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LIVE  
A LIFE  
YOU LOVE

THE ULTIMATE GUIDE

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DESIGN YOUR DREAM  
UNLEASH YOUR POTENTIAL  
FULFILL YOUR PURPOSE

BY FIONN WRIGHT

## **Ultimate Guide to Live a Life You Love: Design Your Dream, Unleash Your Potential & Fulfill Your Purpose**

Hi, Fionn here. I've been searching the world for the last 10 years to answer a question.

"How can I live a life I love?"

I have traveled to over 30 countries on 5 continents in my quest, had some unbelievable experiences and met remarkable people from whom I have learned lifetimes of wisdom.

I've distilled that wisdom down into bitesize chunks, with actionable steps so that I can share it with you.

I have been lucky enough to be able to share that wisdom with over 100 million people on TV, live-streamed to over 1 million, presented to over 10,000, trained thousands and coached hundreds 1 on 1.

Now that I have sufficiently stroked my ego, I'd like to say that none of that matters. I'm a human, like you, having a human experience. I've made countless mistakes on my journey. Actually that might be the thing that separates me from most.

I've been willing to fail, to experiment with my life, to see what works and what doesn't. I've learned from my mistakes and you can too. I have some experience that you might find useful if you too want to live a life you love. I am not your guru.

Anyone that tries to convince you that they have 'the' answer, the one and only true path is deluding both you and themselves. There are an infinite number of paths you can take, and you have the ability to create your own.

So what is your unique path to a life you love and how can you create it?

I have a simple formula you can use to get there. Remember that this is not the only way, but it is an effective way. I've used it in my life hundreds of times and with my clients for over a decade. It's proven over and over.

All the famous people in history who have accomplished great things have used this formula. All successful businessmen and changemakers have used this formula whether they are aware of it or not.

Actually, it's nothing new, nor is it an ancient secret. But it is simple, and it does work.

Use it, modify it, make it your own.

But before I share it with you, let me share why I do what I do.

#### WHY DID I WRITE THIS BOOK FOR YOU?

I started coaching friends and family when I was in university. I'm delighted to have been able to make a career and living out of something meaningful and fun that I would do for free. It's incredibly fulfilling to have been able to help so many of my human brothers and sisters over the last 10 years.

But I can't coach everyone, my time is limited. Each time I have a coaching session I realize how much incredible value my clients get that should be shared with as many people as possible.

They are empowered to take control of their life. For many of them, it is the first time they feel like they know where they want to go and how they need to get there.

So I'm writing this book to share with you some of the gems I have learned so that you too can implement them in your life and finally have a clear vision, the tools to realize it and a path to reach it.

Many people might identify what I do as a coach as personal development, but development is not the right word, as development just implies growth, or progress or increasing complexity.

Humans are organic beings that are evolving, both through our interaction with the outside world and our natural unfolding from within.

Therefore I am not here to teach you how to unfold yourself, a bud does not need to be taught to unfold into a flower and a seed does not need to be taught to understand how to unfold into a tree, it happens naturally.

Rather what I hope to provide is an understanding of the things that help humans unfold, the way that a plant needs earth, sunshine and water. Humans also have needs, many of which are not met in our modern societies.

I believe that each person has the potential to make a difference in this world, to contribute to a higher purpose, to add their own value to our ever-evolving reality. The aim is not just to survive, but to thrive, fulfilling our potential.

I have a belief (backed up by research you'll read in this book) that if we follow our passions and create a life we love rather than chasing money or power, that we not only are more likely to be successful but also make our greatest contribution to the world, making it possible for more people to do the same.

We are living at a time when the exponential trend of the development of technology brings both benefits and challenges to our lives. Technology has accelerated both our progress and our potential to wipe ourselves out.

My personal mission in life is help humans evolve to higher levels of consciousness, so that we can thrive as a species and successfully overcome the challenges that await in our future.

You have a uniquely important mission in this lifetime. I hope to help you achieve it. For your sake and for the sake of our future.

## HOW MUCH DO YOU WANT TO LIVE A LIFE YOU LOVE?

This Ultimate Guide is the first step towards living that life, being the you you have always dreamed of becoming so that you can fulfill your purpose.

How valuable is that to you? How far will you go to achieve that outcome? How much effort? Time? Energy? Is there anything that is worth more to you than that?

If that is a vision worth committing to, repeat after me, “I will never ever give up, I will persist until I succeed.”

I love reading scientific studies and ancient wisdom to back up how I coach. While I find these studies and systems fascinating, I understand that most people don't find the details quite as exciting as I do. So while there are a few experiments scattered through this book, I have limited the amount of technical information to keep it light and simple.

But for those of you that are also interested in the research, please reach out to me personally and I would be delighted to share some of the most relevant scientific research and ancient texts I have studied over the years.

It's wise to be aware that not everything that isn't scientifically proven doesn't work, and not everything that is scientifically proven works for everyone.

This is not a book of empty theories, but rather a practical manual for you to get real results.

I have chosen tools that I have tried and tested myself, with my clients and done research to find the optimal ones for you.

The purpose of this book is to increase your options, some of which you may already be doing, some you have heard about but may not be doing, and some you likely have not heard about before.

Test new methods and measure the results to find what works for you.

In the tips, techniques and technologies provided there are ancient traditions, modern methodologies and innovative technologies that both exist and are emerging to become more relevant in the next few years.

I hope this helps you realize there are more ways to do things than you currently do, take those that are useful to you, continue to optimize, pick up new upgrades as you go along and replace those that are no longer effective.

## SO WHAT'S THE FORMULA?

Let's make it really simple.

Result: You want to get from A (where you are now) to B (where you want to be).

Direction: Identify where exactly B is.

Tools: Optimize the tools you need to get there.

Action: Take the appropriate steps.

So here's the formula:



(Direction + Tools) x Action = Result

Notice that Action is the multiplier. You can have the perfect Direction and Tools, but if you don't take any Action, there is still no result.

On the other hand, the more accurate your direction, the better your tools and the more appropriate your action the more likely you are to get a better result and the faster you achieve it.

How do these relate to you?

How do you determine your direction? You need to design your dream future.

What are your tools to help you get there? You are, or more specifically, your potential thinking, emotions, body, relationships and consciousness.

What is the action you need to take? Your daily behavior to fulfill your purpose.

Here's the updated formula:

Design Your Dream (Direction)  
+ Unleash Your Potential (Tools)  
x Fulfill Your Purpose (Action)  
= A Life You Love (Result)

So how can you Design Your Dream, Unleash Your Potential and Fulfill Your Purpose in order to Live a Life You Love?

That's exactly what this book will show you how to do step by step.

Notice that a lot of people get stuck on the first or second parts. They dream about a better future, or they keep on trying be perfect without the crucial step of taking Action.

So make sure you read through all the way to the end completing the steps along the way and take Action on what you learn here.

Also, don't let any of the steps stop you from moving forward. Not everything here needs to be completed.

Think of it like a formula, the more you add, the better the result. The only way to get no result is to stop taking action. The only way to fail is to give up.

#### WILL YOU COMMIT TO DOING WHAT IT TAKES?

This book will have no effect at all if you just read it without taking action. Reading without doing would be like buying gym equipment and expecting to get fit without actually doing any exercises.

So if you are committed to put in the energy and effort needed to make a change, go ahead and keep on reading.

Before I share all of these valuable nuggets with you, I want to ask you to “do” something. I know from my experience as a coach that information alone will not help you change.

The number one way that people change for the better is if they commit.

So make a promise, to yourself not me, that this time will be different, that you will use what you find in this book no matter how busy, tired, or stressed you are.

Remember the number 1 reason people fail is because they don't commit, so if you are going to treat this book as just having useful information that



you may or may not put into practice, don't bother, you'll be wasting your time.

But if you really want to make a change in your life and commit to your own success, then promise yourself that you will persist until you succeed.

Do it now, take a moment, stop reading, and tell yourself mentally: "I promise myself that I will take action and never ever give up."

If you are someone who has a hard time keeping your commitments, I recommend you write down that sentence on a piece of paper and sign it to have a personal record of your commitment to hold you accountable to your own integrity in times of difficulty.

Once you are sure you are committed, take a deep breath and read on to take the next step to Live a Life You Love!

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ENJOY THE JOURNEY

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## CHAPTER 1 - DESIGN YOUR DREAM

*“Brain studies now reveal that thoughts produce the same mental instructions as actions. Mental imagery impacts many cognitive processes in the brain: motor control, attention, perception, planning, and memory. So the brain is getting trained for actual performance during visualization.”*

There have been a number of experiments done to test the power of visualization. When basketball players practice taking shots or just visualize doing it, they get similar results. But when they combine both visualization and practice they get significantly better results.

This book will start with helping you clarify what to focus on, and then give you practical tools to make it a reality.

Another experiment by Psychologist Richard Wiseman tested the power of beliefs. There were 2 groups of people. One group believed they were lucky and the other group believed they were unlucky. On the way to the experiment was 100 dollar bill on the ground and a famous person beside the money.

All of the people who believed that they were lucky noticed the money, picked it up, noticed the famous person and had a quick chat. All of the people who believed they were unlucky didn't notice the money or the famous person and walked right by.

So once you have designed your dream i'll give you the tools you need to re-wire your brain to notice the opportunities in the world around you that will take you step by step closer to your dream.

### **Step 1 - Visualize and Mindmap Your Ideal Future**

Your brain can't distinguish between what you visualize and what you see. That's why dreams always seem so real.

By actively practicing visualizing what you would like to happen focuses your mind to find opportunities in your life to make what you have visualized a reality.

One of the problems is that people often worry about things going wrong and even visualize it happening how they don't want it to happen. By doing that, they are actually making what they don't want to happen more likely to occur.

So visualize what you would like your future to be like in 5 or 10 years from now, make it as clear and detailed as you can.

It doesn't have to be realistic, just something that inspires you.

Take a moment to sit back, relax and visualize what the best possible version of yourself would be like.

What kind of life would you live?

What would you do everyday?

What would you look like?

What would your body shape be?

How would you dress?

Who would you spend time with?

What kind of environment would you be in?

What kind of thoughts would you have?

What impact would you have?

How does it feel to be the person you have always wanted to be?

To be living your dream life?

Now take all of that and put it down on a piece of paper in the form of a mindmap.

Use a central image that represents that future.

Create the main branches out from the central image representing the most important aspects of this future.

Split those branches up further into smaller branches digging deeper into the details.

Use keywords rather than sentences.

Use colors. Lots of them.

Use images. More images than words.

Be creative. Make it memorable.

Have fun!

Once it's finished, put it somewhere you will see it everyday.

Stick on your bedroom ceiling or on the back of your bathroom door or take a picture of it and use it as your laptop or phone wallpaper.

Even if you don't consciously notice it, part of your awareness will pick it up and help you find opportunities to make it a reality.

Happy dreaming!

## **Step 2 - Author A Day in Your Future**

Once you have your future mindmap, now write about one day in that future as if you were living it, from the moment you wake up till the moment you sleep.

What would you see when your eyes open?

How would you get out of bed?

What would you do first?

What would you do next?

How would you do it?

Who else would be involved?

What routines would you have in that day?

What happens to you?

What feelings would you have through the day?

What thoughts?

How would you react to challenging situations?

How would you finish off your day?

What's it like to end the day like that?

As you look back over the day, what stands out?

Some people write a page, some people write ten pages. The more specific you can get, the more powerful this exercise will be.

Re-read this future day once in a while, once a year over the next few years is enough.

While I've been using this exercise myself and with my clients for years, I found out recently that Debbie Millman, Founder and Professor at the School of Visual Arts in New York has been using this exercise in her Graduate Program to help students design their life.

Clients of mine as well as students of hers contact us years later astonished by how accurately their written vision describes their current reality.

Be creative.

Let your imagination run wild.

Have fun writing the details of your future.

### **Step 3 - Set Your SMART Goal**

How many times have you had a New Years Resolution only to make the same one again the year after, and the year after?

New Year's resolutions don't work, yet we keep making them year after year, hoping that this year will be different.

We all have to-do lists, usually that keep getting longer until they are unmanageable so they get avoided, ignored or binned and then the process starts all over again.



What I'm suggesting here is neither of those.

SMART stands for Specific, Measurable, Achievable, Relevant and Time-Bound.

Specific: So when you set a goal make sure you are clear about the specific outcome by being very specific.

Measurable: Set some sort of metric to be able to measure results even if it's not something that is normally measured.

Achievable: Check that the goal you have is realistic or if you should set smaller goals to hit first that you know are achievable.

Relevant: Make sure that it is actually a useful goal and relevant to the bigger picture of the vision you have for your life.

Time-Bound: Set a deadline for yourself to push yourself to get it done.

Make one audacious exciting scary SMART goal that you believe is possible but would be a real challenge for you to achieve. Stretch yourself. Think big. Now think BIGGER.

Commit to it and make it happen.

#### **Step 4 - Hack Systems of Life**

How can some people get extraordinary results in a short time and others try their best for years and only get mediocre results?

School, Work, Business, Relationships, every area of your life can be broken down into systems, and every system can be hacked.

You just need to understand the system well enough to find the unlocked back door and walk right in.

We as humans tend to do what everyone else does because, well that's what everyone does. But common practice gets common results.

You may have heard of the 80-20 principle, that 80% of your results comes from 20% of your activity.

Wouldn't it make sense then to spend some time figuring out what that 20% is and focus on doing that rather than waste most of your life on ineffective methods?

First off, make very clear what your goal is and work backwards from the goal. Then you can question everything you think you know about how things should be done to reach that goal.

You can use the 3 whys method, and you'll find that often there isn't a very good reason for doing something a certain way other than that's how it's normally done.

As Einstein said, "Ignore Convention!" So give yourself permission to test doing things differently. With the internet there is now a wealth of options to choose from.

So test and measure what works for you and what doesn't.

Be aware of the tipping point and there's no need for 100% perfection in everything you do, just find the 20% that gives you 80% of the results and move on to the next system of life you'd like to hack.

Work smarter, not harder.

## **Step 5 - Keep it Live**

Continue to adapt your vision of the future as you learn more about yourself and how the world works.

An empire is not built in a day, but rather with a dynamic vision and consistent tweaks adapting to the ever-changing environment.

Rather than getting attached to specific outcomes, be adaptive. Your vision, goals and milestones are for direction, they are not set in stone.

So don't beat yourself up about not getting the exact outcome you had planned for. Incorporate flexibility into your plan so that you are open to new opportunities that arrive.

If you find something better along the way, give yourself the permission and trust yourself to make the right decision.

Just ask yourself the question, "Am I making this decision out of love or fear?" Face your fears and use love as your compass. If love is too abstract for you, think about what is more "meaningful."

Your plans not only can change, but should evolve as you learn and mature.

Be flexible but stay true to yourself.

## **CHAPTER 2 - UNLEASH YOUR POTENTIAL**

*"If I had six hours to cut down a tree I'd spend the first four sharpening the axe."*

During the last 5 years I had the unique opportunity to develop the first Holistic Medical Wellness Programs in China. I got to research the latest innovations in human development, work with some of the world's leading consultants and hire world-class practitioners.

On my team I had the pleasure to lead a team of Traditional Chinese Medicine Doctors, Western Medical Doctors, Naturopathic Doctors,

Ayurvedic Doctors, Nutritionists, Physiotherapists, Yoga Masters, Taichi Masters, Personal Trainers, Life Coaches, Psychologists and Psychotherapists.

They would often have conflicting opinions based on their training and experience and it was my job to make sure that we would create an experience for clients that would help them to get the best from each practitioner, in essence taking the best of every field and creating a customized journey to apply it to their life.

I am, as far as I know, the only person in the world with this particular experience.

Luckily, you don't need to become an expert in any of these areas.

You don't have to be a bodybuilder to reap the benefits of exercise, you don't need to be a nutritionist to eat healthy, and you don't have to be a psychotherapist to be happy.

There are simple techniques you can use to be at your best.

If we don't pay attention to our thoughts we get confused. How can you be clear-headed?

If we don't take care of our bodies we become weak. How can you have the energy you need to move forward?

If we don't express our emotions we get stuck. How can you ride the wave of emotions?

If you don't nourish your relationships you lack support. How can you get others to lift you up?

If you don't tap into your consciousness you get lost. How will you know where you should go?

Now you may be doing very well in one or most of these areas, but a chain is only as strong as its weakest link.

In order for you to take a step to become a better person, you need to unleash your potential thinking, emotions, relationships, body and/or consciousness.

We can't expect to do things how we have always done them and get a different result. If you want to see a change in your life, you must change first.

This chapter is filled with a range of techniques to experiment with. I don't know anyone who has enough time to do all of these. Please don't attempt to try and do all of them at the same time, but rather one by one.

The key is to first identify one that interests you, test it to see if it suits you. If it does, work it into your schedule and make it a habit to get you functioning at your best. Then move on to the next one.

*“Absorb what is useful, discard what is not and add what is uniquely yours.”*

## **Step 6 - Upgrade Your Thinking**

### ***Think Mindfully***

What did you spend your time thinking about today?

Most of us think the same thoughts over and over again, day in day out.

We rarely stop to think if we should be thinking what we are thinking, and if it is useful to be spending time and energy on that specific thought.

Our brain, while only 2% of our body mass takes up 20% of our energy. Our thoughts consume valuable calories, so it makes sense to optimize our thinking on what is most important.

We allow ourselves to get distracted by what others talk to us about, worries about the future that may never come true, regrets about the past, events on the news that have no impact on our lives, advertisements that are trying to get us to consume and the list goes on.

Once you start to be conscious of the time and energy you spend thinking, you'll find out how important it is not to waste your thinking on meaningless, pointless and irrelevant topics.

You'll want to optimize your incoming information, what you watch, read, listen to, who you talk to, message and spend time communicating with.

You'll re-evaluate everything you spend time thinking about, even transition time in between activities or travel time when you are moving from one place to another.

Your thoughts are your currency, how will you spend them? Every thought counts.

### ***Empty your Mind through Journaling***

Journaling is another one of those habits that is proven to make you permanently happier if done consistently for just 30 days.

How you do this is up to you.

Writing about what happened during your day, dumping the stuff floating around in your mind down on paper, or just mindfully doodling are all great ways to clear your mind.

There is no need to write with any specific intention in mind, but you may find it useful to identify your learnings or ways you could do better next time.

Some people find it really useful to use a pen and paper while others will type. Feel free to be creative and experiment to find a way that works best for you.

### ***Boost your Brain with Nootropics***

Your brain consists of neurons that send signals to each other through Neurotransmitters.

Depending on the nutrients available in your body, there may or may not be an ample supply of materials needed for these neurotransmitters and signals can flow smoothly through your brain.

Nootropics are smart drugs that improve cognitive function, memory, creativity, or motivation levels by optimizing the balance chemicals available for your brain to function.

An important point to note is to do proper research so as not to overuse these drugs, either in terms of dosage or frequency, as doing so can lead to addiction or brain damage.

Some nootropics that you likely know are Omega 3, Caffeine, Nicotine, Creatine and Adderall. Our brain is mostly fats and water, so being well hydrated and having enough Omega-3 in your diet will keep your brain healthy.

If you are looking to boost brain function, Caffeine and Nicotine (not in cigarette form) can be used in moderation, but lose most of their positive effects if overused as then the brain becomes dependent and needs them to just to function normally.



Creatine, though usually used for its physical rather than mental benefits, has been shown to have positive effects on IQ, especially in vegetarians or vegans who have no natural source in their diet.

Adderall, while usually prescribed to people diagnosed with ADD, is becoming a common drug used by students when they need to focus.

There are plenty of other less well known nootropics such as Racetams, Modafinil, L-theanine and many more that are becoming increasingly popular, so if you are in need of improved memory, focus, relaxation or motivation do a bit of research and find which nootropic might be able to help you.

### ***Outsource Work You Don't Enjoy***

How much is an hour of your time worth? How about a minute?

Is there anything you spend time doing that someone else could do cheaper?

You are probably really great at some things and enjoy doing them. There are other things you would prefer not have to do and likely someone else could do it better.

We now live in a world where you can get someone to do almost anything for you with a few exceptions such as eat, exercise and make love.

Do you cook? Do you clean your house? Do you drive your car? Do you answer your emails? The list goes on.

The fact is that in today's world, doing those activities is a choice, and if you enjoy doing them then go right ahead, but if you would prefer be doing something else, you can outsource to someone else.

And in the next few years you will be able to outsource more and more to robots and Artificial Intelligence.

We have all heard of Siri, now you will find yourself voice to voice with more and more Digital Assistants like Microsoft's Cortana, Amazon's Alexa, Google Assistant and Facebook's M.

Tesla is leading the way with autonomous vehicles. There are already robots that can clean your house.

Think about what your personal competitive advantage is that you love to do and other people, robots or AI can't do or at least can't do as well as you.

Spends lots of time doing that. Get really good at it.

Outsource or delegate the rest.

### ***Listen to Guided Meditation***

Meditation can be confusing to those who don't have a regular practice, and it's not easy to know if you are doing it right.

To start out it can be helpful to listen to guided meditations rather than trying to do it by yourself.

There are recordings all over the Internet and apps that you can download that can take you through each type step by step so that you can find one that suits you.

The range is astounding and you can find guided mindfulness, affirmations or visualization and everything in between.

For interesting new experiences try binaural beats, self-hypnosis and ASMR. Different people react differently to each and it tends to be love or hate so keep testing until you find one that resonates with you.

### ***Turn Limiting Beliefs into Empowering Beliefs***

As we grow up we develop certain beliefs about ourselves, others and the world around us. These beliefs are not truths though they feel that way.

We develop these beliefs in order to guide us to make better decisions.

The problem is that your life now and your life as you were growing up are different, but because we have already formed these beliefs, we find it difficult to see the differences and assume that what was true then is true now.

These beliefs hold us back from expressing ourselves fully and evolving into the people we were born to become.

The first step is to make a list of all of your limiting beliefs. This is anything you believe that is holding you back from living your dream or fulfilling your potential. Here are some examples:

1 - I'm too young/old.

2 - I'm not smart enough.

3 - I don't think my dream is really possible.

4 - I need more experience.

5 - I need to make money first and then I can follow my dream.

Notice that these are not truths, but rather beliefs. Are there people who are less intelligent, with less experience, younger... than you but have achieved their dreams? Of course!

The only person that can really hold you back is yourself.

Choose your beliefs wisely and update any that are outdated.

Here's an example of how you can update them into empowering beliefs:

1 - I'm the perfect age to live a life I love.

2 - I am a genius/I have unique abilities.

3 - I know my dream is possible/ Of course I can achieve my dream.

4 - I have all the experience I need.

5 - I will make the most money by following my dream.

Once you have created your empowering beliefs. Find examples in your past or other people's lives that show that belief can be true.

Go out and test it. Prove to yourself that it can be true. Start small and let the world give you feedback. If it's not working tweak your test and try again.

Once you start looking for situations in which your new belief is true, you'll find they are all around you and your limiting belief has kept them invisible.

Belief shapes the world around you. What would you like to believe? Go out and prove to yourself it can be a reality.

If you are having trouble believing it, use your new empowering belief as a positive affirmation to start re-wiring your brain through repetition.

### ***Use positive affirmations***

Words are powerful.

What does your internal dialogue tell you?

Are you putting yourself down?

Blaming yourself when bad things happen?

Calling yourself names?

Or do you praise and encourage yourself?

Find opportunities in challenges?

Take responsibility for making things work?

You may not be consciously aware of how you talk to yourself. Just think about something 'bad' that happened to you recently, what did you say to yourself about what happened?

Next time, if you can focus on what you learned from the event, how you could do it better, and what you actually did well it will change how you feel about the event and what the event actually means to you.

You'll soon find that there's no such thing as a 'bad' event, that everything can be seen as an even to help you evolve into a more mature, more conscious human being.

So what would you like to say to yourself?

How could you be loving to yourself?

How could you be your own cheerleader?

Pick a time in your daily routine to express some positive affirmations (or empowering beliefs). If you can say them out loud, even better.

At first this may feel awkward or inauthentic. Be aware of that feeling and use mindfulness to explore where it is coming from.

If you continue to affirm these empowering beliefs consistently with time you'll start to notice more and more proof that it is true for you.

Turns out it really does help to fake it till you make it.

## **Step 7 - Master Your Emotions**

### ***Practice Mindfulness to Live in the Present***

To put it simply, pain comes from living in the past or future and joy comes from living in the present.

Depression comes from being stuck in the past, and anxiety comes from fear of what the future might hold.

By focusing on what we are experiencing in the present moment instead of remembering or imagining gives us stability, a rock we can hold on to between the storm of past and future.

That's not to say that we should never think about the past or future, as they are valuable human abilities, but mindfulness gives us the option to be able to choose where we focus.

Chasing happiness is neither attainable nor desirable. There is no-one who is happy all the time.

The purpose is not to get rid of negative emotions and feel positive all the time.

All emotions have value. Anger, sadness, fear all can give meaning to our lives and drive us to react in a way that is beneficial. It is the spectrum of emotions that makes life beautiful.

The problem with the 'so-called negative emotions' is when we get stuck in them, or hold them back until we can contain them no longer and then lose control.

To be mindfully aware when emotions arise, accept them, and be grateful for the gifts they bring helps us transform from slave to master of our emotions.

### ***Live Glass Half Full by Cultivating Gratitude***

It's human nature to focus on the difficulties, the problems, the things that are going wrong. From a survival perspective this makes sense in order to avoid danger and keep us alive.

Fortunately we no longer live in a world where danger is imminent. We all have our basic needs met, yet we still focus on the problems.

If we can learn to develop a mindset focused on what we have to be grateful for, not only do we feel better everyday but we also tend to attract more things into our life that we can be grateful for.

The more time you spend focusing on something, the more likely you are to notice it in the world around you.

By cultivating gratitude on a daily basis, you rewire your brain so that you actually perceive events differently, and feel better about what happens.



A simple way to start that is proven to make you permanently happier if you do it daily for over a month is to think of 3 things you are grateful for, and taking a moment to mindfully experience the gratitude in the moment.

### ***Consume Natural Mood Enhancers***

How you feel is also related to what you eat.

Remember that your emotions are neurochemical reactions and so based on what nutrients your body is absorbing you will feel a certain way.

The most important nutrients that are linked to feeling better are Omega 3, B12, Selenium and Vitamin D. You can get all of these nutrients from Nuts, Fish, and Grass-Fed Dairy, though you may also choose to take them in supplement form.

### ***Communicate with your Body***

Do you ever find yourself holding back for some reason you don't fully understand? Do you have tension in your back or neck or stomach?

Our culture and education has taught us to get stuck in our heads, which ends up being circular. Many of us are detached from our bodies, taking care of it only when it gives us problems.

Your body has a mind of its own.

Experiences throughout your life are imprinted on different parts of your body, and it can be useful to access that information.

Chronic pains or discomfort can be related to unresolved emotions from earlier in life. We tend to avoid re-experiencing these emotions, and for good reason. We may not yet know how to deal with them without help.

Going through Mindfulness-Based or Body-Based Coaching or Therapy gives us the support and guidance we need to be able to open up to these emotions and work through them in a healthy way.

By being mindfully aware of your physical sensations and being open to deriving meaning from them is one of the fastest ways to learn more about yourself.

Doing this also helps us learn how to deal with future challenging emotional situations with a greater range of potential reactions to choose from.

What is your body trying to tell you?

### ***Choose your Body Language***

It's obvious that posture and facial expressions are an indication of how someone is feeling.

But did you know that by changing your body language, you can also change how you are feeling?

Consciously choosing how you hold yourself means you can choose what emotions you would like to be feeling.

Depending on what is coming up next it can be useful to shift your state.

This is yet another case of fake it till you make it.

### ***Learn to Love Stress***

Stress gets a bad rap.

It's blamed for everything from heart disease to cancer to diabetes.

However, it's recently been discovered that it's only harmful for you if you believe that it's harmful for you. In fact, people with a high amount of stress in their lives, but believe that stress is good for them are less likely to die than those with only a low level of stress but believed that stress was harmful to their health.

So if you don't love stress right now, best you learn to love it as quickly as possible.

There is only one way to do this – to experience positive stress in the present moment.

Once you get into a stressful situation, it triggers certain neural pathways in your brain, and once they have been triggered, you will “almost” instantaneously begin to feel stressed. The emphasis is on “almost”.

You actually have a fraction of a second to choose your reaction, but it feels instantaneous because you've been doing it so long you're a pro at it.

This is where mindfulness comes in handy. Once you become mindfully aware of how you begin to feel stressed, as soon as you begin to feel that you can pause, to let it in and “ride the wave” instead of letting it crash down on your head.

Below are some questions to ask yourself to begin to mindfully experience stress. But before you read them, notice first if you feel stressed right now, and if not, think of a time when you did feel stressed or think of something that triggers you to feel stress so that you can discover the details of how you experience stress in the present moment.

Now that you are feeling stressed (this exercise is fairly useless if you are not – remember it must be experiential), what is your physical experience of stress?

Does your heart beat faster? Palms sweat? Body heat up?  
Do you have any pains or discomfort? In your back or neck or head?  
Does your stomach tighten?  
How long does the sensation last? Does it move, intensify or weaken?

Whatever the sensation, just stay with that, let it be there, without judging it as good or bad, just being aware of what it feels like.

Allow yourself the time to become familiar with the intimate details of your stress response, without prescribing any meaning to it. Take your time to let yourself stay with that feeling. Once you feel like you have a good representation of your stress response, read on.

This is where mindfulness has its limitations, just being aware of how you respond to stress doesn't necessarily change what you believe about stress. So for you to actually change your belief about stress instead of just reduce or avoid it, you will need to personally experience stress being helpful to you.

Remember a time when you felt stressed and the outcome was positive. Immerse yourself in the memory of what it felt like to be stressed at that time. If you can't remember a specific time, put yourself in a situation in which you usually feel slightly stressed.

Take your time to really get into that situation, where you are, who is there, how you are feeling... And begin to notice how by being in that state you are able to achieve a positive outcome.

Straddle the line between doing the activity and not doing it and notice the stress response beginning. Take your time and choose to use your stress to help you overcome that situation. Once you find that easy, move on to a more challenging situation.

Find a word or feeling or image to remind you of your positive stress state so that next time you feel stressed you can remind yourself of that and be empowered by your stress response.

Make Stress your friend.

### ***Take Responsibility for Your Feelings***

It's common for people to give away their personal power by blaming others for how they feel. "He/she made me angry/sad/stressed!"

No-one can make you feel anything without your permission.

It's normal to feel "bad" during difficult situations, life circumstances or bad luck, but the less you are dependent on outside success for allowing yourself to feel good, but rather choosing to feel good instead, you'll find that you have better control over external events as you can choose how to react to them.

Instead of being reactionary and letting external factors determine how you feel, be proactive and choose how you want to feel.

Taking responsibility for all of your emotions is the first step to freedom.

If you haven't yet learned how to deal with your emotions as they arise, mindfulness is the best place to start.

Mindfulness will help you realize that there is no such thing as a "bad" feeling. Fear, pain, anger, sadness, stress all have value and can motivate you to take action in certain situations.

The problem is when you get stuck in an emotion and can't get out when the situation changes. Or when someone else's actions trigger an emotion in you that you can't deal with.

Learning to “be” with your emotions, accepting them, being grateful for all of them and then riding the wave rather than trying to hold back the ocean is incredibly empowering.

## **Step 8 - Nourish Your Body**

### ***Eat Superfoods***

From fast food to junk food to processed food, much of what we eat barely resembles the food we evolved to eat.

We have moved away from nourishing our bodies to find whatever is quick, cheap and tasty.

Our diets are dictated by the profit interests of corporations that have the power to control the global supply of food.

Superfoods are nature’s supplements that are rich in nutrients that your body needs for optimal functioning.

Add these foods to your diet - broccoli, chia seeds, grass fed beef, salmon, blueberries, ginger, kale, spinach, coconut oil, spirulina.

### ***Find a Diet that Suits You***

Question the traditional “balanced” diet.

Fat has been demonized in modern culture and is widely misinterpreted as a cause of heart disease and obesity. Not only are fats essential to a healthy diet, eating a high fat diet is the fastest way to lose fat.

It sounds counterintuitive, how can you lose fat by eating fat? To put it simply, when you eat mostly fats, your body begins to use fat as its main source of energy instead of glucose from carbohydrates, and you can burn the fat stored in your body much quicker.

Contrary to popular belief, you don't need to eat carbohydrates. You need fiber for digestion and the best source of this is green leafy vegetables.

Carbohydrates in the form of grains were only added to the human diet in the last 10,000 years and processed sugars in the last 100, and are both the cause of many modern diseases from diabetes to cancer.

Luckily many of these diseases can be reversed by your diet.

Cycle in and out of the different diets (Paleo, Keto, Wolf, Mediterranean) to find one that suits your body and goals.

### ***Fast Intermittently***

3 meals a day is another modern habit that doesn't fit with how our bodies evolved.

We already fast 12 hours a day when we sleep, and going for long periods of time without food was a part of our evolutionary history.

The ability to function at a high level was critical to our evolution and we perform at our best if we eat intermittently.

Intermittent Fasting (IF) makes the body produce Human Growth Hormone which promotes muscle growth and fat burning. Other benefits of IF include improving Insulin sensitivity and slowing down aging.

All animals naturally fast when they are sick as it's nature's way to kill infection by rejuvenating and repairing the body.

Before you start fasting though you need to make sure that your body is getting enough essential nutrients so it's important to have started eating



a healthier diet with less processed foods, less sugar, more healthy fats and superfoods.

### ***Take Healthy Supplements***

Depending on your current health condition and your personal goals for your body, there are a number of supplements that you can take to help you get enough of the nutrients you need from body-building to detoxing to immune boosting.

Supplements supplement a healthy diet, not replace it. Ideally you should get all your core nutrients from your diet, but sometimes we have a hard time absorbing certain nutrients, have special dietary requirements, cannot easily source foods with those nutrients or cannot get enough quantity of the nutrients in our food.

Do your research before taking any supplement on the potential side effects to be aware if you start to experience any potential adverse effects so you can find suitable alternatives.

### ***Challenge your Body***

Your body builds up resilience by being under a manageable amount of stress.

Rip your muscles to get them to grow.

Stretch your ligaments, tendons and fascia to become more flexible.

Get your heart racing to improve your conditioning.

Lift heavy things to make your bones strong.

Expose your body to hot and cold to improve your immune system.

Hold yourself in awkward positions to improve your balance.

Expose your skin to sunshine to improve your resistance to harmful rays.

Hold your breath to improve your lung capacity.

Walk barefoot over rough surfaces to harden your soles.

The body has an amazing ability to heal and repair.

Pushing your body too far too quickly can cause permanent damage, but pushing yourself just past your comfort zone to expand your limits on a regular basis means that you will be able to withstand more when you need to.

Challenge your body to learn.

### ***Move More, Move Consciously***

Modern lifestyles encourage us to move as little as possible, whether sitting in front of the TV, over a computer or behind a wheel.

Humans evolved to be moving most of the day, either foraging for food or chasing after animals.

Even when we do exercise we tend to move in a static way, pushing weights on machines or running on a treadmill.

By being consciously aware of how you walk, bend over, stand, sit, push, pull, pick up things, you can optimize your posture and movement patterns to fix imbalances and gain better control over your body.

### ***Track Your Body Stats***

It's difficult to know what you are doing right or wrong without measuring your progress.

Simply by tracking usually helps people improve, but in order to test and measure which tactic you are using are working and which are not is a guessing game without numbers.

That is not to say you should be obsessive about the numbers or that you should measure everything. Only that if you are looking to improve a specific aspect of your body, that having measurements can give you an accurate picture of whether you are improving or whether you should try something else.

There are a number of apps & wearables that make this remarkably easy with today's technology.

Check your Vitals: Pulse, blood pressure, sleep, respiratory rate

Measure your Body Composition: body fat, muscle, metabolic age, hydration

### ***Get Help to Get Healthy***

One of the fastest ways for you to get the results you want is to hire someone to hold you accountable and drive you in the right direction.

Hiring a coach will push you to develop healthy eating and exercising habits.

The key here is the word "habit", all the information in the world is useless if you are not taking action.

It helps to have someone who knows what they are talking about too as trying to research this topic online is likely to result in information overload as well as conflicting opinions.

## **Step 9 - Enrich Your Relationships**

### ***Listen Mindfully***

How often do we listen with 100% of our attention?

Do you listen for the intention behind their words?

Often we are just waiting for the person to finish speaking so say we can say what we want to say, or thinking about something else, or wondering how we should respond.

Even if we were listening 100%, we are still likely to misinterpret others, so a part of mindful listening includes checking with them that you understand what they are saying by repeating back to them parts of what they say, or pointing out something you are noticing about the way they are communicating.

This can be done tastefully to add depth to the interaction, it can also be done in a way that makes them feel uncomfortable, so watch their reactions so you can continue to adapt your communication to the person you are with.

Here are some things to let them know you are aware of:

What are their facial expressions?

Their body language?

Their speed and tone of voice?

The types of words they are using?

The emotions they are expressing?

By becoming aware of each of these different areas people will feel listened to and open up to tell you more and feel supported by your listening.

### ***Tailor Your Communication***

People often say the first thing that comes to their mind or express themselves without regard for how it may affect others.

If we are more aware, we speak to them the way we would like to be spoken to, but how often do we communicate with someone how they would like to be communicated with?

By first learning to listen mindfully you start becoming more aware of how others communicate, the next step then is to communicate in a way that is meaningful to them.

Do you know what is their love language?

Words of Affirmation, Quality Time, Receiving Gifts, Acts of Service, or Physical Touch?

It's natural to assume that the other person has the same emotional needs as us, so that is what we give to them, when they may not receive love in that way.

Likewise others may be doing their best to give you what they think you need and you want something else.

The key here is being aware of how they react when you communicate in these different ways and do more of what they appreciate.

### ***Strive for Understanding***

Nobody has the same experiences as you, the same personality or the same values.

Everyone has their own unique perspective.

How much time do you spend trying to understand someone's perspective before you blame, complain or condemn their actions?

Building relationships is about finding common areas, not about proving you are right.

If you can focus on finding value in everyone you meet and be genuinely interested in finding out more about their perspectives, the relationship will strengthen and people will want to spend more time with you.

Proving you are right or that they are wrong only serves to satisfy your ego.

Be the bigger person, be authentically sorry when you make mistakes, and forgive them for making mistakes.

### ***Perform Random Acts of Kindness***

We spend so much of our time thinking "what's in it for me?" That we often forget that a little kindness can go a long way.

In addition, research has found that we feel better giving to others or acting in service that we do if we spend our resources on ourselves.

As social creatures, helping others gives our life meaning.

If you can make someone's day by doing something nice for them without them asking, not only will they feel better, you will feel better and they are more likely to pay it forward and be kind to someone else without them asking for it.

One act of kindness can act as a catalyst like the butterfly effect, creating a ripple effect of kindness beyond what you can measure.

And what you'll find is that if you are kind to others, the wheel comes full circle and you will receive kindness in return.

Ironically, performing an act of kindness everyday for at least 30 days is one of those habits that is proven to rewire your brain and make you permanently happier.

This is the one time you can be selfish and completely guilt free.

### ***Get a Relationship Coach***

Do you ever find it difficult to understand why someone you love treats you the way they do?

Do they seem to have a difficult time fulfilling your needs?

Families are complicated, relationships are complicated and few of us are taught how to effectively negotiate, be loving or supportive in relationships.

It can be helpful to have a professional who has been trained in the psychology of relationships as a guide to help each party better understand each other in the relationship and learn to communicate so the other person feels heard.

Whether it's parenting, marriage, couples, family dynamics, intimacy or simply dating, asking for help from someone with a proven methodology or years of experience can help you see things from others' perspectives and completely change how you relate.

### ***Grow your Network and Build your Tribe***

A thousand years ago it was unlikely you would meet anyone from outside your village, a hundred years ago, it was rare to meet someone who was not from the same country.

Now the world is so much more diverse and connected, social media makes it possible to make friends and build online communities with people you've never had the chance to meet face to face.

Used incorrectly, we are bombarded and overloaded with information we don't want, but used correctly, there is the potential to change the way you connect with people and create movements to change the world.

Wherever your interests, beliefs or purpose, people exist somewhere in the world with the similar ones and the internet connects you.

However you like to communicate, through written word, images, videos, audio, games or face to face, there are platforms for each.

There really never has been another time in history when there were so many opportunities to build a network we want to be a part of.

The same way that cities made it possible to find new life opportunities, social media, multiplayer online games and forums now means that you don't even have to travel to be anywhere specific in order to connect with anyone in the world.

So think about who you would love to know, to communicate with, to learn from, to help, to be with and see which platforms and mediums they use to express themselves so that you can bring them into your network.

***Take Your Intimacy to the Next Level with Tantra***



In our modern society sex has been lowered to a commodity to be sold. Half naked pictures of impossibly perfect people are blasted into our faces on a daily basis to try to get us to buy the latest product.

When we have the chance to be intimate with someone, we worry about how we look and how they will judge us.

Now with the porn industry, very few people still practice the art of lovemaking. From violent American porn to perverted Japanese porn, men's perception of what is normal is distorted, as is women's perception of what love should be like from reading romance novels, watching soaps and chick flicks.

Lovemaking has the potential to be one of the most meaningful experiences of your life.

If you learn to love and understand your body, the link between mind and body, and open yourself up to connecting on a deeper level with your partner, lovemaking can be a path of enlightenment and a deep spiritual connection.

The same way that you can tailor your communication, you can tailor your lovemaking to the person you are with, responding to their sexual needs and desires by being aware of how they are responding and connecting with them on an emotional and spiritual level, both transcending your physical bodies to combine on a higher plane of inter-connected consciousness.

## **Step 10 - Elevate Your Consciousness**

### ***Practice Moving Meditation***

Yoga has become a modern form of exercise.

The original purpose of yoga, however, is to prepare the mind and body to enter a meditative state.

By releasing tension in the body and coming into alignment of breath and movement, the mind focuses.

Yoga is not the only form of moving meditation that achieves this purpose, there is also taichi, qigong, sacred dance and many others.

By bringing our awareness into our body, and moving with intention, we open our mind up to be more conscious of other more subtle energies.

### ***Expand your Consciousness through Breathing***

From the moment we are born we learn to breathe.

As we go through life we build up tension in our bodies as a defense against life's challenges. Breathing is a way to connect our mind with our body to work through these tensions so that our mind and body can be free to listen to higher levels of consciousness.

By re-learning to breathe, deeper, from our belly, breathing with the whole body, we bring our energy into alignment.

A good metaphor is when the filaments in a magnet are unaligned, the magnet loses its power and cannot perform its purpose.

Likewise with focused breathing, we can bring our mind and body into alignment and move with purpose through our life.

### ***Get in Touch with Nature***

We have grown out of this earth like an apple grows out of a tree. We are a part of it and connected in a deeper way than science can explain.

Find nature that makes you feel connected. It could be a walk in the park, taking time to watch the stars or hike your local hill.

Getting in touch with nature, and places that have personal significance to you brings more fulfillment and meaning into your life.

It's easy to get sucked into the hectic modern routine forgetting that each moment is precious, and taking time out to experience the world as it is in its purest form reminds you of the value of life and helps you question if you are heading in the right direction or if you need to pause and follow a new path.

Whether it's climbing a mountain, participating in a spiritual festival or traveling to a natural sanctuary, going with the intent to open your mind and expand your consciousness can lead to a transformative experience.

### ***Expand your Worldview***

We each grow up in a certain culture with a certain worldview.

Some people are born into Christian families, some are exposed to liberal media, some are brought up in patriotic nations, some are educated into scientific materialism.

Each group has its own biases and beliefs about how the world works.

By traveling, studying other worldviews and keeping up to date with scientific discoveries we can continually evolve our understanding of the universe around us.

Remember that each worldview is just a theory, a perspective, not a truth, and that they are various attempts to explain the world around us from different points of view.

Keeping an open mind will help you develop your own worldview to make sense of the world and find meaning and purpose in your life.

### ***Practice Meditation***

When you think of meditation what do you think?

Perhaps you've tried it and didn't know if you were doing it right?

Maybe you couldn't stop your thoughts from distracting you?

Maybe you found it useful but couldn't get into the habit of doing it consistently?

There is a lot of information out there about the right way to meditate and each guru will have their own specific way.

What's more important than doing it right, is doing it.

The more you practice the better you get at it, and the easier it will be for you to get into a meditative state.

It can be useful to experiment with a few different types and choose one that works for you.

There are so many types to choose from: Mindfulness, Transcendental, Mantra, Metta, Zen Pranayama, Lucid Dreaming and the list goes on.

Once you've found one that seems to resonate with you, stick with it for a few months and you'll wonder why you didn't start sooner.

### ***Find an Integral or Transpersonal Coach***

If you are like most people who have been educated in a materialist culture, you might think that you are just your body, that your emotions and mind and spirit are all a part of your brain.

Your “whole” self is much more than just your body.

Think of it like this, a TV is just a box, but it is a box that can pick up a signal. The signal does not come from your TV, it comes from the broadcasting station.

Likewise your consciousness does not come from your body, but your brain is able to tap into the signal for you to experience consciousness and live in your body.

We are all a part of the same universe.

We are all connected.

We are the universe beginning to understand itself.

An integral coach can help you navigate these various aspects of self to elevate your consciousness.

### **CHAPTER 3 - FULFILL YOUR PURPOSE**

How do you know you are on the right path?

Would it be wise to focus on making money first, and then use that money to follow your dream?

Or should you go all in now and trust that you will find your way?

Here's an experiment I want to share with you and let you decide for yourself.

In this experiment which spanned two decades Srully Blotnik followed 1,500 people after they graduated from university.

They were divided into two groups. Let's call them the Money group and the Love group.

The Money group (1,245 people) made their decisions about their career based on the logic that they would make money first and do what they really wanted later.

The Love group (255 people) decided to do what they loved first and worry about money later.

After 20 years, out of 1500 people, 101 of them had become millionaires. Can you guess which group had more?

100 of those 101 came from the Love group.

So in the Money group less than 0.07% became millionaires, compared to almost 40% in the Love group.

Feel free to draw your own conclusions.

### **Step 11 - Clarify your Purpose**

Why do you wake up every morning?

What is more important to you than anything else?

What's the purpose of your existence?

Why do you think you were brought to this earth?

If you had a magic wand and could make one change, what would it be?

You may not know the exact answer, but you might have had a glimpse of it - a vision of yourself in the future, a feeling you needed to move somewhere, an intuition about who you should reach out to, an idea about how you could make the world a better place.

Listen to your inner voice and find what is truly meaningful to you.

A lot of my coaching clients start without a clear idea of what their purpose is, and as we progress deeper into their self exploration, an impulse to make a difference in the world arises in them.

Actually it had always been there, it's just often suppressed by fears, limiting beliefs or lack of self-awareness.

So by facing your fears, uncovering your limiting beliefs and transforming them into empowering beliefs and becoming more aware of who you really are inside the diamond inside you is polished and you can see your inner purpose with clarity.

You don't need to get it perfect from the start, just start with something that inspires you, something that is worthy of your blood sweat and tears. Simplify it into a single sentence, feeling or image to keep in the back of your mind to keep you on track.

Continue asking yourself these questions as you evolve and your purpose will evolve with you. Each time you ask, you are focusing your lens in on yourself and your place in this universe.

## **Step 12 - Set Prioritized Milestones**

Work backwards from your long term vision and figure out how you could make that future a reality.

What you would you need to do this decade?

In the next 3 years?

This year?

This month?

This week?

Today?

Then create a daily plan before your day starts, a weekly plan before your week starts, a monthly plan before every month starts and so on.

Identify a list of the things you need to accomplish your vision.

What skills do you need to learn?

What resources do you need to gather?

What relationships do you need to build?

The break each of those down further to create a step by step process to go through.

You may not complete all your tasks, but make sure you identify and complete your priorities.

### **Step 13 - Create Agile Projects**

The Agile methodology is a way of getting things ready without waiting for perfection.

If you can set a minimum viable outcome that would satisfy the primary need, it can be useful to get that done first.



Then after it is ready if you decide to improve it, you can do a round of improvements, but you have already achieved the basic outcome that you were looking for.

Using the principles below will help you stop wasting time and get things done by making your goal setting and implementation effective.

I have altered the Manifesto for Agile Software Development to relate to your life:

1. Get results with early and continuous completion of projects
2. Welcome changing requirements, even in late stages
3. Take steps frequently (weeks rather than months)
4. Have close, daily cooperation with other people
5. Build your projects around motivated individuals, who should be trusted
6. Face-to-face conversation is the best form of communication (co-location)
7. How you feel is the primary measure of progress
8. Don't burn yourself out, think sustainable development to maintain a constant pace
9. Have continuous attention to both detail and big picture
10. Simplicity—the art of maximizing the amount of work not done—is essential
11. Best results emerge from cooperation
12. Regularly reflect on how to become more effective, and adjust accordingly

## **Step 14 - Solidify your Daily Routines and Habits**

*“We are what we repeatedly do, excellence therefore is not an act, but a habit.”*

We make thousands of decisions a day, over 200 just about food.

Each decision we have to make drains a bit of our daily available willpower, and the harder the decision the more willpower it drains.

In order to have more willpower available for our priorities later in the day it's useful to automate as much of your daily decision making as possible.

Automating activities you encounter everyday like what you will eat for breakfast, what you will wear, whether you go to the gym etc. means that you'll be able to spend more willpower when it really counts.

How you do this is through the power of habit. If you do something consistently for a period of time, you build and strengthen new neural pathways which replace the old ones.

Contrary to the popular 3 weeks to build a new habit myth, simple habits can be built in a few days and complex habits can take months.

A habit has 3 basic components. The trigger, the behavior and the reward. What you want to change is the behavior.

So first identify the habits you have that you would like to replace. Keep the trigger the same. Keep the reward the same (or better!). Just change what you do in between.

An experiment where two groups of people tried to 'lose weight' shows the power of reward. The first group was allowed to eat a square of chocolate after each workout. The second group was not. The second group soon gave up exercising and went back to their old habits. The first group, who now associated exercise with a chocolate feel good response, were able to establish the new exercise habit and lost more weight despite the extra calories from the chocolate.

Another experiment that tested willpower exposed a group to chocolate but didn't allow them to eat it. They performed significantly worse on a

puzzle later, making far fewer attempts and devoting less than half the time to solving it.

That's the magic of the power of habit. Once the habit is set it doesn't take any willpower to complete so your willpower is freed up to develop new useful habits.

Willpower is like a muscle and by forcing yourself to take on new habits, you can exercise your willpower and increase your daily available amount, meaning you can build new habits faster and take on more difficult habits.

### **Step 15 - Setup a System of Accountability**

Do you find that you have good ideas, good intentions and the desire to improve, but still don't achieve your goals?

We get distracted, procrastinate and make excuses for why we aren't succeeding but the truth is, it rarely happens without an outside force to keep us accountable, whether that's a deadline we agree to or a promise we make to someone else.

Whether it's an executive, career, business or life coach, they are proven to help you get results faster than you can get them yourself.

Contrary to popular belief, the most important factor in your success with a coach is not the skill of the coach or how well they are trained.

According to research, the most important variable is your commitment, second most important variable is your relationship with the coach, and the third is the methodology the coach uses.

So are you committed to making a change?

Who will you get to help you?

## REMEMBER TO ENJOY THE JOURNEY

If you don't appreciate what you have, you won't appreciate what you get.

You only have this one life.

Create your reality.

Do not wait.

Take this gift of life you have been given.

There is only one you.

You can make a difference.

You are designed to fulfill your purpose.

Be you.

*“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative, there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.*

*All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favour all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way.*

***Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it!”***

Don't wait till next year, next month, next week or even tomorrow.

Start today, start now.

And... never ever EVER give up.

But... you don't have to do it on your own.

Everyone needs support.

There are people who want to help you.

Reach out for help and you will get it.

And remember to give back.

*"Be the change you want to see in the world."*

**Design your Dream, Unleash Your Potential, Fulfill your Purpose and  
Live a Life you Love!**

Make your own luck,  
Thanks for reading,

Your cheerleader,  
Fionn

P.S. I would love to hear from you and know if there is any way I can help you on your journey. Send me an email to [me@fionnwright.com](mailto:me@fionnwright.com)