



The scanning, uploading, and distribution of this book via the Internet or via any other means without the written permission of the author is illegal and punishable by law. Please purchase only authorized electronic editions, and do not participate in or encourage electronic piracy of copyrighted materials. Your support of the author's rights is appreciated.

Book Cover: GCJ Productions, Inc.

ISBN #: 13: 978-1978455818  
First Printing 2017  
Copyright © 2017 George Casey, Jr.  
All rights reserved

# TABLE OF CONTENTS

	Dedication	
	Introduction	
1	Live Full - Die Empty	13
2	The Champ Is Here	17
	<i>G.O.A.T.</i>	21
	<i>Goals</i>	23
3	Introduction to Goals	25
4	The Four P's	33
5	My Three Toughest Months	41
6	The Challenge	47
	<i>Outcome</i>	51
7	Introduction to Outcome	53
8	Focus	57
9	The 5 W's	61
10	Teamwork Make The Dream Work	67
	<i>Accountability</i>	71
11	Introduction to Accountability	73
12	Keep the Commitment	79
13	Dreams Aren't Free	83
	<i>Thoughts</i>	87
14	Introduction to Thoughts	89
15	Fear of the Unknown	95
16	Chicken George	101
17	Faith Based	107
	<i>In Conclusion</i>	111
	<i>About the Author</i>	114



To Mom and Dad,

Thank you for the examples you've shown, and the love  
you've given.

That made all the difference in my life.

I'm thankful for the lessons you've taught me, sometimes  
them being unspoken.

Without you guys, I certainly wouldn't be here (nor  
where I am) today.

I'm forever grateful.

Your son,  
George Casey Jr.



***G.O.A.T.***

*Journey to Discovering*

***GREATNESS***

*George Casey, Jr.*

*“What lies beyond us and what lies before us are tiny matters when compared to what lies within us.”*

**Ralph Waldo Emerson**

## INTRODUCTION

There I was, sitting in the audience during my graduation ceremony from the University of Phoenix, as Les Brown delivered an awesome keynote address. I heard Les Brown deliver thought provoking content before, but on this day, I was able to see the legend live. The energy in the room was amazing. I was captivated and hung on every word.

“You got to be hungry,” he told our graduating class, as we cheered him on. I was motivated, and yes, I was definitely hungry; as my knife and fork were ready to devour every word.

Next, he said something that personally connected with me. In fact, I felt as if he was speaking directly to me, as he looked at the audience and said, “You got GREATNESS in you.”

Little did I know, these words would be the spark to my personal journey to Greatness. Intrigued, I was drawn to take a deeper look into exactly what this Greatness was.

Initially, I thought it to be a simple assignment, however, as I began to explore the subject of Greatness, I found quite the opposite. I began with the basics. What is Greatness? Greatness defined, is many things to many people.

To me, Greatness is following your passion. Greatness is going after your dreams despite the odds, it'll never be possible unless you believe it to be. Understand there will be some individuals on your journey that will tell you things are impossible. Sometimes you'll find yourself traveling alone, as the road to Greatness is often the "Road Less Traveled". If you stay the course, remain determined, and continue to be strong willed, you'll find yourself progressing forward and improving towards your Greatness.

Don't be afraid to be uncomfortable. Greatness is not about taking short cuts or the easy way out. The struggle is the seasoning in your recipe for your Greatness.

Greatness is humbly serving others and helping them reach their fullest potential. It's making a difference in other's lives while creating a life for yourself. Greatness is always intentional and never by accident. **IT MUST BE ON PURPOSE!** It is a matter of our commitment to excellence, as excellence always demands Greatness.

Greatness is not about where or how you start out, nor is it about being better than anyone else. It's about being better than you were yesterday. Greatness is your willingness to transform yourself into the kind of person who will leave the world in better shape.

Greatness is having peace of mind. The goal should always be to stay true to your beliefs and values, and never compromise who you are in the process.

Greatness is mastering your fears, and having the courage to achieve your mark, despite your fears. In order to be great, you don't have to be without fear. Don't ever let fear stop you from being Great.

Greatness never allows quitting to be an option, it's a matter of finding the audacity to move forward in spite of obstacles. It's about digging deep inside to find the staying power in order to achieve your objective.

Over the last decade, I've been on a journey to discovering my own Greatness. I've peeled the layers of Greatness, and learned even more about myself.

I discovered my greatness within by continuing to ask myself one simple question, "What else can I accomplish?" I have learned better isn't always my best. Meaning, I'm better than I used to be, but not the best I can be. I've discovered, if I challenge myself beyond where I think I can go, I'll see that most of my limitations only exist in my mind.

*“The greatest tragedy of the average man is that he goes to his grave with his music still in him.”*

**Henry Longfellow**



# *Chapter One*

## Live Full - Die Empty



**E**very day, for years, I woke up to an annoying alarm clock. I'd hit the snooze button at least

2 or 3 times before finally rolling out of bed.

Immediately, I turned on the news and sluggishly started my day. After my morning shower, I'd brush my teeth while looking for something to wear. Once dressed, I'd leave the house to fight traffic for 30-45 minutes. Every day I would take the **same** route, see the **same** cars, with the **same** people in those **same** cars, and usually they'd have the **same** expression on their faces! I endured this daily routine, just to sit at a desk for yet another 40-hour work week.

Reluctantly, I would fight the same traffic for 30-45 minutes on the way home, only to be reminded I'd have to deal with the **same** routine the very next week! This was my "norm".

George Casey Jr.

Tony Robbins once said, “Change happens when the pain of staying the same is greater than the pain of change.” Little by little, each day began to take a toll on me. To avoid “the pain of staying the same”, I knew I had to make a change!!

I loved the people I worked with; a good portion of them anyway. I enjoyed the work most of the time, but the job no longer motivated me. In fact, I can’t remember the last time it did!

I remember the day I initially shared with coworkers how I was going to leave my job and pursue public-speaking full time. The first thing I heard was, “Why would you want to leave this good job?” Followed by, “You’re not going to find a place that pays you this good, for the work we do, anywhere else.” These words played in my mind over and over and often I found myself agreeing with my coworkers. I even thought to myself,

*What are you thinking? Why would you want to leave a great job like this, with a great salary and excellent job security?*

Regardless of what others said, the fact was, I wasn’t motivated in my current situation. I finally came to my senses; I couldn’t ignore the burning desire inside me to pursue my passion. I quickly reminded myself, “You’re going to regret not testing your talents against the world.” I knew right then and there, public-speaking was something I had to do! I couldn’t allow anyone to hold me back from my best, not even *myself*. This is my

heart's true inner passion. My mind wouldn't let me rest until I gave it my best try!

Talents are taken to the grave for fear of what could and/or may not happen. Doing nothing with the talents you are given yields “zero” gain. I recall reading an excerpt from the book written by author, Miles Munroe, who wrote, “The wealthiest place in the world is not the gold mines of South America or the oil fields of Iraq or Iran. They are not the diamond mines of South Africa or the banks of the world. The wealthiest place on the planet is just down the road. It is the cemetery. There lie buried companies that were never started, inventions that were never made, bestselling books that were never written, and masterpieces that were never painted. In the cemetery is buried the greatest treasure of untapped potential.”

Wow! This let me know all of my passions, dreams, and talents could die with me if not for the courage to step out into my destiny!! Today, instead, I choose to be bold. I'll share my masterpiece with the world., and choose to *Live Full and Die Empty*.

*George Casey Jr.*

***“I am the Greatest – I said that even before  
I knew I was.”***

**Muhammad Ali**



## *Chapter Two*

### The Champ Is Here



**W**hile on my path to discovering Greatness, I began to closely analyze several people whom

I deemed to have this “Greatness” quality about them. People like Kobe Bryant who said, “People just don’t understand how obsessed I am with winning.” I watched as night after night, Kobe would rise to the occasion and push himself to his limits and beyond. He knew what he wanted, and that was to be the best. He would be the first person in the gym and many times, the last one to leave. Kobe truly was obsessed with winning. I recognized this attitude of several of the individuals I researched.

Reading books like, “What Makes the Great Great” by Dr. Dennis Kimbro, and “Journey to Greatness” by Noah Benshea, fueled my desire to understand Greatness.

I began analyzing various presenters and found a small group of motivational speakers who were ...

*George Casey Jr.*

~~~ End of Sample Reading ~~~

To order a full copy of this book, please visit:

[www.GeorgeCaseyJr.com](http://www.GeorgeCaseyJr.com)