

“ YOU ONLY *live once*,  
BUT ONCE IS ENOUGH IF YOU  
**DO IT RIGHT.**

LIVE YOUR LIFE WITH **CLASS,**  
**DIGNITY,** AND **STYLE** SO THAT AN  
**EXCLAMATION MARK**

SIGNIFIES IT. THE THREE END MARKS OF  
*punctuation* TELL THE READER  
THAT A SENTENCE HAS REACHED ITS  
**FINAL DESTINATION.**

A SENTENCE CAN ONLY END WITH A  
PERIOD, A **QUESTION MARK,** OR AN  
**EXCLAMATION MARK.**

THE SAME PRINCIPLE APPLIES TO YOUR  
**BEHAVIOR.** A PERIOD AT THE END  
OF A SENTENCE DOES NOT ATTRACT  
MUCH **ATTENTION,** JUST AS AN  
AVERAGE PERFORMANCE DOES NOT  
**STAND OUT** IN ANY UNIQUE WAY.

A **QUESTION MARK** CALLS FOR  
DEEPER INVESTIGATION OF A TOPIC.  
YOU SHOULD **NEVER ALLOW**  
YOURSELF TO BE PUT IN A  
**DEFENSIVE POSITION**  
WHERE SOMEONE CAN  
QUESTION YOUR **CHARACTER,**  
**INTEGRITY, INTENTIONS,**  
**loyalties** OR  
**WORK ETHIC.**

**AN EXCLAMATION MARK**  
IS A **SYMBOL OF DISTINCTION,**  
SOMETHING OF IMPORTANCE WHICH  
**COMMANDS ATTENTION.**

YOUR LIFE IS YOUR MESSAGE TO THE WORLD.  
LIVE IT WITH EXCELLENCE BY PLACING  
**AN EXCLAMATION MARK**  
AT THE END OF EVERYTHING YOU DO! ”

- GARY RYAN BLAIR