

THE
One life
YOU HAVE

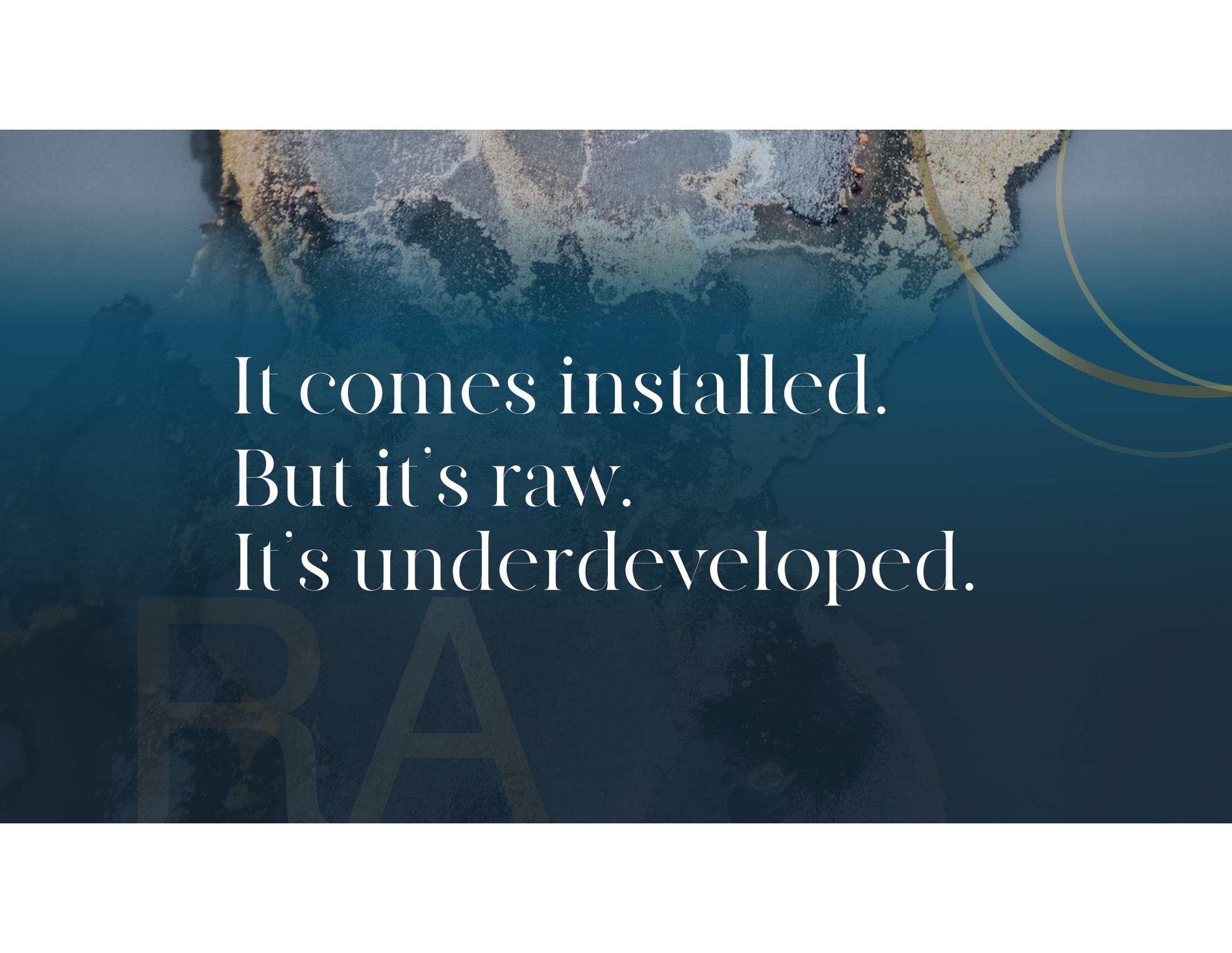
CHOOSE TO BE EXTRAORDINARY



EVERYONE

HAS EXTRAORDINARY IN THEM.

everyone.



It comes installed.
But it's raw.
It's underdeveloped.



The only way it can
be developed is by
answering its call.

the only way

But its call is not a call
that sounds like pleasure.

Its call is more of an
uncomfortable
yearning to be realized.

the call





IT HURTS IF IT GOES UNANSWERED.

it hurts

But it can also be
uncomfortable if
we answer it and
want to move
forward because...

move



IT SOUNDS LIKE...

*I don't know
I'm tired.*

I don't have time.

I can't.

I'm not capable.

It can be hard to decipher the
call from the doubt.

doubt

So most people – YES,
MOST – do not choose to
develop or contribute
their “extraordinary”
to the world.

extraordinary



They keep it
hidden, and we
all miss out on
what they were
meant to offer.

hidden

WE MISS OUT ON ALL OF

you

We miss out on the

you

who didn't take
the risk. The you
who didn't make
the decision.





the you
WHO DIDN'T BET ON YOURSELF

the ridicule
the defeat
That are all
the mistakes
The you will even
the wrong turns
unwilling to face
the pain
extraordinary!
the discomfort
required





IT'S WHEN WE **OVERCOME** THAT WE

Become

YOU'VE BEEN RESPONSIBLE TO THE

learn how to overcome

your own doubt.

DOUBT



You are meant to be great.
You are meant to be extraordinary.
You are meant to be growing.

you are

Giving up and
staying small and

hiding

your greatness,
although tempting, is not
safe, secure or comfortable.



It's a denial of blowing
your own mind.

IT'S A LOSS TO THE WORLD.

LOSS



IF EVERYONE

were showing up, and doing everything they
could to be everything they are...

inspiration

imagine

how much better the world could be.



We need you to be you.
ALL THE WAY YOU.

Be you



Let's Begin.

A woman in a white wedding dress is smiling, looking slightly upwards and to the right. The image is semi-transparent and serves as a background. Gold decorative flourishes, resembling paint splatters or calligraphic lines, are scattered around the image, particularly at the top and bottom edges.

I'M GOING TO TELL YOU THREE STORIES ...

Stories



THESE ARE YOUR STORIES

These are the stories of
attempting greatness

greatness

NOT ACHIEVING GREATNESS

but attempting it.



The attempt is
much more
important than
the achievement.

attempt

MY SON
CHRISTIAN

Services





The decision to be great.
The choice to be uncomfortable.
The willingness to fail repeatedly.
The commitment to believing.

decision

You find your greatness
when you decide to be Great.
NOT WHEN YOU

win



NAVARRO
CHEERLEADING TEAM





One chance to be great.

No mistakes allowed.

An entire year for two minutes of greatness.

Strategic byproducts.

Family. Community. Love.

one chance



MY
STORY

Stornie





Decided to see who I could be.
Listened to my own truth.
Was willing to be in pain.
Was willing to have others judge me.
Found out what was possible.

Decide

YOU'LL NEVER GET STRONGER
IF YOU ONLY DO

easy

THINGS.



The image features three almond seeds on a white background. One seed is in the foreground, slightly to the left, showing its pointed tip and textured surface. Another seed is in the foreground to the right, and a third is in the background, slightly out of focus. A semi-transparent, light-colored rectangular box is centered over the seeds, containing text.

An apple seed has a hard time

Believing
it will be a tree.

A young green plant sprout with two leaves is growing out of dark brown soil. The background is a blurred green field. A semi-transparent white rectangular box is overlaid on the image, containing the text.

It needs to be planted and
watered.

But that potential is there
whether it believes it or not.

That potential is there
whether it grows or not.

Some seeds remain seeds.





ARE YOU WILLING TO GROW?

Alpaca



let's begin