you can add. You can add as much as you can, (I would advise you to get creative and keep writing), but you can also keep it short and clear. Adding as much detail as possible is very important because the moment the image of your goal is crystal clear in you consciousness, the faster you will work towards achieving it and getting it programmed into your subconscious mind.

POWER MOVE 3: When writing your goals, think and plan how you’re going to achieve it in a 12 month period. Each month should move you significantly closer to reaching your goals. Using a monthly planner like the [B.L.A.S.T. 5 Success Planner](#) is ideal for this because you can easily block out the months that you’ve made progress, leaving only the remaining months you need to work on.



CHAPTER 9

HARD WORK PAYS OFF

“There is no substitute to hard work.”

Thomas Edison

Hard work pays off in all areas of your life. The more work you put in, the better your results will be. Don't expect to grow massive if you just workout once a week and eat like a child. Building the body of your dreams takes time and effort. Arnold wasn't born into his Mr. Olympia body. He worked hard for it.

You can easily apply this power into three areas of your life if you want to rise above the rest. Let me show you.

HARD WORK FOR YOUR CAREER

Behind the success of today's self-made millionaires is the fact that they work harder than anyone else in the company. To them, the typical 40 hour workweek just won't cut it. These millionaires work 50-70 hours a week to get to where they want to go based on the goals they've set for themselves and the company.

If you want to be top dog someday, you have to put in the time, effort and dedication to your job that will make you legendary. Build your value by coming in an hour early and leave an hour late. You can use the extra hour in the morning and afternoon to get some extra work done. In a results driven environment, total output counts. You can also cut your lunch break to half an hour if you can, but an extra ten hours a week isn't a bad start.

POWER MOVE 1: Don't be like everyone else. If you put in average hours, you'll get average results. Don't waste time and talent on projects that don't rank high on your priority list. Choose only high value projects that demonstrate your true value. When you're working, just work! Don't waste time.

HARD WORK FOR YOUR RELATIONSHIPS

Building meaningful relationships is a perfect example of this power. In relationships, you get what you give. If you're an all-around nice guy, fun to be with and very generous, you'll most likely attract like-minded people and get the same treatment. If your attitude stinks and you're an all-around jerk, you'll get pretty much the same treatment, especially from people just like you.

The more you show your loved ones and friends how much you appreciate and love them, the more love and appreciation you'll receive. Building and taking care of all your relationships, such as keeping in-touch, never forgetting a birthday, being there to lend a hand and simply being present in their lives makes a world of difference.

POWER MOVE 2: You get what you give. Don't be afraid to give your whole self to the people that matter to you the most. Don't expect the same returns though,

because that's not what this is all about. Don't expect or wait for anything, it'll manifest itself in due time. Be selfless.

HARD WORK IN YOUR PERSONAL LIFE

Now let's apply this power in your personal life. You have to be continually seeking improvement in this area as well. Think of yourself as Da Vinci creating his masterpiece, but the masterpiece isn't a sculpture or a painting. The masterpiece you're creating is you.

Work hard to gain more knowledge. Take the time to read books and devour information that will help make you a better professional and a better individual. Visit another country and learn their customs. Take another course that interests you. Join workshops and seminars. Learn a second language. Join a gym and get yourself on a muscle and strength building journey. The world is your oyster and you are truly limitless.

POWER MOVE 3: The more hard work you put into making yourself better, more doors will open up for you. Opportunities will be knocking left and right because news will spread of how good you are and others will bid for your services. In business, you can smoke your competition by being one step ahead every time. By working hard in the gym, you're making sure that you're building a body that is more resistant to sickness and disease. Be <YOUR NAME> version 2.0 and dominate.



CHAPTER 10

JUST DO IT

“Just do it.”

Nike

I love Nike’s slogan. It totally embodies how all of us should live our lives. How many times have you struggled to make a choice in your life? I say struggle because I know the feeling. All of us wrestle with indecision at one time or another and it is one of the worst experiences you can have.

When faced with a tough decision, you think about all the pros and cons, you over-analyze things and ponder over issues that you may have no control over anyway. You've just wasted precious time with your indecision, which resulted in an un-favorable outcome.

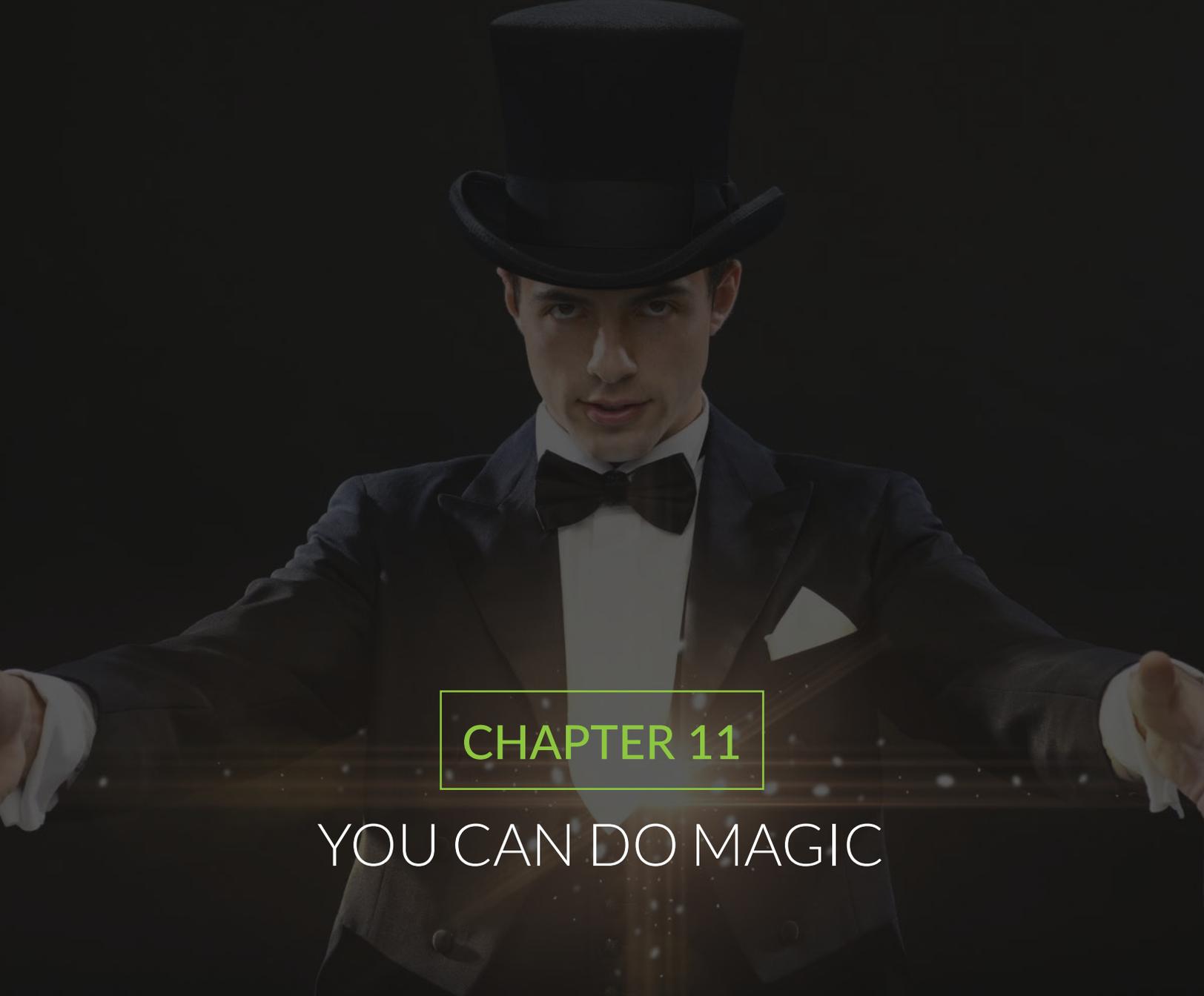
POWER MOVE 1: The solution to this obstacle is to be decisive. Don't over think it and just go do it. There's a time and place for analysis and thinking things through. Do that in advance (planning stage) and take as much time as you need. But when the time comes for you to decide, don't hesitate. Act swiftly and with conviction.

BE DECISIVE, BUT DON'T BE A TYRANT

Be decisive in all areas of your life. The most successful people in the world know this power and use it at will. There will be times where the decision you make isn't exactly the best one. Use your creative talents to tweak the decision a little bit to suit the situation better. Being decisive shouldn't be construed as being arrogant. You should still listen to counsel if it's given. You don't know everything.

There are no good or bad decisions, only outcomes. A good decision doesn't automatically guarantee a good outcome. You can make a good decision at the time, but the outcome can still be crappy. On the other hand, some seemingly ill-advised decisions can yield positive outcomes. It all depends on what happens next, your natural ability to adjust, listen to feedback and consider suggestions.

POWER MOVE 2: Remember that you can't control the outcome, so you have to be bold in your decision making. Once you've made your choice, it's easier to manage whatever comes next. Fear will always be your constant hurdle, and the only way to overcome fear is by being decisive.



CHAPTER 11

YOU CAN DO MAGIC

“What the mind of man can conceive and believe, it can achieve.”

Napoleon Hill

There is absolutely no limit to human creativity. Take a look around you. All the works of art, the ancient structures, skyscrapers, high-tech airports, electronics, planes, trains and automobiles are all part of the collective imagination of man.

A single idea has the possibility to change everything. And you, my friend, are a fountain of ideas. Every idea you have has the potential to be great and propel you towards greatness. For example, did you know that the average person has 4 ideas per year, which if acted upon, will turn them into a millionaire? Let's take a step back from future greatness for a little bit and talk about what your creativity can do for your everyday life.

USE YOUR IMAGINATION

Innovation is a beautiful thing, and a huge part of innovation is played by your creativity and imagination. The most basic formula man has come up with to deal with problems is solve it with the use of constructive ideas, or with the power of his Mind.

Unlike the caveman of the past who used brute force to solve all of his problems almost exclusively, we now use our brains to come up with ingenious ways for solving even the most complex of riddles. Your thoughts have the power to change your life and everything in it. Use it!

POWER MOVE 1: You have near limitless potential to come up with creative ideas that can change not only your life, but the lives of many. You just have to learn how to focus on it and filter out the noise. Don't listen to other people. Unlearn everything you learned in school. You have to let your imagination run wild. You have to let your thoughts roam free. It's the only way you're going to get in touch with your powerful creative side. The secret to creativity is practice, and knowledge. The more knowledge you have, the more creative energy you're capable of producing.

HAVE A DEADLINE? GO ON THE OFFENSIVE!

Attack your Goals and Problems with a barrage of Ideas. If you have a particular goal in mind that you have set a deadline for, get a piece of paper and write down every single idea that passes through your head on how to achieve it. I don't care if it's way out there in weirdness.

As long as you don't shut off your creative faucet, there's bound to be an idea or two that will stand out and help you achieve your goal.

The same goes for any problems you might encounter in life. No problem is too

big or too insurmountable to tackle. You just have to know when to go at it head on or when you need to chip away at it. No matter how you choose to tackle the problem, do the same exercise and write down every idea that pops into your head. The best solution will always reveal itself.

POWER MOVE 2: The best thing about this exercise is that you're practicing creative thinking and you're using more of your brain. That's what makes using your creativity and imagination so awesome. Once you get going, you'll find it hard to stop! The ideas and thoughts are just going to come at you from all angles. It will become natural. I want you to hang on the ideas you don't use in the event that you need inspiration or a solution in the future. Don't forget to write them down.



CHAPTER 12

QUITTING IS FOR LOSERS

*"Ambition is the path to success.
Persistence is the vehicle you arrive in."*

Bill Bradley

If you can endure and persist even in the face of insurmountable odds, you are showing the world what you're truly made of. Persistence has become a rarity these days. We're so used to having our way, getting things fast and never really putting out much energy in the pursuit of what we want. That's one of the

drawbacks of living in a connected, digital world.

An ectomorph bodybuilder* can achieve his true potential just by being persistent in his training and nutrition. Strictly following a program and diet can help him grow big and strong no matter what his genetics are. It's hard work and a never say die attitude that separates the men from the boys.

POWER MOVE 1: Persistence is always better than raw talent, supreme genius and even the best education. Talent, genius and a degree can only get you so far. You need to be constantly moving and a little pesky to be noticed. If a door slams in your face, don't look for another door. Grab a damn crowbar and pry it open!

*An ectomorph is a typical skinny guy with a naturally lean and thin frame.

A STORY ABOUT PERSISTENCE

One of my former co-workers never finished college, but he was pretty smart and had the tenacity of a bulldog. It didn't help that he looked like a bulldog himself, but he still persevered despite his looks and lack of a degree. He was working as a clerk in our office, but he wanted to be more.

He never stopped pestering our boss to be transferred to sales even if he never had any experience. He just felt it was the right department for him. Our boss relented; more out of curiosity (and for the guy to quit bugging him) in what this little clerk with the face of a bulldog could actually do out in the field. He just didn't fit the norm of your average sales guy.

But our little bulldog wasn't your average sales guy. He was more. He had the persistence of a mosquito and just went nuts on all his sales targets. He outsold even the most accomplished sales veterans in a span of two months and shattered previous company sales records.

His secret? He never gave up on a client. Even if they said NO, he would visit them personally, take them out for coffee, and get them tickets to the Lakers game – anything he could do to get their guard down so he could offer our products. He won them over and wore them down with his relentless persistence.

POWER MOVE 2: Never give up. No matter what happens, remind yourself that quitting is the easy way out and quitting is for losers. If you back up your goals with persistence and determination, nothing in the world can stop you.



CHAPTER 13

GROW UP

“It is better to light a candle than to curse the darkness.”

Motto of the Christopher Society

If only every single adult on the face of the planet showed some level of emotional maturity, the world would be a better place. Picture a society of cool, calm and collected people even in the worst of conditions. There would be very little anger and hate to go around, making the world a very peaceful place.

The reality is, only a select group of people possess the levels of emotional maturity I'm talking about. These are the captains of industry and the leaders of society. Men and women who can make millions follow them wherever they choose to go. Being emotionally mature allows you to get a firm handle on your emotions, making you a natural leader of men.

POWER MOVE 1: Take two men. One is bigger and physically stronger than the other, but the smaller man has more inner strength. Who do you think will be the leader and who'll be the follower? The man who is stronger on the inside will always lead. If you already possess inner strength, work hard to be physically strong as well. Be a force of nature.

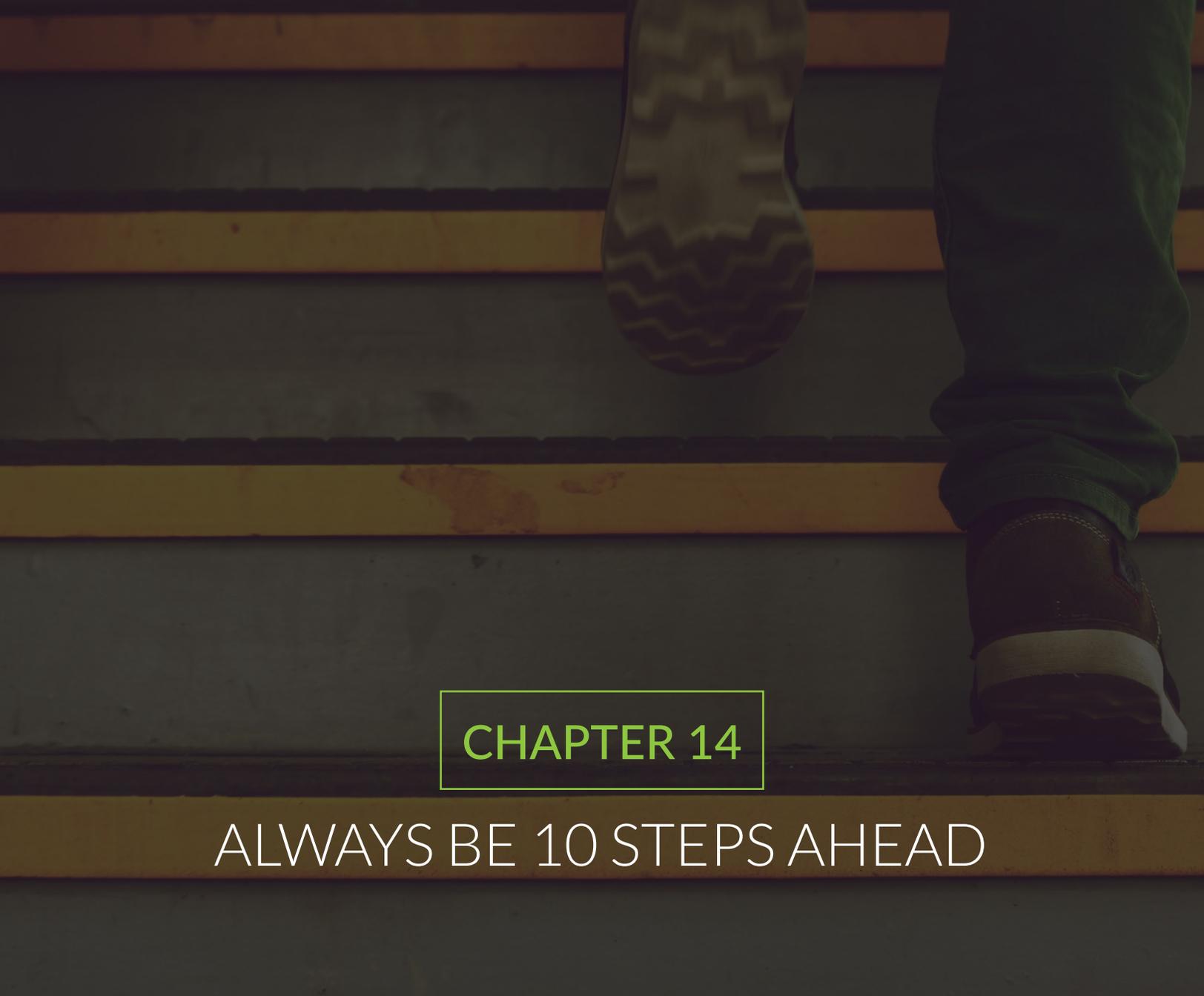
KEEP CALM AND NEVER LOSE YOUR HEAD

In a crisis, the people who panic and behave irrationally have a slimmer chance of survival. They waste precious time and energy worrying about the smallest, most insignificant details. Instead of using the limited amount of time and resources at hand, they usually go out of their way to squander it on things that won't help at all. Reminds me of a headless chicken running around and bumping into things.

Don't be a headless chicken in the face of a crisis. Always keep your head screwed on and never lose it. Be cool and calm. Allow your thought process and logic take over the situation, draw creative ideas from this part of your brain so you can figure out a way of the predicament you find yourself in.

Born leaders rarely get angry or emotional. They are prepared to make the tough decisions and live with the consequences of making it. They don't shy away from confrontation and they relish change. They view these as part of the process and it's their responsibility as leaders to negotiate, accept criticism and adapt.

POWER MOVE 2: Emotional maturity is a power that's hard to learn, but once you learn to harness it, you'll be a member of a select group of people who understands what it takes to be a true leader. Some leaders lead by example, while others lead by inspiration. Which one will you be?



CHAPTER 14

ALWAYS BE 10 STEPS AHEAD

“In action be primitive; in foresight, a strategist.”

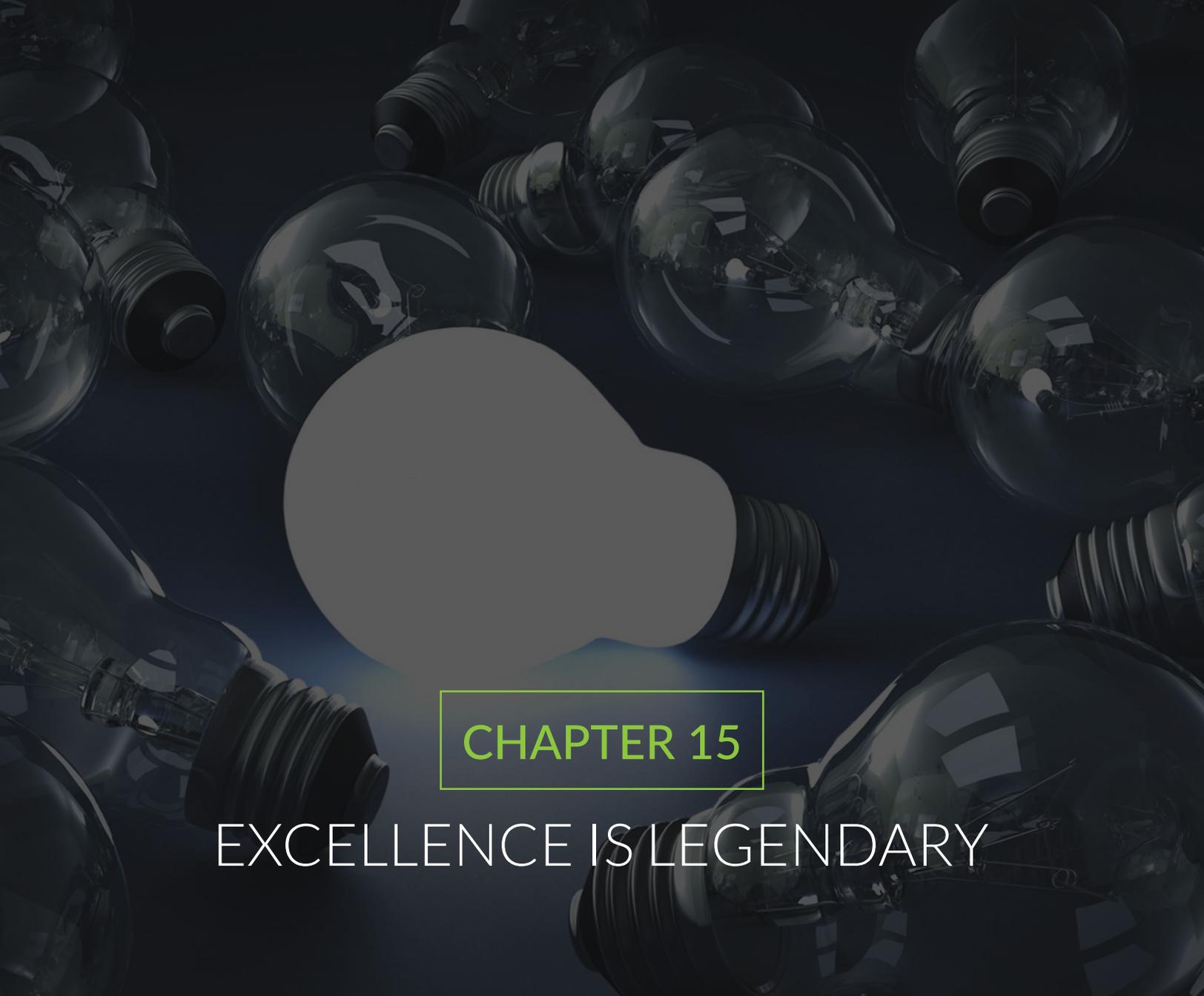
Ed Koch

In boxing and MMA, the fighter who has the foresight to know where the punches or kicks are coming from so he can avoid them is going to dominate the fight. He can pop in and throw a flurry of punches, move out of the way when his opponent counters, rinse and repeat.

Extraordinary people are naturals when it comes to foresight. They have the uncanny ability to envision possible future problems or obstacles that may pop up and ruin even the best laid plans, so he's always prepared for any eventuality. Master strategists are hard to come by, but the good news is through practice, anybody can become one.

Instinctively knowing the outcome of something gives you a distinct advantage because you can plan and strategize around this future event. Knowing also gives you the option of trying a different approach. I'm not saying you should get a crystal ball or use tarot cards to read the future. Being a few steps ahead means you can see farther than the average person.

POWER MOVE 1: This is a lot like seeing the bigger picture, but with an added contingency plan should everything fall apart and go to shitsville. Practice being 10 steps ahead by envisioning your future and what it's going to look like. Look at it from different angles and include any possible problems. Prepare a strategy to deal with any and all obstacles. With your exit plan in place, there's no way in hell you'll be caught off guard again.



CHAPTER 15

EXCELLENCE IS LEGENDARY

“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.”

Steve Jobs

We live in a society that embraces average and mediocre. You hear it all the time now, phrases like “it’s OK to be average” or “winning isn’t everything” or even “try hard not to get noticed and blend in” - I’m sorry to be blunt, but what the fuck

are those? If you're fine being average and if you just want to blend in, you'll never reach your true potential.

Average is never OK. Winning is the ultimate goal and do your damndest to get noticed and stand out from the rest of the sheep.

ON BEING AVERAGE

Remember the chapter on attraction? We talked about using the power of your thoughts to attract all the things you want in your life. But in order to do that and be successful, you must know what it is you really want and only focus on the good stuff. If you think about the negatives, you'll attract the negatives.

Excellence is never average. When you use the power of attraction to be excellent, you have to *want* excellence in your life. If you're perfectly fine with OK and average, then that's what the universe will give you more of – OK and average.

POWER MOVE 1: If you find yourself mired in mediocrity, it's your job to rise up and reach for your dreams because that's the only way out of the situation you're in. Never mind the circumstances that put you there. Let this be your wake up call. It's time to rise from the ashes of your old self and be more than who you currently are – the world is waiting for you.

ON WINNING

If you're not gunning to win, why do it? Spare me the BS of "enjoying the journey" and all that crap. Losers love to say that when they fall short. Sure, it's all about the journey and the experience – I get it – but in life, in anything that you do, if your goal isn't to win and be the best, why waste your time at all? If you're not aiming for the rafters, you're not only wasting your time, but everyone else's time.

You can't win all the time, that's a fact. But if you don't win the first time, make sure you win the next time. If you still fall short, do it all over again. The point here is to never, ever quit. Keep trying until you reach the summit. Once you're on top, you'll know how it feels to be the champion and the best. You'll never want to let that feeling go.

POWER MOVE 2: Not everybody's a winner, despite what you've been told. We can't all be number 1, it just won't make any sense and life wouldn't be as

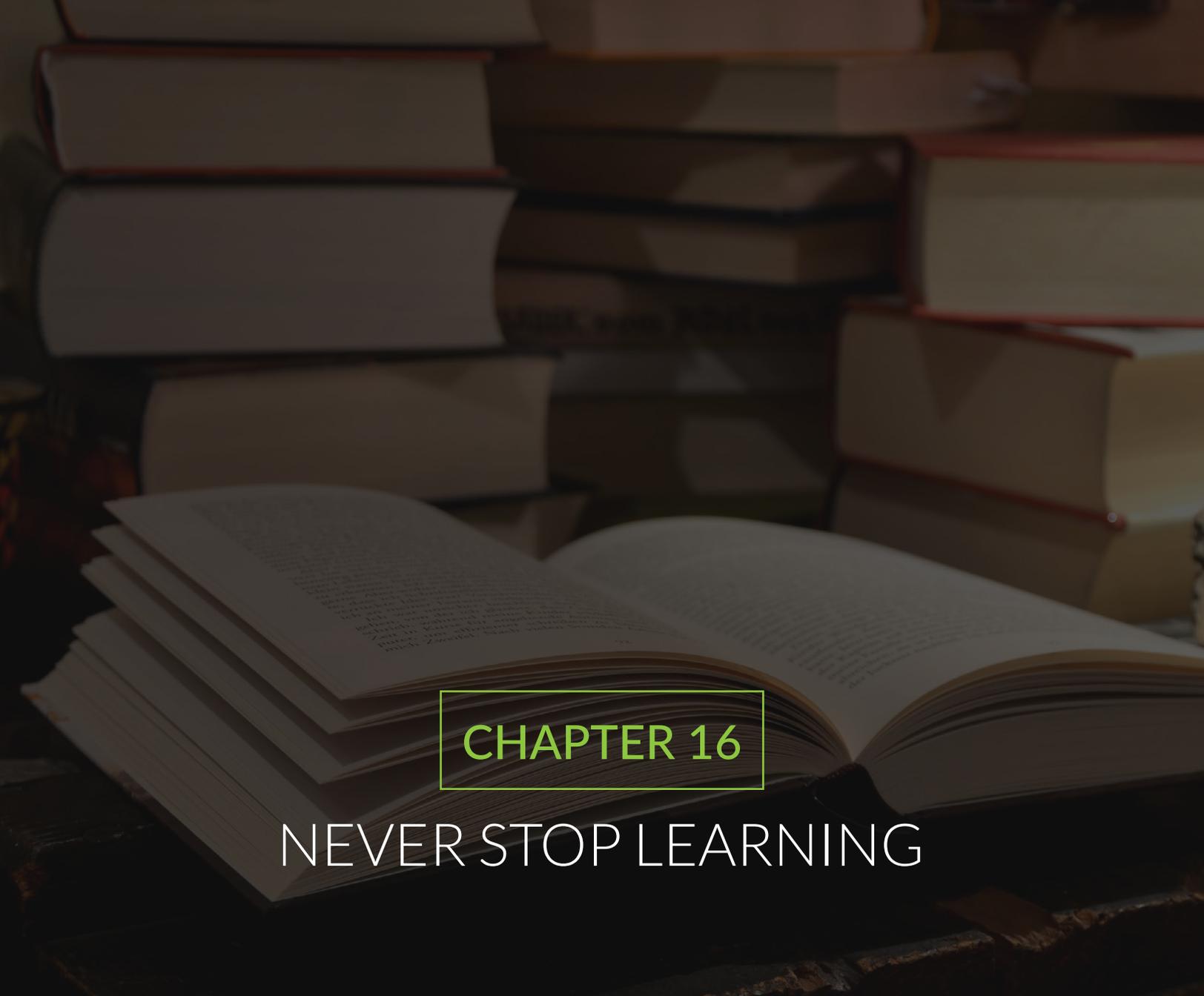
challenging. You're here to compete and be the best you can be not only for yourself, but for all of us. Be the best version of you. Work hard for it, and win the ultimate reality game show – your life. If you conquer your own life, you're definitely a winner.

ON GETTING NOTICED

In the workplace, the person who works hard to get noticed by being well dressed, fun, outgoing and larger than life usually gets promoted over other employees, regardless of skills and talent level. That's just the nature of the beast. If you want to level up, you have to be seen, heard and felt. You have to be a force, not a light breeze.

In the animal kingdom, the peacock with the biggest and most decorative tail gets the girl. In human relationships, why do the good looking, outgoing and fun personalities always get asked out? It's the same as the peacock. People are attracted to beauty, fun and positive traits. If you can catch their attention, you have one foot in the door.

POWER MOVE 3: I don't understand why so many people are just content in hiding in the shadows, afraid to get noticed. This is such a travesty! One of the ways to win in life is to get noticed. If you just want to put your head down and work, that's fine. You'll end up doing what you've always been doing 20-30 years from now. That's old school advice and it does have a place, but in today's society, you need more to be more. Stop hiding and show us who you really are.



CHAPTER 16

NEVER STOP LEARNING

“The more books I read, the more money I make.”

Ahmad Hakimi

“The books that help you the most are those that make you think the most. The hardest way of learning is that of easy reading: but a great book that comes from a great thinker is a ship of thought, deep freighted with truth and beauty.”

Theodore Parker

There are only a few things that make life worthwhile – and learning is one of them.

Readers are leaders. The more you learn, the more you earn. Did you know that the average CEO of a company reads 4-5 books per month, or 60 books per year, whereas the average person buys only 1 book a year – and 60% don't even read past the first chapter! Not to mention, the average CEO earns approximately 536 times more than what the average person who only reads 1 book a year. Let that sink in...

If you want to be extraordinary, you have to really get your A game on—and diving into non-fiction books will get you there. Top players of the game are avid readers. Ignorance is NOT bliss. Ignorance is broke. Ignorance is misfortune. Ignorance creates a poor quality of life. You gotta learn. You gotta have information so you can grow and evolve.

POWER MOVE 1: Never stop learning, growing, and improving. The fact is that if you're not moving forward, you're moving backward. If you're not using your brain and learning on a daily basis, you're moving backwards. Constantly working on your personal development and self-improvement is the secret to becoming extraordinary – on all levels.

Constant improvement is the key factor to developing an extraordinary physique and life. It can even be slow progress. Remember that the journey to the top of the mountain starts with one first step.

The **B.L.A.S.T. 5 Success Planner**, which is also included with the **Ultimate B.L.A.S.T. 5 training package**, keeps your life in check on all levels and 10x's your growth. So maybe what would normally take you 5 years to achieve, would take you months to achieve once you start implementing this powerful tool of success. Top players do this, so don't waste time thinking about it.

It's vital that you're always upgrading your skillset and moving in a positive direction. It's the only way you'll reach the top.

NO TIME TO READ?

I can't even count how many times I hear people say things like "I don't have time to read" or "I've got bills to pay and am busy working!" Let me ask you a question: Do you think a successful CEO developed his habit of reading WHILE he

was a CEO, or do you think it was a life-long habit he or she had developed long before? Ahem... Hello?! That's how they BECAME a CEO in the first place! Books, and MASSIVE amounts of action.

You see knowledge isn't power. Knowledge is only POTENTIAL power.

APPLIED knowledge is power.

ACTION is power.

If you're going to make excuses for not reading and learning, then I'm sorry, but you just don't have it in you to reach your full potential and get to the top. You're doing it to yourself and you're accepting the fact that you are only average and you're okay living the rest of your life just average. Why would you do that?

You know, it's funny I see so many people who aren't willing to invest in knowledge or resources because it costs too much or they don't have time. Or they're looking for shortcuts. There are no shortcuts mate. You've gotta get into the trenches and power through some good books.

The successful person buys the \$30 book because he knows he will get 10x the investment from it, while the unsuccessful person will spend forever looking for ways to get it for half off and save \$15.

Think about it this way. You're going to make a FORTUNE because of that one piece of information or that one idea in that book. WHY would you be wasting your time trying to save \$15?!

You have to be HUNGRY for knowledge, and HUNGRY for that one sentence, that one paragraph, that one idea that will give you a breakthrough and change your life (and income) forever.

POWER MOVE 2: Learn from your personal experience and learn from other people's experience. A man who survives a lethal car crash due to constant texting on his phone will most likely end up living a long life. Why? Because the first time was a wakeup call. One more and he might be done. So he now never texts while driving again. He focuses on the road extra hard just to be safe. He doesn't answer phone calls while driving.

Learning from other people's experiences is how you get smart in a really short period of time. Imagine someone who's been through it all for 10 years and they've

wrote a book? Imagine that if you read that book and it could save you 10 years? Imagine if you had that information up front, how much time you could save, how much money you could save, how much you can prevent disaster and misfortune—all from KNOWING. Learn from other people's experiences; both the good and the bad.



CHAPTER 17

HAVING HUGE COJONES

“You will never do anything in this world without courage. It is the greatest quality of the mind next to honor.”

Aristotle

Fear: Forget Everything And Run.

Doesn't sound so heroic, right? Are you the guy or gal who just drops everything

and runs when the going gets dicey? Or are you the guy or gal who plants both feet on the ground and faces whatever's coming head on? If you're the second one, you have courage. You're being courageous.

Being courageous doesn't mean you're unafraid. It just means you have control over your fears, instead of them having control over you. Mastery of your fears.

Courage doesn't mean you don't fear anything. As a matter of fact, courage wouldn't exist if it wasn't for fear. Instead, being courageous is the ability to face your fears, act boldly, make decisions, and **DO IT ANYWAY**. Committing yourself whole heartedly and never giving up no matter what types of setbacks the situation throws at you. The ability to keep moving forward when life hits you. The ability to make a decision and walk up to that guy or girl and ask them out – that's courage. Fear is what drives us to be courageous. If you're not afraid of anything, you've either got a death wish or there's something wrong with you. In many respects, fear is our guide and the tool that we use to see how far we can go.

The mark of an extraordinary person is having the courage to deal with anything that comes his way. He never shies away from confrontation and any challenge is met head on. To waver, complain, whine and turn tail is never an option for a courageous leader.

POWER MOVE 1: Change what fear means to you. Turn it into “Face Everything And Rise” or “Fight Everything And Resist.” It doesn't matter what you come up with, just as long as it doesn't involve running or being a big wuss, you're good.

COURAGE AND FEAR

Fear is a big part of courage because you only become courageous when you take control of whatever it is that you're afraid of. Learn to master your fear and use it to fuel your courage. Fear comes in many flavors, and the two most prominent ones are failure and criticism.

In many cases, the fear of failure is so strong that people would rather do nothing at all than to risk potential failure. The fear of criticism is even worse. It paralyzes the stricken into inaction because they can't face any sort of criticism thrown their way. It's such a tragedy that some people succumb to their fear, limiting their potential for growth.

Failure isn't a big deal. Many famous people have failed miserably in their early careers, only to bounce back stronger than ever before with renewed vigor and purpose. It doesn't matter how many times you get knocked down. What matters is that you get right back up and fight on.

Failure is a concept. Success is a concept. Most people want more success and less failure; they don't realize that they're intertwined and without one, we wouldn't have a concept for the other. People who have the most success usually have the most failures. There's literally a relationship there, the people that have had the most success have also had the most failures. The people that have had the least success have had the least failures.

But the people that have the least amount of success, although they've had the least failures; they consider their failures to be monumental. Have you ever talked to a person who just for whatever reason, they've lived their whole life, and they've never really got out and done anything? They've done the same types of work, they've been in the same types of relationships, they don't save, they don't invest, they don't do anything, and it's all because of 1 or 2 things. Like "Ahhh man, you know when my wife left me 20 years ago, it just screwed my whole life up. That was the big failure for me you know, she left and that was it. Destroyed my life."

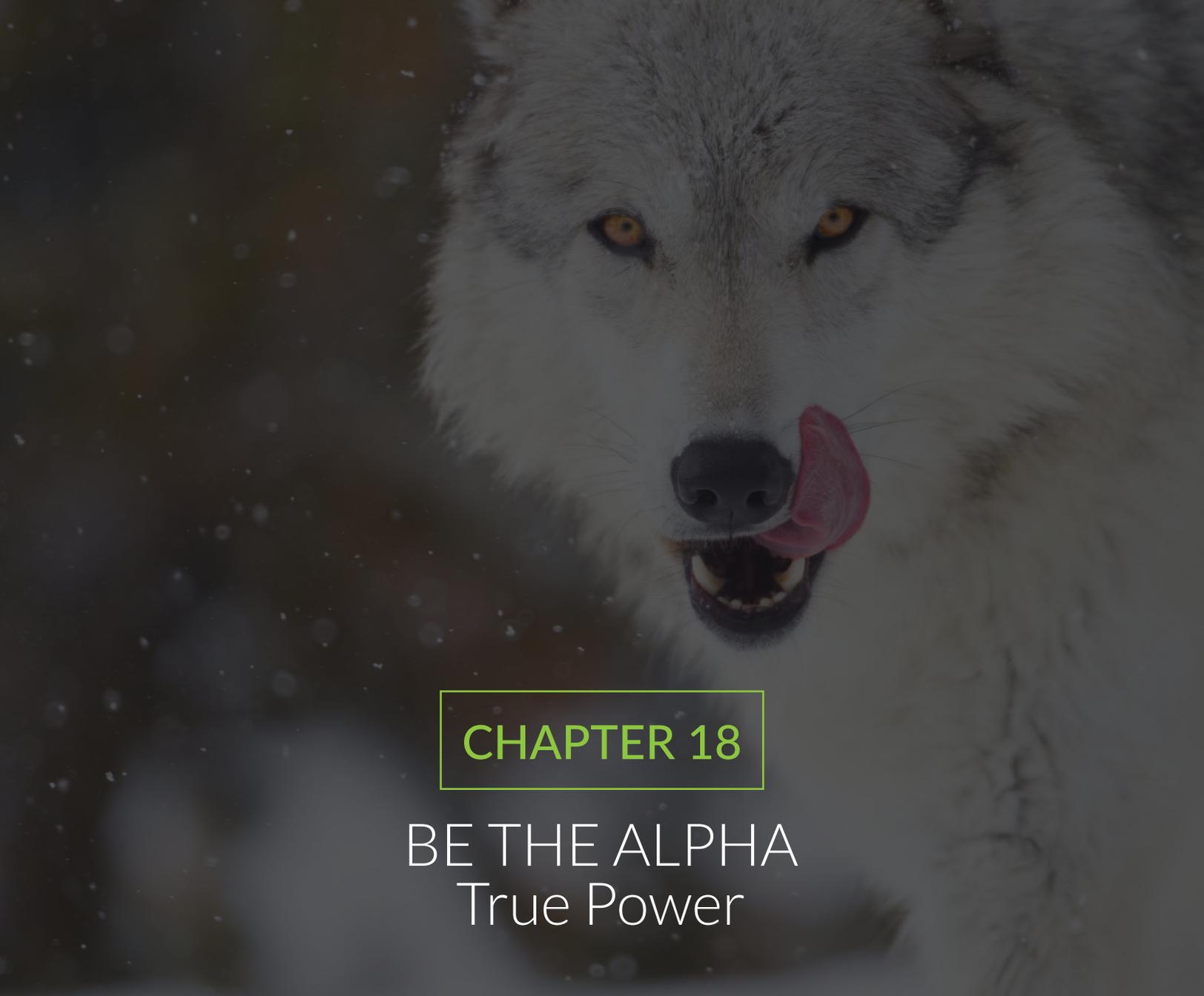
So, let's say conceptually, there were going to be 7 failures before you reach that level of success. Would you want to have these happen slowly or quickly?

Extraordinary and really successful people, when a failure happens, they're thinking "That is so great that that happened because that means I'm on the right track, I just got to learn something from it, I'm on the road to the next level, and I'm going the right way."

Criticism will always be there and no amount of wishful thinking can change that. You know what they say about opinions, right? Just in case you don't, opinions are like assholes: everybody's got one and thinks everyone else's stinks. Take a page from the Game of Thrones character, Tyrion "Never forget what you are. The rest of the world will not. Make it your strength. Wear it like armor, and it can never be used to hurt you." The world needs thick skin. Act boldly.

POWER MOVE 2: Courage is being scared shitless in the dark, but moving forward anyway. There is fear in the unknown, that's true. But there is also beauty and wonder in it if you look long enough. Stepping outside your comfort zone is what you need to do to conquer your fears. Be the boss of your fears and never let it

boss you around. Face it and press on forward, never turn back. That's the only way to master your fears and show true courage. After practicing this for a while, you'll notice it'll become a habit for you; you'll crave getting out of your comfort zone and really jumping into the deep end of things – because you know it's where the magic happens.



CHAPTER 18

BE THE ALPHA True Power

“Mastering others is strength. Mastering yourself is true power.”

Lao Tzu

You are powerful. You have the power to create and the power to destroy. You have the power to lead and the power to inspire. You have the power to attract, resist, challenge and change. You also have the power to choose how to do all of

this and how to live your life.

You have all the power you need inside of you. You are the master of your own destiny and with hard work, focus, responsibility and control, you can be even more powerful. **B.L.A.S.T. 5** is all about power and every single day, you have the potential to be more powerful both physically (literal sense), and mentally (metaphorical sense).

LITERAL SENSE

In a literal sense, physical power is life-changing. Developing your strength, power, and central nervous system will improve all aspects of your life. Your physique, confidence, muscles, wellbeing and even your personality (to name a few) will level up as your physical power levels up. Strength breeds confidence and a winning attitude.

Picking up a 405 pound barbell off the ground in a deadlift is a demonstration of raw, physical power. Not everyone can do it and the fact that you're able to accomplish this feat of strength is simply amazing because of the real world applications it has on your daily activities such as picking up heavy things off the floor.

Here are 5 reasons you **SHOULD** be training power in a literal sense:

1. **IT'S EMPOWERING.** Walking around with a huge chest, huge arms, and nice wide back is one thing. But there's nothing that compares to the pride felt when deadlifting 600-pounds, or bench pressing twice your bodyweight. Being strong is a different type of feeling that you carry with you. The confidence that comes from being strong can be applied across all aspects of your life, helping you be successful in everything you take on.
2. **IT WILL IMPROVE BODY COMPOSITION AND BALANCE.** You are only as strong as your weakest link. Doing movements like squats will hit everything that leg extensions and leg curls miss. Similarly, performing deadlifts will hit everything that lat pulldowns and rows miss. Since these lifts hit most of your muscle groups in one shot (head to toe exercises I call them), your overall body composition will improve.
3. **SOMETHING YOU CAN USE IN REAL LIFE.** Helping your best friend move

is not something you do every weekend. But when you do have to pick up heavy boxes, or carry those grocery bags back inside, being stronger is the difference between night and day. Develop a strong deadlift with good form, and you will love picking things up.

4. **ATHLETIC ABILITIES WILL BE ENHANCED.** Training power greatly improves speed and vertical jump, believe it or not. If you want to run faster or jump higher, get your squat **STRONG**. Having a strong back is essential to almost every sport including wrestling, football, and fighting. There aren't many activities that overall explosiveness and strength will **NOT** help.
5. **BEING STRONG IS JUST COOL.** That's it, really. Tell someone you can bench press 405 pounds, watch their eyebrows raise. It's nice. You deserve that feeling, own it.

This is discussed in detail within the pages of the [Ultimate B.L.A.S.T. 5 Training system](#), so be sure to grab a copy.

POWER MOVE 1: Draw something on a piece of paper. Even if you can't draw for shit, what you're doing is creating something from nothing but your thoughts, ink and paper. Now, that's power. You also have the power to destroy it by tearing it up or burning it. When riding a bike, you use your leg power to go as fast or as slow as you want. By pedaling harder and giving it all you've got, you're powering the bike to propel you faster. It's all you.

METAPHORICAL SENSE

In a metaphorical sense, we can divide power into mental, social and emotional power. Let's break this down further, shall we?

Mental power is the ability to master or be an expert in the field of your choice. Experts are highly sought after and their advice has the potential to be followed by many people. They can influence throngs of supporters by being knowledgeable in their chosen field. If you're an expert bodyweight practitioner, try reaching out to other people who want to approach health and fitness the way you do yours.

You have the power to connect with your audience because you know what you're talking about. I'm able to talk to you through my articles and my books because I've been in the powerlifting and bodybuilding game for quite some time. I have years of experience and technical knowledge to share with you. If you want to be powerful,

become an expert.

Social power is the power to attract other people with your charm and personality. You need to show social proof that you're worth everyone else's time and attention, so you must have the resources to pull this off. The resources are usually visual: money, cars, women, toys, a chiseled body, good looks, connections, etc.

Even talentless assholes can wield social power and they get it through illusion, manipulation and misinformation. You have to have the right amount of social skills and pizzazz to be socially powerful, but once you know what to do, you can be a heavy influencer, especially in social media. People will want to follow you, they'll want to be around you and they'll want to be like you.

Emotional power is all about leadership and self-mastery. Emotionally powerful people make the best leaders because they can control their emotions and use logic to make big decisions. Having the ability to control resources (e.g. money), influence, persuade and inspire others is a mark of the extraordinary.

Inner strength is a mark of the truly powerful. Never impulsive, always in-control and analytical, people gravitate towards having the emotionally powerful as their chosen leader and will follow without them without question.

POWER MOVE 2: Power is neither good nor bad – it just is. Power exists universally as a law, much like gravity. You can't escape it. You can't trick it. But you can use it for either good or bad. Everyday, you are given the power of choice and it's up to you to make the right ones. Remember what Lord Acton said – *“Power corrupts, and absolute power corrupts absolutely.”* Use it wisely.



CHAPTER 19

ALWAYS REACH HIGHER

“Great ambition is the passion of a great character. Those endowed with it may perform very good or very bad acts. All depends on the principles which direct them.”

Napoleon Bonaparte

The dictionary describes ambition as “a strong desire to do or to achieve something, typically requiring determination and hard work.” What this basically

tells us about ambition is its equal parts desire, determination and hard work to achieve a certain goal.

If a man has no ambition, he has no desire. He's not determined and he isn't a hard worker. Why?, because ambition embodies all three traits and that's what makes it powerful. Ambition fuels you to reach higher and aim true.

I've seen this type time and again during one-on-one counseling sessions – men who have lost their ambition due to insecurity, failure, sickness and other issues. It's a tough issue to deal with, but completely reversible. It's not easy, but it's possible. You just have to have vision.

POWER MOVE 1: You can tell if a man has ambition or not. If he's written down his goals and he has a clear understanding of how to get them, he has ambition. I talk about the topic of Goal Setting at length in my other book, [The Ultimate B.L.A.S.T. 5 Training System](#), so be sure to grab a copy. You can also use the Success Planner so you can easily reference your goals.

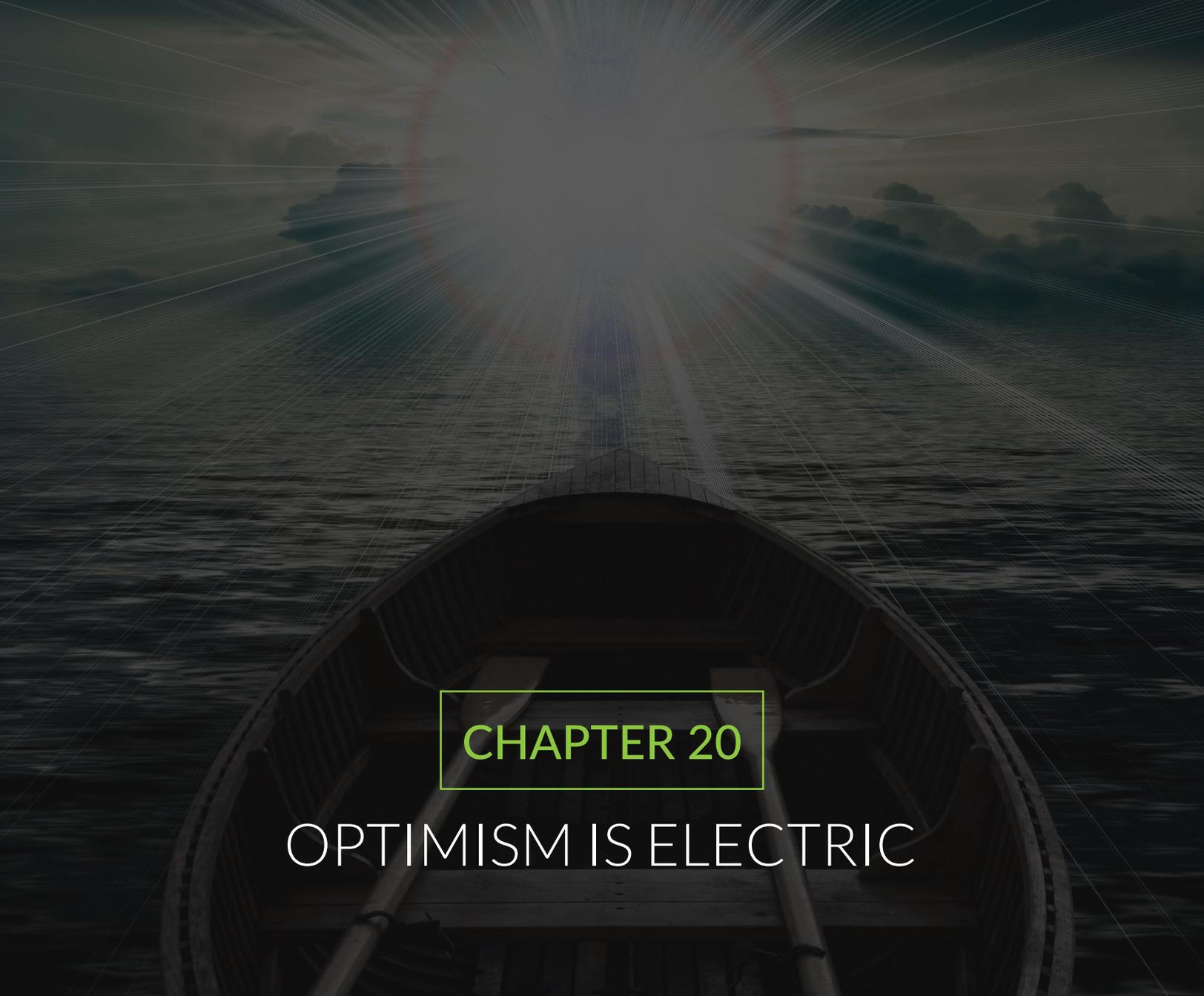
SELFLESS AMBITION

The best point guards in the NBA have superhuman on-court vision. They can see the court from end-to-end and read the defense like second coaches on the floor. Teams lucky enough to have an elite point guard playing for them are a tough matchup on any given night. They can score points, but most importantly, they make their teammates better by making the right plays and finding them wide open.

You could say that elite point guards have ambitions of making the entire team better while dominating the opposing team's own point guard. This is what we call selfless ambition. Good leaders are naturally selfless and they always put the good of the family, group or community before their own.

POWER MOVE 2: Always look at the bigger picture and be 10 steps ahead of the game. Ambition for personal gain at the expense of other people is a bitch move and has no place in the civilized world. It's OK to have personal ambition, as long as you do it to make yourself better with the aim of inspiring and helping others.

Balance your personal ambition with ambitions for the rest of us and be the true leader you were meant to be.



CHAPTER 20

OPTIMISM IS ELECTRIC

“Perpetual optimism is a force multiplier.”

Colin Powell

Intelligent Muscle is all about the power of positive thinking. One of the reasons I started it was because there was a pressing need to address the mind-body connection that many trainers and fitness blogs overlook when training for size and

strength. Not to mention, both old school wisdom and modern day science say that optimism is one of the greatest indicators of how successful you'll be.

And because I hear far too many people take this to the extreme: No, I'm not saying go quit your job tomorrow and travel around the world blowing through your bank account expecting it all to just work out. You'll be majorly screwed if you do that. What I'm saying is take courageous, strategic steps toward your goals while having faith that you will ultimately reach them.

The mind has to be even stronger than the body because whatever your mind can conceive, your body can achieve. That was one of the inspirations for my motto "Conquer your Mind, Empower your Body." There's a whole chapter in my [B.L.A.S.T. 5 Training System](#) that tackles the mind-body connection, so be sure to get yourself a copy and check it out.

The truth of the matter is, without the power of your mind, all the heavy lifting in the world won't get you where you want to go. You'll just hit a plateau you won't be able to break and just call it quits. You have to remain positive every single time because there are always going to be hiccups down the road. You just have to look at it objectively and find the best solution to overcome it.

I'll let you in on a little secret. The Power Move below is the same mantra I recite to myself every morning when I get out of bed. First I say thank you and express my gratitude, then this little speech to get me going on my path to a positive and productive day.

POWER MOVE 1: Every morning when you wake up, repeat this powerful mantra: *Hi. My name is _____ and I'm an Optimist. I have been thinking positive for more than _____, and I always see the good in everyone. Every situation has a silver lining. I just have to find it and hold on to it. To me, there aren't really any problems in the world, only solutions waiting to be found so it can address a particular need. With this power, I can move mountains and inspire a lot of people to be more than they can be and live their dreams.*

YES, I CAN!

Optimism is powerful. It's defined as "hopefulness and confidence about the future or the successful outcome of something." Hope, confidence about the future and successful outcomes – everything is moving forward! Optimists share a

characteristic that's hard to miss – the “can do!” attitude that helps buoy them into working towards a solution to any hindrance they might encounter even if the odds are stacked against them.

Positive thinking makes the toughest situations seem ordinary and makes the hard problems look easy. The main issue has always been the explosion of all this negativity, which is really, really bad. Negativity is the absence of hope.

I've personally seen the effects negativity has on people and how it can quickly jump from one person to another. It's infectious and spreads like a virus and you should treat it like a contagious disease, so be wary of negative people and stay away from them if you can't help them yet. The only known treatment for them is optimism, and once you become an optimist, you can treat all the negative people in your life by giving them a healthy dose of positivity.

POWER MOVE 2: Never lose hope. Negativity brings weakness, while positivity brings power. Do you want to be powerful, or do you want to be classified as a weak loser who gave up? Screw negativity!

BE A SOLUTION MAGNATE

What does it take to become an optimist? It takes practice. You were born an optimist with this innate ability to believe you can do, be, and achieve anything but somewhere down the “growing up” road, we're taught out of it and start to believe that we can't. Whether it's someone who puts you down, being told “no” all the time, or being around negative people – whatever environment you're exposed to, you will become. If a child is exposed to a home with positive thinkers, there is a huge possibility the child grows up to be an optimist.

Optimism is something you teach yourself. A habit that you develop and build. A skill that needs to be learned.

It's a learned skill that practically anyone can acquire given enough time and practice. If you feel you're meant to inspire others, practice the power of optimism now. Go through your list of goals and pick one you would like to achieve ASAP. Set a deadline for yourself and go. Tackle all the issues with an optimists' mindset and watch the solutions flow out of you.

You need to be a solution oriented thinker who never dwells on the past.

Forward thinking focuses on the future, finding possible solutions instead of getting stuck in the past. Only go CSI on the past if you need to. Knowing who is to blame is all well and good, but then what? By only focusing on how to solve the problem, things will move much faster.

POWER MOVE 3: Optimists learn from their mistakes. If you want to be an optimist, you must look at a problem and come at it from all angles. Thomas Edison believed that success was nothing more than a process of elimination, and he was right. To find the answer, you must exhaust all possible solutions and find what works. You must look at problems as a chance to test your theories and a golden opportunity to learn something valuable.



CHAPTER 21

BE A TOUGH GUY

“When we tackle obstacles, we find hidden reserves of courage and resilience we did not know we had. And it is only when we are faced with failure do we realize that these resources were always there within us. We only need to find them and move on with our lives.”

A. P. J. Abdul

re•sil•ience /rə'zilyəns/

noun: resilience; plural noun: resiliences

1. The ability of a substance or object to spring back into shape; elasticity. i.e. “rubber is an excellent material for tires due to its resiliency”
2. The capacity to recover quickly from difficulties; toughness. i.e. “the people of Nepal show their resilience in the face of tragedy”

Take a closer look at what the dictionary tells us about resilience. No matter which description you choose the theme remains constant: the ability to spring back and the capacity to recover quickly. Failure is part of the game – it always has been – but it doesn’t matter how many times you fall. What’s important is that you bounce back higher every single time.

POWER MOVE 1: In order to succeed and conquer life, you have to be resilient. The true character and mettle of a man is tested when faced with adversity. The strong and resilient will thrive while the weak will break and scatter. Toughness and elasticity means you’re strong enough to endure and flexible enough to adapt. Your very survival depends on these two traits.

HOW TO BE RESILIENT

You’ll never really know how resilient you are until you’re tested. I’m not advocating going out of your way to search for problems or anything like that. Life is full of it, and I’m sure you’ve to deal with your fair share.

I want you to make a list of all the hardships, problems and obstacles in your life you’ve gone through and write down in detail how you acted in the face of each one. Also write down how you dealt with the situation. You will have to write exactly what you did. Read each and every entry and you’ll see just how resilient you are.

If you did great, congratulations! Maybe you can share your knowledge with us on how to be truly resilient. But if you believe you failed based on what you wrote down, you have to make the right adjustments in order to become more resilient.

POWER MOVE 2: Being prepared for anything and having a contingency plan is also an effective way to ensure that you’ll be resilient when the time comes. When everything is falling apart around you and things are going south, it’s so easy to give in to despair. But when you’re prepared for anything, you’re most likely to ride it out and come out on the other side.



CHAPTER 22

ALL YOU NEED IS YOU

“The greatest gifts you can give your children are the roots of responsibility and the wings of independence.”

Denis Waitley

in•de•pend•ence /ində'pendəns/

noun: independence

1. Not influenced or controlled by others in matters of opinion, conduct, etc.; thinking or acting for oneself.
2. Not influenced by the thought or action of others.
3. Not relying on another or others for aid or support.

Are you independent? If you know who you are and what you stand for, then you can make the case that you are independent. If you don't need to seek approval and praise for what you do, you're probably independent. If you have a genuine concern for other people, but could give a rat's ass about their opinions and are undaunted by criticism, you could be independent.

I say could, probably and make the case because it takes more than these three to be really independent. You have to be all of the above. You have to be free from the control, support and influence of others before you can call yourself truly independent. Independence is freedom from everything that's holding you down.

POWER MOVE 1: Independence is standing on your own two feet without any strings propping you up. It's making decisions without the benefit of counsel. You don't need an entourage, a driver, a personal assistant or a bodyguard. You know the value of doing it yourself, especially if you can do the task anyway.

SELF SUFFICIENCY

We all suffer from a lack of independence from time to time. People tend to rely heavily on other people, material things, drugs, money – you name it – to feel good about themselves and to perform better. There are famous athletes who got busted for steroid use, Hollywood celebrities hooked on cocaine, people who are always waiting for a handout and those who can't function without the latest gadget in their hands.

This is where having a strong sense of self-sufficiency plays a role. Self-sufficient people don't need external affirmations to feel good about themselves. They could care less about the opinions of other people and don't live to please others. They're authentic and refreshingly honest, to the point that they can go against the grain because they trust their instincts and have a strong sense of inner calm.

“When you work for others, you are at their mercy. They own your work; they own you. Your creative spirit is squashed. What keeps you in such positions is a fear of having to sink or swim on your own. Instead you should have a greater fear of what will happen to you if you remain dependent on others for power. Your goal in every maneuver in life must be ownership, working the corner for yourself. When it is yours, it is yours to lose – you are more motivated, more creative, more alive. The ultimate power in life is to be completely self-reliant, completely yourself.”

50 Cent

POWER MOVE 2: As long as you rely on something to make you feel better about life and you prop that thing (whatever it is) front and center, you may be suffering from weak self-esteem and self-sufficiency issues. Life is beautiful and complete as it is. You don't need drugs or the latest, most expensive smartphone to experience it.

IT'S A CHOICE

Independence is a choice, very much like happiness. Some would even argue that independence is happiness or the two cannot exist without the other. So, how do you become truly independent? The first step is to identify all the things that you're heavily dependent on but can live without.

Drop everything unnecessary. Cut out all the things that are taking too much of your time and distracting you from what's important. If you're addicted to video games, sell your console or keep it in storage. If you're neglecting your family because of work, cut down and don't take on too many projects. Just don't let it all take over your sense of self and independence.

POWER MOVE 3: Just keep the basics: a good cup of coffee, your health, your faith, your family and your friends should be a good starting point. Just remember to be happy and be free. You don't ever need strings to prop you up. Once you get good, it'll hit you – you'll find yourself being able to be happy and fulfilled in any environment. Even if you're alone with nobody around you. It's incredible.



“The lack of money is the root of all evil.”

Mark Twain

This chapter talks about the effect magnetism has on money. Remember the chapter on attraction? Magnetism and the law of attraction go hand-in-hand in giving you whatever you want in the universe. All you need to do is to put the

thought out there and one way or another, it'll happen. If you haven't tried it yet, you should. It works.

The same applies for money. You have to see yourself as a giant money magnet, attracting it however which way you can. Visualize that you already have a lot of it and it's just coming in like the tide. At the same time, make a conscious effort to save your money. The more money you have, the more money you'll attract.

HERE'S JOHNNY!

This may sound crazy, but money goes wherever it feels loved and needed. No bullshit. Money is like a jealous lover. It will leave you if you're not giving it attention and thinking about it. Take this classic example of two men, John and Bill. John loves money. He has a coffee mug with dollar signs. He framed the first \$100 bill he ever earned. He saves half of whatever he makes and either spends or donates the rest. He's extremely happy and positive all the time and he's attracting all the right people and opportunities.

He can buy anything he wants, stay in fancy hotels, eat a steak dinner every day, live in the house of his dreams, get AAA medical care and buy a home gym to stay healthy because he understands a universal truth: you have to spend money to make money. But, being a wise money man, he refrains from impulse buying and acquiring stuff he doesn't need. Every purchase is methodical and really needed.

POWER MOVE 1: When you spend big, your subconscious mind will go nuts trying to find a way to replenish your account, and fast. With his mind and his heart hell bent on acquiring more and more of the green stuff, the law of attraction and the power of magnetism join forces to give him more of what he wants – money.

NOTHING BILL

Now, meet Bill: Bill thinks money is the root of all evil and is disgusted by it. He works 12 hours a day, making very little money despite having a degree. He's sick and weak because he doesn't have time to work out and no extra money to spend on doctors. Microwave dinners and instant noodles are his basic food groups. He dines in his small condo located in a bad part of town.

He's lonely, exhausted and miserable all the time, attracting more of the same into his life. He's never saved a single dime because of his fear and disgust of having money. Sick and broke, he can't buy the things he wants to buy so he uses his credit card with reckless abandon buying things he doesn't need, which sinks him deeper and deeper into debt. To top it all off, Bill is one of those types of people who bashes OTHERS who have money or want money, saying things like "They're greedy" or "there's more to life than just money" or "money doesn't buy you happiness". With his mind and heart pushing money away and swimming in debt, magnetism and attraction contrive to give him more of what he wants - absolutely no money and more debt. This is nonsense.

POWER MOVE 2: When you push money by declaring you don't want it or if you spend it too fast, it doesn't spend a fortnight in your wallet, you'll never have enough of it. You won't be used to being around it and you'll feel awkward having it. If you have these feelings, attraction and magnetism will work to get you what aligns with what you're feeling the most. Save your money and surround yourself with it so you'll get accustomed to the feeling of abundance.

MONEY IS NOT THE ROOT OF ALL EVIL

Making and having money doesn't make you bad and it most certainly doesn't make you an asshole. You make yourself an asshole if you behave badly and come up with illegal ways to get it. But if you treat everyone equally with respect, you're generous and selfless, having a lot of money is a boon and it's nothing to be ashamed of.

I mean seriously, think about this. How many people do you think you can help if you were broke? How much can you contribute to society being broke? Not much.

Now think about how many people you think you can help if you had money - and lots of it. Think about how much you can contribute to society and how much power it gives you in that sense. The answer is clear.

Don't listen to people who say nonsensical and irrelevant things like "money isn't everything" or "money doesn't buy you happiness." These are usually the people who don't have any money. Nobody said money was everything, and

nobody said money buys you happiness. But it does give you two big things you do want, and that's freedom and power.

To magnetize the money you have so it can attract even more money, you have to make an effort to set aside a little time to reflect on your financials. Do it for 30 minutes to an hour every other day or whatever fits your schedule. You worked hard to earn your money, you must work extra hard to keep it.

POWER MOVE 3: Just as long as you devote your time to your money, your money will stay devoted to you. You may not bring all your riches to heaven with you, but you can certainly make your short time here on this planet heavenly.



CHAPTER 24

ALWAYS HAVE A BLUEPRINT

“Plans are nothing; planning is everything.”

Dwight D. Eisenhower

The importance of planning cannot be underestimated. Those who make the big mistake of underestimating it often fail to get very far. While it’s OK to “wing it” from time to time, having that kind of attitude won’t get you anywhere. There’s a

time for winging it and a time for planning it.

By taking 10 minutes each night to plan for the next day, you're effectively programming yourself to be more effective and efficient. By having a written plan to follow, you'll avoid all the useless distractions of the day because you're working towards a schedule. Believe me when I tell you, you'll be surprised at how much you can accomplish in a day when you plan for it the night before.

You can use your computer and sync a calendar to your smartphone or tablet, but it's better if you write it down. The [B.L.A.S.T 5 Success Planner](#) is the perfect tool to use for planning your day. It was designed to motivate you in writing everything down on a daily basis, allowing you to really dump everything you have in your head onto the pages of the planner. You'll reach your goals faster and be far more productive than you are now.

I literally have been writing down my plans and goals for years now and have thrown away thousands of post it notes, sheets of paper, and old goals that I've went through from years ago. I still have piles of paper lying around my place with my to-do lists, plans, and goals. There's a REASON why I do this and I can tell you firsthand that it's life-changing. More gains, more results, more money, more everything.

POWER MOVE 1: If you stumble through life without a plan, sooner or later you'll run out of real estate to stumble on and fall off a cliff. Plans don't need to be elaborate or super detailed to the max. If you're not used to writing things down, start with baby steps and write down a single goal you need to accomplish for the day. The following day, write down two. [Never leave whitespace on your calendar.](#)

PLANNING YOUR WORKOUTS

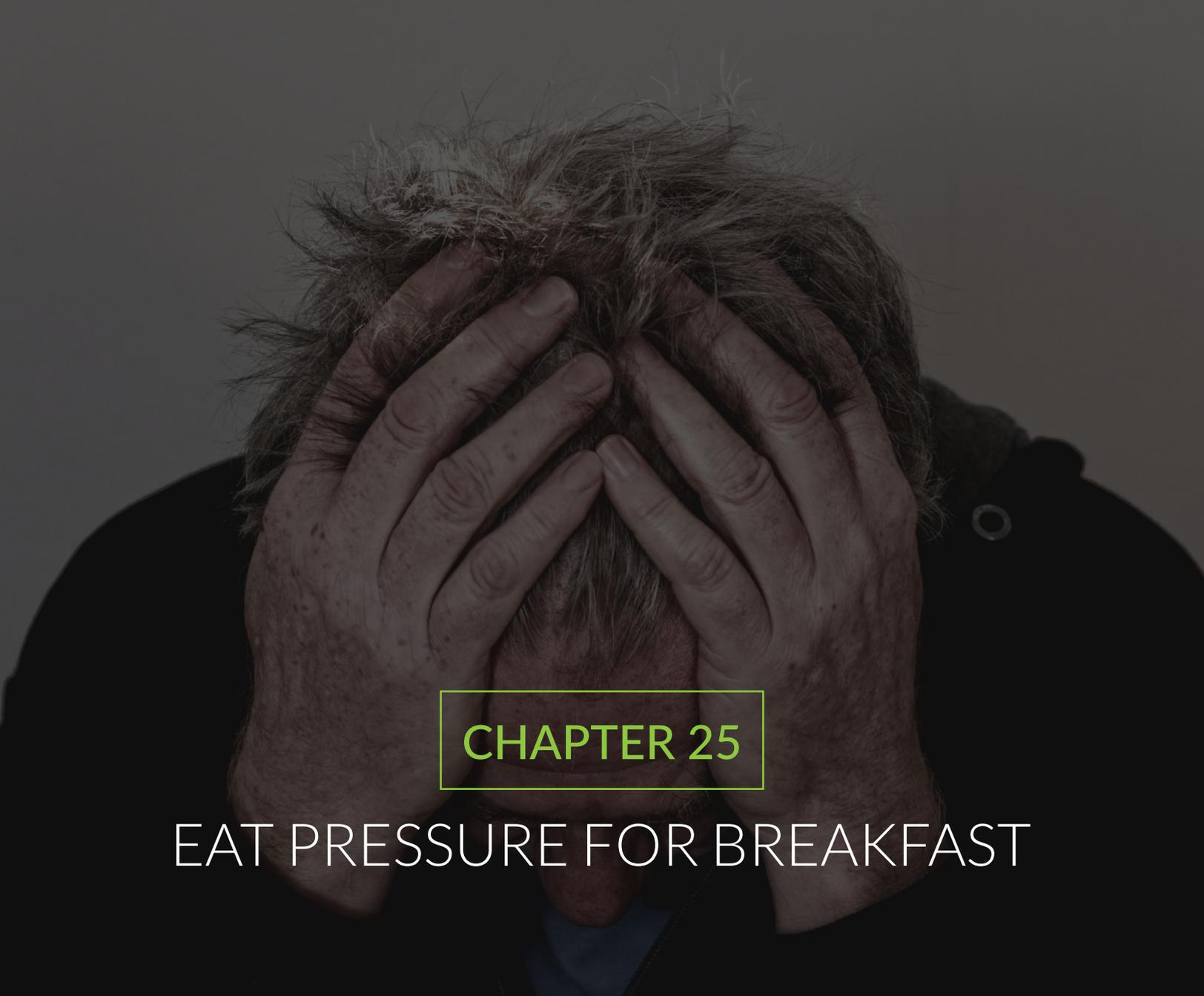
Imagine you have a workout schedule where you need to work out 3x week. Assuming you picked M-W-F as your training days, you head the gym on a Monday with no plan whatsoever. You immediately hit the bench press and follow it up with military presses and calf raises.

Wednesday, you do squats, leg extensions and a barbell curl. Friday, you hit the bench again, completely forgetting about what you did on Monday. You never tracked how much weight you moved, so you're pretty clueless about progression.

Do you think you'll see any gains? You'll probably gain a few snickers in the gym

for being the most inept bodybuilder. You'll also be wasting your time and the time of other serious gym goers if you're hogging the equipment.

POWER MOVE 2: Not planning your workout is sacrilege. Not having a workout log is a sin. A simple notebook will work. Stop wasting your time and start planning what you want to do and how you're going to do it. Are you doing a day for push, a day for pull and the last for legs? Body part splits? There are tons of resources online, but if you want to filter out all the information and get a program that puts it all together for you in one place, pick up the [B.L.A.S.T. 5 Training System](#) where I hold your hand throughout the whole 16 weeks. I've listed the most effective exercises for growth and power and did all the planning for you so you won't have to.



CHAPTER 25

EAT PRESSURE FOR BREAKFAST

“Work expands to fill the time allotted to it.”

Parkinson’s Law

“Work contracts to fit into the time we give it.”

Horstman’s Corollary to Parkinson’s Law

When I was in high school, I messed around quite a bit and only finished my projects a day before final submission. There was something that happened to me when I would cram all the work and research into a super short amount of time. It was like all my cylinders were on hyper-drive and I would get these wild ideas left and right.

Most of the time, my projects passed with flying colors. Rough around the edges and seemingly in need of more refinement, but raw and powerful enough to move the needle. Well, one of my professors told me that line once, and he also said that if I just quit being a dick and focus more on my studies, I'd get higher grades and maybe even break the top 5. Of course I didn't listen.

THIS HAS TWO ENDINGS

I'm not advocating putting things off and doing them last minute. If I could go back in time and whack myself upside the head, I'd do it. But you gotta admit that there's truth to the two quotes above. That's why we have deadlines or we impose one on ourselves. Deadlines force you to work under the pressure of less and less time. And the end result is either a disaster or a masterpiece.

The Disaster happens when you underestimate or abuse Parkinson's Law. While it's true that work will expand or contract to fit the allotted time given to finish it, you're still working against time here. You know very well that a battle with time is one you simply cannot win. I don't care who you are. Time will catch up with you and leave you in the dust. It always does, and it always will.

POWER MOVE 1: To avoid having a disaster in your hands, make sure you give yourself ample time to finish and make refinements or adjustments. If you were given two weeks to finish, impose a shorter deadline on yourself so you can finish early.

The Masterpiece happens when you know exactly how much time you need to finish and you know how to budget your time accordingly. You know how to use and work with Parkinson's Law, using enough of the time given to create your masterpiece. There are only so many hours in a day you can be effective and you know how to use it.

POWER MOVE 2: For a masterpiece, you have to work with time and not against it. You have to use all the time you were given productively, but never overdo it. Give yourself a deadline of a week and two days, and use the final three days to

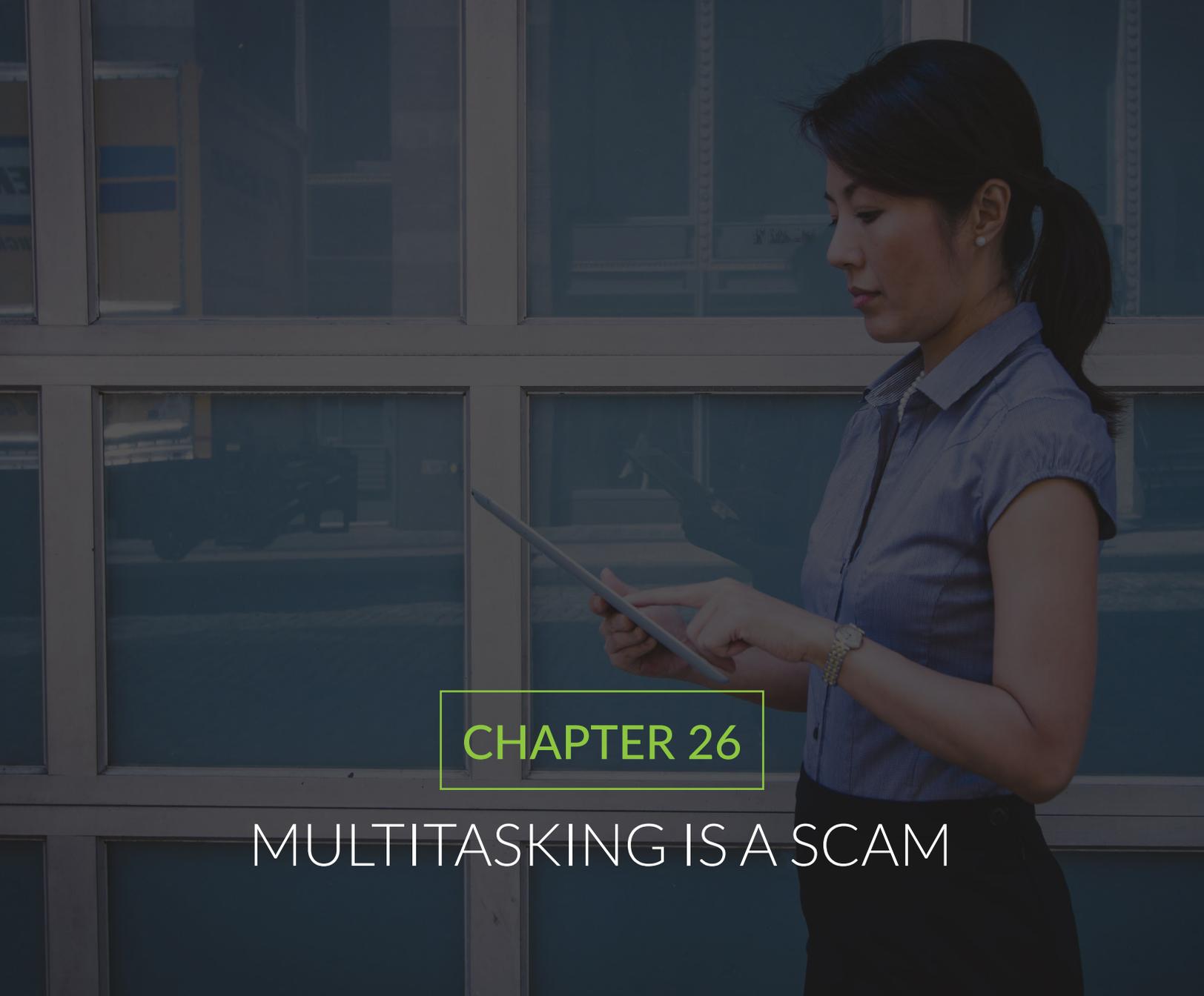
fine tune your masterpiece.

WE'RE ALL DIFFERENT

All of us behave differently under pressure. Some of us relish it and rise above the challenge while others break under the extreme pressure and fail. If you have a type A personality and you live for pressure, you'll most likely create your best work under short deadlines.

If you have a more laid back personality and you like to sleep on decisions, you'll probably be better suited to longer deadlines. Whatever the case, the law stays the same in the sense that how much time you give a project is exactly how much time you'll need finishing it. So, get it in your head that for Y project, it'll take you X amount of time. Burn the number in your head so you'll know how much time you really have.

POWER MOVE 3: If you have goals, like hitting 405 lbs on your deadlift in six months, write it down and impose micro deadlines on yourself. Micro deadlines of small 5 lb – 10 lbs increments every week should motivate you for the heavier increments when you're ready. Use a notebook and log everything, or you can use the training logs or [B.L.A.S.T. 5 Success Planner](#) that comes with [B.L.A.S.T. 5 Training System](#) for that extra kick of motivation.

A woman with dark hair in a ponytail, wearing a light blue short-sleeved button-down shirt and a watch, is looking at a tablet computer. She is standing in front of a large window with a grid pattern. The scene is dimly lit, suggesting an office or indoor setting.

CHAPTER 26

MULTITASKING IS A SCAM

“There is time enough for everything, in the course of the day, if you do but one thing at once; but there is not time enough in the year, if you will do two things at a time.”

Philip Stanhope, 4th Earl of Chesterfield

When you take the time to read job postings, you’ll see this all the time: MUST

BE ABLE TO MULTI-TASK among the list of other superhuman abilities the job applicant must have in order to be considered for a job. Most of the stuff is pretty mundane and OK, but the ability to multi-task? Who the hell can do that?

Humans weren't meant to multitask. It goes against every primal instinct we have. Ancient man only did one thing at a time. When it was time to hunt, it was time to hunt. They were focused on game rather than trying to make a spear while hunting. They made their spears when it was time to make spears – in camp or in their cave dwelling.

Society and stupid Human Resource practices that advocate multitasking have bred a lot of high-strung, neurotic and unstable people. Those who are forced to multitask become so frazzled and confused, they can't switch off even when they get home. It's like PTSD of the workplace and the effects are just as scary.

POWER MOVE 1: If you have 10 things to do of equal importance, list them down in order and focus on finishing the first one. Give it your 100% focus and avoid any distractions. Don't be tempted to skip it and don't start all the others all at once. Focus on that single task until you're done and move on to the next one. You'll get more done because you'll finish things at a faster clip than with trying to do two tasks at a time.

MULTITASKING IS A LIE

“Fucking two things up at the same time isn't multitasking”

DICK MASTERSON

Have you ever wondered why talking on the phone while driving is one of the leading causes of accidents all over the world? It's because we can't multitask! If you're a chef and you're cooking two dishes at the same time, it takes skill and talent not to fuck up one of them. Do yourself a favor and ditch that stupid thing and practice single handling things.

When you're focused on something, whether it's writing, playing a video game, reading or even driving, it's hard to focus on something else. When I'm writing, I get out of sync when someone tries to talk to me. When my attention shifts from the word processor to the person bothering me, I lose my groove and have to find it all over again.

Do yourself a favor and stop multitasking because it's a lie. Do the opposite:

try single handling. Single handling is the lost art of only doing one thing at a time. You'll be more effective and more efficient with your talents because you'll be giving a task your undivided attention.

POWER MOVE 2: Everyone always says to take it one day at a time, one step at a time, one this and one that. What it really means is single handling things. It could also be to slow things down a little, and that's good too. Slowing things down and single handling go hand in hand because when you go slo-mo, you're apt to see every single detail you would otherwise miss when going full steam ahead. Even in weightlifting, you need to slow reps down for maximum muscle contraction. The same can be said with your tasks.



CHAPTER 27

A \$25K LESSON ON GETTING THINGS DONE

"If you spend too much time thinking about a thing, you'll never get it done."

Bruce Lee

Over a hundred years ago, Charles Schwab, president of the 2nd largest steel company in the United States, wanted to increase his personal productivity AND

the productivity of his management team.

So he went ahead and called in the leading productivity expert of the time; Ivy Ledbetter Lee.

During this meeting, Lee claimed that if he had just 15 minutes with Schwab's management team, he could revolutionize the entire company's productivity.

Now that's a pretty compelling offer, and it really left Schwab with just one question:

"How much?"

Lee's response to Schwab:

"You decide."

All he wanted was for Schwab and his management team to practice Lee's advice for the next 3 months and see what type of results they produce. If it didn't work, Lee didn't want a dime. But if it did, then Schwab could send him a check for whatever he thought was fair.

Lo and behold, 90 days later, Lee received a check in the mail for \$25,000.

So what kind of advice could possibly be worth \$25,000, over a hundred years ago?

It was actually quite simple.

Lee advised Schwab and his management team to write down the 6 most important things that they needed to accomplish that very next work day, and then number them in order of importance from 1 through 6.

The goal isn't necessarily to get all of these 6 tasks done in a day, but to work the list in order of importance. If they didn't complete something, it would just move to the next day's list. And no matter what, that list would always stay, at just 6 items.

Lee was teaching how to prioritize and how to focus; two of the most essential elements to getting things done.

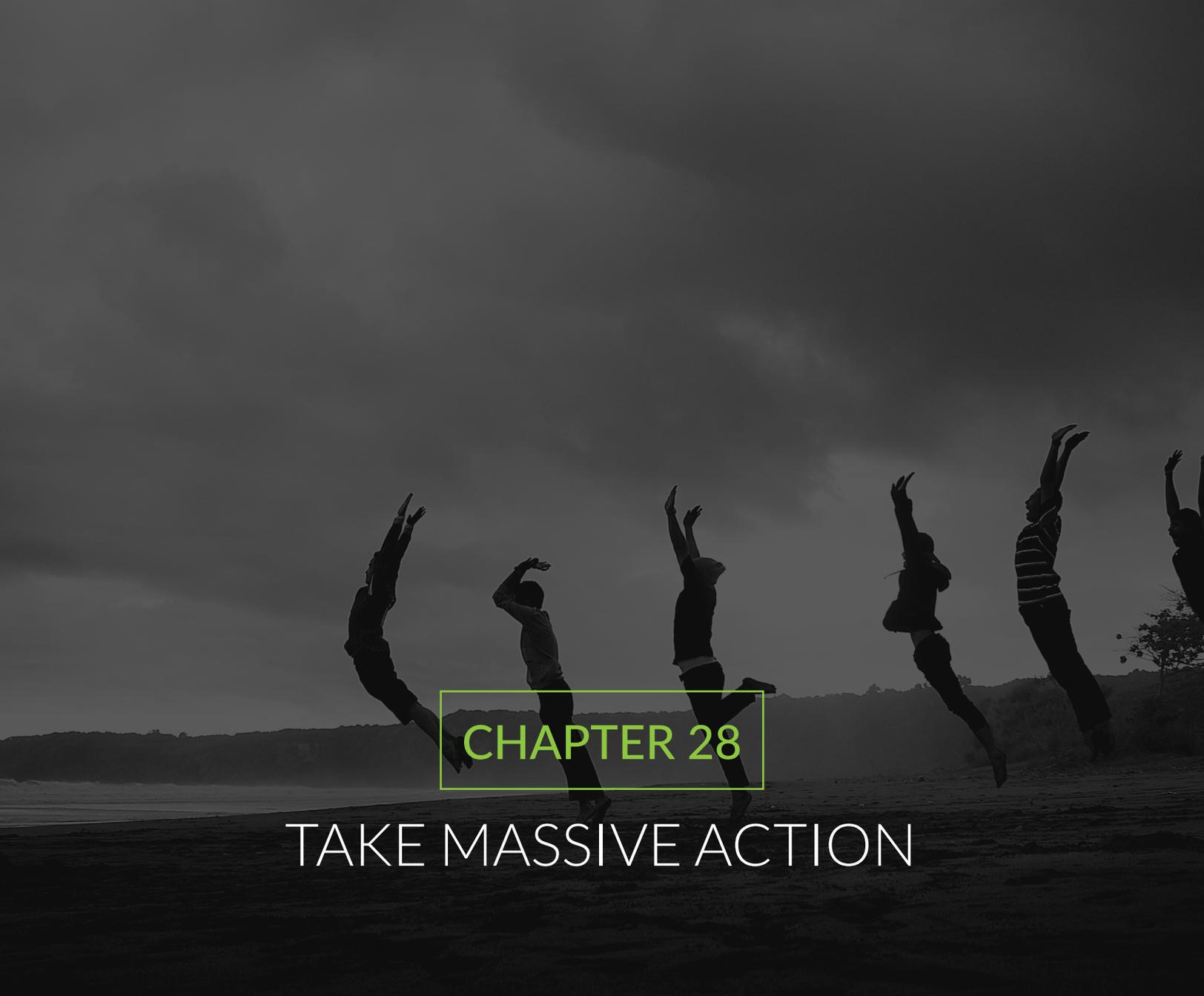
Now I know writing out a to-do list is nothing revolutionary, nor is the concept of focus. But I doubt many people can say they've followed a disciplined approach

to productivity for 90 days.

Lee's advice is just as powerful over a hundred years later.

I'm confident if you were to follow these simple principles, it would change your life too. The simplest ideas are often the greatest in getting results.

POWER MOVE 1: Get started with your "must do list" right away while it's on your mind. It'll only take 5 minutes. And it might mark the turning point in your life as it did for so many others.



CHAPTER 28

TAKE MASSIVE ACTION

“To every action there is always opposed an equal reaction.”

- Isaac Newton

That quote just about sums it up. To see changes in any area of your life, whether it's growing some muscles, running a marathon, losing some weight, or

doubling your income, you need to take massive action. The power of applied effort stems from taking massive action.

- You'll never get the body you want if you don't put in the work.
- You'll never finish a marathon if your ass is glued to the couch.
- You'll never lose weight if you don't watch what you eat and exercise.
- You'll never double your income if you're not creating a strategy for it and then executing it.

Massive action means just that – taking a huge step towards your goals. What it doesn't mean is go out guns blazing and firing at anything that moves. You'll be wasting ammo and energy, not to mention the fact that you're bound to hit something you had no intention of hitting in the first place.

You need a target first. Imagine you have a giant bazooka on your shoulder and you keep shooting it in every direction possible without a target. You'd destroy everything like a moron, it definitely wouldn't be good. You'd be taking 'massive action', but with no specific target.

Now imagine instead you have a bazooka that has a high-tech, state-of-the-art missile guidance system attached to it that allows you to program your target into it. Whatever you program into it, it will destroy. Now after you pull the trigger, the missile launches but during flight it maneuvers to the target that you set. Now you're taking massive action AND actually hitting your targets. This is where you want to be.

POWER MOVE 1: You have to strategize and formulate a plan before taking any massive action. Never go in blind because you'll be at a disadvantage. Going big means having the intent and the resources to pull it off or fall flat on your face. It's better to be bold, audacious and smart rather than be aggressive, arrogant and foolish. Remember the bazooka example – wield the one that's powerful, but actually hits your targets instead of blindly destroying things.

YOU NEED AN ENDING

Taking massive action without knowing why is a huge waste of time, energy and resources. If you continue to push on without a visible end game, you'll be pushing forever. It's like a gambling problem. Gamblers tell themselves they just need to

win X amount and they'll quit or call it a night. Only when they win X amount, they won't quit and lose it all over again. They have no exit plan, no strategy when they win, no restraint for when they lose. They just keep pushing on until there's nothing left.

On the other hand, if you have it all mapped out – your list of steps to attain a goal and an end game – you'll know when to call it a day. If your goal is to squat 500 pounds, you know when to push it. You'll work towards that goal and when you reach it, it'll be quite an achievement and you can take it easy. If you have a new goal of 550 pounds, you just do it over again. That's the fun of it!

POWER MOVE 2: Without an end game, you'll be all over the place. The guys who see little to no gains when lifting weights are the guys who keep changing programs. They read about something new every week on glossy fitness magazines and they abandon the routine they were on to start again. They're wasting time and energy because they don't know where to go. You have to have an endgame and a plan you can stick with to see real results. My [B.L.A.S.T 5 Training Program](#) and Success Planner can help you with your goals so you can finish your endgame.



CHAPTER 29

AVOID THE COMFORT ZONE LIKE AN EPIDEMIC

“Comedians tend to find a comfort zone and stay there and do lamer versions of themselves for the rest of their career.”

Chris Rock

Many people who start off rocking often end up going out with a whimper instead of a bang. Success came early, and with the taste of it came the comfort

zone bubble. Within this bubble, no fresh ideas came in or out. Everything stagnated and fear ruled the day, with limiting beliefs acting as a guard dog.

Are you stuck in a rut because you're so used to being in your safety "bubble", getting out of it seems like an immense challenge that strikes fear into you? If you put a plant in a small pot, it won't grow as big as the ones planted in bigger pots or on the ground because the nutrients from the soil are severely limited.

In this case, the pot works like your comfort zone and if you allow yourself to get stuck in it, you'll be a runt in all aspects of your life because there will be very little growth for you. You'll be fine for a while, but as you continue to grow and need more out of the world, your fear of stepping out and taking a chance will be your undoing. Limiting beliefs will indeed limit what you can achieve and become.

POWER MOVE 1: You CANNOT grow if you're always within your comfort zone. Resistance and discomfort are your two best friends while comfort and complacency are your two worst enemies. Always seek out the first two and avoid the last two. Your life depends on it. Seek the uncomfortable and you will find what you've always been searching for.

A SENSE OF URGENCY

One of the things you need to step out of your comfort zone is a real sense of urgency. You have to want to get out of there and fight tooth and nail to do it. Successful people share one common trait - they go out of their comfort zone and get whatever they want. Businessmen who want to expand their operations to other countries take huge risks in doing so because of a myriad of factors that would scare regular people away.

Apex predators kill and eat fresh prey because they go out and hunt for it. They seize every opportunity to go for the kill, because that's how they're wired. They get hungry, so they act. Scavengers eat rotten meat left by alpha predators because they too chickenshit to hunt for themselves. Are you apex predator or a lowly scavenger?

POWER MOVE 2: Don't let fear rein you in. The reason you're stuck in your comfort zone is because of fear. You fear what you don't know. You fear what you haven't experienced. You fear failure so bad, you're not even willing to try. And that my friend, is just like giving up on life. If you find yourself stuck in your comfort

zone and loving it, you might as well hang it up right now because it's pretty much the same thing.

Get out there and seize every opportunity that comes your way. If there's a job opening you know you can dominate, go get it! If there's this girl you always wanted to ask out, talk to her and ask her! You don't have any limits, not really. The only limits you have are the ones that you impose on yourself. Break free from these chains by getting out of your comfort zone right now.



CHAPTER 30

STOP THINKING AVERAGE

*“Great minds discuss ideas; average minds discuss events;
small minds discuss people.”*

Eleanor Roosevelt

- Think big.
- Aim for the rafters.

- Reach for the stars.
- Sky's the limit.
- Think outside the box.

What do the above have in common? They share one ideal, and that's breaking out of being average. An average person with no ambition and drive will think small, not big. For average people, it's all about the short term, it's all for now. No thought has ever touched on ideas that can sustain them for the future because it's all about what they need now.

Average people only use 25% of their thought process. This is not because they lack the intellectual capacity to use more, but because all their thoughts hover in the "average" range. Average is an epidemic. The proliferation of the so called "average Joe/Jane" has bred countless zombies who think that average is OK. That average is acceptable and it's cool to be just a regular guy.

Well, you know what?

Average thoughts breed average results 100% of the time.

If you think you won't get very far, you won't get very far. If you think you can't, you can't. Remember that everything is made twice: once in your head and again with your actions. So when you think an average thought, you're sending signals to every atom in your body to give you an average result. You're also opening yourself up to attract more of the average.

POWER MOVE 1: Average doesn't cut it; despite all the crap you see, hear and read about. People who spout the "being average is OK" nonsense have either given up on being extraordinary or tricking people into believing it's OK because when everyone is excellent, they'll lose their own status of being gurus. You can be more. You just need to stop thinking average.

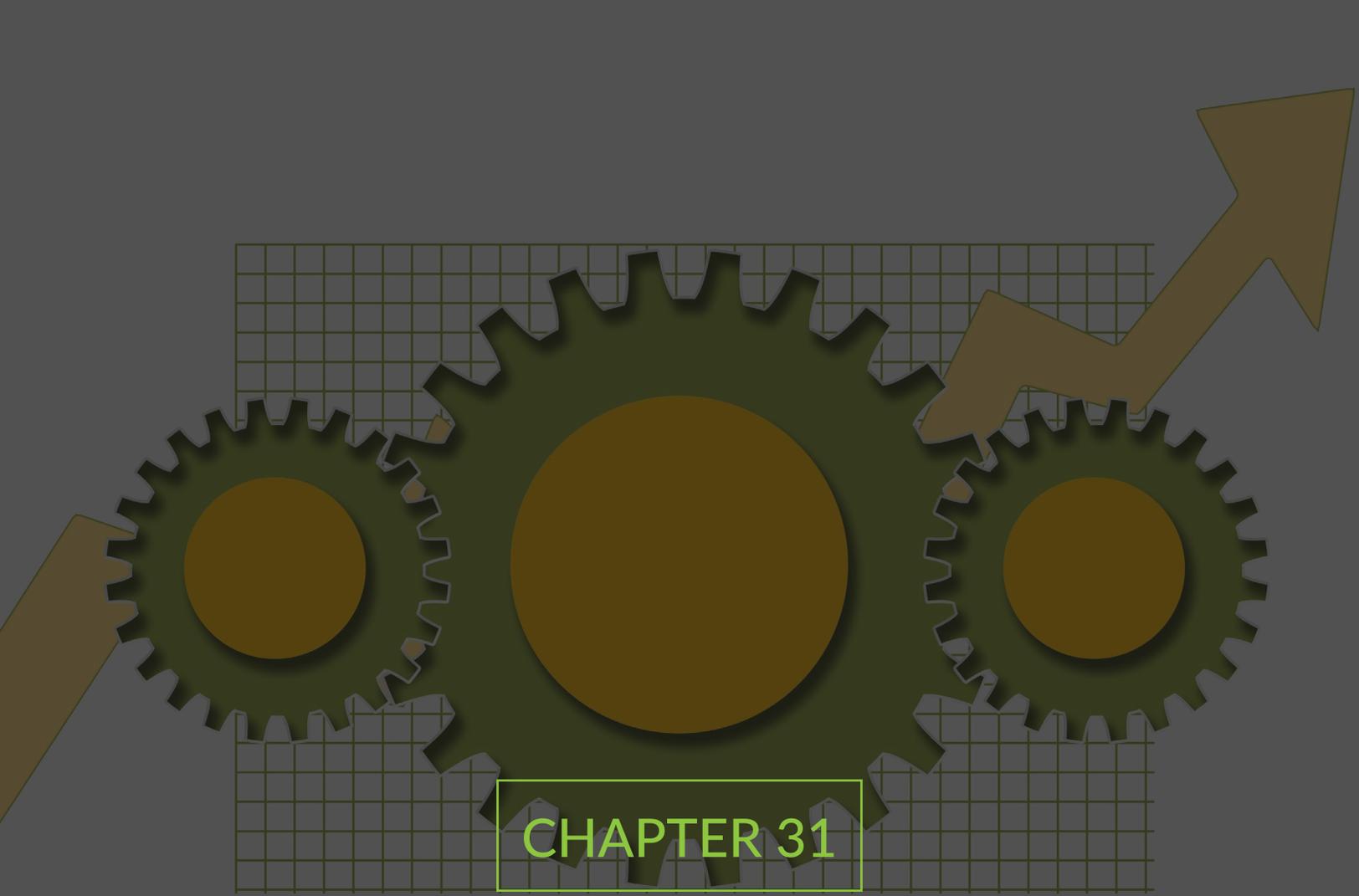
FROM AVERAGE TO ELITE

In the Olympics, nations send their very best athletes. The elite get called up and they perform to the best of their abilities. Have you ever heard of an average athlete being called upon to represent the country? Hell no! There's no room for average when you're competing against the very best in the world.

Every single person has the ability to become extraordinary. It doesn't matter

if you're rich, poor, fat, thin, male, female, young or old. You have the power to change your outlook, and when your thoughts shift from average to supercharged, you'll be able to achieve anything you want in this world.

POWER MOVE 2: Avoid "average" like the plague. It's dangerous and will hinder you in every area of your life. You were built to be extraordinary and reach high levels of performance. Break the cycle and stop doing average stuff. Never settle.



CHAPTER 31

ALWAYS USE LEVERAGE WHEN POSSIBLE

"It is much easier to put existing resources to better use than to develop resources where they do not exist."

George Soros

If you want to be massively successful in anything you take on, you definitely need to be using the power of leverage.

You might be wondering, what is leverage and how can I use it exactly?

The thing is, you probably already use it and you don't even know it. Let me bring it to your attention and really clarify it for you so you can join the club. You need to be aware of its importance and its power!

Let's first define leverage in a general sense.

LEVERAGE: An action or mechanical effect to help achieve a purpose.

In a business sense, leverage is a technique that AMPLIFIES your total profits or losses and is most commonly used to describe the use of borrowed money to increase your profit potential (financial leverage).

Let me give you simple example of how I used leverage to build Intelligent Muscle.

I knew what my vision was, and I knew what needed to be done.

But putting the site together? Programming? Graphic design? Me? No.

If I spent time trying to learn how to do it all myself, you probably wouldn't be reading this right now. I'd be old and grey and IM wouldn't even exist yet! I'd have to rely on my own time, experience, expertise, and other resources which would be a painfully slow way to progress and will limit and hinder my end result.

So what do you do? You leverage. I found other A-players who already possess these skills to do it all for me – while making my vision a reality. I found a website designer to design my site according to my standards. I found a team of web developers to code it all together. I found a skilled graphic designer to make everything look pretty. I used other people's skills, experience, and expertise to fulfill my objectives and make everything exactly how I wanted it. I took the reins of the “what”, and had other people do the “how”.

Because I did this – I can now reach thousands of people worldwide and provide value to them, share ideas, insights, and solve problems – right now – as opposed to trying to learn specific skills myself, which would take a lifetime.

I also used the power of leverage when creating The Ultimate **B.L.A.S.T. 5 Training System** by bringing the one and only Dr. Carla Clark, PhD., on board to validate, contribute to, and confirm my research – in other words, I wanted to deliver a system backed by both years of experience and expert research science.

That my friends, is a small example of the power of leverage. Work smarter, not harder.

Another great example of the power of leverage is, say you wanted to get into real estate investing. Or heck, even buying your first house.

Most people don't have \$200,000 cash lying around to go buy a house with.

So do you try and save up this much money which might take you a whole lifetime? Do you wait until you're 60+ years old and retired to buy your first house?

Of course not. You use the power of leverage and get a mortgage. You use the bank's money as leverage to make your goal possible.

Now let's take this even a step further. Say there's a house out there that's \$200k, and you know that in 2 years from now it will double in value to \$400k. Of course you're going to want to own that house because in 2 years time you can sell it and make a \$200k profit!

Without leverage (getting a mortgage aka using other people's money), it wouldn't happen (unless again, you had \$200k cash lying around).

So what do you do? You take out a bank loan for \$200k as leverage to buy the house immediately, and in 2 years time, sell it for \$400k. You pay the bank back their \$200k, and you just got yourself a \$200k profit to keep. Not too shabby, huh? Again, this wouldn't be possible without the power of leverage.

If these 2 examples don't paint a picture of the power of leverage and why you need to be using it, here are some more;

- Learning new computer software
 - Teach yourself with huge textbooks: **no leverage**
 - Hire an expert to teach you in half the time: **expertise leverage**
- Learning to play guitar
 - Try and teach yourself with a couple YouTube videos: **no leverage**
 - Hire a professional guitarist to teach you who's been doing it for a decade: **Time & Expertise Leverage**

- Creating a business plan
 - Do it all on your own: **no leverage**
 - Bring in an expert: **Idea & Experience Leverage**
- Cleaning and organizing your place
 - Do it yourself: **no leverage**
 - Hire someone to do it for you: **Work & Time Leverage**
- Developing a strong, muscular body and getting into shape
 - Try and do it yourself: **no leverage, it might take you 10x as long**
 - Hiring a personal trainer/coach: **Time & Expertise Leverage**

POWER MOVE 1: Leverage gives you power and freedom. Start thinking about areas in your life where you can use the power of leverage and work smarter, instead of harder.

LIVING THE ULTIMATE LIFESTYLE OF LEVERAGE

Speed. It'll get you places. And the more you use the power of leverage, the faster your progress will be.

Imagine you're looking to add on 20 pounds of overall muscle. If you don't know what you're doing – you might never get there and give up before getting close. But when you **live a lifestyle of leverage**, you achieve more with less *effort* over time, you skip years ahead and do exactly what it takes to get there by leveraging someone else's experience and expertise. Just ask yourself:

Would I rather spend 10 years building 20 pounds of muscle, or 6 months?

I would rather spend 6 months, and I hope that's your answer too!

Using what you already have to build and achieve exponential growth

When you already know something and have mastered it, you can quickly use it to learn related skills and knowledge.

For example, writing my first book 'The Ultimate B.L.A.S.T. 5 Muscle Science System' took me over 13 months to finish. But once I completed it, I then had a solid foundation built as far as writing books go. Now, I'm able to write one in less than half the time!

POWER MOVE 2: Think transferable skills that you can use in many different areas and really pay attention to this part. If you're good at one thing, think about how you can leverage it to other things. The more transferable skills you learn, the more power you have.

Take-home: **Become a MASTER at Leverage.**

were impeccably crafted, his vision paved the way for Apple to give us game changing products such as the iPod, iPhone and iPad that started a revolution in the way we use and interact with our portable devices.

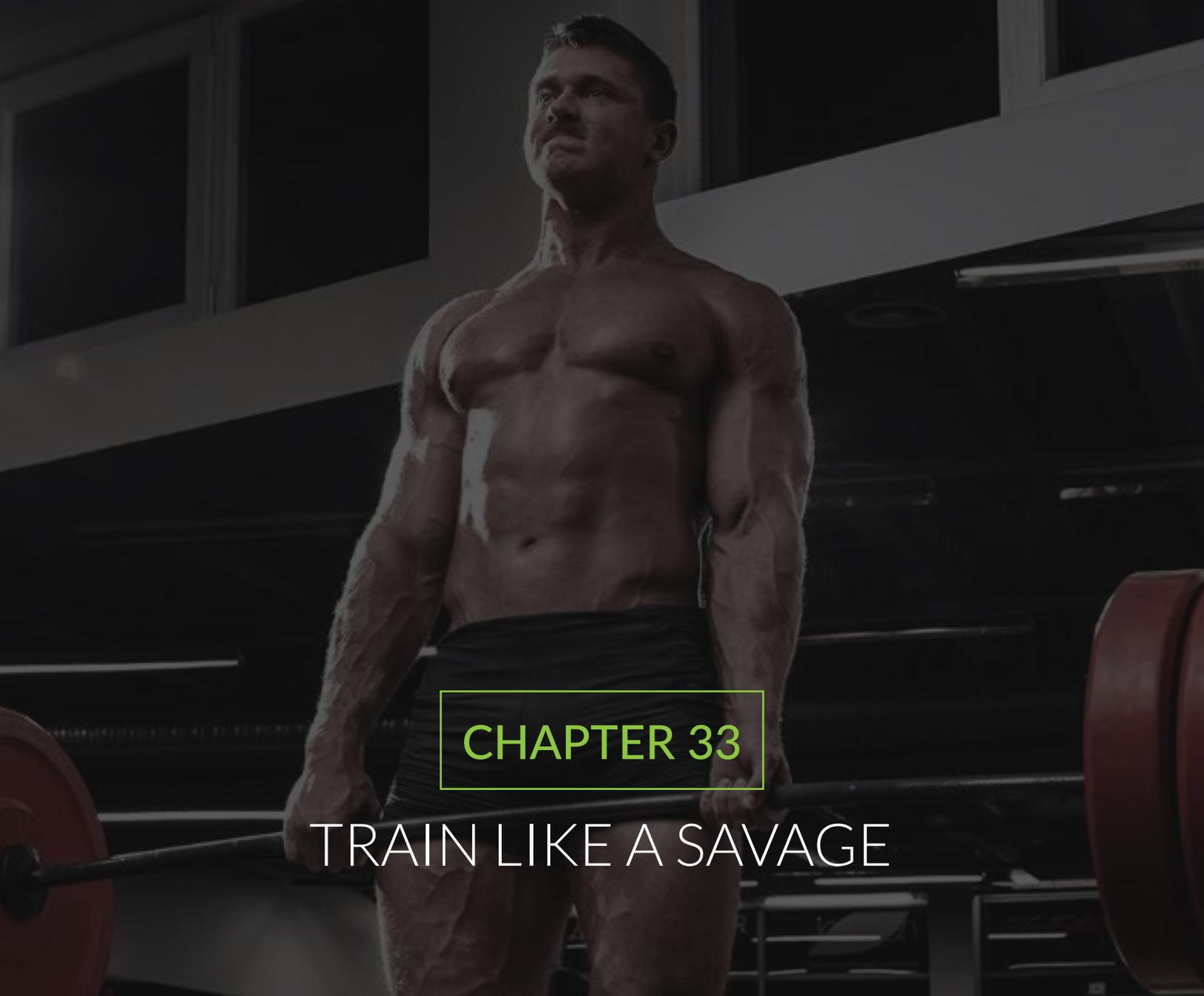
Passion is what makes great art. Monet, Mozart and even cartoonist Howard Schultz put a premium on being passionate, and they have given the world works of art that will endure for a thousand years. Passion is what a husband has for his family; he'll go to hell and back for them. Passion is borne out of love, and the two make the world go round.

POWER MOVE 1: Whatever you're doing and wherever you are in your life, you gotta have passion. Animals don't have passion. Have you ever seen a cow eat grass or graze with passion? How about a tiger killing and eating its prey with passion? Nope. Animals rely on instinct and survival, which is about as primal as you're going to get. We humans are lucky that we can be passionate about what we care about the most, and that's what drives us to be great and differentiates us from the animals. It's not enough we survive. We have to live, and life without passion is a huge mistake.

FIND YOUR FIGHT. FIND YOUR PASSION

What are you willing to fight for? What are you willing to die for? When you find those two, you've found your passion. If you're passionate about saving the environment, do something about it. Don't sit on your ass and fume over the state of global warming. Get out there and talk to the groups. Talk to your peers, write to your Congressman and organize a rally. Do whatever it takes to get your message across. Show the world your passion.

POWER MOVE 2: If you pursue any goal with enough passion, purpose and vigor, you're going to get results. The world loves to see passionate people, so make sure everyone feels your intensity in whatever you do.



CHAPTER 33

TRAIN LIKE A SAVAGE

“You focus your mind to train your body and the changes that begin to take place impact your mind as well. Dream it, believe it, and you will achieve it.”

Unknown

Intelligent Muscle is all about training and mindset. But how do you train? What’s your mindset?

Do you go to the gym hoping to catch up with your gym buddies and talk about the latest football scores? Do you focus more on checking out the ladies in dance class rather than focus on your own training? Do you use the gym to socialize?

If you answered yes to any of the above, you've got to rein that weakling in and beat the shit out of him. You gotta murder the old, lame you to pave the way for the new you – intense, focused and driven to succeed. You don't want to just coast through your life, you want to own it, dominate it and make it your bitch. To do that, you need to be the 800lb Gorilla in the room, not the one complaining and hiding from it.

POWER MOVE 1: Without focus and intensity, you won't get anywhere. Doing a billion sets with a light ass weight is useless and you'll get a mechanical overuse injury. Focus on the big lifts such as the squat, deadlift and bench press and lift heavy, with violent intentions. Act as if you want to fuck the weight up and jettison it to the moon. Be mean: the weights are *not your friend* and are out to get you, too.

BE A SAVAGE, BUT BE A MAN

To me, being a real man means three things: you can provide for your family, you always protect people weaker than you and you have to be physically strong. I'm not talking about fake, puffed up muscles like a lot of the bodybuilders you see doing endless dumbbell curls but can't even deadlift twice their bodyweight.

I'm talking about real-world strength: raw, physical strength that doesn't come from cable rows and lat pull downs. You should be able to push a car off the road. You should be able to carry your girlfriend, wife or kid when there's trouble. Lifting something heavy off the ground shouldn't be an issue for a real man. A real man gets up and walks on his own two feet even when knocked down. No support necessary.

Unless of course, you've been trained by an inept trainer, so now everything you're doing is wrong and you've experienced zero growth. Don't worry; I'm here to school you, and I've got one line that should light a fire up your ass and make you change your old ways: **Train like a savage.**

Train like it was the last day of training you're ever going to have because the *apocalypse is tomorrow*. Train like your life and the *life of everyone you love* depended on it. Train like you mean it, train like you want it and pour out every ounce of

intensity you have on your lifts.

POWER MOVE 2: Focus all your grit, anger and determination on the lifts. Growl, spit and roar. Own it, and you'll see results faster than all the years you've been wasting doing lame-ass exercises. Move slowly and with intensity while squeezing all the juice out of the targeted muscles. Do this for every exercise.

Go for that killer burn, embrace it, bathe in it and revel in it. Take pleasure in the pain, because tearing it up means a bigger muscle when repaired. Remember, you don't have any limits, so push yourself past your comfort zone and go for two more reps when you hit your last one. When you're strong in the mind, you'll be strong in the body.



CHAPTER 34

DON'T JUST LOOK STRONG.
BE STRONG.

"Nothing is as important as passion. No matter what you want to do with your life, be passionate."

Jon Bon Jovi

90% of guys I see lifting weights do it just to look good. Most even admit it and say things like, "I don't care about strength, I just want big muscles!", or "I'd rather LOOK muscular and intimidating first, strength comes second."

That's completely fine if that is what truly matters to you, but let's get real and look at this situation from a different angle. This is a serious problem. Let me ask you this, under what crazy ass circumstances would you go out and spend \$250,000 for a Lamborghini, knowing full well it has

the engine of a Prius underneath the hood? Sounds crazy, right? That's because it is. Why not just drive down the street to the Lamborghini dealer and buy the real thing; having the best of both worlds—looks and performance? What would be the point in shelling out the cash if you don't get to experience the Lamborghini's true horsepower and performance?

Imagine even revving it up next to a Honda Civic. It'd leave you looking like a fool! I don't know about you, but despite the car looking pretty with all the attention you'll be getting, I'd be more excited about driving that bad boy and feeling its true power. That's what truly completes the experience.

Look, the fact is that you're going to be spending the \$250,000 anyway, why not get the full experience? It'll take the same amount of gas to drive to either autodealer anyway—why would you say “No thanks” to the Lamborghini with the Lamborghini engine? You're going to be putting in the same amount of time, effort, and dedication to build an extremely muscular physique anyway, why miss out on **B.L.A.S.T. 5** power and strength? You've got to be strong.

Lifting weights strictly for muscular size and to look good is like a guy who loves to build show cars, but never wants to drive them. Even though he puts in every ounce of effort and dedication into making that car look pretty, it will ultimately end up sitting in a garage or being displayed at a car show. It's non-functional, and most folks wouldn't even consider it a reliable means of transportation. Although amazing to look at, it just doesn't perform! It would **MAYBE** come out just a few times a year for a special event. Is that really something you want? I don't, no thanks. I want to dominate in every sector including muscular size, muscular strength, and overall power. I want it all, and so should you.

Optimizing, upgrading and tuning for higher torque and horsepower is **THE** force that makes that Lamborghini's V12 engine perform like the car of your dreams. It has one purpose – to deliver as much horsepower as fast as possible. Likewise, training and building mass for raw strength and manpower is **THE** force that makes a man's, mind, body, health and spirit in top-notch condition, having you perform at your utmost best. It has one purpose – to deliver as much manpower as fast as possible. When your performance level is top notch and things go banana

sandwich, you're ready to get up and go, ready to explode full force, at high speed, and take on any challenge that comes your way. You clearly see where I'm going with this – physical strength is one of the most important things we need to develop to live a truly fulfilling and high quality life and mind-body experience.

“ONLY THE STRONG SURVIVE”

“Only the Strong Survive” has been a natural and very powerful mechanism of evolution since the dawn of first life, to this very day. Not only does it apply to our fellow furry friends of the animal kingdom, but it also applies to us humans just as equally.

It's in our evolutionary drive to possess strong , powerful and fit bodies AND powerful and fit minds to survive the challenges life throws at us and ensure successful passing on and survival of our genes for generations to come. Everything from the efficiency, strength and capabilities of your muscles, bones and organs, to your nerves, neural system and brain. It's hardwired into our genetic codes. In order to simply survive, our forefathers had to be strong and powerful, in all meanings of the words. I mean think about it. Imagine waking up at sunrise, and instead of just popping to the shops, you have to chase down and kill a woolly mammoth with nothing but a spear, just to put some meat on the table.

Back in the caveman days, a strong, muscular man may have been the best choice for hunting and providing a good source of food for the family. In today's age, our physical strength determines not only the quality of and amount of time we spend in healthy, happy bodies, but also reflects how well we function and have adapted to this new mindpowered environment around us that has changed so drastically since our caveman days.

THE AGE OF MIND POWER NEEDS MAN POWER

OK, so nowadays, a computer whiz that couldn't lift a 20lb dumbbell may be better able to provide financially than a physically strong and athletic man that was fired from the M&M factory for throwing away the W's, but we still need both; smarts and strength. Many will argue that today is no longer the age of MANPOWER, but rather has evolved into the age of MINDPOWER. However many studies show that mindpower and manpower are closely related, if one goes downhill, it takes the other with it.

Increases (and even useful and functional decreases) in both grey and white matter (the two main types of brain tissue) that are prime examples of

neuroplasticity in action, are a well-known bonus of exercising. These neuroplastic changes to our brains have been associated with everything and anything from improving memory, gaining greater emotional stability, protecting against neurodegenerative diseases and mental illness, better sleep, transcending the womb and enhancing a baby's intelligence, to making better decisions by enhancing your ability to predict errors and flaws in thinking.

However the flipside is also true. If you let your mindset slip, your routines go haywire, motivation slumps, your progress falters and you lose muscle mass, strength and integrity. In a recent scientific study of over 200 men and women in their 70's, muscle strength was able to predict how good their memory, verbal attention, visual attention, set-shifting, visuomotor attention and intelligence was. The lower the muscle strength, the poorer the tested brain skills were for both men and women. In fact, they wanted to see if balance, walking speed and walking endurance were good predictors of brain-based abilities too, but strength blew them out the water. Strength was the by far the best predictor of brain function. Manpower is undoubtedly needed for brainpower! Often times after I've completed a heavy squat session, I feel euphoric. I feel like my mind and thinking is 10x enhanced and running in full throttle. I feel an immediate temporary rush of increased cognitive function and awareness. It's one of the best feelings you can experience. Those of us not getting strong and instead getting sick and suffering mental illness, as well as those of us focusing only on physical strength, will get left in the dark ages.

“USE IT OR LOSE IT”

Another striking similarity between strength of body and strength of mind can be found in yet another saying, “use it or lose it.” This couldn't be truer for physical strength. If you start to train lighter, your muscles stop and basically say, “Okay, there's no need for us to work as hard to lift this weight so we're going to leave! Byeeeeeee!” This is how a lot of lifters lose tons of muscle when they try a light, high-rep approach or cut out lifting heavy altogether. Other times they start training light because they

claim they're “cutting.” This makes no sense whatsoever. Your muscles unfortunately don't know whether you're “cutting” or “bulking”, those terms are irrelevant to them. All that matters is pushing them to their limits, either by weight, power, or volume so that they can continuously grow bigger, stronger, and more powerful. Lifting HEAVY should always be the number one priority. Although it has to be said that simply lifting heavy is not the single magic ingredient that takes the

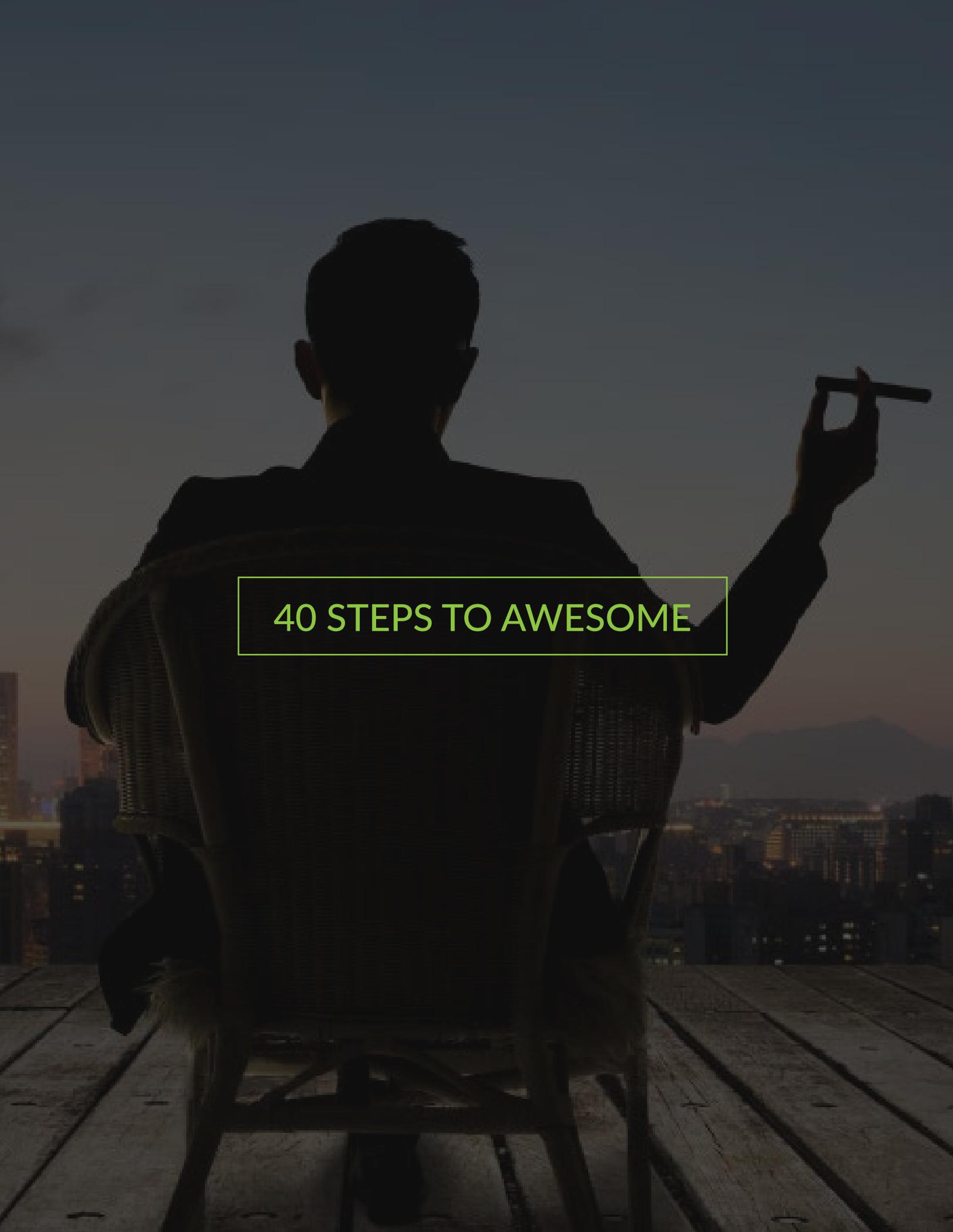
size AND strength of your muscles to their limits. The real **B.L.A.S.T. 5** muscle AND size building magic is HOW you lift heavy.

5 REASONS YOU SHOULD BE POWERLIFTING (ALONG WITH BODYBUILDING)

Just in case there are some of you that have read this far and are still not convinced that being strong matters, let me break it down and give you 5 reasons you SHOULD be powerlifting.

1. **IT'S EMPOWERING.** Walking around with a huge chest, huge arms, and nice wide back is one thing. But there's nothing that compares to the pride felt when deadlifting 600-pounds, or bench pressing twice your bodyweight. Being strong is a different type of feeling that you carry with you. The confidence that comes from being strong can be applied across all aspects of your life, helping you be successful in everything you take on.
2. **IT WILL IMPROVE BODY COMPOSITION AND BALANCE.** You are only as strong as your weakest link. Doing movements like squats will hit everything that leg extensions and leg curls miss. Similarly, performing deadlifts will hit everything that lat pulldowns and rows miss. Since these lifts hit most of your muscle groups in one shot (head to toe exercises I call them), your overall body composition will improve.
3. **SOMETHING YOU CAN USE IN REAL LIFE.** Helping your best friend move is not something you do every weekend. But when you do have to pickup heavy boxes, or carry those grocery bags back inside, being stronger is the difference between night and day. Develop a strong deadlift with good form, and you will love picking things up.
4. **ATHLETIC ABILITIES WILL BE ENHANCED.** Powerlifting greatly improves speed and vertical jump, believe it or not. If you want to run faster or jump higher, get your squat **STRONG**. Having a strong back is essential to almost every sport including wrestling, football, and fighting. There aren't many activities that overall explosiveness and strength will **NOT** help.
5. **BEING STRONG IS JUST COOL.** That's it, really. Tell someone you can bench press 405 pounds, watch their eyebrows raise. It's nice. You deserve that feeling, own it.

POWER MOVE 1: Train both muscular size and muscular strength, or power. Stronger muscles are more capable muscles in every sense. If you're strong, it's easier to get bigger. And vice versa. If you're big, it's easier to get stronger (so long as you're training the right way).



40 STEPS TO AWESOME

SLEEP LESS

Imagine you had an extra two hours per day that you could use for anything. What would you do with it? If you don't have enough time in a day for the things and people in your life that matter the most, you can do something about it right now and it doesn't involve time machines or gadgets that slow time to a crawl.

All you need to do is sleep less. That's it. 5 – 6 hours of deep, quality sleep per night is really all you'll ever need for repair and rejuvenation. Some people can even subsist on 4 hours of sleep, but I think that's pushing it a little bit. I'm comfortable at 6 hours a night, every now and then 5 hours with two 10 minute power naps throughout the day. The naps are more for my brain. I wake up energized and wanting more.

If you've got massive, juicy goals going for you and enough powerful "why's" behind them, you won't even want to sleep because you'll be so motivated to be constantly taking action toward your goals.

1st Step to Awesome: Wake up an hour or two than you usually do and do the things you're having trouble fitting into your busy schedule. If you can't find time to workout, wake up earlier and do it in the morning. Go to work an hour earlier and leave an hour later. That's two extra hours of productivity right there. Try it for 30 days and see if it's something you can commit to doing long term. Sleep less and get more things done.

MEDITATE

How hectic is your day? If you have a demanding career or run your own business, there are times that stress takes over and turns a good day into a shitty one. When an extreme set of events happen in a day, wouldn't it be nice to just unplug and forget all about it?

Forget about it you can't, but you can certainly unplug. My secret weapon (as well as many successful others) in dealing with this is meditation. Take an hour or so every morning or when you're feeling stressed and worn down. Find a quiet space where you can be alone, no distractions and no electronics. Finding your inner peace will bring calm and clarity to your day and will help you through tough

situations.

2nd Step to Awesome: Find a quiet place and meditate. Close your eyes, dig deep down and reflect on your life. Think about all you should be thankful for, all the good things, and be grateful. Think about the person you want to become and the things you want to accomplish. Filter out anything negative. Find your inner calm and stay in a meditative state for an hour. Visualize how your day will unfold or how you'll tackle a particular project that's giving you trouble.

TIME MANAGEMENT

Stop letting time control you by learning to manage it properly. You can't control time, but you can control your perception of time making it almost as if you DO control it (hell, I know I control my time). Make a list of everything that's important to you and stop wasting time on things that really don't matter. Cut out useless, time hogging activities and focus more on taking actionable steps toward hitting your goals and your relationships, personal development, health, and making money. Money without happiness, family and health is meaningless.

If you can spend hours on Facebook, playing a video game or watching cat videos on YouTube, can't you give an hour for exercise? How about spending time with your family? A few hours you spent with them creates memories that last a lifetime. Instead of throwing your money away in Vegas, why not think of a start up or invest it?

3rd Step to Awesome: Time waits for no man and that's the truth. Talk to anyone over 70 years old and most of them will tell you they wished they had more time. They know what a squandered life feels like – they lived it. Stop wasting time and manage it. Your time here is limited, so you have to use it well and make it mean something.

SNAP THE NEGATIVES

Negative thoughts lead to negative emotions that produce negative outcomes. A positive thought is a hundred times more powerful than a negative thought, so you have to make sure you never allow a single negative thought to take hold in

your head. When one begins to take root, snap it out ASAP.

How exactly do you cut the negatives out of your system? Easy. Wear a rubber band on one of your wrists and snap it hard when a negative thought begins to pop up. If you're prone to many negative thoughts in a day, wear two rubber bands – one for each wrist – so you won't beat up one too much.

4th Step to Awesome: This works by association. For every negative thought and a snap of the rubber band, your brain will now learn to associate negativity to pain and you will subconsciously block out all negative thoughts from now on.

WRITE IT DOWN

Do you have tons of thoughts and ideas swimming in your head at any given time? You probably do, and like most people, you either forget about them or let them fall through the cracks. This is really a waste because how many great ideas for inventions or innovations do you think got flushed down the toilet of obscurity just because nothing was written down?

5th Step to Awesome: Writing things down is really important. I can't stress this enough. Especially knowing that the average human gets 5 ideas per year, that if acted upon, will turn them into a millionaire. Crazy, huh? WRITE EVERYTHING DOWN! Having a log or diary where you can write down your ideas, thoughts and observations is an invaluable tool to have in the journey called life. The [B.L.A.S.T. 5 Success Planner](#) is perfect as a daily log/journal where you can input everything meaningful and come back to check on it later in the day.

ANY GIVEN SUNDAY

Weekends are meant for family and friends, but it's also meant for you. After working hard for the whole week, take a chunk out of your Sunday evening and give yourself some alone time. Do whatever you want with your personal time. Read a book, write your memoirs, make some music – anything to help you recharge.

6th Step to Awesome: Alone with your thoughts, take this time and do some planning for the upcoming week, month and year. If you do this every Sunday, you

can see how far along you are in your long term and short term plans. There's no time limit for this, but please don't overdo it and use it as an excuse for not doing something important.

FIND YOUR PASSION

I love weightlifting and I'm very passionate about the sport. I'm also passionate about helping other people achieve the body and health of their dreams. These are the main reasons why I started Intelligent Muscle. I didn't do it for fame, money or recognition. I did it because I felt so strongly about the techniques I discovered and wanted to share it with other people.

If I can make a difference in the lives of others, my mission is fulfilled. I couldn't have done all this if I wasn't passionate about what I do. When you're in a job or career that you absolutely hate, why even dress for work? Why waste your time and talents for something that you have no interest in?

7th Step to Awesome: I want you to get out there and find your passion. Just do the things you love to do and take it from there. Once you find it, you'll know what it is and you'll never let it go. If you're really passionate about what you love, the world will know. Everyone will see and feel your passion and you will get the fame, money and recognition you deserve. ...Just learn how to market it. :P

SLOW DOWN

The mind is like a minefield of thoughts and ideas that can explode at any second, filling your head with noise. You have to learn how to slow things down and filter the information because you might miss something remarkable, like a hidden sliver of gold in a pile of gravel. Who knows, one of your random brain farts may become the next big idea.

This is where meditation can help, but you have to know how to do it right. It's more than sitting in a corner humming to yourself like a crazy person. You should aim for 20 minutes in the morning to get you ready for the day and 20 minutes in the evening so you can shut down properly.

8th Step to Awesome: Find a quiet spot where no one can bother you. Turn off

all your electronic equipment and gadgets. Dim the lights and light a candle or two. Close your eyes and focus on your inner voice telling you to be calm. Focus on your thoughts and imagine you're Tom Cruise in *Minority Report*, where you can just pluck out thoughts and memories out of a holographic computer screen in front of you. Choose only the ones that are worth your attention and discard the rest.

BE STRONG WILLED

When your will is strong, nothing can stop you. You're not easily swayed, you don't succumb to peer-pressure and you are guided by your principles, which you never break for anybody. You have the courage of your convictions and you're passionate about your life. You know where you stand at all times, and are ready to defend your position when necessary. You are an immovable object and an unstoppable force. You have the makings of an Alpha if you're not one already.

If your will is weak, you go where the wind blows. You're prone to the influence of other people and will do just about anything your group tells you to. You can't make up your own mind and have to rely on other people for direction. You're tentative and unsure of your own convictions and live a passionless life that's not your own. You can't defend where you stand because you don't like confrontation. You can be easily brushed aside like a feather and when an obstacle is in your way, you break. At this rate, you'll never be Alpha.

9th Step to Awesome: Are you the leaf floating in the wind or are you the wind? Be strong willed. Don't let others sway your decisions. Follow your genetic blueprint and be your own man. It's better to be the leader of a small group than to be a follower in a big one.

HAVE A GOOD LAUGH

Laughter is the best medicine. Don't be a stuck up jerk with a stick up his ass. Learn to be humorous and enjoy a laugh with a friend, co-worker or loved one. Laughing releases feel-good endorphins throughout your body that gives you a natural high and lifts your spirits up.

If you're car broke down, would you be in a fit of rage and hit it repeatedly,

or are you going to smile about your situation and see if you can do the repairs yourself? Or maybe you can play a little game where you and your passengers guess what time the tow truck will arrive or how far the nearest truck stop is. Be creative because finding something to smile about is precious. Laughing about your situation helps ease the tension, too.

10th Step to Awesome: Smile and laugh like you mean it! It's good for you and the people around you. The more you try and find the good in any situation, the better off you'll be down the road.

BIRDS OF THE SAME FEATHER

You become who you hang out with the most. If you hang out with strong, optimistic, adventurous and successful people, you will be like them. This is a proven fact. If you spend your days living the life, in or around fast cars, good food, fine clothes and beautiful women, you will fight hard to stay there and you'll do whatever it takes to maintain your lifestyle.

Human beings are social creatures and we tend to emulate the ones we're closely associated with. Husbands sometimes get some traits from their wives and vice versa. Why do you think young children are so like their parents and some even become their parents when they grow old? It's because the only other role models they interacted with growing up were their parents and many of the traits were passed on.

11th Step to Awesome: If you want to be successful, hang out with people who've tasted success! If you want to be stronger, workout with people stronger than you are. Everything tends to rub off, and if you want to get better or if you want to get ahead, you have to learn to be a sponge. Absorb and repeat.

WEAR IT LIKE ARMOR

No one knows you like you know yourself, so what do they know? Criticism, insults, names, hurtful words – these can only get to you if you allow it. If you hear something hurled against you, listen to it, digest it and keep it as something

constructive that can help or discard it like the garbage it is.

Everything thrown your way is garbage anyway; no matter how high the thrower values his/her opinion. Only you can decide if it gets in or not. You have the power to give it importance. A thick hide made of what you know about yourself and your principles is needed to survive.

12th Step to Awesome: There are no negative criticisms and insults. They may sound negative, but a lot can be gained from deciphering their meaning, which in most cases, can be turned around into something positive. If someone calls you a fat cow, maybe they're telling the truth and you need to work out more or do more cardio. Run with this, and leave your sensitivities at the door!

REPEAT AFTER ME

If you want something to change within you, the fastest way is through positive reinforcement and affirmation. Keep repeating to yourself the one thing you'd like to change and do it with conviction. This is a big component of [B.L.A.S.T. 5](#) and I'll teach you how to do it, so grab your copy now to see immediate results.

13th Step to Awesome: If you want to be a writer for example, write it down. "I am a writer." Do this over and over again. In your email signature, attach the word "Writer" after or underneath your name. Put it in your Facebook page or Google + page that you are indeed, a writer. Before you know it, you'll be writing your first blog entry or your first article and it's going to snowball from there. Just believe in yourself and you can be whoever you want to be.

WRITE DOWN EVERYTHING

Make it a habit to write everything down. Every scrap of an idea, every sliver of a thought must be logged so you can see how far you've come in becoming a better version of yourself. Writing things down is the best way to form an effective habit.

14th Step to Awesome: Write it down. The [B.L.A.S.T. 5 Success Planner](#) conveniently has fields for you to write out your actions needed and actions taken to reach your goals and get you on the fast track.

ONE BOOK TO RULE THEM ALL

I love to read. I devour all kinds of books, but my favorites are the ones that can help make me better. A little self-improvement can go a long way. Buy or borrow the book “As a Man Thinketh” by James Allen. This is a life-changing read and I want you to really devour it and read it over and over again until you know it by heart.

15th Step to Awesome: Take this book to heart and use it as your life guide. It changed my life and the lives of countless others. It can change yours, too.

GIVE BACK

There’s nothing like the joy of giving back. Show the world who you really are and leave a legacy of kindness, generosity and hope. The world needs more givers and less takers. Make it habit to give more and take less. The world will give it all back to you a hundred fold.

Albert Einstein says, “Try not to become a man of success, but rather become a man of value.”

16th Step to Awesome: Remember that you get as much as you give. I’d like you to apply that here because when you give big, you’ll receive big.

STRONG BODY, STRONG MIND

If you haven’t set foot in a gym in your life, now is the time to start. A strong body = a strong mind. Use the [B.L.A.S.T 5 Training system](#) to transform yourself into a physically strong individual who’s also mentally tough. When you attain both physical and mental strength you will be a force of nature. Nothing can stop you.

17th Step to Awesome: Don’t just build your body, build your life. Regardless of

your age and fitness level, you absolutely have to start working out aiming to be as fit as you can. By building a good base now, you are making yourself future proof. You don't want to be weak and sickly when you grow old, trust me.

DRESS THE PART

Dress the part. Meaning what you wear is your branding, it's your packaging and marketing, and YOU are the product. A lot of my friends get uncomfortable by this when I tell them this, but it's the reality. People judge you by what you wear, and it has such a big impact on your life in terms of opportunities, getting places, getting "lucky", all of it. If you want to look and feel powerful, wear a nice suit and look sharp. Men of power and position know this. Heck, even fictional mob boss Tony Soprano and his crew knew this. Embrace this fact and dress for success. No baggy clothing and no sagging. Everything you do makes some kind of statement.

18th Step to Awesome: Really dressing the part and making sure you're looking good will get you places and open doors for you. I know it has for me. I always tell people, the better I dress the more money I make. You never know who you're going to meet. Make it a habit to dress nicely even for casual attire. When on job interviews, I always wore either navy blue or dark grey and I always ended up getting the job. It has been proven that people are more likely to give money (charitable donations, tips) or information to someone if that person is well dressed. Power dressing literally means looking and feeling empowered. The devil's in the detail and everything counts.

YOUR BODY IS A TEMPLE

Treat your body with respect and fuel it the right way. Junk food is one of the worst foods you can eat, period! If you eat junk all day, you'll get a junk body, guaranteed. You won't use cheap, low-octane gasoline for your car would you? Your engine won't last long if you do. Your body is pretty much the same, so feed it properly.

19th Step to Awesome: Eating healthy shouldn't be a chore – it should be enjoyable! The [B.L.A.S.T. 5 Nutrition Guide](#) can help you eat clean and be healthy because it's loaded with easy to follow recipes that helped me when I was just

starting out in the world of bodybuilding. The ingredients are easy to find, so there's really no excuse to eat crappy food.

FIND YOUR MR. MIYAGI

Look for a mentor. It could be anyone, as long as that person has significantly more experience than you do. If you need a life mentor, maybe the people closest to you can be it: parents, grandparents, uncles, aunts, friends of the family, your barber – it doesn't really matter as long as the person you choose as your mentor takes a significant interest in guiding you and pushing you towards the right direction. Mentors have been there before, and are a treasure trove of knowledge and wisdom.

20th Step to Awesome: If you need a mentor for health and fitness, look no further. I've been there and committed every single mistake imaginable during my journey. I made the [B.L.A.S.T. 5 Training book](#) to help people avoid the mistakes I did in the past and guide them towards a more productive training regimen. Owning my system will give you 10 years of my knowledge and experience, all wrapped up in a clear-cut package that you can learn in basically a day. The more you know, the more you grow.

NEVER COMPLAIN

If something isn't kosher, don't complain. Only children and the weak complain because they can't do anything about it. If you start to complain about something, catch yourself and harden up. Complaining is just like whining, and whiners don't get very far in this world.

Always focus on the positive. Remember the law of attraction. You attract everything you think about. If you're cynical and negative, you'll be attracting more of the same. Think positive and attract positive events and people in your life.

21st Step to Awesome: Always stay positive and be mentally tough. Be strong, energetic and enthusiastic. Love life and always see the good and beauty in everything. Doors will be opened for you and people will flock towards your positive energy. Do the opposite and complain like a loser and you'll be shunned.

No one wants to be next to a cry baby.

KNOW YOUR WEAKNESSES

Superman knows he becomes a kitten around kryptonite and he avoids it like the plague. You may not be the man of steel, but you should know what your weaknesses are so you can start fixing them. How can you expect to make it if something's holding you back? Identify your weaknesses and start fixing them today.

22nd Step to Awesome: Identifying your weaknesses may be hard at first, because you'll be in denial. The faster you single out all the leaks in your boat, the better you can sail through life.

YOU 2.0

Be the best version of yourself you can be. The world loves people with character, ideals, common decency and unwavering principles. Show the world these traits, respect others and earn the respect and admiration of everyone. Only speak well of other people and don't be a backbiting little bitch. People generally don't appreciate getting stabbed in the back.

23rd Step to Awesome: Think before you speak, because an uttered word, a sent text, a Tweet or a Facebook status update can go viral and you're going to have a hard time taking it back. It's better to keep quiet and hold your own counsel. Never show your hand and don't tell people your life's story.

STOP WASTING ENERGY

I'm not talking about electricity to power your house. I'm talking about your energy, the one inside you. Humans have near limitless energy stores and most of it is wasted by doing useless, non-creative tasks. If you find yourself faced with a mountain of work and you allow your mind to drift needlessly into worrying about how you're going to put a dent in it, you're screwed.

24th Step to Awesome: Don't be like a chicken running around with its head

cut off. If you fear and worry about everything, you're wasting precious time and energy best used to work on whatever it is you're tasked on doing. Keep your head straight and in the game. Focus all your energy on the task at hand so you'll have more for the other important things in your life.

KNOWLEDGE IS (POTENTIAL) POWER

You hear people say "Knowledge is power" all the time. I know this is old news, but let me remind you again: Knowledge is not power, knowledge is only potential power. Action is power, and power is everything. If you know a lot of things, people will be naturally drawn to you for what you know. Successful people aren't necessarily geniuses nor do they possess any superhuman skills. They just know about a lot of how things work and manipulate the circumstances to achieve a favorable outcome.

25th Step to Awesome: The more you know, the more you can achieve. There's a certain power that comes from carrying a lot of knowledge up in your brain. You'll be highly sought after by companies. You can become a respected guru in your chosen field. People will come to you for help or information and you can amass incredible wealth for as long as you know more than other people. But with great power, comes the great responsibility of sharing what you know so others can live an abundant life too. Always give back and become a man or woman of value.

BECOME A BOOKWORM

Contrary to popular belief, books and reading aren't for nerds. I for one am a student of history. I love to read, and I make it a point to get a little reading done every day. It broadens my horizons and takes me to places I've never been before. It educates me on historical facts and other cultures. It guides me to lead a balanced and happy life. It feeds my spirit with inspiration and creative ideas.

26th Step to Awesome: Don't shun reading and don't make fun of books. Everything you need to know is written down somewhere. You just need to find it. Whether you read online or download an eBook, make reading and learning a part

of your life. You can only gain good things by reading. Remember the 25th step: knowledge will get you places.

LIGHTBULB MASTER

Have you ever had a lightbulb moment where an idea just flashed in your head? Have more of those! Ideas are the seeds that you grow to make your masterpiece. The more creative the idea, the more chances you have of hitting something big. Be the master of lightbulb moments, because when you master your thoughts, you master your life.

27th Step to Awesome: Intelligent Muscle was built using this process. Nurture your ideas and cultivate them. You never know what cool new invention might come out of your head. It's also best if you write all your ideas down, no matter how wacky or out of this world they may seem. The [B.L.A.S.T. 5 Success Planner](#) can help you keep your ideas safe and in writing, so you won't forget it. Plus, you'll have proof that it's yours!

POSITIVE – NEGATIVE = ENTHUSIASTIC

It took me months to discover this step, but it completely changed the game once I did. It involves the very simple habit of swapping a positive thought and a negative thought. You can apply the rubber band method here. Whenever a negative thought starts creeping in, snap the rubber band back as hard as you can. It must hurt, so your brain associates negative thoughts and pain. As soon as you snap the rubber band and the pain starts to fade away, replace that negative thought with a positive one. Do this everytime a negative thought starts to kill your mood.

28th Step to Awesome: When you replace a negative thought with a positive one, always follow it up by looking ahead into the future. Envision yourself enthusiastic and happy in that positive thought, so you'll end up feeling enthusiastic when the time comes.

I HAD A DREAM...

If you have a dream, stop fantasizing about it and wishing you had the same dream every night. Go out and live your dreams! You are the only person on the planet who can make your dreams come true. If you're dreaming of becoming a model, go to the gym and make it happen. If you want to be a champion powerlifter, go start training like one (and of course pick up my [B.L.A.S.T. 5 Training System](#) and become a monster!). Whatever your dreams are, they won't materialize if you don't act on them.

29th Step to Awesome: Stop being a spectator in your own dreams. You have all the power to make it happen, so don't let anything stop you and don't let anybody stand in the way of you and your dreams.

BECOME A REALIST

I hate sugar coating stuff. And I hate it when sugar coated stuff is shoved in my face. I've learned to see things for what they really are and accept the harsh reality that the world is isn't all gummy bears and rainbows. It's OK to be a little jaded sometimes, because life and the reality of what life is can hit you like a phantom punch in the gut.

30th Step to Awesome: If you want to know how harsh life is, look no further than nature. Nature is unforgiving and relentless. The faster you can accept that your time here is limited, people will let you down, everyone you know will die, the LA Lakers suck, etc. the more you'll become fearless and driven. You'll have renewed vigor and purpose because you know you're working against the clock to leave a legacy befitting who you are.

BYOB

This isn't Bring Your Own Beer, but Be Your Own Boss. Quit the rat race and stop working for someone else. Control your own destiny and become self-sufficient. When you work for other people, your creativity suffers. Your wings are clipped, and you can't take flight. Working for yourself is the best thing you can do

because you won't be answerable to anyone else but you. No more waiting and living from paycheck to paycheck.

31st Step to Awesome: There are many ways to work for yourself. You have to know what you're good at first. Whether you're a designer, an artist, a writer or IT guy, you can become an independent contractor. You won't have a boss, you'll have clients. You can pick and choose who you want to offer your services to and only work on projects you really believe in.

TURN EVERYTHING INTO OPPORTUNITY

There's a saying that if you ask for oranges and life gives you lemons, make some lemonade. That's 100% true. When Israel still wasn't an established nation and the Jews wanted to carve out their own land amidst a sea of enemies, they used what little arms and soldiers they had and used guerilla warfare to chip away and eventually get all the land they wanted from the Palestinians. They turned an almost impossible situation into a turning point in Middle Eastern history.

32nd Step to Awesome: When you're faced with a seemingly impossible problem, look at it from different angles and formulate solutions on how to solve it. It's not the problem that's important. It's how you handle it and carve out opportunities because of it. When I get stuck in traffic, I use the downtime to collect my thoughts and think about everything I'm grateful for and blessed to have. Or I listen to audiobooks. This gives me a sense of calm and reminds me that there are no problems, only opportunities.

STICK AND MOVE

Keep moving. When things are starting to unravel and you're surrounded by chaos, don't fight it. Go with the flow. Float inside of all the chaos and find the weak spots and opportunities you can exploit. When the time is right, unleash your left hook and knock the chaos out.

33rd Step to Awesome: Don't let external events, circumstances and people

slow you down or stop you from moving forward. You know what you have to do. Ride them; go with the flow then BAM! Hit them with all you got.

BECOME LIMITLESS

Believe in yourself and never let other people or material things dictate your self-worth. The only person who can do that is you. Be bold, because you are limitless. If you put a cap in your capabilities and your ambition, you won't get very far because of your own limiting belief that that's as far as you'll go. Stop thinking like a loser and believe in yourself.

34th Step to Awesome: Always aim high and be bold. Fortune favors the bold and aiming for the stars will get you one. The only person limiting you is you, so stop sabotaging yourself and be all that you can be.

OBSESSION IS A GOOD THING

Many people get the wrong idea about obsession. I believe you need to be a little obsessed and a little fanatical about your goals. It's the only surefire way you can succeed. Having an edge is what differentiates the successful from the average, and you can definitely use obsession as a tool to accomplish and achieve everything you've set out to do.

35th Step to Awesome: Become obsessive only on the good things, the things that really matter in the grand scheme of things. Obsessing over things like your hair or the way you walk is a crock of shit and a waste of time. Your convictions and your passions are best served elsewhere. Identify your goals, and be obsessive about them until you succeed.

STICKS AND STONES

Sticks and stones can hurt my bones, but words will never hurt me. That rhyme is maybe older than my grandparents, but it shows how deep and insightful people before us lived their lives. They were so sure that criticism and name calling could potentially hurt the children, so the old folks fashioned a rhyme the kids could use on themselves for reassurance or tell other kids when they got picked on. I mean,

how can a bully respond to that? It's beautiful!

36th Step to Awesome: Criticism is part of life. Some people use it to feel important and better about their situation. Always remember that the more successful you are, the more criticism you'll get. It's just the way it is. Haters are always going to hate. All you need to do is filter it out. Some criticism can be masked as a either a compliment or a chance to tweak something. Some are true but most is bullshit. You know who you are, why you're here and what you're doing, so don't let others dictate to you otherwise.

KEEP YOUR EMOTIONS IN CHECK

Emotions are what make us human. But emotions can sometimes get the better of us. How many times have you hurt someone you care about by letting anger cloud your judgment? How many times have you taken the wrong path because a dark cloud of emotions steered you there? Showing your negative emotions is like showing your hand. You'll always lose in the long run.

37th Step to Awesome: You can't really do anything about your emotions. They're always going to be there no matter what. The best thing you can do is to learn to control them and let them steer you in the right direction instead of the wrong, especially the negative ones such as anger and sadness. Internalize it and learn how to squash it with a positive though when you begin to feel it welling deep inside you.

THE OLD TWO-STEP

Always remember that everything is created twice. Plans are first written down on paper before they're executed. The same thing applies to you. You have to create it first your mind before anything solid materializes. Your thoughts manifest into things.

38th Step to Awesome: You can take this two-step approach and add another step to it for faster results. You can write all your thoughts down and turn them

into goals that you can easily check from time to time. When you write things down, you're making the first step into turning your thoughts into something physical, something you can hold and see. The [B.L.A.S.T. 5 Success Planner](#) is perfect for this exercise because it was designed specifically for goal setting and power achievement.

JUST DO IT

Set a physical fitness goal for yourself every month. It could be anything, as long as it gets your ass off the couch. For example, for January you set a goal to bench 300 pounds, deadlift 400 and squat 350. February's goal would be to run a 10k. March could be muscle-up month. It's up to you, as long as you set something attainable. Otherwise, you'll just quit by the second week.

39th Step to Awesome: For this step, you really need to get out of your comfort zone and challenge yourself. The [B.L.A.S.T. 5 Training System](#) can help you set achievable goals in strength training and bodyweight training regardless of your fitness level.

YOU REAP WHAT YOU SOW

The universe is all about give and take. Your life revolves around the universal law of "you get what you give." If you treat other people poorly, are judgmental and always negative, you'll get the same treatment, guaranteed. If you treat other people with respect, kindness and generosity, you'll get more of the same.

40th Step to Awesome: This is an absolute law and it doesn't care if your rich, poor, tall, short, man or woman. You get what you give. It's as simple as that. If you feed your brain crappy novels and tabloid junk, all you'll ever have is junk and you won't be able to have an intelligent conversation with anyone. Take this step to heart and start feeding yourself culture, kindness and optimism. Once you're stuffed to the gills, the universe will open up to you.



CONCLUSION

THIS IS NOT THE END

Endings usually mean goodbye, farewell and so long. This is the part where I'm supposed to wish you well and wish you the best of luck with your own transformation into becoming extraordinary.

I'm not going to do that. After all you've read in the previous chapters, did you really think for one second that we're going to do things conventionally and say our goodbyes in the most boring manner possible?

Hell No!

This is NOT the End. This is only the beginning, because I intend to be with you every step of the way on your own journey to living an incredible life. Communication is a two way street my friend, I'm communicating to you with this book, and now the ball is in your court. Shoot me a message on Facebook or send me an email. I don't have an army of teenage bloggers and marketing assistants that answer my email. It's just me. You can also leave a comment on my blog or Facebook page.

The reason I started writing about my training and nutrition philosophy was because I wanted to help as many people as possible achieve their goals in powerlifting and bodybuilding. But there was also another aspect to this – the mental and emotional side that completes every man, but often gets overlooked by trainers and the fitness industry in general, so I included that too. This was a space that hasn't been touched before like it should, until now. The world needs more intelligent and emotionally mature savages like us, don't you think?

Remember, communication is what will help get you through your journey. And to show my sincerest gratitude to you because you chose me to help you with your journey, I'm here for you.

I NEED YOUR HELP

“Giving, is better than receiving, because giving starts the receiving process.”

Jim Rohn

When I began writing this book, I had every intention of selling it because I felt that the information contained within these pages was golden and life changing. But then I remembered all the times in my life when I was struggling and no help was on the way. The times where I had no clarity in life, everything seemed blurry and I really had no direction, passion, or ambition for anything.

Everyone would always say things like “just follow your passion”, but the problem was I had no idea what my passion was! For a while I was stuck in a rut and living a mediocre life. There are a lot of people living that way including some of my closest friends.

Things changed for me when my future mentor gave me a battered old book called “Think and Grow Rich” by Napoleon Hill about the power of your thoughts

and its effects on your life.

At first I thought, “what the hell is this dude trying to do, bore me to death and make me quit? “ But after reading the old book he gave me, my world was turned upside down. I did a complete 180 and changed my worldview. I lived purposely, with passion and compassion. I threw away everything that was holding me down and limiting my success. I became a better version of myself because of one, old book. And I got it for free.

That’s why I’m giving this book away. I want to help as many people as I can, live their lives purposely and become extraordinary versions of themselves. I want my book to be the catalyst to your constant and never ending transformation.

My goal here is to help the people who need change in their lives and need a good wake up call. If you know anyone who can use this book, or needs that extra push and someone to believe in them, please send them a copy or send them a link to my website so they can use the other free resources there.

Remember, becoming extraordinary is a lifelong process. It’s a mindset and psychology that has to be turned on from the second you wake up until the moment you go to bed. It is constant and never ending.

You’re currently living well below what you’re TRULY capable of.

It’s time to step it up.

Achieve that extraordinary physique and body and life that you were designed for.

Consider this book as your call to begin your magnificent adventure.

Where you’re at now doesn’t matter.

Your past doesn’t matter.

What matters is starting right now where you are.

Making a decision right now to step into your greatness and live that new life of yours, as a high performance achiever in everything you do. No more old you. No more old, negative patterns and habits. No more having a “victim” mindset and not taking responsibility for everything in your life.

Remember what I said at the beginning of this book. Nothing happens TO you or FOR you, it happens BECAUSE of you.

And nothing gets better until you do. And I believe in you.

Don't forget to share your blessings as I've shared mine with you. This book is a compilation of my own journey to extraordinary, so heed the information, take the necessary steps and become that bold, powerful, and courageous go-getter that you are.

Everything you need to become extraordinary is already inside of you. You just need to make that one time decision.

To release it.

And live in it.

And BE it.

Starting right now.

The journey isn't going to be easy, and it might get lonely at times, especially when the majority of people around you are only living average lives. When they see you climbing that mountain of success, prosperity, and happiness, they might try and hold you back and pull you down because they feel threatened and incapable of doing it themselves.

Don't give in. Keep going and remember that there will be other people reading this book who'll be on the same journey as you.

Keep climbing that mountain and never, ever turn back until you reach the top. Make nothing get in your way except death itself. It's the only way to live that is worth living.

I will see you, on the other side. :)

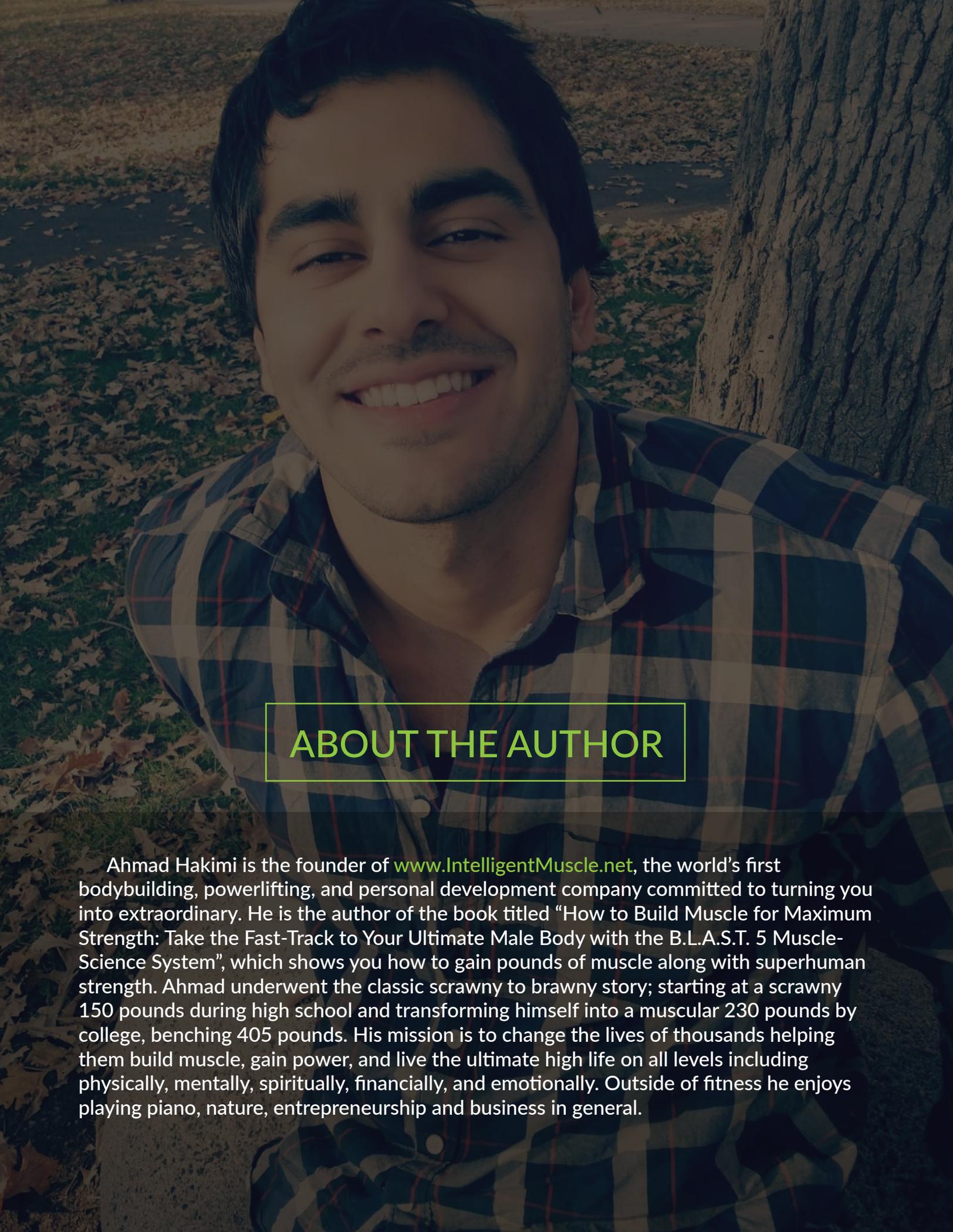
Ahmad Hakimi

Action Plan:

1. Make a decision and commitment to becoming extraordinary right now.
2. Reread this book at least 10 times until it's engraved into your thinking.
3. Become a doer, not a dreamer.
4. Share this book with at least 3 people you know.



**When we tire of well-worn ways, we seek for new.
This restless craving in the souls of men spurs
them to climb, and to seek the mountain view.
Keep climbing.**

A photograph of a man with dark hair and a slight beard, smiling warmly. He is wearing a blue and white plaid button-down shirt. He is leaning against the trunk of a large tree. The background is a wooded area with many fallen leaves on the ground, suggesting an autumn setting. The lighting is soft and natural.

ABOUT THE AUTHOR

Ahmad Hakimi is the founder of www.IntelligentMuscle.net, the world's first bodybuilding, powerlifting, and personal development company committed to turning you into extraordinary. He is the author of the book titled "How to Build Muscle for Maximum Strength: Take the Fast-Track to Your Ultimate Male Body with the B.L.A.S.T. 5 Muscle-Science System", which shows you how to gain pounds of muscle along with superhuman strength. Ahmad underwent the classic scrawny to brawny story; starting at a scrawny 150 pounds during high school and transforming himself into a muscular 230 pounds by college, benching 405 pounds. His mission is to change the lives of thousands helping them build muscle, gain power, and live the ultimate high life on all levels including physically, mentally, spiritually, financially, and emotionally. Outside of fitness he enjoys playing piano, nature, entrepreneurship and business in general.