



For anyone looking to elevate their life to the next level and pursue the best version of themselves, BAR40 is a 52-week program designed to provide the foundation and tools for creating new life-changing habits in core areas such as mindset, diet, and fitness.

While BAR40 makes no claims of easy results with no effort, what it does deliver are fundamental improvements through commitment, dedication, and personal accountability. These self-mastery skills will have you performing at peak levels while looking and feeling your best.

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Key Components

- **52-WEEK SELF-GUIDED PROGRAM TO REACH PEAK POTENTIAL AND ACHIEVE LIFE-LONG GOALS**
- **DIET MODIFICATIONS WHICH RESULT IN YOU PERFORMING, LOOKING, AND FEELING YOUR BEST**
- **CUSTOMIZED WEEKLY FITNESS GOALS**
- **HABIT FORMATION AND ELIMINATION STRATEGIES DESIGNED TO REMOVE OBSTACLES BLOCKING YOUR PROGRESS**
- **SELF-MANAGEMENT TECHNIQUES THAT BRING CLEAR DAILY SUCCESSES**
- **52-WEEK SOBER CHALLENGE**
- **365 DAY 'ULTIMATE YEAR JOURNAL USED AS HIGHLY EFFECTIVE PERSONAL ACCOUNTABILITY TOOL**

