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Hell Week. Seven Days That Will Change Your Life

Original title: Helvetesuka. Sju dager som forandrer livet ditt.
Publisher: J.M. Stenersen Forlag 2013
Non Fiction / Self-help/Motivational
74000 Words
Complete English manuscript available, Norwegian PDF

Do everything you know you ought to ... in just one week!

Here are the golden rules for succeeding with Bertrand's Hell Week:
Take action. Have fun! Establish habits of excellence.
Be an early riser and plan your day. Eat healthy and work out. Reach for great goals.
Take care of the people you care about. Respect and live by your values.
Never give up. Do what you love. Work extremely hard.
Always trust yourself.

Norway's toughest motivational coach has observed that those who plan and perform a Bertrand's Hell Week, experience lifetime change. The feeling of satisfaction is unique, and people realize that they can endure much more than they thought they could.

One week is bearable if you plan it well. What you learn about yourself, will make it a lot easier to achieve permanent change in your life.

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Erik Bertrand Larssen

When athletes fail, managers struggle or actors get stage fright, this is the man they call. Erik Bertrand Larssen is one of Norway's most sought after lecturers and motivational coaches. He was trained as a paratrooper in the Norwegian Special Forces. As part of the Special Forces he has experience from international assignments such as Afghanistan and Balkan, working with British SAS and US Navy Seals. Erik Bertrand Larssen has later on graduated from Norwegian School of Economics and Business Administration and has worked for Finansbanken, NetCom, Mercuri Urval and Boston Consulting Group. He currently works in Arctic Securities. Erik Bertrand Larssen has worked as motivational coach for many Norwegian top athletes.

Other titles
Your Primal Instincts: How to build inner strength in nature (2025)
Mental Rehab. Five Steps to a Fantastic Everyday Life (2021)
Now! Seize the moment. It's all you've got. (2015)
No mercy. Be your best with mental training (2012)

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