

**UNDENIABLE**



# UNDENIABLE

*How to Reach the Top and Stay There*

**CAMERON HANES**



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**“THERE’S NO REST FOR ME IN THIS WORLD.  
PERHAPS IN THE NEXT.”**

*— T. Shelby*



# CHAPTER 4

# GET UP AND GO



## **CONSISTENCY:**

*The quality or fact of being consistent: such as the quality or fact of staying the same at different times*

**“INFINITE PATIENCE AND PRACTICE ARE  
NEEDED TO MAKE A HUNTER. HE MUST EARN  
HIS RIGHT TO TAKE LIFE BY THE PAINFUL  
EFFORT OF CONSTANT SHOOTING.”**

—*Saxton Pope*, *Hunting with the Bow and Arrow*

The first time I met Joe Rogan and came on his podcast, I introduced him to my daily routine.

“People always ask—what do you do?” I said. “It’s real simple. I got it on my shirt.”

“Lift Run Shoot,” Rogan quoted.

“I lift run shoot every day.”

Rogan looked surprised. “You don’t take Sundays off? Nothing?”

“Every day.”

“You don’t take a day off a week for anything?”

“Every day,” I repeated.

“Wow. I take days off, son,” Rogan said with a laugh. “I like days off”

“Hey, I would like days off too, but I can’t do it.”



If there is one constant theme about undeniable people, it is that they are consistent with how hard they work and the effort they give when performing. This doesn’t just apply to a sport; it can apply to your business or your ability to lead or your relationships or anything else in life. Through the highs and lows of life, one thing must remain constant: work. Make no mistake, without consistent effort, the whole ship sinks.

Every outlier I’ve met and run alongside and shot bows with works hard. Every single one is a testimony to the value of toiling away every single day. Each of these individuals has a trait I could share in

this chapter. They all have a common thread inside of their DNA. It's not their rare genetics that they were born with (although some of these outliers were indeed blessed with those). It's an idea that anybody can latch onto.

Consistency will set you apart.

Growing up, I didn't have a lot of confidence. I didn't have lots of direction, either, nor did I have a lot of support from my peers. Discovering bowhunting and the feeling that came from success with a bow changed everything. I wanted more and more of that. I discovered that the harder I worked, the more success I had, and that just evolved into where I am right now.

I'm not some amazing athlete, and I'm not the best shot in the world. There were lots of better hunters out there when I first began, but I refused to stop. I knew I had to give everything, so that's what I've done. It's a daily grind, a life of never being satisfied with where you're at.

You don't master anything overnight. But over time—over years and decades—your passion can be something that shapes the man or woman you become. You just have to be consistent in your pursuit of that passion. That is the only way you will reach the top of the mountain you're climbing.

One person who has reached that summit and continues to climb higher is Nick Bare. I was super-pumped to host Nick in my hometown for a couple of memorable days. The US Army veteran is a beast known for being strong and fast and full of endurance. Not only that but he's a good guy at his core. He's also the founder and CEO of Bare Performance Nutrition (BPN), a multi-million-dollar company.

As a kid growing up in a small town in central Pennsylvania, Nick said he was pretty average. "Average athlete. I was an average student. Socially I was average from my perspective." He loved baseball and dreamt of playing in the pros, but he eventually realized that wasn't going to happen. After a severe eating disorder during his childhood nearly killed him, Nick was able to build a healthy relationship with food. This sparked his eventual love with fitness, training and supplementation. He went to college to study nutrition before entering the Army, and before graduating he created BPN. During his time in the military, he began to document his journey as a business-owner and an athlete on social media. A decade later, he remains on a journey to build a community that helps people find their full potential.

For our lift run shoot, it was no surprise to see Nick excel at our 20-mile run. He has shared his journey in running from the very beginning. After transitioning out of the military, he publicly



*Nick Bare caption here*

declared that “I will never run a day in my life again.” But after he stopped Nick discovered that he missed running. Starting back has ultimately led to marathons, triathlons and 100-mile races. But early on, Nick had a moment like my 10K experience when I gave up and quit the race.

Halfway into an 18-mile training run for Nick’s first marathon in 2018, he was running in downtown Austin on a cold and wet day. He felt tired and voices in his head were asking him what the hell he was doing out there. Why should he keep going? So he stopped and began to walk back home. But something inside of him told him he was quitting. And if he was quitting on this, what else would he quit on in his life? Nick forced himself to keep

running. When he made it to the 18-mile mark, he didn’t stop and consider the run a success. Instead he kept going, running one more mile. When he got back home, Nick wrote two words on the bill of his hat: “One More.”

This would eventually become Nick’s slogan and saying of Go One More. Like Keep Hammering, the Go One More saying has become a meaningful mantra to so many athletes out there. As Nick talked with me about his journey into becoming a successful hybrid athlete and also a successful entrepreneur, he spoke about the theme of consistency. With Bare Performance Nutrition, there wasn’t some overnight success story, but rather that long steady grind toward success.

“It was just this compounding consistency of building a true, authentic and real brand, and connecting with people and building this community with great products,” Nick told me. “That kind of has

gotten us to where we’re at almost 11 years now. I’m a big fan of compounding consistency over time. Just show up and be consistent. One of the things my running coach, Jeff Cunningham, says is that it’s better to be consistently good than occasionally great. Think of the runner who wakes

up every single day, goes and logs their miles day in and day out. It’s hot, it’s cold, it’s rainy, it’s sunny--they’re still going to log their miles. Then you have the other person who wakes up, then they snooze. They don’t go to run their miles. They don’t log their easy runs. But occasionally they go out and they run the fastest mile they can. Or they go and sign up for a marathon and blow up. And they’re occasionally great. But to be consistently good--that compounds and is going to get you so much further than the person who is chasing quick greatness.”

Like all outliers in today’s online community, Nick has had his own share of haters. The first time he put out on the internet that he was going to run a sub 3-hour marathon, there were articles and forums and YouTube videos and posts from people saying he would never be able to do it. The first time he went out, he ran a 3:24 marathon, missing his goal by 24 minutes.

“I trained for another year and I fucking did it,” Nick said. “I ran a 2:48. And people still talked shit. People still criticized. But if I would have let those people bring me down the moment I didn’t do it and just give up, I would never have accomplished some of those goals after that.”

Nick has been one of those outliers out there doing amazing things over the years, things that have inspired me. I had to admit to him that even I was skeptical when he announced that he was going to run a sub 2:50 marathon.

“I know you could run, but I’m like, that big fucker? Is he going to run a sub-250? I don’t think so. I mean--come on. And sure as shit you did. I’ve been proven wrong in a good way with you.”

I shared that seeing Nick do something like that inspired me to want to know more about his training plans and to ask myself what I could be doing better. Could I be doing a little more like what Nick was doing?

“I’m a fan,” I told Nick. “I have looked at some of your goals and been like, is he going to be able to do that? I don’t know--and then been pleasantly surprised that you did it. I love to see people win and you’re a fucking winner.”

Nick’s mindset reflects his winning attitude. “I think I’ve learned over the last just couple of years that there’s nothing that’s unbelievable or unachievable if you truly--it sounds cliché, like if you put your mind to it, you make a plan, you follow that plan, you can do it. But it’s pretty fucking true.”

The key is to make a plan and stick to it, Nick said. To not deviate it. And if you miss the goal, you have to go back and revise and refine that plan.

“You hop back on that that track and you keep working towards it,” Nick said. “Once you realize you can pretty much do almost anything you want, you’re unstoppable.”



*Nick Bare caption here*



*Courtney Dauwalter caption here*

Like myself and so many others out there, Nick was just this average guy with no big aspirations.

“So many people, they have such limited beliefs in what they can achieve,” Nick said. “You know—‘I came from this family. I grew up here. I don’t have this money. I don’t have these opportunities.’ Create them. Create the opportunities. If you create the opportunities, it’s going to get you to exactly where you want to be one day.”



If anybody’s life is an example of true compounding consistency, it has to be Courtney Dauwalter. She is the legendary ultra-girl who is considered the GOAT of trailrunners. But this didn’t happen overnight. For Courtney, it was starting young and seeing her ability grow with each passing year. Her love for running began in fifth and sixth grade when she had to run a mile for gym class and discovered she liked how it felt to run.

“I’d always been a soccer player before that,” Courtney said. “And my favorite part of the game was that I could run the length of the field the whole time. And that was like my one thing I could contribute.”

In seventh grade she joined the cross-country team and discovered a deeper love for running. Instead of a playing a team sport where there were so many people and things going on, running suddenly allowed her to have all the control over what happened, and she enjoyed that. Even as a young teenager, she was discovering her true passion in life.

“It felt like I could push as hard as I wanted until the finish line. And that was satisfying. I enjoyed going as hard as I could. I loved the feeling. I loved how afterwards I always felt like every system was working. So it felt like recharging for my brain and the rest of my body. And then when I joined the cross-country team, I learned that it can be this huge social activity, too. So it suddenly was a space where I was sharing miles with my best friends and going on adventures.”

Racing on cross-country and track teams established her love of running. She had great coaches who taught her the value of working really hard. But it was her teammates that had the biggest impact on her passion for the sport.

“Cross-country teams are special because often you get really close with them. And running has a way to make people real right away, so those were my best friends growing up. They’re still some of my best friends--my cross-country team from when we were 13 years old together.”

Running not only was a social thing for Courtney, but it was also a meditative space for her.

“I remember in high school going on runs by myself and composing my whole English paper in my head, getting home, scribbling it down on paper so I could turn it in. It was when my brain seemed to work the best.”

Her journey into ultra marathons wasn't something that immediately happened. It was a process that built up over many years of running. Some people in the sport learned about ultras when they were kids and dreamt of running them one day, but not Courtney. She had never even heard of an ultra. To her growing up, a regular marathon sounded insane. She couldn't believe people ran them, so it wasn't a path she pursued early in her life. But that consistent routine of running began to change her. Eventually in her mid-20s Courtney ran her first marathon—the Twin Cities Marathon in Minnesota. After that, she began to yearn for bigger challenges.

“I think I was just like looking for a thing outside of normal workday life,” Courtney told me. “What could I sign up for just to see, because who knows what will happen?”

She signed up for a Tough Mudder, an obstacle race with events held in a variety of cities where participants have to go through mud pits, climb walls and avoid electric shocks. She loved the experience and laughed as she shared some of the details.

“We did jump from this really high platform into this freezing cold lake and swim across it,” she said. “Electric wires were dangling and they were zapping me, and I was flopping through like a dead fish and just started giggling. I was like--this is so absurd. I can't believe that I'm willingly doing this.”

When Courtney finished the Tough Mudder, she thought to herself, okay, what else is there that I can try? A buddy she knew was going to do a 50K right in her neighborhood of San Antonio. Since she had already run a marathon, a 50K sounded like the perfect amount for her.

“I was running every day. I would consistently get maybe an hour before work and maybe on the weekends, up to two hours. But I wasn't following any plan or anything. I was just doing normal, basic maintenance because I loved it. It felt good. That's what I wanted to do with some of my time, but I wasn't putting in a ton of effort to it.”

The 50K Courtney ran in 2011 was on dirt trails, something she hadn't really run since her cross-country days in high school. Those trails through the woods felt a lot different than doing a road marathon where watches were beeping all over the place and everyone was checking their pace the whole time.

“To get to the peacefulness and weaving through that single-track dirt in the woods and



*Courtney Dauwalter caption here*

people just chatting and joking and filling my pockets with jelly beans. I was like, this is cool. And that then opened up the whole ultrarunning world to me.”

Her first 50K went better than expected for her, and immediately Courtney wondered distance she should try next. She decided on a 50-mile race.

“The 50K that I did in Texas exposed me to the sport, but the 50-mile race I did was in Colorado in the mountains, and that's what hooked me to the sport for sure. It was incredible scenery. It was in Steamboat Springs, Colorado, in the mountains. It was so hard. Like 50 miles was insane. A huge day. And then just the people and their attitudes got me fully hooked on it. Like it was terrible weather, sleeting, windy, awful. All signs pointed to we should hate this, but the people around me were having so much fun. I was like, that's cool. I want to be surrounded by those kinds of attitudes.”

Courtney entered her first 100-mile race a year later in 2012, and as has been talked about and reported so many times, she quit 60 miles into the race because the pain was too much. She had not yet found her famous “pain cave” that she always talks about.

“Now when I think of it (the pain), I'm like, that was normal,” Courtney told me. “I just

didn't know that I had the mental tools to push past that.”

One of the things I love about Courtney is how she bounced back from her initial “failure” of not completing that 100-miler to become one of today’s ultra-running greats. Imagine if she would have let her running dreams get derailed from that first 100-mile attempt?

Courtney conquering those ultra marathons and her going deeper in her pain cave didn't just happen. As I've said, it was a long journey that continues to do this day. I asked her what advice she would give somebody who wants to be a runner.

“That it's hard at first, but it's tiny, consistent blocks that you're adding, or grains of sand on the pile. Like you're just putting one more grain on there, one more tiny block each day, but that consistency is the huge thing. So if you want to run five miles eventually, you shouldn't start by running five miles. You should start by running around the block and then around a couple blocks. Like go tiny, but be consistent.”

“I think that's it,” I said. “I've never heard that analogy about a grain of sand at a time. Because people do want these big gains. If you think of it in perspective of a grain of sand building on that block and that's a small increment, but that is what it takes.”

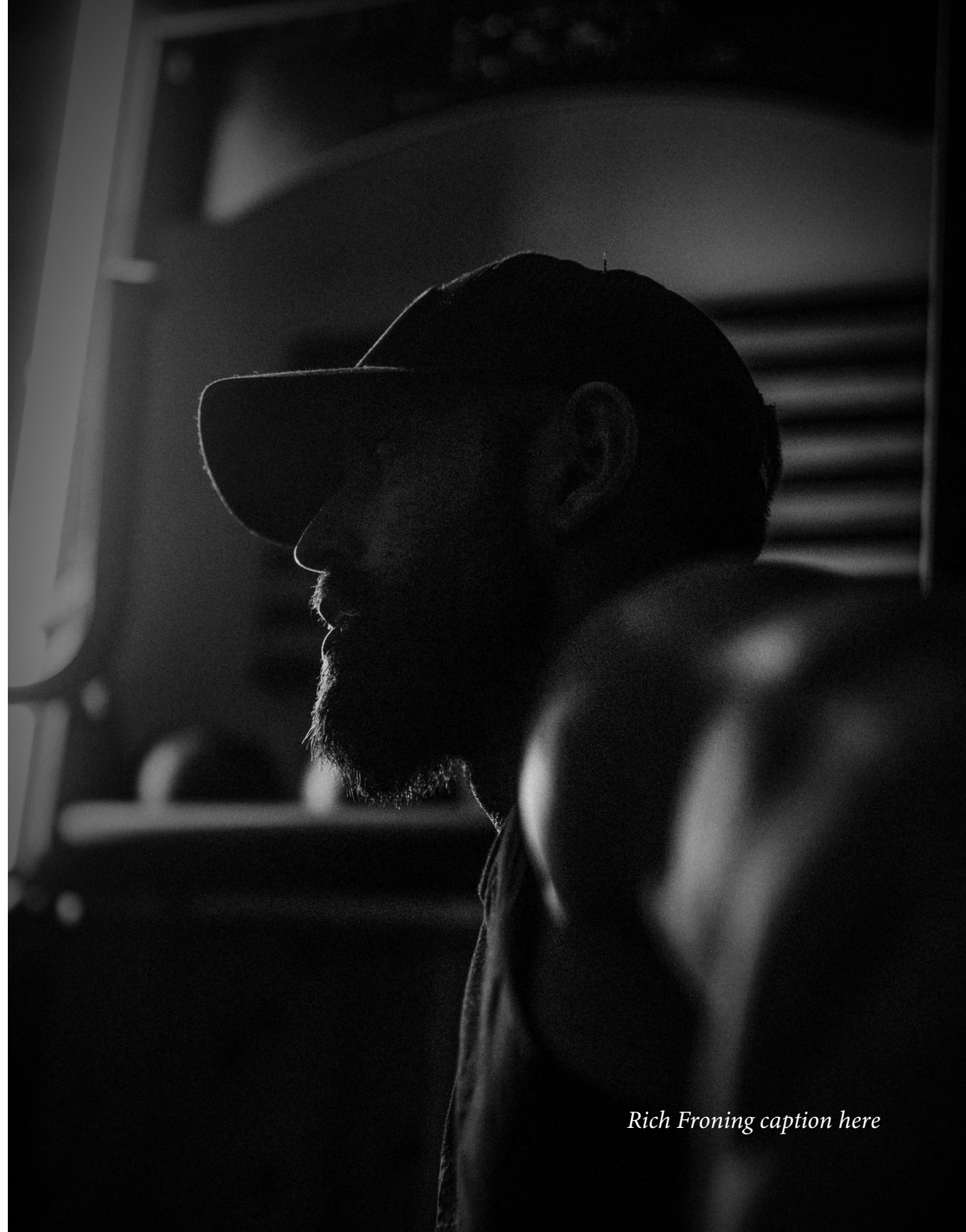
“Yeah. And then you look back and suddenly you've got a pile there. They add up for sure. It's just you don't see the gain every day.”

It's easy for people—especially people who are just starting to run and exercise—to be discouraged when they see all those people running marathons and smiling and having a great time. They go out and they're thinking, oh my God this fucking sucks! How do these people smile? Everybody needs to realize that it's hard sometimes, even for people like Courtney, but it's okay if it's hard. Because once you get done with a run, you know you're moving in the right direction. It's a positive. The key is moving in a positive direction. But it doesn't happen overnight

“Sometimes it's putting in that huge burst of energy to just put your shoes on at the door can be the hardest part,” Courtney said. “Put in a bunch of energy, get the shoes on, walk out the door and start walking away from your house. Then it gets a little bit easier.”



When I think of consistency—of working hard day in and day out—of having that sort of undeniable work ethic, I think of Rich Froning Jr. I'm not a big CrossFit guy, but I'm a big icon guy. So it was a thrill to talk to Rich Froning Jr., once called the Fittest Man in History



*Rich Froning caption here*

**“I SAW YOU COME  
IN AND I WANTED  
YOU TO KNOW  
THAT IT DOESN'T  
MATTER HOW  
HARD YOU WORK,  
THAT I'M WILLING  
TO WORK HARDER  
THAN YOU.”**

— *Kobe Bryant,*  
*The Mamba*  
*Mentality:*  
*How I Play*

after winning four back-to-back individual CrossFit Games championships from 2011 to 2014. In the same way I loved watching Lance Armstrong even though I never biked, I loved watching Rich compete and win even though I didn't do CrossFit. After retiring from individual competition after the 2014 season, he has been the captain of six teams to win the Affiliate Cup championships.

I asked Rich what it took to rise to the top in CrossFit and remain the best in the world for multiple years, he said he couldn't pinpoint one thing but rather it was a bunch of things.

“I think it's just the perfect storm of things coming together. I think obviously genetics play handily into that. You can outrun genetics a little bit but not completely. I had really good parents growing up. My faith is a huge part of who I am. And then also, playing sports growing up and having really good mentors and coaches in sports and learning a ton through that.”

So how in a sport where every guy there looks shredded and every guy is coming there to compete totally in shape, how did Rich manage to beat every single other guy? If essentially they are all genetic freaks? What makes him stand out?

“Most guys there, and then the girls on the women's side, are genetic freaks,” he agreed. “They are outliers, for sure. But I think the missing piece is the mental side of it that came from the fact that I was one of the first ones to really play or do CrossFit kind of as a sport. A

lot of guys in my era when I first started were, ‘Oh, I'm just going to stay in my lane and just do what I can.’ But I was always watching and trying to either play games with them while we were competing or watching and pushing them more than they wanted to be pushed.”

When he played high school baseball, Rich says his team ran more than the track and cross-country teams. His coach was big on mental toughness, and he was also always doing CrossFit before CrossFit became cool.

“We would just run, and it was more of a mental conditioning than it was even physical. I think that laid the foundation.”

That along with Rich's inner drive to always want to win and hating to lose made him in the competitor that he became. When he first started out competing in CrossFit, everybody would do the same workouts, and the athletes could gauge where they were at with each other. Rich figured out how to not take significant losses in events that weren't in his wheelhouse while also throttling down on events when he could shine. He was one of the first ones to figure out that you're playing a big game one event at a time. As he figured out ways to make his body stronger and more efficient in different ways, people began to notice.

“People were trying to figure out what I was doing,” Rich said. “One of our buddies, Jason, would write on his wall, ‘What's Rich doing?’ He would always go out to the garage try to do more than what he thought I was doing.”

“To work harder,” I added. “To sacrifice more.”

I understand this desire to do more, as I explained to Rich. “Sometimes I go running and probably shouldn't run, but it's like--no, I gotta sacrifice more. I want to run by these houses with everybody in their house all warm and watching TV, and looking at each house as I pass I'm like, ‘pussy,’ ‘pussy,’ ‘pussy.’”

“Got you, got you, got you,” Rich agreed.

Being consumed by his sport was eventually one of the reasons Rich decided to step away from individual competitions once he had kids.

“There'd be times where I'd be in the house like at 10:00 at night and I'd be like, I didn't do enough today. I'm gonna go get another 5k on the road or go out in the garage. And I'm like, I can't do that when I have my kids. They need to be front and center. So that was that why I stepped away at individuals--because I was obsessive. I was all consumed by winning and grinding, and it started to affect relationships.”

To be at the top of his career, he was constantly wanting to do more. It was fun to win, Rich said, but it was also a mental and physical grind.

“It got to the point where it was like--remember when you were a kid at Christmas and

you got pretty much everything you wanted? And then the next day you're like, 'Christmas is 365 days away.' That's how it was. The day after I won the games, I'm training again. We're taking a family vacation in September after the games in August, and I'm training two or three times a day just because that's what I did."

"Isn't that the price of greatness?" I asked.

"It really is."

"People say--well, you should be balanced. Balanced in your family balanced in this and that."

"There's no balance," Rich said. "Not to be the best."

I agreed. "You can be average and be balanced."

How did Rich do it? It's not some secret formula and it doesn't come down to his unique set of genes. It comes down to that consistency.

"Man every day there's a grind," Rich said. "You wake up. 'Ah. Today, I just don't feel like it.' But you just get up and go. Once I get going, I'm good to go."



Growing up in a small logging town, I was accustomed to seeing people putting their heads down and going to work day after day without much change. Tomorrow was going to be same as today, and that meant more hard work. But I realized early on that I couldn't be a guy who just goes to work and comes home. I couldn't do that. Then I discovered hunting.

I can't claim to know the sort of greatness the defines someone like Kobe Bryant or other undeniable icons, but I do understand the mentality of outworking others. I know that if you work hard at something every single day, you're going to get good. For me it's been over 30 years of working hard at this every single day. Basically the only reason why I'm where I'm at is because I'm grinding away. Because of hard work. It's not about talent; it's about grinding everything.

For so many years, that grind came along with working a full-time job. After I got to know Joe Rogan, he was constantly encouraging me to quit my job to focus on hunting. Most people work at something all day that they don't want to do, Joe said, but I experienced all this sort of adventure in my life on top of my daily job.

"But a lot of people don't," Joe said. "So their existence is this dull drone of doing things they don't want to do all the time. And then when they get home, they just watch TV and

eat. And when they see people that are daring, that take risks, they attack them. They hate on them. And that's through the comfort of their own phone and through the keyboards. They like to shit on people that make them feel uncomfortable, and they'll talk shit about your ambitions. 'What the fuck is wrong with him? Why is he running every day? Why is he working out so much?'"

Joe joked that even though he never reads negative comments about him, he will read ones about me.

"They do it because they feel they feel inadequate, because they have not lived. They're not living a maximized life. But they could. That's the thing. They could. It's not easy. And the longer you get into that life, the harder it is. If you're 55 years old and you've been living a dull and boring life your whole life, and you've never taken any chances, and your body looks like shit. It's fat, doughy, and you're tired all the time. And you decide I want to be a beast today. Like, boy, you've got a long road, son."

I've seen people do it, I told Joe. I'm not sure if they turned into "beasts."

"If a guy loses pounds, he's a beast," Joe said. That's a true Herculean effort."

I've said it before many times, but I've been hearing people tell me for years that if I kept up running, I wouldn't be able to do this and that. That I would need knee replacements by the time I was 40. That I was going to break my body down. But I believe

**"GUESS WHAT?  
THEY STILL DON'T  
CARE. WORK  
HARDER."**

— *Cam Hanes*

your body does adapt to the load you put on it. Running strengthens your body. Runners actually have stronger joints and stronger knees and stronger hips because their body has adapted. Everybody can see a change that happens with consecutive running and working out, but it's only after consistent work—years of work—that you see your body adapt.

“Everybody gets all fired up, energized to do something,” I said to Joe. “Then that drops off. They might do for a week.

“Like folks who lose weight and then gain it back,” he said.

“Yeah, but if you can just continue to put in the work, punch that time clock, your life can change dramatically. Your body will change. Everything will change. How you look at things changes. But it takes that consistent effort.”



Consistent running and lifting make sense. But why consistent shooting?

Do I really need to be consistent with that?

Let me let the great Fred Bear answer that hypothetical question.

“It is important to practice during a hunt. Not when you're sneaking around expecting to see a deer, elk or bear, but at times when you're having lunch or when you have a group talking together . . . you should practice, because the first shot that you get in hunting is an important shot. And if you haven't shot for 3 or 4 days, that first one might be the worst arrow you ever released. So you should keep yourself in shape and sharp. You should get that potentially first bad shot out of your system by practicing.”



Early on when I first started to appear on podcasts as a guest, I grew tired of hearing myself in the long form because I felt like I was always telling them the same thing. I always felt like I didn't really have much to say that I haven't already said a million times.

“My secret? Work hard. That's it. End of interview.”

Even though I love my own podcast and love all the incredible outliers I've been able to talk with, my own core message remains the same. It ain't rocket surgery. It's putting forth consistent effort. Period. Work. Sweat, hurt, win. To do this every day, no exceptions, no

excuses, regardless of how I'm feeling or what challenges I have. For me this means lifting weights, running the mountain and shooting my bow to prepare me for the challenge of bowhunting.

I know personally that good is the enemy of great. I know that because I have been lucky to have spent time with people who are truly great at their craft, be it hunting, running, endurance racing, lifting, training, writing, and so much more. These people fascinate me; I can't get enough of true greatness.

I feel as if I am not great at anything. On my best day I'm good at one or two endeavors. I can't be satisfied with “good” because I've learned the greats are never satisfied. They are always working, learning, growing and giving more. They are disciplined in their drive to keep pushing, getting to the next level. So in following their lead, I find myself doing the one thing that in my mind means discipline: I run. When I run I feel like I've put in work, and working in one aspect makes me want to work in all aspects.

If I'm being honest, in all likelihood I know I'll never reach the level I dream of in anything. Most don't. That said, I'll never stop trying.



Maybe you're in the same boat. Maybe your mantra is that you'll never stop trying. But how do you keep growing and becoming better? I asked Courtney Dauwalter that very question. How does someone like her improve? She said she focuses on the things she needs to keep working on, places where she can still improve greatly on. Courtney calls it “sharpening the dull blades” on those areas she can improve.

“You're building a little bit at a time,” Courtney said. “It just takes that consistency of adding another little bit to it. So if I can keep on growing the endurance so that maybe it's more possible to push even harder.”

“How do you look at growing endurance?” I asked the world's greatest endurance runner.

“Just consistently adding to it, adding to the fire a little bit at a time. For sure, you don't want to just keep training more. That's how you go over the edge of that and start breaking down instead. So I guess adding little bits to the fire every day through just consistent work. And then signing up for the stuff that's hard and just seeing and learning from it.”

Adding little bits to the fire. I love that.

# LOVE THE GRIND

## VERB

*Grind is an action.*

*To crush and pulverize by friction.*

*To shape and sharpen by attraction.*

*To rub and reduce by repetition.*

*To wear down your wants and your will.*

*To grate and to gnash.*

*To get going day after day and night after night.*

*To get going and keep going.*

*To go far, and to go further than that.*

*To stop guessing how far you will go.*

## ADJECTIVE

*Grind is an attribute.*

*Describing the difficulty*

*Summarizing the struggle*

*Naming the never-ending toil*

*Labeling the long-standing routine*

*Distinguishing the drudgery*

*Epitomizing the effort*

## NOUN

*Grind is an attitude.*

*One word for the countless steps up the mountain.*

*One way to picture the pain and the persistence.*

*A daily goal.*

*A weekly routine.*

*A yearly regime.*

*The ache and the sweat.*

*The hard work and the exhaustion.*

*The lifestyle of longing for more.*

*If you want to be undeniable, you have to grind it out.*

*You have to put in the work.*

*You have to love the grind. Period.*