

Wrestling with Greatness Podcast
Action Plan
from the interview with Dr. Coyte Cooper

Dr. Cooper is a big thinker and believer that anyone can succeed given the right mindset. He earned his Doctorate in Sport Marketing and Management at Indiana University, where he was a 4x NCAA qualifier as a wrestler for the Hoosiers. Coyte is an assistant professor of Sport Marketing at UNC Chapel Hill and teaches at both the undergraduate and graduate level. He is the CEO of Elite Level Sport Marketing.

Quotes from Dr. Cooper:

“The truth is that most people look at individuals who achieve great things and assume that they are just naturally gifted with extraordinary attributes. When you study these people you quickly understand that one of the things that truly differentiated them was that they were willing to dream in a way that others are not.”

-excerpt from his book *Impressions*

Regarding your biggest dreams:

It's not possible because you don't think it's possible but somebody's going to think it's possible and go make it happen.

-quote from his *Wrestling with Greatness* podcast interview

One thing you can do today:

- Read 30 minutes

Book Recommendations:

- *Slight Edge* by Jeff Olson
- *Success is a Choice* by Rick Pitino
- *Happiness Advantage* by Shawn Achor

Connect with Dr. Cooper:

- <https://twitter.com/coytecooper>
- <https://www.facebook.com/coytecooper>
- <https://instagram.com/coytecooper/>

Take Dr. Cooper's 28 Day Challenge

<http://www.coytecooper.com/28-day-growth-challenge/>

I highly recommend picking up his book, [Impressions](#).

“Impressions is a book dedicated to helping people live an extraordinary life by introducing them to personal branding and the importance of embracing seemingly small, individual interactions. By investing in the personal branding process, each of us has the opportunity to cultivate extraordinary relationships that will enhance all areas of our life. The book includes 14 powerful chapters that will help readers develop a mindset that will open up new opportunities in their life.”