

*Go it!*<sup>®</sup>

A Collection of the Best Real Life *Go it!* Experiences

*For you...*  
*... By you*

*Go beyond it!*<sup>®</sup>

## FOREWORD

### The *Go it!* philosophy

### Don't just go for it - *Go it!* - *Go beyond it!*

*Go it!* originates from the well-known expression “go for it”, which is used worldwide to promote or encourage performance.

#### “Go for it”

In the plea to “go for it”, “it” is a set task or goal or outcome. “It” is inherently limited to the description or content of the task or outcome at hand. The completion of “it” demarcates the end of the activity or task.

“For it” limits the encouragement for performance to the point of the achievement or completion of “it”.

There is some urgency in the word “go”. It asks to put in an effort in achieving “it”.

“Go for it” has become a dull expression of little interest motivation to just complete the task or action at hand.

#### “Go it !”

Now, *Go it!* calls for performance beyond “it” —*Go beyond it!* —where “it” is not a limited outcome of the wanted or of the action. The expectation is to achieve more than “it”.

There is an expectation in the word “Go”. It asks for more than finishing “it”.

“Go” loads the encouragement with an urgency to achieve more than “it”.

“Go it!” always comes with the “!” – it adds to the urgency of the *call* for achievement beyond expectations.

The power of *Go it!* lies in the philosophy that it carries. *Go it!* stands to replace “go for it” as the *call* for performance.

(If you do not relate to the *Go it!* philosophy, do not read any further.)



## Chapter 1

### “Go for it”

Everyday activity is driving most people nuts. Not the kind of nuts that one finds falling from trees, that squirrels collect and put in their pantries. Not the kind of nuts that make your head go haywire ... NO! The nuts used with bolts to hold something tight in position— a set of physiological and psychological nuts and bolts that make one stuck in a deep groove of self-destructive repetition of “it”, where “it” is the boss’ instruction or the job at hand, household tasks or the teacher’s assignment.

The rhetoric plea to “go for it” has ceased to incite the necessary psychological or physiological response from people. The inspirational depth of the plea to complete a task or to put in some effort to perform, has gotten lost in the passive attitude of those who only work when they are being motivated. This motivation usually comes in the form of tangible compensation, which is never enough to the liking of the passivists. “Go for it” is carrot-driven and does not inspire the low energy, programmed donkeys of the over regulated systems that they work in. “Go for it” has lost its motivational or inspirational character due to its lowkey impact on performance beyond “it”. It has become a futile beg for action, a by-the-way wish that someone would just complete what was asked for.

“It” has watered down to the bare minimum of what was asked for. Outcomes are measured on a points scale, of which average is the asked and paid for. Inspiration has gone down the drain with the lack of drive to outperform average. This drive has its foundation in the pride of delivering above average results. These results are not compensated for with the month-end cell phone beep of a paid-in

salary. They are differentiated from the averages by inspired inputs. These inputs have a lasting effect on outcomes and lift the standard of average. The prescriptions and rules and regulations of “it” have become the familiar groove people run in. “It” has replaced the initiative of development and innovation.

In the workplace, the groove realises in people working from one “it” to the next. *“What next?”*, *“Why do more?”*, *“I have done what was asked for. I’ll just lie back and wait for the next “it” to come my way”*. The margins of “it” are fixed and the drive to deliver more than “it” lies shallow in the low inspirational plea of “go for it”. A culture has developed in a working-from-weekend-to-weekend way of thinking and delivering. Mondays start with talk about the past weekend and finish with the wish for Friday to come. Friday starts with TGIF and ends halfway with “Enough for the week ... what’s up for the weekend?”. Friday evening is recovery time; Saturday evening is feeling-good time; Sunday evening is switching-off time—switching off the high-energy dynamo of self-sustainment in the social and household environment. The lifestyle of living for weekends has become an energy saving work mode in the lowest effort of performance output. The workplace has become a low energy consumption plant where minimal physical and emotional effort is applied to reach the required outcomes necessary to get a carrot at the end of the month. Comfort zone has become a limiting factor in the quantity and quality of human input. If the prescribed and regulated rhythm is not disturbed, “it” will roll on to next week and delay outcomes. This is fine for the donkey, because the next “it” might not come as quickly as anticipated and any delay in the delivery of the “it” in process is welcomed.

The alarm clock on Monday morning is about the only reference to any “it” in the household environment. The noise of the alarm is as rhetorical as the boss’ plea to “go for it”, and the nonchalant dismissal of the alarm’s cry to get up and go is as little impressive as the ignorant reaction to the boss’ effort to get more than “it” from his employees. At home, there are few “its”. Passive pastimes have become major activities in most households. Weeknights are for doing nothing. In fact, so much nothing, that people dare to say they have no time when they are asked to participate in an extramural activity of any kind. There is no engagement in any social activity, personal development or anything that may claim the smallest commitment to mental or physical effort. Even family relationships are neglected in a mental state of minimum disturbance of the emotional status and the no-interference policy towards one another. The spirit in which the week is entered, and every day is started, is dictated by the media. The following day’s mood is set by the previous night’s sports outcomes or soapie intrigues that swing from occasional happiness to the more usual negative of hatred and fighting. Emotionally draining evenings are the source of negative energising for the next day’s low-gear performance in the workplace. There is no “it” at home—there is no “go for” at home. The household environment sets the tone for a negative lifestyle and a passive workstyle.

It is no different on the school benches. *“Miss, how much is needed to pass?”*—and there you have the performance rate. Mom and Dad have set the output standard at home. Group pressure does not allow for outliers. Performers are nerds. *“Who do you want to impress?”*, *“Teacher, leave the kids alone!”*. These are the barometers and the driving forces behind the creation of future trendsetters. From home to school and school to home and school

to workplace—the quality of performance is deeply rooted in the attitude of average delivery, grown at home and in school.

Doing the same old day in day out is demoralising society into an overall state of negativity—not just a negative outlook on life, but even more so, a lack in self-esteem and a low confidence in personal ability. This status of self-underestimation ends up in self-destruction, which is the cause of too many people in a state of depression and the ultimate destruction in self-death. Passivity has become the cancer of human degradation. The mentality of achieving **just** “it” has, over time, programmed the human psyche and physique into a state of stagnation.

Where does “go for it” take you? What do you end up with? What will change if you **just** “go for it” day after day, task after task? Stuck in the groove of self-destructive averaging—that’s what you get. That is where it ends, with no sight on, or achievement of anything better than the average of broader society.

Do you associate with “go for it”? Do you realise that you are in a groove? Does it bother you to be in this state of mediocracy? Ever thought of a change for the better?

**Don't just** go for it

## Chapter 2

### *Go it! - Go beyond it!*

Companies formalise vision statements to set the targets of achievement. For the individual dreaming is the most personalised way to get into *Go it!* gear. Dreams may seem to be too remote expressions of “it”; too idealistic, unreachable, and unachievable. However, a dream is an expression of a most wanted outcome or of a wanted change in status. *Go it!* thrives on dreams that are expressed in strategies and expectations. Dreams are expressions of most wanted outcomes. Dreams are inspiration-driven and trigger the senses to envision the impossible coming true. Dreams spur the energy inside you to *Go it!* and make the desired changes or achieve the idealised outcomes. Some dreams come in the form of nightmares. These nightmares are reminders of any unwanted status quo situations that are causing stress or need to change for the better. It can be financial debt, poor health, bad relations or anything that would make life so much easier if it was changed for the better. Like dreams, nightmares are stronger energisers than wishes. A nightmare kicks you into *Go it!* mode to start changing the unwanted situation for the better. Without dreams or nightmares there are no activators for change. Without *Go it!* there is no change in the status quo. ***Go it! takes you beyond wishes and make you realise your dreams.*** Do not let anyone or anything steal your dreams. ***Dreams don't work unless you Go it!***

When you write down your dreams, it helps getting you on a mission to reach these dreams. Give your mission substance by describing your dreams in words and pictures. The smarter your description, the easier it becomes to get you on a *Go it!* mission of working smarter, and not harder, to make your dreams come true.

Make your strategy *Go it!* radical. It is like giving your dreams wings. *Go it!* radical is an out of the ordinary way of achieving outcomes that are beyond expectations. It is different from the same old and the rules and prescriptions of best operating practices, in a revolutionary way. It fills your strategy with inspiration to achieve beyond expectations.

Expectations are the *Go it!* version of goals. They are achievements that you set for yourself. The power of self-set expectations lies in the **commitment** that **comes from inside** ( $M^n$ ) to achieve those expectations. The intrinsic value of expectations lies in the pressure to achieve beyond them, **to surprise yourself**. Like your dreams, you must write down your expectations, date them and quantify and qualify them. Without the personalised character, expectations merely become pie in the sky wishes that do not inspire *Go it!* achievement. Expectations set by others or set by rules and regulations, or circumstances, or a boss, or a teacher, or a parent, may allow for minimum personal inputs. The power of *Go it!* lies in the achievement beyond those expectations, **to surprise others**.

To make *Go it!* a lifestyle, in the first place, never stop dreaming—big and small—across all aspects of life. Wherever you want to make a change, dream it and *Go it!* Make *Go it!* inherent in all your actions and in all your emotional expressions. Where *Go it!* is a way of living, *Go it!* reaction comes spontaneously. When circumstances call for action or emotion, then *Go it!* is inherently programmed to happen. Achievement beyond the expected becomes the norm.

The *Go it!* call is for everyone who wants to take personal performance to the next level and beyond. ***Go it!* means moving your own goalposts**—beyond the goals that are set for you or that you set for yourself. The averages that society performs on, has

actually made it easy to *Go beyond it!* Rules, regulations and performance ethic, or general attitude, has become the groove in which people are stuck. Stepping out of the stagnant environment of over-controlled outcomes can be achieved by personal inspiration and the drive to perform on a higher level of satisfaction with personal commitment.

*Go it!* is also accomplished by overcoming the fear of rebuke by others when going beyond it and performing on increased standards in quantity and quality, which can result in harder work for those in the comfort zone of *averages*.

*Go it!* dares you to **break the barriers** of stagnation and average performance. ***Go it!* is a call to start a new revolution of working smarter and more efficient rather than just effective, as is the case in “go for it”.** The workplace is in a phase of robotic revolution. The only way to establish yourself in an employment opportunity is to *Go it!* beyond the point of replacement by robots, driven by smarter-than-technology increased quantity and quality of performance.

**Change does not come without *Go it!* inputs.** Those who do not switch to *Go it!* performance will be overrun by higher performance outputs of technology and they will make themselves obsolete. A *Go it!* effort will distinguish you from the left-behind comfort seekers. When you make *Go it!* your norm of performance, it will make you irreplaceable, and secure your future in a position of setting the standards and the norms. Trendsetters are sought after and draw the attention of movers and shakers.

*Go it!* achievements have significance in big and small efforts. When an action leads to **outcomes beyond the asked for or beyond the**

**expected**, it is driven by *Go it!* energy. A small gesture of recognition to someone who did not expect to be taken note of, has a *Go it!* effect. A friendly smile when it is not expected makes a *Go it!* impression on the receiver. *Go it!* has no limits of where and when and how intensely it can manifest itself. *Go it!* is not restricted to performance by high profile individuals. It is part of the makeup of everyone who wants to set an above average standard of living.

People from all walks of life have *Go it!* potential inside them. It realises when an individual has a change in attitude away from mediocracy and starts living beyond expectations. It is not living on the edge, but rather pushing outcomes **past your limits and the deliverables that others think you are capable of**.

Whether you are in a queue at the shop till or in the boardroom of a multimillion dollar company, there is no restriction to where you can *Go it!* There is nowhere that people would not want you to *Go it!* *Go it!* outcomes are noted and welcomed anywhere and everywhere. Significant *Go it!* achievements are not limited to high valued financial returns in a corporate environment. *Go it!* is as significant when a child in the park picks up the walking stick that an old lady had dropped and help her with it. *Go it!* is alive and thrives on its philosophy of reaching beyond what is expected, irrespective of the perceived value that people ascribe to the difference that the *Go it!* action may have made. A *Go it!* effort that ends with a world record in front of millions of TV watchers is as brilliant as the *Go it!* effort that a small boy puts into playing the piano flawless at a concert for grannies in the old age home.

Passivity has the effect of everyone and everything else overtaking your status of knowledge and experience. As a result, you fall behind to the point where an easy start-up in new beginnings seem

impossible. This state of human, self-imposed inability can be cured by a change to a *Go it!* mindset. The groove of passive averages is never too deep to get out of. Make a simple change—stop with the same old and go beyond that which was too long the norm of unintended self-destruction. *Go it!* has the character to change your life's orientation from “it” to a journey of personal fulfilment – fulfilment that goes beyond your personal goals and achievements. **Everybody owes themselves *Go it!* achievements** to make life exciting and purposeful.

**When the going gets tough, the tough *Go it!*** The drive to *Go it!* is the distinction between those who abandon ship and those who have the mental toughness to keep going under pressure. The intensity of toughness must not be measured in the physical achievability of “it”. *Go it!* achievements come from a mind change in the first place. The physical follows the mental and with that comes a movement beyond the tough. Toughness confronts one in many different forms. In the daily going, many situations ask for an immediate decision to either back-off or *Go it!* Some situations are less challenging and others are mentally and physically tough. The *call* is always to *Go it!* and achieve beyond the expected, irrespective of the demand on effort. Many times, tough does not come in a physical challenge. It comes in a simple challenge of the norms set by society to be followed mindlessly or to be broken in a *Go it!* achievement. The simple daily confrontation of negative talk is but one example. “Go for it” and participate in the negative talk— or *Go it!* and change the conversation to something positive, or leave the negative environment if it is not receptive to such a change. It takes a simple decision to go with the flow or to *Go it!* beyond what others would think of your actions. It is not the action that is tough, but rather the decision to act beyond what others

think the norm is and the expected action should be. *Go it!* action follows a tough decision. It is not the action itself that is tough, but the decision to *Go it!*

**Master your mind and *Go it!***

## Chapter 3

### *Go it!* ⚡ killers

**Justification of mediocracy is the biggest enemy of the *Go it!* philosophy.** Mediocracy lies deeply rooted in all spheres of life. It is so easy, so comfortable, so imprinted to say no to any effort to *Go it!* Minimum effort has become the criterion for performance. Mediocracy is compensated for by calling it “the deliverable”, the “it” that is paid for. Mediocracy has become not only the acceptable norm, but even comparable to working hard. Working hard often gets measured in time spent, and not in achievements. Being fine with the status of mediocracy is supported by coasting along, day by day, without more effort than expected. *“If the boss is fine, my wife is fine, my teacher is fine with my deliverable, then why would I do more?”*, *“Society, leave me alone—don’t you dare disturb my rhythm”*. So often people believe they are meeting the required standards and that achievement above it is not expected.

**Risk management** is paralysing many could-be *Go it!* achievements. Financial or time losses are overestimated in emotional decisions. Any possible negatives are blowing all achievable *Go it!* outcomes out of the water. The chance of any losses easily dominates decision making, above the possibility of making a difference from a *Go it!* effort. All negative what-ifs are considered, but the positives of any *Go it!* effort is totally ignored, because average is the norm and *Go it!* is not the expected. The risk of damage of any kind is generally the dominant factor that influences people’s decision to act or to back-off. Preventing any possible, likely or unlikely, damage that the action could cause, makes people rather stay in passive mode, than dare to make a move and reap the benefits of *Go it!*

**Return on investment** is calculated and the projections are measured in detail to make the best decision regarding where to spend money and time. Likewise, personal physical and emotional investment in modern society is cemented in the mode of “*What is in it for me?*”. Action follows the considered rate of return, namely, financial gain or loss, time lost or saved, physical comfort or discomfort, or emotional stress or relieve that the action could cause. The chosen action may also depend on the public or friends’ opinion thereof. Return on investment does not always consider the value of emotional return on a *Go it!* achievement. Return on investment does not consider achievement beyond the uninspired inputs and outcomes of “go for it”. A *Go it!* return that outperforms all projected results is not considered, because “go for it” is the standard, and *Go it!* performance not the expected.

**Comfort zone** is a deep founded barrier between mediocracy and *Go it!* While spending any physical or emotional energy on *Go beyond it!* may just disturb the balance of comfort and cause any number of possible negative outcomes, the status quo is maintained. Few people consider the positive outcomes of *Go it!* Minor possible negative outcomes dominate the outweighing positives in the decision to *Go it!* People rather sit back on the couch and drown in the comfort of passivism. When they see others thrive on *Go it!* achievements and make a great living, they just sigh and think, “great for them”. While someone at work makes progress with a *Go it!* effort, they just think of getting the day finished and the week over and done with. Their weekend comes even slower in the boredom of just another job to finish to the point of “it”. Sitting on the couch, watching sport on TV and seeing athletes *Go it!* to the point of ultimate achievements, does not inspire one to get up from the comfortable couch and make a *Go it!* effort.

Too often lack of **time** is used as a reason to not *Go it!* “*I just don’t have the time*”. How often do we hear, or even say this? The availability of time is merely a matter of prioritising. Putting *Go it!* before watching TV is as simple as the push of a button. Making time does not come from staring at the clock, waiting for it to announce bedtime. It rather comes from setting one’s mental clock to announce bedtime only once *Go it!* is achieved. *Go it!* family time and time for a *go it!* social life comes with a change in priorities.

Measuring effort in **monetary** terms make many possible, effortless outcomes fail for the wrong reason. “*If I just had the money...*” is used too easily to as an excuse to not *Go it!* Giving *Go it!* a thought is cut short by an excuse of not having money, while money does not even have anything to do with the inputs needed to *Go it!* Sometimes *Go it!* can happen without any financial input. Time may be the only resource that you need to *Go it!* and time is not money when the time spent on *Go it!* would be wasted on watching TV or doing something insignificant.

Action is very much driven by the opinion of others or **peer pressure**. Is anything you plan in line with the norm or are you stepping out of the set standard? Are you disrupting the comfort zone in a “go for it” environment? What are the social or workplace consequences of your actions? Would a *Go it!* effort disturb the feelings of others? Society or colleagues can so easily thwart your *Go it!* Initiative.

**Intention** does not make things happen. Pleasing yourself with comforting thoughts of good intentions, does not take you over to *Go it!* action. It either delays the *Go it!* action or it makes the *Go it!* action disappear over time.

Nothing comes from **wishes**. There are no outcomes from wishing anything would change. Wishing is like fishing without a hook on your line—it brings in nothing. Wishes haunt those who live in a “go for it” state of despair for this or that or the other thing to happen, without wanting to put in any effort to make it happen. These things seem impossible to ever come true, regardless of how much you want it to happen instantly, without any effort. The standard wish of the masses is “if I could just strike the jackpot. . .”. With that they make another vital inscription on a lucky draw card to a 999999 in million change of failing in their desperate wish of getting nowhere.

**Do not leave it for luck, *Go it!***

**Physical ability**, or a lack thereof, is often used as an excuse to underperform, while *Go it!* energises you to use all your abilities to outperform. Many disabled people *Go it!* beyond the expectations of those who are able and could do the same, but with less effort than the disabled, yet the abled think they cannot achieve what the disabled had done. Passivity has paralysed those who hide behind their wheelchair of comfort.

The way people use **inexperience** as a reason not to go over to action, is like giving up before even trying it. *Go it!* And gaining experience is not considered and left as an option for those who dare.

Lack of **emotional control** is the drain of *Go it!* energy. “*I am too stressed out*”, “*It is not my cup of tea*”, “*I won’t make it*”. Negativity in general is the curse on *Go it!* enthusiasm.

Ultimately, **passivity** and the lack of a desire to perform is the beginning and the end for the masses of mediocre people. People just like doing nothing. People don’t like committing to any effort.

There are many more *Go it!* killers. And they will rule if you don't tie them down with *Go it!* commitment.

## Chapter 4

### The *Go it!* lifestyle

*Go it!* is a very personal driven way of living. *Go it!* is dormant in everyone. ***Go it!* commitment must come from inside (M<sup>n</sup>).** ***Go it!* starts with you.**

The potential in everyone is enough to make anyone an outperformer of the expected. *Go it!* achievements are so easy to reach. *Go it!* is achievable in the smallest of expectations. *Go it!* starts with minute changes in attitude and **commitment from inside (M<sup>n</sup>)** and thereafter the action to *Go beyond it!* The **justification** of mediocracy is the last lifestyle that you want yourself to fall into. The only “**just**” that you should allow yourself is—**just start**. Start dreaming, start changing your goals into expectations, start *Going beyond it!* **Do not let the sun set before you had a *Go it!* achievement.** Don't wait for others to set expectations for you to meet. **Start** by setting them for yourself. It is easier to meet a self-driven expectation than externally driven goals. *Go it!* starts with those who realise that dreaming is fine and that radical change in strategy is an achievement booster.

Growing up in a *Go it!* environment gives children the advantage of developing a *Go it!* temperament. The smallest act of a child can be *Go it!* driven when the culture to achieve beyond expectations is grown from infancy. Helping your children to set expectations, and stimulating achievement beyond that, generates a *Go it!* culture that gives them the edge above others who just go for mediocracy. Expectations do not need to be extreme. **Small beginnings allow for lots of *Go it!*** However, they need to be transferred from being external expectations to becoming self-driven inspirations.

For those who are waking up from the couch-driven centre of mediocracy and who realise that **nothing will change without a Go it! investment** in time and energy, for them the world starts opening to new possibilities and opportunities. Dreams become the driving force of any effort to get up and *Go it!* The change in lifestyle will bring about a better physical and mental condition, and activate the *Go it!* culture to move from the living room to the kitchen, the bedroom, the social and recreational environment as well as to the workplace. Better results from *Go it!* achievements inspire bigger and smarter effort, which builds on a success record that surprises self and others.

***Go it!* opens doors. *Go it!* achievements distinguish you from others.**

It makes you recognised for your value-adding contribution. When you are considered for any opportunity, **don't miss the opportunity because you did not *Go it!*** **The rewards of *Go it!* lie in the results of your distinct achievements.** Running up and down like an ant might put food on the table, but being human allows you to perform beyond expectations and show character of performance above the average of those who run up and down in “go for it” mediocracy.

CVs are packed with *Go it!* characteristics. However, they result in a disciplined following of company set rules and regulations. The inherent *Go it!* qualities of employees are dampened by prescriptions. Individual *Go it!* expectations are suppressed by “don't test the system” attitudes that force people into “go for it” mediocracy. Personal expectations of performance beyond set standards are killed by the punishment of failure. It is difficult for an individual to *Go it!* in a workplace where there is no *Go it!* culture. Better results can be achieved easily by laying the foundation of a *Go it!* stimulating environment. ***Go it!* reaps success**, and success, in

turn, stimulates further achievements beyond expectations. A *Go it!* leadership approach can change the workplace into an “achievement beyond expectations” type of environment and deliver results that surprise the shareholders and competition. *Go it!* is an investment in the people-generated value of a company. It adds unquantifiable value to the bottom line of the business where it is instated and promoted.

Sport performance thrives on personally set expectations. Commitment to achieve beyond them, drives PBs (Personal Bests). *Go it!* has no limits. *Go it!* makes you go faster, further and higher and makes you break records. Monetary incentives motivate those who try to beat the best. Inspiration moves the best to *Go it!* beyond expectations and win the laurels. Competitor goals become the expectations of the winners, who *Go it!* to outperform their competition. And for the athlete during participation, there is the call—when you hit the wall, *Go it!*

Like a piano soloist *Go it!* in virtuosic display, all forms of art and culture lend itself to glamorous *Go it!* performances and *Go it!* creations. It is like the spontaneous sparkles of sunset reflecting on the ocean, expressing life in an abundance of artistic performance.

Achievement is much sweeter when you *Go it!* The sweet lies in the surprise element of achievement beyond expectations. A *Go it!* achievement is a job well done. Celebrate *Go it!* achievements. When you make celebration part of the *Go it!* culture, then life becomes a party. Not only at home, but at work and on social platforms and sport fields. Celebrate big and small *Go it!* achievements. Celebrate with a “Wow!” and celebrate with a reward. Celebration is a confirmation of one’s satisfaction with outcomes. *Go it!* enthusiasm is contagious. It stimulates others to

*Go it!* and share in the festive lifestyle of achievement beyond expectations.

**Make every moment a *Go it!* moment.** The smart thing about *Go it!* is that it covers all walks of life. From the smallest gesture to the biggest job completed in a large corporate company, it makes a bigger impact when it is a *Go it!* achievement. Consider the gesture or the **job done when *Go it!* is achieved.** **Don't let the sun set before you had a *Go it!* Moment,** and when the sun sets, remember that ***Go it!* goes beyond horizons.**

***Go it!* beyond all odds.** *Go it!* is not limited to ideal conditions for achievement. It is sometimes hard to make it in life. ***Go it!* takes you beyond circumstances.** It does not change the environment, but it changes the way you approach life. **Where there's a will, there's a way to *Go it!*** The positive outcomes of *Go it!* efforts pull you through difficult times. The sweet of *Go it!* achievements make the difficult times bearable and exciting.

*Go it!* has the depth in character to replace “go for it” passivism with a lifestyle of abundance beyond expectations.

*Go it!* 

The *Go it!* call for performance beyond expectations cries out loud. What do you make of it? How do you react on it? How do you make it your lifestyle?

- ✓ Stop wishing
- ✓ Dream

- ✓ Set expectations
- ✓ Owe yourself
- ✓ Commit from inside
- ✓ Just start
- ✓ Make contributions
- ✓ Change your alarm clock's tone
- ✓ Change your phone's ringtone
- ✓ Watch the sun set
- ✓ Be radical
- ✓ Celebrate
- ✓ Inspire

**Go it! and surprise yourself and others**

## Go it! proverbs

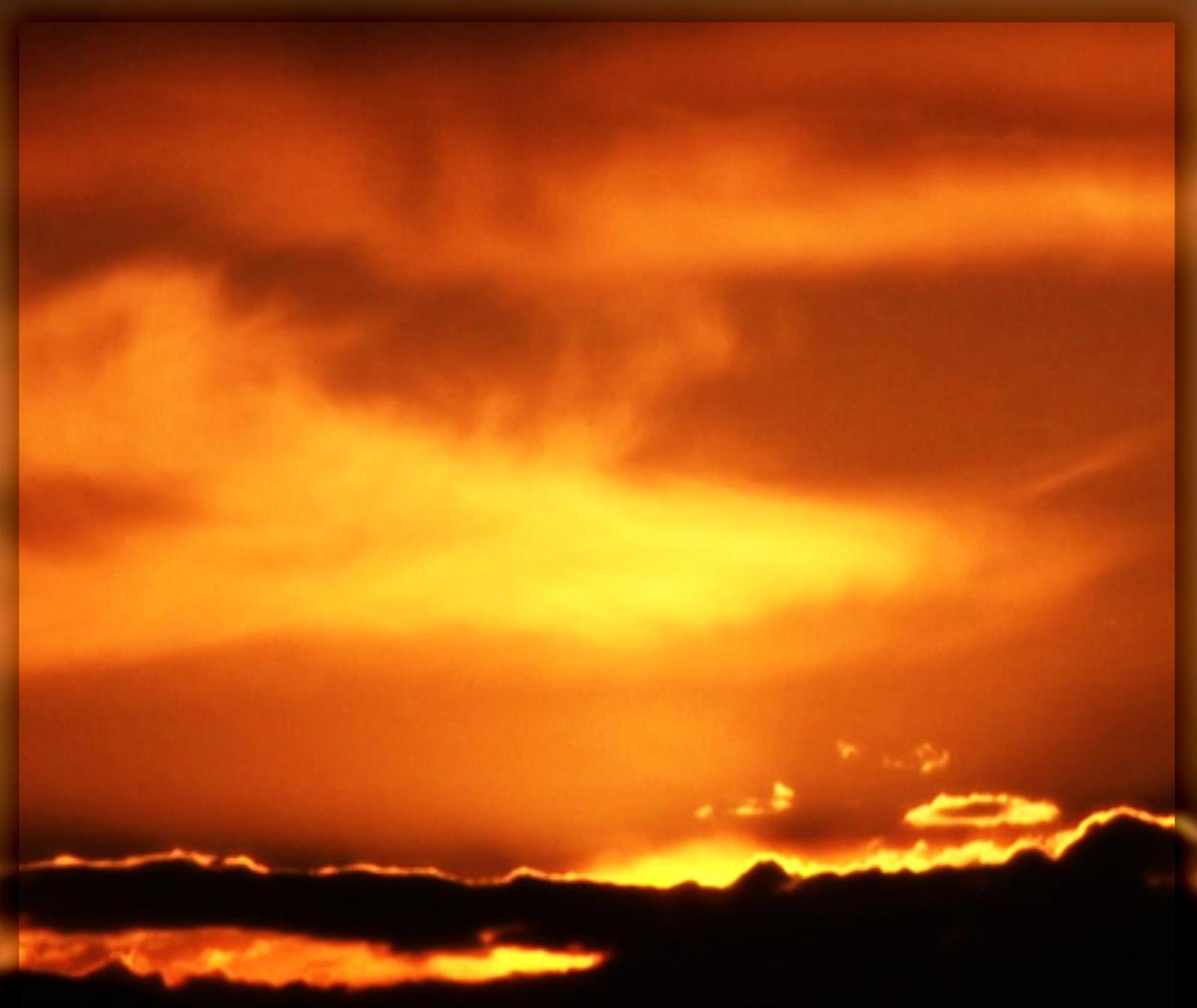
1. Don't just go for it—*Go it!*
2. Picture your vision clearly and *Go it!*
3. Make your mission *Go it!* driven.
4. Make your strategy *Go it!* radical.
5. Set your expectation and *Go beyond it!*
6. *Go it!* beyond expectations.
7. Celebrate *Go it!* achievements.
8. *Go it!* reaps success.
9. *Go it!* **commitment** comes from inside.
10. Go for it ends at "it"—*Go it!* goes beyond it.
11. Make a *Go it!* contribution where ever you are.
12. If you just keep going for it you will get the same results—*Go beyond it!* to make things change.
13. *Go it!* and surprise yourself and others.
14. *Go it!* goes faster, further, higher.
15. Achievement is much sweeter when you *Go it!*
16. *Go it!* is like moving your own goalposts.
17. *Go beyond it!* what you have been asked for.
18. PBs come with *Go it!*
19. Records are broken when you *Go it!*
20. *Go it!* has no limits.
21. *Go it!* is adding value to it that was asked for.
22. Motivation makes you just go for it—Inspiration makes you *Go beyond it!*
23. A *Go it!* achievement is a job well done.
24. The job is not done till *Go it!* is achieved.

25. Make every moment a *Go it!* moment.
26. *Go it!* is not considered *Go it!* is the driving force.
27. Don't let the sun set before a *Go it!* achievement.
28. *Go it!* comes in big and small effort.
29. *Go it!* breaks all barriers.
30. JUST start—and then *Go it!*
31. Small beginnings allow for lots of *Go it!*
32. *Go it beyond!* circumstances.
33. Don't miss an opportunity because you did not *Go it!*
34. *Go it!* opens doors.
35. Your *Go it!* attitude differentiates you above others.
36. "Go for it" is carrot driven—*Go it!* is inspiration driven.
37. "Go for it" is effectiveness—*Go it!* is working smarter.
38. When you "hit the wall"—*Go beyond it!*
39. Soloists *Go it!* in virtuosic display.
40. Fill your day with *Go it!* moments.
41. *Go it's!* biggest enemy is the **justification** of mediocracy.
42. Bees and ants go for it—humans can *Go it!*
43. The reward of *Go it!* lies in the results of your distinct achievement.
44. Use *Go it!* to call for performance beyond expectations.
45. *Go it!* makes you break records.
46. Where there's a will, there's a way to *Go it!*
47. When the going gets tough, the tough *Go it!*
48. You owe yourself *Go it!* achievements.
49. Finishing is more exciting when you *Go it!*
50. *Go it!* goes beyond it that others think you are capable of.
51. *Go it!* starts with you.

- 52. *Go it!* adds value to life.
- 53. Master your mind and *Go it!*
- 54. *Go it!* takes you beyond wishes and make you realise your dreams.
- 55. Dreams don't work unless you *Go it!*
- 56. *Go it!* enthusiasm is contagious.
- 57. *Go it!* beyond all odds
- 58. Do not leave it for luck, *Go it!* - Garyth Hofman

You are invited to complete this book by entering the story of your real-life *Go it!* experience. The ten most inspiring entries will be published in the first edition of this book and each entry will share in the net income from the book. The share being at the discretion of the *Go it!* management. Describe your *Go it!* experience in not more than 1000 words. Also, send a photo that illustrates the essence of your experience. Management's decision regarding which entries are to be published is final. *Go it!* holds the right to edit your entry at its discretion. *Go it!* will hold all rights of publication of your entries.

<b>Dream of your Best Seller earnings</b>	
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The origin of this book is from someone who has gone beyond all limits and learned from experience what it takes to achieve beyond expectations.

The introduction to this book is an overview of where Go it ! comes from and where you can take it to. It describes what Go it ! is definitely not and what Go it ! is ultimately meant to reach through those who realise that there is life after mediocracy.

The endless list of Go it ! proverbs is there for you to use as regular reminders to Go it ! all the time, under all circumstances. You are invited to add to the proverbs and reminders, so others can benefit from it.

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