

NOTES FROM: *Never Finished*, by David Goggins

SUMMARY: This is David Goggins' follow-up to *Can't Hurt Me*, and it's sold at least 1,000,000 copies, but in my opinion, that's not nearly enough zeroes.

I don't think it's as good as his first book, though maybe that's just because what book could be? That being said, it's a powerfully transformational listening experience, and I really do recommend listening to the audio version. For one thing, it includes a conversation with his mother in Chapter 9 that made me rewind the whole chapter and listen to it again. She's every bit as impressive as he is. Maybe more so.

Can't Hurt Me introduced the 40% Rule, demonstrating that the vast majority of people are living far below their true potential. *Never Finished* goes even deeper into David Goggins' Mental Lab, from where all those life-changing philosophies, strategies, and mental tools originated. You get more of his origin story in this book, and this time he holds nothing back. Nothing.

"Windows of opportunity can and do close."

"I was treating life like there were timeouts and referees and shit."

"I never second-guessed my own value."

"The heat you feel is free energy, waiting to be burned."

"You'll never meet a fucking hater doing better than you."

"I needed the first fucking footprints in the sand or on the trail to be my own."

"Quitting a dream stays with you."

"The struggle is the whole journey."

"There's great beauty when you're involved in something that is so hard that most people want it to end."

"We're all on a fucking mission, and we're not here to just fucking exist."

"There is a big difference between 99 and 100 percent."

"Discipline, man, discipline is the ONLY thing in this world that will change your DNA."

"When you separate yourself from the pack by cultivating the values and priorities that lead to greatness, mountains of adversity and hardship become speed bumps."

“You have to train like you’re already there.”

“Were they still as motivated as they were 100 miles ago?”

“I’m not living life for the same reasons as everybody else.”

“Like always, I soldiered the fuck on.”

“One step is all that’s required to take the next one.”

“When I looked for it, I found more.”

“I had a responsibility to myself to get back out there and try one more time.”

“My entire life, I’ve been a full time student of my mind.”

“Every one of us has an exam tomorrow.”

“A person who refuses to give in has a lot of tools at their disposal.”

“Whenever something bad happened to me, I’d be down and out, and I’d give myself 24 hours to kinda, like, whine about it. After 24 hours, I had to get back and start grinding again. And I was like, you know what? Why the *hell* do I need 24 hours anymore? The problem is there, the problem has happened, what are you gonna do about it?”

“I didn’t wanna die feeling like a loser.”

“And remember: your greatness is not tied to any outcome; it is found in the valiance of the attempt.”