



THE RULE

OF ONE

**HOW TO TURN
YOUR RESOLUTIONS
INTO REALITY**

GARY RYAN BLAIR



Losing weight. Quitting smoking. Saving money. Getting a better job.

For any goal or **New Year** resolution you want to achieve...**the steps to achieving it are easy to search for, come up with, write down on a napkin, and follow.**

Yet every day, people continue to gain weight, keep smoking, get further in debt and stay at a job they dislike.

Every day, they do the **exact opposite** of what they say they want to do.

Why do people bail so quickly on their New Year resolutions...and **is there a proper way to make them stick?**

Providing you with answers to those questions is what this **RULE OF ONE** manifesto is all about.





Hello!

GARY RYAN BLAIR

I know you came here looking for a **proven way** to set and achieve your goals and resolutions.

You want to **dramatically decrease the amount of time** it takes to **achieve your goals** and turn your resolutions into reality.

You don't really care about laying the groundwork, and you certainly don't want a long speech on the fundamentals...

You just want to **achieve your resolutions ridiculously fast**...and make this your **BEST YEAR EVER**.

Look, I get it.

Starting the **New Year fast** and **focused** is super-important. I'm not going to say it isn't.

Just do yourself a favor...slow down for a minute, **read this manifesto in its entirety** and follow my lead as you're about to get a **life-changing insight**...

...as in, **you're about to get the education that you should have gotten much earlier in life.**





WHY?

START WITH WHY

Let's begin with why...as in why is it so important to start the **New Year on fire** by fast-tracking your **goals and resolutions**.

HERE'S THE DEAL...

The New Year provides you with a **one-shot, window-of-opportunity** to blast out of the gate fast, focused and fired up.

And, as with any opportunity **you have an obligation to capitalize on it**.

Should you choose not to, I assure you—you'll come to regret that decision...as nothing is more expensive than a missed opportunity.

You must recognize a few things about the importance of seizing this opportunity to start the **New Year fast**...especially the first **100 days**.





YOU CAN'T FINISH WHAT YOU WON'T START

1. | The first **100 days** of the **New Year** will have little value to you from a **productivity standpoint** if you do not deliberately pounce on them with the intent to set a pace.
2. | Your loss is someone else's gain as someone with more **courage, conviction and confidence** than you will find a way to **seize it**, and make the kind of progress you only wished for.

The importance of how you **execute** the first **100 days** of the **New Year** cannot be overstated... as if you have a **successful first 100 days**, it naturally follows that you are **building momentum** and setting yourself up for a **successful year**.

The first **100 days** is when you've got to give it everything you've got...and the **RULE OF ONE** game plan that follows provides you with the **motivational fuel and justification** you need to start the New Year **fast, focused and fully committed** to making this your **BEST YEAR EVER!**

Gary Ryan Blair





THE FACT IS...TIME IS RUNNING OUT

We're all **playing a high stakes game** of one and done, as you have exactly one life in which to do everything you'll ever do.

Therefore, **it's in your best interest to get serious about upgrading your execution skills and achieving your goals and resolutions fast...before time runs out.**

That's where the trouble begins as you think you have time...**you don't.**

For all the things you might want to experience in life...**time is running out.** And you never know when the last grain of sand will fall through the middle of your own life's hourglass.

Time is running out for you to become the person you've always wanted to be...to make the difference you seek to make...to produce the work you know you're **capable** of.

Where's the **urgency** as you'll be dead a lot longer than you'll be alive?





IT'S ACTUALLY VERY SIMPLE...JUST START

Parents, your children are growing up quickly...you need to be in a hurry to teach them, to **shape their character** and to ensure **self-reliance**.

Entrepreneurs, you need to be in a hurry to add greater value, to **dazzle and amaze**...in a hurry to create work that people would miss if it were gone.

Teachers, you need to be in a hurry to **captivate attention**, to instill a love of learning... to turn your students into **informed and educated leaders of tomorrow**.

Students, time is going by faster than you realize...you need to be in a hurry to create **good study habits**, to develop a **love for learning**...in a hurry to solve challenging problems and to acquire good decision making and **leadership skills**.

Leaders, you need to be in a hurry to share a bold, **empowering vision**...to inspire hope and to **instill confidence**...in a hurry to set an example worth following.





EVERYDAY YOU WAIT IS ANOTHER DAY YOU WON'T GET BACK

Make no mistake about it...time is running out.

That's why we all we need to be in a hurry to **face** our fears, develop **courage**, share our **bravest work**, commit to **excellence**, get in shape, get out of debt, shed high-maintenance **relationships**, eliminate excuses, become **financially free**...and **dare mighty things**.

The world needs you...all of you, **the courageous you, the bold, ambitious, fearless and unstoppable you**...so let's get busy achieving your resolutions and making this your **BEST YEAR EVER**.

BECOME YOUR OWN SUPERHERO

While **Superman** is blessed with a number of **superpowers** which allow him to run faster than a speeding bullet...be more **powerful** than a locomotive...and give him the **extraordinary ability** to leap tall buildings in a single bound...your ability to convert ideas into **innovations**, problems into solutions, and **goals** into results quickly is a **superpower** that you can, will and must exploit to your advantage.





GLORY COMES FROM DARING TO BEGIN

It's a choice between two options...you can start the **New Year** slow and accomplish little....or you can upgrade your **execution skills**, **fast track your resolutions** and make this your **BEST YEAR EVER**.

THINK ABOUT IT....

- If your resolution is to become **debt free**...why perpetuate the pain and do it slowly?
- If your resolution is to get in **great shape**...why should it take 20 years to lose 20 pounds?
- If your resolution is to get **better grades**...why should it take any longer than the next exam?
- If your resolution is to become the **sales leader** in your company...why should it take until next year when you can wear the crown next month?
- And, if your resolution is to get rich...why not learn how to get rich fast, and while you're young for that matter?

The fact is...any **goal or resolution** expands so as to fill and **reinforce** the unnecessary amount of time you've made available for its completion.

Today that changes forever!





THE RULE OF ONE

What follows is your **RULE OF ONE** game plan for starting the year right by fast tracking your resolutions. Deploy it vigilantly and you'll be astonished by the results you're able to produce.

The Rule of One is actually very simple...

Instead of starting the New Year with a long list of resolutions which quickly fade from memory, make the decision to focus on the **ONE RESOLUTION** that would make the greatest impact on your life, career, or family.

Contrary to the lyrics from a **classic rock song**, **one** is not the loneliest number...it's the most **important one**, especially when it comes to **your success**.

Why only **one resolution**?

Three words...Simplicity. Focus. Control.





SIMPLICITY

THE ONE RESOLUTION approach is a smart, radical act of **simplicity** which requires nothing more than good old-fashioned **common sense**.

Simplifying your **New Year strategy** to just **one resolution** is **powerful** in that it creates a sense of relief, and **freedom** from complexity, and overwhelm.

Focusing on one resolution by intentionally limiting your options is a hard decision to make ...but it's a decision that produces a **harvest of desirable fruit**.

It does not happen on its own as without a **conscious, deliberate and sustained effort focused on simplifying your New Year resolution to just one pursuit**...the opposite – increased complexity – chasing too many **goals and resolutions** is almost certain to manifest itself.

Pick one. Keep it simple, and make sure it's significant.





FOCUS

THE ONE RESOLUTION approach is the savviest move you can make when it comes to focus.

Focusing on the **highest and best** use of your **time, talents and passions** involves making choices and trade-offs as well as determining and aligning actions with **core values**.

Focusing on just one resolution has magnetic properties. It's like hitting gold, as the moment you begin to **focus** on your **one big resolution**, it immediately becomes a magnet, pulling you and attracting resources toward it.

In addition, **focus works as an accelerator.** **Speed** is the beneficiary of **focus** and together they allow you to drive **greater results in less time**.

Focus practically guarantees a front-row seat to **prosperity**... it improves your **performance**...increases your **speed**, and helps you quickly close the gap from where you are to where you want to be.

It's a **powerful tool** for the fast tracking of your **New Year resolution**.





CONTROL

THE ONE RESOLUTION approach is the perfect solution to the biggest problems faced by most people — **control and accountability**.

Accountability serves to protect your character as well as your **credibility**, and by reducing the number of **resolutions to one**, you remove complexity and overwhelm, and replace it with **confidence and control**.

Self-control is the ability to **control one's emotions and behavior** in the face of temptations, such as pursuing too many **opportunities**.

It's **controlling the power** to do things such as **enforcing self-discipline and deadlines**...as well as **overriding the temptation** of what not to do such as procrastination, excuse making, frivolous spending or eating junk food.

We have many common names for self-control...determination, drive, resolve, self-discipline and even willpower. **But in the end, self-control is conscious, effortful regulation of the self, by the self, over the self.**



NUTRITION FACTS

Serving Size 100 Days

INGREDIENTS

% DAILY VALUE

	100%
Hard Work	100%
Discipline	100%
Commitment	100%
Focus	100%
Consistency	100%
Persistence	100%
Hustle	100%
Accountability	100%
Willpower	
Integrity	
Passion	
Courage	

PERCENT DAILY VALUES ARE BASED ON HOW BAD YOU WANT IT



SUCCESS REWARDS SPEED

The Rule of One is based on the principle that nothing **succeeds** like **success**.

Success loves speed...success reveres action...success worships execution ...success begets success.

The world recognizes, respects and rewards successful people with an ongoing avalanche of **opportunities**...and like any **intense avalanche**, those opportunities grow with **great speed**, **mass** and **velocity**.

THE SINGLE BEST THING that you can do to attract people, and to trigger an **avalanche of opportunity** is to start the **New Year fast**, to make something **BIG** happen... achieve an **extraordinary goal**....to take on a beast of a challenge and crush it.

By doing so...you immediately earn **respect, admiration and curiosity**...which in turn points all eyes and **attention in your direction**.





DO SOMETHING BIG, BOLD AND BEAUTIFUL

The act of starting the **New Year fast** and making something **big** happen early triggers a ripple effect of **strategic byproducts**.

While you may be tempted to chalk up any newfound **opportunities** as lucky breaks or as the unintended consequences of being **successful**...the fact is they should be viewed as the intended consequences of **success**, the domino effect of **winning big**, the chain reaction of one **success leading** to a self-perpetuating cycle of **good luck**.

Whether it's going back to school, starting a business, becoming debt free, or even writing a book, **there is no singular goal that you can't accomplish this year.**

That is the magic behind the Rule of One.



THE RULE OF ONE

MY NEW YEAR RESOLUTION



I hereby commit to **achieving this resolution**. I will **plan** thoroughly, act **boldly** and be **accountable** for my actions. I will **focus** on **results** and reinforce the virtues of **discipline**, **consistency** and **perseverance** until victory is mine. I will **ensure** that everything I **think**, **say** and **do** counts. I will **achieve** this **resolution** by this deadline, and make this my **best year ever!**

DATE

The Integrity Pledge

*"If You Make a Commitment—Honor It.
If You Make a Promise—Keep It.
If You Set a Goal—Achieve It."*

- Gary Ryan Blair



ARE YOU READY TO HAVE YOUR BEST YEAR EVER?

*"Perhaps the most compelling reason to implement the **Rule Of One** is that time is finite. None of us are getting any younger, and the sooner you learn how to fast track your goals... the sooner you live happily ever after."*

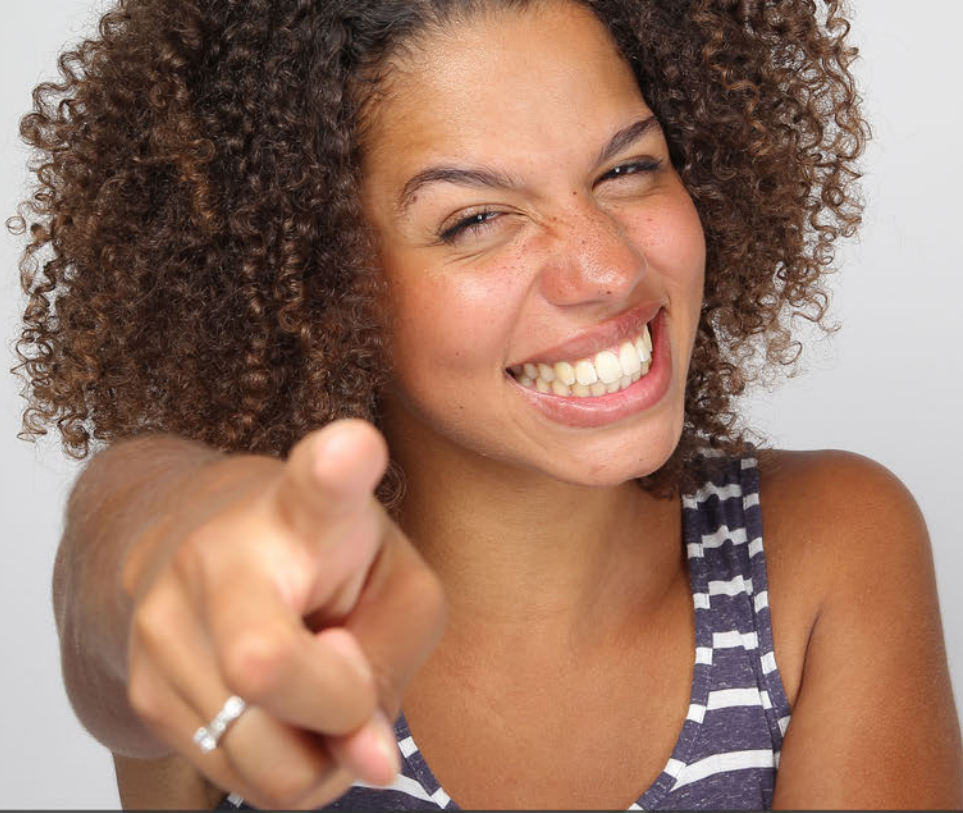
I'm going to take the **liberty** of being blunt right now...

There's no **added virtue**, nothing worth bragging about in getting rich slowly, in getting healthy slowly, in learning a new skill slowly, in turning your business around slowly nor in **achieving any goal or resolution** slowly.

If you want to want to make this your **BEST YEAR EVER**, if you want to live a bigger, bolder and far more beautiful life...than stop what you're doing and sign up for the **100 Day Challenge**.

The **100 Day Challenge** is a **HARDCORE GOAL SETTING PROGRAM** designed with one purpose in mind—to show you how to get more **accomplished** in the next **100 days** than most people do over the course of ten years.





YOU CAN DO THIS!

Like any world-class competition...the 100 Day Challenge contains the elements necessary for the unleashing of your greatness...rules, performance standards, accountability, a scoreboard, a finish line, fans, competition and most of all fun.

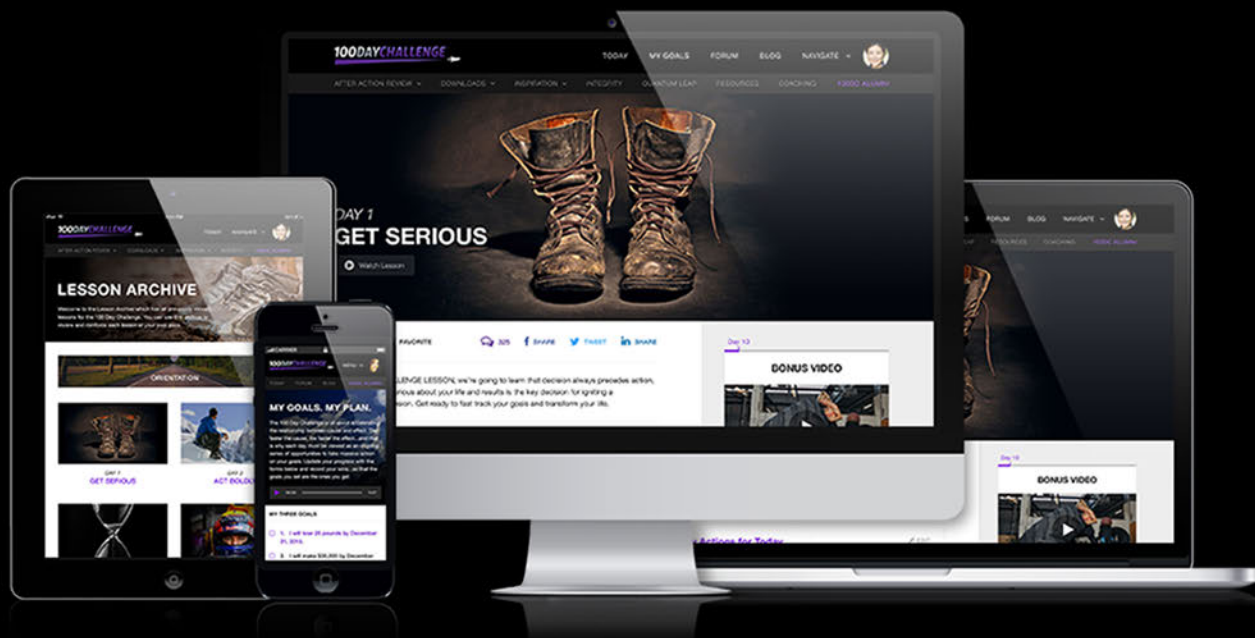
I know a thing or two about driving radical results fast...and if you have a sincere desire to make this your best year ever...the **100 Day Challenge** is the perfect program for you.

Over the years, I have become known as **The Goals Guy** and developed a reputation as someone immensely successful **entrepreneurs, executives, professional athletes and even Special Military Forces** go to when they need to step up their **execution skills**.

I created the **100 Day Challenge** to share with you the same methods I have learned and leveraged to shatter sales **goals, quickly grow a number of multimillion dollar businesses, and coach people to extraordinary, legacy defining performances**.

And...I accept **full responsibility** for inspiring people to do insane things like climb **Mount Everest**, run their first triathlon, launch their own businesses, and say adios to their **comfort zone...forever. I'm confident I can do the same for you.**





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.

In fact, the 100 Day Challenge has delivered jaw-dropping results for more than 520,000 people in over 80 countries around the world, to include some of the most respected companies in the world such as the Navy SEALs, IBM, and Coke as well as smaller firms.

You get everything you need for transforming your life...getting in great shape...becoming debt free...skyrocketing your income, and achieving any goal or resolution you want fast.

Is the **100 Day Challenge** demanding? Does it require discipline, accountability, hard work, sustained commitment and relentless action?

You bet it does, but the results are ridiculously huge and life changing.

Why wait another moment? Take the **100 Day Challenge**... and together let's **fast track your goals and make this your...BEST YEAR EVER!**

Gary Ryan Blair

P.S. Group Rates?

We've got you covered...**send an email** or call **877.462.5748** for program details.





WANTED:

**BRAVE MEN AND WOMEN
GAME FOR A HARROWING
100 DAY JOURNEY INTO
THE MORAL HIGH GROUND.
EXTREME CONDITIONS
APPLY AND NO EXCUSES
ACCEPTED. JOIN A RAG
TAG TEAM OF BROTHERS
AND SISTERS WHO SPEND
THEIR DAYS PURSUING
EXCELLENCE AND
UNLEASHING THEIR
GREATNESS.**

APPLY HERE



MAKE THIS *Your*
Best
YEAR EVER

LET'S DO THIS THING ➡