

The Strength for Life Manifesto

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I've been through some shit.

There were many dark moments that seemed to last forever.

Somehow, I endured.

I evolved, and slowly shifted from surviving to thriving.

I failed many times.

I grew from tough experiences.

Loss, injuries, failure, heartbreak, being broke, rejected, out of shape, lost, stuck, depressed, caught in an endless cycle of bad habits..

I have grown as a man BECAUSE of these struggles.

It didn't happen overnight.

Nothing changes as quickly as you want.

Accept and embrace the fact that it will be hard to change your life.

Take pride in knowing that when you overcome great challenges, the victory is much more fulfilling.

Transforming your life takes a lot of work. Never fear the work. Learn to enjoy the feeling of being exhausted, physically and mentally.

Some of the best days of work in my life were when I helped my dad with

construction jobs. After a long day on a roof or digging holes, you are grateful for a good meal and a nice bed.

I can show you how to overcome your obstacles and improve your life even if you are down and out, lost, out of shape, unsure what to do with your life and totally frustrated.

What does Strength for Life mean?

To me strength for life means you are physically, mentally and spiritually strong enough to handle anything that life throws at you.

You rise UP to the challenge, no matter how big.

People look to you for help and guidance. You become the go-to guy in your family and circle of friends. You are a leader and you embrace this important role.

Strength4life means people can rely on you. When the shit hits the fan, you are the first person they call.

How do you build Strength for Life?

The formula is simple but NOT easy.

You have to make a point to remind yourself every single day that you do the hard stuff. That task you don't wanna do, you ALWAYS do now.

Everything that is difficult, which you know will help you become stronger in body, mind and spirit... you do that. Every. Single. Day.

You need to change your mindset.

Overcoming adversity is the key to becoming the strongest version of yourself.

I believe we all have much greater potential than we realize. Often, we need just one breakthrough to give us insight into our true inner strength.

I am committed to help you gain strength for life. You have a purpose. I want to help you achieve it.

Improving your life takes much more than knowledge.

It's a constant battle in your mind.

I've been through it.

For over two decades I've trained in gyms, learning from my failures.

Getting bigger and stronger never came easy for me.

I was a skinny kid most of my life. I was weak and got pushed around.

In my first year of college I devoured pizza, subs and washed them down with beer.

I got skinny/fat and depressed in the process.

It was the lowest point of my life and something had to change.

Working out was an essential part of my transformation.

Gaining physical strength gave me confidence. It was my own efforts that produced the results. It was satisfying.

I built myself up over the years, both in body and mind.

There were many setbacks and failures along the way.

Each obstacle taught me something new.

The common theme of every difficult experience I endured is making hard choices...

The choice to either face reality and your fears, or run away, hoping they will disappear. (they never do)

How I finally started to grow was when I decided I had no escape. I would stand in the dark and look into the abyss.

You will be afraid. Stand your ground anyway. That's the definition of courage.

You only build courage by facing your fears.

I was afraid of many things. I had been running away from my problems by drinking, partying and chasing girls.

Eventually I had to look at myself in the mirror, hold myself 100% accountable, if I wanted to ever grow as a man.

I was afraid of the gym. So I went.

I was afraid to speak in public. I stood up and read at poetry readings.

I had to man-up in so many ways.

To build strength for life you will need to train your body, mind and your soul.

Often guys will start working out and think that's all they need to do to become stronger.

Strength for life goes way beyond the walls of a gym.

Training your body is just the beginning.

To become strong for life, you absolutely must address your mindset.

What does this mean?

Mindset can seem like a vague concept. You can't touch it, see it, or hear it but you know it's there.

It's difficult to know how to start.

Remember this: you have the power within you to tap into your greatest ally- your mindset.

Just like anyone else who inspires you, you have exceptional potential that is yet to be realized.

Picture this-

You are caught on a boat in a deadly storm. Your body is getting thrown around by hurricane-like winds, and you shout at the top of your lungs, “you call this a storm? I'm still here. That all you got?!”

That's the Strength for Life mindset.

Only, you aren't fighting some supernatural force or the world at large.

Your fight is the eternal battle within your own mind.

It's not you against the world, but you vs. you.

Your mind is your heaven or hell, depending on how you use it. Always remember that YOU are in control.

What you think about BECOMES your life.

Work your mind as hard as your body.

Train daily.

As often as possible.

You are a man on a mission.

Act like it.

It's your movie and you are the hero of it.

Live each day like you are that hero.

You will make mistakes. It's a part of the growth process. All that matters is that you improve.

No transformation happens overnight.

Accept failure and embrace the struggles that come from facing your fears, and taking on BIG challenges.

Without risk, there is no reward.

As you head out on your own path, you may lose some old friends. That's fine. They aren't going where you are.

It's the path less-traveled.

No one can tell you where it leads or how far you can go.

That's the beauty of listening to the call to become the strongest version of yourself.

It's also scary. It's like you are walking alone into a dark cave and you have no idea what's inside.

This great unknown is necessary. You MUST face it.

We all have what Carl Jung called, “the shadow”, or as Jim Morrison called it “our dark side”.

That part of ourselves that we never show the world. What we truly crave in life. Whether that's power, money, fame, sex, control etc.. we all have to face this part of ourselves.

This shadow is the great unknown. We have pushed it down for many years hoping it would stay buried and never see the light of day.

We don't want anyone to know our true desires. But if we want to become the strongest version of ourselves, we need to address our shadow. Embrace that part of our being, along with every other aspect of who we are.

Where many people stuck, is thinking that our dark side is negative and destructive.

It can be, but it doesn't have to be.

When we are self-aware and open ourselves up to our true desires, we can then use that energy for good.

Whatever we want to achieve, the Strength for Life mindset will help us get there.

If there was one word to summarize the Strength for Life mindset it would be RELENTLESS.

That inner drive may be scary to people who don't understand your passion. So be it. They aren't on your mission anyway.

Now that you know what strength4life means, how do you put it into practice?

More important than knowledge is action.

Massive action.

Remember this: Imperfect action is greater than perfect inaction every time.

You have to get moving. Don't worry about making mistakes. You will learn more from your mistakes than you ever would just sitting around reading and analyzing.

The Strength for Life Playbook

Each of the following is a key component to gain strength for life. Remember, the journey never ends. You never stop trying to improve.

Strength for life means you are never satisfied with being average.

The words average, common, popular, decent, normal make you feel sick.

You never want to be like everyone else. You are a leader. Not a sheep.

You want to be the best YOU can be.

Not the best compared to anyone else.

You set the standard of excellence for your own life and you do your best to meet that standard every day.

Here are the essentials you need to devote your time and energy to:

Strength Training- Lift weights a few times a week, aim to improve each week.

Nutrition- Eat whole foods as much as possible. Give your body the nutrients it needs to function optimally.

Mindset- Focus on the positive, have gratitude, strive for constant improvement and NEVER GIVE UP THE FIGHT.

Challenges- Set up daily, weekly, monthly challenges to keep you sharp and focused.

Cardio/Conditioning- A few times a week do some form of cardio and conditioning. It doesn't matter what kind, pick one or two activities you will actually DO.

Stretching/Meditation/Yoga/Deep breathing- Calm yourself, get into a zen-state to reduce your stress levels and balance out the intense training you are performing each week.

Writing/journal- Make your ideas come to life by putting pen to paper. Write out your biggest, scariest dreams and goals. Get in touch with your inner self and reflect on where you've been and where you want to go.

Walks in Nature- Clear your mind from everything. Work, home, family, social life, tv, news etc.. let it all go.. breathe in the fresh air and

move. Rejuvenate yourself so you are ready to tackle the next challenge.

Each of the above essentials will help you gain strength for life. Don't skip any of them. You need them ALL.

Every activity influences the others. It's like a super bowl champion football team. Every player on the team is important.

To gain strength for life you need to attack ALL the essentials with 100% of your being.

You must give your best effort always.

Even when you fail, get right back up and keep working on improving. The work is never done. You know it, you accept it and you embrace it.

Strength for life means you have the physical capacity to do anything that you want to do.

Nothing can stop you.

You believe in yourself. Nothing is too big for you to handle.

You write down your dreams- they become goals- that become habits, which you work on every day to improve.

You are relentless in your approach to self-improvement.

Since you are constantly challenging yourself, it becomes second-nature.

No longer does life shock you, leaving you frozen and helpless.

You are built to handle anything. When others quit, you say “ONWARDS and UPWARDS!”

Now you're not only physically strong from strength training, but mentally

resilient from challenges, and discipline.

From pushing yourself to improve your cardio/conditioning, you are better equipped to handle unexpected situations.

If someone needs your help moving a house full of furniture and boxes, no problem.

A car is stuck in the snow? You are strong enough to push it out.

You work on your breathing and relaxation to get your stress under control, which allows you to stay strong and not freak out when life gets hectic.

All the walking in nature clears your mind from common junk information: news, gossip, politics, low-level thinking.

Eating nutritious foods gives you energy to train optimally.

You can run through your days without crashing and burning due to your smart choices and discipline.

People now describe you as: persistent, driven and motivated.

Your daily habits have paved the way for you to become the strongest version of yourself.

So when the shit hits the fan, you know you are ready, and everyone around you knows they can count on you to be strong in every way.

You can handle the storm.

Where you once fell apart, now you stand tall and rise up to the occasion.

Your training has given you STRENGTH FOR LIFE.

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