

We either make ourselves miserable, or we make ourselves strong. The amount of work is the same.



In 1990, my Marine Corp unit was deployed to Kuwait and Iraq as part of Operation Desert Storm. There were so many significant events that took place during my time there. All of which shaped my life in different ways. One event stands out from the rest. A fellow serviceman gave me Tony Robbins' *Awaken The Giant Within* to read. This changed my life and sent me down the incredible path of personal development which I am still on today. The book was more than a list of principles to live by. It provided a road map to achieve my goals, a call to action to fulfill them and motivation to put in the work every day to reach my full potential. This was the beginning of the 2BeRe University principles and Stronger Mindset daily ritual.

After reading Robbins' powerful book, I continued to make personal growth a priority, attending many workshops and seminars on the subject over the next twenty years. Each motivational speaker and game changing idea I listened to resonated with me. I learned about integrity and commitment on a deeper level. I was taught the importance of forgiveness and the strength of vulnerability. I was challenged to control my ego and accept my imperfections. Great leaders and speakers from Marcus Aurelius to Wayne Dyer and Deepak Chopra helped me see there are no external enemies, there is only self, and once I master self, I give up judging others and myself. Then I am left with love and acceptance.

These powerful concepts shaped my life and inspired me to found ToBeRe..., a community of people who create a place of non judgment, unconditional love and support. In this unique

space, everyone wins. As part of this community, my humanity and desire to serve others grew. When I was contributing to my friends and partnering with others to create "group", I was my happiest. I soon noticed that if I wanted to stay in this awesome space every day, I had to do certain things. Night and day, my conscious and subconscious worked to design a daily practice that could produce this environment for everyone. What started out as powerful over-arching principles, became the STRONGER MINDSET daily rituals that anyone can do if they desire to be their personal best and help others do the same. If you want to live an extraordinary life, do the following ritual every day:

- **S**tretch yourself daily. Do things out of your comfort zone. "A comfort zone is a beautiful place, but nothing ever grows there."
- **T**rain your body and mind.
- **R**est. Sleep 7 hours of sleep each night so you're your best each day.
- **O**wn the day. Push yourself to be better than you were the day before.
- **N**utrition. Feed your mind and body with foods that improve mental clarity, activate creativity and produce optimal health and fitness.
- **G**row. Learn something new that requires you to be uncomfortable. All growth occurs when there's uncertainty and we are uncomfortable.
- **E**xercise daily. Movement awakens the body and activates the brain. Don't wait for motivation to exercise. Lead with exercise and motivation will follow.
- **R**e-invent yourself. Past failures and disappointments don't define you or other people. Give yourself and others an opportunity to reinvent who you are. And extend grace and unconditional love along the way. Once you do this, set your mindset on what you want accomplish for the day.

In the next few weeks, we will be launching the new 2BeRe University website. There you will have the awesome opportunity to experience new, fun and effective workouts, view healthy cooking videos from start to finish and develop an incredibly stronger mindset. We can't wait to share our vision with you and have you join us in our extraordinary mission to help people become their personal best.

Keith