

How to Get It, Live It and Pass It On<sup>®</sup>

the  
FANTASTIC

LIFE<sup>®</sup>

revisited

R. CRAIG COPPOLA

# FANTASTIC Life Rules

#1

**Know Your  
Stories**

#2

**Be Crystal Clear on  
What You Want**

#3

**Build Your Resumes  
Every Year**

#4

**Play Where You  
Can Win**

#5

**Get a Win**

#6

**Set Goals**

#7

**Stay Out of the Gap**

#8

**Use the 2% Rule**

#9

**Recognize There Are  
Two Kinds of Pain**

#10

**Take the Decision  
Out of the Moment**

#11

**Don't  
Waste Time**

#12

**Do Nothing in  
Moderation**



FANTASTIC  
Life Rule # 1

Know Your Stories

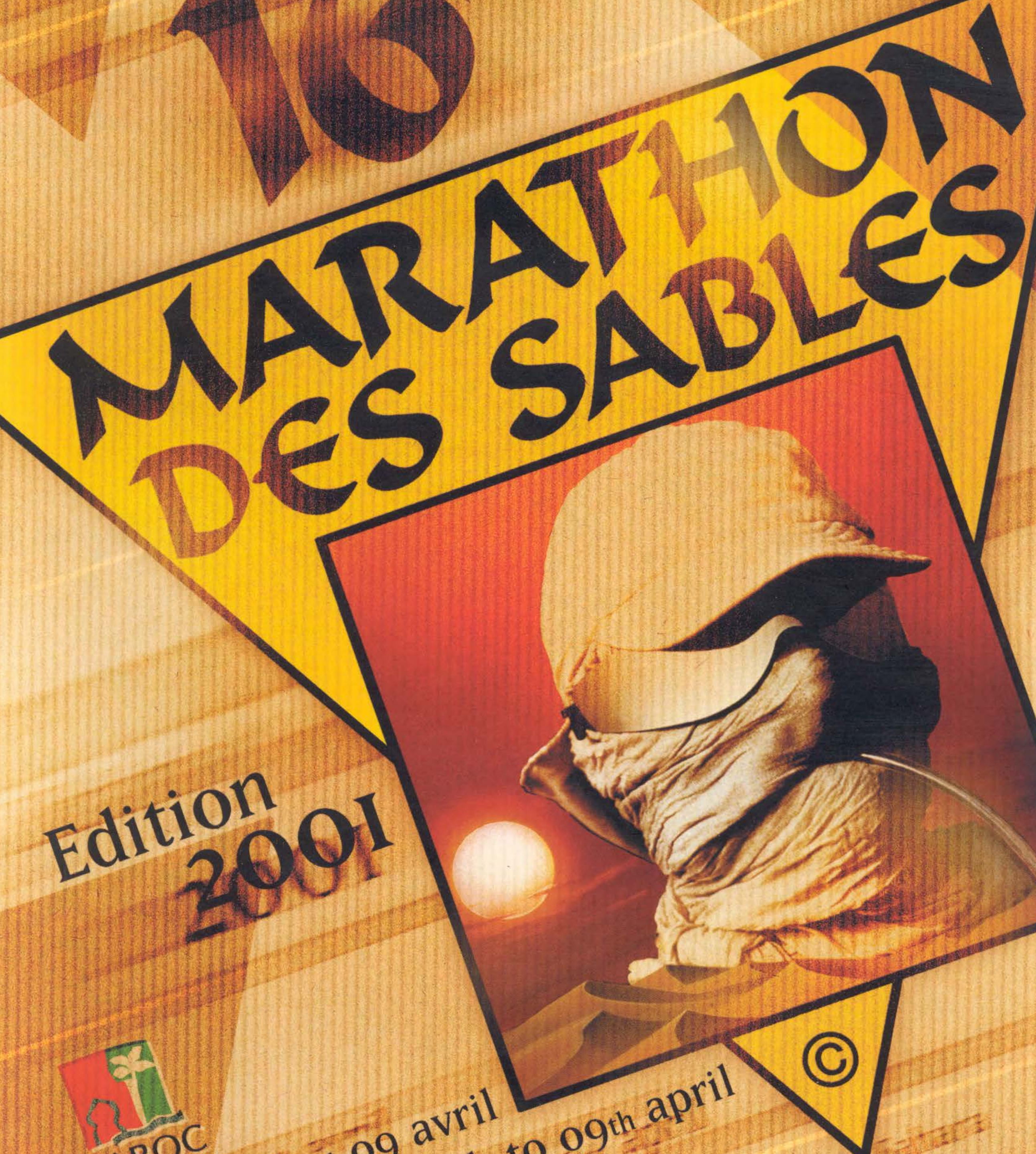
# Know Your Stories

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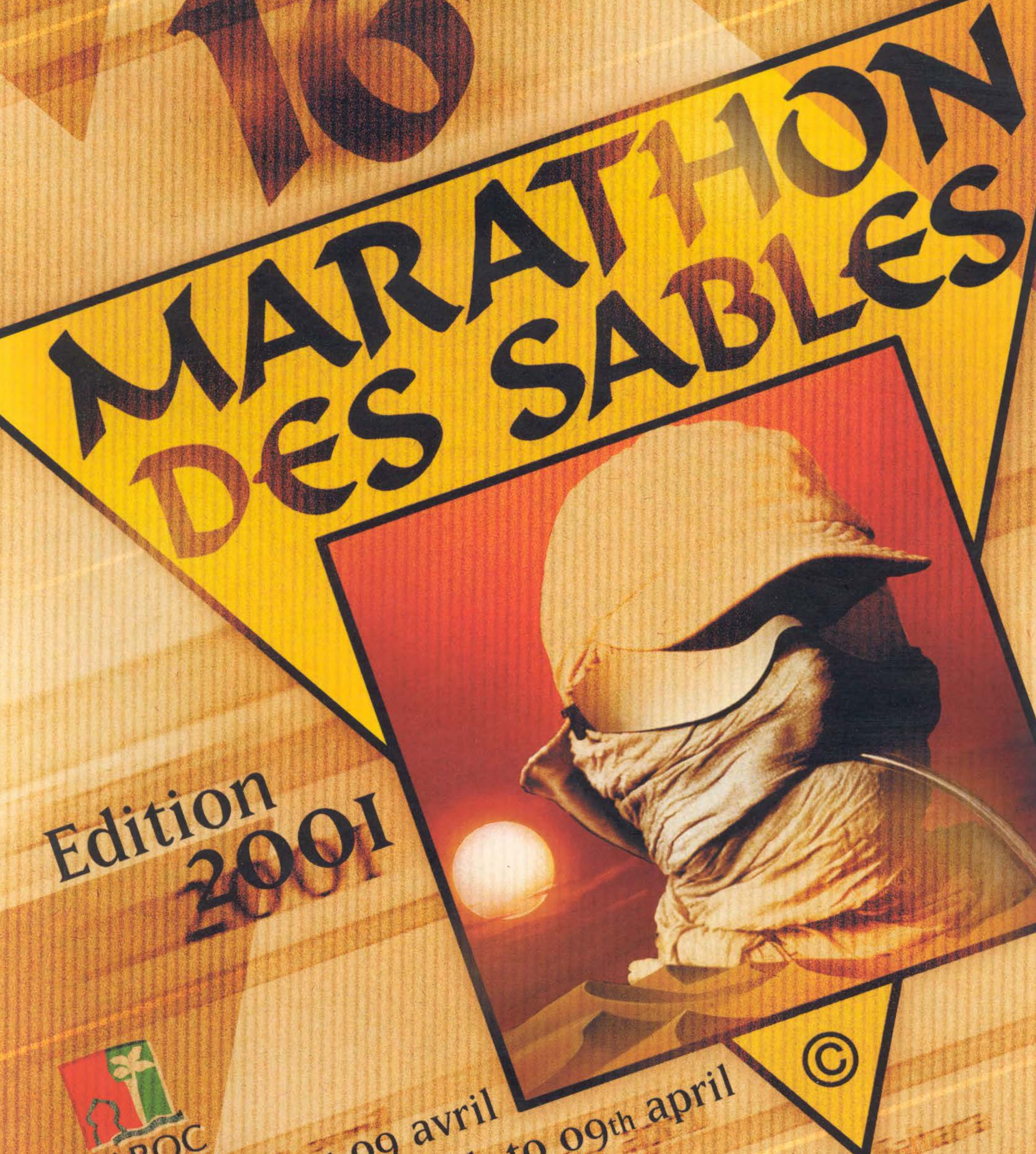
# Know Your Stories

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To live the life you desire... you have to start  
by telling yourself the **right stories**.



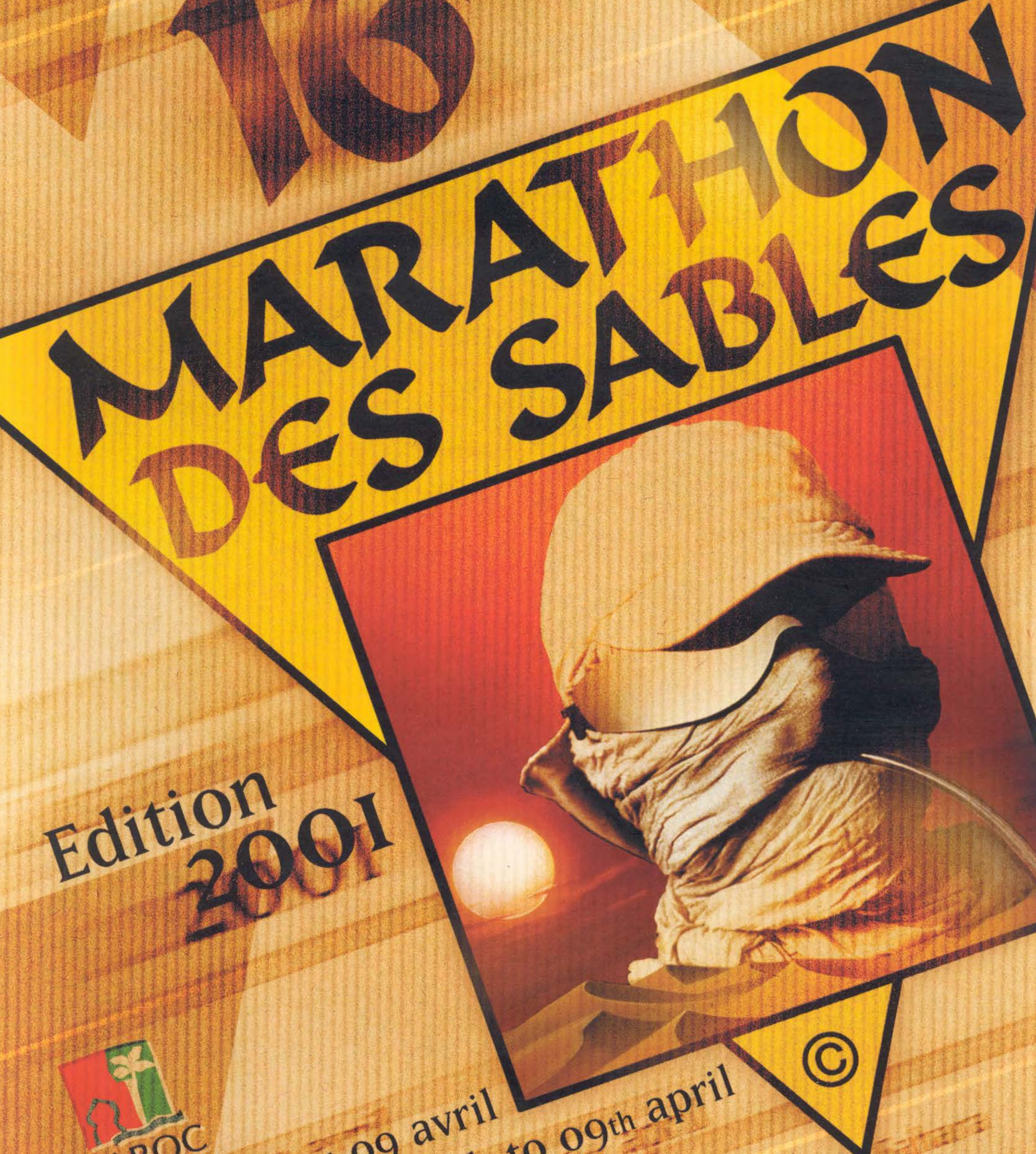
# The Marathon Des Sables



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*The toughest footrace on Earth*

.....



# The Marathon Des Sables

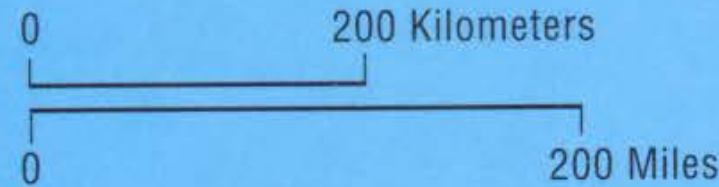
*The toughest footrace on Earth*

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**150+ Miles in 5 Days**  
in the Sahara Desert



# MOROCCO

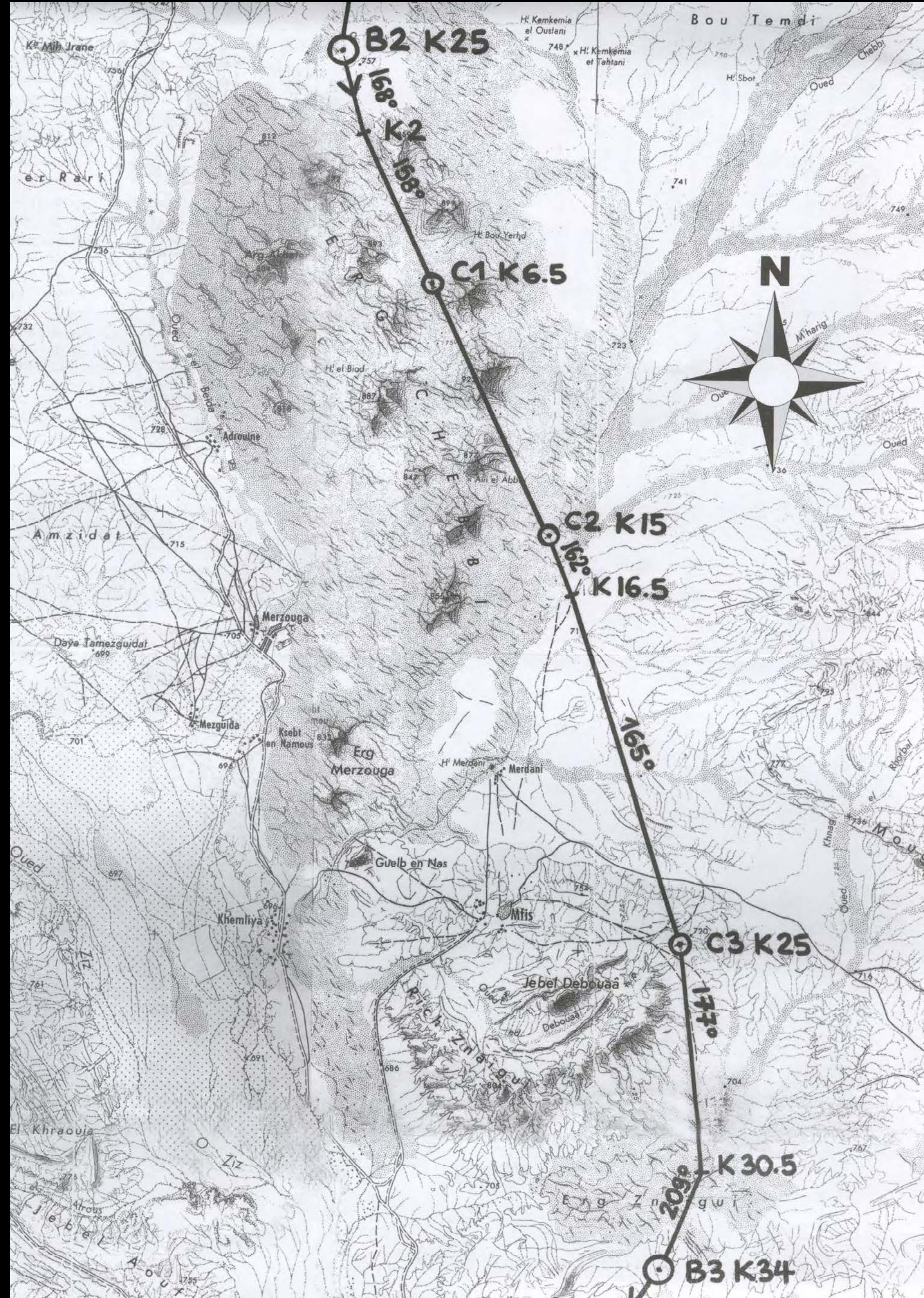




































# 16<sup>e</sup> MARATHON DES SABLES



**“We are the stories we tell ourselves.”**

**– Joan Didion**

What stories do I tell myself?

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# What stories do I tell myself?

.....

Catch myself...

# What stories do I tell myself?

.....

Catch myself...talking to myself.

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Catch myself...talking to myself.

Modify **ALL** stories so they fit **YOUR** Fantastic Life

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Wash...Rinse...Repeat

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Catch myself...talking to myself.

Modify **ALL** stories so they fit **YOUR** Fantastic Life

Wash...Rinse...Repeat

*Know Your Stories*



**“If you want your life to be a magnificent story, then realize that you are its author. Every day you have the chance to write a new page in that story...”**

**– John C. Maxwell**





Share Tweet



Chelsea-- What makes a winner? I took a few minutes to ponder this question along with the article and here is who I consider winners. People who:

- Endure life's challenges no matter how tough the situation.
- Have the ability to make it to the finish line and never give up.
- Set goals and work relentlessly to achieve those goals.
- Are living their Fantastic Life.

The article below was written by Dr. Bob Adams, a former SEAL and command surgeon. In it, he shares some great insights on how to be a winner. Here are my takeaways from the article:

-- If at first, you don't succeed, try, try again - Most people do not succeed on their first try at something. When you learn to ride a bike, you probably fell a number of times, and then slowly but surely got the hang of it.

-- Have faith in yourself - Don't doubt yourself. When doubt creeps in, shift your focus to how close you are to winning. If someone else has done it, you can too. This is WAY easier to type than execute. I believe it is something we have to work on daily.

-- Don't think too far ahead - Each challenge should be viewed as one step closer to the end. Don't let the distance from the finish line discourage you. Say you want to run a marathon. You will not be able to run the full 26 miles right away. You will need to gradually train yourself to run more and more each time. My book, rocks GRAVEL sand, was written to teach you how to take your rocks, crush them up into GRAVEL and then execute the sand. This is the path.

As quoted below by Dr. Bob Adams, "Endure, and survive the challenges that life throws at you - especially those that you cannot control - and the future will be yours to manage." {Click to Tweet}

Craig

The Fantastic Life Rule #5: Get a Win

Want to know a secret? You can be a winner right now. All you need to do is recognize the small wins that you accomplished today, and acknowledge how they are moving you closer to a bigger win.



Dr. Bob: A Former SEAL and Delta Force Command Surgeon Tells You How To Be A Winner

By: Dr. Bob Adams



Cold and wet at Navy SEAL training. Image from YouTube and CBS 8 San Diego.

"When a man finds that it is his destiny to suffer, he must accept his suffering as his task; his single and unique task. He will have to acknowledge the fact that even in suffering he is unique and alone in the universe. No one can relieve him of his suffering or suffer in his place. His unique opportunity lies in the way in which he bears his burden."

—Dr. Viktor Frankl, Man's Search for Meaning.

Why do I start this article quoting a great man's learning about suffering? Because life offers so many opportunities to do so.

As a physician, I treated life stresses as often as I treated most other diseases. I feel qualified to comment on the learning gleaned from decades serving those dealing with stress.

There is not an uncomplicated way to tell you what it takes to be a winner. Every man who completes Navy SEAL training, graduates, and is accepted into the special operations community will be a better person for the experience.

Clearly, having tried and failed a first time (as some do) is a great motivator for success a second time. Previous life-challenging experiences add greatly to success.

Every man that goes to SEAL training swears to himself and others that he will never quit. Each event, every day, is designed to challenge that promise.

Faith in one's self cannot be allowed to waiver. The end is usually a defined point, but each challenge offered and met, must be viewed as just one step towards that end.

To allow one's self to measure the time until a challenge ends is to invite doubt. When you doubt if you can stay in the chilly water one more second, or doubt your ability to run one more step, you must reach inside and pull the faith in yourself back to the present. Faith in one more step, faith in one more minute of endurance, and faith that the end will come when it comes. If the person next to you can endure, so can you.

Two of my starting SEAL class officers would try again and fail again. When faced with the brutality of their situations, they would lose faith in themselves a second time. I suspect it was, in part, due to their previous life successes. They had not yet failed enough or been tested enough by life's many available hard events and surprises. They allowed themselves to think ahead. The distance to the finish line was too far away. They had other places that they could go and still feel good about those options.

Winners know in their hearts, what they feel deep in their bones, and is engraved permanently in their souls... "I have seen worse. I can and will go on."

An unwillingness to accept any option other than staying the course to the end —and an ability to embrace the essential concept that "the only easy day was yesterday"—will prove to be a learned life blessing, and salvation.

Those that endure life's many challenges, and incorporate their eventual winning as part of themselves, will succeed in most later endeavors.

Endure, and survive the challenges that life throws at you - especially those that you cannot control - and the future will be yours to manage.

When selecting a future business or life leader to thrive in a challenging environment, it is likely that past overcome challenges and hurdles will prove to be the principal distinguishing predictor of success.

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but the parent of all the others.”**

**– Cicero**

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I am grateful to talk  
to you today.

the  
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LIFE<sup>®</sup>  
revisited

R. CRAIG COPPOLA

[ccoppola@leearizona.com](mailto:ccoppola@leearizona.com)

[thefantasticlife.com](http://thefantasticlife.com)

[coppolacheney.com](http://coppolacheney.com)