

# TriplePLife

## The GPS To SUCCESS

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&  
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## DEDICATION

This book is dedicated to all the people who are committed to constant and never ending personal improvement. One of the hardest things to do is to admit we are flawed beings and to pursue personal excellence in a world that rewards mediocrity. We honor everyone who wants the best life has to offer. Those individuals willing to put in the time and do the work that is necessary to become the best version of themselves should be recognized.

Welcome to TriplePNation!



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# ACKNOWLEDGMENTS

## BY DR. JAY LAGUARDIA

The most successful people I know stand on the shoulders of the giants who have blazed the trail before them. Those men and women had the courage and fortitude to follow the path less traveled and stood for a cause greater than themselves. In spite of the fact as early adopters they were often ridiculed and mocked. They did so because they believed in their message and the positive impact they could have on the world. These people have inspired, mentored, influenced, coached and encouraged generations of people pursuing personal and professional excellence.

We all are shaped emotionally, mentally, physically and spiritually by the people we choose and allow to influence our thoughts and actions. We the authors of this book are no different. It is important for us to acknowledge some of the people who have significantly influenced us over the last 30 years. The concepts and principles of success which you will soon be shared have been in part inspired by the following people which we would encourage everyone to explore their many writings and teachings. These are in no particular order, Jim Rohn, Napoleon Hill, Dr. Wayne Dyer, Tony Robbins, Mark Batterson, Neal Donald Walsch, Michael Gerber, Maria Montessori, Mother Theresa, Barbara DeAngelis, ... these are just a few of the many who have influenced our lives and have in some part contrib-

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uted to the teachings in this book. We would also like to thank our families for their love and support in our pursuit to become a leading voice in the positive change our world so desperately needs.



# **FOREWORD**

**TRIPLE P IS ALL  
ABOUT “WE”**

**BY W.J. VINCENT II**

## TriplePLife

Growing up, many of us played sports. Some of us had good coaches, some bad, and a few of us might have been lucky enough to get some Great coaching. Regardless of the quality of the coaching, there are a few things that even the worst of coaches still teach. One of those that I heard over and over again growing up is there is no I in team. Having a little bit of a rebellious streak in me, I once quipped but there is in WIN! As you can probably imagine, this didn't go over very well and resulted in me running some extra laps. Ironically though, anybody that knows anything about winning, realizes that it takes a team. In fact the better the team is that we surround ourselves with, the better our chances are for reaching any level of success, and of course ultimately "winning" at the game of life.

One of the foundational principles of "Living A Triple-PLife" is recognizing the importance of the word "WE" over the newly popularized and glorified "I". Sure we all see examples of people living out their "15 minutes of Fame" on Social Media every day. The perception has become the only way to get ahead is to take whatever you can, regardless of who you have to run over during the process. This is of course more than a little bit short-sighted. Is it possible to make a chunk of money, or get some short-term fame by focusing on "I"? Absolutely, the question all of us should be asking though, is if all of us are only focusing on ourselves, then how fulfilling of a life can we possibly lead?

Of course once in awhile there will be a story of somebody who makes it to the top by crushing all the competi-

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tion, backstabbing anyone that gets in their way, and riding the negative machine that is modern day media to the maximum. Maybe even turning that into some kind of “Jerry Springer” type show that will have its success because the looney toons coming on the show make even someone living a not so great life, feel like they are successful.

A TriplePLife though tries to strive for more than just financial success. It isn’t just about personal success, although that is certainly a part of it. The definition of Triple P “WE” encompasses so much more than just ourselves. It is about community, family, society at large and bringing back ethics, morals, standards, and values that only a generation ago were so deeply woven into the fabric of daily life, people wouldn’t even dream of treating each other the way people do now. There are those of you that will immediately point out the corniness, or hokeyness of something like this. Maybe even slip into the ease of derision like so many others do in the world today. The internet has provided an avenue for people to express the worst of humanity with little to no consequence. Never mind that the consequences themselves should be of little matter, the very rockbed of right or wrong should be more than enough to keep someone from saying or doing the things we see far too often now.

Triple P WE is more than just personal success, it is remembering and respecting all of the people who have helped you on your journey. Along with that memory living each and every day to give back, share, inspire, teach, and so much more to help others achieve the same kind of

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success. When “WE” are looking out for each other, that is incredibly “Empowering”...it is so much easier to be “Passionate” about life, and this in turn automagically leads to more “Prosperity”. Another old saying many of us are familiar with, is “Never forget where you came from, or you will soon find yourself on the way back.”

Living a TriplePLife, means that our “WE” becomes immediately a part of yours. “WE” are in this together. With founders like Dr. Jay LaGuardia and Dr. Eddie Hall sharing their firsthand knowledge and experience from their own journey, “WE” can all accelerate our own journeys to success by avoiding many pitfalls they have already learned about. Even better with coaches like them in our lives, there are so many strategies, techniques, philosophies, ideas, and more that people who achieve massive amounts of wealth seldom if ever share. A TriplePLife gives us access to people who have built incredibly successful businesses, but also are living amazingly balanced and harmonic lives. Can we show you how to make money? Absolutely, and it isn’t just talk, everything we teach, we use, and have “PROVEN”. If you are understanding the concept of the Triple P “WE” then you intrinsically know, money just makes you more of who you are. It provides freedoms a lack of finances cannot. That freedom gives one opportunities that being locked into the daily grind, prevent all of us from realizing, unless we get a team of people to help us. Some people take that freedom and use it to become “Jerks” in life. Bullying, harassing, all the things that give “Rich People” a bad

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name. Meanwhile others actually find another level of success. They reach the rarified air of being free to be the best person they can be.

Triple P will always provide the kind of coaching and support necessary to help people from all walks of life, levels of education, achievement, or background to grow. We have people like Dr. Eddie, one of the foremost experts in the world when it comes to modern day nutrition and health. He is committed to sharing that knowledge to help you live a healthier life on your journey to success.

As we continue to share with you more of what living a Triple P life is all about. When you see the blueprints shared, and get to study and learn about what it takes to live not just a successful life....but your "BEST" life. Then quickly we hope it occurs to you that few people are willing to take that freedom, and instead of walking away and just enjoying the fruits of their labors, choosing to spend the rest of their life sharing, teaching, coaching, training, mentoring, and so much more so others can find that same freedom. We hope that when we help you to achieve your own Triple-PLife, when every day is filled with empowerment, passion, and prosperity; that in that moment, you will continue to be a part of the Triple P "WE" and help us to help others to do the same. Years ago, in one of the first businesses I was blessed to take from nothing to multi-million dollar success, I vividly recall the first time I made more than \$10,000 in a month. Now compared to where a TriplePLife can take you, that may not seem like much. In my life though, it was

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the most money, anyone in my family had ever made in a month. It was an incredible accomplishment in my mind, and we celebrated, and it was very satisfying to a certain degree. However, I would submit to you, that when the first one of my people, my team made more than \$10,000 in a month that feeling was priceless. It was so much more fun to see them start to live a life they had only dreamed of than it ever was living my own. That is one of the keys of the Triple P “WE”. All of us, Dr. Jay, Dr. Eddie, myself, so many of our other founders, take the greatest joy in helping and seeing others accomplish their goals. We all learned years ago, the secret to true success in life, is as much about helping other people, maybe even more so, than helping ourselves. We welcome you to the Triple P “WE” and look forward to working hard and smart to help each and every one of you to go as far in this life as you want to. In the pages to come within this book, it will become obvious that there is nothing stronger than a “WE”, and TOGETHER WE will find the ultimate “WE” and that my friends is The Triple P “WE”.

# CHAPTER ONE

## **"TRIPLELIFE, WHAT YOU NEED TO KNOW"**

*MISSION - "To inspire, lead and awaken people to the importance and power of conscious awareness so they can live more intentionally as they learn to connect with their highest-self. As they do, they will create abundant health, happiness and prosperity."*

*~ Dr. Jay LaGuardia*

## *How Did TriplePLife Start?*

(Dr. Jay)

Many great ideas have been inspired when climbing mountains like Machu Picchu. Still others have been given a vision while lounging on the remote beaches of a tropical Island. Some ideas we first created in the presence of some of the world's most famous destinations, like crawling around the Egyptian Pyramids, walking the Great Wall of China, or dancing under the Eiffel Tower . There are numerous inspiring destinations, wonders of the world, or exotc life changing locales. I would like to tell you that the TriplePLife brand was inspired by one of these amazing life altering events, but that just wasn't the case. The truth be told, ironically, the idea was conceived on a frigidly cold blizzard-like day in Wisconsin. I was working at home, and with the piles of snow probably couldn't have worked anywhere else that day even if I had wanted to. I had just finished meditating and was reflecting and journaling about my core beliefs. Specifically the three most important factors that have contributed to my success in business and life. The three things that I am passionate about and would want to share with the world.

The reality is, I have been living a TriplePLife for a really long time. I just hadn't defined it as such. Like many of you I had a time in my life when I was lost and wondering what Life, my life was all about? Was it about getting up each day doing the same thing over and over for 40 or 50 years? Then retiring with the proverbial gold watch and maybe a



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pat on the back wondering if I had lived a life that truly had purpose? I imagine most of you know exactly what I am talking about. In fact, most of us, if we are honest, have asked this question of ourselves. Unfortunately, many of us never find the answer. Many times because the grind of daily life makes us forget, stop believing a better life might be possible. One of the many things I have been blessed with is tenacity and persistence. There was no way I would ever stop trying to figure out the answer to this question, even if it took me my entire lifetime.

Fortunately, the answer came rather quickly because I began to read some amazing books. I learned quickly that the quality of our lives are directly related to the quality of our thoughts. Also, what we think about we bring about and if we want something new or different in our lives we need to think and act differently. Pretty simple concepts right? However, they're incredibly powerful and life changing when applied correctly.

I also learned that we must commit ourselves to constant and never ending improvement because mediocrity is a choice too. For the most part so is pain, disappointment, poverty, failed relationships, poor health, an unfulfilling career and so on... I used to think that these events were out of our control and just random, or bad luck. Nothing could be further from the truth. When we begin to understand how the universe works, we quickly realize that nothing happens by chance. We are continually putting thoughts and energy out into the universe. To be more scientific

about it, it is called the Quantum field of energy or Quantum Physics. Strange as it may sound to some of you, it is real and one of the fastest growing areas in science today.

This invisible energy field (the quantum field) was the first super highway and existed long before the internet. The cool thing is, it doesn't require a subscription or 4G service. It is readily available to all who understand how it works. Let me help simplify this. This energy field is available to all, it is all around us and we're tapping into it all the time whether we know it or not!

When we are consciously aware of our thoughts we are intentionally putting the emotion and energy out into the field. There is what is known as a reciprocating factor or the law of reciprocation. Let me put it another way, what we put out, we get back. That is why it is so critical to live consciously. The more good we put out, the more we receive back. When we are being positive, loving, kind, humble, grateful, wise, passionate, disciplined etc. we will always receive that back. Have you ever heard you get what you give?

Conversely, if we are angry, hateful, undermining, envious, jealous, fearful, uncertain, guilty, resentful, vengeful et, al. this is what we will receive back in kind. Has any of us ever known someone and perhaps even ourselves where it seems they are always attracting bad relationships, bad luck and bad fortune? That is not random! We know that might be difficult for many of us to accept, however it is true. Which leads us to a very important fact. We will never share any concepts we haven't experienced personally. That

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is our commitment to everyone. We want everyone to know and trust that we always have their best interest in mind. We believe it is more important to get it right than to be right. This is part of the TriplePLife way.

The principles and concepts in this book are all about how we can consistently tap into this field of energy in a positive and productive manner so we can create our dream life. So we can help everyone to understand the secrets, principles and concepts that we have been studying, teaching and applying in our own lives.

Back to that cold snowy day. What occurred to me, I was living a less than maximum potential existence. Yes, I have had a lot of success personally in business and life, but all the knowledge and passion I used to achieve that success, was basically being kept to myself. Sure I have been doing consulting work for the better part of 15 yrs. but the impact of that work was a mere drop in the bucket of what is possible with this type of information, experience, and knowledge. Certainly I was not tapping into what was possible.

That day the voice within me said it was time to step up and start sharing this life changing message on a much larger scale. The voice told me it's time to get uncomfortable and start working towards world type change. People are suffering, the world needs more voices sharing this message if we are to turn things around. It became obvious to me, that getting this message out to as many people as possible before I die was perhaps my true purpose in life.

Please understand though, the TriplePLife is not about

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me, my team or anyone specifically. It is all about the TripleP WE and the community we are building. It is about those we get to serve. That is exactly what we plan to do, is to give, to serve and to share to our fullest abilities. We want to help guide anyone willing to learn, and work, on whatever their own path in life might be. To provide anyone who is a part of our growing TriplePLife Community with all the knowledge, support, and encouragement needed to make all their dreams come true.

The voice within is a powerful thing if we quiet our minds enough so we can hear it. It is always speaking to us, the question is, are we paying attention. It will never steer us wrong.

So I asked the question “show me the way?” and sure enough the words that came to me were Power, Passion, and Prosperity. Those words sang to me like a beautiful melody. In that moment more than just a “brand” was born, but something so much greater. Shortly thereafter, we launched the PowerPassionProsperity Podcast to provide a vehicle in which a community of like-minded people can come together to learn and grow together .

As I was finishing with my meditation and journaling that day, the words I wrote were clearly inspired by something bigger than myself, even bigger than all of us involved in founding this incredible community. My life changed for the better that day. We all hope that by the end of this book yours will too. Here are the words I wrote in my journal that launched this journey.

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*\* Success is not inherent, success is a learned skill. Success occurs when we regularly consume empowering knowledge that helps us transcend our limiting beliefs from our past negative programming.*

*\* Identifying our Life's purpose will occur when we adopt daily success habits and rituals. These habits provide us with the tools to overcome any past negative programming so we can live intentionally and passionately. When passion and talent, meets desire and strong associations, we have the formula to reach our full human potential, mentally, physically, financially and spiritually.*

*\* Prosperity is achieved when we are pursuing our highest-self and living congruently with our core values. The pursuit of personal excellence is how we achieve self-mastery. (TriplePLife)*

The tag line I wrote was to emPower Dreams, Ignite passion, and Accelerate Prosperity. These three simple but powerful principles identify my core beliefs as a person. I have been learning and studying and applying these principles for the better part of 30 years. I have witnessed radical transformations in my life and countless people I have shared these with. I have seen people heal relationships, save marriages, and overcome addictions. I have watched people reverse disease processes and transform themselves physically. I have seen people who have suffered from low self-worth attract great abundance and prosperity in their lives. I witnessed people who were paralyzed by fear become completely fearless. I have also watched

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people build incredibly successful businesses and careers. The point is... the principles and concepts you're about to learn in this book have changed millions of lives for the better and they can change yours as well. Anyone that takes the information provided in this book and applies it in their daily lives can have life altering breakthroughs. This book will help anyone to identify their own purpose, mission and life vision.

Some of the highlights include understanding the 8 Habits of Success. Identifying the daily rituals of the super successful. How to optimize mental and physical well-being by making the right lifestyle choices. Attracting wealth and prosperity, while building strong, loving and impactful relationships will become a part of your life.

Perhaps you are someone who is well on your path and is already experiencing tremendous success, if so, then congratulations to you! However, we believe there are things in this book that even the most successful can learn. In fact, the more successful anyone already is, the more this information can help to accelerate that success. In this book we teach how the mind works and how to harness its amazing power to fuel anyone to greater success than can even be imagined.

Anyone that has never heard any of these principles before, we want to welcome you. You are about to begin a remarkable journey of discovery. We will teach the secrets to help accomplish every dream or desire you have ever had. If a person is willing to have an open mind and heart these

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principles and concepts will guide them to create their very best life. What We Like To Call, A TriplePLife!

### *The First P comes from the word EmPower*

It is our mission to emPower people with knowledge, that will cause them to believe that they can achieve anything they want. To help them see the world as unlimited with abundant opportunities, if they are willing to dream big enough and to start believing in themselves. Over the last 30 years on numerous occasions I have witnessed this over and over again. People that I was working with would become inspired by a thought, or an idea. That inspiration would empower them to make changes in their lives that often would monumentally alter the course of their destiny. At no point in my lifetime and experience have I ever seen anyone achieve massive success without that moment of empowerment.

### *The Second P is about Passion*

No one ever lived a meaningful life passionless. Passion is the fuel which ignites our dreams. Passion helps us to prevail during times of adversity and when chaos is occurring all around us. It sustains us through the darkest of times so that we may see our dreams fulfilled. I have found it to be a remarkable and stark contrast with the organizations, or people that I have been a part of or worked with. Those who have pursued their passion stand above the rest in terms of their results and their pure joy in what they do.

### ***The Third P is Prosperity***

Prosperity is not about having the most stuff, it is, however, a mindset. It seems to be generally accepted around the world, that all of us wish to be prosperous in every area of our lives. Specifically this means to be prosperous in our relationships, our careers, fitness, overall health as well as our finances. When we are prosperous we can help and give more to those who need a hand. To give from our abundance is a part of building a prosperous mindset. When we have this, our dreams become so big, they inspire the possibility of limitless opportunities. This prosperity will permeate every aspect of our lives. When we add this prosperity to our love we can attract great relationships. We will experience more peace and joy. When it comes down to it, if our life is overflowing with joy, peace and love, we are wealthy beyond measure.

### ***Who can benefit from a TriplePLife?***

Well, everyone...some examples you ask? The college student who is trying to find their way. The single parent who is trying to provide a good life for their children while still chasing their dreams. The middle-aged couple whose kids have left home and they are ready to take life to a whole new level. It is even for kids. We should be teaching the TriplePLife mindset and behaviors that will create a success mindset as early as possible. It is never too early to teach our children what achieving a better life looks like. We need



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to provide children with many examples of people who have committed themselves to the pursuit of excellence and a TriplePLife. There are no victories in mediocrity or awards for playing small. That mindset has never helped anyone accomplish anything. In fact playing small is what will entrap them to a life of disappointment, frustration and impoverishment. Kids need to understand the power of dreaming big and why they should always play big too. As soon as kids realize where they are is a direct result of who they are, they become empowered with the knowledge to make better choices. It is my opinion and that of others as well, that poverty is more of a mindset problem then one of genetics, geography or culture. If it wasn't, there wouldn't be countless stories of kids who have achieved great success despite their condition in life.

The important lesson in all this is that most people can have their own TriplePLife if they choose. The question becomes do the choices we make empower us or disempower us?

It is our responsibility as parents, grandparents, aunts, uncles or even just as people with influence, to be the embodiment of a TriplePLife, mentally, physically, spiritually and financially every day. Instead of telling our kids how too, let's SHOW them how too! Let's be a walking breathing example for our kids and young people everywhere. This is so powerful for young developing minds. Imagine what your kids could do if they were empowered with these habits, rituals and skill sets? Let me tell you! They will become

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unstoppable, because you would have provided them the blueprint for their success.

Let me be clear as possible on this next point, which perhaps may be the single most important fact in this book... Success is predictable! That is right, it is predictable. You see what we are not taught anywhere, not in the schools, at church, in popular culture or in most homes is, success is a very simple formula. When applied it always works. It's like the laws of physics or thermodynamics, it is repeatable and predictable based on universal laws. Here it is:

$$(P+T) \times A \times A + F + T = \text{Success (TriplePLife)}$$

I wish I could take credit for this formula but I cannot. This formula can be found in Napoleon Hill's book, *OutWitting The Devil* which he wrote the manuscript for sometime in the 1930's and was released by the Napoleon Hill Foundation roughly 80 something years after his death. That is an interesting story in of itself. Which is why I would highly recommend you put it on your list of books to read. As with many things over the last almost 100 years, we have found better, faster, and more efficient ways to get things done. As a result we did take some liberty in modifying this formula slightly to account for one element that we believe was missing.

Here is what the letters stand for:

**P - Passion**

**T - Talent**

**A - Associations**

**A- Actions**

**F - Faith**

**T - Time**

## “TriplePLife, What You Need To Know”

So when put together here is what it means...

$$\begin{array}{c} \text{(Passion + Talent)} \\ \text{(x) Associations} \\ \text{(x) (Actions + Faith + Time)} \\ \hline = \text{SUCCESS} \end{array}$$

No matter what we pursue, if we apply this formula over time (T) we will eventually get whatever it is we desire. The Time element is what we added to reflect that success is not always immediate, in fact usually the universe will test us in ways we cannot imagine. This is the universe checking to see how serious we are, and how hard are we willing to work for it?

That is why we are 100% certain of the principles in this book. Throughout history if we were to interview people who have achieved success, which by the way is defined differently for everyone. It is very likely that they would share with us that each element of this formula was absolutely essential in achieving success.

Let me address each element in the success equation. Because when we are pursuing our TriplePLife we must understand what role each of these essential skills plays in our journey.

People who are in the pursuit of their TriplePLife are...

- They are **PASSIONATE** in everything they do. They are willing to pursue their dreams even in the face of great odds and ridicule.

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- They are good at identifying their **TALENTS**. They pursue their talents knowing that they are gifts to be shared with humanity.
- They understand the power of **ASSOCIATIONS**. Our associations become one of the greatest predictors of future success. One of TriplePNation's core beliefs is that we are the sum of the 5 people we hangout with. If our associations don't inspire us, empower us, challenge us, encourage us, make us uncomfortable at times, then we must find new associations.
- They realize that every dream requires a little **FAITH**. Not necessarily religious faith although that is fine too, but faith and trust in the outcome even though we may have no tangible evidence our dreams will ever come true.
- They understand that we are a work in progress and it takes **TIME** to change who we are and to get what we want. They are willing to put the work in and invest in the currency of time.

### *Defining Success*

In our experience the true definition of a person's success lies within their own heart. While there are many commonly accepted aspects of success, each of us has our own unique set of hopes and desires. However, A TriplePLife defines

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success as being healthy in mind, body, and spirit. Having a life full of abundant healthy relationships that nourish the soul. Being filled with passion and energy so that we may pursue our dreams while at the same time generating incredible prosperity for ourselves, our families, and giving back to the communities we live in.

Now, getting back to the subject of our children, when we teach them this formula above we help them unlock the secret to their future success. As parents it is our responsibility to teach and lead our kids. We must provide them with the knowledge and skill sets that will allow them to pursue their dreams while living the most fulfilling life imaginable.

We believe no parent wants their kids to be paralyzed by fear or to be defined by their fears. We don't want our kids to live in doubt, to be indecisive or lack focus. So many kids are perpetually distracted by a culture that wants to control kids minds and influence their every decision and behavior. That control often leads to habitual procrastination, a lack confidence, and diminished self-worth.

It is important to know it is never too late to start living a TriplePLife. The exciting and liberating news is, it does not matter what a person's gender classification is, whether they are young or old, rich or poor, black, white, Asian, Hispanic, Indian, or any other ethnic origin or background. Everyone benefits when they are pursuing a TriplePLife. The sooner a person begins to apply TriplePLife principles in their lives, the faster they will begin to experience greater empowerment, passion, and prosperity.

## *When Should we start?*

As early in life as possible. Personal growth is the habits and rituals we commit to that help us transcend the subconscious mind. As we mentioned before we need to teach these concepts and skills to our young people. Embarking on this journey will provide all the tools we need to achieve and become whatever we dream about. If we are already pursuing our own TriplePLife, again CONGRATS! If we are just starting then WELCOME! It can be a challenging ride but the payoff is indescribable. One thing we know for sure, if we choose to do nothing, we guarantee nothing will change!

We are all at different points on our journey. Some people have this down cold and have been rocking their TriplePLife for years, some of us are just starting to apply these principles and concepts we are about to share and still yet others may be hearing about this TriplePLife thing for the very first time. The point is there is never a bad time to start. One key is to not compare ourselves to others! We need to gauge our growth and success based on who we are, where we're at, and who we are choosing to become. So let's get started on this journey together.

I'd like to make a very important point. There is no final destination in the pursuit of your TriplePLife. There is no arrival point where you can say I'm good, I made it. This is a process of becoming, of growing and committing to be a better version of yourself everyday.

You will find it challenging at times and incredibly rewarding and even magical at times. Following the recom-

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recommendations in this book to improve yourself and your life will require a little bit of faith. Sometimes you’ll find yourself all-in on certain things and yet questioning others. That is very normal. Start your pursuit of your TriplePLife with the things that are the easiest. Don’t try to add everything in this book at one time. You’ll likely drive yourself crazy if you do.

Add one thing at a time in each area: mindset, fitness, lifestyle, financial etc. Once implemented and when you are feeling comfortable with that addition, then add something else.

This is what I was referring to before. I have been working on my TriplePLife for more than 30 years. Every single day I am learning and making distinctions. Some days I feel like I am making great progress and other days not so much. That is NORMAL. Embrace this, it is part of your growth curve. I’m still having to overcome obstacles and challenges in my life but I am far more capable of handling each of them effectively so as not to alter the path I am on.

Here is what you will find if you decide to take this journey with us. You will begin to see shifts in your thinking. More importantly, how you perceive yourself, your values, talents and capabilities. You will begin to experience breakthroughs in every area of your life. Opportunities will begin to come to you that you would have never previously imagined. Your relationships will deepen, your influence will grow and don’t be surprised when people take notice how much you have grown.

You will start to see your debt reducing while attracting more wealth. This is a direct result of developing a wealth mindset.

I know what you're thinking...Jay this is too good to be true. Here's a funny thought, what kind of a person wouldn't do something because it was TOO GOOD? Everything I just told you is true and works for anyone. I have seen it work in my life and countless others over and over again. That is one of the main reasons why I am so passionate about this message.

### ***Why OPE Is Worth Investing In?***

If you're interested in learning how to fly a plane wouldn't you want the most experienced pilot and instructor available? If one of your children needed surgery would you choose the doctor who has performed the recommended surgery just a handful of times or would you want the doctor who teaches the procedure to other docs?

The answer to these questions appear obvious to anyone who understands that knowledge, experience and results matter greatly. One of the benefits of being apart of TriplePNation is you get to utilize the combined years of experience of my entire team. You get to draw from our vast experiences we've had in life and business. This includes all the seminars and programs we have attended including all the books on mindset, health, fitness, business and finance...everything! You also get the knowledge we have accumulated from the incredible coaches and mentors



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we’ve had. Perhaps most importantly you get to learn from our success and our mistakes so we can help you avoid your own mistakes.

OPE means Other Peoples Experiences. The benefit of OPE is for our readers, you have the advantage of leveraging the hundreds of thousands of dollars we have invested through the years in learning these concepts and principles. You can relax knowing that we have tried and tested each lesson and principle in this book. We know what works and just as importantly what doesn’t. How much time, money and energy can that save you in the long run. We want to help you find success and happiness in a fraction of the time it took us to figure it all out. Using the principle of OPE will allow you to do just that.

### *What are some common traits do people share who are in pursuit of their TriplePLife?*

A P3er is someone who is open minded and takes responsibility for everything that has happened in their lives. They’re committed to constant and never-ending personal improvement and while not perfect, they strive for excellence in everything they do. Self-discovery, personal growth and personal mastery are the goals. As we mentioned before... **“Life is not about what we do but rather who we are becoming. As we grow, so does our lives.”**

*What needs to happen to create your best life,  
your TriplePLife?*

- We need to start by clarifying our vision for our life (long-term)
- Identify what we are passionate about?
- Align our passion with our purpose. When we do, we will never work another day in our life
- Pursue excellence in everything we do because perfection is an illusion
- Embrace adversity. Adversity is our friend. We will learn more from our failures than we will from our victories. Never forget that defeat is a choice.
- Accept our imperfections. We all don't like certain things about ourselves. Stop allowing those things to define us.
- Accept responsibility for everything we have in our lives. They are there for the most part do to our decisions. We can't change a thing in our life until we ask ourselves, how did we contribute to this problem.
- Do not accept victimization. Being a victim enslaves us and disempowers us from ever overcoming life's obstacles.
- Create great associations. Surround ourselves with people who build us up with strong and noble

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thoughts. We are the sum of the 5 people we surround ourselves with.

- Choose only positive and empowering thoughts and actions that are consistent with how we would like to be treated.
- Seek Harmony both in our internal environment and our external environment
- Control Outside Influences. Eliminate all the distractions that vry for our attention but do not have our best influences in mind. UnSocial Media, Culture, Media, friends, co workers.
- Work Harder on ourselves then we do at our job (Our psychological fitness is no different than our physical fitness, It requires work every day
- Personal growth is a lifelong pursuit because of our imperfections
- Our outer world is a reflection of our inner world
- Create a strategic plan for every aspect of our life (Professional, health, fitness, relationships, hobbies, spiritual, family)
- Commit to practicing our daily success habits and rituals.
- Be a giver. When we learn how to give, only then are we worthy to receive.

## *PTP (Path to Productivity)*

It never fails, when I am working closely with a new coaching client one of the most common struggles so many face is the ability to stay focused and on task. If this is you, don't feel bad, I've come to accept that for most, this is not uncommon. A very small percent of the population are organized, disciplined and focused enough to maximize their productivity and stay task focused. No worries though, we have designed a process that has helped many overcome this common success obstacle. It is called the Path To Productivity and it will help you to identify your weekly goals and the appropriate action steps as well as to plan your week out to the minute, including scheduling in free time and fun.

I know what many of you are thinking, "Wait Jay, another schedule?" Well this is not just any other schedule but rather its a weekly game plan that if used consistently and correctly can 10x anyone's productivity and results. Sounds to good to be true? Well it certainly is good, and absolutely true, I have personally seen it work over and over again for both myself and our clients.

For example, a new client named Sara, reached out to me for help and she was just incredible. She was smart, energetic, passionate and resourceful. What she wasn't good at, was staying on task and therefore, she experienced endless frustration and stress. She was finding herself on this endless hamster wheel of great ideas, poor execution. Know anyone like this? Perhaps yourself? Anyway, Sara hired me not for new ideas, she had that covered. She needed my help

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organizing, prioritizing and executing. I spent quite a bit of time analyzing and identifying her weaknesses. It became apparent that she needed help getting stuff done.

I suggested after we discussed her vision for her life and business that she provide me a list of her goals for the last year. We measured that she was experiencing success achieving her goals less than 20% of the time. It wasn't due to a lack of talent or ability but her lack of organization. So we did a time audit. I asked her to honestly and accurately write everything she spent time doing for an entire week. I meant everything! What we found out was not surprising to me. We found that she was spending roughly 80% of her day on tasks and behaviors that were not moving her towards her goals. Any wonder why she was struggling? This is common for many people.

There are two categories that most tasks can be categorized under. One is Important and the other is Urgent.

**Important Activities** – these are outcome driven and lead us to completing a specific goal.

**Urgent Activities** – these demand immediate attention and are usually associated with achieving someone else's goals. We tend to concentrate on these because the consequences of not dealing with them are immediate.

Most people do not fail because they lack passion or dreams because they struggle with the two categories noted above. When these categories are not properly assessed the

result is what we call Unintentional Dream Sabotage (UDS). This is when good intentions are undermined by poor execution.

I have never seen a better explanation of (UDS) than described and categorized below.

Former President Dwight D. Eisenhower once said, "I have two kinds of problems: the urgent and the important. "The urgent are not important and the important are never urgent." From this he designed the Eisenhower Principle. He categorized these into four parts.

1. **Important and Urgent** - These are classified as either things we could not have seen and others that we've left until the last minute. The latter is often experienced by the procrastinators. How we handle the former is to leave free time in our schedule to handle these unplanned events.
2. **Important but NOT urgent** - These are the type of activities that move us towards achieving our goals. In business these are known as revenue creators. To be a goal slayer we need to block schedule time out daily for these activities. While still leaving some free time each day to handle the unforeseen important and urgent events.
3. **Not Important but Urgent** - This is perhaps the worst category for high achievers. These are tasks that prevent us from achieving our goals. The people who find themselves constantly stuck in this category are

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the control freaks. They believe that no one can do it better than themselves therefore they do everything themselves. Leaving no time for the important and not urgent. This also reflects poor personal leadership especially if we are in business. It is the job of leadership to develop and grow its people. One of the ways of doing this is through delegation. Even if our employee can only perform to 80% of our ability, so what. Think of all the free time it creates to work on our high revenue activities. The second solution to people trapped here is to outsource. Why do some activity we can pay someone else to do therefore freeing up more time for ourselves.

4. **Not Important Not Urgent** - The activities in this category are just distractions that need to be eliminated. Many things we CHOOSE to do are just not important enough to spend our time. Often when people do this, they don't even miss what it was they gave up.

Back to the Sara story. Once we completed her audit we realized that she was experiencing (UDS) due to the fact that she spent very little time on the Important Not Urgent Category and far too much time in the Important and Urgent Category. This was partly due to her procrastination but Sara quickly recognized her procrastination was because she had not yet identified her important and not urgent tasks. Once we did so, her life and business changed

dramatically and rapidly. We developed a plan using the PTP. She blocked time out each day to only focus on her Important Not Urgent tasks while scheduling free time for the Important and urgent stuff that inevitably would occur.

Lastly we clarified the not Important but Urgent tasks that she needed to delegate or outsource while she reluctantly eliminated a few activities from the Not Important and Not Urgent category. I know that's a mouthful but her results are below.

After a few months her productivity levels soared. Sara was accomplishing more than 80% of her weekly goals. Her new found success levels provided her more energy and she experienced amazing growth in her business. The largest growth by percentage in any previous quarter by a factor of 10. Sara's frustration levels were nearly gone and she was having more fun than she ever believed possible.

To top off this remarkable story, she had more free time to do the things she enjoyed doing inside and outside her business. More fun, more joy, more happiness, more free time while increasing her income 10 fold, what's not to like?

What Sara resisted for the longest time was exactly what she needed the most and isn't that true of most things in life. Sara wanted nothing to do with a schedule because she felt it would restrict her creativity and spontaneity when in fact the opposite was the case. Her disorganization and lack of appropriate intentional activities. This was resulting in her experiencing exactly that in which she feared the most. One of life's great paradoxes.



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I told Sara early in the process, structure never impaires, it liberates! She didn't believe it at first but to her credit, she trusted in the process and now she tells everyone she knows.

Sara exemplified exactly a person who is pursuing their TriplePLife should be experiencing when they are living consciously and with intention. It is important to note, routine is never routine when done intentionally. No longer did Sara victimize herself of UDS but rather she was on purpose and loving life, and so can you.

I am providing you a link to my PTP for free so you can also get started lasering your energy on your most productive behaviors and activities and start eliminating all the unnecessary and wasteful activities. You will also find a link to a video where I describe how to use the PTP to get the most out of this tool. So don't procrastinate download your copy and move one step closer to getting your TriplePLife.

# CHAPTER SEVEN

## “ABOUT THE AUTHORS”

### *Dr. Jay LaGuardia*

Dr. Jay LaGuardia was born and raised in the state of New Jersey, located on the Eastern Coast of the United States. His childhood like many others was filled with an obsession to compete in professional athletics, and for a while it looked like he might make it as a professional baseball player. Fortunately, those plans didn't pan out, and Dr. Jay began a journey of self-improvement, personal growth, and discovery, that few in history have ever taken.

One of the cornerstones of his amazing background was meeting the love of his life, while attending Life University in Atlanta. Together for over 30 years, they never forgot the importance of balance in their lives raising 3 children, who are now beginning to start families of their own.

In 1993 Dr. Jay LaGuardia became the youngest director

in the history of Stucky Chiropractic. That seemingly risky decision to put someone so young in charge of an expanding business turned out to be a stroke of genius. Over the course of the next 25 years that clinic grew into one of the largest single clinics in the world, and Dr. Jay ended up owning and operating eight more clinics with employees and staff numbering more than 500.

While Dr. Jay maintained a focus on lifestyle enhancement, fitness, and nutrition he continued to grow his business successes across a multitude of industries and platforms. A sampling of some of those successful ventures includes a Real Estate Development company with more than 10 million in assets, and a business consulting company helping business owners to identify strategies and action steps crucial to realizing their client's goals as well as their own. Working with these business owners he was able to teach them the power of having a success mindset, igniting their passion, and accelerating their prosperity.

As a keynote speaker at too many conferences and events to count, Dr. Jay has been able to share his amazing strategies for building a better business and life with tens of thousands of people all over the world. Some of the highlights worth noting are him being selected Chiropractor of the Year on two different occasions, in 2003 and 2015. Being elected President of the Chiropractic Society of Wisconsin, was a chance to continue to grow the legacy of chiropractic care not just locally, or even statewide, but nationally and worldwide as well.

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In 2016, Dr. Jay decided to share more of his philosophies for success in business and life by becoming a published author, and within the book’s first month it became an Amazon Bestseller. Dr. Jay LaGuardia has directly grown, developed, owned, and consulted for businesses with revenues approaching a 100 Million dollars. Even though he has had the good fortune to teach, train, educate, and influence thousands of people through his seminars, lectures, coaching, and book, Dr. Jay LaGuardia has never forgotten what is most important in life.

Giving back to both the community and helping other business owners to achieve more success has always been a foundation of his life. With so many people having benefited immensely from his mentorship, training, and writings, Dr. Jay LaGuardia despite having become financially independent many years ago, has decided to help even more people in the years to come. You can find him empowering business owners, inspiring passion, and accelerating prosperity on any given day of the week. He represents that rare person who is teaching, training, and sharing the same principles of success he himself has used for the last 25 + years to become a massive success in both his business life, and perhaps more importantly his personal life.

## ***Dr. Eddie Hall***

Dr. Eddie Hall was born and raised in the town of Goldsboro, North Carolina, only a short drive from the Eastern Coast. Active in many sports during his childhood he excelled at basketball and soccer. This led him to receive a scholarship to play Division II basketball for Methodist University, a longtime dream of his. During this time he became immersed in the health and fitness industry, quickly becoming Assistant General Manager of a large fitness company at the mere age of 19.

Upon graduating with a bachelor's degree in applied exercise physiology, he became General Manager of another fitness company near his hometown and multiple other gyms across North Carolina. He excelled in this industry and soon thereafter started his own fitness company. However, he quickly realized that in this capacity he could only influence a small part of someone's health and therefore felt compelled to pursue the career of chiropractic in the hopes of making a greater impact.

In 2012 he began the intense training of becoming a chiropractor at Life University in Marietta, GA. This is where he met the love of his life and the mother of his beautiful baby girl, Kinsley Jo. Upon graduation they moved back to her hometown in Eau Claire, Wisconsin. There he joined her family practice which is one of the largest single clinics in the world, founded by her grandfather Dr. Joe Stucky and carried on by her mother and father, Drs. Jay and Pam LaGuardia. With the coaching guidance from his father-in-

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law he was able to create a very successful six figure practice within his first two years in practice. Now he helps grow our profession’s reach and success by mentoring young doctors to thrive not only in practice, but in their personal lives as well. While continuing to grow in every area of life, he leads by example and shares the successful tips with the youthful doctors he coaches in order to maximize their potential.

### ***W.J. Vincent II***

WJ Vincent II is a long-time entrepreneur who has been building businesses from start-up to success for over twenty years. Some of those businesses have been as diverse as lake-shore development in northern Wisconsin and Minnesota, telecommunications, internet, health and nutrition, as well as environmental products.

Over the years of experiencing more than his fair share of success and failure, many great lessons have been learned. A prolific success writer, WJ Vincent II published his first book “The 101 Greatest Bible Verses: Ancient Lessons For Success in Business, Life, Love, and More” after the tragic loss of his wife Natalia. All the years of studying success, training, learning, and living the principles taught by his mentors were necessary to survive what would become his greatest challenge, finding the strength to be a single parent to his children.

Even with all the great training and experience he had, the loss of his one true love was followed by the surprising betrayal of his best friend and business partner. The long

spiral down culminated with a bankruptcy, and becoming a 47-year-old student in a Software Development Program. Overweight, out of shape physically, financially, and spiritually, he was inspired by Dr. Jay LaGuardia's success.

Following the many strategies, philosophies, and teachings of the TriplePLife, W.J. Vincent II is back on the fast track to success not just financially, but fitness-wise, and family-wise as well. He is living proof that it doesn't matter how difficult the situation is that you find yourself in. If you follow a proven program, accept guidance and coaching from mentors who have done what you want to do, and have a willingness to apply what you are taught into your daily life you can recover from even the most devastating losses in your life. WJ Vincent II continues to write, produce, create, and inspire on a daily basis.

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