



Start Right...

# YOUR PLAN FOR THE FIRST 100 DAYS OF 2017

*“These first 100 days of 2017 will have little value to you from a productivity standpoint, if you do not deliberately pounce on them with the intent to set a fast pace, and send a powerful message. In a very real sense, this is a use it or lose it proposition.”*

**GARY RYAN BLAIR**

**100DAYCHALLENGE** 



## Hello...

I have no idea what your goals or resolutions are for 2017...and I have no business telling you what they should be.

**My job is to help you achieve them in the fastest, most efficient manner possible...and that is why I wrote this manifesto.**

The purpose of this Start Right Manifesto is three-fold:

1. To explain the importance of the first 100 days of 2017.
2. To provide you with a game plan—**specific actions and implementation strategies that you can deploy in order to make 2017 the best year of your life.**
3. To throw down a challenge.

So let's get started by focusing on the critical question:

## What is the importance of the first 100 days of 2017?

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.



# GARY RYAN BLAIR

**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 right.

1. These first 100 days of 2017 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, and send a message. In a very real sense, this is a use it or lose it proposition.
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 2017 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.**

This approach is smart business and quickly becomes a devastating competitive advantage as your competition is left with no option other than to spend the balance of the year playing catch up.

**These first 100 days is when you've got to give it everything you've got...and the 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 2017 the best year of your life.**

## Happy New Year!

*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." **Prepare yourself for an invasion of ideas, insights and a massive call to action as together we're going to make 2017 one for the record books.**



**“** *The importance of how you execute the first 100 days of 2017 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 having the best year of your life.* **”**

# START RIGHT



EVERYONE wants to start the New Year on the right foot. Everyone from day one has goals to pursue and dreams they want realized in 2017. **The challenge for many is in knowing the best way to get the job done. Today that problem is solved.**

This Start Right Manifesto is your catalyst for dramatically accelerating your results over the first 100 days of the New Year... primarily because it focuses on one thing—getting you from point A to B as quickly as possible.

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**The single best strategy for creating radical results and building momentum quickly in 2017 is to...play a strong, relentless offense.**

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Teaching you how to play offense...more specifically, how become a formidable opponent, an unstoppable powerhouse, a lean, mean results generating machine that makes huge performance gains in the first 100 days of 2017 is what this Start Right Manifesto is all about...so let's get going.

## BECOME AN OFFENSIVE THREAT

Strategy is defined as a plan of action intentionally designed to achieve a desired goal. There are two and only two types of strategy...**offense and defense.**

Offensive strategy exists to advance your position, to score goals, to put points on the board...to win. **Offensive strategy is proactive...**it means playing to win.

Defensive strategy is about protective posturing, it exists to hold ground, to prevent the offense or opposition from scoring. Defensive strategy is reactive...it means **PLAYING NOT TO LOSE.**



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**Without apology or sugarcoating...far too many people spend the majority of their lives deploying the wrong strategy.**

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They choose to play defense. They choose to resist change. They choose to maintain the status quo. They choose to lower their standards. They choose to settle for less.

They do not strike fast and hard when an opportunity such as these first 100 days of the New Year presents itself. They merely exist; they are a spectator and live a small fear-filled life.

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**As a result of playing defense, they operate in a reactive, wait-and-see mode, constantly retreating, forever back pedaling, they are ridiculously hyper-cautious.... and sadly they will have very little to show on the highlight reel for 2017.**

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On the other hand, those that choose to deploy a strong, relentless and determined offense during these first 100 days of 2017 and beyond will find themselves constantly advancing, consistently gaining ground, building massive momentum, proactively creating the conditions for positive change and most importantly...achieving their goals.

That's what you really want? Isn't it?

**As to why it matters...**while there's always a time and place for defensive competitive strategy...a strong, relentless offensive strategy is the **ONLY** sure way you are going to start fast and make 2017 the best year of your life.

Cultivating the ability to achieve goals quickly, effectively and creatively is a mandatory condition for success for the simple reason that **great offensive skills will allow you to maintain control and live life on your terms.**

What follows is your game plan for maximizing the first 100 days of 2017. **Deploy it vigilantly** and not only will you be astonished by the results...you may even be tempted to name your next kid after me.

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“ To make 2017 the best year of your life, you must judiciously focus on results for the simple reason that in the end...only results matter. Intentions and resolutions are incapable of putting food on your table...or clothes on your back. ”



STRATEGY

01

# GET SERIOUS

“ Let's begin this first strategy with a finger in the eye type of maxim. **You will not start fast, nor do you stand a chance of making 2017 the best year of your life until and unless you DECIDE TO MAKE IT SO.**

Until you **DECIDE** to crush these first 100 days of the year by developing a plan, and executing your plan consistently, you will forever remain in the situation you are in, and forever repeating established patterns of behavior.

To make 2017 the best year of your life, you must look in the mirror and decide that once and for all...that you are done playing games, that you are done settling for table scraps, that you are done standing by idly on the sideline while other people that you do not perceive as being neither as bright nor as talented as you who are living in nicer homes, drive finer cars, and enjoy a far superior quality of life.

**WHY?** It's actually very simple...**DECISION ALWAYS PRECEDES ACTION.** That's why you must decide to get serious. ”



# MOVE FAST

“ If the objective is to crush the first 100 days and make 2017 the best year of your life, than you owe it to yourself to find the fastest way to get it done.

**If you can't, won't or simply refuse to accept or dismiss out of hand what I'm about to share with you...you're making a huge mistake, one that will cost you your chance at maximizing the first 100 days of the year.**

## THINK ABOUT IT...

If the goal is to become debt free...why perpetuate the pain and do it slowly?

If the goal is to lose weight and get in great shape...why on earth should it be a long draw out process?

If the goal is to get better grades...why should it take any longer than the next exam to turn things around?

If the goal is to become the sales leader...why should it take until next quarter or next year when you can wear the crown next month?

**The fact is...any goal or plan expands so as to fill and reinforce the unrealistic amount of time you have made available for its completion.**

The solution? **Move fast.** ”



# START SAYING NO

“No” is the most powerful word in your vocabulary as well as a complete sentence. It’s the easiest word for setting a limit, holding firm to boundaries, and being clear about what you will or will not do during these first 100 days of 2017.

You will be infinitely more productive once you recognize that:

1. **No” is not a dirty word, negative word, nor is it a selfish word. Learning to say “No” is liberating as it frees up your time to focus on your key priorities.**
2. **You are in complete control of how you spend your time and your life. Saying “No” allows you more time and energy to pursue your goals and wildest ambitions.**
3. **Saying, “No,” increases the value of the things you can, “Yes” to.**

**The fact is...success demands a short YES list and a long NO list, yet most people have that one reverse engineered...and pay dearly for it.**

Saying “No” is the most strategic decision you can make as it improves and accelerates your effectiveness—guaranteeing a fast and focused start to the New Year. ”



# I AM YOUR COMPETITION

GARY RYAN BLAIR

HESITATE IN ANY WAY AND I WILL OUTHUSTLE YOU.  
UNDERESTIMATE ME AND I WILL TEACH YOU A LESSON.  
DON'T FOLLOW UP AND I WILL GLADLY STEAL YOUR CUSTOMERS.  
MISS A DEADLINE AND I WILL CAPITALIZE ON YOUR CARELESSNESS.  
SHOW UP LATE AND UNPREPARED AND I WILL CLEAN YOUR CLOCK.  
MOVE SLOW AND I WILL RUN CIRCLES AROUND YOU.  
UNDERPERFORM AND I WILL MAKE YOU LOOK FOOLISH.  
MAKE A MISTAKE AND I WILL USE IT TO MY ADVANTAGE.  
DON'T GIVE IT YOUR ALL AND I WILL MAKE YOU PAY FOR IT.  
LOSE FOCUS AND I WILL EAT YOU FOR LUNCH.  
REFUSE TO GO THE EXTRA MILE AND I WILL SHOW YOU UP.  
LIE, CHEAT OR STEAL AND I WILL EXPOSE YOUR ACHILLES HEEL.  
RESIST CHANGE AND I WILL ELIMINATE YOU FROM THE GAME.  
DON'T DO THINGS RIGHT THE FIRST TIME AND I WILL OUTCLASS YOU.  
IF YOU HAVE A WEAKNESS OR VULNERABILITY I WILL FIND IT.  
EACH DAY I AM DETERMINED TO BEAT YOU AND WIN.  
STAY PARANOID MY FRIEND AS I AM OUT TO GET YOU.

WHO AM I?

I AM YOUR COMPETITION.



STRATEGY

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# FOCUS ON RESULTS



THE GREATEST WASTE of untapped resources in this world are the resolutions and intentions that don't translate into purposeful, goal directed behavior.

**Resolutions and intentions like getting in shape, writing a novel, learning a language, or even unpacking the boxes from your last move are simply meaningless without action.**

I can state the following with the certainty of a man holding four aces...if resolutions and intentions were of any value...other than to bring a false sense of comfort to the delusional....well, everybody would be skinny, happy and rich.

To make 2017 the best year of your life, you must judiciously focus on results for the simple reason that in the end...only results matter. **Intentions and resolutions are incapable of putting food on your table...or clothes on your back.**

Your results serve as judge, jury and execution of your performance.

This truth applies exactly the same way to a sales person's ability to meet or exceed quota, to a student's ability to maintain good grades in school, to a Coaches ability to build a winning record, as well as to your ability to crush the first 100 days of the year.

There is a rule without an exception....therefore stop focusing on intentions and start focusing on results.





STRATEGY

05

# BE UNREASONABLE

“ Hitting the ground running and crushing the first 100 days of the New Year requires that you **become unreasonable in what you expect from yourself**, and in the unreasonable demands you make upon others.

The vast majority of people on the other hand settle for a small squeak of their potential because they bought into the belief that simply being reasonable is the way to go. How foolish and casualty creating that belief is.

The reasonable person adapts themselves to the world; the unreasonable one persists in trying to adopt the world to himself. **Therefore, all large, significant and lasting progress depends on the unreasonable person.**

True success is achieved by the minority of people and requires an unconventional way of thinking. Great achievements are, have been, and will always be the results of unreasonable people driven by unreasonable expectations and exceptionally high standards.

The only way to create big, bold, breakthrough results in 2017 is to take the road less traveled...to set goals and plans that are unreasonable...and going for it in a big way. ”



# GO ABOVE AND BEYOND

“ The distance between those who make big things happen in the first 100 days of the year and those who are passive players...**has everything to do with one's readiness, willingness and ability to go above and beyond expectations.**

Delivering only what your customer expects will give you job security (maybe), but it won't make you stand out.

**And if you don't stand out, you won't get promoted, you won't get the referral, you won't get the repeat business, and you won't get the lifetime loyalty, devotion and reverence you're after.**

In short, you can't expect extraordinary results or superior compensation without consistently going above and beyond your client's expectations.

The masses are always foolishly on the lookout for a new gimmick, a shiny new performance hack, a shortcut...but the truth is, **the quickest way to advance your career, to earn trust, to develop a world-class reputation and to make 2017 the best year of your life is by always going ABOVE AND BEYOND.**

You either get the importance of it, or you do not. ”



# I CHALLENGE YOU **TO...**

**FACE YOUR FEARS TO CONQUER YOUR FEARS.**  
**LEAD BY EXAMPLE TO SET THE RIGHT EXAMPLE.**  
**BECOME LEGENDARY TO LEAVE A LASTING LEGACY.**  
**EARN IT TO DEMONSTRATE THAT YOU DESERVE IT.**  
**RISK FAILURE TO LIVE YOUR LIFE LIKE A CHAMPION.**  
**TAKE MASSIVE ACTION TO DRIVE MASSIVE RESULTS.**  
**TEST YOUR LIMITS TO SEE WHAT YOU'RE REALLY MADE OF.**  
**ENFORCE YOUR WILL TO FIGHT THROUGH ANY RESISTANCE.**  
**PERSEVERE TO SHOW HOW BADLY YOU WANT TO SUCCEED.**  
**RAISE YOUR STANDARDS TO RAISE YOUR PERFORMANCE.**  
**COMMIT TO EXCELLENCE TO UNLEASH YOUR GREATNESS.**  
**CONFRONT SELF-LIMITING BELIEFS TO LIBERATE YOUR MIND.**  
**CREATE A SENSE OF URGENCY TO FAST TRACK YOUR GOALS.**  
**PUSH YOURSELF TO THE BREAKING POINT TO PROVE A POINT.**  
**SET BIG CHALLENGING GOALS TO MAKE YOUR LIFE A MASTERPIECE.**

**WHY? IF THE GOAL DOESN'T CHALLENGE YOU, IT CANNOT CHANGE YOU.**

# RISE AND SHINE

“ If you’re ever going to find your greatness, and make 2017 the best year of your life...**you must decide that what you want is BIGGER and far more important than any fear, excuse or self-limiting belief which prevents you from achieving it.**

By doing so, you will rise to every challenge with confidence, conviction, and certainty.

If you think about it, you only have two choices when faced with an obstacle, challenge or opportunity: **you can choose to rise and shine...or you can let it beat you down into submission.**

As with most everything in life, it matters more what we do about what happens to us more than what actually happens to us.

The ultimate reason for setting big, challenging goals during these first 100 days is to entice you to become the person it takes to achieve them.

You must decide that you will not be defeated, you will not succumb to difficulty, nor will you ever tolerate an excuse...as **your greatest glory is not in falling, but in rising and shining every time you fall.** ”





# BE RELENTLESS

“ **Your success in crushing the first 100 days of the New Year is FOREVER linked directly to your heart...your will...your steadfast commitment to your goals.**

The relentless attitude is the winning attitude, and the remarkable thing about life is that we have a choice everyday regarding the attitude we will embrace for that day.

You cannot ever let fatigue make you a coward, nor can you ever expect to win without struggling, without suffering, without sacrificing...as these are all essential elements for making 2017 the best year of your life.

**Being relentless is a commitment, an empowering mindset that stands in the face of obstacles, hardships, temptations, financial difficulties, failing physical health, broken relationships, and stiff competition.**

Victory belongs neither to the faint-hearted nor to the weak-willed or the uncommitted. Not if the enemy is great and his resolution strong. Only by facing the opponent head-on and with a vengeance can the battle be won.

Making 2017 the best year of your life necessitates that you fight on with undying, relentless determination. ”



# STAY HUNGRY



Every goal poses a simple question: **How badly do you want it?**

To realize your potential and to start 2017 fast, focused and fired up, you must respond with some version of this answer: **More.**

And then you have to prove it...that's where hunger and passion come into the picture.

Passion is hardcore devotion to a person, goal or cause; it infuses life with meaning, joy, significance and unbridled enthusiasm. It's desire in your heart, it's fire in your belly...it's the twinkle in your eye...it's your magnificent obsession.

**Passion is your psychological mojo**, it's the reason why you get up early and work late, it's the why that points the way...and it is an indispensable virtue that is far more valuable than money, power, or fame.

**Whatever your goals are in these first 100 days...it's your passion, the white hot flame burning in your belly...that is the ONLY thing that will keep you committed to success.**

Therefore, stay hungry and prove to yourself everyday how badly you want it by taking take massive relentless action.





STRATEGY

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# BECOME A QUICK CHANGE ARTIST

“ As you work towards the goal of crushing the first 100 days of the year...you must embrace the idea that your ability to recognize and adapt to change quickly is an asset in need of cultivation.

**While adapting to the relentless pace of change is difficult...not adapting is fatal as history is littered with the corpses of very successful people and companies who were brought to their knees, and put in their grave due to their inability or unwillingness to adapt or adjust to the changing environment in which they found themselves in.**

In almost every case, the sources of failure are obvious and avoidable — a failure to implement technologies that have already been developed, an arrogant disregard for changing customer demands, a complacent attitude towards new competitors.

Throw in fear, the gravitational pull of resistance, and a love affair with the comfort zone... and you've got yourself the perfect storm.

**Change descends upon each one of us equally; the difference is that some of us realize it faster than others and adapt accordingly.** That is why you must become a quick change artist. ”



## ARE YOU READY TO MAKE 2017 THE BEST YEAR OF YOUR LIFE?

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

**There's no point in pretending that starting the first 100 days of 2017 fast, focused and fired up is anything less than the SAVVIEST MOVE YOU CAN MAKE.**

And while there are plenty of excuses, there's no good reason for you to procrastinate, to say the timing is not right...or that it's not worth your time.

[That's why I created 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 done in the first 100 days of the New Year than most people do over the course of ten years.

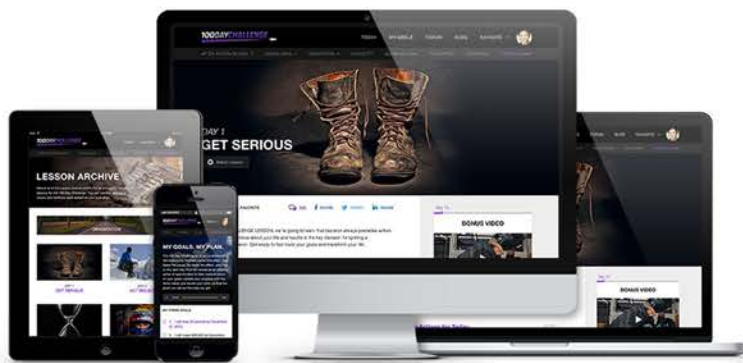
**I know a thing or two about driving radical results fast...**and if you have a sincere desire to maximize the first 100 days of the year, play a much bigger game and **MAKE 2017 THE BEST YEAR OF YOUR LIFE...**[the 100 Day Challenge is the program for you.](#)

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 used 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.**

**THE 100 DAY CHALLENGE**...is a proven execution model that produces the highest levels of performance. Like any world-class competition...**it 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.**



## 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 525,000 people in over 80 countries around the world, to include some of the best companies in the world.**

Is the 100 Day Challenge hard? 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**...as enrollment is open from January 1st - 10th, and together **let's get busy crushing the first 100 days...and making 2017 the best year of your life.**

*Gary Ryan Blair*

**P.S. Group Rates? We got you covered...[send an email](#) or call **877-462-5748** for 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**