

CAN'T HURT ME: MASTER YOUR MIND AND DEFY THE ODDS By David Goggins TABLE OF CONTENTS

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Conclusion INTRODUCTION David Goggins' "Can't Hurt Me" is not just a memoir—it's a masterclass in mental toughness, self-discipline, and pushing beyond perceived limitations.

Goggins transforms from an abused, overweight young man with a bleak future into a Navy SEAL, ultra-endurance athlete, and one of the world's toughest men.

This book challenges everything you think you know about your capabilities.

Goggins introduces the concept of the "40% Rule"—the idea that when your mind tells you you're done, you're really only 40% done.

The remaining 60% is unlocked through mental toughness and refusing to quit.

Unlike typical self-help books, Goggins doesn't sugarcoat anything.

His message is raw, brutal, and honest: life is hard, suffering is inevitable, and the only way through is to embrace the suck and become calloused to pain and adversity.

The book is structured uniquely, with each chapter followed by a "Challenge" that pushes readers to apply Goggins' principles immediately.

This isn't passive reading—it's active transformation.

Goggins' story proves that your past doesn't define your future, that excuses are the enemy of progress, and that the human mind is the most powerful weapon we possess.

If you're ready to stop making excuses and start taking control of your life, this book will show you how.

CHAPTER 1: I SHOULD HAVE BEEN A STATISTIC

The Nightmare Childhood

David Goggins begins by sharing his traumatic childhood in Buffalo, New York.

His father, Trunnis Goggins, owned a roller skating rink called Skateland, where David and his brother worked grueling hours from a young age.

Behind the scenes, Trunnis was a violent, abusive man who beat David's mother regularly.

Young David witnessed horrific domestic violence and lived in constant fear.

The family was trapped in a cycle of abuse, unable to escape because Trunnis controlled all the money and threatened worse violence if they left.

The Escape When David was eight years old, his mother finally found the courage to escape with David and his brother.

They fled to Brazil, Indiana, leaving everything behind.

However, freedom came with new challenges—poverty, racism in a small Midwestern town, and the psychological scars of years of trauma.

David struggled in school, dealing with undiagnosed learning disabilities and the effects of PTSD.

He was placed in special education classes and faced constant bullying.

The trauma manifested in physical ways—he developed a nervous condition that caused him to spray toxic chemicals on his skin, creating painful sores.

Becoming a Statistic By his early twenties, Goggins had become exactly what statistics predicted: an overweight, depressed young man working as an exterminator, spraying for cockroaches.

He weighed nearly 300 pounds, was deeply unhappy, and had no prospects for a better future.

He was living a lie, hiding his pain behind excuses and

victim mentality.

He blamed his father, his circumstances, his learning disabilities—everything except himself.

He was trapped in what he calls the "mental cage" of his own making.

The Wake-Up Call One night, while watching TV, Goggins saw a documentary about Navy SEAL training.

Something clicked.

He realized that he had been living as a victim, making excuses, and accepting mediocrity.

In that moment, he decided to transform himself completely.

This chapter establishes the foundation of Goggins'

philosophy: your past doesn't have to define your future.

No matter how bad your circumstances, you have the power to change.

But change requires brutal honesty about who you are and what you've become.

Challenge 1: Face the Truth

Goggins challenges readers to create an "Accountability Mirror.

" Look at yourself honestly—physically, mentally, emotionally.

Write down all your insecurities, flaws, and the lies you tell yourself.

Post them where you'll see them daily.

This brutal honesty is the first step to transformation.

CHAPTER 2: TRUTH HURTS The Impossible Goal

After deciding to become a Navy SEAL, Goggins faced a massive obstacle: he weighed 297 pounds, and the maximum weight for his height was 191 pounds.

He had less than three months to lose over 100 pounds to qualify for training.

Most people would have seen this as impossible.

Goggins saw it as his first test.

He began an extreme regimen of diet and exercise, working out for hours every day while still working full-time as an exterminator.

The Power of Suffering Goggins discovered something crucial during this period: suffering is a powerful teacher.

Every painful workout, every moment of hunger, every time he wanted to quit but didn't—these experiences were building mental calluses.

He introduces the concept of "callousing the mind.

" Just as physical calluses form from repeated friction, mental calluses form from repeatedly pushing through discomfort.

The more you embrace suffering, the tougher you become.

Confronting Your Weaknesses Goggins emphasizes the importance of identifying and attacking your weaknesses head-on.

Most people avoid what they're bad at.

Goggins argues you must do the opposite—spend extra time on your weaknesses until they become strengths.

For him, this meant not just losing weight but also addressing his learning disabilities.

He had to study harder than everyone else, spend more time preparing, and refuse to use his disabilities as excuses.

The Accountability Mirror Throughout his transformation, Goggins used his "Accountability Mirror" technique.

He posted sticky notes with his goals and weaknesses on his bathroom mirror.

Every day, he confronted the truth about himself and his

progress.

This practice forced him to stay honest.

He couldn't lie to himself about his effort or progress.

The mirror reflected reality, not the stories he wanted to tell himself.

Breaking Through Mental Barriers Goggins lost 106 pounds in less than three months.

This "impossible" achievement taught him a fundamental truth: most of our limitations are self-imposed.

The mind creates barriers that don't actually exist.

When you think you can't do something, you're usually wrong.

Your mind is trying to protect you from discomfort, but growth only happens outside your comfort zone.

Challenge 2: The Accountability Mirror Create your own accountability mirror.

Identify your current weaknesses and goals.

Write them on sticky notes and post them where you'll see them daily.

Update them as you make progress.

Use this tool to stay brutally honest with yourself about your effort and results.

CHAPTER 3: THE IMPOSSIBLE TASK Entering Hell

Week After qualifying for Navy SEAL training, Goggins faced the infamous Hell Week—five and a half days of

continuous physical and mental torture designed to break most candidates.

Only about 25% of candidates make it through.

Goggins went into Hell Week with a significant disadvantage: he had developed a stress fracture in his legs from the intense training.

Every step was agony, but quitting wasn't an option.

The 40% Rule During Hell Week, Goggins discovered what he calls the "40% Rule.

" When your mind is screaming at you to quit, telling you that you can't go on, you're really only 40% done.

Your mind is trying to protect you from discomfort, but you have 60% more capacity than you think.

This rule applies to physical challenges, mental tasks, and life in general.

Most people tap out at 40% of their actual capacity because they listen to the voice telling them they're done.

Compartmentalization To survive Hell Week, Goggins learned to compartmentalize suffering.

Instead of thinking about the days ahead, he focused on the next meal, the next evolution, the next hour.

Breaking impossible tasks into smaller segments makes them manageable.

This technique works for any overwhelming challenge.

Don't think about the entire mountain—focus on the next step.

Then the next.

Eventually, you reach the summit.

The Power of Visualization Goggins used visualization to push through the worst moments.

He would picture himself succeeding, imagine the pride he'd feel, and visualize proving everyone wrong who doubted him.

Visualization isn't just positive thinking—it's mental rehearsal.

By repeatedly imagining success, you program your mind to push through when your body wants to quit.

Embracing the Suck A key SEAL mentality is "embracing the suck"—accepting that the situation is terrible and

pushing forward anyway.

Complaining doesn't help.

Wishing it was easier doesn't help.

Accepting reality and driving forward does.

Goggins learned to find strength in suffering.

When things got hardest, he would smile, knowing that this was where most people quit.

The worse it got, the more advantage he had over those with weaker minds.

Medical Complications Despite the stress fractures, Goggins completed Hell Week.

However, his injuries were severe enough that he was

rolled back to another class to heal.

This meant he would have to do Hell Week again.

Most people would have been devastated.

Goggins saw it as an opportunity to prove his mental toughness again.

He would eventually complete Hell Week three times due to various setbacks—a record that demonstrates extraordinary resilience.

Challenge 3: The 40% Rule Next time you feel like quitting—during a workout, a difficult project, or any challenge—remember you're probably only at 40%.

Push to 50%, then 60%.

Discover how much more you're capable of than you think.

CHAPTER 4: TAKING SOULS The Concept of Taking Souls

"Taking souls" is Goggins' term for dominating a situation so completely that you break your opponent's will.

It's about performing at such a high level that others are demoralized by your excellence.

This isn't about being cruel—it's about excellence as a weapon.

When you outwork, outperform, and outlast everyone around you, you take their souls.

They realize they can't compete with your level of commitment.

Becoming Uncommon Goggins introduces the idea of

being "uncommon amongst uncommon.

" Even among elite groups like Navy SEALS, most people do the minimum required.

Goggins pushed to be exceptional even among the exceptional.

This means: - Training harder than required - Studying more than necessary - Volunteering for the toughest assignments - Never settling for "good enough" - Constantly raising your own standards The Cookie Jar Goggins developed a mental technique he calls the "Cookie Jar.

" This is a collection of past accomplishments and victories that you can draw on during difficult times.

When you're struggling, you reach into your mental cookie

jar and remember: "I've done hard things before.

I lost 106 pounds.

I completed Hell Week three times.

I can do this too.

" Building your cookie jar requires accomplishing difficult things.

Each victory becomes fuel for future challenges.

Ranger School After becoming a SEAL, Goggins attended Army Ranger School—considered one of the toughest military training programs.

He was the only Navy SEAL in a class of Army soldiers, making him a target.

Despite the hostility, injuries, and extreme difficulty, Goggins graduated as the enlisted honor man—the top performer in his class.

He took souls by being undeniable in his excellence.

The Importance of Documentation

Goggins kept detailed records of his training, accomplishments, and improvements.

This documentation served multiple purposes: - Proof of progress when motivation waned - Ammunition for the cookie jar - Accountability for maintaining standards - Evidence that hard work produces results

Challenge 4: Build Your Cookie Jar

Write down all your past accomplishments, times you overcame adversity, and moments you exceeded expectations.

Keep this list accessible.

When you're struggling, read it to remind yourself of your capability.

CHAPTER 5: ARMORED MIND Mental Armor

Goggins introduces the concept of "arming your mind"—building mental toughness through repeated exposure to difficulty.

Just as armor protects a warrior, mental armor protects you from quitting when things get hard.

Mental armor is built through:

- Deliberately choosing difficult paths
- Pushing through when you want to quit
- Embracing discomfort regularly
- Refusing to take the easy way out
- Accumulating small victories over weakness

The Warrior Mentality Goggins distinguishes

between a victim mentality and a warrior mentality:

Victim Mentality: - Blames circumstances - Makes excuses - Seeks comfort - Avoids challenges - Quits when things get hard

Warrior Mentality: - Takes responsibility - Eliminates excuses - Seeks challenges - Embraces difficulty

- Persists despite obstacles

Scheduling Suffering

One of Goggins' most powerful practices is scheduling suffering into his life.

He doesn't wait for challenges to come to him—he actively seeks them out.

This means: - Regular intense workouts - Ultra-endurance races - Uncomfortable situations - Difficult conversations - Anything that builds mental toughness

By scheduling

suffering, you control when and how you face difficulty.

This builds confidence and resilience.

The Importance of Discipline Goggins emphasizes that motivation is fleeting, but discipline is reliable.

You can't count on feeling motivated—you must build systems and habits that work regardless of how you feel.

Discipline means:

- Doing what needs to be done when you don't want to
- Maintaining standards even when no one is watching
- Following through on commitments to yourself
- Building routines that support your goals

Overcoming Self-Doubt Everyone experiences self-doubt, even Goggins.

The difference is how you respond to it.

Instead of letting doubt stop you, use it as fuel.

When doubt says "you can't," prove it wrong.

When fear says "this is too hard," do it anyway.

Every time you push through doubt, you weaken its power over you.

Challenge 5: Schedule Your Suffering Plan one difficult challenge for yourself this week.

It could be a intense workout, a cold shower, a difficult conversation, or any uncomfortable task you've been avoiding.

Schedule it and follow through.

CHAPTER 6: IT'S NOT ABOUT A TROPHY

Redefining Success Goggins challenges conventional definitions of success.

For him, success isn't about trophies, recognition, or external validation.

It's about becoming the best version of yourself and knowing you gave everything you had.

Many people chase external markers of success while neglecting internal growth.

Goggins argues that true success is measured by: - How much you've grown - How hard you've pushed yourself - Whether you've maximized your potential - The person you've become through the process The Ultra-Endurance Journey After his military career, Goggins entered the world of ultra-endurance racing.

He competed in 100-mile races, ultra-marathons, and eventually ultra-distance cycling events.

He didn't do this for fame or money.

He did it to continue testing himself, to keep building mental toughness, and to prove that limits are mostly mental constructs.

The Badwater 135 Goggins competed in the Badwater 135, considered one of the world's toughest foot races.

It's 135 miles through Death Valley in July, with temperatures reaching 130°F.

During the race, he experienced kidney failure, stress fractures, and extreme dehydration.

Most people would have dropped out.

Goggins finished, taking souls along the way by passing competitors who had trained for years while he was a relative newcomer.

Suffering as a Teacher Goggins views suffering as the greatest teacher.

Comfortable experiences teach you nothing.

Suffering reveals: - Your true character - Your actual limits (which are far beyond what you think) - What you're really made of - Areas where you need to grow He actively seeks suffering because he knows it makes him stronger, more resilient, and more capable.

The Danger of Comfort

Comfort is the enemy of growth.

When you're comfortable, you're not improving.

Goggins warns against settling into comfortable routines and easy paths.

He challenges readers to regularly disrupt their comfort: -

Take cold showers - Do hard workouts - Have difficult conversations - Try new, challenging activities - Put yourself in uncomfortable situations

Challenge 6: Do

Something That Sucks Every day this week, do something uncomfortable.

It doesn't have to be extreme—just something that pushes you outside your comfort zone.

Build the habit of embracing discomfort.

CHAPTER 7: THE MOST POWERFUL WEAPON Your Mind is Your Weapon Goggins argues that the human

mind is the most powerful weapon we possess.

Physical strength, talent, and resources matter far less than mental toughness and determination.

Your mind can:

- Push your body beyond perceived limits
- Overcome seemingly impossible obstacles
- Endure suffering that would break others
- Find solutions when none seem to exist
- Transform your entire life

Controlling Your Thoughts Most people are controlled by their thoughts.

Goggins teaches that you must control your thoughts instead.

This requires:

- Recognizing negative self-talk
- Challenging limiting beliefs
- Replacing victim thoughts with warrior thoughts
- Consciously choosing

empowering narratives - Refusing to entertain excuses

The Governor Goggins introduces the concept of "the governor"—the mental mechanism that limits your output to protect you from harm.

Like a governor on an engine that prevents it from redlining, your mental governor stops you from pushing too hard.

The problem is that the governor is overly cautious.

It activates at 40% of your actual capacity.

Learning to override the governor unlocks your true potential.

Techniques for Mental Mastery Goggins shares several techniques for mastering your mind: 1.

Positive Self-Talk: Consciously speak to yourself in empowering ways 2.

Visualization: Mentally rehearse success and overcoming obstacles 3.

Compartmentalization: Break overwhelming tasks into manageable pieces 4.

The Cookie Jar: Draw on past victories for current strength 5.

Embracing Suffering: Reframe pain as growth 6.

The 40% Rule: Remember you have far more capacity than you think The Power of "What If" Instead of asking "What if I fail?

" Goggins asks "What if I succeed?

" This simple reframe changes everything.

Most people focus on potential negative outcomes, which creates fear and hesitation.

Focusing on potential positive outcomes creates motivation and courage.

Reprogramming Your Mind Your mind has been programmed by your experiences, environment, and the messages you've received.

If that programming is limiting you, you must reprogram it.

This requires:

- Identifying limiting beliefs
- Challenging them with evidence
- Creating new, empowering beliefs
- Reinforcing them through action
- Consistently choosing growth over comfort

Challenge 7: Control Your Thoughts

For one week, pay attention to your self-talk.

Every time you catch yourself thinking limiting thoughts, consciously replace them with empowering ones.

Document this process.

CHAPTER 8: TALENT NOT REQUIRED The Myth of Natural Talent

Goggins destroys the myth that success requires natural talent.

He had no natural athletic ability, struggled with learning disabilities, and started from a position of extreme disadvantage.

What he had was: - Unwavering commitment - Extreme work ethic - Refusal to quit - Willingness to suffer -

Mental toughness These qualities beat talent every time when talent doesn't work hard.

Outworking Everyone Goggins' strategy is simple: outwork everyone.

While others are sleeping, he's training.

While others are relaxing, he's studying.

While others are making excuses, he's executing.

You can't control your natural abilities, but you can control your effort.

Maximum effort beats talent when talent gives less than maximum effort.

The Importance of Preparation Goggins is obsessive about preparation.

Before any challenge, he:

- Researches extensively
- Trains specifically for the demands
- Anticipates obstacles
- Develops contingency plans
- Visualizes success
- Prepares mentally and physically

This level of preparation gives him confidence and reduces the chance of failure.

Embracing the Grind

Success isn't glamorous—it's grinding.

It's doing the same difficult things day after day, even when you don't feel like it, even when no one is watching, even when results aren't immediate.

Goggins embraces the grind.

He finds satisfaction in the process, not just the outcome.

The daily discipline becomes its own reward.

No Days Off Goggins famously takes no days off from training.

Every single day, he does something to improve himself physically and mentally.

This doesn't mean you can't rest—it means you never take a day off from your commitment to growth.

Rest is strategic, not an excuse to slack off.

The Compound Effect Small actions compound over time.

One hard workout doesn't transform you, but 1,000 hard workouts do.

One day of discipline doesn't change your life, but 1,000 days do.

Goggins understands that excellence is built through

consistent, daily effort over years.

There are no shortcuts.

Challenge 8: Outwork Your Expectations For the next month, commit to doing more than you think you can.

Add extra reps, extra miles, extra study time.

Push beyond your normal limits consistently and watch what happens.

CHAPTER 9: UNCOMMON AMONGST UNCOMMON
Raising Your Standards Being uncommon amongst uncommon means being exceptional even among elite groups.

It's not enough to be good—you must be outstanding.

This requires: - Setting higher standards than those around

you - Refusing to settle for "good enough" - Constantly pushing beyond requirements - Making excellence your baseline - Never comparing yourself to average The Pull-Up Record Goggins decided to break the world record for pull-ups in 24 hours to raise money for charity.

The record was 4,020 pull-ups.

He had never done more than a few hundred in a day.

Most people would see this as impossible.

Goggins saw it as another opportunity to test his limits and take souls.

His first attempt failed at around 2,500 pull-ups due to hand injuries.

His second attempt failed at around 3,200.

On his third attempt, he completed 4,030 pull-ups in 17 hours, breaking the record.

This achievement demonstrates:

- The power of persistence - Learning from failure - Refusing to quit despite setbacks - The importance of preparation - Mental toughness overcoming physical limitations Never Settling Goggins never settles for his current level of achievement.

After every accomplishment, he asks: "What's next?

How can I grow more?

" This mindset prevents complacency and keeps you hungry for improvement.

The moment you settle is the moment you stop growing.

Leading by Example Being uncommon amongst uncommon means leading by example.

You don't need a title or position—you lead through your actions and standards.

When others see your commitment, work ethic, and refusal to quit, it raises their standards too.

Excellence is contagious.

The Importance of Isolation Goggins often trains alone, in isolation.

This serves multiple purposes: - Removes external motivation, building internal drive - Eliminates distractions - Forces you to confront yourself - Builds mental toughness - Proves you don't need others to push you Challenge 9: Be Uncommon Identify one area where

you're performing at an average level.

Commit to becoming exceptional in that area.

Set a standard that would make you uncommon even among high performers.

CHAPTER 10: THE EMPOWERMENT OF FAILURE

Reframing Failure Most people fear failure and avoid it at all costs.

Goggins embraces failure as the greatest teacher and the path to growth.

Every failure teaches you:

- What doesn't work - Where you need to improve - How to adjust your approach - That failure isn't fatal - That you can survive setbacks Without failure, there's no growth.

If you're not failing, you're not pushing hard enough.

Learning from Setbacks Goggins experienced numerous failures:

- Failed Hell Week twice before completing it
- Failed pull-up record attempts twice
- Failed races and competitions
- Failed relationships
- Failed business ventures

Each failure taught him something valuable.

He analyzed what went wrong, adjusted his approach, and tried again.

This process of failing, learning, and improving is how excellence is built.

The Importance of Reflection After every failure, Goggins conducts an "After Action Review":

- What was I trying to accomplish?

- What went well?

- What went wrong?
- What did I learn?
- What will I do differently next time?

This structured reflection turns failure into education.

Building Resilience Resilience isn't about avoiding failure—it's about bouncing back from it.

Every time you fail and continue, you build resilience.

Goggins' resilience was built through:

- Repeated exposure to failure
- Refusing to quit despite setbacks
- Learning from each failure
- Maintaining belief in eventual success
- Using failure as motivation

The Growth Mindset Goggins embodies a growth

mindset—the belief that abilities can be developed through effort and learning.

This contrasts with a fixed mindset that sees abilities as static.

With a growth mindset:

- Failure is feedback, not a verdict
- Challenges are opportunities
- Effort is the path to mastery
- Criticism is valuable information
- Others' success is inspiring, not threatening

Failure as Fuel

Goggins uses failure as fuel.

When he fails, he becomes more determined, works harder, and comes back stronger.

Failure doesn't discourage him—it motivates him.

This requires reframing failure from something to avoid to something to learn from and use as motivation.

Challenge 10: Embrace Failure Attempt something difficult where failure is likely.

When you fail, conduct an After Action Review.

Learn from it, adjust, and try again.

Document the process and what you learn.

HOW TO APPLY THIS BOOK IN YOUR LIFE Daily

Practices Morning Routine Start every day with difficulty: - Wake up early (4:00-5:00 AM) - Do something hard immediately (cold shower, workout) - Review your goals and standards - Set your intention for the day - Remind yourself of your "why" Evening Routine End every day with reflection: - Review what you accomplished - Identify where you fell short - Plan tomorrow's challenges

- Update your accountability mirror - Add to your cookie jar if you earned it The Accountability Mirror Implement Goggins' accountability mirror: - Identify your current weaknesses and goals - Write them on sticky notes - Post them on your bathroom mirror - Confront them daily - Update as you make progress - Stay brutally honest with yourself Building Mental Toughness Scheduled Suffering Schedule regular difficult challenges: - Intense workouts - Cold exposure - Fasting - Uncomfortable conversations - New, challenging activities The 40% Rule in Practice When you want to quit: - Recognize you're probably at 40% - Push to 50%, then 60% - Discover your actual capacity - Build evidence that you're capable of more - Use this evidence in future challenges The Cookie Jar Technique Build and use your cookie jar: - Document

every accomplishment - Record times you overcame adversity - Note moments of exceptional effort - Keep this list accessible - Draw on it during difficult times

Physical Development

Training Philosophy Adopt Goggins' training approach: - Train every single day - Do something that sucks - Push beyond comfortable limits - Focus on weaknesses - Track everything Embrace Discomfort Regularly expose yourself to discomfort: - Cold showers - Ice baths - Intense workouts - Fasting - Heat exposure - Sleep deprivation (strategically) Mental Development

Controlling Your Thoughts Master your internal dialogue: - Notice negative self-talk - Challenge limiting beliefs - Replace victim thoughts with warrior thoughts - Use positive affirmations - Visualize success Visualization

Practice Use visualization daily: - Picture yourself succeeding - Imagine overcoming obstacles - Rehearse difficult situations - See yourself as the person you want to become - Feel the emotions of success Professional

Application Work Ethic Apply Goggins' work ethic:

- Outwork everyone - Volunteer for difficult projects - Never settle for minimum requirements - Continuously improve your skills - Be uncommon amongst your peers

Taking Souls at Work Dominate through excellence: - Exceed expectations consistently - Deliver exceptional quality - Meet impossible deadlines - Solve problems others can't - Become indispensable through performance

Relationships Eliminating Excuses Stop making excuses in relationships: - Take full responsibility for your part - Don't blame others for your reactions - Own your mistakes

- Communicate honestly - Do the hard work of growth

Being Uncommon Be an uncommon partner/friend/family

member: - Show up consistently - Keep your

commitments - Support others' growth - Lead by example

- Raise the standard Overcoming Adversity When Facing

Challenges Use Goggins' framework: - Accept reality

without complaint - Compartmentalize the challenge -

Focus on what you can control - Draw on your cookie jar

- Remember the 40% rule - Embrace the suck - Take

souls by persisting After Failure When you fail: -

Conduct an After Action Review - Identify lessons learned

- Adjust your approach - Try again with new knowledge

- Use failure as fuel - Build resilience through persistence

Long-Term Transformation Annual Challenges Set

annual challenges that scare you: - Physical endurance

events - Professional goals that seem impossible - Personal growth objectives - Skill development in weak areas - Anything that requires becoming uncommon Continuous Growth Never settle: - After each achievement, ask "What's next?"

" - Constantly raise your standards - Seek new challenges - Expand your comfort zone - Become uncommon amongst uncommon Specific Applications For Students Apply Goggins' principles to academics: - Study harder than required - Attack your weakest subjects - Eliminate excuses about learning disabilities - Outwork your classmates - Build mental toughness through difficult coursework

For Athletes Apply to sports: - Train when others rest - Focus on weaknesses - Push beyond perceived limits -

Use the 40% rule in competition - Build your cookie jar through victories For Professionals Apply to career: - Volunteer for difficult projects - Develop skills others avoid - Work harder than your peers - Eliminate excuses - Become indispensable through excellence For Parents Apply to parenting: - Model mental toughness - Teach children to embrace challenges - Don't let them make excuses - Encourage them to do hard things - Build their cookie jar The Goggins Mindset Core Principles to Internalize 1.

Your mind is your most powerful weapon 2.

You're capable of far more than you think (40% rule) 3.

Suffering builds strength 4.

Excuses are the enemy 5.

Discipline beats motivation 6.

Failure is education 7.

Comfort is the enemy of growth 8.

Outwork everyone 9.

Be uncommon amongst uncommon 10.

Never settle Daily Reminders

Post these where you'll see them: - "What if I succeed?

" - "I'm only at 40%" - "Embrace the suck" - "No

excuses" - "Outwork everyone" - "Take souls" -

"Uncommon amongst uncommon" CONCLUSION

David Goggins' "Can't Hurt Me" is more than a book—it's a call to arms against mediocrity, excuses, and

self-imposed limitations.

His message is clear: you are capable of far more than you think, but unlocking that potential requires brutal honesty, extreme discipline, and a willingness to suffer.

Key Takeaways The 40% Rule When your mind tells you you're done, you're only 40% done.

You have 60% more capacity than you think.

This rule applies to physical challenges, mental tasks, and life in general.

Mental Toughness is Built, Not Born Goggins wasn't born tough—he built mental toughness through repeated exposure to difficulty.

You can do the same by scheduling suffering and

embracing challenges.

Excuses are the Enemy Every excuse you make weakens you.

Every excuse you eliminate strengthens you.

Take full responsibility for your life and results.

Suffering is Growth Comfortable experiences teach you nothing.

Suffering reveals your character, builds resilience, and creates mental calluses that protect you in future challenges.

Your Past Doesn't Define Your Future Goggins transformed from an abused, overweight young man with no prospects into a Navy SEAL and world-class athlete.

Your current circumstances don't determine your potential.

The Transformative Power This book transforms lives because it: - Destroys limiting beliefs - Eliminates excuses

- Provides practical techniques - Demonstrates what's possible - Challenges you to act immediately The Challenges The book includes challenges after each chapter, pushing you to apply the principles immediately.

This isn't passive reading—it's active transformation.

By completing these challenges, you: - Build your cookie jar - Develop mental toughness - Prove your capability - Create momentum - Transform your identity The Journey Ahead Becoming uncommon is a lifelong journey: - You'll face setbacks and failures - You'll want to quit -

You'll doubt yourself - You'll be uncomfortable That's the point.

Growth happens in discomfort.

Excellence requires suffering.

Transformation demands discipline.

The Ripple Effect When you become uncommon, you inspire others: - Your children see what's possible - Your colleagues raise their standards - Your friends push themselves harder - Your community becomes stronger

Excellence is contagious.

By becoming uncommon, you give others permission to do the same.

Final Thoughts Goggins asks: "What if you could be

better than you are right now?

What if you could be great?

" The answer is: you can.

But it requires: - Brutal honesty about where you are -

Elimination of all excuses

- Extreme discipline and work ethic - Willingness to suffer

- Refusal to quit - Commitment to continuous growth

The question isn't whether you're capable—you are.

The question is whether you're willing to do what it takes.

The Call to Action This isn't the end—it's the beginning.

Goggins challenges you to: - Create your accountability

mirror today - Start building your cookie jar - Schedule

suffering into your life - Eliminate your excuses -
Become uncommon Your mind is your most powerful
weapon.

Your potential is far greater than you think.

Your past doesn't define your future.

The only question is: what are you going to do about it?

Stop making excuses.

Start taking souls.

Become uncommon amongst uncommon.

You can't hurt me.

Now prove that nothing can hurt you either.