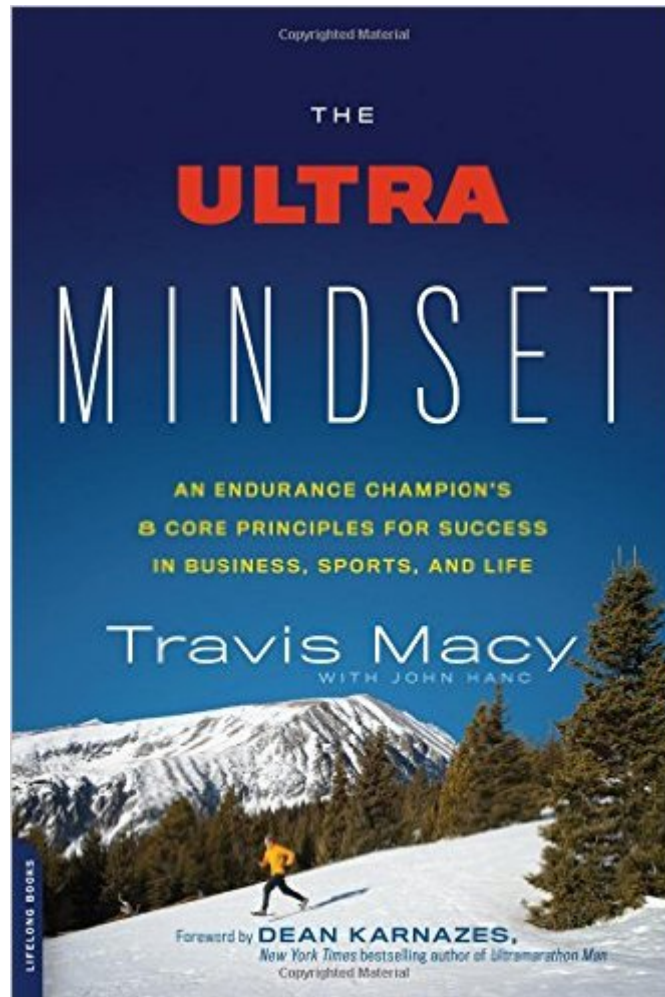


The book was found

The Ultra Mindset: An Endurance Champion's 8 Core Principles For Success In Business, Sports, And Life



Synopsis

Travis Macy summited glacial peaks in the French Alps, rappelled into vast limestone caves in China, and ran through parched deserts in Utah. Most famously, he won one of the country's marquee ultra-distance events: Leadman, a high-altitude series of super-long-distance races, culminating with a 100-mile mountain biking race and a 100-mile trail run. Macy accomplished it without exceptional strength, speed, or flexibility, and without high-tech performance labs or performance-enhancing drugs. His secret? A precise and particular outlook he calls the "Ultra Mindset," principles for daily life that are neither mysterious nor the sole province of ascetics or elite athletes: embrace fear, rewrite stories we tell ourselves, and master the art of seeking help, among others. By applying the principles such as "It's All Good Mental Training," "When you have no choice, anything is possible," and "Never quit...except when you should quit" to other areas of life, anyone can find success that otherwise would have seemed impossible. Coauthored with award-winning running writer and journalist John Hanc, *The Ultra Mindset* blends exciting personal memoir with actionable, research-based advice. Dramatic stories of Macy's far-flung experiences in the professional endurance-racing world lead into relevant mindset principles, reflective self-assessments, mind- and body-enhancing workouts and activities, and compelling case studies. Macy's stories keep the pages turning as you forge your own winning outlook for success in business, sports, and life.

Book Information

Paperback: 288 pages

Publisher: Da Capo Lifelong Books (April 14, 2015)

Language: English

ISBN-10: 0738218146

ISBN-13: 978-0738218144

Product Dimensions: 6 x 0.9 x 8.9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (74 customer reviews)

Best Sellers Rank: #110,544 in Books (See Top 100 in Books) #41 in [Books > Sports & Outdoors > Extreme Sports](#) #252 in [Books > Health, Fitness & Dieting > Exercise & Fitness > Running & Jogging](#) #1075 in [Books > Sports & Outdoors > Individual Sports](#)

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.

[Download to continue reading...](#)

The Ultra Mindset: An Endurance Champion’s 8 Core Principles for Success in Business, Sports, and Life
Success Principles: Beast Mode Mindset of Success: Learn the top secrets that will rocket you to success in any area rapidly
Developing a Successful Mindset: How to Change Your Mindset for Personal Growth and Success
Sports Betting: Tools, Strategies, and Principles Behind Winning Sport Predictions: Sports Investing and Making Money in NBA, NFL, NCAA, Football and Basketball ... Sports Wagering, NFL Betting, NBA Betting)
BUSINESS: Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner)
Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities)
Endurance in Sport (The Encyclopaedia of Sports Medicine) Olympic Sports - When and How? : History of Olympic Sports Then, Now And Beyond: Olympic Books for Kids (Children’s Olympic Sports Books)
The Manifestation Mindset: How to Think Like A True Manifestor and Overcome the Doubts Blocking Your Success (Amazing Manifestation Strategies Book 3)
Trickle Down Mindset: The Missing Element In Your Personal Success Mindset: The New Psychology of Success by Carol S. Dweck, PhD: Key Takeaways,

Analysis & Review Sports Betting for Beginners: How To Read The Sports Odds So You Can Turn A Few Dollars Into Big Winnings With Sports Betting! Sports Illustrated Almanac 2015 (Sports Illustrated Sports Almanac) Sports Betting: The Secret System to Success and Make Money (Win Money Betting System) (Sports Betting, Make Money, Betting Strategy) Field Hockey: Steps to Success - 2nd Edition (Steps to Success Sports Series) Archery-4th Edition: Steps to Success: II (Steps to Success Sports) Archery 4th Edition: Steps to Success (Steps to Success Sports) Racquetball: Steps to Success (Steps to Success Sports Series) Mental Toughness for Peak Performance, Leadership Development, and Success: How to Maximize Your Focus, Motivation, Confidence, Self-Discipline, Willpower, and Mind Power in Sports, Business or Health KEYS TO THE KINGDOM: PRINCIPLES OF SUCCESS IN THE BIBLE: Unlock the secrets to success

[Dmca](#)