

# EVG

## VIKINGENES

# THE ULTIMATE GUIDE ON HOW TO LIVE LIKE A VIKING

OPEN THIS TREASURE AT THE END  
TO FIND A SPECIAL SURPRISE!



WHAT WE THINK OF MEN TODAY IS FAR FROM WHAT PEOPLE ONCE WERE AND WHAT PEOPLE WERE INTENDED TO BE. ONCE UPON A TIME, MEN WERE WARRIORS AND PEASANTS. THEY'VE BEEN KINGS AND RULERS. THEY WERE POWERFUL, INTELLIGENT, AND DANGEROUS. THEY CONQUERED AND DEFENDED. THERE WAS A MOMENT WHEN THE REMOTE TELEVISION WAS NOT YET INVENTED AND WE TREATED THE SWORD IN ITS PLACE. WHEN THE AMBITION OF A MAN HAS DETERMINED HOW HIGH HE WILL GROW, HOW MANY PEOPLE HE WILL LEAD, AND HOW MANY LANDS HE WILL CONQUER. WITH THIS GUIDE, WE'LL TEACH YOU HOW TO LIVE LIKE A VIKING AND MAKE THE MOST OUT OF IT.

## 1. WELCOME DEATH WITH OPEN ARMS

IF DEATH IS NOT FEARED BUT WELCOMED, THERE IS NO LIMIT TO WHAT YOU CAN ACCOMPLISH AND WHAT YOU WILL AIM FOR. VIKING EXPLORERS WENT TO UNCHARTED WATERS TO FIND OUT WHAT WAS NOT YET KNOWN. NOT ONLY ARE WE AFRAID OF DEATH, BUT WE ARE AFRAID OF THE UNKNOWN AND INJURY AND FAILURE, AND WE NEED TO STOP, FOR ODIN'S SAKE, AND THE END WILL BEGIN WHEN WE BRING OUR BIGGEST FEAR INTO THE PRESENT.

LIFE EXPECTANCY HAS NEVER BEEN LONGER; AS ILLNESS AND WAR AND DEATH ARE REMOVED FROM OUR CIVILIZED, DEVELOPED SOCIETIES BY ANOTHER MAN'S HANDS IN A FEUD OVER HONOR, WE LIVE LESS. WE'RE EVEN MOCKING DEATH THROUGH THE MOVEMENTS BECAUSE WE UNDERSTAND FROM THE ODDS IT'LL BE FAR IN THE FUTURE. ONLY, WE WISH SO SERIOUSLY IN OUR FUTURE THAT WE HAD NOT LIVED OUR LIFE MORE URGENTLY AND DARINGLY.

PEOPLE REGRET MORE NOW FOR MANY REASONS THAN THEY DID ONCE. THERE ARE MORE DISTRACTIONS THAT PULL US AWAY FROM WHAT'S REALLY IMPORTANT, DEATH IS LESS OF A CONSTANT AND IT'S LESS VIOLENT SO WE TAKE MOST OF OUR DAYS FOR GRANTED, AND MOST OF OUR LIVES ARE MADE TO IMPRESS PEOPLE WE DON'T LIKE, SPEND MONEY THAT WE DON'T HAVE, WORK A JOB WE HATE TO BUY CLOTHES WE DON'T THROW AWAY TOO LONG AFTERWARDS. IF WE COULD SOMEHOW RESTORE URGENCY TO OUR LIFE, OUR ANCIENT AGE REGRETS WOULD SURELY BE DIMINISHED. THE ONLY WAY I SEE THAT WE CAN ACCOMPLISH SUCH A THING IS PURELY MENTAL AND PURELY PERSPECTIVE SHIFT. IT DOESN'T BRING DEATH BACK INTO EVERYDAY LIFE - ALTHOUGH I'M NOT SURE IT WOULD BE SUCH A HORRIBLE THING - BUT IT BRINGS INTO EVERYDAY LIFE A DISCUSSION AND CONSCIOUSNESS OF DEATH.

WE NEED TO TALK MORE ABOUT IT, IT NEEDS TO BE PART OF OUR LIVES, AS IT WAS ONCE IN THE VIKINGS' TIME, BECAUSE WITHOUT DARKNESS THERE CAN BE NO LIGHT, WITHOUT SADNESS THERE CAN BE NO HAPPINESS, AND WITHOUT DEATH WE CAN'T HAVE LIFE.

## 2. PHYSICAL TOUGHNESS AND MENTAL TOUGHNESS ARE ONE.

THE GYM IS NOW OUR AGOGE, OUR PHYSICAL TOUGHNESS TRAINING, BUT ALSO MENTAL TOUGHNESS TRAINING. WHERE PEOPLE, YOUNG AND OLD ALIKE, HAVE BEEN EDUCATED IN BATTLE, WE MUST NOW TRAIN AS IF WE WERE TRAINING IN BATTLE. SOME PEOPLE STILL TRAIN FOR BATTLE AND ARE TOUGHER FOR IT, BUT WE STILL HAVE TO USE OUR TRAINING TO INCUR MORE THAN MUSCLES OR ABS OR PECS FOR THOSE OF US WHO DO NOT FOLLOW THAT ROUTE.

AS WARRIORS ONCE DID, WE NEED TO TRAIN TO BECOME TOUGHER, GRITTIER PEOPLE. DO NOT BE A GOOF SCREAMING AND SCREAMING AND SPITTING EVERYWHERE WHEN YOU WALK INTO THE GYM, BUT UNDERSTAND THAT THIS EXERCISE IS A FIGHT, IT'S A FIGHT AGAINST YOUR WEAKNESS, THAT VOICE THAT WISHES YOU TO LEAVE A REPLY EARLY OR LEAVE THE GYM AND RETURN TO THE CONVENIENCE OF YOUR COUCH BEFORE THE EXERCISE IS COMPLETE.

PHYSICAL TOUGHNESS, THE CAPACITY TO PUSH THROUGH PAIN, TO WORK OUT WHEN IT'S THE LAST THING YOU WANT TO DO, TO SQUEEZE OUT ANOTHER REP WHEN IT'S ENOUGH IN YOUR LOGICAL MIND, ITS MENTAL TOUGHNESS, AND IT'S THIS TOUGHNESS THAT WILL HELP YOU BECOME A PERSON IN THE TRUEST, BIGGEST SENSE OF THE TERM.

## 3. DO WHAT CAN'T BE DONE.

THERE WAS SOMETHING ABOUT THAT CULTURE, THE CULTURE OF THE VIKING, WHO WANTED MORE, WHO DIDN'T FEAR DEATH, AND WHO ALLOWED THEM TO TRY WHAT OTHERS WOULDN'T DO. THEY EXTENDED FOR SUCH A TINY SOCIETY AT AN AMAZING PACE. IF THEY HADN'T GONE NORTH, RUSSIA WOULD BE CHINA, AS WE NOW UNDERSTAND. THEY DID WHAT WASN'T MEANT TO BE DONE, BUT THEY DIDN'T BELIEVE ABOUT IT LIKE THAT AS A CULTURE.

THERE WAS NO EFFORT, AS IT IS TODAY. WE'RE TRYING TO DO SOMETHING, BUT WE'RE NOT DOING ANYTHING. WE SET AN AIM THEN DO WHAT WE BELIEVE IS OUR BEST TO ACHIEVE IT, FALLING SHORT, BUT OFFERING IT SOME KIND OF ACCOLADE OR APPLAUSE WORTHY OF A COURAGEOUS ATTEMPT IN OUR MINDS. THE VIKINGS AND OTHER CULTURES OF WARRIORS HAVE DONE SO. THEY HAD AN IDEA, AND THEY JUST DID IT BECAUSE THEIR TIME ON THIS EARTH WAS SO SHORT THEY DIDN'T THINK ABOUT IT OR OVER-PLAN OR ASK FOR GUIDANCE.

#### 4. EAT WHATEVER YOU GET FROM THE LAND.

OUR DIET IS A MESS. SCIENCE IS SAYING THIS TODAY. SCIENCE IS SAYING THAT TOMORROW. IT'S JUST A JOKE. IT'S SIMPLICITY THAT WE NEED. EAT WHAT YOU GET FROM THE LAND. IT SEEMED TO WORK FOR THE VIKINGS WHO HAD A MEAT- AND VEG-ETABLE-HIGH DIET AND WERE HUGE. THE MOST IMPORTANT THING IS MEAT, INCLUDING FISH. LOOK AT THEIR PHYSICAL GROWTH VERSUS THE ENGLISH, WHOSE POPULATION GREW FORCING THEM TO CONSUME LESS QUALITY FOOD, OR THE ASIANS WHO WERE EVEN LOWER AND HAD LESS BODY HAIR EATING MORE SOY ESTROGENIC AND MORE RICE.

THE VIKINGS ATE UNPROCESSED MEAT AND FISH AND FRUITS AND VEGETABLES AND VARIOUS GRAINS. BUT THEY'VE BEEN EATING. THEY DRANK AND EATEN SEASONAL FOODS - THAT WAS THE ONLY CHOICE - AND DELICIOUS. EAT MEAT. EAT PLENTY OF FATTY FISH. EAT VEGETABLES, LOTS OF VEGETABLES. EAT SOME FRUITS. YOU DON'T HAVE TO GO ENTIRELY PALEO IN THE OTHER THINGS, YOU STILL HAVE TO LIVE. BUT IF YOU CAN KILL SOMETHING OR GRAB SOMETHING, EAT IT.

#### 5. YOUR DESTINY IS SEALED

HOW YOU DIE IS A TALE WRITTEN OR SO THE VIKINGS BELIEVED. AND WHY DON'T YOU THINK THIS? WE'RE NOT IN COMMAND OF HOW WE DIE, SO WHY FROWN AT IT? WHY WORRY OR BE AFRAID OF IT? WHY DON'T YOU TAKE RISKS WITH YOUR COMPANY, LOVE, OR ADVENTURE? IF YOUR FATE IS ALREADY SEALED, THE "YES" OR "NO" FROM THE GIRL IS, SO WHO GIVES AN ASS RAT IF IT IS A NO, OR IF YOU FAIL IN BUSINESS, OR DIE ON AN EPIC WILDERNESS ADVENTURE. LIVE AS IF YOUR DESTINY HAS BEEN SEALED ALREADY. A PERSON DOES NOT PROFIT FROM FEAR, IT ONLY HINDERS HIS QUALITY OF LIFE AND HIS ABILITY TO BE GREAT.

## 6. HARD CLIMATES MAKE PEOPLE TOUGH.

THE VIKINGS LIVED IN A VERY ROUGH CLIMATE IN WHICH PLANTS AND COLONIES WERE DIFFICULT TO DEVELOP AND SURVIVE. YOU ALSO SEE IT IN OUR MODERN DAY, WHERE THE CONTINUAL HARSHNESS CREATED BY A CLIMATE GENERATES PEOPLE WHO ARE HARDER AND MORE RESILIENT. IT CAN BE WORK FOR THAT "CLIMATE". FARMERS ARE HARD GUYS. THE COWBOYS ARE HARD. THROUGH PHYSICAL LABOR AND PAIN, GUYS WHO HAVE TO PERSIST DAILY DEVELOP A THICK SKIN LITERALLY AND GRIT TO ACCOMPANY IT.

THE KEY TO BECOMING A "HARD MAN" IS THE REPEATED, CONSTANT HARSHNESS THAT A CLIMATE PROVIDES AND THAT A WORKOUT CANNOT DO. AN EXERCISE IS 1 HOUR LONG, AND IT'S INTENSE. IT'S AMAZING, IT CREATES TOUGHNESS, BUT NEVER RELENTS A CLIMATE. IT NEVER STOPS AND BRINGS YOU A BREAK. IT IS ALWAYS THERE.

TAKE THE HARD WAY ALWAYS. IT'S NOT A BIG, EPIC CONCEPT OR THOUGHT. INSTEAD OF THE EASIER PATH, YOU JUST TAKE THE HARDER PATH. TAKE STAIRS, FOR INSTANCE, NOT LIFTS OR ESCALATORS. DO WHAT'S HARDER BECAUSE IT WILL CREATE YOU HARDER.

## 7. SIMPLIFY

REALLY SIMPLIFYING AND FOCUSING ON ONE THING IS BECOMING DIFFICULT. THERE WAS WHEN THE ONLY THING YOU COULD CONCENTRATE ON WAS PRETTY MUCH ONE THING. IF YOU SAIL, YOU'VE BEEN SAILING, NOT TWEETING, EMAILING, OR EVEN READING. IF YOU WERE FARMING, YOU WOULD FARM, AND IF YOU WERE FIGHTING, WELL, WHILE IN FIGHT, ONLY A FOOL WOULD THINK OF SOMETHING OTHER THAN HIS ENEMY.

IN TODAY'S HYPER-TECHNOLOGICAL CULTURE, THINGS THAT TAKE US AWAY FROM OUR INTENT AND WHAT WE ARE SUPPOSED TO DO MUST BE SELF-IMPOSED, SIMPLIFICATION IS RARELY THE ONLY ALTERNATIVE.

THERE ARE A FEW THINGS TO DO:

- ◆ TURN OFF THE INTERNET AS YOU WORK. WORK. NOT SURFING, SEARCHING, OR TWEETING. WORK.
- ◆ TURN OFF OR SILENCE YOUR MOBILE, ALWAYS. BE WHERE YOU ARE. THIS ONE IS ENRAGING, WHEN SOMEONE IS ON THEIR PHONE WHILE THEY ARE SUPPOSED TO BE IN A CONVERSATION. TURN OFF THE CRAP.
- ◆ FOCUS ON ONE THING, FINISH IT, THEN MOVE ON TO THE NEXT. MULTITASKING IS A MYTH; IT'S NOT WORKING AND NEVER TRY TO FORCE IT TO WORK.

## 8. FOLLOW THE AMBITIONS YOU HAVE!

AMBITION IS YOUR SOUL'S CALL. IT'S THE INNER VOICE THAT TELLS YOU WHERE YOUR LIFE SHOULD GO. FOR A COUPLE OF EXCELLENT VIKINGS THAT MEANT EXPANDING OR BECOMING A KING OR CONQUERING NEIGHBORING TRIBES. FOR US, HOWEVER, THE POSSIBILITIES ARE UNLIMITED; WE ARE IN A WEAK WORLD WHERE AMBITION IS LABELED AS AN ACT OF SELFISHNESS BY PEOPLE WHO DON'T HAVE IT, WHEN IT'S AMBITION THAT HAS GIVEN US EVERY MEDICAL AND TECHNOLOGICAL BREAKTHROUGH WE NOW TAKE FOR GRANTED. IT'S AMBITION THAT BROUGHT US ELECTRICITY AND THE CAR AND THE DUMB LITTLE CELL PHONE.

THE WORLD IS SHAPED BY AMBITION. THE WORLD IS THE ONE THAT BENEFITS WHEN A GOOD MAN ALIGNS HIS AMBITION WITH ACTION.

GO FORWARD, GROW, CONQUER, RISE ABOVE AND BEYOND YOUR CURRENT STATUS. WANTING TO GET BETTER IS IN A MAN'S NATURE AND THERE'S NOTHING WRONG WITH THAT, IT'S JUST NICE. FOLLOW THAT GNAWING SENSATION IN YOUR SOUL THAT WANTS YOU TO EXPAND AND DEVELOP INTO A LOCATION THAT LEAVES YOUR FINGERPRINTS ALL OVER THIS FANTASTIC GLOBE. BEING AMBITIOUS IS ALL RIGHT.

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