

25 HOURS A DAY

Going One More to Get What You Want

NICK BARE

NICK BARE is the founder and president of Bare Performance Nutrition, a performance nutrition and supplement company. After graduating from Indiana University of Pennsylvania with a Bachelor of Science majoring in nutrition, Nick Bare served four years active duty as an infantry officer in the United States Army. He also completed the legendary US Army Ranger School in 141 days, about double the usual time a candidate normally takes. In his spare time while stationed in South Korea, Nick Bare worked on building Bare Performance Nutrition which he had started in college as a passion project. He ran the company from a one-room army barracks while he continued to work full-time in the Army. Today, Bare Performance Nutrition has a multiple seven-figure annual turnover.

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MAIN IDEA

Conventional wisdom says you should live as if you have fewer hours in a day. Therefore, you should cram as much into each hour as you possibly can so you maximize your output. That's backwards. Instead of cramming, you should be prepared to work hard 25 hours a day if that's what's required.



Specifically, you've got to over-commit to whatever you're passionate about. The 25 Hours mindset is:

1	Embrace the suck
2	Remember if it were easy ...
3	Survive the tough times
4	Become a learning machine
5	Deep six entitlement
6	Go all-in or go home and sulk
7	Win the day back
8	Go one more

"I live in a world with twenty-five hours in a day, and I use each of those hours to the maximum. People often ask me what that means: that I live a twenty-five-hour day. It's about maximizing your day, your week, your year, or your entire life to its fullest. For me, it meant building my brand after working a full day for the army, often while others were asleep. It meant delaying vacations, putting aside luxuries, and focusing on winning back each and every day."

– Nick Bare



1. Embrace the suck	Page 2
This is a military term for developing the ability to gut out the tough times (of which there will be many). If you can find happiness and fulfillment during challenging times, that attitude will serve you well.	
2. Remember if it were easy	Page 3
Whenever you're knee deep in a challenge, remind yourself if it were easy, anyone could do it. Never lose sight of that fact. It will motivate you to keep going and survive the hard times.	
3. Survive the tough times	Pages 3 - 4
The only way to survive the tough challenges is to clear your head of distractions, and then over-commit and obsess on your goals. It really is a matter of willpower. It also helps to remind yourself tough challenges make everything else look easy.	
4. Become a learning machine	Page 4
Learning will be at the core of everything you do and achieve in the future. Whatever else you try and do, turn yourself into a learning machine. It's absolutely the only way to get ahead and succeed.	
5. Deep six entitlement	Page 5
It's dangerous to feel like you're entitled to something. Forget about that. It's toxic. Instead, have the mindset you're going to work and struggle for everything you ever get. That's far closer to the truth.	
6. Go all-in or go home	Page 6
If you want to succeed at anything, you have to go all-in. The only way to create something special is to utterly, totally, and completely commit 100 percent to what you're doing. Go all-in or go home.	
7. Win the day back	Page 7
Winning the day back means you have the mindset that you figuratively start each day behind on the scorecard. Your immediate challenge is to pack as many achievements into today as you possibly can. Win the day back each and every day and you won't have to worry about what the future holds.	
8. Go one more	Page 8
Going one more means to never be satisfied with what you've done in the past. You should always keep pushing onwards and upwards, no matter what. Go one more in whatever it takes to get one step closer to your goals.	

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