ABOVE THE SHOULDERS

MASTER THE MIND THAT MAKES THE IMPOSSIBLE INEVITABLE

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INTRODUCTION

Above the Shoulders: Unlock the Mind That Makes the Impossible Inevitable

Imagine standing at the edge of everything you've ever wanted—a dream so big it terrifies you. That marathon finish line. The business that keeps you up at night. Walking into any room and owning it without a flicker of doubt. It's right there, just beyond your fingertips, calling your name.

But something's blocking you, and it's not your body, your bank account, or the hand life dealt you. It's not even the world saying "no." It's a whisper in your mind, quiet but relentless: *You're not enough.* And you've been listening.

What if that voice is lying? What if the real you—the one capable of shattering limits, rewriting rules, and turning dreams into done deals—is already there, waiting just above your shoulders? What if everything you've ever wanted hinges not on what you lack, but on what you choose to believe?

This isn't just a book. It's a wake-up call. A map to the hidden superpower you've carried all along: your mind. *Above the Shoulders* isn't

about fleeting pep talks or feel-good fluff—it's a gritty, hands-on guide to forging a mental edge so sharp it cuts through fear, doubt, and every excuse you've ever made. Because here's the truth I've lived, bled, and battled to learn: life is 90% above the shoulders. Master that, and the other 10% falls into place.

The Day I Saw the Truth

This revelation didn't come to me in a flash of insight—it emerged through years of struggle, failure, and eventual breakthrough. It began when my dad told me, "Sports are 80% above the shoulders." It was a passing comment that lodged in my memory but took years to truly understand. Back then, I brushed it off. I was busy chasing the game, collecting more bruises than victories, convinced that winning came from muscle, hustle, or luck—until life crushed that belief.

It hit me first on a wrestling mat. Down on points, lungs burning, opponent dominating—that moment when everything in you wants to concede defeat. Then something shifted above my shoulders that changed everything—a mental switch that transformed not just that match, but my entire understanding of human potential. That wrestling mat became my first proving ground for what I now call the 90% principle—a mindset shift that's echoed throughout every transformation I've experienced since.

I confirmed it during the Spartan Beast World Championship, my legs seizing under a merciless desert sun. My body screamed stop. My mind said one more step. One more step became the finish line.

I etched it into my bones during an Ironman, 140.6 miles of proof that limits are just stories we tell ourselves.

Dad was wrong. It's not 80%. It's 90%. Everything—resilience, success, the life you actually want—begins between your ears.

This 90% principle isn't just a catchy phrase—it's the foundation of what I call the *Mental Mastery Pyramid*. At its base lies resilience, the

ability to withstand any challenge. Above that sits your internal narrative, the stories that either propel or sabotage you. Then comes focused execution, followed by perspective-shifting gratitude. At the pyramid's peak is the champion's mindset—the culmination of all these elements working in harmony.

I've witnessed this pyramid transform not just my own journey—from a guy who couldn't swim 25 yards without gasping for air to an Ironman finisher—but also those closest to me. Most powerfully, I saw it in my son's eyes after we completed the Spartan Beast World Championship together. Standing atop that desert mountain that had nearly broken both of us, his face streaked with dirt and sweat, I watched him transform from a kid into a warrior who understood that mental strength outlasts physical limits. Throughout this book, we'll build this pyramid level by level, with each chapter adding a crucial component to your mental arsenal.

Your Invitation to the Edge

Close your eyes for a second. Picture that one thing you've convinced yourself is impossible. The marathon. The business. The bold, unapologetic you you've always wanted to be. See it vividly—feel the sweat, hear the cheers, taste the victory. Write it down. Right now. That's your impossible goal, your North Star for this journey. Hold onto this. We'll come back to it throughout our journey together, and by the end, you'll see it through entirely new eyes.

This impossible goal you just wrote down isn't just a thought exercise—it's your training ground. First, we'll explore how to build resilience. Then we'll see how your mind reshapes itself through the pursuit. And finally, we'll learn to reframe how you see the goal altogether.

Why does it feel out of reach? Because most of us live caged by invisible bars—beliefs we've swallowed whole: *I'm not built for this. I've failed before. Others have it easier.* We hit walls and call them fate. But

here's the secret the world's greatest minds and toughest souls know: those walls aren't stone. They're smoke. And with the right tools, you can walk straight through them.

This book is your torch. It's going to light up the lies you've believed, burn away the scripts that sabotage you, and show you how to forge a mind that doesn't just survive—it thrives.

The transformative power of this mental approach appears in champions across every field. Take Olympic medalist Alex Ferreira. In 2018, after a devastating crash that doctors said would end his career, he didn't just recover—he dominated. When I asked him how, he didn't talk about physical therapy or training programs. "I decided winning was inevitable," he told me. "I visualized the gold around my neck every night until my brain couldn't imagine any other outcome."

That's not motivation. That's mental warfare. And I'm about to teach you how to fight that battle and win.

What's Waiting Inside

This isn't passive reading. It's a call to action—a blueprint to rewire your brain, reshape your reality, and reclaim your potential. Here's what you'll uncover:

Part I: The Mind—The Foundation of Everything:

Discover how resilience forms the bedrock of mental strength, how challenges literally rewire your brain's capabilities, and why mindset is the only variable you can always control—regardless of circumstances. You need this now because every second you spend with an untrained mind is a second spent living at a fraction of your potential.

Part II: Training Your Mind for Success:

Move beyond motivation to mental systems that deliver results automatically. Master visualization techniques used by Olympic athletes, develop unshakable focus, and learn why gratitude is the secret weapon of elite performers. This isn't "nice to know" information—it's the critical difference between perpetual struggle and breakthrough performance.

Part III: Adapting, Growing, and Thriving:

Transform uncertainty from enemy to ally. Build neural pathways that make adaptation your default setting and install habits that automate success, freeing your conscious mind for higher-level challenges. In a world changing faster than ever, these aren't optional skills—they're survival tools.

Part IV: Shaping Your Life Through Mindset:

Strategically design your environment and relationships to reinforce your mental edge. Create feedback loops that accelerate growth and establish systems for lifelong expansion of your capabilities. Your environment is either sabotaging or supercharging your mental strength every single day—it's time to take control.

Every page is a step closer to that impossible goal you just wrote down. Every chapter is a chance to believe in yourself—not as a hope, but as a fact.

The Bannister Breakthrough

In 1954, Roger Bannister ran a mile in under four minutes—a milestone many believed would literally kill a man. Doctors warned the body couldn't handle the speed. Hearts would rupture. Lungs would give out, they said. Yet he did it, clocking 3:59.4 on a windy

Oxford track. Within a year, dozens followed. Why? Because Bannister didn't just break a record—he broke a belief. Once people saw it was possible, the impossible dissolved.

That's exactly what you're about to experience with your own "four-minute mile." Whatever barrier stands between you and your impossible goal—fear of failure, lack of confidence, uncertainty about your capabilities—it's about to be shattered just as decisively as Bannister's record. The mental tools in these pages will do for your mindset what Bannister did for runners worldwide: prove that the limitations you've accepted as truth are merely temporary beliefs waiting to be broken.

Your First Move

That impossible goal you just wrote down? It's not a someday fantasy. It's not a maybe. Starting right now, it's a deadline. An appointment with destiny that you're going to keep. As we build your *Mental Mastery Pyramid* layer by layer, you'll apply each new tool directly to this goal, systematically dismantling every mental barrier standing in your way.

Turn the page. I'm waiting on the other side with the exact blueprint that's going to rewire your mind for unstoppable achievement. This isn't just about success—it's about becoming the version of yourself that haunts your dreams. Stronger. Unleashed. Inevitable.

The battle above the shoulders begins now.