

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

***A newsletter written with joy for the curious, adventurous, and modern-day action-takers of the world.***

## ***February 2021***

Hey <<First Name>>,

2020 was a BIG year for me. Part of the journey for me included getting a tattoo. It was a big deal... something I had fretted over for many years. And as it turned out, it was much less about the symbol itself than it was about what it represented for me.

Below is the story of how it happened... and my willingness to follow my instincts and really go for it.

My intention in sharing here is to inspire you... not to get a tattoo 😊 (unless you really want one)... but rather to slow down, give yourself space, listen to your inner voice, and take a chance on yourself, invest in something YOU want, because it represents your true inner voice, passion, love. Be willing to jump into the great unknown at a level of risk that you're "good" with (must be at least a little uncomfortable).

If you're inspired to take an action as a result... **let me know about it...** I'd love to hear YOUR story.

Enjoy...

Andy

PS - if you've got something "niggling" at you that you'd like to talk through,

PPS - If you love this newsletter, please consider forwarding it to someone you care about and/or someone who might value from it. [They can subscribe here.](#))

---

## The Tattoo Story



I finally went and did it. Got me a tattoo! It's something that I've had planned for over 10 years. I've had multiple artists draw up ideas. I've even booked appointments over that time.

But each time, I failed to pull the trigger.

Until now.

This tattoo, this symbol, called a **unalome**, or yant in Thailand, signifies being "on the path".

While the symbol itself is meaningful, it was my willingness to act, to step outside of my comfort zone and get it done that proved to be the most significant part for me.

Because it was more than just body art to me, the parameters around which I got it were super important. Here were the "rules" I had come up with prior to getting it..

1. It had to be bigger than "small" - and while you might not call this a big tattoo, for my first of this nature, it's certainly not small.
2. It had to be easily visible to me - as a reminder of its significance. This wasn't intended as an "art piece" for others to see... it's symbolic to me for many reasons, is part of my inner journey, and I wanted the daily reminder.
3. It had to be in an obvious location. No hiding. No turning back. No pretending it's not there. No forgetting. Honoring my choices and living with the consequences, no matter what they may be.
4. It had to be for no particular reason, other than because I wanted to get it. Not connected to an event. Nothing I could "pin" it on or blame on later.

influence from anyone else. No one else to blame. No excuses.

6. It had to be done on my own. ALL the choices around this would need to be my own.
7. It had to be permanent... no to trying it to see if I like it first with an 'iron-on'

All my life, I've deferred to others in some form or another for helping me answer the question, "Should I \_\_\_\_?".

Which has meant that for the most part, I've always had someone or something to blame had they not gone the way I wanted them to.

I've justified the choices I've made in one of the following ways:

- Socially acceptable
- Because of the advice of others (it's not my fault, they "made" me do it)
- It was generally accepted as smart, good or healthy
- It was done as part of a group (peer pressure "made" me do it)
- Done with a wide margin of safety and the ability to turn back or bailout
- Done for "good reason"
- Done because win or lose, succeed or fail, either way, I'd "look good."

This tattoo represents the anthesis of all of these justifications.

No excuses.

No peer pressure or groupthink.

No fallback position.

No getaway car.

No eraser.

No one else to blame.

No.

Burn the fucking boats.

Lets gooooooooooooo!

Subscribe

Past Issues

Translate ▾

	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021
<b>Running</b>					
Days	28	30			
Miles	57	57.6			
Time (hrs)	9.4	9.5			
Avg dist/run (mi)	2.04	1.92			
Avg time/run (min)	20.14	19.00			
<b>Yoga</b>					
Total Days	30	31			
30 min classes	25	27			
20 min classes	5	4			
Time (hrs)	14.1	14.8			
<b>Peloton Rides</b>					
Rides	11	18			
Time (hrs)	8.5	10.26			
Avg. Class Dur (min)	46.36	34.20			
<b>MTB Rides</b>					
Rides	2	4			
Miles	37	68.7			
Time (hrs)	4.2	7.33			
Elev Gain (ft)	4,800	8,246			
Avg. miles per ride	18.5	17.175			
Avg. time per ride	2.10	1.83			
Avg Elev. gain	2400	2061.5			
<b>Meditation</b>					
Days	25	31			

It's still the beginning of the year, and I'm on the habit kick - because there is never a better time of the year to get tracking.

WAHOO!! 🥳🥳🏆🥳

This month I have a new tracking system & **spreadsheet** for you - one that will help you get a bit more granular with the specifics of your daily activity habits.

If you're in the "upgrade your life" game, one of the things you accept is the importance of tracking numbers without connecting a good/bad judgment on what they could mean about you.

Why?

Because...

1. What you measure, you can manage.
2. Numbers tell the real story.
3. What you do every day is the foundation, a microcosm of your life - there's nothing more important than becoming conscious of the habits that make you, you.

I find that numbers like those in this spreadsheet are particularly motivating. I love playing the game of "**upping (or maintaining) my average**," especially if I can do it without getting bogged down by the administrative BS of writing it down every day.

And with all the smart devices, watches, and apps out there, there must be a way to do it simply and easily, right?

Right!

So after some thinking and experimenting, I came up with the answer. Here's why YOU should give this a shot too

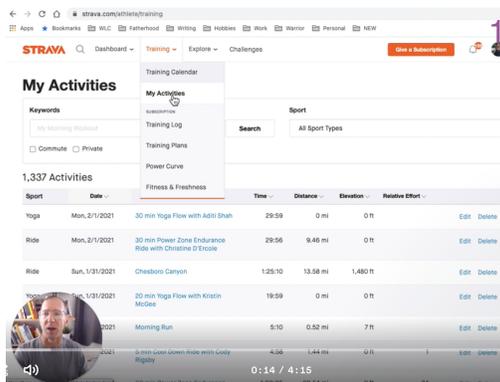
- It requires **less than 1 hour each month**.
- It's fully customizable for any metric you want to keep track of

[Subscribe](#)
[Past Issues](#)
[Translate ▼](#)

- Even if you don't use a fitness tracker to track your data, you can still use the spreadsheet to track anything you want to, manually.

Here's how it works:

1. Set up your wearable device (I use a Garmin Fenix 5) to track your runs, swims, outdoor bike rides, or any workout you want to track, and automatically sync to Strava. (*Note: for this system to work, you'll have to use a wearable that "plays nice" (syncs) with Strava - Apple watches won't do that*),
2. Set up whatever fitness app(s) that you use for workouts, yoga, stretching, or meditation to automatically sync with Strava. (I use Peloton for yoga and indoor cycling, and Insight Timer for meditation)
3. At the end of each month, use the following 3-step process to get the data from Strava into your spreadsheet.



A. **Sort the data** in Strava,

B. **Copy and paste** that into a raw data spreadsheet ([here is the one that I used for that](#)), and

C. **Use the totals** from that spreadsheet to paste data into the final result you see

in the rainbow spreadsheet above.

**CLICK HERE** to watch the video of me walking through the process, step-by-step.

I've done it now for 2 months now, and I couldn't be happier about it. Something about collecting and analyzing data about what I'm up to each month... well... makes me happy 😊, and is incredibly motivating 🙌.

I encourage you to try it out... or a version of it, that works for your life!

Last month, I shared THIS PDF [download here] as a simple and manual tool for keeping track of one to four of your most important daily habits.

Well... HOW'S IT GOIN'??

I'm serious... I'd like to know.

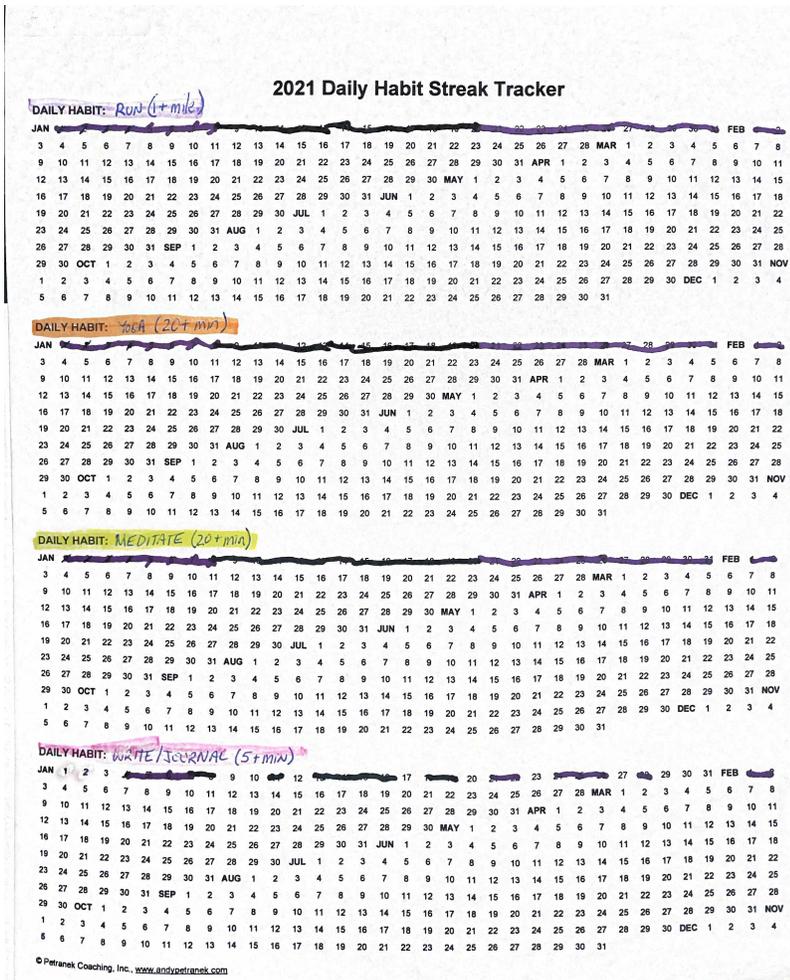
Something that always helps with accountability is to share your progress

with others. So... If you're up for it, take a picture of yours, post it up to IG or FB, and tag me (@andypetraneK). If that's a little too public for you, just **reply to this email** with yours and tell me more about how it's going!

As you can see from mine, my first three habits - run, yoga, meditate - are going like gangbusters! I love seeing that solid black line showing that I haven't missed a day yet this year. Don't forget, tracking habits that are "locked-in" like that is still of value as it serves as inner inspiration and motivation (unless it's something that literally requires no effort at all - like, perhaps, brushing your teeth).

My 4th habit, journaling, is still a work in progress... but at least I can see clearly and easily how it's going.

Listen - if you haven't started this practice yet, it's NEVER too late. **Download the pdf** and get going... not a moment to lose!! #WINNING!! 🏆 🏅 🌟 🚀 100



## Quotes To Ponder

*"Life will present you with people and circumstances that will reveal where you are not free."*

~ Peter Crone

*"We are always complaining that our days are few, and acting as though there would be no end of them."*

~ Seneca

## Clear Your Mind... With Us!!

Want to know where you can find me every weekday at 8:30am?? Right here... leading a group meditation in my private Facebook Group.



I invite you to JOIN US.

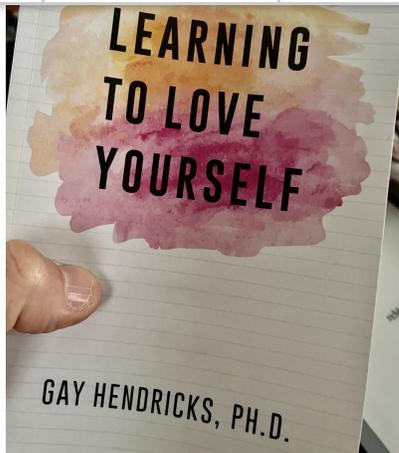
Whether you join us once a week, once a month, every day, or just watch replays on demand... trust me when I say that there is NOTHING like getting together with a community and meditating together.

In fact, it's the ONLY reason that I ever started meditating...

Give it a shot... here's the link to the [private Facebook Group](#). It might just be the best gift you can give yourself in 2021.

## Somethin' to Read

I remember the first time that I was presented with the idea that to truly love another person you had to first fully love yourself. At the time, it made no sense



But as I've grown older (and hopefully wiser), I can see the truth in that statement. When I'm "in love", I'm not seeking it, or looking out in the world for where to "put it".

I'm being it... the source... I'm in a state of loving, of pure acceptance. It's like wrapping myself in the world's softest and snuggliest blanket, like in a cocoon, inside of which anything I've done, good or bad, evaporates, I accept it all.

The first time I had the experience was with my first coach, Mona... She helped create that container for me, and I cried tears of relief, joy, happiness and sadness for well over an hour. It's something that I'll never forget.

It's a state that is accessible to anyone with a little work and practice. This book, [Learning to Love Yourself by Gay Hendricks](#), is a book I often refer clients to for looking at some of the things that stand in the way, as well as methods for developing this ability.

Love and acceptance are things the world can use much more of right now. I encourage you to check it out.

PS - It's ALWAYS a great idea to sing and dance your way into loving yourself... Here's a [GREAT SONG](#) to do it with!

---

## Get the Sugar (and other stuff) Out of Your Wine

About 6 years ago, I met someone who would forever change the way I thought about and consumed wine. His name was Todd White, and he was starting a small wine distribution company called Dry Farm Wines.

His concept... to create mail-order club with all-natural wines, mostly from Europe, that he curated based on specific, rigid standards for each that included:

Subscribe

Past Issues

Translate ▾



There's A Better Way To Enjoy Wines.

Sugar-free (<0.15g/glass)

Lower alcohol (<12.5%)

Lower Sulfites (< 75ppm)

Dry farmed (no irrigation)

Most wines today on shelves don't make the cut, and you'd never know it since the federal government doesn't require

nutrition labels for alcohol.

I didn't really appreciate the significance of the difference until I decided to try their whites. I hardly ever drink white wine because they leave me feeling crappy the next day with a headache, or just a general feeling of "offness". I know this may sound crazy, but after trying at least 3 different varieties of whites, over many days of drinking 1+ glasses, I never got that same headache or feeling. So... I was sold.

I've been a member of the club for years now, and thought you might be interested too.

If you use [THIS LINK](#), you'll literally get a bottle for a penny with your first order.

## Parting Thought



This is the ending line from my favorite movie of all time, *The Matrix*. Take a moment to think about it... to see how it might be relevant for you, for your life.

*"I know you're out there. I can feel you now. I know that you're afraid... you're afraid of us. You're afraid of change. I don't know the future. I didn't come here to tell you how this is going to end. I came*

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼

---

*to show them a world without you. A world without rules and controls, without borders or boundaries. A world where anything is possible. Where we go from there is a choice I leave to you..."*

~ Neo

---

### Connect with Andy



Facebook



Instagram



Email



Linktr.ee

---

## Want to subscribe?

If this email was forwarded to you and you'd like to subscribe,  
[Click Here](#)

---

Andy Petranek Coaching, 3852 Coolidge Ave., Los Angeles, CA 90066

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

[Subscribe](#)

[Past Issues](#)

[Translate ▼](#)