

INFINITE



IMPACT

# Foundational Four Workbook

# AVATAR EXERCISE

If you're ready to grow your engagement and overall sales conversion with qualified prospects, let's dig in and complete the first exercise to get and stay in Alignment.

## ENTREPRENEUR ACTION, STEP 1:

Write out a specific profile and day in the life of your ideal customer.

### Writing prompts:

- ☐ What is your person's gender?
- ☐ What is their exact age? (NOT a range)
- ☐ Do they have any children? If yes, how many and what are their specific ages?
- ☐ Are they single, married, divorced, widowed, separated, on a second marriage, etc.?
- ☐ Does this person have tons of friends or 1-2 close friends?
- ☐ Are they well-liked by everybody but feel lonely?
- ☐ How do they feel about their social relationships?
- ☐ What boundaries do they hold with the people in their lives?
- ☐ Does anyone "truly" know who they are?
- ☐ How do they sleep at night?
- ☐ What do they think about while falling asleep? What keeps them up at night?
- ☐ What gets them excited to wake up in the morning?
- ☐ How do they take care of themselves physically? Or how do they hide?
- ☐ How do they take care of themselves mentally? Or how do they escape?
- ☐ What do they worry about? What makes them anxious? What overwhelms them?
- ☐ What are their vices?
- ☐ What are their unmet needs?
- ☐ What are their fears?
- ☐ What are their talents?
- ☐ Where do they meet resistance?
- ☐ Do they know their goals?
- ☐ Do they know themselves?
- ☐ What do they think about what you teach?
- ☐ What are their guilty pleasures?
- ☐ What do they feel but are afraid to say?



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**Troubleshooting:**

1. It may help you to read my Avatar profile for additional prompts. You do not need to follow my format. Allow the storyteller in you to come out and play here.
2. This exercise requires tapping into your imagination (which may be rusty for some) and is a highly intuitive process. Do NOT edit yourself, or make judgments about what comes out, or try to outsmart the process. (Trust me, I've seen it all on coaching calls.)
3. You will see similarities between your life and that of your Avatar. That is normal and good. You, of course, want to feel a deep connection with the people you choose to spend so much of your life with.
4. It may help to consider past clients you loved working with, colleagues you admire, and aspects of yourself that make you feel proud.
5. Try to form a clear picture in your mind of what this person looks like. Some people go to Google Images and search for a photo of a random stranger resembling their Avatar.

**ENTREPRENEUR ACTION, STEP 2:**

Give your Avatar a first name.

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**Troubleshooting:**

1. This is a really critical step, so please take it seriously. What name comes to you naturally?
2. Try to avoid this being the name of a spouse, family member, significant past client, or friend. The reason is that if that person ever created an impression with you that shifted your association with your Avatar, it could muddy your marketing moving forward.

# VISION EXERCISE

I'm now going to guide you through the same exercise that has been such a game-changer for me and so many of my clients. I'm going to give you instructions, support you with writing prompts, offer troubleshooting, and then follow up with action steps for your team.

The work you do here will set you up for great success in Part 3 when we work to create harmony in your marketing, sales, and operations, allowing you to achieve your Vision more quickly and with more enjoyment.

## ENTREPRENEUR ACTION, STEP 1:

Write your micro-Vision list in the space below.

### Writing prompts:

- ☐ How will this individual think differently?
- ☐ How will their connection improve with their family and/or spouse?
- ☐ What fears or challenges will they overcome?
- ☐ What positive emotions will they experience moving forward?
- ☐ What will they experience spiritually?
- ☐ How will their mindset change?
- ☐ What will they do to give back to others, to pay it forward?
- ☐ What will they have redefined in their lives?
- ☐ What will they release or let go of?
- ☐ How will their confidence/love/results improve?
- ☐ How will their quality of life change (sleep, self-love, financial abundance, etc.)?
- ☐ What will they stop doing?
- ☐ What will they be inspired to do differently?
- ☐ What will they be thanking you for?
- ☐ What will they do more of? Less of?

My Vision is to help the person in front of me to...

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## Troubleshooting:

1. It can help think of people you've helped in the past, whether a neighbor, client, child, or friend. What did you say or do that helped them? What was the outcome?
2. Now, imagine one person in front of you who you really want to impact in a positive way. Think about what they experience day-to-day, what they need most from you, and how they will feel on the other side of that change.
3. Think of the specific praise you have received in the past from testimonials, or as people have made introductions to you. How do people describe you, and how did they come to believe that?
4. Note: This is an exercise involving your heart more than your mind. What change do you want to see in the world, one person at a time?

Once you have your micro-Vision list in a “good enough” place (80% or more congruent), the next step is to distill that into one sentence.

**For example:**

My Vision is to help individuals feel seen, heard, and valued.  
(Commit this to memory because I refer to it a lot in future chapters.)

That is a summation of my full list of micro-Vision goals.

Look at how doable that is compared to: “Be the most sought-after agency and community for Conscious Leaders who want to help course-correct humanity.”

If *my new focus* is to help each individual I’m in front of feel seen, heard, and valued, my success rate will climb through the roof! My confidence and sense of deep fulfillment scales with it.

**Your turn.**

## ENTREPRENEUR ACTION, STEP 2:

Write your distilled Vision statement in the space below (the summation of your micro-Vision goals).

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As a business owner, you can now keep that Vision in mind as you make decisions about your:

- Team experience
- Customer journey
- Branding look and feel
- Website layout
- Social media captions
- Sales pitch
- Customer experience
- Book content experience
- Network collaborations
- And more

...All of which will be discussed throughout the rest of this book!

Going one step deeper, you’ll want to keep that Vision in mind when you think about what you need to show up as your highest and best self so you are better equipped to achieve that Vision.

For example, to help individuals feel seen, heard, and valued, I need to be rested, be excited, be focused, have mental clarity, be open, have a loving spirit, be focused on giving instead of getting, be optimistic, etc.

### ENTREPRENEUR ACTION, STEP 3:

List what you need to successfully bring your Vision to fruition:

## Writing prompts:

- ☐ What will you need to feel?
- ☐ What state of mind would you need to be in?
- ☐ What kind of rest or play will that require?
- ☐ How can your family support you?
- ☐ What environment do you need to be in?
- ☐ What physical, emotional, or spiritual state might you need to be in?
- ☐ Where would you need to go? What would you need to do?
- ☐ What does your team or culture need to look like?
- ☐ What relationships would you need to develop and nurture?
- ☐ What accountability pieces would need to be in place?
- ☐ How can your team support you?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

### **Troubleshooting:**

1. If, for example, you need to be “optimistic” to fulfill your Vision... go one step deeper and determine what needs to happen for you to feel optimistic vs. pessimistic.
  - a. For example, when I watch the news, I often feel pessimistic. Therefore, I would need to make a conscious choice not to watch the news, or limit my intake, so that I maintain my optimism about life and helping others.
2. Think about day-to-day distractions that could knock you off course.
  - a. For example, if rushing out of the house to drop the kids at school knocks you off course, you could set up a different morning routine (such as making lunches the night before) so you aren’t rushed getting out the door.
3. Think about the relationships in your life that create the most friction or frustration. What is the opposite you would need to feel empowered and joyful?
  - a. For example, if a family member doesn’t respect your work and that leaves you feeling disempowered, the flip side of that is that you need to be surrounded by people who believe in and appreciate your work.
  - b. Then you can think about boundaries to put in place for the downers in your life who are there to stay (such as not discussing work projects with them anymore).
4. Think about your shadow habits or outlets and how those take you away from being your best self. (By “shadow,” I mean the less prized things you use to escape or numb. No judgment here. Is it binge-watching TV, gaming, drinking, etc?) If those habits start to get in the way of you fulfilling your Vision (e.g., drinking too much and waking up hungover, therefore less motivated to help others), then it’s time to create accountability measures so you stop after two drinks instead of going for five. This could be phoning a friend, rewarding yourself for sticking to two, etc.

### **By completing this simple exercise, you’re now able to:**

- Reframe your goal from “helping everyone” into a more tangible and realistic Vision.
- Release unnecessary pressure and emotional baggage from pushing for and not achieving something you weren’t really that attached to from the beginning.
- Define how you want to specifically and profoundly Impact individuals.
- Approach your marketing and sales strategy in stronger Alignment, which will produce a more accurate roadmap to achieve your Vision faster.
- Experience a more natural energy toward growth.
- Stay focused on the 1:1 connection exchange that is the most overlooked (yet most powerful) strategy in marketing.

This is just the *beginning* of the power this book is going to offer you.

# WHY EXERCISE

In order to design your Why in a way that meets your own needs (a necessary reciprocation from giving to others), let's get playful and first look at what you most want to feel and experience in life.

I'm *not* talking about what you want to obtain such as cars, money, homes, or retirement. When your Why is centered around tangible things like a boat, farm, finding your soulmate, or achieving a certain amount of savings, you're likely to find emptiness in the achievement because you'll still live with deeper "unmet needs."

Our aim with this exercise is to address our most desired intangible needs such as love, trust, protection, belonging, respect, intimacy, etc. What do you want most...so badly that you would give almost anything to experience it genuinely?

## ENTREPRENEUR ACTION, STEP 1 [IDENTIFY]:

Make a list of roughly 10-15 things you most want to feel and experience in your future.

### Writing prompts:

- ☐ How do you want others to feel about you?
- ☐ How do you want to feel about yourself?
- ☐ What did you experience as a kid, and what would you choose to experience instead as an adult?
- ☐ What is one of the most hurtful things you've endured, and what is the opposite of that?
- ☐ Identify a habit or pattern you are trying to break, and list the outcome you want instead.
- ☐ Consider what you would want most for your child, spouse, or friend, and list those best wishes for them.
- ☐ Imagine a child who has been emotionally wounded, abandoned, misunderstood, or rejected; what would you wish for them instead?
- ☐ What life lessons have you learned or are you still learning?

I want to...

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[illegible]

## Troubleshooting:

1. It can help to think of what you do NOT want moving forward. Then flip that and write the opposite.
  - a. As an example, if I don't want to be rejected, instead I want to be accepted. Or, if I don't want to be codependent, instead I want to be autonomous. Or, if I am sick of feeling incompetent (imposter syndrome), then instead I'd want to know I am capable.
2. Consider what emotions you want to feel.
  - a. For example, you may want to feel empowered, joyful, and grateful. Then consider what would need to happen to feel like that every day.
3. Sometimes, it's too difficult to examine our own experience. In those cases, it can help to think of well wishes you have for friends or family members instead, then use those ideas to map your own desires.

As I did the exercise, I wrote this list in my journal:

- Know the truth.
- Use my voice.
- Move through my fears.
- Do something that matters. Something significant.
- Know my life mattered.
- Be chosen.
- Be seen.
- Be heard.
- Be connected.
- Be protected.

- Be valued.
- Be a protector for others who are being bullied or misunderstood.
- Surround myself with people who advocate for me to open up and experience freedom.
- Stand up for myself.
- Love myself fully.
- Not be edited.

## ENTREPRENEUR ACTION, STEP 1B:

Now go back and circle or highlight the top five desires that have the strongest pull, and put a star next to your “core” (primary) desire.

I narrowed my list down to:

- **Know the truth. (My core desire.)**
- Move through my fears.
- Do something that matters. Something significant.
- Be seen.
- Be heard.

**Debrief:** This list comes from decades of life experiences where the opposite was my reality. *Therefore, what I wanted most for my future actually stemmed from a core need I didn’t get enough of growing up.*

As you focus on your top desires, allow yourself to get curious about where those desires stem from. The answers may already be obvious to you, but what helped me was to look at the opposite of each desire and reflect on memories that were tied to an old core limiting belief.

In my experience, I wanted to “know the truth” because the truth was often manipulated and I didn’t know what to believe growing up. I wanted to “be seen” because I often felt invisible, and I wanted to “be heard” because I often felt silenced.

Instead of going through all five of your top desires, let’s focus our work here on the *core desire* you starred above.

## ENTREPRENEUR ACTION, STEP 2 [EXPLORE]:

Start by writing your core desire in the section below, then flip it to write your core belief. (If, for example, your core desire is “to be protected,” flip that to list the core belief as “I am not protected.”)

\_\_\_\_\_ (now flip it) and that comes

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1. This exercise may take a little time, and that's ok; *take the time you need*.
2. A friendly reminder: The goal of this exercise is not to uproot your deepest traumas and create more fear or sadness. The goal is to examine the

memories that come most quickly to mind in an objective manner as if you are studying a grasshopper's steps as it's walking around in a jar. If strong emotions do show up, simply take note of them, breathe in deeply, and, as you slowly exhale, allow the emotion to pass. Do this as many times as you need to until you are ready to refocus on the exercise. Whatever you do, don't avoid what comes up for you, shut the process down, or close the book and do something else out of avoidance.

3. Also, remember that you experienced these moments when you were younger and didn't have all the information or tools to properly see all perspectives. You likely misinterpreted some things. Regardless, remember that the purpose of this exercise is to expose what's holding you back so you gain faster and stronger momentum toward achieving Impact (which, again, is what you want more than you want to close the book and avoid this work).

Now that we've identified your core belief, let's look at the unmet need from which all of this grows.

*(For example, if your core belief is "I am not protected" then you have an unmet need for "protection" ... you likely felt disconnected from a primary caregiver.)*

## **ENTREPRENEUR ACTION, STEP 2C:**

Write your primary unmet need.

My core belief is that I... \_\_\_\_\_ and  
my unmet need is for... \_\_\_\_\_  
\_\_\_\_\_.

## **ENTREPRENEUR ACTION, STEP 3 [EVALUATE]:**

Write out where your core belief got you in life. You'll initially see the impact in your relationships (parents, spouse, etc.), but your unmet need is also connected to ways you robbed/betrayed yourself:

(For example, if your root belief is "I am not protected," then you may have been guarded, closed, or resistant to emotional connection. Explore past conflicts and see the role you played in them, then explore how you treated yourself. You are likely to find you were closed to providing for your own needs, or closed off from your

emotions and intuition. You might have even unintentionally put pressure on others to show up in protection for you.)

### Writing prompts:

- ☐ See the direct impact of that belief (following the example above, that you were not protected—therefore you want to experience protection moving forward). You'll see where this belief holds you back personally and professionally, as well as where it conflicts with who you want to be and how you want to show up in the world.
- ☐ Think about arguments you've had with a family member, spouse, or past work relationship. What behaviors showed up that contributed to its challenges?
- ☐ When we're in the presence of children, we can't hide. So, consider your level of presence and engagement with your children or other children in your life. Are you open, or do you hold them at a distance emotionally?
- ☐ Have you experienced resistance to decisions or expression out of that belief?
- ☐ Consider when you are agitated and map what triggered that reaction. Explore how you treated yourself out of having that root belief.
  - ☐ For example, I truly believed I couldn't fully trust loved ones around me. Upon further reflection, I found this stemmed from a lack of trusting myself. By not trusting myself, I gave away my power to others to make decisions for me. (There's the fawning again from Chapter 2.) When you do The Work, you see that it's all connected. And the beautiful thing is that with this awareness comes the ability to choose what to think and do differently moving forward.

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### Troubleshooting:

1. Reviewing the exercise from Chapter 3 enabled me to go deeper with this one. You might find it helpful to refer back to your earlier work if you get stuck.
2. I also explored escapism. (Escapism can start innocently with bingeing TV, then avoiding calls and communication, then escalates to avoiding responsibility and making up for it at the last minute, drinking more, over-snacking, keeping secrets, and then gets more extreme with creating almost second lives where people have affairs, form serious addictions, and more.) Escapism—in whatever way you experience it—is very common, but shouldn't be labeled as normal. It comes from the avoidance of pain from an unmet need. For example, if I have an experience that taps into the belief that I am not protected, the pain will start to bubble up, and the knee-jerk reaction is to escape into a TV series, or snack when no one is looking, etc. My dad always said, "Do things in moderation," and when I fall outside of that, it's an indication to pay attention. By looking at our own version of escapism, we can track the experiences, relationships, or internal dialogue that it stems from.

**Debrief:** Let's break down this exercise:

If your *core desire* is to be protected...it is natural that your *core belief* would be "I am not protected."

- That core belief was formed through multiple experiences where you may have felt disconnected, inadequate, and undisciplined (unmet needs). You are likely currently getting clues to these unmet needs through work and relationship challenges.
- In Step 4 below, we will shift to meeting your needs through your **Why statement(s)**. Following this example, your Why statement would be "I want to feel protected."
  - ◆ *Notice how your core desires stem directly from your unmet needs, which ultimately determines your Why statement.*
- As you move forward in your Books & Business, you'll want to have heightened awareness of your natural focus on creating connection with others because what we give is what we need most. You give protection, you feel connection. That makes you feel protected and your core desire is achieved. Mutual reciprocation naturally occurs between fulfilling your Vision and receiving your Why. Congruence is present.

The same is true for me. After doing The Work, I saw that my Vision was to help others feel seen, heard, and valued. That is what my cause will do for others. What I want (my Why) is to feel seen, heard, and valued in return. That is what my cause will do for me.

My momentum in the exercise was exhilarating. My intuition communicated the insight that our Vision and Why are meant to be reciprocal, and the next thing I knew, I started making connections between my needs and desires that I'd never made before. I felt the fog starting to clear. My blind spots were being exposed, and I knew there was incredible power on the other side of this process.

There is just one more step for you to do before the metaphorical arrow is ready to launch forward, and that is to lock in your Why.

## **ENTREPRENEUR ACTION, STEP 4 [SHIFT]:**

We will now come full circle to write your Why statements. On the left column, re-write your top five core desires for easy reference. On the right column, write out your correlating Why statements.

*(For example, on the left column, write your core desire "to be protected." On the right column, write your Why statement of "I want to feel protected.")*

### CORE DESIRES

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### WHY STATEMENTS

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*Yours does not need to follow that format at all. You can map all five of your core desires or just one. You might have one sentence, or you might write a manifesto. This is why we spent so much time talking about intuition—let it be your guide. Trust yourself, and let your writing flow. Don't hold back. The Aligned Why statement will come to you, and until then, feel free to borrow from the examples above.*

## **ENTREPRENEUR ACTION, STEP 4B [SHIFT]:**

As a bonus, feel free to take this one step further by brainstorming 5-10 ideas of actions you can take to meet your own needs and experience your Why on a daily basis.

*(For example, if your Why is "I want to feel protected," you can slightly alter that to read "I protect myself." Ways you can achieve that is by trusting your intuition, practicing self-care, setting healthy boundaries, sticking up for yourself, putting an end to self-deprecating behavior, weeding out relationships that aren't mutually reciprocating, etc.)*

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When you meet your own needs and live your Why—when you value yourself—resistance fades significantly. You'll no longer feel dissatisfied. Instead, you'll experience your uniqueness, significance, self-expression, and Impact *in ways you've never imagined.*

What started as "I want to know the truth" led me to see that inside of me is the ultimate truth. And as long as I see/hear myself, I will feel connected to myself

(and stop desperately seeking it from everyone else), I will experience value in myself, and be whole. I will have met my needs and experienced my Why.

Inevitably, because I'm human, I'll backslide. (In Chapter 12, you'll witness a very recent example of this.) There will come another day when I don't listen to my intuition, which will leave me feeling disconnected. I won't feel valued and I won't feel whole. I'll have unmet needs, and through subconscious patterning, I'll start seeking connection outside of myself to fill the void.

UNTIL I remember I've already done The Work and can just refer back to it. I'll tap into my Courage to Course- Correct to get back in Alignment and keep shining my light in a natural, genuine, and harmonious way, to create Infinite Impact..

## **YOUR WHY GIVES YOUR BUSINESS MEANING**

### **It's NOT just business. It's personal.**

I am fully aware there are lots of individuals who operate differently. They are in a different stage of their journey, and there is nothing wrong with that.

In my experience, people are so desensitized that they're on information overload, they're exhausted, pressures have never been higher, and they're desperately searching for meaning.

By doing The Work, you are tapping into DEEP meaning and will soon share that with everyone around you.

Your family, friends, and community at large will resonate with your meaning. You will experience the power of word of mouth in ways you never knew possible. And, you'll be ready to be seen and heard.

As you move forward, if you ever wonder what direction to head in or what goal you should have...come back and reconnect with your Why.

A lot of people have asked me what vitamins I take, or what I eat, simply because they want to know how I have so much energy to be so highly productive.

Well, I'll tell you, it comes from a very natural place because I am Aligned, and I'm very clear on what my Why is, what my Vision is, and what my Values are (which is what we get to dig into next!).

The Foundational Four Framework offers you an abundance of energy. It circulates around you and then becomes magnetic, attracting your tribe, the right team, the

right clients, the right network of referral partners, whatever it is that you're seeking. You become a magnet when you are clear.

## **ENTREPRENEUR ACTION, HOMEWORK:**

### **Record your Why video.**

Now, you don't have to get all dressed up. You don't have to script it in advance. You don't have to share it with anybody. I just want you to pull out your smartphone or other video recording device, sit still, take a few deep breaths, and really connect with your Why.

Next, I want you to hit record and fully express your Why in a video, just for you. Think of it as an act of self-trust and self-love. Save it for your own personal records on your desktop, where you can easily reference it any time you're feeling discouraged or stuck.

It can be 30 seconds or 30 minutes. Sometimes, you'll be really surprised at what comes out of you when you start to record in a safe space. In 2022, I sat down and recorded a very impromptu video that documented the full story of my life. I thought it would take maybe 45-60 minutes, but I ended up talking for 3.5 hours, and it was the most freeing and loving thing I'd done for myself in a long time.

So, just like with everything else, go with the flow.

If you're energized by this experience, you can re-record it into something that's a little bit more thorough and professional to publish online, but I don't want you to start there because otherwise, you'll never do it!

I guarantee this is going to be a game-changer for you and your business.

## CORE VALUES EXERCISE

My personal Core Values do match my company Values. That's not always the case for people who do The Work. I have separate family Values that help drive co-parenting decisions and also ensure my son's dad and I treat each other with the utmost respect and care.

Consider the areas of your life where this tool might best serve you.

### ENTREPRENEUR ACTION, HOMEWORK:

We'll now work through a light exercise to help you define or redefine your Values. There are numerous resources you can utilize to go deeper into this work should you so choose. For now, I'll walk you through the process that worked best for me:

### ENTREPRENEUR ACTION, STEP 1:

Pull out a piece of paper, open a new tablet screen, or clear space on a whiteboard. I strongly encourage you to write during this exercise instead of typing. Write down every word you can think of that represents what you deeply care about.

#### Writing prompts:

- ☐ What happened recently that brought you increased joy, laughter, pride or love? Who were you with, and what did they do? If you were alone, what action, thought, or feeling took place?
- ☐ Consider all of the different roles you play in life, from leader or team member to parent or child, to spouse or friend, and so on.
- ☐ Look at what you appreciate about yourself. Perhaps it's paying team members or service providers on time, arriving early for meetings, attending all of your child's sports activities, or leaving love notes for people you care about. Then, pick a word that describes each act.
- ☐ What do you admire in other people? What do you cherish in how others operate?
- ☐ Think back in previous chapters to some of the experiences you had and beliefs you hold.
- ☐ What do you want to invite more of into your life?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Troubleshooting:

1. Don't pause to consider each word, or edit yourself. Free-flow words that come to you until you find a natural stopping point. (For context, I initially wrote down roughly 60 words. Included were words like love, honesty, organization, healthy eating, kindness, respect, integrity, courage, play, adventure, and so on.)
2. Review past love notes, testimonials, or positive comments on your social channels. Looking at feedback people have given to you previously can help point you to what you value in yourself.
3. You can research "Core Value examples" or "Core Values lists" to look for prompts.
4. *Caution: Be careful of the trap of writing words that you see commonly, words that you think other people value, or what you wish you valued. The key is to pay attention to what really matters most deeply to you.*

## ENTREPRENEUR ACTION, STEP 2:

Organize your list and narrow it down to your 10 most important Values.

*(What worked for me: I reviewed my full list and crossed out words that didn't grab me as much as others and circled the words that carried a high charge for me. I more deeply considered words that were similar—such as organized and*

*efficient—to explore the difference between the two, and then I kept the one that mattered more to me.)*

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### **ENTREPRENEUR ACTION, STEP 3:**

Refine your 10 Values into a Top 5. Then, do some wordplay to create specificity and evoke more resonance and creativity.

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## BUSINESS OWNER EXERCISE

### ENTREPRENEUR ACTION:

List the non-negotiables for your business.

### Writing prompts:

- ☐ What kind of experience do YOU want to have in your business?
- ☐ How do you want your followers, prospects, and clients to feel?
- ☐ What kind of experience do you want your team to have?
- ☐ Consider your Core Values.
- ☐ Consider your mindset toward finances, communication, organization, customer service, leadership, relationships at large, and personal lifestyle goals.

[illegible]

# THE COURAGE TO COURSE-CORRECT EXERCISE

## ENTREPRENEUR ACTION, STEP 1 [IDENTIFY]:

Get curious. List where you're currently experiencing resistance (big or small). Consider resistance tied to activities where you specifically have an increased chance of being seen or heard.

*In the future, you'll examine different forms of resistance, but we start here because, in my experience, authors and professionals unanimously have some sort of resistance to being seen and heard.*

### Writing prompts:

- ☐ Think about where in your life you feel resistant to being seen or heard.
  - ☐ Perhaps it is before walking on stage to give a speech, or raising your hand to share something with a network, or when giving a presentation to a group.
  - ☐ It could also be when you receive an award, or get recognition after an act of service or kindness.
- ☐ Close your eyes and imagine that feeling of resistance, where you wish you could just get it over with or be anywhere else. Embrace that feeling and use it to create a connection to other circumstances where you experience a similar feeling.
- ☐ Perhaps you feel resistance when:
  - ☐ Getting your photo taken, being in a video shoot, or on stage.
  - ☐ Having a sales conversation, or meeting with a potential strategic partner who could amplify your cause, or being interviewed on a podcast.
  - ☐ Writing marketing, website, book, or other content that requires sharing your beliefs.
  - ☐ Fully expressing how you feel to a spouse, parent, team member, client, or perceived authority figure.
  - ☐ Wanting to wear a certain outfit, buy a certain piece of art or furniture, share a certain joke, or style your hair a certain way.
  - ☐ Seeing something you disagree with and wanting to do something about it.
- ☐ It may help to walk through your schedule in a day or even a full week to recall tiny pockets of resistance that aren't so obvious.
- ☐ Think through decisions you have a hard time making.

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.

### Troubleshooting:

1. This exercise may take a little time, and that's ok, *take the time you need*. You only need a handful of instances before you are in a good position to move on. You are not here to recount every situation where you experience resistance, just a good sampling.

2. It's important to be really honest with yourself. It may not always feel good to think about the challenging situations you are avoiding, so you may even feel resistance coming up right now! Remember, the purpose of this exercise is to expose what's holding you back so you gain faster and stronger momentum toward achieving Impact (which is what you want more than you want to close the book and avoid this work).
3. It's not so much about the number of situations you can identify, it's about tapping into the feeling of resistance and exploring that emotion. Get curious about it. Follow its lead.

Once you have at least 5-7 instances where you are currently experiencing resistance, and believe you've really tapped into the feeling that comes up, we can now move to the second step.

**Debrief:** The situations you listed in Step 1 that identified your resistance offer "evidence" that a limiting core belief is presently holding you back either personally and/or professionally.

*Step 2 will help you bridge a connection between your current resistance and that limiting core belief you formed in the past.* Below your space to write, you'll see a Troubleshooting section where I listed my entries for your review.

## **ENTREPRENEUR ACTION, STEP 2 [EXPLORE]:**

Courageously locate memories from your past when you collected evidence and formed a belief that "if I am seen and heard, something bad will happen." The key is to stay curious and objective, as if studying a rock formation and imagining how storms must have shaped its curvatures.

*Note: The phrase "something bad" can encompass rejection, physical abuse, abandonment, shaming, gaslighting, aggressiveness, passive-aggressiveness, etc.—any unhealthy response.*

### **Writing prompts:**

- ☐ What happened when you tried to do the right thing and something bad happened?
- ☐ When were you edited, silenced, or ignored?
- ☐ Who stole the spotlight from you?
- ☐ What were you innocently doing when you got punished or hushed as a kid?
- ☐ Who publicly shamed or embarrassed you?
- ☐ What relationships are no longer in your life that ended badly?

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- This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Troubleshooting:

1. The goal of this exercise is not to uproot your deepest traumas and create more fear or sadness. The goal is to note the memories that come most quickly to mind in an objective manner, as if you are studying a grasshopper's steps as it's walking around in a jar.
2. *If you notice unpleasant feelings start to surface, take a strong deep breath, then slowly exhale that unwanted emotion out of your body. Whatever you do, don't avoid it, shut the process down, or close the book and do something else.*

Below is a list I wrote in my journal when I first went through this exercise. In italics and parentheses, you'll see how my younger self interpreted those experiences to illustrate just how different an adult might view them, and how powerful it is to go back and address these memories and assign a new and more empowering meaning.

When I did this exercise, these were some things that came up for me:

- My 1st birthday, family singing around my cake, my older sister had a tantrum and the singing stopped. *(When I am celebrated, people get upset.)*
- In my childhood home's hallway, I asked to play, and my sister slammed the door in my face. *(I used my voice and was rejected.)*
- 3rd grade, my best friend Emily chose Tiffany over me. *(I was in the spotlight hoping to be chosen and was rejected.)*
- 6th through 12th grade, I was bullied at school. *(I was in the spotlight and bad things happened repeatedly for years.)*
- 16, I told Ayla the secret, then got jumped by five girls. *(I used my voice and was physically harmed.)*
- My letter was edited and sent without my knowledge. *(I used my voice and was rejected.)*
- Set my first healthy boundary with a family member and got yelled at repeatedly. *(I used my voice and was threatened.)*

After making my list, I looked at the events that I had grouped together as evidence of the belief that painful things happen when I am seen or heard. *NO WONDER there was resistance* around getting on stage, recording video, publishing books, asking for help, or being fully honest in certain relationships.

**Debrief:** We can't be fully self-expressed and make our ultimate Impact if we keep those beliefs trapped and buried. We can't hide them away, otherwise they will continue to create resistance.

Our minds and bodies are only trying to protect us from the threat of a bad result. But if we don't overcome these "protection mechanisms," we won't ever know our true significance.

Recognize that those events are in the past where they belong, and shift your mind into celebrating that you've just uprooted some blind spots that have been slowing you down from going full throttle with marketing your cause.

In most cases, we have no idea of the true cost of holding on to this belief (which we were unaware of to begin with, until now), but let's explore it to get a glimpse.

### **ENTREPRENEUR ACTION, STEP 3 [EVALUATE]:**

Write out where your core belief ("when I am seen and heard, bad things happen" or other limiting beliefs) got you in life:

### Writing prompts:

- ☐ Look at your resistance list in Step 1 to see the direct impact of that belief. You'll discover where it has been holding you back personally and professionally, as well as how it conflicts with who you want to be and how you want to show up in the world.
- ☐ Think about arguments you've had with a spouse or in a past relationship. What behaviors showed up that contributed to its challenges?
- ☐ Consider your level of presence and engagement with your children or your friend's children. Are you open or do you hold them at a distance emotionally?
- ☐ Look around your home, at your personal styling, or your office. Have you experienced resistance in decisions of self-expression?
- ☐ Consider when you are agitated, and map what triggered that reaction.

[illegible]

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Here's where my own misinterpreted core belief got me in life:

- I was disinterested in selecting paint colors, art, or furniture for my home. I would just say, "It doesn't matter to me, you decide," proud of myself for being easygoing.
- I couldn't fully open up to or trust the people closest to me.
- I deflected praise or would quickly forget the kind things people said to me.
- I never thought to celebrate my wins. I was too busy working on the next to-do list item.
- I developed high-strung neuroticism, and an over-delivering and people-pleasing nature, then tried to keep it under wraps so even that couldn't be a source of attack. This high-achieving drive would lead to light forms of escapism to give my nervous system a break.
- I struggled with being a strong advocate for others—taking a stand wasn't a quick and obvious decision.
- I deeply internalized a lot of what I experienced in life, telling myself it was best to keep those feelings behind closed doors.

**Debrief:** Let's unpack what may have just come up for you in what I call the "messy middle." You are doing some deep work here... exploring memories you misinterpreted, which formed a belief, initiated subconscious decision-making, influenced your behaviors, and resulted in life experiences that were less than desirable. And, if you don't continue the process, that will keep happening in a loop.

I was shocked by the writing that came out of me during this part of the exercise. I flashed back to memories of arguments with loved ones, times when I felt shame for not speaking up, regret for not being a stronger advocate for others, and worst of all...*I saw how that core belief ultimately created a life experience where I was not valued by MYSELF. (Ouch.)*

This momentum was all the motivation I needed to innovate a shift so I wasn't stuck in these old, tired patterns.

To set up the fourth and final step in this exercise:

- In Step 1, you listed the areas of your life where you are currently experiencing resistance. We did that to help you recognize the emotion of resistance.

- Then in Step 2, you examined times in your life when you collected the evidence that formed a belief that “when I was seen and heard, something bad happened.” You connected the emotion in Step 1 to those memories.
- Similarly, you’ll want to cultivate an emotion here to support the new belief you form in Step 4 below. Instead of an emotion of resistance, I want you to experience emotions of success, accomplishment, love, and especially pride. Start by thinking of times you felt highly proud of yourself.

## ENTREPRENEUR ACTION, STEP 4 [SHIFT]:

Examine times in your life when you were seen and heard, but instead of having a negative outcome, you experienced love and acceptance. You are now shifting into collecting evidence that the **opposite** of that once-held belief is true. This will offer you a new, empowering belief to replace the old, limiting belief.

### Writing prompts:

- ☐ Think of the times when you naturally acted in service or kindness to someone in need.
  - ☐ Remember a time you shared something special or vulnerable on social media or in your email marketing and got a comment back thanking you.
  - ☐ Think of a time recently when you shared your honest, good- hearted thoughts, assessment, feelings, or views on a team member’s performance, a child’s challenging behavior, or response to pain caused by a loved one, and your honesty was received (not rejected) and even appreciated.
  - ☐ Recall a time when you honestly shared your needs or set a healthy boundary, and regardless of how it was received, it carried a positive charge because you were true to you. *(This points to self-love.)*
  - ☐ Remember times when you walked off stage, closed a virtual meeting room, or finished recording video and felt a high sense of accomplishment for leaving it all on the line.
  - ☐ Consider conversations you’ve had with a mentor, authority figure, therapist, or other professional and how they responded to your honest thoughts and feelings.
  - ☐ Think of a time when you paused your schedule to help a friend in need and how they reacted to your choice.
  - ☐ Look at areas of your life where you show up in service, such as volunteering at church or a school, and consider how you are viewed and appreciated.
  - ☐ Consider any proof of self-love present in your home (equivalent to my purple wall, twinkle lights, choice in artwork, etc.). Reflect on how you are being self-expressed in your home, on your body, at work, etc.
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**Troubleshooting:**

- 1. If you get stuck, ask a team member, spouse, or friend to help you remember times of accomplishment and joy.
- 2. Don't judge the number of experiences you come up with. Keep ruminating on the exercise and see what comes up for you tomorrow after a good night's sleep if need be.

**Debrief:** When beliefs are deeply explored, they can reveal contradictions.

For example, sometimes, I step out in courage and have a negative outcome. Other times, I step out in courage and have a positive outcome.

That's because we formed these beliefs as little kids and haven't taken the time to explore and redefine them as adults.

(Therefore, my previous mode of operation was to be careful and try to discern when it was safe to step out and when it wasn't. I'd operate in contradiction and choose to play small, but at least I'd (maybe) get hurt a little less.) Allow the findings in Step 4 to inspire and refocus you.