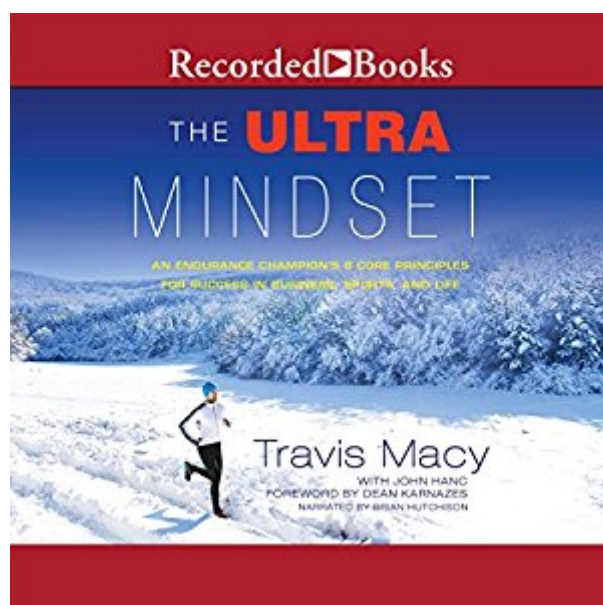


The book was found

# The Ultra Mindset



## Synopsis

Travis Macy has summited glacial peaks in the French Alps, rappelled into limestone caves in China, and raced through parched deserts in Utah. In 2013 he famously won the Leadman Series, a combination of nearly 300 miles of high-altitude trail running and mountain biking over the course of five epic endurance races. Macy achieved all of these victories without elite professional training or even exceptional strength, speed, or flexibility. His secret? A precise outlook he calls the "ultra mindset", a set of simple principles for daily life that includes embracing fear, rewriting the stories we tell ourselves, and mastering the art of asking for help. By practicing these principles in all areas of life, anyone can successfully achieve goals that might have otherwise seemed impossible.

## Book Information

Audible Audio Edition

Listening Length: 7 hours and 28 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Recorded Books

Audible.com Release Date: April 14, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B00W36H1G0

Best Sellers Rank: #43 in Books > Sports & Outdoors > Extreme Sports #51 in Books > Audible Audiobooks > Health, Mind & Body > Exercise & Fitness #175 in Books > Audible Audiobooks > Nonfiction > Sports & Recreation

## Customer Reviews

A must read for everyone. The Ultra Mindset, by Travis Macy is a wonderful book. I thoroughly enjoyed reading it and was disappointed when I got to the end. Travis Macy is a highly successful endurance athlete, and based upon reading of his other accomplishments, a very successful person, husband, father and business professional. I enjoyed reading of his harrowing adventures and extremely difficult challenges that he was able to navigate successfully through a combination of fitness, determination and mental toughness. I really liked the format of this book: Lessons learned from endurance event competitions that are applied to a regular life and business. No matter your circumstances, the 8 principles articulated in The Ultra Mindset are practical and actionable solutions that can be applied to everyday life – a very real world orientation. In particular,

• The 4:30 a.m. Rule • resonated with me. This is all about making a commitment, setting forth the tasks that need to be acted upon in order to fulfill the commitment and then getting it done. I believe this is a fundamental trait of every successful person • whether in personal life, business, athletic competition, or whatever. Clearly Mr. Macy has this ability, which he writes was instilled in him early on by his father, also an accomplished endurance athlete. Something all of us • normal • folks can take comfort from is the author's admission of self-doubt that creeps in one's mind at all the wrong times and how he used this as a motivator, not a reason to throw in the towel. How he was able to recognize the tendency to rationalize why quitting is a good thing. And then using this as a mantra to not quit, to persevere, to achieve. Mr.

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