





*if you're going to feel like this, you better have a good reason*

seriously. we hear so often about “embracing the suck” but just because something is painful doesn’t mean its useful. training is about evolution, about change. yes, there is usefulness in grit - in the willingness to not quit, but that alone is not enough. i am not happy with simply not quitting - i want more. success is about moving goalposts, about doing better than you did last time. it is about new ideas and refined practices - not about gimmicks and pandering. the tool is only as useful as its effectiveness. kettlebells do not make you strong - using them a certain way can build strength, but that is not the same thing. tools are just that - they are simple machines. levers that allow us to add stress more easily. or more quickly. or more specifically.

if you have a goal outside the gym then you should have a clear understanding of how the time you spend training effects that. why this tool? why this way? work, rest, weight, heart rate... there are so many factors - this is a game of stress and response, of curating experiences over time in the hopes of shaping the physical and emotional abilities of ourselves or another human. let that sink in for a minute, understand the gravity of that. the sheer excitement and power that is at our fingertips if we are just willing to pay attention.

so tell me a story. write it not only in blood and sweat and tears but in personal growth - in experimentation and thoughtfulness. have an idea for fucks sake, even if its just to have fun - at least its a goal. it is honest. and if your goal is to change, then understand how and why you are going to do it. use the tool, manage stress and pressure, and above all - practice.

*Practice: to be observant of the rules and the rituals, to actively pursue and engage, to apply an idea or method as opposed to simply the theory.*

understand that this work is not done in a vacuum, there are layers and patterns and repercussions for actions. training is, at its base, deliberate exposure to stress towards a specific end.

so, once again...

tell me why.