



“ A BIG BANG implies an explosive jump, a radical, controlled explosion that creates a quantum leap! ”

GARY RYAN BLAIR

# THE BIG BANG MANIFESTO

A RADICAL FORMULA FOR EXPLOSIVE RESULTS

# PUSHING HUMANITY FORWARD

"Here's to the crazy ones —  
the misfits, the rebels,  
the troublemakers, the round pegs  
in the square holes.

The ones who see things  
differently —  
they're not fond of rules.

You can quote them, disagree with  
them, glorify or vilify them, but the  
only thing you can't do is ignore  
them because they change things.

They push the human race forward,  
and while some may see them  
as the crazy ones, we see genius,  
because the ones who are  
crazy enough to think that  
they can change the world,  
are the ones who do."

**- Steve Jobs**

A portrait of Gary Ryan Blair, a man with dark hair, wearing a black jacket, looking directly at the camera.

Hello!

**GARY  
RYAN  
BLAIR**

## THE BIG BANG MANIFESTO

For just a moment, I'd like you to put yourself in the shoes of Jeff Bezos, founder of Amazon.com.

You have the idea to create a new kind of business, something the world had never seen before. You are starting from scratch, have absolutely no market presence, and are competing in a world of retail and publishing giants. **To say that the deck is stacked against you is a gross understatement.**

Yet, within a few lightning quick years, you sit on top of the mountain. You have created the most recognized brand name on the Internet, become one of the richest men in the world, and have been crowned "The King of e-commerce."

Your face is on the cover of *Time Magazine* as the *Person of the Year*, you paid \$250 million in cash for the Washington Post and now own one of the most prestigious news organizations in the world, and you are a regular at White House and power elite dinners.

# BIG BOLD, AMBITIOUS, NOBLE GOAL



# amazon

This, my friend, is a BIG BANG. **Jeff Bezos and Amazon.com** offer an ideal example of how **visionary people and companies** often use an **over-the-top mission** as a powerful mechanism to stimulate robust progress.

The BIG BANG is an acronym for Big **B**old, **A**mbitious, **N**oble **G**oal. Applying the BIG BANG formula to your life or career can allow you to create monumental quantum-leap performances.

**A BIG BANG implies an explosive jump, a controlled explosion in your personal performance that puts you far beyond the next logical step.** It's a radical formula for creating radical advances in the achievement of your goals, and one you must master if you want to unleash your greatness.

## Everything Counts!

*Gary Ryan Blair*

P.S. Victor Hugo once said, "One can resist the invasion of an army but one cannot resist the invasion of ideas." After you use these ideas to create your own BIG BANG, please be sure to share them with the important people in your life.

# WHAT EXACTLY IS A BIG BANG?



The **BIG BANG** combines boldness, ambition, and nobility to create a visionary goal that empowers extraordinary performance. Here are the characteristics of the Big BANG formula and how it works:

## **BOLD**

A **BIG BANG** is saturated with boldness. It requires a fearless, daring, and courageous spirit, nerves of steel, and a massive dose of self-confidence. It's roll-the-dice-and-bet-the-house boldness. It can mean taking extraordinary risks, and, when you decide upon a course of action, boldness demands that you execute it aggressively.

Those who act boldly recognize both a fundamental right as well as a pragmatic reality. One of the boldest David versus Goliath business moves in recent times was Jeff Bezos' stunning creation of Amazon.com. Bezos offers a textbook example of David not only beating Goliath, but actually becoming Goliath in the process.

# FASTER, HIGHER, BRAVER, FURTHER



After all, Bezos could scarcely have been bolder when he challenged a well-established industry, leveraged a largely untested new medium and created an entirely new type of store. **But, as we all know, that boldness created tremendous retail shock waves and has revolutionized the way we buy.**

Even so, boldness alone isn't enough to create a BIG BANG. Creating your own personal BIG BANG also requires that your goal be...

## AMBITIOUS

**A BIG BANG requires a strong, intense, passionate, and singular ambition to achieve a goal. That means setting goals that are as grand in scale as they are bold in formulation.**

It was ambition that created the Seven Wonders of the World, and it is this formidable force, which provides the psychological fortitude that screams "**FASTER, HIGHER, BRAVER, FURTHER.**"

# BIG RESULTS REQUIRE BIG AMBITIONS



**Starbucks Chairman Howard Schultz has fueled his company's explosive growth with two very ambitious goals. Not only does he want company stores to become the so-called "third place" (after home and work) where people get together, he also wants to make Starbucks the top, most-recognized consumer brand in the world.**

Today, Starbucks has made terrific progress toward Schultz's twin ambitions. Around the world in 17,000+ stores, people gather and conduct business over Starbucks coffee; and the company's products line grocery shelves everywhere.

Schultz's ambition has allowed him to become a contemporary Columbus staking out a new frontier. And like any good pioneer, he has rolled up his sleeves and done the hard work necessary to see his dream become his reality.

**All phenomenal performances owe a great deal of gratitude to raw ambition that demonstrates to the world that anything is possible if you want it badly enough.**

Finally, creating your own *BIG BANG* involves adopting goals that are...

# NOBLE GOALS INSPIRE GREATNESS



## NOBLE

A **BIG BANG** is championed by a noble cause that inspires and challenges people to perform at an uncommon level. After all, when you strive to better the lives of others—your family, your customers—you have a purpose worth pursuing, even when you might otherwise quit.

Shining with exceptional and noteworthy qualities, a noble goal is grand and impressive in both appearance and thought. Noble goals unleash the human spirit, and our world has been greatly blessed by men and women pursuing bold, ambitious, and noble goals, goals that created a **BIG BANG**!

Consider the expansive legacy of Jimmy Carter's work with Habitat for Humanity. The organization was founded with the outsized goal to eliminate poverty housing and homelessness worldwide.

# COMMIT YOURSELF TO A NOBLE GOAL



Former President Carter embraced the organization, helping citizens in 87 different countries build more than 225,000 homes and provide more than 1,000,000 people with safe, solid, affordable shelter.

## THE DIFFERENCE GOALS AND BIG BANG'S

**All people and companies have goals. However there is a huge difference between merely having a goal and becoming committed to a huge, magnificent challenge that burns the bridges to any possible comfort zone.**

A true *BIG BANG* is clear, audacious and compelling. It serves as a unifying focal point of fully engaged team effort. Everyone involved in achieving a *BIG BANG* should have reason to believe that they can pull it off, yet it should require heroic effort to capture the prize.

A *BIG BANG* engages people by grasping a larger-than-life ideal worthy of achievement. It forces all eyes to look up into the heavens and then energizes people to take extraordinary action.

# ARE YOU READY FOR A BIG BANG?



**We are unaware of the day, moment or event that will change our lives, and probably that's just as well. However, when it arrives, you can count on a change in your life forever.**

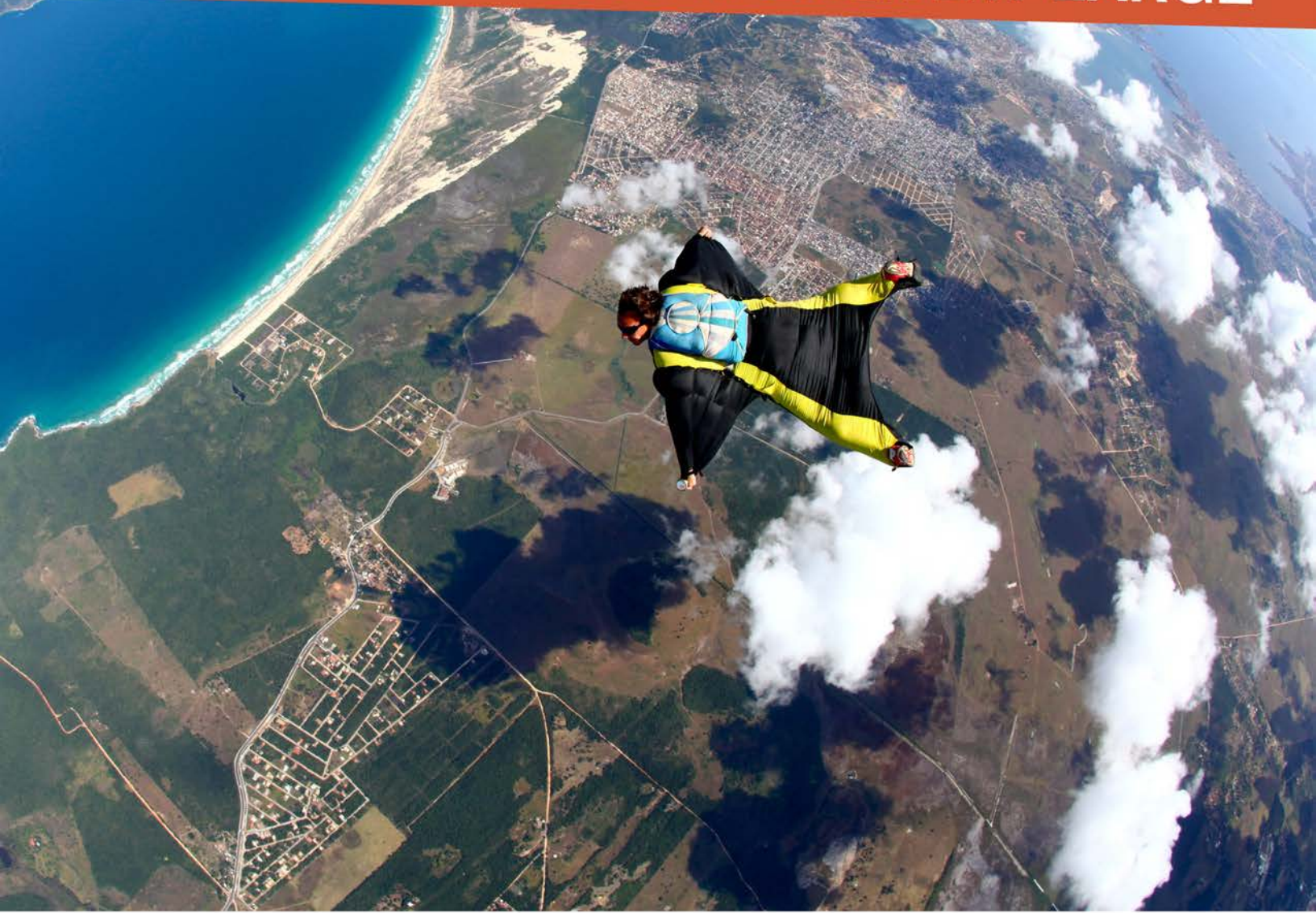
Are you ready to get your ticket punched in a big way? Are you seriously ready to make a sudden, courageous, and monumental change, change on a grand scale that will change your life and those around you forever?

**If you answered "Yes," then you're ready to create your BIG BANG.**

Right now, this instant, you are capable of exponential growth. You have the ability to multiply your performance, dramatically exceed your best expectations, and achieve goals on a scale that in the past seemed impossible. **You can do all of this once you focus on defining and pursuing your *BIG BANG*.**

But that means you must stop settling for things as they are, and surrender the belief that change is only marginal and incremental. Life is prepared to give you a breakthrough—a spontaneous creation experience any time you become willing to allow it.

# YOU ONLY HAVE ONE LIFE...LIVE IT LARGE



**Few people or organizations ever come close to reaching their full potential. Most do not even come close, and barely scratch the surface of what they can accomplish.**

Maybe, just maybe, the time has come for you to study the face in the mirror and decide once and for all that you are ready to rock the world. If not you, who? If not now, when?

And just to be crystal clear on this point, we are not talking about getting to the next level, what we're talking about here is **GETTING YOU TO THE NEXT ORBIT!**

I'm talking about increasing sales by 1000% or more, about dominating your market niche, worldwide distribution and consumption of your product or service, about winning the Gold Medal in the Olympics, about finding a cure for the incurable.

# IT'S TIME TO IGNITE YOUR BIG BANG



A BIG BANG calls out for a monumental goal that is transparently clear, amazingly simple, and tenaciously spirited. **This type of goal requires an internal sense of urgency about results that even high-performers struggle to comprehend.**

The level of discipline and intensity of focus required to achieve this type of goal requires that you say “adios” to your comfort zone. A profound and unwavering commitment to achievement is mandatory; once you set a *BIG BANG* you'll be working without a net.

The process begins with your ability to answer one question: **What single, super-sized goal, strategic alliance, or objective must you achieve in order to create a BIG BANG?**

Answer the question. Then take decisive action—laying the groundwork to make that audacious ambition a specific, time-bound, and measurable goal—and, finally, **IMPLEMENT!**

# UNLEASH YOUR GREATNESS



Once the decision is made with absolute clarity and a commitment is enforced with the tenacity of a bulldog, you are positioned for a **BIG BANG**. **It's time to fasten your seat belt, as you'll have the momentum and speed of a fast moving locomotive.**

What we are talking about here is not the defensive, keep-up-with-the-Joneses-type speed. We're talking about proactive speed, the kind that leaders use as preemptive, competitive, and offensive weapons. We're talking about creating a climate and a culture of speed—speed of decision-making, speed of execution, and speed of feedback.

**When speed is combined with intense focus, your performance leads naturally to what the *BIG BANG* theorists call spontaneous creation. This effect catapults you into a higher level of increased energy, excitement, and options.**

# THE REWARDS OF A BIG BANG



Let's be perfectly transparent about what's at stake here. **For those who really can create a BIG BANG, the rewards can be extraordinary:**

- ✓ Ownership of de facto industry standards.
- ✓ Lasting position on the leading-edge by incorporating technological advances.
- ✓ Rapid responses to market opportunities.
- ✓ Opportunity to claim premium prices.
- ✓ Attractive and strategic distribution channels.
- ✓ Higher staff morale and commitment.
- ✓ Off-balance competitors, put on the defensive by constant innovation.
- ✓ Rapid wealth and massive reputational capital.

**The key to achieving this harvest of rewards is to recognize the competitive power of speed and to turn the pursuit of speed into a central organizing principle in your company and career.**

# THE BIG BANG EFFECT TEST

*Directions: The following set of questions will help you determine if a present or future goal is capable of being called a BIG BANG. Read each question; then answer each item by drawing a circle around the "Y" ("Yes") or "N" ("No").*

- Y N ↔ Does committing to the goal make you really nervous?
- Y N ↔ Does the goal create organizational anxiety?
- Y N ↔ Does the goal raise an uncomfortable level of fear of failure?
- Y N ↔ Does the goal illuminate your weaknesses and that of your leaders?
- Y N ↔ Does the goal go beyond the bounds of normal standard operating procedures?
- Y N ↔ Will the goal take you to where "no man has ever gone before"?
- Y N ↔ Will the goal require an unprecedented amount of power and momentum to achieve?
- Y N ↔ Is the goal something that you clearly recognize can only happen by a miracle?
- Y N ↔ Will the goal's attainment require a fundamental transformation in you and others?
- Y N ↔ Does the goal go beyond what is normally found in managerial "how to" manuals?
- Y N ↔ Does the goal incite resistance among significant segments of the team or business?
- Y N ↔ Is the goal costly and demanding of great sacrifice?
- Y N ↔ Is the goal something that you are convinced that it's noble and must be accomplished?
- Y N ↔ Considering the difficulty in achieving this goal, would you rather not do it?
- Y N ↔ Does thinking of this goal drive you to begin to question your own sanity?

# ANALYZING YOUR RESULTS



If you answered all fifteen questions with a "Yes," it's definitely a *BIG BANG*. If you answered with even just one "No," it's probably not a *BIG BANG*. It may be a major project or even a significant pop, but it is probably not a *BIG BANG*.

**A *BIG BANG*, unlike major projects, must stretch you and your associates to the extreme limits of faith. That's the single biggest difference between the two.**

In a major project, we still think we have control over its attainment. With a *BIG BANG*, there's absolutely no real control. It's all trust; it's all faith; it's all perseverance; it's working without a net yet absolutely believing that success is inevitable.

# INSPECT YOURSELF FOR WILL, COURAGE & SPIRIT



**A *BIG BANG* requires profound trust in your own abilities and those of your team.**

Clearly, the creation of a *BIG BANG* is not for the faint of heart. It requires you to shine a spotlight on your soul and inspect yourself for will, courage, and spirit. However, if you want to enjoy this type of growth, then you have no choice but to get into the game and play to win.

Playing not to lose or only for small, gradual, incremental growth is an outdated and flawed strategy, yet it explains why so few people in any generation really make BIG things happen.

**Why don't you choose to be that next person?**

Each of us is poised on the brink of transformational change and explosive growth, whether we know it or not. As such, we already have everything we need to multiply our performance, exceed our best expectations, and achieve our goals on a scale that once seemed impossible. **All we have to do is start...and get the ball rolling.**

# DEFINING MOMENT OF MONUMENTAL GROWTH!



So what are you waiting for? Adopt your own set of bold, ambitious, and noble goals and unleash the power of your personal *BIG BANG* in your work life, in your home life and, just maybe, in the lives of countless other people as well.

**The *BIG BANG* you create will become your defining moment of monumental growth!**

A *BIG BANG* requires the boldness of Jeff Bezos and Amazon.com, the ambition of Howard Schultz and his team at Starbucks, and the nobility of Jimmy Carter and Habitat for Humanity volunteers. Use these examples to frame your own expectations, and then ask, “Can I create a *BIG BANG* that will propel my life to unprecedented levels?”

I know that you're capable of greatness, therefore the real question is... **Will you begin today to create a *BIG BANG* and follow it through to completion?**



# ARE YOU READY TO LIVE LARGE?

LET'S BE FRANK...

there's no point in pretending that taking on the challenge to create a **BIG BANG** does not have the capacity to dramatically alter your life in so many wonderful, transformational ways.

And while there are plenty of excuses, there's no good reason for you to procrastinate, to say you're not ready to embrace with open arms the changes and challenges associated with the pursuit of your *BIG BANG*.

A challenge is a form of finishing school. By that I mean once you're able to rise up to meet the demands of a challenge, **you'll be finished with self-limiting beliefs, finished with settling for less, finished with excuses, finished playing a small game, and finished with living below your potential.**



# START LIVING A LARGE EPIC LIFE

A number of years ago, I had an epiphany, an awakening of my soul that has fueled my passion ever since.

After experiencing a number of setbacks and challenges which I rose up to meet, I came to the understanding that **life is not a journey with the goal of arriving quietly and safely in one pristine piece...but a chance to jump on the throttle until it's wide open...to leap over...slide under or hammer through the obstacles...to look fear in the eye and stare it down...and to rise up to meet the demands of *BIG BANG* GOALS...the ones that call out to you...come and get me.**

I now understand that choosing to create a *BIG Bang* and rising to meet the challenges that that decision presents allows you to expand your capacity to believe in yourself. In fact, your ability to do so is the only sustainable resource you have to astound yourself and truly unleash your greatness.



# SET BIG GOALS THEN SMASH THEM

That epiphany led me to create the **100 Day Challenge**, the world's most powerful goal-setting program for rising to meet any challenge, and for helping people to create their **BIG BANG!**

It's the perfect solution for the biggest problem faced by everyone — the need for more, better and faster results in a highly competitive world.

The overall concept is built around two motivational tenets: a fixed period of time which is deadline driven (100 days) and a strong desire to accomplish bold, ambitious, noble goals within that deadline.

The best part is that **100 Day Challenge** is appropriate for EVERYONE who is through settling for less and who are finally ready to step it up and do what it takes to **LIVE LARGE!**



## YOU'LL LOVE THE 100 DAY CHALLENGE

You'll Love the **100 Day Challenge** ...

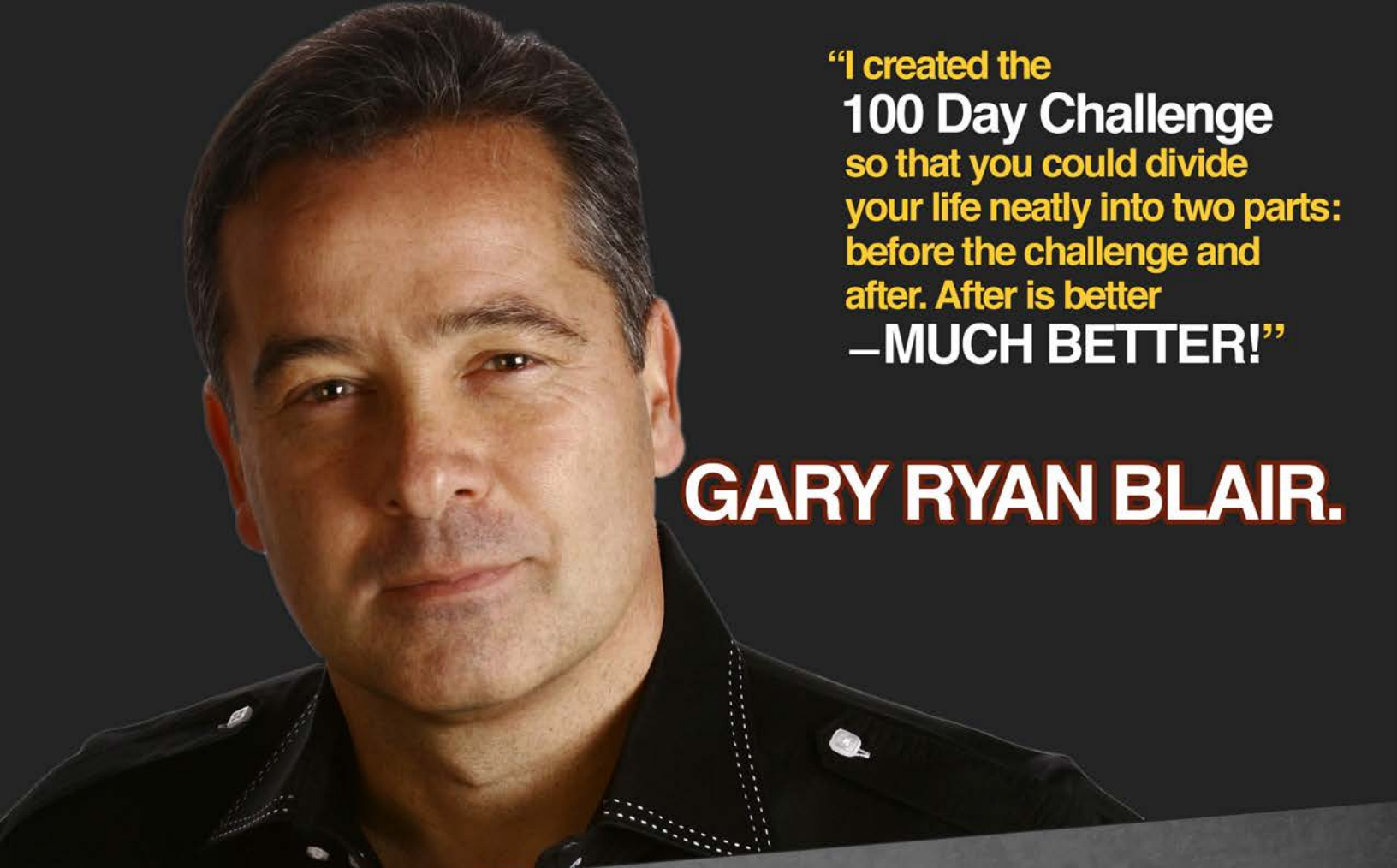
Primarily because we focus on one thing – getting you from point A to point B as quickly as possible - and we're pretty darn good at it.

The **100 Day Challenge** has delivered jaw-dropping results for more than **400,000 people** in over **80 countries** around the world, to include some of the best companies in the world.

Why wait another moment? **Take the 100 Day Challenge** and Create Your BIG BANG!

Everything Counts!

*Eary Ryan Blair*



**“I created the  
100 Day Challenge  
so that you could divide  
your life neatly into two parts:  
before the challenge and  
after. After is better  
—MUCH BETTER!”**

**GARY RYAN BLAIR.**

**“Who is Gary Ryan Blair? and Why should you listen to what I have to say?”**

I created the **100 Day Challenge** to share with you the same methods I used to shatter sales goals, quickly grow a number of multimillion dollar businesses, and coach people to extraordinary results.

For the past 20 + years, I have been working with celebrities, professional athletes, Olympians, and everyday people, getting them to achieve more in 100 days than they ever thought possible.

**My style is to mix a blend of encouragement, tough love, strict discipline, hyper accountability, and a strong sense of urgency to keep you performing at the very top of your abilities.**

The genesis of the **100 Day Challenge** began by fixating on this one life-changing question:

**What does it take to deliver radical results—quickly?**

Everything you need for achieving anything you want fast is in the 100 Day Challenge. It all works!

The **100 Day Challenge** has now been used by more than 400,000 people worldwide to drive sales, lose weight, become debt free, pay off mortgages, and achieve any goal—fast!

# WHAT ARE YOU WAITING FOR?

"There are seven days in the week  
and **SOMEDAY** isn't one of them."

- Gary Ryan Blair



To become the kind of person who does things today  
and not "someday", take the 100 Day Challenge and  
**UNLEASH YOUR GREATNESS!**



[100DayChallenge.com](http://100DayChallenge.com)



[Info@100DayChallenge.com](mailto:Info@100DayChallenge.com)



877-462-5748

## GROUP AND MILITARY DISCOUNTS

If you have a group of people (10 +)  
and want to participate, contact us  
for our group pricing discounts.