

# JAMES **IRON COWBOY** LAWRENCE



REDEFINE IMPOSSIBLE







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REDEFINE IMPOSSIBLE





















MOUNT KILIMANJARO

CONGRATULATIONS  
YOU ARE NOW AT

UHURU PEAK TANZANIA 5895N/19341E AMSL

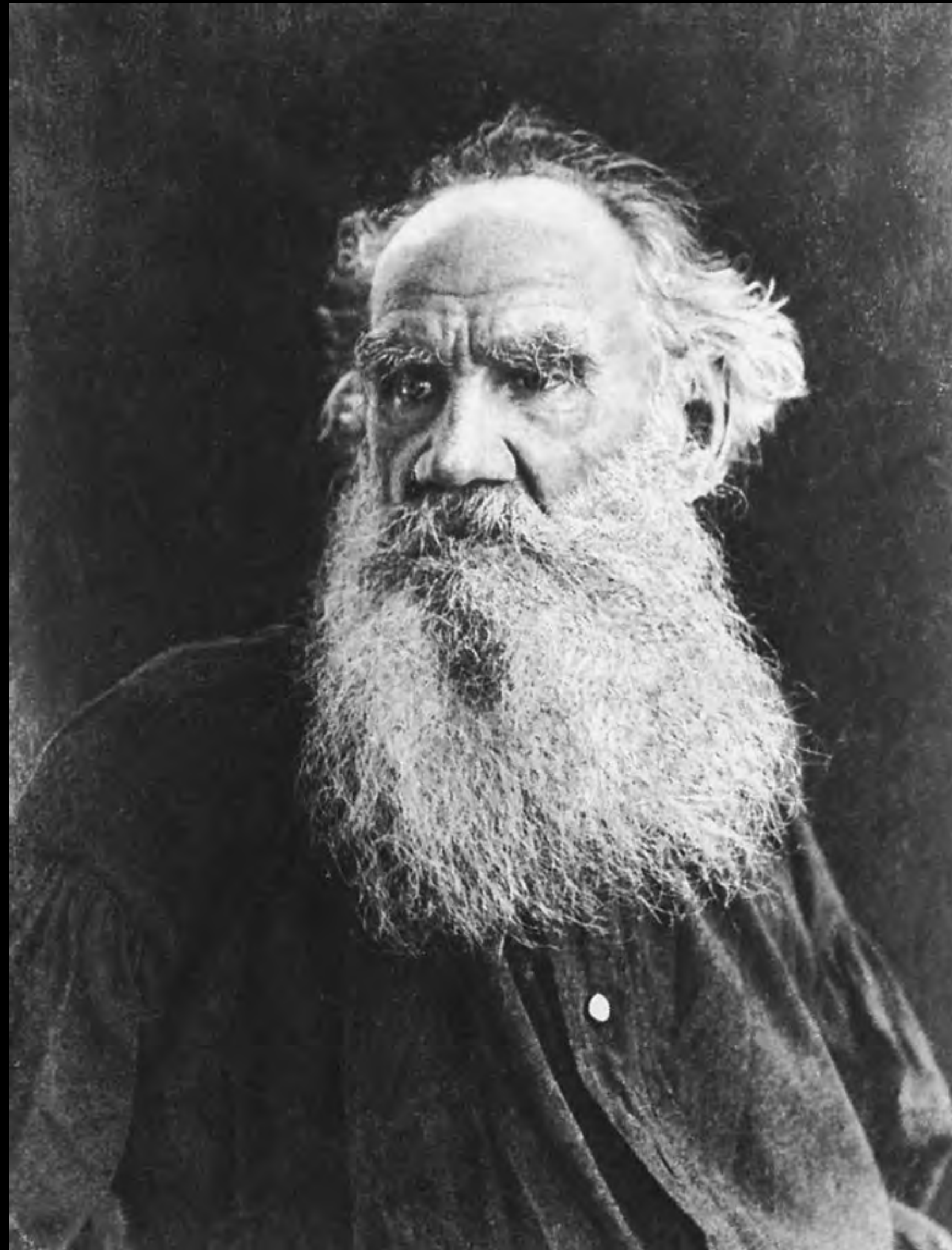
AFRICA'S HIGHEST POINT  
WORLD'S HIGHEST TREE STANDING MOUNTAIN

HOME OF WORLD'S HIGHEST WIND  
WORLD HERITAGE AREA









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**“There is only one time that is important - NOW! It is the most important time because it is the only time when we have any power.”**

**- Leo Tolstoy**

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*Turn To The Skies*  
**Joshua Krug**  
PHOTOGRAPHY











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**Every journey  
has a humble  
beginning.**

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140.6

















#### Spent

Runner-up Sebastian Keintle of Germany collapses just beyond the finish line of the Memorial Hermann Ironman 70.3 Texas on Oct. 1. Keintle came out of the water three minutes behind the leaders Lance Armstrong and Stephane Poulain heading into the run. He managed to overtake both of them early on the run, but he had already spent all his energy on the bike and swim.





















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**Everyone looks better  
in a cowboy hat.**

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**You can't see the next  
challenge until you're  
ready for it.**

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**GARMIN**<sup>®</sup>

# #IRONCOWBOY

**50**

**FULL DISTANCE  
TRIATHLONS**



**50**

**CONSECUTIVE DAYS**



**50**

**STATES**











**“Persistence and resilience only come from having been given the chance to work through difficult problems.”**











# THREE IN THE MORNING *LIVE*





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**“It’s your reaction to adversity, not adversity itself, that determines how your life’s story will develop.”**

**- Dieter F. Uchtdorf**

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**“To grow, to adapt and evolve, we need to become uncomfortable intentionally. Only then will we meet the best version of ourselves and honestly find out what we can accomplish.”**

**- The Iron Cowboy**

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**“To grow, to adapt and evolve, we need to become uncomfortable intentionally. Only then will we meet the best version of ourselves and honestly find out what we can accomplish.”**

**- The Iron Cowboy**

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**When was the last time you intentionally became uncomfortable?**











“He who has their **why** to live for can bear almost any **how**.”















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**That next step is your most important step**

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**ADAPTATION IS THE SECRET TO SUCCESS.**











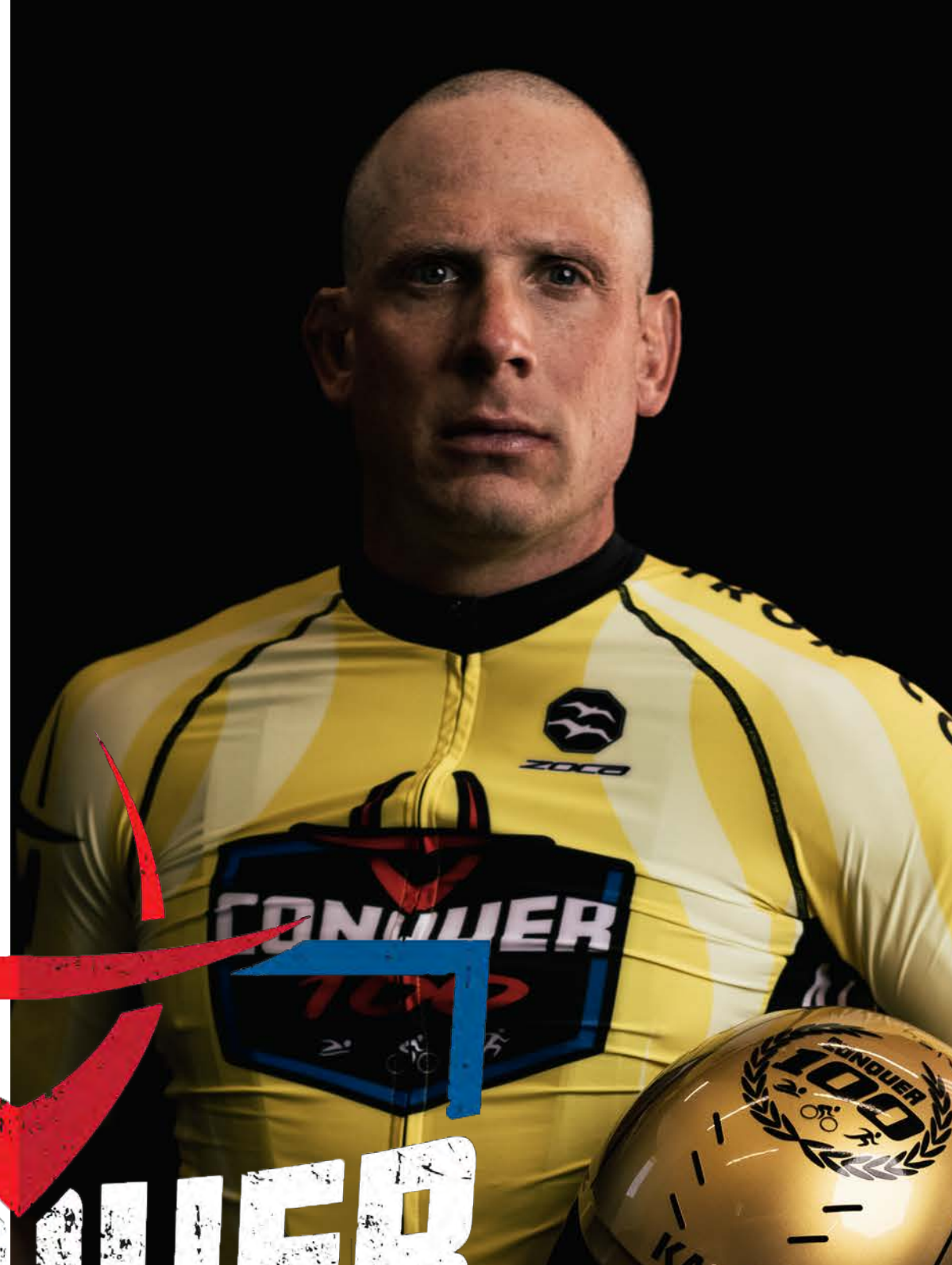


**.24%**



Don't let someone else's opinion  
of .24% of YOUR journey  
impact how you proceed.









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**MARCH 1, 2021**

**18° START**

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**DAY 5**





















**DAY 59**



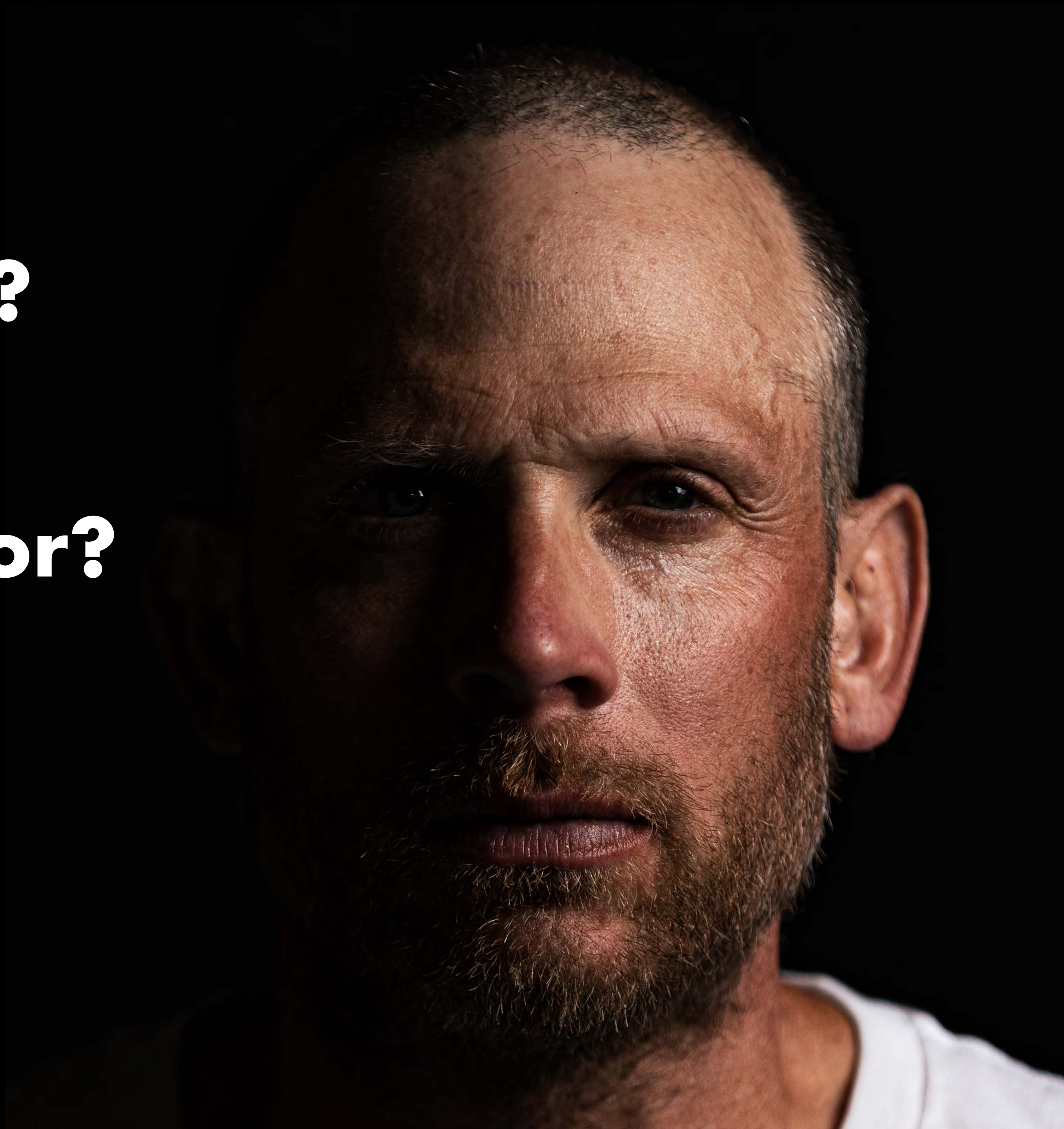
**What is your Ethos?**





**What is your Ethos?**

**What do you stand for?**

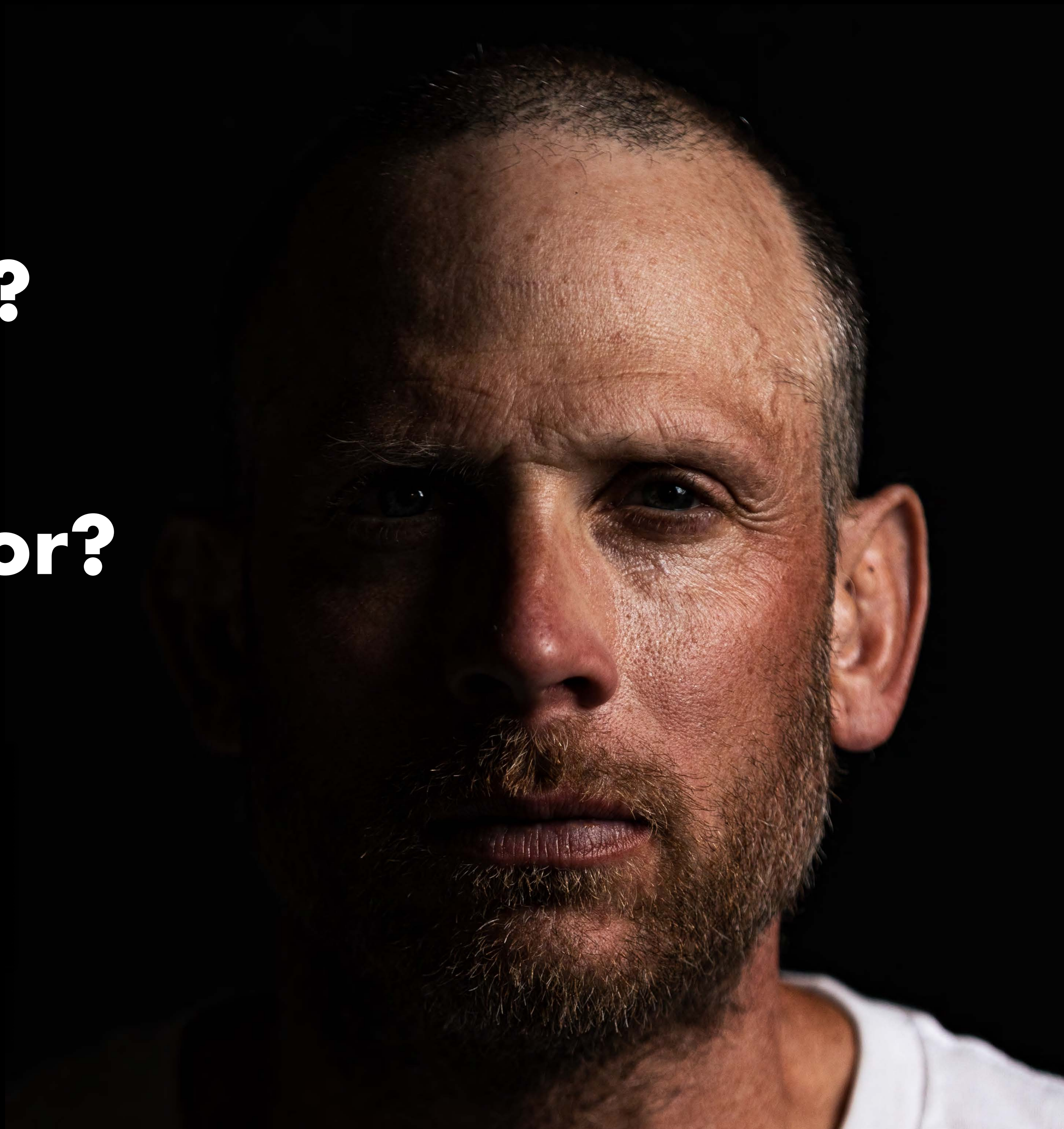




**What is your Ethos?**

**What do you stand for?**

**Black** and **White**

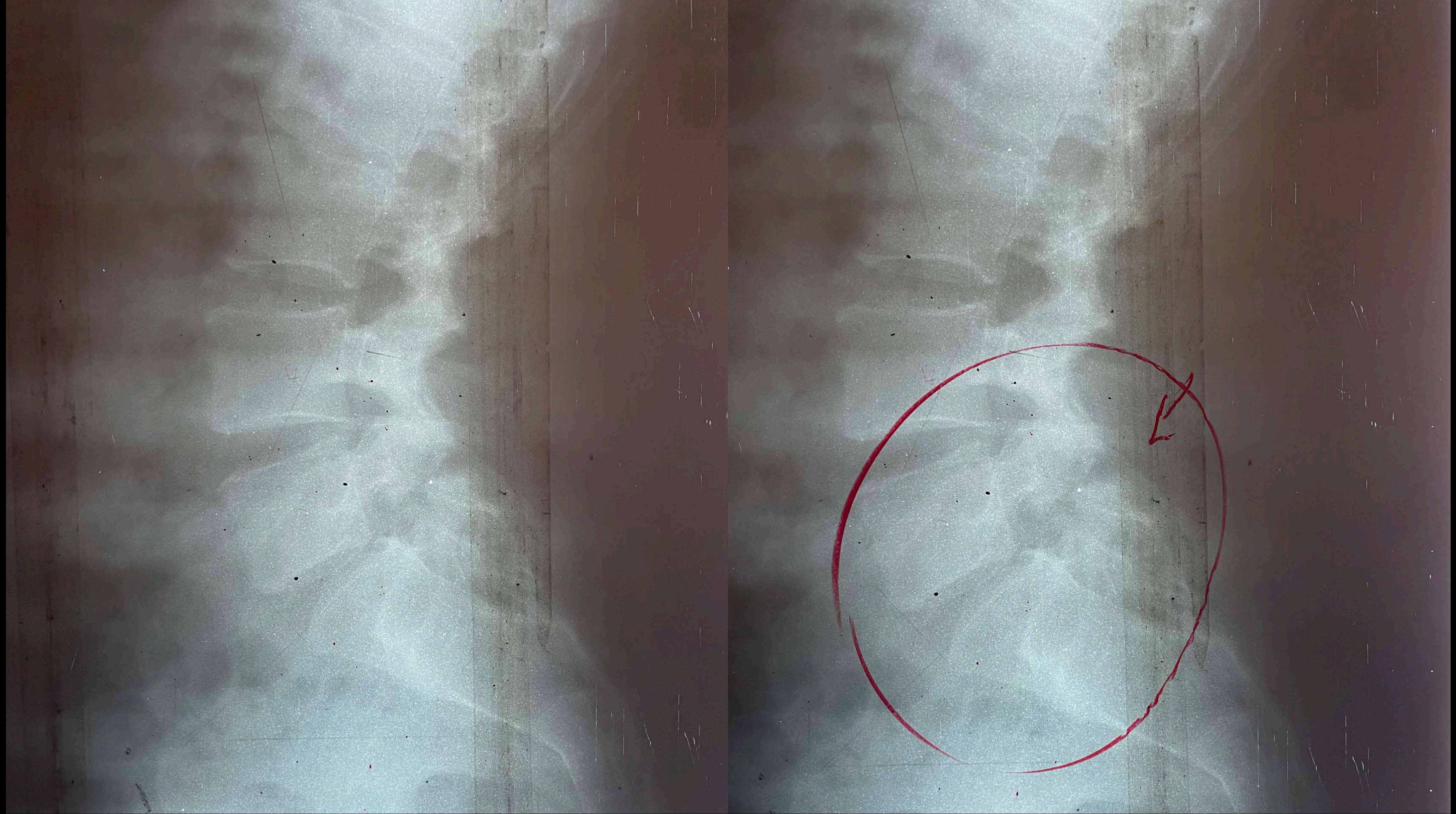






**DAY 80**





**41 full Ironmans with a broken back**

































vivint.  
Smart Home  
Solutions | Service

DEFY LOGIC

LA

DEFY LOGIC

DEFY LOGIC

CONQUER  
100

DEFY LOGIC

101

YOUNG  
TRIBE

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DEFY LOGIC

DEFY LOGIC

DEFY LOGIC

100 HOLLOW  
ATHLON

IT'S CALLED  
TRAINING PEOPLE

DEFY LOGIC

DEFY LOGIC

DEFY LOGIC

DEFY LOGIC















**GO ALL IN.**  
**DEFY LOGIC.**

