

coaching with LDS VALUES

BEBOLD WITH jody moore

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Introduction

Most people are walking around confused about the way the world works. Innocently, they believe that things outside of them create their feelings. They believe that the results in their lives are circumstances that they did not create and that are too difficult to change in many cases.

These people are very confused. Most of them have good intentions, but they don't understand that they have created a powerless position for themselves and they are then unable to create the lives they truly desire.

They believe that other people are capable of having extraordinary lives, but that they were just not fortunate enough to have that. They believe they are just not talented or motivated enough. Or they believe that they weren't given the resources other people were given so they are just out of luck.

I have great news for these people.

What they believe about the world is a lie.

Here is the truth.



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Everything happening in any situation fits into the CTFAR (Circumstances, Thoughts, Feelings, Actions, Results) model created by Brooke Castillo. The model is simple to understand but please don't allow that to minimize the power of its' impact.

The CTFAR model is the main tool I use with all of my clients to help them see themselves. It takes whatever the problem is, and shows us what is genuinely true. It gives us the accountability for every result, good or bad, in our lives. When we recognize how we are creating our current results, we can more clearly see the way to create a different result when we want to.

As we go through the tools in this book, I want you to remember that you can put anything you want to in the result line of your model.

That's right.

Anything.

And I recommend you choose to 10x your current results. Why not?

Your brain will want to tell you that you should be realistic or more honest with yourself. It will say that some things are just not possible. It will tell you that shooting for 10x is scary and overwhelming and that you should be careful to avoid failure.

I want you to know that your very well-meaning brain, is the only thing preventing you from achieving anything you want to in life. And why not go big? You were sent to Earth to have an experience and contribute. Let's go all in on you. Let's make it the most extraordinary experience possible and let's leave the Earth a better place than we found it. You have the ability to make a significant contribution and understanding your brain is the key to doing so. But you'll have to supervise it. You'll have to be willing to put every road block or challenge you encounter into the model and then



choose deliberately who you want to be. To me, this is the definition of personal evolution. And this is what creates an extraordinary life.

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C = CIRCUMSTANCE - FACTUAL, WITHOUT OPINION - THIS PART IS OUT OF YOUR CONTROL.

OUR CIRCUMSTANCES TRIGGER THOUGHTS

T = THOUGHTS - YOU WILL HAVE MANY THOUGHTS. PICK ONE YOU WANT TO EXAMINE.

OUR THOUGHTS CREATE OUR FEELINGS

F = FEELING - WHAT IS THE FEELING THIS THOUGHT GIVES YOU - ONE WORD DESCRIPTION.

OUR FEELINGS FUEL OUR ACTIONS

A = ACTION - WHAT DO YOU DO OR NOT DO IN A SITUATION WHEN YOU FEEL THIS WAY?

OUR ACTIONS CREATE OUR RESULTS

R = RESULT - THIS IS THE RESULT OF YOUR ACTIONS AND PROOF FOR THE THOUGHT.

We will do lots of examples of the model in this program. Please write some down and more importantly, take a look at your own models. By the end of our time together I want you to become an expert in the model. Doing so will change you permanently. I promise.

In addition, every other concept we will study and apply will align with the model. Some of them will directly build off of it and others will offer opportunities to alter any model you have that isn't serving you. These tools are the core tools I use in all of my coaching on both myself and my clients. They have helped me personally to live a more Christ-like, more fulfilling and more extraordinary life. If you're up for any or all of those things, then buckle your seat belt. Here we go.



HOW TO COACH YOURSELF

People tell me all the time that they love coaching and maybe they want to start a coaching practice (or maybe not) but they would love to help other people understand these tools and to help them apply them in their lives but they don't have a business or don't have any clients. I tell them this is wrong. We always have a client. Every one of us. At any given time. We have the most amazing and most difficult client we will ever coach. It's ourselves.

As you practice coaching on yourself, you will find that the application of the tools gets easier and easier with anyone else you want to help along the way. Applying it to yourself will always be your most difficult challenge but will also make you so much more effective in any area of your life.

One way to coach yourself is to run models. Take a look at what's going on in your life by doing a "thought download." Thought downloads work best if you FREE yourself of trying to coach yourself for this part. Just get out of your head what you're thinking and get it onto paper. This is valuable because thoughts can be "slippery" and you may have a thought like, "My husband doesn't help out around here," but you may also have a thought like, "But he means well and he does a lot of other good things for our family." So putting them on paper is useful so that you don't edit yourself or hide from the ones that we want to play with. Playing with thoughts and taking a look at the results they create is really what self-coaching is all about.

Once you have your thought download, pick ONE thing from what you wrote. It might be a circumstance, a thought, a feeling, an action or a result. There is no "right" place to start. There is no "deeper" place or more insightful or useful place. Remember, we're just playing with thoughts by taking a look at models. Plug the one thing you pick into the model where it goes (C,T,F,A or R) and then begin asking yourself questions to fill in the rest of the model.

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Be open and curious during this process. You may find you'll want to judge what you're seeing. Please be a good coach to yourself by being neutral about all of it. We're just taking a look at it. We're not judging it. You have good reasons for everything you are thinking, feeling and doing. When you can take a look with curiosity and openness, you can decide if or when you want to make a change with more authority in the long run.

Remember that the point of the model is self-awareness. We are already very good at being aware of the things happening outside of us. We are aware of other people's behavior and events that are going on around us. We are very good at noticing what we think should be different than it is. What we are not very good at, is self-awareness. Putting things into models gives us two types of self-awareness that can be very powerful.

1. Internal self-awareness

Internal self-awareness comes from the T and F lines of the model. Make sure that you choose a specific circumstance to work with when you do this. It is tempting to choose a broad circumstance like, "She is my daughter" but it's challenging to gain the level of self-awarness you'll want to have with a broad circumstance. Instead choose something very narrow such as "My daughter said, "Mom you are so lame." Then as you fill in your model, the T and F lines will show you what was happening for you internally when this neutral C happened.

2. External self-awareness

External self-awareness comes from the A and R lines of the model. This is where you observe who you become, how you show up and what you create for yourself externally when operating from what you discovered was happening for you internally. In other words:

C: (What happened in the world)

T: (What's happening internally for you)

F: (What's happening internally for you)

A: (What's happening externally for you)

R: (What's happening externally for you)



Many people are tempted to fill in the C,T and F of their models and
then to want to stop or go to creating a new model with a better feeling
thought. This may rob you of the experience of seeing ALL the parts of
yourself and really understanding the power of what this is creating in your
life. So instead of this, I recommend that you complete the model and
really observe the entire picture.

HOLDING THE SPACE

(Behind the Scenes of Coaching):

I want to teach you a little bit about what goes on behind the scenes for me as a coach for two reasons. One, you will end up helping people in your life as you become more familiar with this work. Possibly in a formal way if you are a coach or teacher, but also informally as you help people who want your help. But the second reason is because your own self coaching will be more effective for you if you learn to use the skill of holding the space for yourself as you do your own self coaching as well.

Holding the space is what makes coaching different from any other conversation you would have with someone or with yourself. It's the part of you that steps back and becomes the watcher in a completely neutral spaced. It feels strange to most people in the beginning because our nature as humans is to do the opposite of holding the space. Our nature is to have opinions, insert them into the story, and to sell people on seeing things in a certain way. We do this out of love and kindness in most cases and it's not wrong in our day-to-day interactions, but it's not useful when coaching yourself or others.

To hold space means that you are not empathizing or validating the story being told. You are simply listening for the C,T,F,A or R and asking questions. You see all circumstances as neutral and all thoughts as optional.

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This is a very powerful thing to do for yourself or a friend who wants coaching. It's an akward and un-natural thing to do in a normal conversation which is why I don't recommend coaching people unexpectedly or against their will.

One of the most common questions I get about holding space is, "How do you love your client and not empathize or validate their feelings?" I tell them that empathy and validation have their places, but coaching is not the place. Holding space is much more powerful and useful to someone who wants help than empathy and validation. And holding space does not mean you have less love. It means that you are loving and open to everyone and everything happening in the story.

For example, if I'm with my sister and she is telling me about a man in a grocery store who was rude to her, then I'm loving my sister, and I'm empathizing and saying, "How dare he!" I'm on her side. That's ok. That's who I want to be as a sister and she might want or need that from me. But if I'm coaching my sister and she's telling me the same story, then I'm loving my sister and I'm loving that man in the store equally. I don't have opinions about who is right and who is wrong. I don't agree with her that what he did was "hard" because when I do that I'm selling her brain on the idea that the man's behavior is the reason she feels what she's feeling. I'm disempowering my sister when I do this. I'm reinforcing her victim status and this only keeps her remaining a victim.

The best way I've found to hold space for myself when I'm self-coaching is to question everything that is not a circumstance. To question your own thoughts is so powerful. I ask myself questions in my self-coaching such as,

- What if I'm wrong about all of this?
- What if I didn't want that?
- What would it be like to not think about this?
- What would I be thinking if this wasn't a problem?
- I wonder why I'm choosing this thought?
- How might the opposite be true?



- What else do I believe?
- How do I want to feel?
- What do I want my action to look like?
- What result do I really want?
- What does someone who has already done this think?
- What will be different about me once I solve this?
- What would my future self tell me?
- What feels most like love?

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BOLD BOLD PILLAR #1

Relationships

Relationships are a significant part of our life experience. As human beings, we have a basic need to connect with one another in various ways. We also have a need to love. Every human being on the planet was created in God's image and God is love. This means that at our core, when we strip away our human fears, our brokenness, and the natural man, we too are love. And when we operate in love, we are at our best. We feel our best. We show up our best. And we create the best result in any and every encounter we have with our fellow men.

Perhaps you have been operating under the belief that a relationship is based on two people. It's what each person thinks, feels and does. But I have good news for you. Your relationship with anyone else only exists in your own mind. It is the story you tell yourself about that other person and about yourself in relation to them. This means you do not have to change anyone outside you to have any relationship you want to have.

If you've been listening to my podcast for a while, then you have a relationship with me. You feel like you know me. You have certain thoughts about me. I get messages from people all the time telling me they feel like we are friends and I tell them that we are. If they think of me as a friend, then we are friends. They look forward to hearing from me and they think about me in a way that feels good to them. It doesn't matter that I have never met



or spoken with them. Our relationship is the story they have in their minds.

The tools we will study in this pillar of Be Bold are designed to help you up level your relationships. They can apply to any relationship you want to use them for. They apply to everyone. Let's dive in.

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UNCONDITIONAL LOVE

Love is an emotion you choose for yourself. When you are angry at someone, the other person doesn't feel your anger. You do. And it feels terrible. But when you love someone, the object of your love also does not feel the love. You do. And it feels amazing. When you think about unconditional love in this way it makes it a very self-serving way to experience the world the way you want to. Remember you are created in the image of God who is the ultimate loving being. Love will always be you at your best.

You have the option to feel any way you want at any time and any feeling is available. You will sometimes want to feel sad, angry or irritated which is fine, but remember that it is always a choice and love is always the best option if you can get to it.

Sometimes our brains want to tell us that how we feel is not a choice. We will want to believe that this person doesn't deserve our love. Or that feeling love for someone who did that is not available or reasonable. I want you to remember that whatever emotion you choose to feel, you will be the one to feel it. Many times, my clients tell me that instead of feeling upset with someone, they just want to feel neutral. They think neutral feels realistic whereas love doesn't feel possible. But neutral is not a better feeling than love. We don't get excited about feeling neutral. We don't wake up saying, "I can't wait to feel neutral today!" And what I tell them is that even though they don't yet see it, love is absolutely available to them.

One of the things that prevents many people from feeling love is the belief that how they think or feel about a person who is "behaving badly" will impact whether or not that person will change. As though our resistance of that person will motivate them to change. This does not work.



One of my dear friends recently had a brother who eloped to Vegas with his troubled girlfriend. My friend was distraught and emotional about her brother's decision. She felt that he was putting the entire family in a difficult situation and that he was making a mess of his life. She was irritated at her brother for making such a poor choice. She had been upset with him for a long time since he had chosen to live a reckless lifestyle and not take care of himself physically, spiritually or emotionally for many years.

One day I asked her if her irritation with him was changing him. She agreed that it had not. In fact, it had made their relationship more strained and had caused her to continue to suffer while her brother continued to make choices she disagreed with. I asked her how she wanted to feel about her brother and I showed her that love is available if she wanted. She could love her brother and she could allow him to live his life however he wanted to. She could accept that he is on his own journey and that she doesn't need to control him or change him in order to love him. I also taught her that she can disagree with his standards or ideas and want something better for him and still love him. I saw the relief wash over her as she realized this truly was an option and one that would serve her far better.

Sometimes my clients tell me they are afraid to love someone because they are afraid they may get hurt. My teacher Brooke Castillo teaches the following about this:

"One of the common things you'll hear is that people don't want to love because they are afraid that then they will get hurt. What they are really saying is, 'I don't want to feel a positive emotion because then I may end up feeling a negative one.' Look at how contradictory that is. So, they are just going to start with the negative one? That makes no sense. You can love someone deeply and they can do something, and you can still love them deeply. It doesn't mean that you won't decide to feel hurt and sad and

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upset, but not loving will not save you from being hurt. You can't pre-hurt yourself so you won't be hurt. Loving and the vulnerability that comes with that, the truth that comes with that, will, if anything, prevent you from doing something you don't want to do."

Your feelings are your responsibility and love is always available. How amazing would your life be if you loved everyone in it all the time? Do it for your own sake. Love strangers who you interact with only briefly during your day. Love people who disagree with you or who you find difficult to love. You may believe they are the ones making it difficult but the truth is how you feel about them is on you. When you deny yourself the feeling of love you are the one who suffers the effect of that choice.

THE MANUAL

A manual is a set of instructions we have about how we believe someone else should behave. We create manuals without really realizing it by observing the people around us. From a young age we make decisions about what we think is right and wrong. We gather ideas from our own families, the media, our teachers and friends, our religious beliefs and even from Walt Disney.

We create a picture in our heads of what a husband should be like. What friends or bosses should or shouldn't do. What sisters and mothers and fathers and brothers should do. We have manuals for just about everyone in our lives.

The problem with a manual is that we use it as a reason to be unhappy if or when people don't comply. It's almost as though we think something is "wrong" with this person or our life experience when people don't follow our manuals. We use it as a



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reason to remain in resistance and to push against things that are outside of our control.

Manuals are generally expectations we don't tell these people in our lives about. We simply believe that they should know and that most people already understand what's in our manuals. But even if we do share the information and make requests of people, it's important to not allow their behavior to control your emotional life.

Every single one of us is responsible for our own emotions, and when we try to delegate this assignment other people we create problems for ourselves and often create distance in our relationships. So throwing out your manual is a great idea.

Even if you are a parent or a boss and have children or employees who you are responsible for in some way, you can set expectations without having a manual. A manual is tied to your emotions. This means you can expect your children to make their beds and even hold them accountable to that expectation. But if you choose to get frustrated or angry when they don't make their beds, you have a manual that says your children should do what you expect of them. Sometimes children don't do what we ask right? When you drop the manual you can keep your expectation of the child but you don't have to upset yourself if or when they don't follow it. This is a much more peaceful way to live.

Some common examples of manual thoughts are:

Friends should return phone calls or texts.

Friends should remember birthdays.

The women in my ward should invite me when they go out.

Kids should write thank you notes.

My mother should understand when I'm upset.

My father should allow me to complain and not get defensive.

My friend should invite me to her party.



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My child should allow me to help her when she has her baby.

My son should want me to come visit him.

My husband should buy me a gift on my birthday.

My boyfriend should go with me to the movie I want to see.

My husband should come to bed when I go to bed.

My husband should spend more time with the kids.

My daughter should be more grateful.

My son should be more positive.



CLEAN PARENTING

The relationship you have with your children is no different from any other relationship in that how you feel about your child is your responsibility. Allowing them to be who they are will provide you with the most peace and allow you to be the best parent you can be. A loving one. Loving your child does not mean that you agree with all of his or her choices. It also does not mean that you don't teach them and hold them accountable to your expectations. It simply means that your reason for doing it is love.

Every client I've ever worked with loves their children. But when we teach and parent our kids, we often aren't operating out of love. We operate out of frustration, resentment, irritation, worry, or fear. When we try to change our children so that we can feel better, we are delegating our emotions to them. Not only does this create a painful dynamic between us and our children, it places an unfair pressure on our child to be different so that we can feel better. This makes no sense at all.

Clean parenting means we do our own work to feel better first. We remember that our children have agency which means they will make many good choices and some that we vehemently disagree with. On some level, we all wish our children would never make mistakes or have to suffer. But that does not align with Heavenly Father's plan for us. Satan is the one who wanted everyone to make only good choices all the time. Christ knew this would not fulfill the Father's vision of helping us become like Him.

Whether your child is struggling with something that life sent his or her way, or they are behaving in a way that you disagree with, decide how you want to feel and remember it is entirely up to you. Then decide what kind of parent you want to be.

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As parents, we get the privilege of teaching our children the things we believe are important and useful to know. This doesn't mean our children will agree with us or choose to live their lives the way we think they should. Our job is not to control them. Our job is to offer them tools, ideas and our beliefs that serve us. What they do with those things is up to them.

Another important part of clean parenting is setting clear expectations and then holding our kids accountable to them. Most people are not clear in their expectations. Then they get upset when their kids don't behave how they want. You can't just say "be polite." You must teach your kids exactly what being polite looks and sounds like. You can't assume that they see the world the way you do. You must be clear and communicate effectively including the why behind your expectations. Nobody wants to be told what to do, including our kids. But when we allow them to be a part of the vision behind why we live our lives the way we do, they can find their own interpretation of becoming that kind of person if or when they choose.

As painful as it can be to watch, we must remember that suffering is part of the human experience and none of us, nor our kids is exempt from it. This doesn't mean you won't want to feel sad or worried about your child ever. It just means that you don't magnify that experience into something paralyzing like anxiety or overwhelm when you remember that this is part of their perfect journey.

How you feel about your child's behavior or life experience is up to you. You are responsible for your emotions 100% of the time. And your child is also responsible for his or her emotions. When you remember this, you choose to do the best job you can to teach and lead them, then you will look back on your life feeling good about the kind of parent you were. It doesn't mean your child will "turn out" any certain way. It doesn't mean they won't



suffer or make mistakes. It means that you will get to know that you did all you could to do right by them and that you will get to experience them with love and respect.

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SPIRITUAL MATURITY

One of the most important relationships you will have in this lifetime is your relationship with your Heavenly Father. This relationship is a great example of how relationships exist in your mind only. The way you think about Him and yourself in relation to Him matters tremendously. It is the reason you can be in a meeting at church and feel the Spirit while the person next to you feels nothing. Your feelings come from what you are thinking and with over 40,000 thoughts per day, many of them are subconscious and we simply know what's going on by the feelings we have.

The LDS church provides a very prescriptive way of living, especially when we are young, in order to help us minimize suffering and maximize our ability to connect with God and find peace in this life. We do not however, believe that most things have black and white one-size fits all answers. The general council and guidelines we are given are starting points but each of us needs to be open to inspiration from Heavenly Father and utilize the amazing brain he gave us to figure out what is right and good for us in our individual situations.

This is much more difficult to do than to have a General Authority create a policy from the pulpit. It requires we evolve and become spiritually mature. Spiritual maturity means that instead of looking for the answer online or in a talk, you align yourself with righteousness by surrounding yourself with uplifting books (like the scriptures), music, prayer or whatever else helps you feel closer to God, and you make decisions about your life and your choices that you believe are for your highest good.

One of my clients was struggling in her marriage. Her husband was unhappy and struggling to find his worth and value. He had made mistakes and while she had forgiven him, he could not for-



give himself and they continued to struggle as a couple. One day he came home and said that in order to deal with what was happening, he had been drinking alcohol and he felt ashamed that there was one more example of how he was not living his values. She told him to get his coat and get in the car. She took him to a bar where she had a glass of wine while visiting with him. She explained that she wanted to see what all the fuss was about and more importantly she wanted to show her husband that he was not broken or weak for having had a drink. Their marriage grew stronger and closer as he was able to drop the dramatic story of guilt and shame about himself and move on as a human doing the best he could.

Many young single adults in the LDS church are left with the challenge of having a healthy, God-given sexual desire and also a desire to live the Law of Chastity. Feeling aroused and wanting to experience and express your sexuality is not a sin. But when there is not a spouse to express it with, the question remains of what to do. We are taught that masturbation is not appropriate in most cases but as a single adult in the church, my recommendation is again, to turn to God. Perhaps it's the best way to live the Law of Chastity and remain healthy for some.

There are many more examples of where LDS culture seems to dictate certain decisions and lifestyle choices but the doctrine is clear that we must maintain a close relationship with our Heavenly Father and make decisions based on that connection and inspiration rather than seek a one-size-fits-all solution. Not all young men should be serving a mission. Not all mothers should be stay-at-home moms. Not all marriages should be eternal.

I believe that love, trust, faith and peace are the emotions that serve us best as we make these decisions. I believe that God wants us to operate from those emotions as much as possible, and then to trust in Him. I believe that we are here on Earth

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gaining a customized education. No two of us have the same degree program. We get signed up for classes at times, and other times we sign ourselves up for classes. But either way we can rest assured we will get all the classes we need to become more like Him. Some classes we take multiple times in multiple versions before we learn what we're here to learn. But all of it is intentional and even when things feel intolerable, remember that there is a safety net.

I like to think of this life as a walk on a tight rope. We're high up in the air and sometimes we cruise along fine but other times we lose our balance and feel we might fall. But even if we do fall, there is a safety net below. God's plan of salvation (including the Atonement as a key piece of it) means the safety net will always catch us. We cannot fall to our demise. The net will catch us.

The best way to nurture your spiritual maturity is to have a spiritual practice. In the LDS church, we hear a lot about the importance of scripture study and prayer. This can be a great spiritual practice but it's important that you choose one that will truly help you connect with God and operate from subconscious thoughts of peace, faith and love and not just read/pray out of guilt or obligation. That will not create the same effect.



BOUNDARIES

Most people think of a boundary as something you use to try to control other people or to put distance between yourself and someone else. This is the opposite of the way I teach boundaries. A boundary is something you do for yourself. It is your own emotional border and it is your job to maintain and enforce that border when necessary. Doing so does not create distance, but rather it allows for a more authentic connection between you and another person. We all have an emotional comfort zone. But most people do not do the work to protect that space for themselves or to even fully understand what it is. Instead they use the other person's violation of it to feel resentful or angry. Boundaries prevent you from needing to be angry with someone in order to maintain your personal and emotional space.

A boundary is necessary when someone has crossed a line with what you are comfortable with physically or emotionally. In this program, we will focus mostly on the emotional part since the physical is more obvious. If someone tries to hit you, then you will likely not allow that and you will get away from them if they do not stop. An emotional boundary works the same way and it has two components:

- 1. The request you make of the other person.
- 2. What you do to protect your boundary.

Let's talk about each of these in detail.

1. The request you make of the other person. Make sure that before you do this you clean up your own emotions. You don't want to be irritated and angry with them when you make the request.

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You want to set a boundary because you love them, not because you are trying to control or change them. This conversation will be difficult and the other person may not react kindly to it. You are doing it because you value your relationship with them. This is important to feel and to communicate to them.

Also, notice that this is a "request" you make of them. It's not a demand. You can't control other people. You can't make anyone do anything. You simply make the request because your chances of them changing go up significantly when you tell them than when you just silently wish they would change. It might sound something like this:

Hey Mom. I love you so much and because I love you and value our relationship I need to make a request of you. I'm hoping you can do me a favor and stop dropping by my house unannounced. I really want to protect mine and my families' personal time and I need to be able to communicate with you whether it's a good time for you to come over or not. I'm hoping you can text or call me when you feel like coming over from now on.

2. **What you do to protect your boundary.** This is the part where most people fall short. They tell me that they set a boundary but the other person isn't honoring it. And I tell them that the other person doesn't have to honor or enforce your boundaries. You do. The action that you take isn't designed to punish or get back at anyone. It's simply to protect you. It doesn't have to be dramatic (although it can be if needed). But you must consistently follow through on it if you truly want to gain back your emotional space.

This is an example of what this part of your boundary might look like:

Mom if you don't text or call me and I confirm it's a good time then we won't answer the door when you come. This isn't because we don't love



you. It's the opposite. It's because we love you enough to tell you the truth which is that we want to have personal time and space to ourselves and also to see you when it's appropriate.

Different scenarios call for different types of action on your part but they almost always involve you removing yourself in some way.

- If you yell at me I will leave.
- If you hit me I will leave and call the police.
- If you are late I will not wait longer than 10 mins.
- If you speak that way to me I will go for a drive for a few hours until you are calmed down.
- If you come home drunk I will take the kids and go to my mom's for the night.

Sometimes a boundary is not necessary. Sometimes my clients tell me they wish they didn't have to go to their in-laws' house for Christmas. When I ask them if they told their in-laws, "I love you but we are going to stay home this year," they tell me they did not because they were worried about how everyone would react. This is not a boundary issue. Your in-laws inviting you for Christmas does not violate your personal space. This is just you needing to work on saying no when you want to say no.

If you wish your husband was more romantic or your mother-inlaw was less critical or your boss appreciated you more, these are not boundary issues. This is your own opportunity to take responsibility for how you want to experience your life.

Other times I have clients who do not want to set a proper boundary because they don't want to risk losing the relationship or because it's a family member. They are afraid of making the other person angry and so they keep operating based on lies, pretenses and resentment. This prevents any true intimacy in the relationship.

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Having a boundary conversation can be uncomfortable and challenging. It is the hard work of true intimacy. Honoring yourself and taking care of your own needs rather than expecting others to do it for you, requires you become a higher version of yourself. Allowing others to own their emotions and feel however they want to also requires you access your higher self. But doing so prevents you from living a life void of true intimacy or of having things erupt and blaming the other person for the pent-up hostility we have created for ourselves with a lack of boundaries.

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Confidence

Every human being on the planet (with the exception of those with some sort of psychological disorder) at times questions his or her value and worth. It is human nature to want to be worthy of love and connection and to not fully understand our own fixed value. I'm not sure if this is because of the veil preventing us from remembering what it was like to live in a world void of temptation or human frailty, or if it's to encourage humility and keep us turning to Christ which is the only way to overcome our humanness.

Regardless of the reason, we all seek validation in one form or another regardless of our station in life. I once heard Oprah Winfrey speak about her days as a talk-show host and she shared a story that I never have forgotten. She said that she has had guests from every walk of life come on her show. She's had wealthy, well-respected celebrities and politicians and she's also had criminals and racists and everything in between. The one thing they all had in common, according to Oprah, is at the end of the show they all wanted to know, "Did I do ok?" This desire to feel ok about who we are and what we do and how other people perceive us is natural and innate and begins at a very young age.

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Sometimes as we go through life we accomplish things we weren't sure we could do or we overcome an obstacle or challenge and this helps us to be more confident because of the thoughts those experiences generate. However, I want to recommend that you choose to focus on gaining confidence on purpose. I want to recommend that you deliberately pay attention and learn to love yourself because the result of doing so is so magnificent that not doing so is like receiving a check for a million dollars and choosing not to cash it.

While confidence may come easier to some people than others, it is absolutely available to anyone and in this portion of this program I want to teach you how to get there. When we don't do this work ourselves, we look to outside sources to fill that need for us. We become overly concerned with other people's opinions. We feel resentful when people don't tell us what we need to hear about ourselves. We become needy and scared and from this place we are unable to contribute to our full potential in the world.

Byron Katie teaches, "You don't have to like me. That's my job." The only reason we want other people to approve of us is because then we give ourselves permission to approve of ourselves. So, I want to just give you permission to do that right now. Period. Decide to notice and own all the parts of yourself. Pay attention to you. Be kind to you. Even the parts of you that you want to improve upon. Talk to yourself the way you would talk to someone whom you love. When you do the work to love yourself, then you will naturally know what to say to you.

Sometimes people tell me they feel like it's selfish to just work on loving themselves. I tell them it's selfish not to. When you love yourself then you go out into the world focused on everyone else and how much you love them. When you're good at loving you, you're even better at loving everyone else. We are the hardest person for us to love. Begin with you and then go out into the world and the chatter in your head will shift from, "I wonder if she likes me? I wish I hadn't said



that. I look so dumb in this outfit," to, "I wonder what she likes? I wonder what is interesting about her? I wonder what I love about her?"

Now, remember that your human brain will never stop trying to "protect" you by noticing all your faults and problems. So being confident isn't a one and done activity. It's not a box you check off. It requires a practice of speaking kindly to yourself, and getting good at being love. The tools we will discuss in this pillar will help you to do so.

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SELF-CARE

So many people I work with feel they don't have the time to eat healthy, process emotions or pursue their interests in the world. They are trying to do what's right by God and their families but they are neglecting themselves in the process. This is not what I believe God wants for any of us. It is not how we will do best by anyone. We must be willing to secure our own oxygen masks first or we end up passed out and unable to assist anyone else on the plane.

What makes this problem more intense, is the external validation we sometimes get from putting ourselves last. So many of my clients are starving for their own attention and approval. They are telling their children that it's important to take care of yourself but they forget that their children are seeing an example of a mother who does not do this. If you don't take time to eat healthy, take care of yourself emotionally, and allow yourself to become who you were meant to be, then you are setting an example for your children of martyrdom and resentment. And ironically, when you do make yourself number one, you'll find you end up with much more to give.

To begin with, I want you to consider whether or not you are good company to be with. If you were stuck with yourself forever, would you like being with you? Are you nice to you or are you terribly cruel like most people are to themselves? The way you talk to yourself internally matters tremendously. Most people say things to themselves they would never say to other people.

You are so stupid.
You'll never be able to do it.
You've gotten so fat.
You're so weak.



You look stupid in that.
You sound like such an idiot.

But this is just your brain unsupervised. You may have habits of thinking about yourself in this way but it doesn't mean you aren't capable of becoming a good friend to yourself. Find some redirect thoughts you can go to that are equally believable to you, but much kinder.

You are good at other things.
Everything is figure-out-able.
I'm glad you have a healthy body.
You will get it next time.
I love you anyway.

The truth is you are a work in progress and you are supposed to be for the rest of your life here on Earth. When you make mistakes it's important that you have a way of noticing yourself with curiosity and compassion rather than with judgement or shame. Watch yourself from the perspective of an outside observer. When you step back and look at yourself as though you were watching a TV show or a movie, you will see that there is a very good reason for everything you do.

Many of my clients fear that if they stop being hard on themselves they will become even more of a mess. They think that beating themselves up is somehow motivating them to be better. This is a complete lie that the brain sells us and I want to put an end to it once and for all. You will never hate yourself into doing better. You'll never hate yourself into losing weight. Or making more money. Or being more patient with your kids. That is you against you so you can't possibly win. You'll have to love yourself to get to any higher result you want and make it a long term sustainable change.

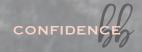
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As a Leadership Coach in Corporate America, I loved reading books about well-known CEOs and successful companies. In some cases, people led with fear based tactics and "you'd better get this done or else" cultures that created the results they wanted. But it never lasted. People became burned out and left those companies or the company culture itself caused an implosion or burn out of some sort. The leaders who created amazing companies and products that have endured generations did so from love and peace and kindness. They shared their vision of what was possible and invited everyone to be a part of it. People performed for them because they viewed themselves as a part of something amazing. Not because they feared the consequence.

This is how we operate as humans. We strive for more when we operate from, "Watch what else I can do!" Rather than from, "I'll try to make it up in this way." That may create a short-term result but it will not last and it is not much fun. Get in the habit of paying attention to yourself and appreciating yourself and you will create a more extraordinary life for yourself. It is not arrogant to appreciate yourself. You did not create yourself. God did. All of His creations are amazing. Loving yourself does not mean you believe you are better than anyone else. God also created everyone else and we are of exactly equal value and worth. The homeless man on the sidewalk has the exact same value as a Nobel-Peace Prize winner. We are all unique and having our own unique experiences but we are all equally valuable and loveable.



EMOTIONAL ADULTHOOD/CHILDHOOD

Emotional childhood is when grown adults have not matured past childhood in terms of managing their emotions. This means they react to their emotions, act out, or avoid emotions rather than taking full responsibility and choosing thoughts that will create more desirable and appropriate emotions. In short, emotional childhood is not taking responsibility for how you feel.

There is no class offered in college or high school that teaches us how to be emotional adults. The truth is, however, that once we have reached adulthood our brains are developed enough to be able to understand what we are thinking. We are capable of reflecting on our thoughts and therefore, we can decide what to think and what to feel in any given moment, no matter what anyone else does in our lives.

As children, we don't have this capacity. In fact, we think that everything going on in our lives is what causes our feelings, and it is only perpetuated by how we are raised. Adults constantly make comments to children such as, "Sally, you really hurt that little girl's feelings. You need to say you are sorry for hurting her feelings," or, "Did it hurt your feelings when that boy said those mean words to you?" We teach children at a young age that other people are responsible for how we feel, and it becomes so ingrained in us that we don't even question it or recognize how disempowering it is.

While children don't have the capacity to make this distinction, many people continue to function this way as adults. Not only is this a debilitating way to live, but it also locks you in a space of blame. We blame the government, the economy, our bosses, other people, ex-husbands, our parents and our childhood. And we blame people not only for how we feel, but for the actions we take and the results we get in our lives.

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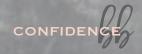
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The only way to achieve emotional maturity is through self-responsibility. Emotional adulthood means:

- 1. Taking responsibility for our pain and also our joy.
- 2. Not expecting other people to "make" us happy.
- 3. Not expecting others to "make" us feel secure.
- 4. Appreciating we are the only ones who can hurt our feelings and that we do so with our own thoughts.

Taking full responsibility for every single thing we feel, no matter what someone else does or doesn't do, is no small feat. For most people, it's a huge challenge, but it is worthwhile when we are able to do so. Let's look at why. Many people feel like victims and feel they are at the mercy of other people in their lives. For example, a single mother who is trying to raise a child with her ex-husband might believe her ex is making her feel frustrated, sad, or disappointed. As her coach, I would point out how much power she is giving her ex-husband over her emotional life. Of all the people in the world, is that who she wants to give this power to? I would help her see that she is an adult and she is responsible for everything she feels. Furthermore, when she blames her ex-husband for how she's feeling, it's usually a feeling that fuels an action she doesn't want to be taking or may later regret.

The behaviors associated with emotional childhood often resemble the behavior of a toddler. Temper tantrums, rage fits, and engaging someone else in a yelling and screaming match. The end result is a place where we don't feel we have control over our adult selves and we, therefore, begin acting like toddlers. When we place blame on other people or our circumstances, we act out as though we have no other choice. For example, perhaps we overeat and blame other people for making the food available. For many people, when their eating is fueled by emotional child-



hood, their food choices mirror this. They choose to eat macaroni and cheese or fast food children's hamburgers. When we choose not to be responsible for our feelings, we also refuse responsibility for our actions.

Emotional adulthood behaviors occur when we take responsibility for how we feel and make choices for how we want to feel. When we do this, we end up so much more empowered and get to be the people we want to be instead of existing in this default emotional childhood space. Rather than acting out like a child out of control, we can allow ourselves to feel our feelings without acting out to avoid, distract, or blame others. From a clean place, we take the kind of action that produces the results we really want in our lives.

Please note that functioning as an emotional adult does not mean that you won't make mistakes or behave at times in a way that you later regret. Please do not be hard on yourself when this happens. That is not the point of this. But when you recognize that you are the cause of your own hurt and pain, you can take back the accountability for it and give yourself all of your power back. This may mean you want to apologize to someone or it may not. The point is you get to decide now how you want to feel, and who you want to be in any situation.

Being an emotional adult requires much more effort than lingering in emotional childhood. It requires significant responsibility. I promise you that as you try on this concept you will find relief and peace where you once felt hurt and pain.

There is never a time when you are not responsible for how you feel. You might be faced with a circumstance or a person who you believe is causing your feelings, but you are always the one who is deciding how to feel. It is not what happens to you, it is what you believe about what happens to you that causes the

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feeling. This is the best news I can give you because it means the people outside of you don't need to change. You still get to create any result you want for yourself.



COUNTING ON YOU

The final piece of your confidence we will explore is your ability to count on you. I want you to think about this in regards to your relationship with someone you love. Someone you know you can count on. Why do you believe you can count on this person? Nobody is perfect and human beings can, at any time, betray our trust or let us down. It happens all the time. But we choose to trust some people and count on some people regardless. How do you decide who you will count on and who you will not?

Your brain utilizes information from past events to make this decision. We choose to trust and count on people who, for the most part, do what they said they would do. And we choose not to count on people who repeatedly do not do what they say they are going to do. We think that person is "unreliable" or "dishonest" but the truth is they just have a consistent pattern of not following through and then we think about them as being unreliable. Understandably so.

Now I want you to consider the feeling you get about a person when you think the thought, "He is unreliable and dishonest." This thought, for most people, generates a negative emotion. A feeling of needing to protect ourselves in some way. A feeling of disappointment. And this is the reason many people are lacking in healthy, confident feelings about themselves.

You may be very good at following through on the things you tell other people you will do. But do you show up the same for yourself? If you tell yourself you will get up early and go to the gym can you count on you? When you create a to-do list for yourself do you

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complete it? Or are you creating impossible lists or telling yourself it's no big deal to abandon it when something else comes along.

Failing to follow through on the things you tell yourself you will do has the same result as when someone else does this in your life. It causes you to have negative thoughts and negative feelings about yourself. It diminishes your relationship with yourself, or in other words, decreases your self-confidence.

The solution to this is simple. Don't make commitments to yourself that you aren't 100% planning to keep. Don't abandon yourself just as you wouldn't abandon someone else. It's always ok to over deliver, but if you commit to do something, make sure you honor that commitment.

When we get to the 5th Pillar on Contribution, we will apply this tool as we set goals. For now, remember that this is an important part of your confidence.

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BE BOLD PILLAR #3

Health

We all know the old saying that if you haven't got your health, you haven't got anything. I used to think about this with regards to getting sick. If I am sick, then not much else matters. I can't live my life the way I want to. But I think the benefit of focusing on health goes far beyond preventing illness. Being healthy is goes far beyond not being ill. To create an extraordinary life, we want to maximize our health and this includes our physical health, emotional health and mental health.

Being "not sick" physically is great, but being physically strong is even better. If we have endurance and strength, we can do so much more. We can climb mountains or accomplish amazing physical feats. We can do work that requires a great deal of strength and therefore, we have more available to us when we take our physical health beyond just "not sick" to strong and flexible.

The same is true with our mental health. Mental health is not something that we talk about or focus on in most cases unless someone has a mental illness. We have a huge body of work available in the field of psychology designed to treat mental illness. But for people who are not mentally ill, very few people know what to do to become mentally stronger, or more flexible.



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But not you. You are here. And the tools you are learning here all contribute to your mental health. Being strong in the mind means you are first able to observe your thoughts. You must be able to separate yourself from your thoughts and become what Eckhart Tolle calls "The Watcher" of your mind. When you observe your thoughts, you will gain tremendous awareness of what you are creating in your life. Your results and your experience of the world around you are created by what happens in your mind. Becoming a curious observer is a critical first step to improving it.

Finally, your emotional health. Your emotions are the roadmap to your ideal life. But this is only true if you are mentally strong and able to manage your brain. Otherwise your emotions may be keeping you stuck and preventing you from achieving your full potential. So many people in the world are walking around suffering and they have no idea what to do about it. They create intense suffering by not knowing how to handle their own emotions and not understanding the cause of them.

In this portion of the program you will gain a deeper understanding of emotions, explore the emotions that most drive you, and move out of operating at the effects of your emotions and into a space of owning your emotions and choosing them intentionally. This is powerful work and should be a pre-requisite for being a human in the world today. Lets' get to it.



CAUSE VS. SYMPTOM

Many people trying to make improvements in their lives are focused on treating the symptoms. This is the equivalent of taking aspirin for a broken arm versus casting it and healing it permanently. Most of your very well meaning friends and family members will offer you advice that treats the symptom. While treating symptoms may provide temporary relief or results, it is ineffective in the long term. This is why we find ourselves battling the same struggles or working to conquer the same shortcomings over and over again.

Instead of treating symptoms, I will be coaching you so that we can find the cause. This applies to anything you want help with. From overeating, to overspending, to relationship and career issues. We can tackle these problems by trying to change your action (the symptom), but unless we find the cause, you will not find a permanent solution. This means remembering that thoughts cause feelings, which then drive actions. Before actions can change, we must change the thoughts and feelings (cause) that lead to those actions (symptom). Understanding this and using this concept to coach yourself through anything you are struggling with or anything you want to excel at, is the mental equivalent of intense exercise. It is challenging to do and sometimes you won't want to. It is the best way to gain mental strength, creating an ideal life.

The work of identifying the cause of where you are stuck is simple. You can begin anywhere in the model that you are aware of what's happening. Then you'll need to get curious and open up to understand the rest of your model.

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	Some people begin with the result . They may notice there is a
	result they are experiencing in their life that isn't the result they
	want. For example:
	I don't have enough money to pay my bills.
	I don't feel connection in my marriage.
	I am uncomfortable around my sister-in-law.
	I am overweight.
	I don't know how to help my child.
	So we would put that into the result line of the model and then
	get curious about what the rest of the model is:
	C: (Give as specific of a situation as you can.)
	T: (What were you thinking in this situation?)
	F: (What do you feel when you think that?)
	A: (What do you do when you feel that way in this situation?)
	R: I don't feel connection in my marriage.
	Other times you'll be aware of the feeling so you can begin
	there. Perhaps you are feeling worried regarding a situation with
	your child:
	C: (Describe a specific situation related to this topic.)
	T: (What were you thinking when that happened?)
	F: worried
	A: (How do you show up for your child when you are worried?)
	R: (What result does this create for you?)
	You may be aware of the action you are taking (or not taking) in
	some cases:
	C: (What is the specific scenario?)
	T: (What is your main thought when this happens?)
	F: (How does that thought make you feel?)
	A: I don't go to the gym.



R: (What result does this action give you?)

In many cases, you will want to do a thought download, and then see which part of the model you are most aware of and begin there. The most challenging part of the model to figure out is the thought. Because we have so many thoughts going on you will find you have many different thoughts (and many different models) happening about the same scenario. To simplify this, write down everything and then ask yourself, "How would I describe this in one sentence?"

Once you gain some awareness of the thinking causing your current model, you'll need to make sure you allow yourself enough time to truly see the effect of this in your life. If you are in a hurry to change it, many times it will not create a sustainable change. It won't "last." The more you can truly own your current model with compassion and curiosity, the easier it will be to make a change to a new model.

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WEIGHT LOSS TOOLS

Whether you have weight to lose or you want to change your eating habits in order to improve your health in some other way, there are 2 components that you must address. The first is the food you eat (or don't eat). The nutrition component. This is the part that most people will spend the majority of the time on. While it's an important part, it is the part that we will spend the least amount of time on. It's the part that you (for the most part) already understand and is available in many forms. But there is a reason why most people don't eat in a way that serves them even though they know better. The reason... of course... is what's happening in their minds.

In this program, we will spend the majority of the time on the second component which is your belief system. Because your belief system is creating your current life. We say things like, "I feel fat" even though we know "fat" is not a feeling. Our beliefs (the thoughts we keep thinking over and over again) are the reason for the results we get in our lives. If you believe you will always be fat, then you will. When you realize this, you may find that you'll want to change that belief right away. The problem is you've spent a lot of time proving this belief system in your life without even realizing you were doing it.

In order to change your current belief system, we must replace it with a new one and then get to work proving the new one true. Please know, this will feel very awkward and new. And sometimes when you start believing a new belief, other illogical ones will pop up around it. This is why we call it a belief system. There are many beliefs that are supporting each other. For example, if you believe you will always be overweight, it may be because you believe that you are weak, you have no will power, you are lazy, life is hard, you don't deserve success, your metabolism is messed



up, or this will always be a struggle. BINGO! Now we've identified your belief system that needs to be changed.

One by one, we must dismantle this belief mess. None of these beliefs are true and we need to stop believing them. How would you act if you didn't believe this system? If all your actions were driven by the exact opposite of each of these beliefs, what results would you have and what would you feel? How would your life be different? For example, if you believed you would end the weight struggle permanently within the next six months by losing all your excess weight and you truly believed it, how would your life be different? If you believed that you were strong, had amazing emotional control, life could work with you instead of against you, you deserved success beyond your wildest imagination, your metabolism was perfect and it just needed you to align with it, and that you could truly be free of this for the rest of your life, what would your life look like? How would it be different than it is today? What actions would be different? How would you feel on a daily basis?

The best way I know how to accomplish this is to act "as if." If you really believed you were worthy, you would feel less stressed, you wouldn't have to try so hard to make other people like you, you would go after the raise, you would talk to the guy, and you would start writing the book. And if those things didn't work out, you would still know you were worthy. The event wouldn't cause you to change your mind.

When you take a risk and it doesn't turn out the way you wanted, but you feel proud of yourself for having tried, then you know you are operating from a useful belief system. You are in a place of power. If you believe you will never struggle with your weight again and, for some reason you gain a few pounds, you won't panic. You believe it won't be a struggle to believe it and it isn't.

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Wayne Dyer says, "I will see it when I believe it." Many people believe the opposite of this statement but it is almost impossible to achieve something if you don't believe you can in the first place. You will constantly sabotage yourself to stay in line with your illogical system of beliefs. Change the beliefs first and you will see them manifest in your life. This is the work we will focus the most on when working on your weight and health goals but of course it applies to anything else you are working to achieve in your life.



FOOD WORK

When it comes to the food you eat (or don't eat), it is important that you look internally to figure out your routine. Use what you know about nutrition in combination with what you know about your body, your preference and your lifestyle. You know you better than anyone else so looking externally for an eating plan or menu feels easier in the short term, but is generally not sustainable in the long term. So, while I will give you some guidelines to consider, it is important that you turn inward for answers, test what works, and make the meal plan specific to you. I'm going to assume you understand the basics of nutrition, but there are a couple misconceptions that most of us were raised with that I want to address here.

The first one has to do with the frequency of eating. Many people were taught that eating more frequently was useful for keeping your metabolism running. Today we know this is a mistake for most people. Eating frequently keeps your body releasing ghrelin (the hunger hormone) throughout the day and also keeps insulin (a fat storage hormone) levels high preventing you from accessing the stored energy your body has in the form of fat. So I want to encourage you to cut out snacking all together. When your body is functioning properly, you do not need to eat between meals.

The second mistake most people make is believing that they should eat low fat. It made sense when we were taught that eating fat makes you fat, but this is again a huge mistake. Unsaturated fat is good for the body and is not the reason we have extra fat stored. If you're like me, increasing the fat you eat will feel strange to your brain but I assure you it is necessary for the long term change I want to help you make. Fat is what helps you feel satiated and full and gives you energy. Instead of cutting fat, I want you to think about keeping insulin levels low.

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Insulin is a useful and necessary hormone. Its' job is to move sugar out of the bloodstream and into cells to be used as energy or stored as fat. Foods that are too high in carbohydrates or modified to be ingested in doses our bodies are not designed to process, cause a huge spike in insulin so that we store an excess of fat. In addition, when insulin is running in the body, we are unable to access the fat stored previously. This is why eating the wrong foods and/or eating too frequently is the reason we are overweight. eating fat is not the culprit unless we are eating too many trans fats.

To break this down in a simple way, keep the following guidelines in mind. Foods that spike insulin the most are flour (all kinds) and sugar (refined). These are substances that don't occur naturally, but rather are manually modified and ingested in such concentrated amounts, the body can't utilize them efficiently. In most cases, these should be avoided completely. That's right. Completely. If your brain is freaking out right now you're right on track. We'll circle back to your belief system in the next section.

As you think about what you will include in your meals, keep in mind the following. These foods create the lowest amount of insulin in the body:

- 1. Unsaturated fats (no insulin response)
- 2. Protein (small insulin response)
- 3. Vegetables (small medium insulin response which the body is designed to accom modate)
- 4. Whole grains (medium larger insulin response so eat in moderation)
- 5. Fruit (larger insulin response but sill appropriate at times if your body tolerates it)
- 6. Flour/Sugar (big insulin response and should be eliminated permanently)



At the end of this section, you will find a food list to help you determine what foods fit into each of these categories. Before we get to that, keep in mind that the goal is to figure out what is fuel for your body. In other words, what should you eat if you want to feel energized, be healthy, and be permanently at your ideal weight. The ultimate goal is to help your body become fat adapted.

Fat adaptation means your body knows how to utilize your fat stores for fuel when there is no food available. This is how we are designed to operate at our best. Our early ancestors did not have 3 meals per day. They had to hunt and fish and grow crop and food may not be available even every day. This was not a problem as our amazing bodies store food on us in the form of fat almost every time we eat. Being able to access that fat when necessary is the transformation I want to encourage you to shoot for. This is fat adaptation. Many people have trained their bodies to not be very good at accessing their fat stores. They are what we call "sugar burners." If you find that hunger feels like an emergency you must solve or you get very grumpy, light-headed or are unable to focus, you may be a sugar burner. But don't worry. We can retrain your body to become fat adapted if you are willing to make changes and eat the way I have taught you.

You will know when you are fat adapted because hunger will feel like a small whisper that comes and goes. When you are unable to eat, or choose not to, you will still feel strong and focused. You will lose the cravings for non-fuel foods and you will have freedom from food. Oh yeah... you will also begin losing weight and keep it off permanently. I like my clients to put "fat adapted" in the result line of their models. For most of them this means they get to a lower weight than they ever believed possible and they are amazed at the peace they have around food.

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FOOD GUIDELINES

VEGETABLES

Bok choy Broccoli Lettuce

Green beans

Brussels sprouts

Dandelion greens

Broccoli rabe

Cabbage

Mushrooms

Eggplant

Jicama Radicchio

Tomatoes

Peppers

Onions

Zucchini

Carrots

Tomatillo

Yellow (summer)

squash

Cauliflower

Artichoke hearts

Snow peas

Watercress

Turnip

Beet greens

Cucumber

Beets

Spinach

Asparagus

Sugar snap peas

Kale

Swiss chard

Collard greens

Celery

Garlic

Spaghetti squash

Leeks

Radishes

Peas

Corn

Parsnips

Turnip/rutabaga/

swede

Winter squash (but-

ternut, delicata,

acorn, pumpkin)

Potato

Sweet Potato

Yam



FOOD GUIDELINES

FATS PROTEIN Coconut butter 8 oz plain yogurt Lard 8 oz milk Ghee 2 eggs 2 oz cheese Avocado 4 oz cottage cheese Butter 4 oz ricotta cheese Oil-olive, sesame, mct, 4 oz chicken, turkey fish, flax, avocado 4 oz pork Mayonnaise 4 oz beef Salad dressing (no sugar) 4 oz lamb Tahini Seeds 4 oz fish or shellfish Olives Nut butter Peanut oil Other nut oils (macadamia, almond, walnut, etc.) Heavy cream Sour cream

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FOOD GUIDELINES

PLANT-BASED OPTIONS

8 oz unsweetened soy

4 oz tofu

8 oz unsweetened almond milk

4 oz tempeh

8 oz nondairy milk (hemp, flax, etc.)

6 oz beans (2oz roasted)

4 oz hummus

6 oz lentils

2 oz soy granules

2 oz nuts

4 oz shelled edamame

4 oz veggie burger

2 oz soy nuts (or dry

roasted edamame)

GRAINS

Oatmeal (1 oz dry) Oat bran (1 oz dry) Cream of rice (1 oz dry)

Rice (4 oz cooked) Grits (1 oz dry)

Quinoa (4 oz cooked) Shredded Wheat (1 oz) Millet (4 oz cooked) Fiber One (1 oz)

FRUIT

Apple Plum Berries

(all kinds)

Pear Kiwi

Grapes

Orange

Persimmon

Pineapple

Grapefruit

Cherries

Banana

Mango/papaya

Peach

Apricot Melon

(all kinds) Nectarine

Fresh fig



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FOOD 6	LIIDE	INFS

AVOID

Anything with flour.

(all types including gluten free, nut flours, bean flours, corn starch, wheat germ, guar gum)

Anything with sugar. (including natural sugars that are not in their natural form, nectar, fruit flavorings, syrups)

Anything with trans fats. (margarine, partially hydrogenated oils, deep fried foods including chips and fries, non-dairy creamers, popcorn)

All processed, concentrated and refined foods. (including all juices, smoothies, alcohol)

OK TO HAVE

condiments broths spices

UP TO YOU

dark chocolate (80% cacao or more, 2 squares per day) artificial sweeteners



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BELIEF SYSTEMS

Along with changing what you eat, you'll need to spend even more time changing what you believe. Don't make the mistake of spending most of your time on the food part. Spend most of it here instead. You will need to get curious about the belief systems you have that have created your current results, but there are 3 main ones I see come up for people that I will speak to here.

BELIEF SYSTEM #1: BELIEFS ABOUT FOOD:

The first system we must address is your beliefs about the role of food in your life. I believe that food is there to fuel my body. Period. That's all. Many people view food as entertainment. They want it to taste delicious or be exciting. They want lots of variety. They want it to be an experience. They think if they stop using food for these purposes they will be missing out on some part of life. What I tell them is that by using food as joy, they are robbing themselves of something more amazing. True joy doesn't have a negative side effect. True joy is harder to find than a cupcake. But true joy is available if you choose to stop using food as a substitute.

I want your food to be boring. I want it to be simple. Pets and newborn babies usually eat the same thing every day for every meal. They don't expect their food to make them happy. They only use it as fuel. They get joy from connection with people or discovering the world around them. This mindset around food is available to any of us and we only don't have it because we have trained ourselves to use food for something other than fuel. But if it is learned, then it can also be unlearned. And that is the secret to permanently living at your ideal weight without struggle.



BELIEF SYSTEM #2: BELIEFS ABOUT WHO CAN DO THIS:

One of the most common things I hear my clients say is that they don't believe it's possible for them to lose the amount of weight they want to and keep it off. When I ask them why they believe this, they tell me, "Because I've never done it before." This feels like a valid reason to the brain. The brain doesn't believe in unknowns and it likes to get its' information and evidence from the past. So if you've never done it before, then the brain says, "We don't need to do that. We have done fine like this and let's just rinse and repeat because this is keeping us alive and it's simpler."

But your future is not your past. Your future is what you are creating today and what you will create in the future. It is only the same as your past if you continue to repeat what you've always done. While this is the easiest thing to do, it's not the only option. But understanding your current beliefs about your ability to achieve your goals is critical. Because you will create what you believe in the end.

It's important that you begin right now to look for evidence that it IS possible for you. Take a look around. Has anyone else ever lost the amount of weight you want to lose? If so, then it's possible. Have you ever done something that you hadn't done before? If so, then this is possible too. Keep an eye out for things like this that can prove to yourself that you can do this. Once you believe it, you will make it true.

What does your future-self look like? How much does she weigh? What does she believe about food? What does she do if there are cupcakes available? What does she think about that you don't currently think about? What does she believe about herself and her life? What would she say to your current self? This work of getting to know her, and then becoming her, is a great way to get you on the right track to reach your health and weight goals.

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BELIEF SYSTEM #3: IT'S HARD:

Many people will tell you that losing weight is hard. Perhaps you believe it is hard. I want you to know that "it's hard" is a thought. It is not a fact. It cannot be proven in a court of law. Some people would say that this is not hard at all. Living in a third world country with minimal opportunities and not enough food to feed your children is hard. Being over-weight is not a problem at all. So just know that "hard" is relative and it's never a fact which means it is an optional thought.

Whenever you discover an optional thought stop and ask yourself, "Is this thought useful to me?" You'll know by asking what you feel when you think that thought. Most people feel overwhelmed when they think the thought "This is hard." And when we feel overwhelmed our action line is to either shut down, or do the work with resistance (use willpower) for as long as possible but then give up. So, if that is how you respond to the thought, "This is hard," then you may want to consider a different belief. How about, 'This is doable. This is figure-out-able. I can just take baby steps. This is worth it. This is going to be easy soon. This is going to be fun."

The other thing I like to ask myself and my clients when they say "This is hard," is "So what?" So it's hard. And....? Yes losing weight is going to mean being willing to feel negative emotion. It's going to mean tolerating more hunger than you're used to. It's going to mean dropping food for joy and feeling a void in your life until you figure out what to replace it with. But so what? In today's modern society of quick hits and immediate gratification we are forgetting that as human beings we are here on Earth to experience hard things. We are designed for it and we are not supposed to just escape it every moment. The better you get at experiencing negative emotion the more success you will have in



your life. Period. This is true when you want to lose weight but it's true in any other area of your life.

GETTING STARTED:

The first thing I want you to do is decide what changes you're going to make to what you eat. I recommend for most people that they begin by cutting out flour and sugar. Just do this for 4-6 weeks and don't try to make other changes. Eat whenever you are hungry as long as it doesn't include flour or sugar. Then, when this becomes easy to do (which it will ... trust me) then you can begin making other changes like cutting out snacks and watching your portions etc. There is no one right way. You must find the way that works for you and your lifestyle and your body. Keep in mind that becoming fat adapted takes some time so you may not see significant weight loss by cutting out flour and sugar alone. This is a process that takes longer but also results in a permanent change in your routine and your body so it's worth it to be patient with the process.

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FEELING TOOLS

The more I learn about emotions (feelings) the more amazed I am at how Heavenly Father created each of us. He gave us an internal navigation system that tells us which way to go and what to avoid and it all happens automatically from birth. This system, however, running on autopilot without some supervision, can sometimes be misaligned with what we truly want to accomplish. I have no doubt that if you follow your feelings, you will stay alive. But I also think that in today's society, we can do much better than just stay alive. Some people are staying alive with a very painful existence. Others are just greatly limiting themselves with regards to the life that is available to them. Understanding feelings and what to do with them is the key to conquering all of that.

To begin with, I want to define what an emotion is. A feeling (or emotion) is different from a sensation. A sensation begins in the body. It may be physical pain or hunger or fatigue. It starts in the body and then travels to the brain and tells you to make a change, get some food, or sleep. An emotion, on the other hand, begins in the brain in the form of a thought. We think a thought, and then the brain releases an appropriate chemical and that chemical vibrating through the body is what we call an emotion.

In order to get some leverage over your emotions, it is important that you pay attention to them. Many times, when I ask a client what he or she is feeling they give me a thought. They say, "I feel like this isn't fair." Feelings are one word answers. Frustration, happiness, irritation, restlessness, overwhelm, worry. These are feelings. And the first step in feeling work is to become more aware of what emotions you are currently operating from. Remember it is always your thoughts creating your emotions so you'll want to make sure not to delegate the responsibility for



them to outside sources. But awareness of these emotions does not mean we will eliminate them. In fact, I want you to get really good at feeling all of your feelings before we change any of them.

WHY FEELINGS MATTER

Before we do that, let's talk about why feelings matter. When you learn that your thinking is the reason for all of your feelings, it's tempting to want to change your thinking immediately to feel better. Sometimes this can work, but many times it does not last. Instead, I encourage my clients to just allow the feelings for a while. The truth is, anything that any of us want, is because of how we believe it will make us feel. We believe that if we have more money, the perfect partner, well behaved kids or a cleaner home we will feel more at peace, appreciated, successful or confident. So, the pursuit of positive emotions, and/or the avoidance of negative ones, is truly the only thing any of us want. This isn't to say we shouldn't want things. Wanting is not a problem. But recognizing that what you really, really want is a positive emotion, helps you recognize that what you want is available to you at any time.

Most people believe that there is a future time or circumstance that will create positive feelings for them. This is not true. They also believe that a current situation is creating negative feelings for them. This is also not true. There is not time we will arrive at that will change what's happening internally. At least not for long. We may have a change in circumstance which triggers some different thoughts for a while, but ultimately we will fall into our old thought patterns unless we deliberately choose otherwise.

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In addition to seeking positive emotions, most of us are trying to avoid "negative" ones. In today's world, this is easier than ever to do. We don't have to tolerate very much discomfort thanks to modern advances. This is true physically as well as emotionally. We have heat, air conditioning, shelter, and plenty of food so we rarely have to be physically uncomfortable. This is a beautiful thing, but if I am trying to train for a triathlon, I will have to get comfortable being physically uncomfortable. Being willing to tolerate pain as I exercise is the key to success. The same is true emotionally. If I want to create a thriving business, I must be willing to tolerate emotional pain along the way. It might be doubt or fear or overwhelm or confusion... but allowing and experiencing those emotions is the key to success. Just as an athlete won't reach physical goals by lightening up the weights or taking it easy, we won't achieve many of our other goals by removing the "heavy" emotions that come along with it.

RESISTING EMOTION

When negative emotion come up for you, I want you to consider your 4 options. First you may choose to resist it. Resisting emotion is the equivalent of holding a beach ball under the water. It wants to pop up but we hold it down building pressure around it. Many of us do this when we try to "grin and bear it." It's a tightening within us and an attempt to distract from it. Most people do this as a form of trying to "choose happiness" which is a great concept, but can sometimes create resisting emotion.

When we do this, the beach ball builds pressure until ultimately it pops WAY up out of the water to release it. This may look like explosive actions such as yelling or violence at an extreme. Or



it may look like an overindulgence in some other form. In some cases, when the pressure does not get released it creates additional health problems such as heart problems, increased blood pressure, ulcers and other medical conditions that can, in part, be a result of resisting emotions.

The bottom line is resisting emotions intensifies them. If you're feeling sad but you're resisting the sadness, then you layer resistance on top of sadness and now you have compounded the negative effect. It doesn't remove the sadness. Instead it buries it under a layer of resistance. All of this compounds the problem in many cases or shows up in another problem area of life for us.

REACTING TO EMOTION

Another option is to react to emotions. I once had a client tell me that she is done resisting anger and instead she is going to allow herself to feel angry. She described slamming doors and yelling at her family because she was allowing herself to feel angry. This is what happens when we react to the emotion. Reacting means we are allowing the emotion to drive us and we are operating at the effect of it. This is also not ideal in many cases and not necessary in order to process emotion.

AVOIDING EMOTION

Avoiding emotion typically means that we escape or distract ourselves from it through some sort of a buffer. It may be eating, shopping, working, exercising, scrolling social media, drinking,

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sex, drugs or a number of other activities. While some of these activities may be things you choose to never do, others may be activities that you allow yourself at times. So, this doesn't mean you have to quit anything you don't want to cut out of your life. But when we indulge in a distraction in order to escape a negative emotion, there is usually a negative side effect. If I eat because I'm bored, then I may have health/weight problems as a result and I also have not solved for the boredom. Instead of making my life more exciting, I ate a cookie. That is buffering and it robs me of the ability to see what's truly available to me in my life. If you choose to remove all buffering from your life, you will first experience a great deal of discomfort. But ultimately you will create an extraordinary life instead.

PROCESSING EMOTION

Processing emotion is the 4th option and the one that will bring you peace, health and emotional strength. When we process emotions, we no longer have to resist, react or avoid them. We just allow them. We breathe into them and actually try to feel them. Many of my clients worry that this will intensify the emotion even more but I assure you it has the opposite effect. Your body was designed to allow you to feel all of your feelings. It knows what to do with them. If you trust in your body's ability to handle it, then the chemical will run through you and be gone and you will find there is nothing you can't handle in your life.

The process of doing this is simple but sounds odd so stay with me.



1. Name the emotion. Remember that emotions are one-word
descriptions and refer to the "sample emotions" list at the end
of this section if needed.

For example: This is worry.

2. Get out of your head and into your body. Where is that worry centered inside of you? What does it physically feel like? How would you describe it to another person?

For example: It's a tightness in my stomach and a heaviness in my chest. It feels fast and tight and it is a steady buzz.

3. Get as descriptive as you can as you try to truly experience the emotion and even make friends with it.

For example: I feel you worry. You are heavy and hot. There you are. You rise up inside me and then subside but then you rise up again. You are a sticky green color and you move fast, then slow through me. You are only here because of sentences in my mind but I can do worry. I will be worried for a while. Worry is just an emotion and I can do it.

CREATING EMOTION INTENTIONALLY

Remember that you can experience any emotion any time and when they come, just allow them. But you can also create useful emotions intentionally and plan to live from the emotions that will serve you best. This is done by planning in advance and then creating emotions on purpose.

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The first step is to decide what it is you want to accomplish. It may be a specific task you are going to be working on or it may just be "your day" in general. Then ask yourself what emotion you want to have fueling you for that task. Remember that "useful" emotions aren't always the ones that feel good. But useful emotions typically energize us or open us up to possibilities and potential. For example, determination is a useful emotion. But it includes some pushing back on something challenging. Courage is also useful but without a little fear there is no need for courage. Some other emotions that I find to always be useful include: focus, commitment, discipline, confidence, gratitude, abundance and love.

Once you identify the emotion you want to have driving your work, you'll need to consider what thought will create that emotion for you. Perhaps it's, "I've got this. I will do whatever it takes. I have an amazing life. This is going to be fun. I will not stop until I'm finished." The key is to find one that generates the emotion and is also believable to you.

SAMPLE EMOTION WORDS

Able Stiff Down Lazy Drained Left Out Secure Adequate Durable Seethina Aggravated Lethargic Aggressive **Ecstatic** Lifeless Shaky **Agitated** Flated Lost Shocked Alone **Embarrassed** Lowdown Shy Mad Small Annoyed Energetic Mellow Anxious Enraged Sneaky **Apprehesive** Excited Misplaced Soft Exhausted Sorrowful Ashamed Mixed Up **Exuberant** Bad Sorry Moody Baffled Fearful Nervous Super Beat Fine Sure Outraged Bewildered Terrified Fired Up Overjoyed Overwhelmed Blue Threatened Foggy Bothered Forceful Thrilled Panicky Capable Frightened **Perplexed** Timid Cheerful Frustrated Persuasive Tired Confident **Furious** Perturbed Touchy Petrified Content Glad Trapped Crushed Troubled Good Pleasant Pleased **Uncomfortable** Dejected Gung Ho Heartbroken Potent Undecided Delighted Dependent Helpless Powerful Under Par Proud Depressed Hopeless Uneasy Horrified Put Out Unhappy Desperate Puzzled Unsatisfied Determined Hot Hurt Unsure Disappointed Regret Disgusted Impotent Relieved Unworthy Remorseful Dismayed Inadequate Upset Rundown Disorganized Incapable Uptight Disoriented Satisfied Insecure Worried Dissatisfied Scared Worthless Irate

Scared

Distressed

Irritated



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BE BOLD PILLAR #4

Money

Money is an area where I find a lot of people have a lot of work to do and they don't know where to begin. They think that their problem with money is that they just don't have enough of it. They think that having more money will make life easier, make them happier or create ease. Essentially, they want more money so that they can feel better.

The problem with this is that first, more money is not what makes you feel better. It is always your thinking that creates your feelings and money is an outside circumstance. In fact, many people who get more money experience disappointment and depression because the thing they thought would help them feel what they want to feel is here and they are left with the same emotions they had before the money.

Second, trying to get more money from a place of resistance, desperation or struggle is challenging. It is usually not an option for the long term and often does not create good results even in the short term.

Other people have beliefs about what it means to have a lot of money. They view it as selfish or worldly or something that makes them prideful or punishes others who don't have as much. If you



have any belief systems along these lines, your money will likely reflect that.

It's important that we examine your belief system around money because what you believe is, of course, what you are creating in your life. Whatever drama you have about money, I want to offer to you that it is only that. Drama. It is not factual. It is not necessary. And it is not useful. You get to believe anything you want about money. That's right. Anything. I don't care how you were raised. I don't care that you've been believing something different your entire life. What you believe today is up to you. But choose carefully because whatever you believe, you will create in your life.

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MATH

I used to believe I was not good with money. I told myself and other people this story and I found proof and made it true. I never wanted to look at my account because I knew the numbers would not look how I wanted. I hid from my money. I believed I wasn't good with money and as a result, I was not good to my money. I gave it away as quickly as I got it. I had a lot of negative emotion around the word "money" and I had zero interest in learning more because I thought it would mean I would have to restrict my spending and that sounded painful and not fun. Not to mention learning about money brought up a lot of shame for me because of my beliefs about my own relationship with it.

But one day my coach called me out on this story I'd been telling myself. I told her I just didn't understand money and she asked what part I didn't understand. I told her that mortgages and interest and investing and all of that was just so confusing and I'd never really learned it. She told me that was BS. She said that money is just math. Simple math at that. It's addition and subtraction. And anything else that I wanted to know about money including mortgages and investments, was available to me on Google and could be learned in probably under an hour. I knew she was right.

Money is just math. Simple math. It may be positive numbers or negative numbers but in the end, they are only numbers. When you think about your money as math, you can separate out all the drama you may be creating. Money is not dramatic. We make it dramatic. It's not good or bad. Positive numbers. Negative numbers. Again... only math.

Most of us have a belief system about these numbers and we've operated most of our lives thinking these belief systems are truths. But I want you to know that it doesn't matter what you



were taught growing up. It doesn't matter what everyone else in your neighborhood believes. It doesn't matter what your spouse thinks about money. You get to decide what you want to believe and I suggest you choose a story that will empower and motivate you to create the result you want in your life.

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THE TRUTH ABOUT MONEY

Many of my clients have a story about what it means to have a lot of money. They associate lots of money with selfishness, greed or pride. I'm not sure if this story originated in the media or the sensational news stories we see, but I assure you it is not an accurate reflection of the majority of the people in the world who are wealthy. The truth is, money takes who you are and what you believe, and amplifies it. What we do with money, whether we have a little or a lot, is a direct reflection of what's happening in our minds. I want to offer you a 3-part belief system about money that can help you create the money result you want in your life.

- 1. Abundance: Money is abundant and there is plenty to go around. Truly. If all the wealth in the world was distributed evenly everyone would have their needs met and no one would struggle financially. This means that you having more money, doesn't punish or take away from someone else. In fact, if you are a generous giving person, it allows there to be more generosity and help in the world. This lifts up everyone around you. It is human nature to worry about running out of what you need. It's a survival mechanism. But it is fear based and not useful. If you have a hard time getting to abundance try the idea that you have exactly enough. Because you always do. The amount of money you have is the exact amount you need. If you look for proof, you'll find this to be absolutely true.
- 2. Money is easy and good. If you were taught that you have to work hard for money and that it's difficult to come by, then odds are that belief is manifesting in your life. Perhaps you've been believing that you have to sacrifice a lot and suffer for money. This belief system, which many people carry, is only a story. And there is another story I want to offer you instead.



Money is easy. Money is available to you. That's not to say it magically appears without you showing up and providing value, but the area where you provide the most value in the world is the area where it feels easy and good. I do believe that earing money involves being willing to work hard, but the hard work does not mean long hours or strenuous activity. It is hard mental work. It is the work of managing your mind and your belief systems to stay in a place of ease and enjoyment. The exact feelings people believe they will have when they get more money, are the emotions that they must have fueling their efforts. The destination is the way.

3. Money is not holding you back. How many times do you think about something you would like to do, but you believe you can't afford it. You tell yourself (or your children) that you don't have the money. This leaves you completely disempowered and blames your current state on money. Money is not holding you back. It's not something that happens or doesn't happen to you. It's a direct result of your thinking. Just as it is not the solution to unhappiness, it is not the reason you can't do anything you want in your life either. When we blame our money we are powerless.

In fact, most of the things we tell ourselves we don't have the money for, are things that we COULD do but we choose to spend our money elsewhere. We choose to pay the rent or the mortgage instead. We choose to purchase food, pay for electricity or go shopping. Whatever you spend your money on, is where you choose to put it and I want you to own what you are doing with your money with confidence and empowerment. Any shame you have around your money situation is not serving you. It is keeping you stuck. The amount of money you have right now is the exact amount you need to fulfill your destiny.

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OVERSPENDING

We've all heard that money problems have very little to do with money. If you don't have enough money to live the life you want to live, then you either have an income problem or a spending problem. If you have an income problem, you'll want to spend some time on the work above to examine your current beliefs and behaviors around earing money. If you have a spending problem, then we will need to dig deeper into what's behind it.

Many of the clients I work with believe that they don't have the things they need. While there are many places in the world where this is true, I have yet to work with anyone truly in that situation. If you have clean drinking water, a safe place to sleep and a little food in your pantry, then you have all you actually need. This does not mean it's wrong to want more and to live any lifestyle you choose, but if your money situation is not what you want it to be and you find you like to spend money, then you must begin by telling yourself the truth. You don't need any of the additional things you are buying. You are likely spending for emotional reasons.

You may be spending money as a buffer. Just as many people eat food to escape negative emotion, others spend money for the same reason. Spending money is one of my buffers for sure. When I begin feeling really overwhelmed with the kids and the housework, I like to go to Nordstrom Rack and buy something. Getting a new outfit or pair of shoes provides my brain with a dopamine hit that takes the edge off the overwhelm. It is fun and lasts a day or so. Once I wear the new outfit even once, the dopamine settles down and it's back to real life. I can even go buy something for one of my kids and get a similar reaction. It's not that I believe I need new clothes. It's not even the new item that creates the feeling. It's spending some money. Sometimes I



spend it on something I don't even want that much. Just to feel better. Just to escape what's real. If you can relate to this, then I want to suggest that instead, you learn to truly love money.

I think loving money is a healthy thing to do. I don't find it to be worldly or greedy. I think spending and trying to get as much stuff as possible is more dangerous and more "worldly" if you want to use that word. I always thought I loved money but I have come to realize as I've done my own money work, that I didn't love money at all. I loved the things money would buy. I loved stuff. If I had loved money, I wouldn't have given it away as fast as I got it. I wouldn't have treated it the way I did... never looking at it and not taking care of it. Today I love money. On occasion, I still find myself wanting to buffer with spending, but for the most part I take care of my money and I love having money more than I love getting new things.

When you stop buffering with money, just as when you cut out any other buffer, you will find that you are left with just the emotion. It will feel terrible. Your brain will want to escape it. But having an urge to spend doesn't require that you do so. You can have an urge and not answer it. This is a fantastic skill to learn and will help you in any area of your life. If you repeatedly just allow the urge without answering it by spending money, you will eventually lose the urge to spend and you will be left with what's real. Now we can do the work of solving for the emotion and truly up level your life.

I've found the best way to get to this point is to stop impulse buying. When I purchase something on impulse, I am essentially answering the urge to spend money. This reinforces to my brain that this is a good idea and I will have the desire to do it more. So instead, I plan in advance when I will spend money. Purchasing groceries, gas or other "needs" does not provide the same dopamine hit so I allow those purchases as needed. But if I'm

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going to purchase clothing, entertainment, or anything else that I don't truly need, then it must be pre-planned. I may decide that in two days (I like to plan them at least 24 hours in advance) I am going to go to the mall and spend \$100 on clothing or shoes. Ironically, when it's a pre-planned shopping trip I often leave without spending the full amount or without purchasing anything at all. Because I truly don't "want" for new clothes. Without the urge before the purchase, it's much less compelling. This is why you may get a gift card to your favorite store and walk in and not find anything you want. Without the impulse to buy, the purchase does not rewarding the brain with as big of a dopamine hit.

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BE BOLD PILLAR #5

Contribution

Stephen Covey wrote, "There are certain things that are fundamental to human fulfillment. The essence of these needs is captured in the phrase, to live, to love, to learn, and to leave a legacy." In this pillar, I want to speak to the legacy portion of your life. Every one of us is impacting the world in some way through the experience we have in life.

I like to think about my legacy as what I leave to the world when I go. I can leave the world a slightly better place or I can just take from what others have left before me. I feel so fortunate to be born in an era where so much has been left to us by philosophers, artists, scientists, engineers, teachers, religious leaders, authors, musicians, thought leaders, inventors, business leaders, and many other risk-takers who came before me. It's an amazing world and I feel that from birth every one of us is standing on the shoulders of giants. We are meant to take what they've given us and utilize it, but to have a fulfilling life, we must also leave behind our own contribution.

The opportunity to contribute has never been greater than it is today. Being a human has never been more exciting OR more challenging than it is now. And the good news is there is no right (or wrong) way to do so. Raising a family is an amazing contribution in and of itself. I know many women (and men) who give



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their lives to raising children and find tremendous fulfillment in it. This is a great way to contribute in the world that will impact generations to come. But if raising your kids doesn't meet your innate need of leaving a legacy, then there is something additional you are being called to do.

Many of my clients tell me they feel selfish wanting to pursue something else because it may mean they are less available to their children or others who have come to rely on them. I believe differently. I believe that our families can (and should) always be our first priority but this does not mean our children are meant to have a life of ease. Ease is not the goal of this life. Growth comes from struggle. Confidence comes from overcoming. If meeting your own needs creates a challenge for someone in your family, it might be exactly what they need to become who they are capable of being. I know for certain that I am a better mother to my children when I take care of my own needs first.

Resentment is always an indicator that you are not meeting your needs. It's a toxic emotion that we use in order to delegate our emotions and our experience to the people around us. Usually they are people who are unaware or incapable of solving for our needs and this serves nobody in the end. You have a divine mission here on Earth. An extraordinary life consists of figuring out what that is, and pursuing it with all God has blessed you with.

Other times people tell me they want to contribute (as they feel that need inside of them) but they don't know how or what to do. They want to feel more fulfilled, they want to do something rewarding, but they don't have time because they are raising kids or working to support their families.

They worry that they are not good enough at anything to be successful or they simply can't identify what they would even want to work towards. This is usually a result of ignoring yourself for a long time. If I called you every week and asked you to go to lunch and



you repeatedly turned me down, I would probably stop calling and inviting you to lunch after a while. We do this same thing to the light within us that is our legacy. We ignore it or push it away until one day we realize that light is so dim we can't even see it anymore. But the good news is, we can light it up if we utilize what we know about your brain.

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FIGURING OUT THE WHAT

Your brain is designed to save energy. It doesn't want to work too hard on anything if it can help it. The higher brain (the cerebral cortex) is the part of the brain that requires the most energy and it wants to work as little as possible in case of a life-threatening emergency. It wants to delegate as much as possible to the lower brain which can operate with much less effort. This is the part of the brain that you use to brush your teeth. You don't have to pause and think about where the toothpaste goes on the toothbrush. You just go through the motions without struggle or thought required. If you don't have an obvious passion for something that you contribute in the world, then figuring out what that is requires utilizing the higher brain and in order to avoid that, it will offer you the thought "I don't know."

"I don't know" is one of the most poisonous thoughts there is. It seems so innocent. It seems like just an observation but I assure you it is not. It is just your brain not wanting to work hard. "I don't know" stops us from thinking about it any longer. Instead we eat a snack, watch Netflix, or keep busy tiding up the house or scrolling social media. In other words, we do things that are easier for the brain because we've been doing them for a while so the lower brain can run the show again.

It is also a protective mechanism because doing things that are new is scary to the brain. After all, what you've been doing has kept you alive so the brain wants to continue with that. Doing something new and hard might mean rejection because people might (and probably will) judge you or not want what you have to offer. And once upon a time rejection meant death. Literally. A person rejected by the tribe was as good as dead. But I want you to hear me when I tell you this about the thought "I don't know."



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It is never true.

It is always a lie.

Instead of "I don't know" I tell my clients to at least change the thought to "I don't know yet." That 3-letter word keeps the brain working to figure it out. "I'm working on figuring it out. I will figure it out. I will decide this month. I DO know...I just haven't articulated it yet." All of these will get your brain headed in the right direction. I also encourage my clients to do some journaling with some prompts such as:

- If I did know, I would say this...
- If I had to take a guess, I would say...
- If I knew I would be successful, I would try...
- I secretly wish I could...
- If money and time weren't obstacles, I would...
- I rarely get tired when I do this...
- I don't get hungry when I...
- I lose all track of time whenever I...
- I really, really, really want to...

Any other prompt that you feel inclined to write about is useful but just allow yourself to write. Don't edit or judge what comes up. We're just writing. We're not committing to anything at this point. This work is the equivalent of beginning to invite yourself to lunch again. It tells your brain that you are willing to listen now so it can speak up and help you identify who you truly are. This is challenging work at first but it gets easier as you develop a more intimate relationship with yourself and show yourself it is safe to be genuine about your interests.

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FIGURING OUT THE HOW

"I don't know how" is another lie our brains offer us and the reasons are exactly the same as our reasons for "I don't know." Whenever my brain tries to sell me this thought I remind myself that of COURSE I don't know how. If I did I would have already accomplished that goal. I couldn't possibly know how from this vantage point. I can only know the next few steps and that's all I need to know. As long as I keep believing it's possible for me to achieve this goal and I keep taking steps forward operating from useful emotions, then there is literally nothing I can't accomplish.

Everything is figure-out-able. And in today's world I dare say everything is Google-able or You-Tube-able. I know this to be true because I had zero experience as an entrepreneur and I built a multiple 6-figure business almost entirely through strategies I got for free from the internet. See what I mean about the amazingness of our world today? I am not an expert in many of the things that my clients will want to pursue in the area of contribution, but I don't need to be. I only need to help them get their heads in the right place and they will access the knowledge they already have or go find it.

But I do know a lot about how to be a successful entrepreneur. So, to save you some Googling and You-Tubing time, I am going to share that knowledge with you here. I've found these strategies to be applicable to nearly any small business that exists whether it's online, brick and mortar, product based or service based. But if you're not trying to grow a "side-gig" or a business of some sort, you may choose to skip this next section.



GROWING YOUR SIDE GIG

1. If you're not repelling anyone, you're not attracting anyone.

Most people, when they decide to launch a business, see what other successful businesses are doing and try to emulate them. That makes sense, right? The problem is, many of the businesses we look to have been around for a while and we are comparing our beginning to their end. Most big businesses didn't start out looking how they look today. Amazon didn't start out selling everything under the sun. They began as an online book store. Nordstrom didn't begin as a large department store, they started as a shoe store. And Oprah didn't start out as a media mogul who can inspire a nation with a 2-minute speech. She began reading afternoon newscasts at a local radio station.

To build a business (whether you want to create a 100-million-dollar business or a 100K business), you must first build a platform. A platform is a way for people to hear about what you have to offer the world. And in today's world, creating a platform is both easier and harder than ever before. It's easier because the channels by which you can reach people are abundant and easy to learn. You can write a blog. Self-publish a book. Create a podcast. Create a You-Tube channel. And the list goes on. Most of these things are free and easy to figure out which is great if you want to build a platform. However, it's harder than ever before because there are so many channels and they are easy to figure out. The barrier to entry is low so a lot of people throw their hats in the ring. This can mean it is harder than ever for your message to stand out in the crowd.

This is the reason why your message and your offer must be more specific and narrow than ever before. You may be a great pho-

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tographer but there are a lot of great photographers out there. If you're a great photographer who specializes in capturing my child's baptism experience and puts it together in a memorable photo book that I can cherish forever, then when my child turns 8, you would be the photographer that comes to my mind.

Go narrow. Be specific. As long as the potential market is a decent size and your offer is one that people will pay money to solve, then the more specific your offer the better. When I first started my coaching practice, I designed it for LDS stay-at-home moms who used to work and now find themselves feeling lost and unfulfilled as stay-at-home moms. I created a program that helped them feel confident, happy and empowered without having to go back to work if they didn't want that. People told me that I should not say it was for LDS moms because that would eliminate some potential business. They told me I should help working moms too. They told me that Dads could benefit from what I did as well. What they said made sense, but I'm glad I didn't listen. Because I wasn't for everyone, it was clear who I WAS for. LDS stay-at-home moms who liked my message share it with their friends. And they shared it with their friends. The conversation was, "You have to check out her blog! It's so good and she is LDS and it's geared for women just like us."

Only now that my podcast gets over 100,000 downloads a month and my business is nearing the 7-figure mark, do I have a big enough platform to broaden my offerings and my message a little more. One day when my platform is even bigger, I will be able to offer a much wider variety of services. But in the meantime, I will slowly open up what I do and keep differentiating myself by focusing on members of the LDS church. This strategy has been a huge factor in my success as an entrepreneur.



2. MARKETING IS PROVIDING RESULTS AHEAD OF TIME.

Most small business owners I know say that marketing is overwhelming and challenging. They think that marketing is manipulating people's opinions in some way or that it is just something they don't know how to do. I used to feel that way myself until I learned that marketing is just providing results for people ahead of time. Results before they ever buy anything from me. Results for free.

When you provide results for people for free, they naturally want to know about how they can get more help from you. Good marketing makes the next step simple and obvious and creates bread crumbs to your offer. In exchange for your free offer (often called an opt-in or freebie), you will ask your potential client to give you a name and email address. This way you can keep marketing (keep giving them great results) to them and inviting them to learn more.

Growing your email list is one of the most important things you can do as a business owner. Social media is a great way to market and word of mouth business will get you some great traction in many cases, but none of that should take priority over growing your email list. I cannot emphasize enough how neglecting this part of growing your business will slow your growth. People will try to tell you that getting Instagram, Facebook or Twitter followers is a more current strategy than email. This is bad advice.

Social media outlets change their policies frequently and if you rely on them to market to your customers, you are putting your business in their hands. We see this happen all the time. Have a social media presence and I highly recommend using it to attract people to your email list, but your list is an asset you can't afford to neglect.

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And I want you to get referral business as much as possible, but again, if your business is dependent on who is loving you today, you do not have the control I want you to have over your success. As of today, email marketing converts higher than any other platform when it comes to making your paid offer to your customers.

In order to get your free content in front of people and grow your email list, you will want to choose a marketing platform. You may choose to use multiple platforms, but I find if you are just starting out you may want to limit how many so that you can become a master of just one or two. You do not have to be on every social media platform. I've found Facebook to be the best place to put my free content out through paid Facebook ads and grow my email list. I also like public speaking so I do some of that, but 95% of my marketing efforts I spend on Facebook. I do a little bit of posting on Instagram but I am not active on Pinterest, Twitter, or LinkedIn. As a result, I've been able to learn Facebook Ads and create a marketing strategy that I know grows my business.

In short, you'll need to create an awesome freebie. You'll use Facebook ads or some other channel to offer that freebie to people in exchange for their name and email address. Once they are on your email list, you will continue to help them through content marketing, a weekly email and any other free offers you want to make. At some point, you will offer your paid product or service which I will cover in the next section.

Possible freebies would be:

- A mini video course teaching something
- An online quiz
- A starter guide or cheat sheet
- A discount coupon
- A "how to" guide that corresponds with your product or service
- I resource list related to the problem you solve
- A short e-book



Get creative and ask yourself, "How can I help this person in a simple, easy way that will give them a result ahead of time?

Once you have potential clients or customers (leads) on your email list you'll want to take good care of them. Send them content on a regular basis. Not just a "newsletter." Not just updates on what's happening in your business. Good, focused content that they will want to read. Be consistent.

Then invite them to a next step regularly. It might be a webinar. A phone consult. A masterclass. A workshop. Get creative and think about what your customer is interested in and invite them. In most cases, this is where you will offer your product or service.

3. SELLING IS SOMETHING YOU DO FOR YOUR CLIENT'S BENE-FIT.

People tell me they are not comfortable selling. They say it makes them uncomfortable to ask people for money or that they feel pushy or salesy when they try to convince someone to purchase their product or service. I tell them that they are not selling from the right place. They are selling because of what they will get from the customer purchasing and this will never feel good or work very well. I tell them that instead, they need to sell because of what it will do for the customer.

If you have a solution or product that you believe in, then selling is about how this will impact the customer. It's as though you are offering them a \$100 bill. They are saying they aren't sure they want it. They aren't sure it's really valuable. They aren't sure if they have the time to utilize it. You have to keep telling them that it's a ONE HUNDRED DOLLAR BILL. It's SO valuable. There are SO many things you could do with it. Take it. I want you to have it. You'd be silly not to take it. Now there is a process by which you do this that won't be so in your face and obnoxious, but I

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want you to think about what you offer as so valuable, your customer is the one missing out if they say no.

If the person I'm talking to is not a good fit, then this is not a \$100 bill to them and I never hesitate to tell them. I literally say, "I'm not sure this is right for you right now. What do you think?" or "I don't think you're ready to take this step right now to be honest." They either agree with me and we both feel connected and good about it, or they say, "No really! I want to do it. Please let me apply." This isn't about me. It's about them. I don't want anyone purchasing my program if it's not genuinely going to provide them tremendous value.

I also want you to know that in today's information age potential clients and customers are used to being sold to and as soon as they feel like they are being sold something they don't want or weren't expecting, resistance goes up. The goal is always to keep resistance low and the best way to do that is to be transparent and honest with your customer. I am going to teach you a process which makes doing so very easy, but keep in mind that as soon as resistance goes up, you'll feel salesy so lowering resistance is extremely important.

I also want you to know that whenever you are selling your goal is not to get them to say yes. It's to get them to make a decision. A no is as good as a yes. It's a decision and you can move on. A no is also good information for you about what isn't working with your offer or your sales funnel. The problem is most people won't tell you no. They will tell you they need to think about it. They will say yes but never follow through with purchasing. They will tell you they are undecided. Undecided is the one thing I want you to avoid and again, I will show you how coming up in my secret sales process.



JODY'S SECRET SALES PROCESS

This isn't actually a secret but doesn't that make you want to hear what I have to say? That's called a headline, and it's a form of selling. I just sold you on reading the process. See how that works? This process is something I've learned and adapted after many years of selling all sorts of products and services. It is an honest way to sell that serves you, your customer, and your business by lowering resistance and maximizing what we know about human behavior and decision making. This is the process I want you to take your customer or client through when it comes time to make the offer. That may be on a consult call, a webinar, on a video or in person someplace. Your sales funnel should lead people to wherever you make the offer.

STEP 1: SET THE AGENDA:

Greet your customer and let them know what to expect. This can be short but should include the steps you will be taking.

Example:

I'm so glad you signed up for a free mini session today. How did you hear about me? That's great. So, today what we'll do is I'm going to ask you a couple questions and coach you and help you with whatever you wanted help with. I'll provide you with some tools and you'll get to see what coaching with me is like. Then, if I think you could benefit from more help from me I will tell you what's available and make a recommendation. If you're not interested in that no problem but if you want more we'll talk about that at the end. How does that sound?

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STEP 2: GIVE THEM RESULTS.

During this part of the process you teach something, coach them or provide a bit of whatever your product or service is. This is the free sample of frozen yogurt. This is the 15 min. coaching session. It's test driving the car. It should be something bite sized but powerful so they get a taste of the results possible from you. Be careful not to overwhelm them, but otherwise don't hold back on what you offer here.

STEP 3: TRANSITION TO TALKING ABOUT YOUR OFFER.

I like to have one or two sentences that I use every time I'm going to transition. In a one-on-one call I used to say one of these two things depending on how the client responded to the coaching session:

- 1. You are a perfect fit for the coaching program I offer. Would you like to hear more about it?
- 2. I'm not sure coaching is really right for you right now, but if you want to hear about it I'm happy to explain. What do you think?

If they didn't resonate with the coaching or they told me about how they can't pay their rent right now, I used #2. That was the exception. Most people were a perfect fit and when they heard me say they were, they always wanted to know more about it.

When I'm selling on a group call or webinar I have a slightly different transition:

I want to let you all know about the Coaching Program I offer because I know many of you are here to learn about that so I'm going to take a moment to explain it and if you're not interested, you can just tune out. I will stick around and answer more questions once I explain this part.



STEP 4: DESCRIBE THE RESULTS OF YOUR PROGRAM.

This step is so important and most people spend little to no time there. The result they will get from working with you is the reason they will hire you. They won't hire you for 1 hour a week in your gym. They won't hire you for the worksheets or meal plans or answers to their questions. They won't even be paying for the clothing you sell. They are hiring you for a result they want in their lives. The result may be that they lose weight, feel better, have more time, or feel confident in their new outfit. Describe the results and include your customer in this part of the conversation by asking open ended questions.

Example:

If you choose to go through my program you will understand the reason you overeat and the exact process to follow to stop the cycle. You will lose weight but even better, you will end the struggle you have with food. How would that be? You will not only stop eating junk food, you will no longer want to eat junk food. Have you ever experienced this? Would it be useful if that was a long-term change for you? How so? This is a lifestyle change that creates lifelong results.

Before I describe the price and how it works, tell me what you think of this so far?

If you client is saying yes to all of this, then you are on track. If they say no, there is no reason to go on and explain how it works or what it costs. Most of them will be saying yes and asking, "How much is it? How does it work? How do I sign up?" This means you've done a good job demonstrating the result and it's time to move on to the next step.

STEP 5: EXPLAIN THE FEATURES.

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This is where you give the details about how it works. Describe how long the program lasts. How frequently will you meet? What is the modality? What is the price? What materials are included? What is the refund policy? Describe any other logistics they need to understand.

Example:

The program is 6 months long. We will meet via webcam twice a month for 45 mins where I will coach you and answer your questions. You will also have access to me via email in between coaching sessions. Each month I will send you a new video to watch and worksheets to fill out, and you will send your food log in to me weekly. The price for this program is either 6 monthly payments of \$1000 or one payment of \$5500. What do you think of this?

STEP 6: WELCOME THEIR CONCERNS OR QUESTIONS.

This is the part where a lot of people struggle. They want to hurry and end the conversation because they are afraid the customer will have concerns and they don't want to sound pushy addressing them. Please do not fall for that. This is a natural part of the buying process. A customer who has a lot of questions is highly interested in what you offer. If they were not, they would not be asking questions at all. A question or concern that they share with you is one that you can clarify and coach them on. The concern they do not share is the one you cannot overcome.

When the customer expresses a concern, always welcome it first and make it ok for them to have that question. Then ask a question to keep the dialog open.

Example: Customer says, "Oh wow. That's a lot more expensive than I expected."



Yes, it is a lot of money. Do you think it would be a worthwhile investment for you? Let's brainstorm other options. Is there something less expensive that will provide you what you're looking for?

Agreeing with them that it is a lot of money makes it safe for them to feel that way and now it's not them against you. You're on the same team.

STEP 5. THE CLOSE.

After addressing all questions, you need to ask your customer for a decision. This might seem like a given but most people are very uncomfortable and just wait for the customer to say where they are instead of asking. Please do not do this. Don't be afraid to ask. Remember you have at \$100 bill and you're asking, "So, do you want it?" Here are some ways I like to ask for the decision:

- So how do you feel about all of this?
- What are you thinking about this decision at this point?
- What does your gut tell you to do here?
- When you think about signing up for this how do you feel overall?
- Do you feel like this is what you're looking for?

If your customer has come with you thus far, you will likely get either a "Yes I want to do it." Or "It sounds good but..." In other words, they are a "maybe." They will typically have one of 3 reasons they are a maybe:

- 1. I want to think about it.
- 2. I want to talk it over with (fill in the blank).
- 3. I need to check on (either a schedule or a money situation).

Remember if they say no at any point you can clarify but you really don't need to talk anyone into it. It's the customers who have a reason they can't make a decision now that burn most sales

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people out. That "maybe" is tempting to chase and mentally exhausting for you to be in limbo. So, I want to teach you how to prevent this from being a problem for you ever.

I like to allow people to talk it over or think about it or research something. Again, this tells me they are taking it seriously. Just like with the question or concern we addressed before, I want you to welcome this. If you try to talk them out of it, resistance goes up and you are fighting a difficult battle and feeling salesy. So, allow it, but do not leave things open ended. Ask another question to be sure you've covered any confusion or concerns. Then have a clear next step with a reasonable but short deadline that forces a decision from them in the near future.

Example:

Yes, I'm so glad you want to think about this. That tells me you're taking it seriously and will be the kind of client I most like working with. What will you be thinking as you think about this?

What I'll do is email you a link to all the info we talked about today so you have it to review. It also has the link to sign up on that page. I will hold a spot for you for 3 days. Will that give you enough time?

Great. Once you sign up (if you choose to go for it) I'll send you the link to my calendar to schedule your first session and a pre-work questionnaire to ensure I tailor everything to your needs. I'll also be mailing you some printed materials and a personalized journal I send all my clients so make sure your mailing address is correct when you enroll. If you don't sign up by Friday at midnight I will release the seat to another client. If you think of any questions we didn't cover today, feel free to email me.

This is the same process I took all of my one-on-one clients through and it provides closure for both of us. To address the other two "maybe" situations, you may say:



Yes of course you want to talk it over with your husband. I would want to also. What do you think he will say about all of this?

Yes of course let's make sure it fits in your schedule (or your budget) before you commit to anything. How do you think it will play out for you?

If you follow this process I promise your conversions will soar and you will find the right clients. Practice will refine your skills so give yourself time to master it. I want you to know that selling is just like coaching. It's allowing people to believe in themselves enough to take a chance on themselves. To go all in on them. It's a gift you give them by helping them see that they can do this. Most people who say no do not doubt that you or your program/ product is amazing. They doubt themselves. They doubt that they will show up for themselves to get the return on their investment. Sell them on themselves and they will thank you for how you've impacted their life for the better.

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OUTCOME AND GOAL CULTIVATION

Having personal goals is important if you are trying to achieve something, but it's also an important part of your personal growth and development. Having a goal stretches you and gives your brain something useful to focus on. If you don't give your brain a problem to solve, it will create one out of the things happening around you. It's a problem-solving machine. So, you might as well give it a problem that is fun and will create a result you want in your life.

The process I teach for goal setting is unique and leverages what we know about the brain to achieve your goal.

- 1. Define the goal. Be as specific as possible. Find a way to quantify it. Don't just say, "I want to grow my business," or "I want to lose weight." Get more specific. "I want to make 100K in one year in my business," or "I want to lose 55 pounds by September 1st. If it is difficult to quantify, do your best by using a scale of 1-10 to measure.
- 2. Coach yourself until you are operating from useful emotions. If you've set a big enough goal, your brain will say, "Who do you think you are? You cannot do that. It won't work. You should not try. This is too hard. You don't know how," or something else equally untrue. Run some models and do the work required to get to a place where you believe this is achievable. Picture yourself having completed this goal. How do you feel? That is how you need to try to feel right now. That is the emotion that needs to be the fuel for your action as you work to achieve the goal.

Believing that this is possible for you is important. Keep nurturing the belief. Keep finding proof that it's true. This is the #1 factor that will determine your success. I always know when



my client is going to reach their goal because they talk and think about it as though it is already done. Remember that when your brain says, "I don't know how," you can tell it that you don't need to know how. You just need to know for sure you will do it and the how will find you. Sometimes completing the next two steps will help you get there.

- 3. List all the obstacles to reaching your goal. This is an easy step for most of my clients. Their brains are already trying to tell them all the reasons why this won't work. Write them all down. They will probably include things like:
 - I don't know how
 - I don't know where I'll find the time
 - I can't afford to purchase what I need
 - I am not always motivated
 - I am worried about other people judging me
 - I am afraid I might fail
 - My husband doesn't support the idea of me doing this
 - I have never done this before
- 4. Write a strategy to handle each obstacle.

Example:

Obstacle: I don't know how.

Strategy: Spend 2 hours this Friday at 9am on Google figuring out what the first steps are. Continue spending time every Friday morning until I know enough to get started.

Obstacle: I don't know where I'll find the time.

Strategy: Have a "meeting with myself" every Monday morning and block time out in my calendar for what I need to do that

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week. Commit to myself to show up when I said I would including saying no to things that try to interfere. Get a babysitter if necessary.

Obstacle: I am afraid I might fail.

Strategy: Coach myself every Mon/Wed/Fri first thing in the morning by doing thought downloads and running models to keep my head in the right place.

Once you have a strategy written for each obstacle (be specific with days/dates/times for as much as you can) then you have an action plan and now you know exactly what to do and can get moving. Put everything in your calendar. This part is critical. You must plan in advance what you will do and when and then remember to honor your commitments to yourself by showing up and doing the work.

You will not feel like completing the task it when it's time to get to work. Plan on it. And do it anyway. Most week's when it's time to write the outline for my podcast I don't feel like doing it. I remind myself that I don't need to feel like it, I only need to do it. And then I get busy writing. Every week. Without fail. Today I have a lot of listeners waiting on a new episode but in the beginning I did not. I could have told myself it wasn't a big deal to skip a week here and there. But I lived from my future-self. My future-self had a lot of listeners waiting each week for a new episode. I was her in my mind at episode one and then I created that reality in my life.

I have used this process in my own business and with my children on their own personal goals. I've used it with corporate teams and with my primary class. It's a strategy that makes sense to the brain and quiets the noise so you can get to work. It requires being focused and willing to experience all emotions. It requires



doing thought work consistently and then showing up for yourself 100% of the time. But if you're willing to do those things you will achieve your goals and you will become a new version of yourself in the process. I highly recommend both.

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PASSIVE AND MASSIVE ACTION

As you head out to pursue your goal, you will likely need to take some passive action and some massive action. I want to be sure you know the difference so that you are taking the right kind of action and not using passive action as a way to stay safe that prevents you from reaching your goal.

Passive action is the action you take when you are learning. It's taking a class or an online training. It's reading, listening or in some other way consuming information. Passive action is fun for the brain if it's about a topic you are interested in. Learning is fun and some learning is necessary. Unfortunately, many people spend far too much time in passive action.

When we are taking a class or reading a book about something relevant to our goal, we feel like we are working on the goal because we are thinking about it. But the truth is, until you take massive action and create something to put into the world or work on what you're wanting to accomplish, you are no closer to reaching the goal.

I used to work as an Enrollment Advisor for a private University. I talked to students all the time who planned to get started on earning their degree. They would call me every month and we would talk about their plan but they were afraid to step into class. They were worried about the financial investment. They were worried about not putting in the work to be successful. They would tell their friends that they were working on going back to school and they believed this story because they talked to me all the time. I told them that they were no closer to earning their degree today than they were last year. They had to step into class before they were going to actually earn credits. They had to take massive action.



Massive action is not as fun or easy for the brain as passive action. But massive action doesn't mean that you work yourself to death. It simply means that you take action until you achieve your goal. You don't quit. You don't change your mind or change course. You keep going even if it takes longer than you wanted it to. You keep taking action until you succeed.

In order to take massive action, you'll need to be willing to watch your thoughts. Especially if you have a challenging goal and you aren't sure how to get there. You'll have to remember that failure is just information and not allow it to stop you or tell you that you made a mistake. You'll have to not listen when your brain says you should do something different. You'll have to be willing to not quit. This won't be easy, but if you expect the brain to tell you all of these things are a good idea, then you won't fall for it. You'll know this is just your brain trying to protect you and keep going because you know there is no real danger.

When I have a client who wants to quit on their weight loss plan or change their target market in their business, I show them that the only thing happening is the brain trying to stop them. The brain doesn't like unknown and it views failure or rejection as a threat. But quitting or changing course is just failing ahead of time. The brain would rather you choose to fail then try and fail. So, it will try to convince you to just fail now to prevent failure in the future. Isn't this fascinating? If you keep going the worst that can happen is you don't achieve your goal and then you're right back where you are now. But if you never try, the worst that can happen is you miss out on the growth, knowledge and experience of going big and achieving more in your life.

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YOUR DREAM EXCUSE

Your dream is the roadmap for your ideal life. It's the thing you are meant to do and it's a gift Heavenly Father has given you to allow you to experience and contribute to this world in an extraordinary way. But pursuing your dream, for most people, means overcoming your brain that wants to play safe. We often have an excuse for why we can't have the life we want. We don't always view it as an excuse. We think it's just a fact. But when you recognize it as an excuse, you see that it is an optional thought that is in your way.

What is the excuse you tell yourself for not pursuing your dream? Is it your children? Your time? You just aren't strong enough? You were afraid of what people would think? What if your dream excuse was printed on your headstone as the reason your life wasn't as extraordinary as it was supposed to be?

"She couldn't because of the kids."

"He just loved food too much."

"She didn't know how."

"He was too busy."

"She didn't want to fail."

"He was worried others would judge him."

If you read that on someone's headstone you would say, "Noooo! Don't let that stop you dude! This is your life and you only get one. Go big!" And if you want to, you can tell yourself that right now if you want. I highly encourage it.



Your future self is available to you if you choose to access him or her. Most people don't think about their future selves but this is a mistake. If you choose to picture yourself having accomplished the goal you have set, you can get to know him or her. What does that future version of you feel like? What do they think about that you aren't currently thinking about? If you spend time with this person, you become this person and then achieving your goals is just closing the gap on who you are now and who you want to be. Don't make the mistake of getting your identity from your past. The past is a much easier place to live, but unless you want to just keep recreating your past, you'll need to spend time in your future.

Often our dream excuse comes from evidence we find in the past. When you notice your brain doing this, bring it back to the present and then spend time in the future. Anything is possible in your future. You can find solutions to all of the excuses your brain is offering. Your future self knows the solution so make sure to access him or her to your benefit.

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FUTURE FOCUS

The human brain is an amazing tool and is capable of far more than we typically utilize it for. It is designed at it's most primitive level to keep us alive and this, of course, is an important function of the brain. But in today's society our survival is not as much of a challenge and we can not utilize our brains to contribute to the world and the betterment of our society and our species.

One way we can do this is by shifting our focus from the past to the future. It's much easier for the brain to be focused on the past because it doesn't have to be creative or believe in things it hasn't yet figured out. This is true in the way we think about ourselves, the people around us, and the world at large. These are some commonly held past focused thoughts that many people think:

- I'm not good at that.
- I don't know how.
- I've never done it before.
- I am not that kind of person.
- That's not realistic.
- The world doesn't work that way.
- It's impossible.
- He always does that.
- It shouldn't have happened that way.
- Something went wrong.
- I made a huge mistake.
- I wonder if I should have done it differently?
- I used to be happier.
- I used to be thinner.
- I remember when times were easier.
- Those were the good old days.



All of these thoughts are about the past. The brain uses the past to collect evidence for what to expect in the future and in some ways, this is a very useful thing. But at other times, it prevents us from creating a future that looks any different from the past.

At some point, our ancestors got tired of living in caves and tents and they figured out how to build houses. They had to be future focused to make this happen. Imagine if they had decided they didn't know how because nobody had done it before? Imagine if Steve Jobs had said he didn't know how to create the iPhone? What if he believed his engineers when they told him it wasn't possible? What if Martin Luther King Jr. had believed that racism was just a part of American culture?

The people who have made major contributions in our world all did so because they choose to be future focused. They choose to believe in a vision that hadn't yet happened. They committed to believing in it and to experiencing the emotions they knew these inventions or changes would create. Many people today experience pain when they think about the future. They believe that when something changes in the future, then they will be able to feel what they want to feel. They don't understand that their feelings come from their thoughts and that the best way to create a better future is to work towards it from the emotions you want to have. There is no future moment that will allow for more positive emotion than what you are capable of experiencing right now.

So if this is true, then why would we work to make changes and create a better future? Because we are creatures of creation. We are made in God's image. He is the ultimate creator and we are creators as well. It is an innate desire we have. For some people this means writing books or creating art. For others it's contributing ideas, physical products, impacting social change, educating others, managing logistics to allow people to experience life in various ways. The ways in which we can contribute are endless.

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When we choose to think about the future, we get to use our creativity and imagination. Dan Sullivan teaches that the future is real estate you already own. What are you building on it? When you think about your future and allow yourself to dream big, your brain will go to work figuring out how to create it. If you allow yourself to stay open and believe in things that you can't see a solution for currently, you can create a future that is better than your past.

Your brain will want to know how. Most people refuse to believe in something if they don't know how. Those people are limiting themselves tremendously. When you open yourself up to believing in things and trust that you'll find the way, then the way presents itself in ways you never would have expected.

Kids are good at thinking about the future. To a 3rd grader, 4th grade is going to be the ultimate. But after our mid-20s we tend to stop thinking about the future and become more past focused instead. Remember that thinking about the future in an intentional way is the best way to create a future that you love. You are capable of more than you can possibly imagine and the world needs more of what you (and only you) have to offer. Stay future focused my friend.

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final though

Of all of the things I have learned in my time studying this material and coaching myself and others, the most impactful part has been a more complete understanding of how to take full responsibility for my emotions and my results in life. Owning it used to feel like a burden. It felt like blaming myself. I didn't want to blame myself. I wanted to blame things outside of me. I wanted to indulge in self-pity. I wanted to be a victim in certain situations and have others validate me with empathy.

I never did this excessively. Nobody would say I was a negative person. I was a mostly happy, confident person. But on occasion I would dig a ditch and climb inside and others would climb in with me and it felt like connection and validation and attention. Perhaps it wasn't harmful, but it was not useful either. It was disempowering and it kept me living a life that was beautiful in many ways, but barely scratched the surface on the life that was truly available to me.

Today I understand the power of keeping ownership over all of it. I am still a human and therefore I have many weaknesses and I make mistakes big and small. I experience an entire array of emotions. Some are useful or feel great and others are indulgent or feel terrible. But today I fully understand that I am the creator of all of it. And it's the best news ever. It's what I think we should



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teach our kids and our youth. It's what I try to help my clients see. There is no more blame. I don't blame myself or anyone or anything outside of me. I just own it. Ownership is not the same as blame.

When you choose to own your life, you become a creator. I believe as children of a Heavenly Father we were designed to be creators as He is. What do you want to create in your life? What do you want to create for yourself and what do you want to put into the world? What do you want to be known for? Did you know that anything is possible? There is nothing you truly want that you can't have. You can literally put anything you want in the result line of your model and if you do the work to live from that model, the result is as good as done.

I've experienced this in my own life in so many ways. I've gone from living from paycheck, to overdraft protection, back to paycheck..., to a thriving business I own with my husband that supports our family more than comfortably. I have a relationship with my husband that is fun and easy. I am healthier and thinner than I have ever been in my adult life. I have not only seen these tools up level my life, but I have been front row to witness it for my clients as they conquer their own primitive brains and create a life they never used to imagine was possible.

This is available to you also my friend. Whatever you want, it's yours for the taking. It will mean being willing to experience any emotion and keep the ownership for it. But the skill of doing this is a meta skill that will allow you to truly step into a higher version of you. What the world needs most is for you to become your most authentic self and operate from love and trust as much as possible. Then to go big and contribute what you have to give in any way that excites you. As you become your best self, you will become an example and an inspiration to others around you to do the same, creating a compound effect on humankind. Isn't it a



wonderful time to be alive? Thank you for doing this work with me and trusting me with your most sensitive ideas and struggles. I will see you at the top my friend.

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The tools provided here are yours to use as you see fit. Use them with your families, your ward, your schools, your workplace or business ... anywhere you see application and have people willing to learn the tools. What you do with them is up to you. I will be offering quarterly calls where I will support you and have you share with one another what you are doing to share the work. Please note this is optional. If you only use the tools for your own self-coaching, you will still be making a positive impact on the world. Many of you will want to hold monthly meet-ups or speak at events. My hope is that these tools and your experience will empower you to do so.



TEACHING TIPS

Remember that when you are teaching or leading a group, to allow all students to participate in discussion. Talking through the materials and applying it to real life scenarios will help people understand them the best. Please don't attempt to formally "coach" them unless you are a certified coach, but teaching the concepts and talking through models with one another can be powerful.

Begin with an agenda. It doesn't have to be long or formal, but people like to know what to expect. If necessary introduce yourself and then give a quick summary of what your time together will look like.

Prepare with worksheets or exercises you wish to have the group do, but don't ever feel you have to finish everything on your agenda. If a natural discussion occurs that may be the best use of the time. Typically one worksheet is all you need to have a lengthy discussion and deep learning for your participants.

As the leader or teacher, practice managing the energy of the room. Typically it helps for you to be extra energetic and animated to keep the energy level up. If you have one or two people who dominate the conversation, allow for an opportunity for other people to speak as well. Keep the discussion on topic to create a richer experience for everyone there.

Most people are visual learners so anytime you can write on a white board or flip chart to make notes, draw diagrams or create visual examples, the better.

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SPEAKING TIPS

The first thing you talk about sets the tone for the rest of your talk. Don't spoil that moment with hellos or even introducing yourself. Use that moment to grab their attention by telling a story that causes them to lean in or laugh. This will hook your audience right away.

After your introductory story, quote or joke, you can introduce who you are and what you'll be speaking about. They don't need to know all about you. Only share details of yourself that are relevant to your audience. If you are speaking to a group of teachers, they may be interested in whether or not your kids attend the school or if you have a teaching background. If you are speaking to Paralegals, they don't care about your kids so that information is irrelevant.

Then tell your audience what to expect by describing the structure or outline. It may be a simple sentence like, "Today I'm going to teach you 3 ways to build your confidence."

The outline of your talk should be easy to follow. Begin with the main thing you want your audience to take away, and then choose 3-5 sub points that will reinforce the main thing. For each sub point you will need to spend some time teaching the point, but the majority of your talk should include stories that illustrate the point. They can be your own personal stories, stories about people you know, client/coaching stories or even stories you have read online or in a book. Remember to give credit where due and protect anonymity where appropriate. Don't try to claim a story as your own if it's not. It can still be impactful for your audience.

When telling your story, don't give details that don't matter, but exaggerate or really flesh out the details that do matter. The



more suspense, emotion or humor you can bring in, the more people will remember your message.

The number of stories you include will depend on the length of time you are asked to speak. If you have 3 sub points and you've been asked to speak for 45 minutes, you probably have enough time to teach the point and tell 2-3 stories per point. This format works well because if your time gets cut short, you simply remove 1 or 2 stories from each point. This also allows you to use the same talk for various situations that are of varying length without having to re-write the entire talk.

After your sub-points and stories, bring it home with a strong conclusion. You may choose to share something inspirational here, a quote, or one final personal story. Wrap everything up and let them know how to find you if they have questions (if appropriate). Don't be afraid to be yourself as you speak. If you normally laugh a lot, then laugh. If you are sarcastic by nature, some sarcasm can be useful. If you are more cerebral then be cerebral. Keep the energy level a little more exaggerated than you're used to, make eye contact and don't be afraid to pause for emphasis.

You're going to be amazing my friend. Go get um.

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RELATIONSHIP WORKSHEETS

Relationship Worksheets

UNCONDITIONAL LOVE

1. Think of someone who is challenging for you to love.	
2. Write the reasons why you find them hard to love.	
3. What are your thoughts about this person that prevent you from loving them	more?
4. What conditions have you put on loving them? List them here:	
5. What does it feel like when you have chosen not to love them?	

6. What would it be like to love them without condition?	
7. List a specific example of them doing something you don't like. What would it be like to love them in this moment?	
8. How is unconditional love different than love? How does it serve you?	
9. Is there ever a time when love is not a good choice? Why or why not?	

MIRRORING EMOTIONS

1. Think about a time when someone in your life behaved in a way you didn't approve of. What happened?
2. What were you thinking and feeling at the time?
3. What did you do?
4. In what way did you mirror this person's feelings?

5. In what way did you mirror their thoughts possibly?
6. In what way did you mirror their behavior?
7. What would change if you did not mirror them next time?
8. What other thoughts, feelings or behaviors can you imagine for yourself the next time that would not mirror them?

CLEAN PARENTING

1. Think about one of your children who is struggling in some way. Describe the current situation.
2. How do you feel overall about what's going on with this child?
3. Which parts of what you wrote in #1 are the "facts" of the situation. Make sure they are completely objective and neutral and write them here:

4. Imagine I had a magic wand and I could wave it and solve this problem. How would you feel about the scenario now?
5. What would you believe in the magic wand scenario that would cause you to feel that way?
6. All of the thoughts you wrote down in #5 are available to you now. Can you see any evidence that those thoughts are true now? Give some evidence for them here:

SPIRITUAL MATURITY

1. What is your current spiritual practice and is it helping you feel more open, peaceful,	
trusting and loving? Why or why not?	
2. Describe a time in your life when you felt close to God (or whatever higher power you believe in). What were you doing? What were you thinking that allowed you to feel it?	

3. How can you incorporate this knowledge about how you best feel the Spirit into	
your current spiritual practice?	
4. What would be different for you if you had a genuine spiritual connection (even if briefly) every single day?	

BOUNDARIES

1. What is the boundary violation?	
2. What is the boundary you want to set?	
3. The request you will make of them is:	
4. What will you do to protect yourself?	

5.	What are your fears (if any) around establishing this boundary?
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6.	What will the benefits of establishing this boundary be?
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THE MANUAL

1.	Think about someone you want to change and write their name here:
2.	Write in detail what you would like them to do.
3.	For each item write down why you want them to behave in this way.

4. How do you think you would feel if they behaved this way?
5. How would your thoughts about them change if they behaved this way?
6. Do you want them to behave this way even if they don't want to? Why or why not?
7. What do you make it mean when they don't behave this way?
8. When someone wants you to behave in a certain way so they can feel good, what is that like for you?

PERSON OF FOCUS

1. Judge this person. Don't hold back. Let all the "ugly" judgements out of your head. One sentence per line below. Don't edit yourself or try to be appropriate or kind. Get it all out.	

2. Now go back through and notice how many of these judgements are somehow projections of what's also true about you. Circle the ones that are. Notice that most judgements are projections we have of ourselves.

3. Describe the manual you have for the person of focus. What are your expectations	
of them? What do you most want them to do and why? Let yourself go to a perfect	
world where they do exactly what you want them to do and when you want it. Be spe-	
cific and allow yourself to be outrageous.	
	_
4. Now think about what you would be thinking and feeling if they did all these things perfectly. Notice that you can think and feel these things anyway.	
5. Allow them to be who they are meant to be. So, who are they? What do they do?	
How do they act? What are they consistent about? If you aren't trying to control them or interfere, who are they in their actions?	
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6. Why do you imagine they do these things and are this way? What do you imagine their thoughts are that are driving their actions?	
7. Do you love this person unconditionally? Why or why not? Make a note below of when you do love them and when you try to withhold love from this person. Remember their lovability is 100%, what what's your excuse when you don't love them?	
8. How do you show up in this relationship? Do you show up knowing that your lovability is 100%? Do you try to get them to love you more for your sake? How? Does it work? Why or why not?	

9. Who do you want to be in this relationship? In other words, what kind of employee, spouse, sister, or daughter-in-law do you want to be? Make sure you think about this separately from the other person's behavior. Don't let that determine who you are. Decice who you want to be. Take some time to write it all out.	
10.	How do you want to feel? Why?
11.	How do you want to act and show up?
12.	What do you want to give and offer to this person?

How do you want to think? Remember that your relationship with someone s all about your thoughts about them and yourself within that relationship. There are three categories of thoughts you need to manage in each relationship.		
How do you want to think about yourself in this relationship?		
How do you want to think about the other person in this relationship?		
How do you want to define and think about your relationship together?		
Write an "I've been meaning to tell you" letter. You can send it or not send it. ng it feels amazing. It's fun to send them in the mail unexpectedly.		
ar		
been meaning to tell you Imire you for In thankful for		

CONFIDENCE WORKSHEETS

Confidence Worksheets

SELF APPRECIATION

1. Identify some kind sentences you can say to yourself regulary that feel believable and not too silly. When will you say them? (Make it a daily routine.)

2.

ake a li	ist of things you appreciate about you. They can be big or small:
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
12	
13	
16	
17	
18	
25. ₋	

JOY WORKSHEET

1. Wha	t are your top five sources of joy?
1.	
2.	
3.	
4.	
5.	
2. How	do you feel about this list?
3. Do y	ou need to diversify your joy more?
4. Wha	t would you like your top source of joy to be?
5. In wl	nat ways can you create joy internally? Give two examples.
1.	
2.	
۷.	

DARE OF THE DAY

2. What is your thought about doing it?
3. Complete a model about your fear of it:
C:
T:
F:
A:
R:
4. Now create a model with self confidence on the F line and completing the dare of the day on the R line. Fill in the rest of the model.
C:
T:
F:
A:
R:
5. Complete your dare and write about it here. Wht did you learn about yourself and your self confidence?

STORY ABOUT YOURSELF

1. Write the story you currently tell yourself about yourself.		
2. Write th	ne story you want to tell yourself about yourself.	

SELF CONFIDENCE EXERCISE

1. Define self confidence:	
2. Where does it come from?	
3. Do you have a lot of it? Why or why not?	
4. Why do you want it?	
5. What is the best way to get more of it?	

6. What thoughts do you have no preventing it?	
7. Do you have any fears about being self confident and the success you will create with it?	
8. Look at a result you have in your life that you don't want and write it here.	
9. What is the result you want to create?	
10. How will self confidence get you there?	

ACCOMPLISHMENT LOG

Create an accomplishment log. You can list little things and big things you have accomplished. The point is to acknowledge everything you've done that you once hadn't done or couldn't do. Fill the entire page.

Examples: Graduated from high school, married my husband, threw an amazing party, won an award, bought my first home	

PERSONALITY QUADRANT EXERCISE

Directions: For each question, number the options 1-4

	1 = most like you	2 = sometimes like you
	3 = not really like you	4 = least like you
1. W	hen I am asked to plan an activi	ty or event l:
	A begin with a checklist of all th	ne things that I will need to do
	B begin with the theme or over	•
	•	the event the most engaging or fun
	D start calling around to venue	
2. In	social settings where I am meet	ing new people I am usually:
	A somewhat quiet and reserved	d
	B compassionate and polite	
	C funny and energetic	
	D outgoing and direct	
3. I v	vould describe myself as:	
	A dependable and thorough	
	B good at making others comfo	ortable
	C energetic and passionate	
	D driven and competitive	
4. I ł	nope other people view me as:	
	A smart	
	B caring	
	C inspiring	
	Confident	
5. I ł	nave a hard time working with po	eople who are:
	A not organized or logica	
	B insensitive and negative	
	C perfectionists and critical	
	D slow and indecisive	

6. The way I communicate with	n others is:
A accurate and logical B with examples or metap C with energy and enthus D confident and to the po	iiasm
7. My approach to time manag	ement is:
A to follow a specific rout B adaptable based on the C I don't do a lot of manag D good enough to get the	situation ging my time
8. I work best with a leader wh	o:
A gives me specific instruction. B provides lots of feedbace. C leaves me alone to figure. D I am the leader.	:k
9. I think of myself as being far	ily:
A predictable B even tempered C spontaneous D determined	
10.When I am buying a car I:	
	part of that includes the look and color adations but ultimately pick what I love most
Add up each letter. The LOWES	T score is your dominant personality:
A PLANNER C PERFORMER	B DREAMER D RUNNER

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NOTES FOR PRESENTER

Runner:

Extrovert, Linear/Tasks

Make decisions quickly

Don't need a lot of details

Takes action and learns as she goes

In school: Start on the assignment before hearing the end of the instructions

When planning a party: They just dive in someplace without much of a plan

Strength: Getting a lot done

Weakness: Have trouble slowing down to plan and research a decision ahead of time

Performer:

Extrovert, Organic/Creative

Creative and visionary

Good at ideas/themes/stories

Uses metaphors

Often good at/cares about making things pretty

In school: Wants to make a video even though the assignment was a paper

When planning a party: Begins with the theme Strength: Ideas and thinking outside the box

Weakness: Doesn't finish... Gets distracted by the next idea

Dreamer:

Introvert, Organic/Creative

Good at including people and considering everyone involved

Often creative but in a more back of the house or individual way

Empathetic and compassionate

In school: Good student who completes the assignment on time and with individuality

When planning a party: Begins with the guest list

Strength: Interpersonal skills and creativity

Weakness: People pleasing

Planner:

Introvert, Linear/Tasks

Good with details

Plans and researches options

Good at organization and analyzing

In school: Asks a lot of questions about the details of the assignment

When planning a party: Begins by creating a to-do list

Strength: Organization and planning

Weakness: Slow to take action as there is always more data to collect first



EMOTIONAL ADULTHOOD

1.	Name a person or situation you believe is causing the negative feeling:
2.	Describe how they are making you feel.
3.	Describe why you think they have the power to make you feel this way.
4.	What is the thought you are thinking that is really causing you to feel this way?
_	
5.	Can you see it's the thought and not the circumstance causing the feeling?
6.	How might you take responsibility for your feelings moving forward?

WHAT EVERYONE THINKS ABOUT YOU

1.	What do people think about you now?
2.	If you went for all your dreams and achieved them, what would people think?
3.	If you went for all your dreams and failed, what would people think?
4.	In what ways are people right about you? So what?
5.	In what ways are they wrong about you? Are you willing to let them be wrong? Why or why not?
6.	What are you committed to believing about yourself no matter what others may or may not think?

HEALTH WORKSHEETS

Health Worksheets

CAUSE VS. SYMPTOM

1. What is one scribe it here:	thing happening	g in your life	that you wish	was better o	or different. D	e-

3. Now let's get to the cause of the problem. Take whatever you have figured out so
far and put it into the model. See if you can fill in the other parts of the model to gain
awareness of the cause.
C:
T:
F:
A:
R:
4. Use your model to identify the cause of the problem. Remember that the cause is al-
ways in your thinking. What have you discovered about the true cause of this problem.
Where else do you notice this thinking causing problems in your life?
5. What do you want your result to be? What does your new model need to be in order
to create that result?
C:
T:
F:
A:
R:

WEIGHT LOSS WORKSHEET

1. What changes do you want to make to what you eat? Create a "protocol" of what you'll eat and when you'll eat it. Remember simple is best and food is only fuel not entertainment.
entertainment.
2. What obstacles do you anticipate to changing your eating habits this way? For each
obstacle, write next to it how you will plan to handle it:

3. What c	urrent belief systems do you have about food and your ability to lose weight?
4. Choose model. C T F A R	e one thought from what you wrote in your belief system and put it into a
5. What d	lo you want to believe instead of that thought?
С	
Т	
F	
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R	

NOW FEELING WORKSHEET

1. What are you feeling now?
2. Where is this feeling in your body?
3. What color is this feeling?
4. Is this feeling hard or soft?
5. Is this feeling fast or slow?
6. How does this feeling make you want to react?
7. Why are you feeling this?

TOP EMOTIONS WORKSHEET

1. C	on a daily basis, what are your two most common feelings?
2. W	Vhy do you think you have those feelings on a daily basis?
3. W	Vhat would you like your two most common feelings to be?
4. W	Vhy?
	Vhat would change in your life if you were operating from those two emotions t now?
6. W	Vhat thoughts would generate those emotions for you currently?

PROCESSING PAIN

1. How can I use this pain?
2. How is this perfect?
3. What can I do that comes from peace, is for me, and is not trying to change anything?
4. How can I accept this with grace?

BUFFERING

1. What are the ways in which you buffer?
2. What emotions are you attempting to avoid when you buffer?
3. What are the thoughts that cause each of these emotions?
4. To stop buffering, you'll need to be willing to feel unpleasant emotions and give up the false pleasure of the buffer. Are you willing to do this?
5. What are the negative consequences of buffering in your life?
6. How will you manage your urges to give in to buffering?

PROCESSING URGES

1. What does the urge feel like in your body?
2. Where do you feel it?
3. How long does it last?
4. How strong was it this time (on a scale of 1-10)?
5. What did you discover about yourself as you relaxed into it?
6. What emotions or thoughts come up for you as you don't answer it?

MONEY WORKSHEETS

Money Worksheets

PAST MONEY BELIEFS

1. What are the money beliefs you have about the past?
2. What did you learn growing up from your parents and teachers?
3. How have you always thought about money? Include positive and negative thoughts.

4. How much money did your parents have and why?
5. How much money did they earn and why?
6. How did your parents spend and why?
7. How did they save and why?

CURRENT MONEY BELIEFS:

1. What are your current thoughts about your money now? Make a list and include both positive and negative thoughts.
2. How much money do you have and why?
3. How much money do you earn and why?
4. How do you spend and why?

5. How do you save and why?
6. What are the biggest purchases you have made?
7. Have you ever wasted money?
8. What is the best use of your money?
9. In what areas do you splurge with your money?

10.	What are your thoughts on debt?
11.	What does money have to do with happiness?
12.	What do you think about rich people?
13.	What do you think about poor people?
14.	How much money do you think you should have now?

FUTURE MONEY BELIEFS

1. What are your thoughts about your future as it applies to money?
2. How much do you want to make in this lifetime?
3. Do you want to retire? How much do you want to have when you do?
4. How much money do you think you're capable of making in a year? Why?

5. Will you inherit money? What are your thoughts about that?
6. Are you going to leave money to anyone? Who and why and how much?
7. How much money do you want to save?
8. What do you want your net worth to be?

ONE MILLION DOLLARS

Imagine I just gave you 1 million dollars. Spend it all in detail:
1. What would people think about you getting and spending this money?
2. Who would you tell and why?
3. Would you be worried about it? Why or why not?

DEBT

1. What are your thoughts about debt?
2. How much debt do you have and why?
3. What did you buy with debt?
4. How much does it cost you to rent that money?
5. Is the return on the money worth the cost of it in this situation or not?

EARNING MONEY

1. How much can you earn?
2. What would that require in terms of time?
3. What would that require in terms of effort?
4. What is the value you offer in exchange for the money you receive?
5. Are you open to receiving money?

6. Do you notice that the more you give, the more you're open to receiving? Explain.
7. How can you be more open to receiving?
8. Do you believe you're 100% responsible for how much money you make? Why or why not?

SPENDING MONEY

1. What were your three best purchases?
2. How did you feel when you purchased them?
3. What was the net benefit?
4. What were your three worst purchases?
5. What was the net consequence?

6. On a monthly basis, what do you normally spend money on? Make a list. Write down how you feel when you spend that money.
7. What do you buy for entertainment or buffering?
8. Has this affected your desired net worth?
9. Do you have more stuff than money? Explain.

HAVING MONEY

1. What is the difference between having money and wanting money? Describe
in detail.
2. Do you associate being wealthy and having money with anything negative?
2. Do you associate being wealthy and having money with anything negative? Why or why not?

MONEY WORKSHEETS

CONTRIBUTIONWORKSHEETS

Contribution Worksheets

WHAT DO YOU WANT?

1. List 25 things you want. It can be anything from objects to feelings. Just brainstorm what comes to mind. A new car? Connection with your husband? Anything goes.

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2. How many of the things you listed are things you already have? If none of them		
were, go back and add some things you have that you want.		
3. What would change if you wanted more of the things you alrea	dy havo?	
5. What would change if you wanted more of the things you alrea	uy nave:	

OUTCOME AND GOAL CULTIVATION

1. Define your goal. Remember to be specific. How will you know you've reached it? When will you reach it by?
2. How do you feel when you think about your goal?
3. How do you think you will feel when you reach the goal?
4. What would be different if you felt that way now? How would it change the action you would take? What would you need to think in order to feel that way now?

5. List all the obstacles to reaching your goal first. Then go back and write a strategy
for each obstacle.
Obstacle:
Strategy:
Obstacle:
Strategy:
Obstacle:
Strategy:

PRIORITIES WORKSHEET:

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Vhy did	you put them in this order? Why is your #1 priority so important to you?
Aro vou	
	currently living in line with these priorities? Think about what you did yeses it reflect the order of these priorities?
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5. Write down your current to-do list for your life.
6. What can you eliminate from your to do list because it doesn't align with your priorities?
7. What are the most important to-dos' on your list?

PASSIVE AND MASSIVE ACTION WORKSHEET

1. With regards to your goal, what passive action is useful and necessary to help you with the next step?
2. Once you've learned what you need to do next, how will you make sure you take
massive action instead of getting stuck in passive action?
3. What are your thoughts about failure?
4. What would change if you were willing to fail 100 times?
5. What is the massive action that you need to take to reach your goal? For example: eating on my protocol 100% of the time, making 50 offers per week, going on 100 dates this year.

YOUR DREAM EXCUSE

1.	What would you secretly love to accomplish?
2.	What excuses have you been living by that have prevented you from achieving it?
3.	If your main excuse was on your headstone, what would it say?
4.	List 5 reasons why this is only a thought and not a truth.
	1
	2
	3
	4
	5
5.	What would your future self (who already accomplished the goal) tell you is the
so	lution to your dream excuse?

FUTURE FOCUS

What do you want your life to look like in 10 years? Think about the following areas and describe it in detail: Your relationships: Your health: Your money:

Your contribution or work:		
Your day-to-day life:		

FUTURE SELF LETTER

Write a letter from your future self who is right where you want to be and have her

give you some advice. Dear _____, I wish you would stop... I want to encourage you to start... Please continue to...



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