CPA

Practice Advisor

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the case. There are plans that have been proven to work. If we take that plan ...

Dec. 10, 2015



Plan for Success

Over the last 4 months I have trained to run a marathon in a Boston Marathon qualifying time. In order to qualify for Boston, I would have to run a marathon in under 3 hours and 5 minutes. My previous best was over 3:18.

As I began my quest, I knew I needed a to change my nonchalant off the cuff training I had done in the past. I needed a guide to tell me the steps to take in order to achieve

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wanted to run.

3. **Develop a plan** – Because the first two options didn't work out for me, I decided to write my own plan. But then again, I had never conquered a marathon at my goal pace, so what do I know about developing a plan to run the goal pace. It occurred to me, that just because I hadn't done it before, doesn't mean that other people haven't achieved the desired results. I really was not interested in researching hours and hours the best methods to recreate a plan that has been developed multiple times over by people much more in tune with running science then I was.

Purchasing a Guide

I scoured the internet for various plans on how to achieve my Boston Marathon qualifying time. I ended up spending \$15 on two PDF documents that were emailed to me. When I opened up these documents, I was blown away that at one point during the training period, the plan called for me to run 70+ miles a week. But, if others could follow this plan...so could I!

The Realization

I may be a slow learner, but it took me about 10 of the 16 week program to figure out that I didn't have to follow this plan to its core in order to achieve the results I sought. As I ran 40..50...60 miles a week, I found my body breaking down. I could barely move, my wife did not get the attention she needed, nor did my kids. I quickly looked at the plan and made it my own. By this time, I understood the concepts of the plan and the reasoning behind each workout. Because of this, I could easily remove a run or two a week with a different type of exercise.

The Result

On December 6, 2015 I ran the California International Marathon (In Sacramento)

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follow.

If we don't have a plan, our actions tend to be wild, incalculable, and lacking of progression. So if you want to continue running around in circles, keep on doing what you did yesterday...If you want to see results, find a plan that has proven results, and make it your own!

As Thomas Edison said "Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing." Be productive, you only have so much time!

Adam Blitz, CPA is business development manager at Reckon, Virtual Cabinet in Fresno, and a member of the CalCPA Communications Advisory and Technology committees.

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