

#1 WORLDWIDE BESTSELLING AUTHOR OF
THE MONK WHO SOLD HIS FERRARI AND THE 5AM CLUB

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THE
**EVERYDAY
HERO**
MANIFESTO

ACTIVATE YOUR POSITIVITY | MAXIMIZE YOUR PRODUCTIVITY | SERVE THE WORLD

Being Faithful to Your Ideals Is a Force-Multiplier

When no one believes in you is when you most need to believe in you.

Those committed to the fullest expression of their native genius know that self-faith and staying true to yourself and your mighty mission—especially in the face of ridicule and uncertainty, attack and adversity—is the gateway into legendary. And truly a pathway to immortality. Because your noble example will live on long after you're gone.

The journey to your most heroic life will be colorful, inspirational, messy, marvelous, tumultuous and most definitely glorious. Dedicating yourself to inhabiting your greatness, generating a vast barrage of beautiful results and doing your part to build a brighter world will be the wisest and best ride you'll ever take. This, I promise you. And stepping into the immense splendor of your most creative, powerful and compassionate self will energize everyone around you to awaken to their gifts, making our planet a friendlier place.

If I may, I'd like to take a moment to share a little about my origin story, so you get to know me better. Because we're about to spend a

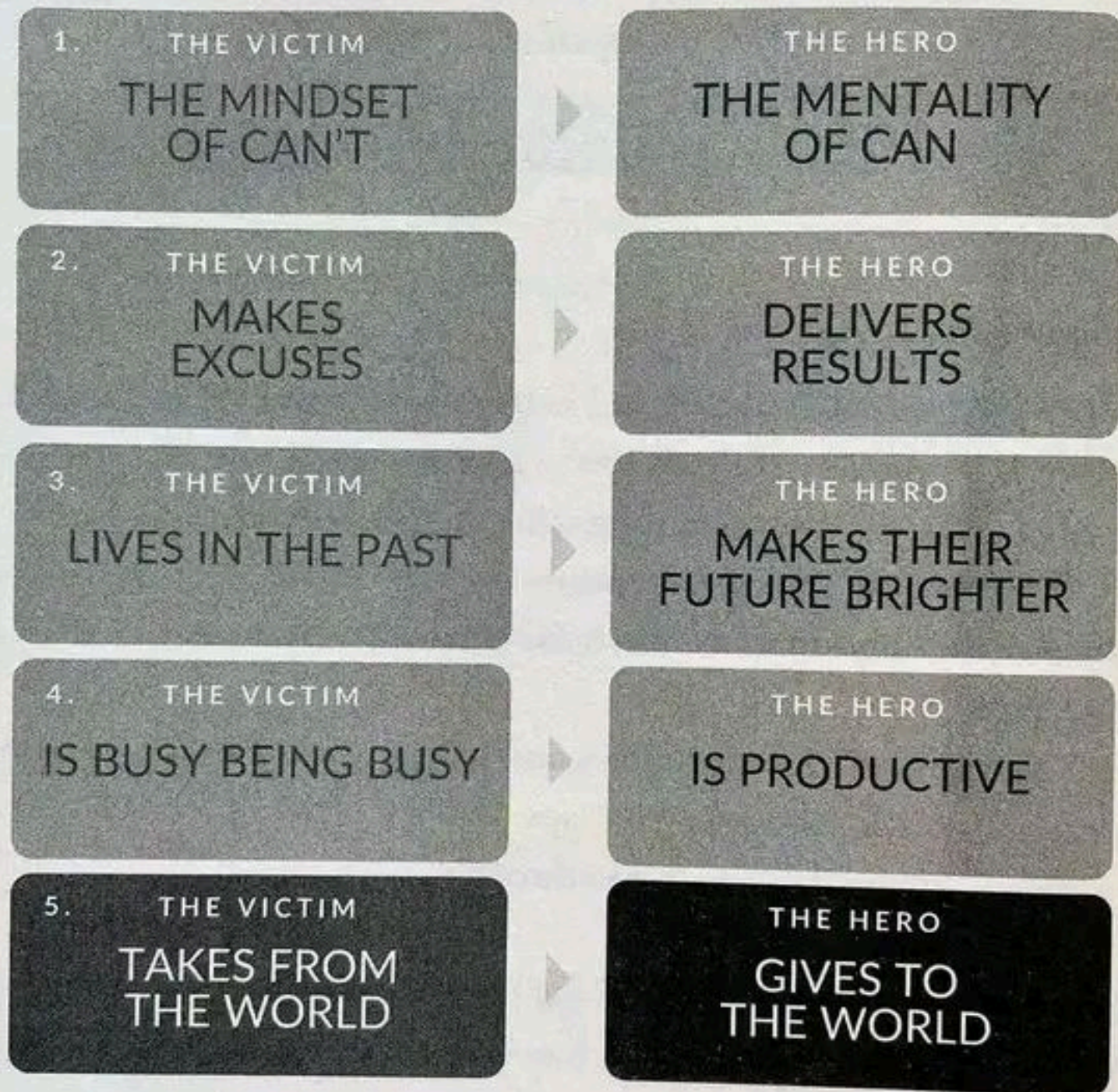
degrading my ego and mortifying my private heroism. It's simply a scheduled class in the curriculum of earthschool. A chapter in the life of a man reaching for the heavens and doing all he can to raise others with him.

I'd rather get confused, bruised a bit (or a lot) and know that I'm living fully than spend my greatest years watching television in a subdivision or buying things I don't need to impress people I don't know in a store I don't really want to be in. That's just not me. Not what I wish to represent.

So my sincere and truthful encouragement to you—a very real person dedicated (and destined) to lead a gorgeous, productive and high-impact life—is to wear your wounds with pride. Defend the scars that have deepened, developed and refined you. And see the cuts that have hurt you as medals of valor awarded for your courage, as you've pursued your deep goals and lofty ideals.

And definitely remember: *It's okay not to be okay.*

THE VICTIM-TO-HERO LEAP



One of my favorite movies is *Darkest Hour*, a film about Winston Churchill's ascent into becoming a legendary wartime leader. In the final scene, he delivers a spirited speech that enchants those around him.

match between top players will ever be perfect.

And no personal relationship will be perfect. Because I've yet to meet the perfect person.

But here's the wonderful thing ...

... the more you embrace this understanding around The Imperfection of All Things, the more you will pretty nearly automatically start to see the magic within the messy.

You'll begin to see the chemistry—and outright alchemy—in objects and experiences and humans that are flawed. You'll learn to trust that it's all perfect *because* of its imperfection.

In Japan, people fix broken pottery pieces by putting them back together with pure gold, a four-hundred-year-old practice called *kintsugi*. It fascinates me tremendously that the once-damaged piece becomes stronger at the broken places. Even more importantly, the method celebrates the truth that something with faults can be reconceived as something even more valuable.

And would this not be a perfect thing?

been made. Amazing, yes? Just one of you—with your fingerprints, your gifts, your authentic ambitions, your way of talking, working, walking and loving. Good God, you're amazing!

Yes—the media you consume might send you photos of people who appear to have thinner tummies and videos of actors driving spectacular sports cars. But that doesn't mean you're not startlingly worthy. Because you are. Absolutely one of a kind. And while I believe it's very important to keep making every aspect of your life better, every single day, please also know and trust that who you are right now is more than enough.

So may I humbly suggest that you *give yourself* the words, praise and encouragement you are waiting for forces outside of you to give.

And become your own top cheerleader, your single finest supporter and your number one fan.

The classes with this very strong instructor started to feel a little more comfortable. The “game crash” I’d feel at 5 PM on the days I’d spin wasn’t as exhausting. I became less goofy on the bike, more fluid in the class and a whole lot braver in that dark, candle-filled room.

As the weeks and months advanced, I cycled faster. I began to ride on beat. And I started to have fun. Serious fun.

All I’m trying to offer you in sharing this private scenario is this: we rise most not when we try to build Rome in a day, but when we steadily make the mini-victories that call on us to remember our lost powers and reclaim our sleeping strengths.

Small, consistent and regular always beats all fire and bravado at the beginning with a gigantic flameout at the end.

Please also know that growth you make in one area brings growth in every other area of your life. Because the way you do one thing sets up the way you’ll do everything.

And remember, as well, that remarkable blessings always come to those who show exceptional loyalty to the promises they make to themselves.

The story gets better.

On the sunny Saturday morning that I write this passage for you,

back. And always have time for fun.

The journey you and I are on offers such adventures and chances to explore, enjoy enchanting experiences and learn more about yourself.

Occasions to discover more about what you love and what you don't. How to manage surprise and ways to appreciate the treasures of great friendships. Invitations to celebrate the rapture of star-filled skies, the gorgeousness of nature and the genuine friendliness of our universe.

"Whenever you are creating beauty around you, you are restoring your own soul," wrote American novelist Alice Walker.

So say yes to new prospects and raise a victory sign when you sense a sensational opportunity to more fully respect your destiny. Don't ever postpone really living. Never put off something until a better time in the future. Because there is no better time to step into adventure, growth and excitement than now.

Just get a good tent. And avoid the black bears. If you know what I mean.

This filter has been constructed, over the course of your life, by what I call in my mentoring methodology “The 5 Creative Tools.” Refine and then optimize these and you’ll completely re-engineer your personal narrative on how life works and your ability to produce amazing results within it. Remake and refine your private story and you’ll begin to perceive a whole new world, the kind that members of the majority almost never see, keeping them stuck in pessimism, scarcity and ongoing insecurity—rarely catching glimpses of the ocean of possibility and opportunity that is right in front of their eyes.

Upgrade your self-identity consistently and your behavior will transform to match your new understanding about what’s possible for you to create, achieve and become. Continue operating like this on a daily basis and you’re absolutely guaranteed to generate a positive feedback loop where your positive behavior keeps causing the excellent results that feed your new healthier identity, which then leads to even more of the positive behavior.

This is the transcendent process that *any* human being can follow—no matter their age, nationality, economic background or education—to radically transmute their productivity, prosperity, happiness and impact.

Here’s the learning framework that I usually only teach to the clients in my online coaching program *The Circle of Legends*, which I’m

Give more than you take. Be more helpful than is necessary. And treat each person you meet with dignity. This is a route to sustained spiritual liberty and enduring outer success.

Enjoy the company of wise people, the companionship of inspiring books and a healthy relationship with your sovereign self.

When the crowd seeks to make you like them, stay true to your path—leading by your virtues and the values that feel most real to you.

Remain bold, knowing that the meek and timid do not know the soaring flights that come by leaning into your fears. To postpone the life of your ideals is to invite resentment into your days.

Remember that terror is closer to triumph than complacency is. And that fear becomes faith when you walk into it.

Enjoy the rewards of your labor and the dividends of your masterwork.

Love compassionately, respecting all around you and the Earth that nourishes you.

Do all this to unite with the highness within you to fully materialize the vision of your life.

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