

EMPOWERED

Guidebook III

Mastery and Mind:
The Unknown
The Human Mind
True Motivations

Guidebook II

Mastery Of The Body:
Pure Diet
Pure Training
Super Intention

Guidebook I

Higher Principles:
Our Future
Possibilities
Know Yourself



PURE PERFORMANCE

Welcome To The Pureformance Guidebook!

Pureformance: Come explore a higher level of performance and success.

Pureformance: Come discover the source of your performance and success.

When it comes to upping your performance and achieving success, the “how-to” advice seems endless; after all, you’re inundated by countless ideas, tips and techniques every day! Wading through -- and weeding through – all that info to find what works for you can feel like a full-time job. At Pureformance, we want to get to the PURE of it all.

We’ve studied successful, effective people and found that those who reach their goals and dreams tend to focus their effort on higher-level activities, rather than getting mired in lower-level tasks. In other words, they’re not simply reacting to put out fires or wasting time treading water. Rather, they’re applying power at the source of their effectiveness.

By bringing greater attention to *your* source – the very heart of being human – you can open the floodgates of your power and transform what takes place downstream.



When you begin a project, start a training regimen or implement a new behavior without considering the source of your power, it's like jumping into a waterfall midstream: You're creating a little splash while throwing yourself right in the midst of a body of massive habitual momentum, leaving yourself very little room for course adjustment. But when you pull back and slip into the river upstream – at its deeper source – you can see the whole picture. You'll know exactly where you're going because *you* are creating the flow and guiding the stream.

Are you the mighty river or are you the fleeting splash?

What are these higher levels? Where does *your* source of effectiveness and power lie? At Pureformance, we believe you can find your source in:

- Know Yourself
- Possibilities
- Our Future
- Super Intention
- Pure Training
- Pure Diet
- True Motivations
- The Human Mind
- The Unknown

If you buy a bag of seeds and just leave them sitting unopened, you wouldn't expect to grow stunning blossoms or big, juicy tomatoes. You'll only see results if you plant the seeds in the ground and ensure that they receive plentiful sunlight and water – a small price to pay for a bountiful harvest.

The same goes for your dreams and goals. If our Pureformance concepts provide the sunlight and our applications the water, then all you have to do is plant the seeds and nurture them as they bear fruit.

At Pureformance, we provide higher-level resources that lie at the heart of what we are all seeking to achieve in life:

- Happiness
- Health
- Vitality
- Purpose
- Athletic Performance
- Fun
- Excitement

Service
Helping Others
Weight Loss
Fitness
Relationships
Exploration
Growth
Awesome Experiences
Respect
Acknowledgement
Success
Less suffering
A better environment in which humanity to flourish

Read on and explore our Guidebook as much waits to be discovered by YOU!



**Guidebook I - Higher Principles:
Bringing Power Into Everything You Do**



Know Yourself

Stop settling and take a stand. Get to Know Yourself and discover how to tap into your power - and consciously direct your energy and actions into getting where you want to go.



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Everyone loves to talk about making a stand -- for what they believe in, for what they want, for what's right, for a cause, yadda yadda yadda ... you've heard it all before, right?

"OK, I get it," you're thinking to yourself, "we all know how important it is to take a stand, to commit to a path of action." But the thing is, not very many people actually *do* it!

So why not?

Probably because taking a stand is scary. It pits you firmly against the status quo. It means you'll have to break your familiar routines and make a whole bunch of changes. Mostly, though, making that type of commitment knocks you right out of that warm, comfy, complacency zone that most of us spend our lives burrowing ever deeper into, simply because it's easy and feels safe.

But – you knew there was a “but” coming – when you crawl out of your burrow and stand up for how you want things to be, something miraculous takes place!

Taking a stand actually collects all those scattered threads of possibilities, dreams, and “I wish” thoughts that’ve been marinating in your consciousness for years, focusing them into a powerful beam that will – literally -- organize your life in a way that propels you toward achieving what you want.

And the first step in making that stand?

The self discovery of knowing yourself.

The better you know yourself – what you want, what you enjoy, what you have to work with -- the more likely you'll be to act in ways that ignite, and are ignited by, your passions. These focused actions move you in the direction you want to go.

And this whole being-human thing? It's a limited-time-only deal! Not to be morbid, but it's true: We only have a finite number of days allotted to us.

Use your time wisely; make a stand and consciously, powerfully direct your energies – and your actions – toward what you want.

Explore the entire concept and discover the treasure!



Know Yourself ignites the spark that leads to clarity and clears the way for you to hit full power. You'll know *why* you are performing and you'll understand that the ultimate victory lies in how bright and focused your beam is... not whether you win or lose.



Know Yourself provides you with the opportunity to *do*, rather than *settle*. You'll have permission to identify and believe in your vision. You'll know that you *are* capable – and understand that you can't realize your dreams alone.



Know Yourself allows you to cultivate self-love and grow your own power. You'll understand that information overload leads to confusion; instead, you'll learn what works for *you*.

What it is...

The higher principle of Knowing Yourself means making a stand for what you want and what works for you, so you can consciously, powerfully direct your energies and get where you want to go.

Whether we're talking diet, your big project, performance results or *whatever*, the key lies in knowing what *you* want – and then actively creating that experience. It's all too easy to let the need for positive feedback or acceptance from external sources governs our thoughts, choices and actions. But, no matter how hard you try, you'll never be able to please everyone or fulfill the expectations that others have for you... but you can move forward, armed with the power of knowing exactly why you're putting forth effort.

And speaking of moving, you can move for all kinds of reasons – for fun, to help someone else, to feel more vital, to improve your health, to challenge yourself, to set a new world record – the *what* doesn't matter, as long as it ignites your passion. In fact, anything that ignites that passion in you is equally valid!

Knowing what you want will create the experience that you *need* – and that equals power. Make a stand for what you want and bring your power toward getting there, no matter where “there” may be. And if you stray off course, oh well. Life is dynamic, after all, so take it as an opportunity to set a new course.

Think of it this way: You’re already exerting your efforts... so why not exert that energy toward doing what you love and find fulfilling? As some really smart guy once said, “The effort it takes to be miserable and happy are the same.” Why not place your effort toward being happy?

Figure out what you love, what you want, what floats your boat, what makes you happy – and give yourself permission to pursue that happiness. By directing your energy and effort toward what you really want, you’ll create your own experience and gather power, rather than passively letting experiences happen to you.

*There are also ever and ever deeper levels of knowing yourself. We will dive in deeper into the properties and power of knowing various levels of awareness as we go deeper into expanded Pureformance content and eBooks. There is much to explore and understand of our dual nature and how the I, your me and willpower all combine to unlock the secrets of you as a creative force....

Exploration

Q&A with Pureformance Founder Scott Price



How has self-knowledge changed your life?

Over the years, getting to know myself has evolved into a guiding principle that underlies how I live my life. The process of gaining self-knowledge has allowed me to explore so many new areas, ultimately resulting in the formation of Pureformance. Whether I am running/riding, parenting, doing business, writing, philosophizing or expanding my horizons, I move from a place that's grounded in and built on respect for what others have done, yet still provides the space to explore new ways of gaining and sharing knowledge that empowers all of us. We are all facing the same fast approaching end so that gives us the possibility of a moving sense of urgency...

Does competition motivate you?

My feelings about competition have evolved over the years. When I first started competing on teams in school, the win/loss column really impacted – and reflected – my self-esteem. Later, during my competitive cycling career, I started out only knowing how I stood in relation to other athletes. As technology improved, things changed – all the high tech metrics, power meters and GPS

devices allowed me to compete with *myself* instead of others. For the first time, I began to objectively explore my own limits.

These days, I perceive “competition” as how well I master my movements within the frame of what is available to me on each given day. Of course, on my good days, I still tear it up and I still take note of how I compare to others! But overall, there’s great satisfaction in knowing you have tapped your best on a given day or lifted your effort above previous limits.

Who would your “ideal” self be?

Me accepting myself wholly – as I am right now – and, if I want to explore something or invite new aspects into my being, doing so from an empowered starting point. My love and ownership of myself at this moment: It’s all I’ve got to work with!

Are there any things you want to do that you put on hold – like, once I do this or accomplish that, THEN I will be able to attempt x, y or z?

I think I approach this differently than many people. I have a strong inner vision and intention of where I am going that’s more of a feeling or a passion. With that vision and intent as the overview of where I’m going, I consider and choose the best behaviors that are currently available to me in order to get to that desired place. In other words, my vision and passion dictate my short-term behaviors.

This frees me from a feeling of perpetual lack, say, of not being a gold medalist or a multi-millionaire. Rather, I want to honor what I do accomplish and move powerfully from there towards the next goal. And, just as importantly, I find great value in having *goalless* periods of patience in which to relax, recalibrate, and simply be. This relaxation builds great focus for me and fuels my next project.

What's the accomplishment you're most proud of?

On the level of soul: Discovering freedom and living a dynamic life, rather than following convention and never exploring the unknown.

In relationships: For me, the growth experience of being a parent gives many gifts, among them the great gift of losing some self-importance which gives importance to others perspectives which is crucial on the path of tapping wisdom...

Athletically: Out of the more-than 1,000 competitions I entered, a handful provided the experience of “performance perfection” where everything came together – energy, fitness, sharpness, belief, conditions and luck. To me, those experiences were like a high-powered symphony. I strove to surpass my previous limits and enter into these timeless spaces; external competition was a side game and I treated it as fuel to that end.

If you knew you only had a very limited amount of time left to live, what would you do first?

Well first of all, we ALL only have a limited amount of time to be alive; kind of refreshes that sense of urgency, doesn't it! I wouldn't be in any rush to change or control the external world. I see myself taking full breaths and paying attention to the little miracles, like when people laugh or smile or you glimpse a bird of prey gliding high in the sky. And, of course, hugging with all my might those I love and have the fortune of knowing personally.

If you only had one piece of advice to give, what would it be?

Give yourself permission to relax: Know that you are perfect exactly as you are and feel secure in the knowledge that you have all the tools you need to reach the places that you want to go.

“Knowing yourself is the beginning of all wisdom.” – Aristotle

Ways to explore

Start getting to truly Know Yourself by:

- Identifying areas of your life that aren't contributing to your improvement or growth; these may be people, jobs, habits or mindsets
- Finding the wisdom that lives in inner silence; sitting in silence allows you to hear inner directions that are all-too-often drowned out by external noise and distraction, like Scheduling some solo time, sitting in silence without music, TV, phone, or other interruptions

- Reading a book of depth and spirit and getting to know something greater than yourself
- If whatever you're doing isn't rewarding, it's time to change it up; ask two or three people you respect and admire to provide new insights and ideas or join you in tomorrow's effort. There's no need to feel like you have to do everything alone!

It's Attainable! – Here's HOW with 1 Powerful Application

Knowing yourself is the first step, but the *doing* is just as important. *Applying* this self-knowledge is as simple as listening to your own inner wisdom...and then acting on it. *If you choose to make these concepts your own, it will only happen if you use and practice them.

1. *Your Mission*

If there was only one thing you would like to see happen in your life, what would it be?

Now: Are you putting adequate energy and attention towards this end?

*Your mission = your single, greatest purpose within this brief, amazing opportunity of being human



Join our community today and we'll send you a beautiful, unique journal to treasure; the Pureformance journal provides a space for you to explore these concepts, work on deeper applications, and truly live your dreams.



Possibilities

Let go of the beliefs, habits and doubts that limit you and imagine living *beyond* what you know. Open yourself up to the endless available Possibilities. When you actively seek Possibilities, they'll present themselves to you!



Luke: "I can't believe it."
Yoda: "That is why you fail."

You know that saying, "You are what you eat"? Yes, it's an old adage used by moms and grandmas for generations to scare their kids into not stuffing their faces full of crap food, but there's a lot of truth packed into it. Seriously, imagine the way you feel after gorging on a cheeseburger, fries and a soda, then compare that to the energy you have after consuming some sort of healthy food plucked right from the vine. There's definitely a difference.

Well, guess what? You are what you believe, too! In fact, the beliefs you hold actively influence and shape the options available to you.

If you walk around all Droopy Dog, woe is me, eat some worms, I-suck-and-so-does-everyone-and-everything-else, then yeah, your life will suck. That's because despair is a self-fulfilling prophecy.

It's all too easy to fall into an "I can't" pattern of beliefs. But when you switch "I can't" to "I can try," it's not just your outlook that changes; your actual *options* will, too.

Letting go of the beliefs, habits, and doubts that limit you will open the door to new – and endless – possibilities in life. When you open yourself up to and seek out possibilities, they will present themselves.

Read on to learn how to make this simple principle work for you.



Possibilities ignite the ability to go faster, last longer, get stronger and rise above. You need space to grow into to improve.



Possibilities provide the freedom, uniqueness, and creativity to move beyond your past and current experiences and expectations – if you intervene and reach for it!



Possibilities allow for higher vitality, relaxation and empowerment. When you imagine the possibilities, it sets your curiosity free to imagine living beyond just what you know. How good can you feel?

What it is...

It's like Shakespeare once said: "Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt." Obviously, the bard was a pretty smart guy (or woman, as the case may be), but in the Scott's Notes version, this quote may as well read: "Our thoughts are often traitors, causing us miss the treasure in this life by not allowing us to know it even exists."

So you're probably asking, "How can something I don't know affect me? After all, I can't do anything about it... right?"

Ironically, it's precisely these types of thoughts and beliefs that limit the possibilities that you see, as well as the steps you take to make them reality. The power in this principle lies in opening yourself to possibilities so you can notice – and grab – them!

It's a matter of WWYD – What Would Yoda Do? When the Jedi hit rock bottom, they didn't just give up, sit down, and reach for the remote and a cold one. Their reaction was quite the opposite; "We haven't lost hope – we don't know what may yet be availed to us!"

If you allow possibilities to guide your life, there's no end to what you can experience and accomplish. As humans, there's just so much we don't, or can't, know. When you accept this fact and believe that change can happen – even if you're not sure exactly *how* it can happen – you'll invite the unknown to support you in your journey towards growth, success, health and happiness.

What holds you back? Learned behaviors? What others think? Fear? Not feeling supported? Worry about coming up short?

When you recognize that *you* create your own world – and your own limits – through your beliefs, one thing becomes crystal clear: There's so many more possibilities out there, both above and beyond your current patterns... and tapping into those possibilities means that the power of growth, movement, learning and opportunities is always available to you.

Whether it's a limiting belief or, conversely, lack of faith in your ability to move forward, your deepest focus and attentions determine what manifests in your life. Don't define your potential by what think you can or can't do – or by fear of the unknown. Instead, give yourself permission to explore new possibilities.

So let go! It's time to shift from "I can't do that," to "How do I do that?" to "I am moving toward that." Don't discount the experience you have at each point of your journey – that's part of the process! And don't stress about (not) being the absolute best; actually, one of the most potent quality-of-life measures is simply the absence of anxiety!

Look, it may seem counter-intuitive, but the greatest state of relaxation allows for the most power. By banishing limiting, stress-inducing beliefs, you'll eliminate doubt and fear, creating a calm, relaxed mental environment that provides the perfect jumping-off spot for exploring the limitless possibilities that exist.

There are so many possibilities that you've not yet experienced – or that you may not even know about yet. Are you ready to take a step into the unknown and experience the excitement and growth of expanded horizons and unlimited possibilities?

Remember: It can happen *to* you, only *through* you.

Exploration

Explore the depths of possibilities with freedive world record holder William Trubridge who continually reaches into the possibilities of human potential. Click to watch the video and hear this exclusive interview.

[VIDEO Interview: Possibilities with William Trubridge - A Must See!](#)



“If you always put limits on everything you do, physical or anything else, it will spread into your work and into your life.

There are no limits. There are only plateaus, and you must not stay there, you must go beyond them.”

— Bruce Lee

Ways To Explore

Start exploring your infinite possibilities by:

- Doing something you haven't done before. This could be as simple as hiking a new trail, going to a movie by yourself, shifting your furniture around, or just trying to walk, run or ride in a new direction or for a new longest distance. Take it a step further and really push your boundaries; ride a train for the weekend, go scuba diving, or call an old friend. Break those thresholds to free up possibilities
- Identifying three times you've broken through a barrier and experienced something you didn't know existed, or done something you didn't know you could do
- Naming three rules or limitations that you have been conditioned to believe

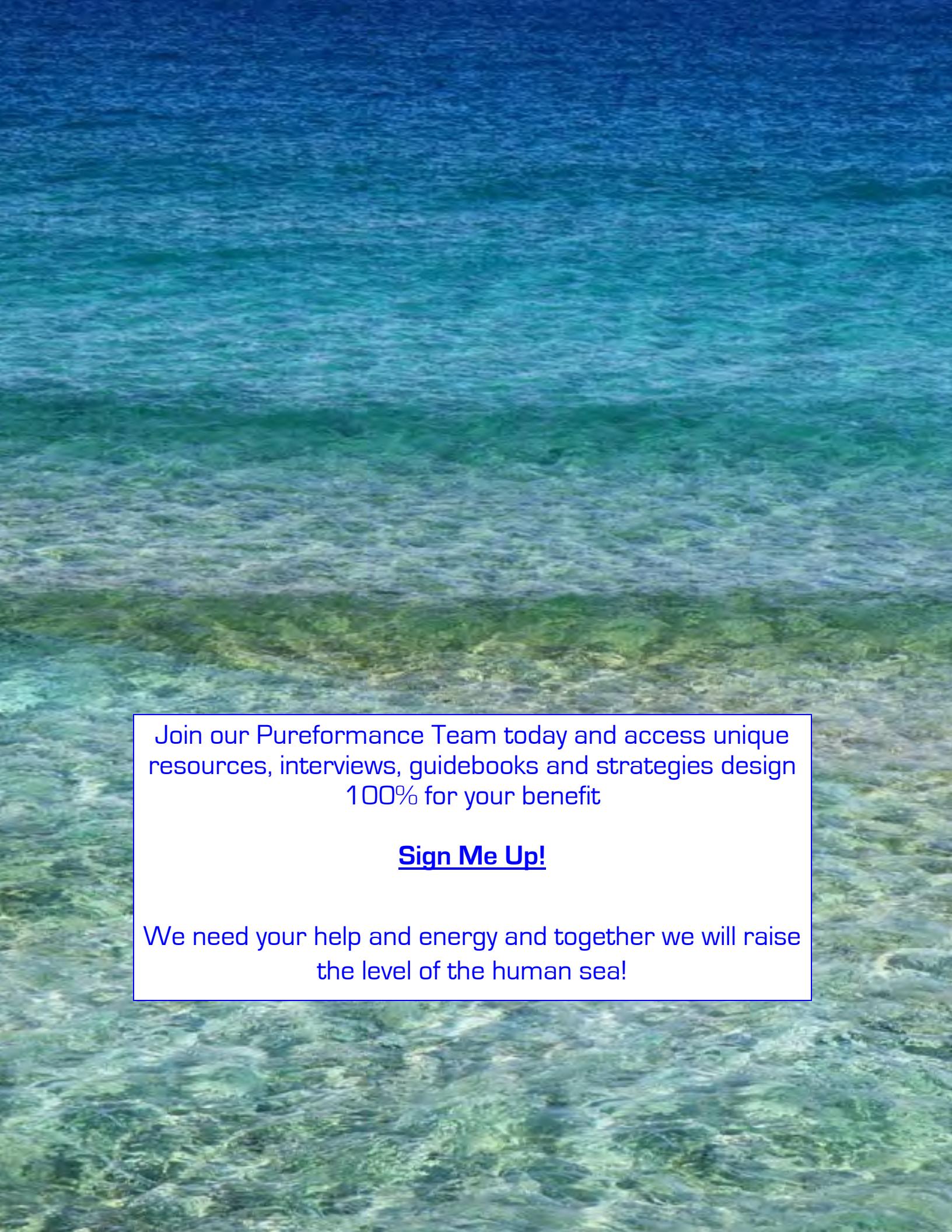
It's Attainable! – Here's HOW with 1 Powerful Application

Open yourself to what might be and invite the possibility for change into your life. Defining and identifying your limiting beliefs allows you to let them go – and set yourself free to explore the infinite possibilities that exist!

Things You Can Apply In Your Journal Tool

List one thing you didn't think you could do but did anyway...

List one thing you want to do but don't yet know how...

The background of the entire image is a photograph of a large body of water, likely the ocean. The water has a deep blue color in the upper portion and transitions to a lighter, greenish-blue near the shore. The surface is covered with small, irregular ripples and patches of green algae or seaweed floating on the water's surface.

Join our Pureformance Team today and access unique resources, interviews, guidebooks and strategies design 100% for your benefit

[Sign Me Up!](#)

We need your help and energy and together we will raise the level of the human sea!



Our Future

Shift your paradigm. See Our Future as a wellspring of opportunity, a place of infinite possibilities where you can do what you want to do, rather than a source of anxiety and stress. Embrace the mystery of the unknown - and use it to actively shape your own future!



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hat lies in Our Future? Ever wish you had a crystal ball or, better yet, had a psychic for a BFF? It's easy to worry and stress about the future; in fact for many of us, it's a full time job.

But guess what? Worrying, hoping and waiting around for stuff to happen results in exactly two things, both of which pretty much suck: Anxiety and inertia.

So yeah, the future is – by its very definition – the great unknown. But here's the cool thing: When wielded properly, that sense of mystery that surrounds the unknown is also extremely powerful.

Think of it this way: If you shift the way you perceive our future from a source of anxiety and stress to an opportunity to do what you want to do, it becomes a powerful tool – a Higher Principle, if you will – that moves you in the direction you want to go. You might not be able to *experience* the future, but you can sure exploit it to your advantage.

There's a huge difference between having blind hope – otherwise known as sitting on your ass wishing things were different – and actually taking active steps to create the future that you want, starting from where you are *right now*.

So stop wasting your life stressing about the unknown! Instead, start seeing the future as the edge of chance, a thread of opportunity that ties your intentions to actions – and moves you forward to where you want to be. Bonus: this paradigm shift in our perception of human performance has the potential to lift us all up at the community level, too, bringing the power to positively shape *Our Future*!

Here's how it works.



Setting a future landing spot ignites your moment-to-moment journey; remember, though, you'll only arrive if you rise to the challenge! Focusing your intentions gives you the power and guts you need to get where you want to go, even when the going gets tough.



Our Future provides a blue print; use it as a tool to create and shape the path toward your desired destination. From vision to planning to creation, we are only allotted a finite time – what can you achieve with yours?



Stop stressing over what *could* be and act instead! Our Future allows you to shift your perception of the great unknown from a cause of anxiety to an opportunity made from of infinite possibilities. So stop hoping for vitality; it's time to create – and even *demand* – it. *You* are responsible for how you will be and feel in the future.

What it is...

The Higher Principle of Our Future involves reprogramming that old gray matter just a bit. When you're too attached to an idea of what might happen (I know I'll blow that presentation! That date is going to be a disaster! I'll come in dead last in that bike race! A meteor will randomly fall from space directly onto my head!) the future becomes a source of anxiety. Most of the time, what actually happens isn't half as bad as you thought it would be... but you just spent all that time worrying and stressing over it anyway, so the end result is pretty much the same – stress, anxiety and inaction.

Consider this: When a function doesn't work on your computer, does it make sense to just sit there and click the same key over and over and over, hoping that it'll magically have the desired result? No, you try something new... right?

So why keep hitting the same key when it comes to your outlook? Instead of imagining the future as a ticking time bomb that's waiting to go off, imagine the great unknown as a place of possibilities. This paradigm shift both lowers your stress and opens you up to a flow of energy that leads to better health and better performance.

In fact, even the way you picture the future holds power. Most successful people share a common trait: They have a vision of what they want, so they structure their actions toward that end, whether that's losing weight, running a marathon, summiting a mountain, improving a relationship, or achieving a more fulfilling career.

Imagine the future as a place of innovation, a space to both discover and apply better ways of living for yourself and through providing service to others. This view of the future allows you to come to the realization that you *already possess everything you need to make change happen* -- you just have to decide to take action and then do it.

You have the power to act as a game changer and shape your own future! Remember, a true warrior, visionary or role model isn't necessarily strong in stature, but rather in conviction and willingness to pursue the path they deem necessary – regardless if others see it as madness! [Galileo, anyone?]

Not only does this view of Our Future take away the anxiety, it adds a whole new component to the mix: The freedom to move in any way and in any direction you desire. For many or maybe even most of us, the concept of "athlete" – and by extension sport, fitness and movement – is deeply intertwined with notions of competition. Well, here's an epiphany for you: Sport doesn't have to pit us against each other. In its place, imagine athletics as an opportunity to take on the warrior's challenge, to be vital, to experience the pure joy of movement, to share knowledge and to give encouragement that lifts *everyone* up.

OK, after you've chewed on that for a while, get ready for epiphany number two: Sport doesn't even have to pit us against ourselves! How many times have you put off going to the gym or running in a race because you're afraid of failing, losing or simply performing below your own – or your idea of someone else's – standards? Instead, envision Our Future as a place where we're all free to move the way we want to, a place that's free of the cycle of domination and excuse that seem to come hand in hand with competition.

Our Future – and the great unknown it represents – contains a spark that will light your fullest human potential. You only get so many chances to strive for your dreams within the brief opportunity of your existence; how do you want to spend the aliveness you have been blessed with?

Exploration

Join us for an exploration of the amazing story of extreme trail runner Dave Metzler; learn how hitting rock bottom and nearly dying can provide the impetus to change and find better ways to live in Our Future:

[Audio Interview: Our Future with Dave Metzler - Inspirational!](#)



“Let go of the past and go for the future.
Go confidently in the direction of your dreams.
Live the life you imagined.”

— *Henry David Thoreau*

Ways To Explore

Change your perception of Our Future by:

- Diving into inspirational books and movies where people overcome overwhelming odds and grab hold of opportunity. Perhaps your challenges aren't so grave after all – so face them like a warrior and put them where they belong
- Sharing your dreams and visions for the future with your friends and family. Verbally sharing with those close to you gives them power. It also provides the opportunity for your visions and dreams to be fertilized by others' experience, connections, resources and perspectives. And practice what you preach: When others tell you about their dreams and visions, really *listen*
- Acknowledging that, as individuals, we can only direct our course so much. The more we elicit assistance from our community, meld resources of similar experiences, and combine our Universal wisdom, the greater lift and impact our aspirations will have. We are all in this together!
- Putting it on paper. Use your Pureformance Journal to ask yourself what you want to achieve or create in your life one month from now, one year from now, 10 years from now... Then ask yourself what you need to do *right now* to realize that vision

It's Attainable! – Here's HOW with 1 Powerful Application

The Higher Principle of Our Future may contain infinite possibilities, but the time you have to explore it definitely isn't infinite. Put in perspective, over the course of measured time, our lives are incredibly short; really, we've only this single, precious flash of power to create and experience something wonderful.

Our Future is a space that holds your dreams and goals, a space that can contain all the potential that *you already possess inside yourself*. You already have all the resources you need to achieve your dreams, so explore your power! Give yourself permission to reach for your dreams in the best way possible – and unbind your imagination from fear and anxiety.

The future will reveal whether you gave up or kicked ass....

Things You Can Apply In Your Journal Tool

1. Write down something you want to see in your future. Then tell a few friends about it; be sure to let them know *when* you will make it happen...

