



ANDY PETRANEK

STEPPING UP

Issue 10 | February 3, 2019

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

<<First Name>>,

If you've been a subscriber to my newsletter, you've probably noticed that you haven't heard from me in a while. Here's why - I haven't taken the time to do the work to find things, compile them, and compose an email about them. And bottom line - I haven't wanted to just clutter your inbox with something of no real value just to send out a monthly newsletter.

But this month is different.

I've got something to share. It's not anything you can watch, listen to, or read about online. In fact, this is the first I've mentioned it to anyone.

It's about what I've been hard at work on for the past 3 months - developing a new product as an evolution of the Whole Life Challenge model. If it's not specifically relevant to you, it definitely IS to someone you know, for sure: a family member, colleague, friend, etc. It is something that connects my personal journey with the mission of the Whole Life Challenge and it represents an evolution in my thinking, growth, learning, and expansion.

I'm super excited about it and to be sharing it with you for the first time!

steps to follow at the end of this email... so if you're interested in learning more, read on.

If not... that's cool too. I appreciate you being a subscriber!!

Below's the story of the evolution. Hope you enjoy.

Andy

I'm a life explorer, an adventurer, a seeker. It's so woven into my life and personality that I don't know where that stops and who I am without it begins. I've always thought it was normal to be constantly looking for ways to learn, grow, and expand. And while it's normal for me, what I know now is that it's not normal for everyone.

When I sat down to think about the amount of money and time I've spent on personal development over the past 23 years, the numbers are staggering. Thousands of hours and upwards of \$250,000!!

Some might say that is nothing to be proud of. I would agree! To me it's just an indicator that I'm a slow learner... and also that I never give up!

So as it turns out, that's NOT normal. We've all got the desire to grow, but the willingness to actually do something about it, be exploring, upsetting the status quo, creating new things, and constantly evolving and expanding. That's not normal. AND... it's been my life.

I started coaching people about 30 years ago as a buck 2nd Lieutenant in the USMC. I made it my profession 8 years later and since then have never looked back.

Six years ago, the manager and head coach at my gym (CrossFit Los Angeles) and I had this idea to start an event to help our clients raise their awareness and take action to improve their health and well-being through 7 daily habit practices. We called it the Whole Life Challenge. It's become a business in and of itself (we had over 60,000 people take part in it last year alone!) I'm still leading the team that produces it (now 4x per year), and am grateful that it continues to grow and expand in influence all over the world.

But recently I've felt something tugging at me... like something is missing, calling me to do something, build something, create something new, something different, that supports people differently, more thoroughly and more personally than what the

The WLC is perfect for those who are self-starters, who need the minimal amount of guidance and accountability, who are adventurous, who are willing to explore, to go figure it out on their own, to rely on the community, using information on our site and from the interwebs to make it happen. I love it for its ability to deliver on that promise to the thousands of people around the world that it serves.

However, over the past 20+ years of my own personal journey, I've found that having an app, spreadsheet, or even an accountability partner simply isn't enough. While it serves to get me started, it doesn't deliver the sort of personal guidance, depth, or thoroughness that I've gotten by working with a personal mentor or coach.

So I went to work on developing a one-on-one coaching program to specifically address the areas of life, health and well-being that we address in the Whole Life Challenge - nutrition, exercise, mobility, sleep, hydration, well-being (this is a very broad category), and reflection.

What I came up with is very much a coaching program, NOT a training program.

What's the difference? It's an important distinction.

A training program is something you show up for where everything is done for you. You are a participant in the fact that you must show up, but everything else is done for you - you are told what to do, and you do it. Period.

A coaching program is one where you also must show up, but it's not a cookie-cutter solution that you must fit yourself inside of. It's built around your life, your experience. It requires you to show up both in the program and in your life. It takes daily practice and commitment, and is rigorous in that it requires all of that ON TOP OF everything else going on in your life - as the idea is NOT to take you out of your life to just focus on this for a period of time. It's to live your life WHILE you're growing, learning and expanding.

So... here are the details. I've never offered anything like this before. While I have done a LOT of fitness coaching, and some life coaching, I've never created a program like this, based on decades of practice and work on myself.

I'm really excited to be putting it out there to you - FIRST. Before anyone else in the world really knows about it.

First, here's what you DO NOT get:

- A set workout program

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- A list of meals, foods, or recipes
- A cookie cutter approach to your life

Here's what you do get:

- Clarity
- Guidance
- A journey
- Regular nudges (or shoves, or even swift kicks) that put you outside your comfort zone
- A custom approach, built brick-by-brick over the course of the 3 months
- Accountability
- Homework
- Application

Remember, It's only for people who are super committed, super motivated, and willing to step outside of ordinary, and live at the edge of their status quo. Perhaps you know someone like that who is ready. If so, I'd love to hear from them (or you).

Here are the details:

- 3 months
- Extensive Whole Life Discovery process (can't know where you're going if you don't first know where you are).
- 12 weekly coaching sessions (45-60 min via online Zoom chat)
- Regular reading, homework, study, and application
- Price - \$4,995

Now look. I know... there are a lot of good reasons to NOT do it... to not even consider it. After all, who has \$5k just sitting around? But consider this possibility, that you've been getting what you've been getting in your life, and it's not working the way you know inside that it could be working, specifically because you HAVEN'T been willing to invest in yourself the way you have been willing to invest in your car, your "things", your vacations, your dinners out, your latte's... you know what I'm talking about. Just consider it and ask yourself this question. Are you worth it? Is your family worth it? Your kids? Because who you are for yourself and for them matters more than just about anything else you can do.

Now... the offer. At the top of the email, I mentioned a special offer. Here it is...

For two people, based on your submissions (details below), you'll get the whole

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commitment to your process, growth and development - all of that, for \$1,750.

But to get that price, It's going to require a little work first:

- Download this - [The BIG PICTURE Doppler](#).
- Complete the worksheet and create your video.
- Get back to me with the materials asked for.

I will be choosing 2 people to get this special offer.

So you know, I'm going to be making this choice based on my assessment of your authenticity, desire, depth of your answers, and commitment to making this investment count.

If you're one of the 2 people I choose, I'll be in touch.

Looking forward to taking you through this journey!

Andy



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