



# YOU'RE **TOUGHER** THAN YOU THINK

YOU WERE BUILT FOR CONFRONTING AND OVERCOMING CHALLENGES. IT'S IN YOUR DNA AS MUCH AS IT'S IN THE DNA OF A SHARK OR AN EAGLE OR A LION. YOU WERE MADE FOR HARD TIMES...TO ENDURE...TO FIGHT FOR WHAT YOU WANT. THE CENTRAL TENET OF THE SUCCESSFUL MINDSET IS THE WILLING EMBRACE OF ADVERSITY, UNCERTAINTY AND INCONVENIENCE. YOU ARE GIVEN TESTS AND TEMPTATIONS, HOOPS TO JUMP THROUGH, BARS TO JUMP OVER AND OBSTACLES TO BULLDOZE THROUGH TO DEMONSTRATE HOW BADLY YOU WANT IT. MOST PEOPLE SPEND THEIR LIVES AVOIDING ADVERSITY AND CHALLENGE BUT THE PRO, THE SEASONED COMPETITOR SEES THINGS DIFFERENTLY. SHE KNOWS SHE HAS TO DO HER OWN PUSHUPS...TO PURSUE SELF-RELIANCE TO BECOME THE HEROINE OF HER OWN LIFE. CODED INTO YOUR GENES IS AN EXTRAORDINARY WILL AN INDOMITABLE SPIRIT THAT IS INCAPABLE OF BEING VANQUISHED. YOU WERE BORN TO RISE TO GREAT CHALLENGE...TO FACE YOUR FEARS AND TO BECOME AS COURAGEOUS AS A MIGHTY LION. GO...GET OUT THERE AND MAKE YOUR DREAMS COME TRUE.

YOU'RE **TOUGH...A LOT TOUGHER** THAN YOU THINK.