

**THERE'S  
NO PLAN B  
FOR YOUR  
A-GAME**



**ACTION BOOK**

**#BeTheBest**

**BOEASON**

Time to take what you've learned in "There's No Plan B for Your A-Game" and put it into practice. Go through your action items one by one and fulfill your birthright to being the best.

## Chapter 1

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### ACTION STEPS

Write who you are and where you see your life heading. Keep this short—no more than about a page. This book is about transforming yourself, so you need to know where you're starting. By the way, that piece of paper with my 20-year plan written in crayon? I still have it, and you will want to keep yours.

Here are some questions to ask yourself about who you are and where you're headed to help get you started:

- What are my values?
- What do people say are my greatest strengths?
- What does my ideal life look like in 5 years?
- What have I always wanted to do, but have been too afraid to try?

## Chapter 2: Unnatural Talent

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### ACTION STEPS

What do you want to accomplish? Write it down, and mentally put yourself there. Really feel yourself inhabiting your version of being the best.

Now, work your way backward from the point of your success. Write the story of the months and years of hard work you put in. The tears you cried in frustration when things went sideways. The struggles you had to keep going through. Your worst fears about everything bad that could happen. The hours you sweated and the times you quit. Write it all down.

Now read it. You know what you've just written? You've written a story that has bumps and train wrecks and struggles all along the way, and yet you still triumph in the end. You're the best.

That's a story worth telling.

## Chapter 3: Declaration

### ACTION STEPS

#### Your Declaration and Your Letter

Here's where you name it—that space where you're the best. Do you want to be the best business executive? The best pop singer? The fastest runner? The top-selling mystery writer? You name it, you claim it, you point your life toward it. This is your vision. This is your life.

Think of your declaration as being the key to the car of everything. You're now in control of your destiny. Where can this thing go? You're no longer on a fixed path determined by your genetics, your position in life, what other people tell you is possible, or what you've done up until now. That's all out the window as far as I'm concerned. You're creating your own reality. You're creating what's impossible and making it possible. You're building your own road.

Now write down your declaration in words. One or two sentences will do. Plain, straightforward language works best; this is not a corporate mission statement. It's a simple "I'm going to be the best." That's what you should be writing.

Now draw it. Don't tell me you can't draw. I'm not interested in what you can't do. This declaration needs words, and it needs pictures. My first declaration—the one written in crayon—showed me in a football uniform. My most recent one showed me on a stage, speaking and teaching. I can't draw. It doesn't matter. You need the pictures. Your brain needs the visual to back up the written words.

You've created your future knowing that it's going to happen. So get comfortable with what it's going to look like.

This declaration is your all-attractive piece. It's where you're going to be spending your days. Your time and all your decisions will be based on that declaration. Yes and no are all based on that declaration. If you're asked to do something that's not in line with your declaration, you're going to say no. If it's in line with your declaration, if it moves you closer to your future self, you say yes.

You'll discover pretty quickly that living by your declaration, being the best, is all about eliminating things. It's not about adding things. Your path is clear because you say no to anything that takes you away from your goal. You're course-correcting most of the time, remember?

Once you've written and drawn your declaration, write me a letter. Date it 20 years into the future, and your declaration has been achieved. Now tell me in this letter about all the obstacles you overcame along the way. All the heartache you faced. All the sweat and blood and tears you left on your path.

## Chapter 4: Preparation

### ACTION STEPS

We have several action items for this chapter. Don't rush through these. They have the power to change your life.

#### 1 List your distractions.

Take a nice deep breath, think about your life, and start writing. I want you to be brutally honest here. Which of your activities are a distraction from actually living? Watching hours of random TV shows? Vacantly scrolling through your social media feeds? Eating mindlessly? Drinking? Hanging out with people you don't really want to be with? Shopping for and buying stuff you don't need?

Write it all down. Don't be embarrassed; you're the only one who will see this list. It's important to be completely open with yourself about how you distract yourself from living out of your declaration.

Now circle those you can get rid of in a month. Circle those you can get rid of in a year.

#### 2 Make your "Never Do Again" list.

This step is just what it sounds like. Take a look at your distractions list and decide which of those activities keep you from fulfilling on your promise. The important thing about this list is that it's not going to happen all at once, but you have to write down everything that you're willing to leave behind. Keep that list in a handy place, because you're going to refer to it over the course of the next twenty years. New distractions will come up, and you'll add them to your list. Old distractions will drop off because you've stopped doing them. This list works, but like everything else I'm teaching you, it's a long-term commitment.



## 2 Design your environment.

Now that it's really clear what your distractions are, design your environment. If you're going to lose weight, go through your house and get rid of the junk food. Don't leave yourself any junk food options in the house. Go to the store and bring home healthy food that will support your declaration. Or if you've listed social media as one of your distractions, delete the apps from your phone or your computer. Facebook or Instagram or Twitter or Pinterest or wherever you mindlessly waste time—be brutal. Delete it. If it's distracting you, it has to go. Otherwise, in twenty years you'll be looking back thinking, "Crap, I wasted thousands of hours looking at other people's lives and didn't bother to live my own life." If the sort of people you're hanging out with are your distraction, make a vow that you'll change your social life.

Are you hanging out with people who are positive and focused on being great and uplifting the people around them? Or are you surrounded by whiners and gossipers who drink too much, tear other people down, and eat junk? You're the only one who can make this change, and it might hurt. But I can guarantee you that your declaration is unattainable if the people in your environment aren't up to your standards.

## Chapter 6: Domination

### ACTION STEPS

- 1 Name the three things that you must do every single day to keep your dream or your business building.** Write them down and put them up around your house. Remember, if you're not doing one of those three things, your declaration is not moving forward.

- 2 Start looking for your Dawn.** Who can you tell your dream to? Use your gut when you decide who to share your declaration with. Your team will come to you, but remember, you have to make it happen. And you make it happen by working so hard that your team is attracted to you, starting with your Dawn.
- 3 The next time you see someone successful, look more closely.** See the team behind them. Make a list of all the team members and what you think they do below. Now cast your mind a few years into the future. What team members do you think you might need? Do you know anyone who has the skills you need? If not, don't worry. They'll show up for you if you consistently show up for yourself, I promise.

## Chapter 7: Accountability

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### ACTION STEPS

- 1 Schedule a championship**—something you can commit to and measure. This is where the 66-day challenge works really well. Whether you commit to running a race, or getting up an hour earlier every day to work out, or learning a new skill that will help you succeed in your job, or losing a set amount of weight in 66 days, or whatever is meaningful for you, schedule the championship and measure your achievement when the challenge is over.

**My Championship:**

- 2 Create a team so you can hold each other accountable.** Train together, write together, commit to a shared theme, and check in each day.

## Chapter 8: Re-Compete

### ACTION STEPS

- 1 Name your areas of success.** Where in your life do you have freedom and success and happiness and a sense of achievement? You know where; it's where you're competing. It's the place where you live most fully, like a little neighborhood of your life. It might be your career, your ability to make money, what a great parent you are, or how much love and nurturing you deliver to those around you. Those are the areas where you make yourself better every single day because you're competing with yourself to continually do better. You have a lot of freedom in those places, a lot of self-worth, a lot of success.

- 2 Now identify the places in your life where you're not competing**—the things you're not so great at. I guarantee you you're not competing in those areas. You're not accessing your innate competitive spirit. In those areas, you're living as if you're entitled to a victory. You're acting like you're not allowed to lose—if you don't compete, you can't lose, right? I want you to dig out those areas because they're holding you back. Stop avoiding competition. Look for it. Embrace it. Make yourself play a bigger game.

- 3 Get comfortable with the idea of failure.** You're not going to become the best by playing it safe and avoiding risks, so test yourself against the best competitors you can find. Stick with the hard stuff. Fall down and get back up. Remember, difficulty forces you to stretch and compete outside your current capacity. Failure helps you grow.

## Chapter 9: Distractions

### ACTION STEPS

- 1 What's your biggest distraction?** For most of us, it's pretty obvious. Alcohol, TV, video games, social media, snacking—99 percent of you will know what your biggest distraction is. Write it down. Commit to knocking it out as soon as possible. The easiest way to do this is to take 66 days and eliminate that sucker. Start today, or tomorrow at the latest.

**My Biggest Distraction:**

- 2 Get your electronic devices out of your life as much as possible.** Turn them off. Don't bring them to the dinner table. Give yourself a strict time limit that you can spend on your devices every day and stick to it. Turn off your phone at night.
- 3 List the distractions that you can't get rid of.** You know what they are. Write them down and craft a plan to dance with them, to live with them. You must develop the sort of inclusive focus that a professional athlete or a firefighter has. Accept all the chaos going on around you, and move forward with your focus undisturbed.

**Distraction:**

**Plan:**

**Distraction:**

**Plan:**

**Distraction:**

**Plan:**



## Chapter 10: Predator

### ACTION STEPS

Jean-Louis Rodrigue had me watch slow-motion videos of predators running down their prey. Do that. Go online and watch whatever you can find; National Geographic Wild on YouTube is a good place to start. You'll get a feel of the freedom of movement, the lack of mistakes, how the predators are totally present to everything around them—the ground, the bushes, the trees, other animals. Watch your pets, if you have any. They're in tune with their bodies and with their environment. That's what you want to be like.

### THE SACRED SIX RITUAL

Take five minutes or 30 minutes to run through this ritual—it lasts as long as you need it to. Fully expressing yourself in a way that elevates your performance requires physical preparation, and the Sacred Six is my personal choice for daily preparation.

#### 1 Rock Grounding

- a Take off your shoes and put a smooth stone on the floor. Place one foot on the stone.
- b Lean into the rock and feel its sensation. There may be some discomfort on the sole of your foot. That's the spot you're trying to find. Breathe deeply.
- c After a moment, take your foot off and place it on the floor. Really feel the ground beneath your foot and let the foot open up. Notice the difference in your connection to the ground prior to the stone and after.
- d Go deep. Feel your roots dive a hundred miles into the earth and feel the security of your foot on the ground. The safety and security below you allow the rest of your body to be expressive and perform.
- e Now repeat with the other foot.

#### 2 Mark Your Territory

- a Move around the space and claim it.
- b Touch each wall and every other hard surface.
- c Acknowledge each seat, each table, each light, the ceiling, and every inch of the room. You've got this. It's your space.
- d Your audience will feel safe and secure with you because this is all your territory and you own it.

#### 3 Warm Up Your Voice

- a Out loud, say, "May may may may may. My my my my my. Mo mo mo mo mo." Repeat it. Move your jaw, stretch your lips, open your mouth.
- b Now, move around the room and repeat the vocal exercise.

**4** Send Your Voice

- a** Use your body and throw your sound across the room. Imagine you're holding a ball in your hand. Throw that ball across the room to the farthest corner—the ball is your voice.
- b** As you imagine throwing the ball, say out loud, "One, two, three, four, five." As you pronounce the v in five, the ball is hitting the corner with your voice. Finish strong on the v of the last word.

**5** Use Opposition

- a** Sense the space behind, around, and above you. As you catapult your words forward ("One, two, three, four, five"), make them reverberate through the entire space.
- b** Reach toward one corner of the room with your hand, and use your other hand to reach the opposite corner of the room. While looking at one of those corners, make your voice reach both.
- c** Throw the imaginary ball and say, "One, two, three, four, five," making your words travel in opposite directions.

**6** Physicalize Your Words

- a** Take one or two sentences that you know you'll use in a presentation. How would your body express those sentences? Exaggerate that motion. If you were "brought to your knees," drop to the ground. If you were "hit by a realization," slam your fist into your belly. Give full outrageous physical expression to the words you know you'll speak.
- b** Now think of your one true sentence. Take the first word of that sentence and say it like everything you have is riding on it. Use all the power you've got.

That's it! You're ready to face anything now, because you've recruited the full power of your physicality to be present with you throughout your day.

## Chapter 11: No Obstacles, No Hero

### ACTION STEPS

- 1 Look back at the declaration you wrote earlier.** Is it challenging enough? Does it create enough obstacles? Will it force you to grow as much as possible? If you can make your declaration bigger, do it. Rewrite it and recommit to it. A bigger declaration will by necessity create an even better you, because you'll be playing up to a higher level. In addition, a bigger declaration will attract a higher quality of excitement and dedication from the people who show up for you. Every time you make your dream and your obstacles bigger, you change everything around you, including the people who are attracted to your dream.
- 2 Name your favorite character of all time.** This could be a literary character, someone from a movie, someone from a TV show—we all have a character who really speaks to us. Mine is General George Patton. Figure out who yours is, and then ask yourself why. Write down why you picked that person. What do they represent to you? If you're like most of my clients, you chose someone who had major obstacles to overcome. You're attracted to their courage. You probably don't want to live out their exact challenges in your life, but this exercise can show you what you're attracted to. List the obstacles they had to overcome and list your own obstacles. You'll undoubtedly find some overlap there.

- 3 Name your five favorite movies of all time (or books, if you're not a movie person).** Now find the common theme in those movies that matches the theme of your life. Sometimes you have to do a little wrestling to find the theme, but I guarantee you it's there. For instance, my list includes *Raging Bull* and *Billy Elliot*. How the heck do those two fit together? Well, what are their obstacles? They're both guy characters who are basically warriors and excel at something. They're both looking for where they fit in and can bring that excellence. And neither one of them has a place for their excellence—kind of like a warrior without a war. That's one of the themes of my life; I'm always trying to find a platform to put all of this TNT I feel inside my body. I can't run my head into people at twenty-five miles an hour anymore, so I have to keep finding new ways to channel that sort of energy and drive.



- 4 I want you to write out your Plan B, your fallback plan, the thing you'll do if this doesn't work out.** Now burn it. I don't believe in Plan B, and neither should you.
- 5 Make a point of remembering every single day that you are the creator of your own obstacles,** and I don't mean that in a negative sense. You are the one stating your dreams. Once you state your dreams, you've created a set of obstacles you have to overcome to get to the finish line. Ask yourself every day if your dream is big enough, if your obstacles are hard enough. And if they aren't, make them bigger. Welcome the challenge. Welcome the push to live outside your comfort zone. You're the best, goddammit.

## Chapter 12: Rules to Live By

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### ACTION STEPS

If you haven't yet committed to a 66-day challenge, do it now. I want you to pick the thing you're most hesitant to do, whether it's eliminating TV or training for a race or writing every morning for fifteen minutes or quitting sugar or whatever it is that makes you quake in fear, and do that thing.

**My 66-Day Challenge:**

## Chapter 13: Your Story Matters

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### ACTION STEPS

Remember the story you wrote for the action step in chapter 1? I want you to get it out and look at it. Figure out if you're telling yourself stories you want to live by or if you're living out stories that are not yours—ones that were passed down to you by your family or your culture or your religion, ones that don't enrich your life and allow you to grow into your declaration.

Now, write your best life story—the one you want to live.