



## The Ultra Mindset: An Endurance Champion's 8 Core Principles for Success in Business, Sports, and Life

By Travis Macy, John Hanc

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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.

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### **Editorial Review**

#### **Review**

"As my endurance coach, Travis was THE reason I was able to recently complete my first ultramarathon. Travis is a regular guy who does amazing things simply by practicing what he preaches, and I guarantee this book will change your life."—Charles Martelli, parent, sales professional, and amateur athlete

"Travis coached me to victory in the 2014 Leadman Series, so I know firsthand that his mindset principles are actionable and helpful not only in my athletic endeavors but also in my business and personal life."—Bob Africa, kidrobot CEO and Leadman Champion

#### ***Competitor Magazine*, 2/10/15**

Included in "13 Running Books You Should Be Reading Right Now."

#### **GrindTV.com, 3/3/15**

"The book really exists to help people live more fully and reach their full potential."

#### ***Entrepreneur Magazine*, 3/24/15**

"An inspiring read."

#### ***Endurance Racing Magazine*, January 2015**

"Macy's stories keep the pages turning as you forge your own winning outlook for success in business, sports, and life."

#### **Entrepreneur.com, 3/24/15**

"An inspiring read"

#### ***Mountain Bike Tales*, 4/1/15**

"Super motivating...regardless of whether you're into sports or not, this book has very practical insight...it was a great read."

"In his wise and engrossing book, Macy shows how the same 'Ultra Mindset' that enabled him to win some of the world's toughest races can make anyone a winner in everyday life."—Matt Fitzgerald, author of *80/20 Running* and *Racing Weight*

"Racing through thick and thin around the world, Trav's positive outlook was second to none, and it played a big role in top finishes for our professional adventure racing team. The actionable concepts in this book are very relevant to life beyond racing."—Robyn Benincasa, world champion adventure racer and *New York Times* bestselling author of *How Winning Works*

"Immediately tangible and relevant, *The Ultra Mindset* uses engaging stories and clear advice to crystallize mindset principles for business and sports. I have enjoyed the results of applying these ideas to my own professional endeavors, and I'm confident you will too. Fun, motivational, actionable—that's *The Ultra Mindset*."—Jack Swift, partner and managing director for Northern Lights Capital Group, elite mountain bike racer, and former West Point varsity runner and Army Ranger

## About the Author

**Travis Macy** has snowshoed across Canada's desolate plains, run across Mexican deserts, and trekked, kayaked, climbed, and swum through horizontal freezing rain in the Scottish Highlands. In 2013, he won the Leadman marathon/bike race in the Rockies. He is a sought-after speaker, endurance coach, and writes for Ultra Running Magazine, Backpacker Magazine, and Trail Runner Magazine. He is also a stay-at-home dad and remote high school teacher.

travismacy.com

On Facebook (Travis Macy and Macy Endurance Coaching)

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**John Hanc** is the author of thirteen books, including the award-winning memoirs *The Coolest Race on Earth* and *Not Dead Yet* (with Phil Southerland). Hanc is also a contributing editor for *Runner's World* magazine, a contributing writer for *Newsday*, and a frequent contributor to *The New York Times* and Smithsonian.com. His writing covers a wide range of topics, but it usually has this in common: It's about people, past and present, who do extraordinary things.

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