

**FINISH STRONG**

**Q1**

**Q2**

**THE  
FOURTH  
QUARTER**

**Q3**

**Q4**

**CHECKLIST**

---



Q4  
FOURTH  
QUARTER

# IT'S TIME TO FINISH STRONG

I always know when the 4th quarter is approaching because that's when we kick off the **100 Day Challenge** and my inbox gets inundated with the same question...

**“What should we be doing differently to finish the year strong?”**

My reply is always the same...

*“The things you need to do to finish the year strong are **the exact same things you should have been doing all year long**. The only difference is that time is no longer an ally...it's an adversary.”*

With the 4th and final quarter barreling its way down the calendar ...time is running out for you to hit your sales quota, to close any gaps in your performance, to redeem yourself... and to finish what you started at the beginning of the year.

If for whatever reason you find yourself currently below target...with your back against the wall, and you absolutely, positively need to crush it in the 4th quarter, then **follow my lead as finishing the year strong is your right, responsibility as well as an opportunity you cannot afford to let slip by.**

Should you choose not to, I assure you—you'll come to regret that decision...as nothing is more expensive than a missed opportunity.

**“ What kind of competitor see's the finish line and slows down... always finish strong! ”**

—Gary Ryan Blair





# CARPE DIEM

You must recognize a few things about the importance of seizing this opportunity to **crush your 4th quarter goals** and finish the year strong.

1. The 4th quarter will have little value to you from a productivity standpoint if you do not deliberately pounce on it with the intent to finish strong. **In a very real sense, this is a use it or lose it...now or never proposition.**
2. Your loss is someone else's gain as someone with more courage, conviction and intelligence than you will find a way to step up their game...hit their target and make the kind of progress you only wished for.

***“Finish Strong. It’s a motto, a mantra, a massive call to action”***

The importance of how you execute the 4th and final quarter of the year **cannot be overstated...** because if you’re able to dig deep, and do what it takes to finish the year strong...it naturally follows that you are building momentum and **setting yourself up for a fast start to the new year.**

What follows is your seven-point check list...seven rock solid strategies for finishing the year strong!



STRATEGY

01

# ASSESS YOUR PERFORMANCE

“ I long ago discovered a **critical business discipline** that has allowed me...and my clients to continually grow, improve and prosper month after month, quarter after quarter...and year after year.

In fact, it's been so effective in driving my own personal productivity that its enabled me to increase my income...and **hit my performance goals for 38 consecutive quarters (over 9 years).**

What is it? It's called an **After Action Review (AAR)**, and it's all about measuring and reflecting upon your year-to-date performance...reviewing what you did right as well wrong and determining the corrective actions you need to make before the 4th quarter arrives.

To finish the year strong...you need to perform an AAR right now by analyzing your year-to-date performance (the good, bad and ugly) and leveraging every ounce of knowledge for all it's worth.

Use the After Action Review process [you'll find here](#) to assess your performance and set yourself up for a strong finish. ”

*“Finishing Strong is the only respectable way to finish.”*

Enrollment Period: September 22 — October 2

SIGN UP HERE





# GET SERIOUS

“ With a finite period of time breathing down your neck...you have no choice but to **get serious, set crystal clear goals, raise the bar, step up your game and embrace a take-no-prisoners attitude.**

One thing about successful people is that at some point in their life, each one has looked in the mirror and decided that once and for all they were done playing games, they were **done settling for table scraps, and they were done living far below their potential.**

The moment you decide to get serious, to raise your standards, and commit to finishing the 4th quarter with a bang... is the moment everything changes in your life to include the direction and trajectory of your life.

**COMMITMENT** always precedes action which means, you will make rapid advances towards your goals **ONLY** after you decide to get serious about doing everything in your power to finish the year strong. ”

***“FINISH STRONG...it's the same mentality of a distance runner sprinting to the tape, a boxer looking for a knockout, and a salesperson grinding out the last quarter to exceed their annual quota.”***

# REFUSE TO DIE

“ **COMEBACKS, REDEMPTION AND SECOND ACTS** are ubiquitous in our culture today: the salesperson or entrepreneur who turns a bad year or quarter into one of redemption and prosperity, the celebrity or athlete who falls from grace and bounces back bigger and better than ever.

Those with the character to do what it takes to finish the year strong, tend not to allow the indignity of a poor year-to-date performance to keep them down.

**Every great achievement and comeback in history has been the result of the choices, the determinations, and the creations of the human will.**

A comeback acknowledges that his back is against the wall, accepts the sins of past performance, analyzes both opportunities and obstacles, strengthens his resolve, and crawls to his feet again.

When you are down or below target other people will write you off. Do not let them define you – maintain your dignity, **commit to the goal of finishing the year strong, and refuse to die.** ”

*“Be the hero of your own story. Show the world the quality of your character, the strength of your resolve and the size of your heart by finishing strong.”*



THE  
**FINISH STRONG**  
MANIFESTO

EVERY TASK, GOAL, RACE AND YEAR  
COMES TO AN END, THEREFORE  
MAKE IT A HABIT TO **FINISH STRONG**

**THE HUNGRIEST PERSON WINS**  
YOU WILL BE JUDGED BY  
HOW **STRONG** YOU **FINISH**

START FAST, **FINISH STRONG** AND STOP FOR NOTHING UNTIL YOU REACH THE **GOAL**

**ENFORCE**  
**YOUR WILL**

**SUMMON AN EXTRAORDINARY PERFORMANCE**

A FEROCIOUS CONCENTRATION AND FANATICAL EXECUTION  
IS WHAT YOU NEED TO **FINISH STRONG**

THE PERFECT ENDING TO  
ANYTHING YOU DO IS TO  
**FINISH STRONG**

**BEAT WHO YOU WERE YESTERDAY**

THE THINGS YOU NEED TO **FINISH STRONG** IS WHAT YOU SHOULD HAVE BEEN DOING ALL ALONG

IF IT DOESN'T  
**CHALLENGE YOU,**  
IT CANNOT  
CHANGE YOU

**OUTSUFFER YOUR COMPETITION**

**GENIUS** BEGINS  
GREAT WORKS.  
HARD WORK ALONE  
**FINISHES** THEM

NEVER WASTE THE  
OPPORTUNITY TO  
**FINISH STRONG**

GIVE THEM A PERFORMANCE THEY WILL TALK ABOUT FOREVER

**FINISH WHAT YOU STARTED**

**FINISHING STRONG** IS THE ONLY ACCEPTABLE WAY TO **FINISH**

# NO

STRATEGY

04

## START SAYING NO

“ Consisting of two letters and one syllable...the word “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 the 4th quarter.

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.*

Saying “No” is the most strategic decision you can make as it simplifies your life, focuses your attention and accelerates your effectiveness—**guaranteeing a strong finish to the year.** ”

***“If you're brave enough to start, you're strong enough to finish”***





# DO THINGS DIFFERENTLY OR DO DIFFERENT THINGS

“ A strong 4th quarter is dependent upon extraordinary execution skills. **The better you execute, the better you perform, and the stronger you finish. It's that simple.**

Expecting to get better results from the same old behavior will only succeed in perpetuating more pain and digging a deeper hole. It will NOT get you to a superior level of performance.

Therefore, finishing the year strong necessitates new and better execution skills. In short, things need to change, and when faced with a need for change – **YOU ONLY HAVE TWO OPTIONS...you can either do different things or you can do things differently.**

This is a subtle but important distinction, and if you have any chance of closing your execution gaps, you **MUST** ask yourself...

**“Do I need to do things differently, or should I focus on doing different things?”**

Getting the right answer – quickly – will be the key to a successful and strong 4th quarter finish. ”

***“You will be judged by your results and how well you bring things to an end...therefore always FINISH STRONG.”***



STRATEGY

06

# SPEED THINGS UP

“ The old rules no longer apply. **It's not the big who eats the small; it's the fast who eats the slow.**

Speed is a massive competitive advantage that you must utilize with great authority, speed is a demonstration of commitment, competence and clarity of purpose, and speeding things up is the key to rapid, ongoing, and transformational results.

You will achieve true greatness and finish the year strong **only after you develop a sense of urgency about what you are doing** — urgency to the extent that getting results and achieving your goals is a matter of life or death.

Perhaps the most important reason of all for taking action now and using speed as a competitive advantage is that time is finite.

None of us are getting any younger, and the sooner you realize the inherent value of speed, **the more serious you take your goals, and the more urgency you build into your daily habits.**

Before we move on to the final strategy, let me be perfectly clear, you **MUST** take massive daily action and turn the pursuit of speed into your primary weapon for finishing the year strong. ”

***“One way or the other you're going to finish...so, why not finish strong and make yourself immensely proud of your performance rather than embarrassed by your lack of it”***





# BE RELENTLESS

“ Your success in crushing your goals and **finishing the year strong is forever linked to your heart...your will...your steadfast commitment to your goals.**

Victory belongs neither to the faint-hearted nor to the weak-willed or the uncommitted.

Finishing the year strong necessitates that you **fight on with undying, relentless determination.** And, by choosing to be relentless, you are demonstrating no abatement of severity, intensity, strength, or pace, nor are you softening or yielding in determination.

Being relentless means that you have the type of spirit incapable of being overcome, subdued, or vanquished.

If you passionately believe that you are up to the challenge and committed to finishing the 4th quarter strong, then **it is your right and responsibility to cultivate an unbeatable mind and enforce your will over any resistance force.**

The rewards for those who are unyielding in their pursuit of a strong finish far exceed the pain that must precede the victory. ”

***“Coded into your genes is an extraordinary will, an indomitable spirit, a relentless finish strong ethos that is incapable of being overcome, subdued, or vanquished.”***





## ARE YOU READY TO FINISH STRONG?

*"Perhaps the most compelling reason to **FINISH THE YEAR STRONG** is that time is finite. You're not getting any younger, and the sooner you learn how to fast track your goals and make your mark...the sooner you'll live happily ever after."*

If you have a **burning desire** to **FINISH THE YEAR STRONG**, if you want to live a bigger, bolder and far more beautiful life...then stop what you're doing and sign up for the **100 Day Challenge**.

The **100 Day Challenge** is a **HARDCORE GOAL SETTING PROGRAM** designed to show you how to get **more accomplished** in **100 days** than most people do over the course of ten years.

***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.***

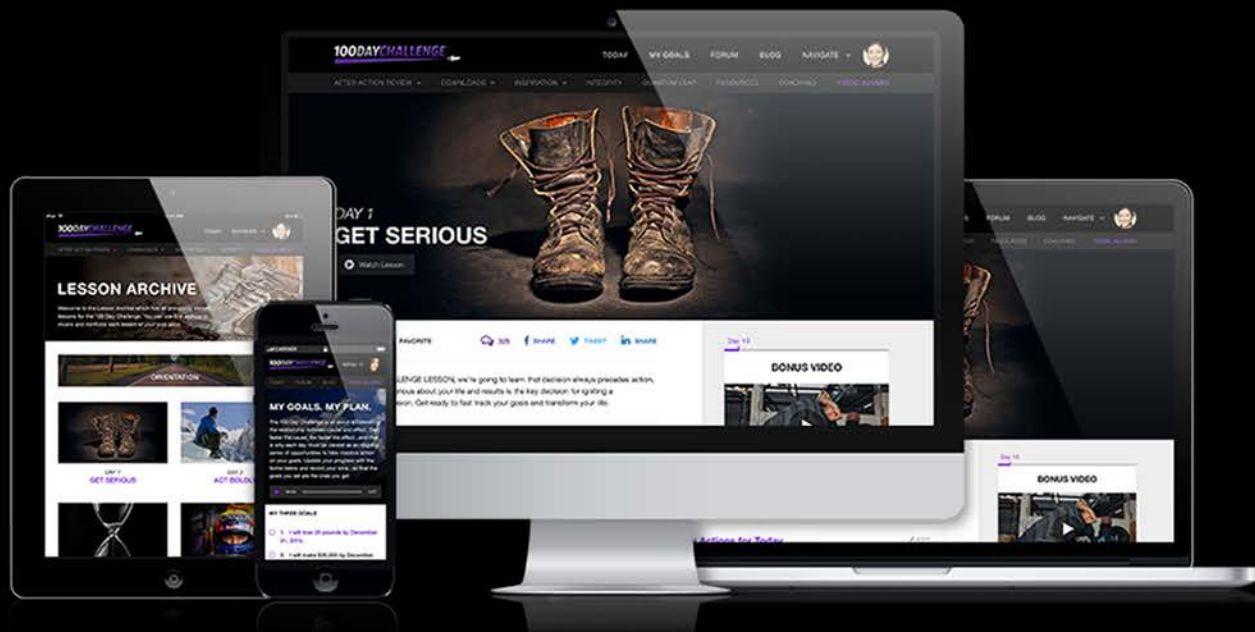
I know a thing or two about **driving radical results fast**...and if you have a **sincere desire to crush goals**, play a much **bigger game** and turn things around in your life...the **100 Day Challenge** is for you.

Over the years, I have become known as **The Goals Guy** and **developed a reputation** as someone that immensely successful **entrepreneurs, executives, professional athletes and even Special Military Forces** go to when they need to step up their **execution skills**.

**Enrollment Period: September 22 — October 2**

**SIGN UP HERE**





## YOU'LL LOVE THE 100 DAY CHALLENGE...

Primarily because we **focus on one thing** – getting you from **point A to point B**...from **start to finish 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 520,000 people in over 80 countries around the world, to include some of the **biggest and most respected companies** in the world such as the **Navy SEALs, IBM and Apple**...as well as thousands of smaller and mid-sized entrepreneurial firms.

***You get everything you need for accelerating your performance  
...skyrocketing your productivity...transforming your life and  
career ...and achieving any goal you want fast.***

Is the **100 Day Challenge** demanding? 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**... and together let's **Finish The Year Strong!**

*Gary Ryan Blair*

**P.S. Group Rates?** We've got you covered...**send an email** or call **877.462.5748** for program details.

**Enrollment Period: September 22 — October 2**

**SIGN UP HERE**



# **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**