

# The School of Greatness

OFFICIAL WORKBOOK



This workbook is designed to give you space to work and make the kind of headway on yourself and your business that most people never experience. I have provided tons of space for you to work in this book, but it would be a good idea to get a notebook or journal (if you don't already have one) to keep track of ongoing daily exercises and practices. I'll refer to this as your mindfulness journal or wellness journal throughout

CHAPTER 1

# Create a Vision

A clear vision can unleash extraordinary power. You can try to start truly living your life and growing a business without a vision, but I promise you that it will be 10 times harder than if you get specific and define exactly what you want.

The truth is that we all have, or used to have, a dream for our life. A lot of us, and I mean a LOT, have lost sight of that dream. For some, the dream may have shifted or evolved from what it was when we were in grade school, college, or 6 months ago. For others, the dream may have been pushed aside to support a lifestyle or certain habits or a family.

Regardless, now is the time to reach back through your predetermined notions of what you should be doing to support your lifestyle/habits/family, and remember what you want.

There are plenty of things that you are capable of doing, but there's a huge difference between what you can do and what you want to do.

Successful people and unsuccessful people do not vary greatly in their abilities. They vary in their desires to reach their potential.

The goal here is to define what you want succinctly and specifically. It can be hard to narrow down what you want into one or two sentences. But keep the following things in mind while considering what your goals are.

## Be Specific

You are capable of accomplishing your greatest dream. It will be much easier to accomplish that when you know exactly what your dream is.

Your vision should be practical, real, and sincere.

## Let Your Vision Be Your Identity

This isn't just about clarifying what you want, it's about defining what and who you want to be.

No path to greatness has ever involved settling for less than what you really want. Do not allow yourself to be defined by limitations set by others - or even yourself.

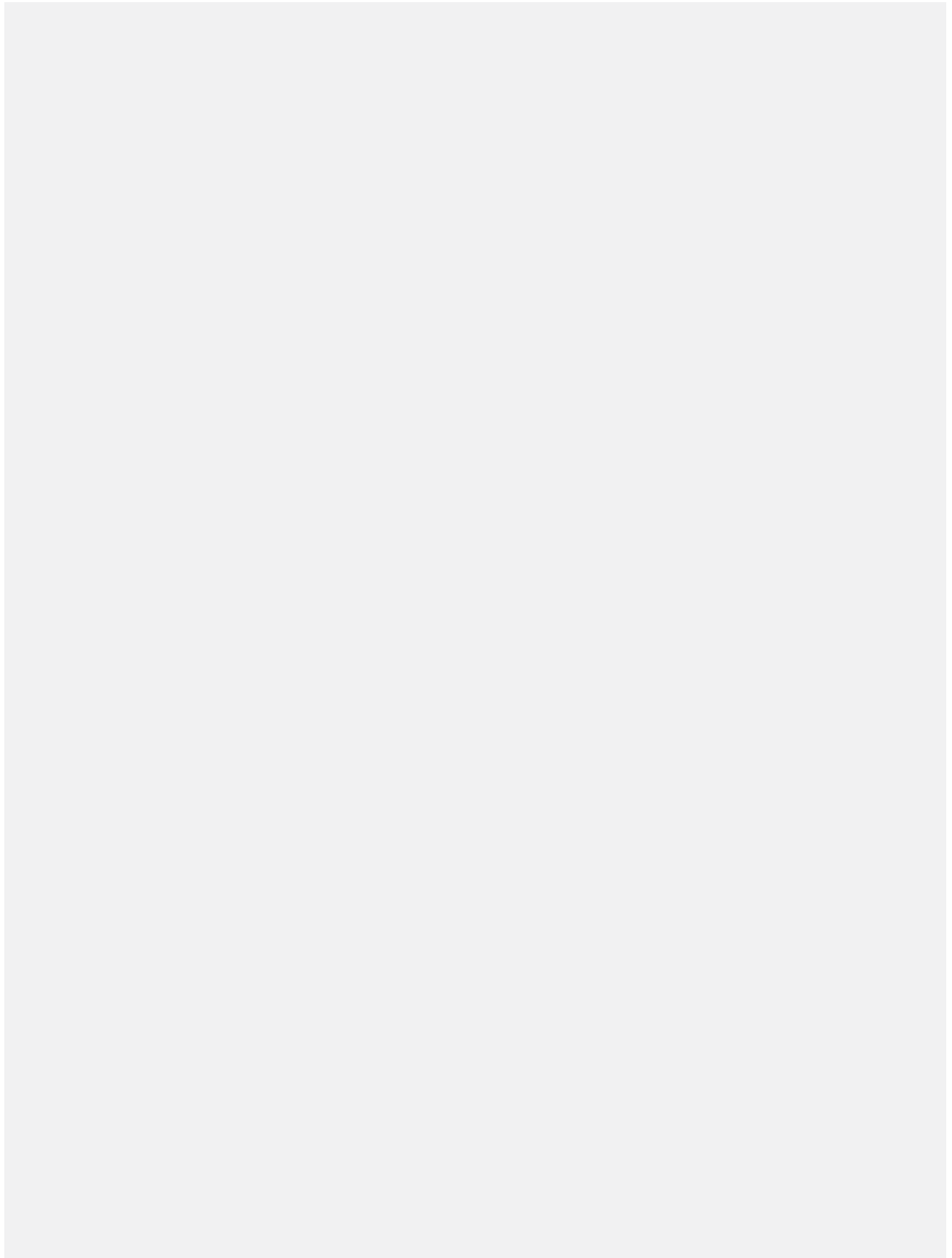
## Certificate of Achievement (CoA)

A powerful vision emerges when we couple our dreams with a set of clear goals. This exercise is about getting total clarity on what you want, why you want it, and by when.

Writing down your goal is a powerful thing. Putting a due date on accomplishing it will change the way you work.

Putting your goal on paper isn't a new idea. Many leaders advise others to do the same. But I want you to give yourself a due date, write it down, frame it, and put it on a mirror, wall, or window where you will see it every day.

Your goal can be financial, personal, health, or career oriented. The only rule is that it must be attainable but difficult to achieve. It should make you nervous to say it out loud to someone else. You want to make this goal far enough out of reach that you have to make yourself truly work for it.



## Perfect Day Itinerary

This exercise is designed to help you design your life based upon what you want every day to look like. Every day is unique, of course, but if you can put on paper what a perfect day would look like for yourself, you can start to navigate what you're doing in business and in life to make that ideal a reality.

### Part 1: The Macro

What do you want your day to look like in an overall sense? Getting an idea for your perfect day in a broad sense will help you hone in on the specificity of part 2 of this exercise.

**How do I want every day to look?**

**How do I want to feel every single day?**

**What do I want to create daily?**

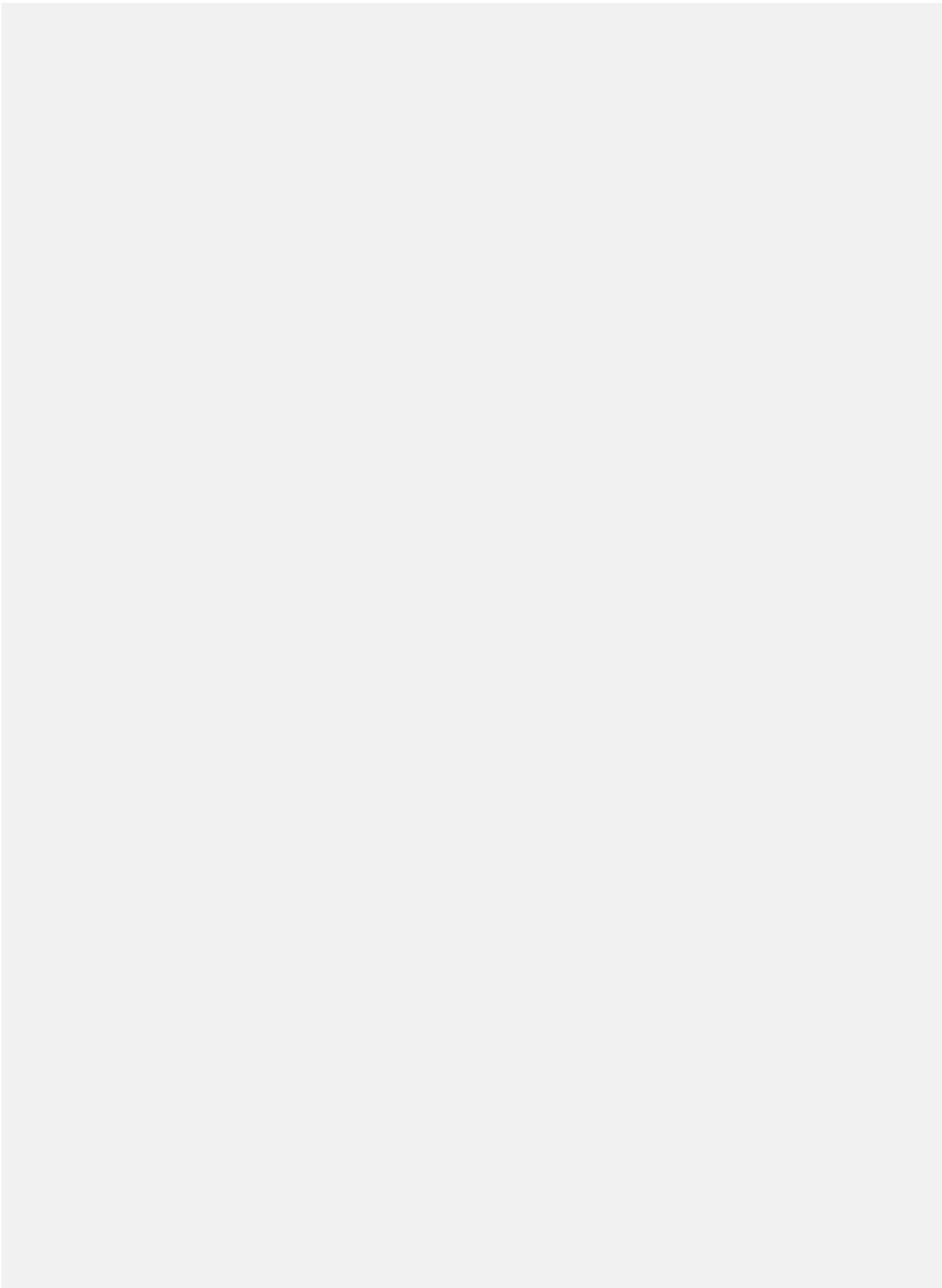


**Who do I want to spend time with?**

**To what places do I want to expose myself?**

**What passions do I want to be fulfilling?**

Now take a few minutes to put all of that together into a description of your perfect day. Take the things that truly resonate with you. If one of those questions doesn't hold meaning for you, you don't have to include it in your description. Remember, this is YOUR perfect day:



## Part 2: The Micro

This is where you get specific. Write an itinerary for a typical day in your life. Break it down by quarters of an hour if you have to. You can check out one of my PDIs on [PG 22](#)

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## Personal Principles Declaration (PPD)

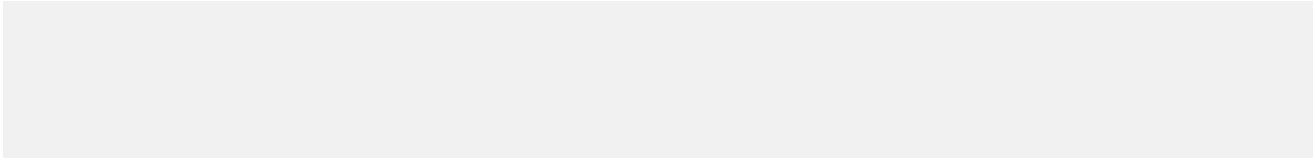
This exercise is to help you develop 5 statements that declare who you are and what you stand for in your life- especially in the toughest moments. This isn't a wish list; it's not a few nice thoughts you'd maybe/sort of like to embody. This is searching deep within yourself to define the truths that you believe are key to being great.

With these 5 statements you are declaring to yourself and the world what exactly you stand for and live by, no matter what comes your way.

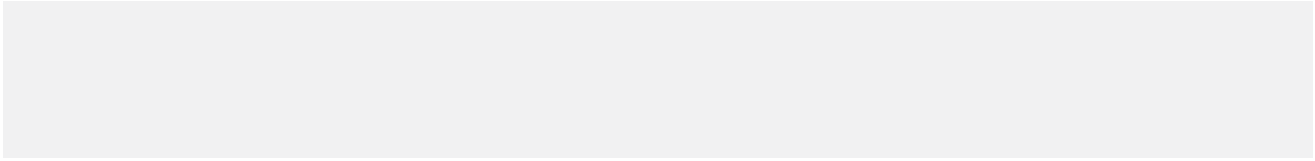
### **Here's a BONUS exercise that might help you narrow down your 5 principles:**

Take a second to write down the 5 people you admire most in this world. These can be people you know personally, athletes, scientists, or even prominent figures in history. Note: a lot of us look up to our parents, but steer clear of them for this exercise.

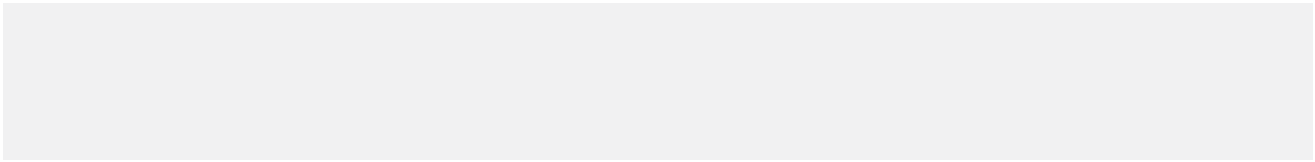
**1.**



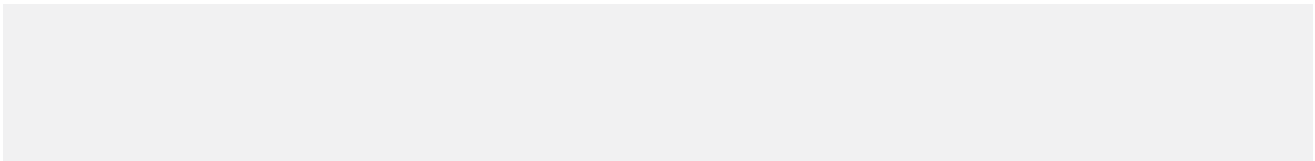
**2.**



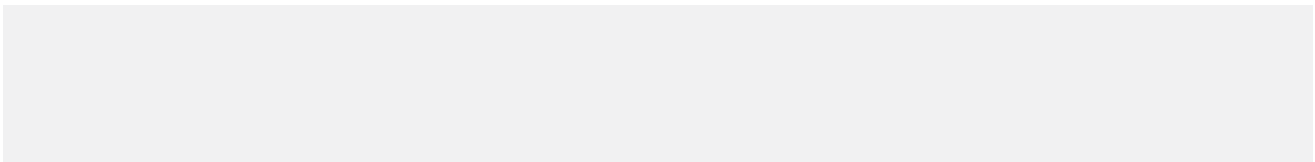
**3.**



**4.**



**5.**



Now pull up the stopwatch on your phone and take 30 seconds per person to list adjectives or qualities about each of them that describe why you admire them.

**Some questions to explore:**

Are there any recurring qualities or adjectives?

Is there a theme or ideal that sticks out?

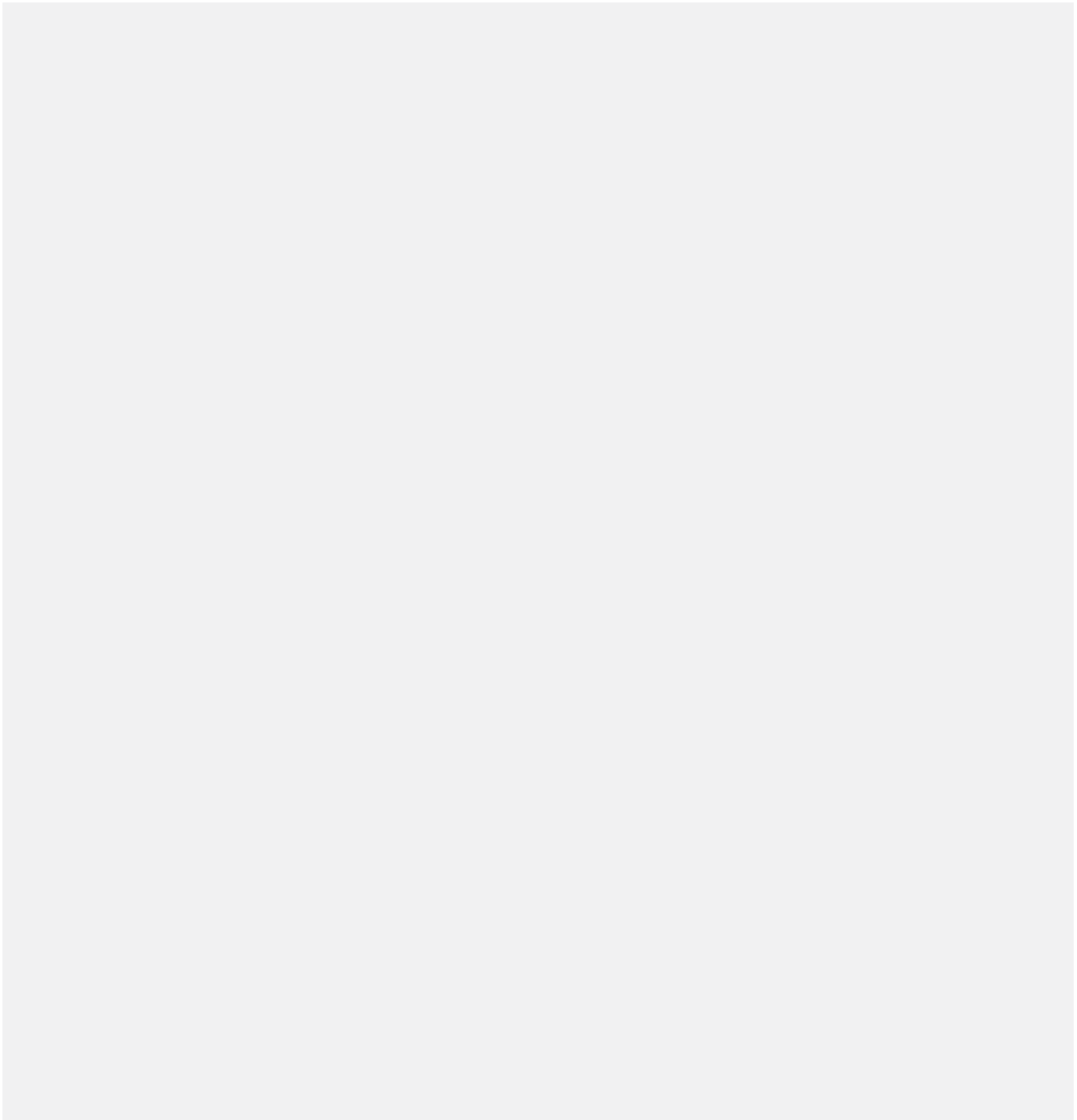
Are there any qualities that you feel that you already encompass?

Are there any qualities that you feel that you already encompass?

Are there any qualities that you feel that you definitely do not possess, but wish to?

What are adjectives or qualities you hope that people see in you?

Take this page to write out as many principles or ideals that you might include in your PDP. Once you've written down EVERYTHING, narrow everything down until you have 5 solid, simple, strong principles. Write those principles on a notecard or print them off; keep them in your wallet. Read over them often. And when things get rough (because they always do) hold yourself to the principles you've defined for yourself.



## Personal Statement Plan (PSP)

This 3 part worksheet is designed to bring together everything about your vision to form a plan of action.

### Part 1: Who Are You?

Your Name:

Today's Date:

Date 6 and/or 12 Months from Today:



**Who am I?**

**What do I stand for?**

**What is my vision for myself, my family, and the world?**

**What are my 5 Principles?**

**1.**

**2.**

**3.**

**4.**

**5**

## Part 2: What Are Your Goals?

What are my top 3 goals that I want to achieve or maintain for the next 6 or 12 months for:

### Family

1.

2.

3.

### Relationships

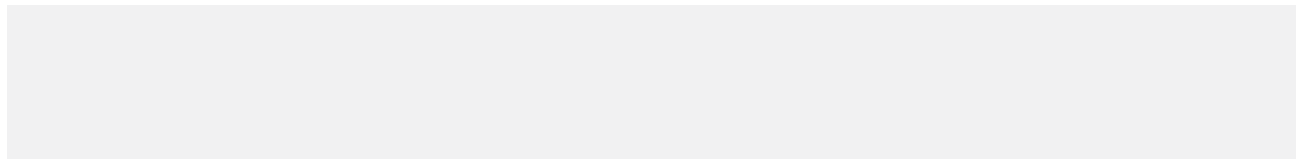
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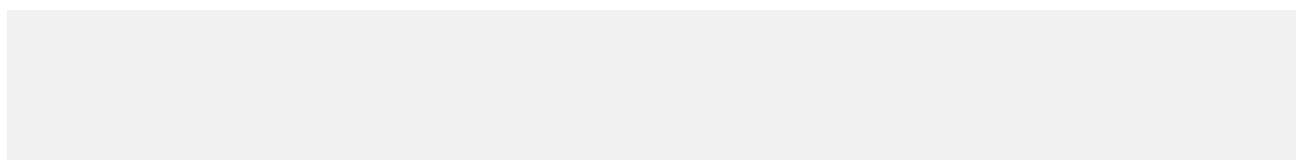
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## Business

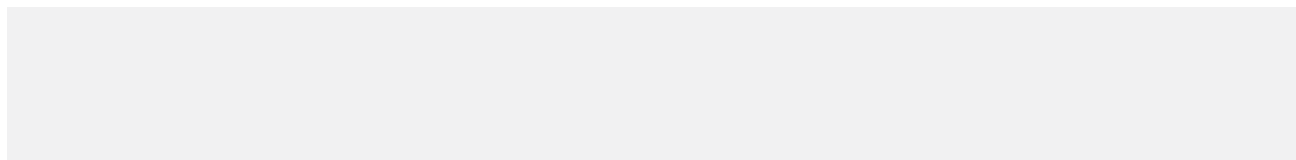
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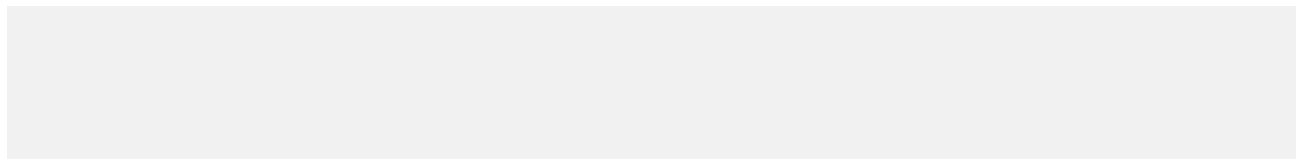


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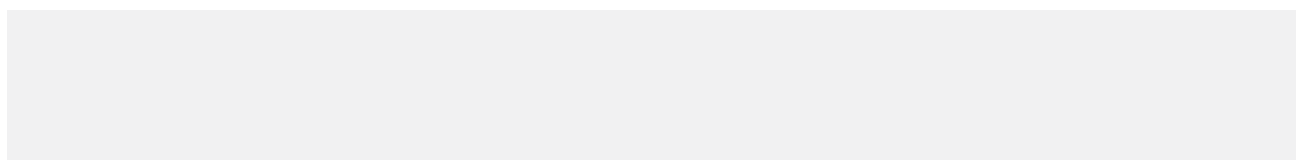


## Money

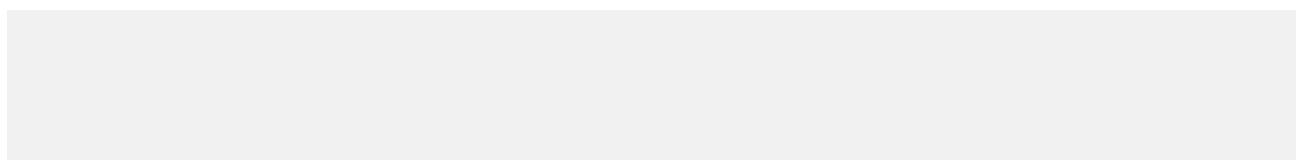
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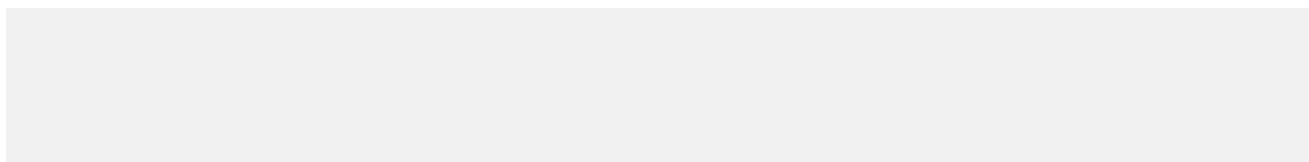


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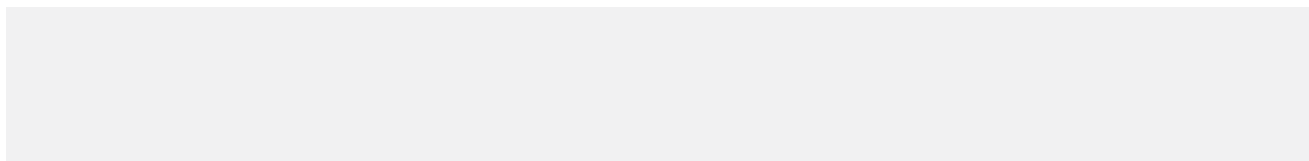


**Health**

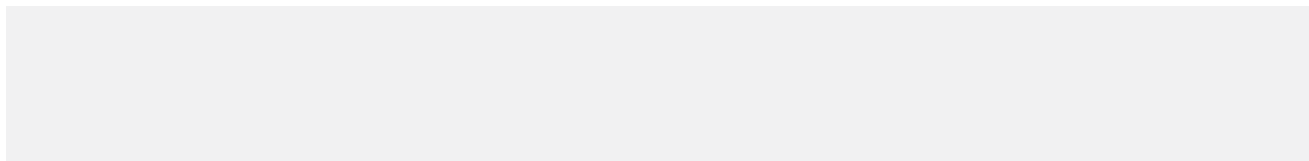
**1.**



**2.**

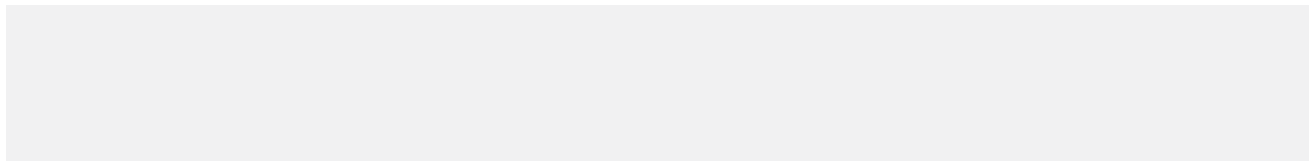


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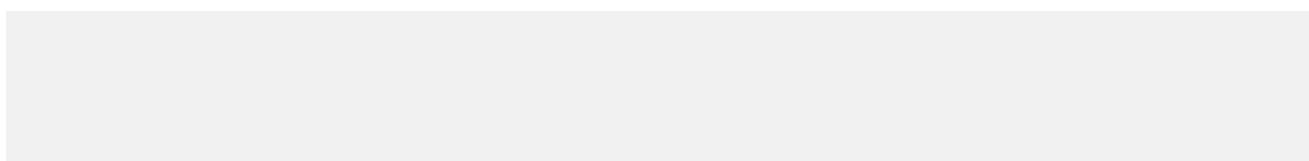


**Recreation**

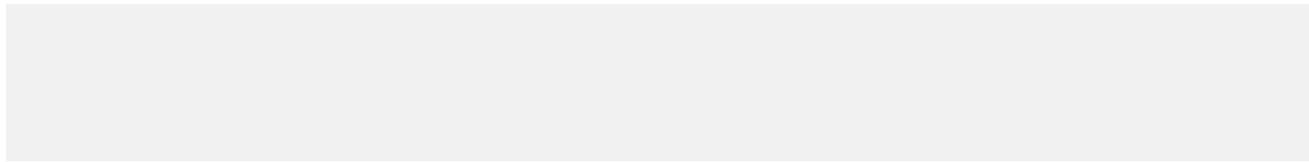
**1.**



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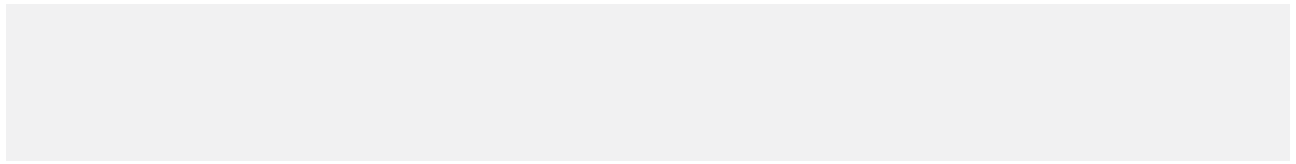


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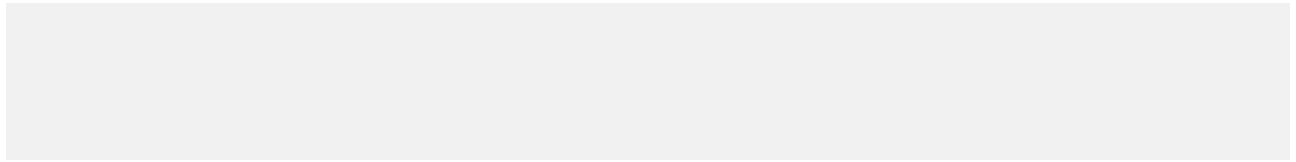


**Spirituality/Inner Growth**

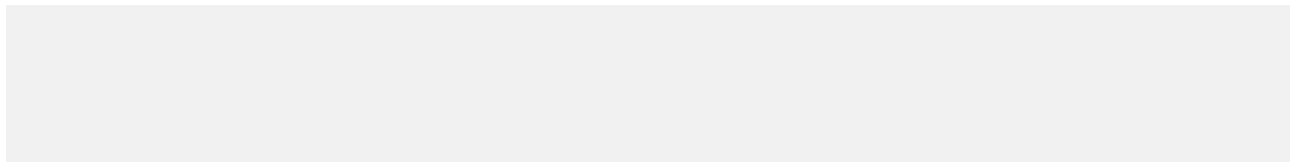
**1.**



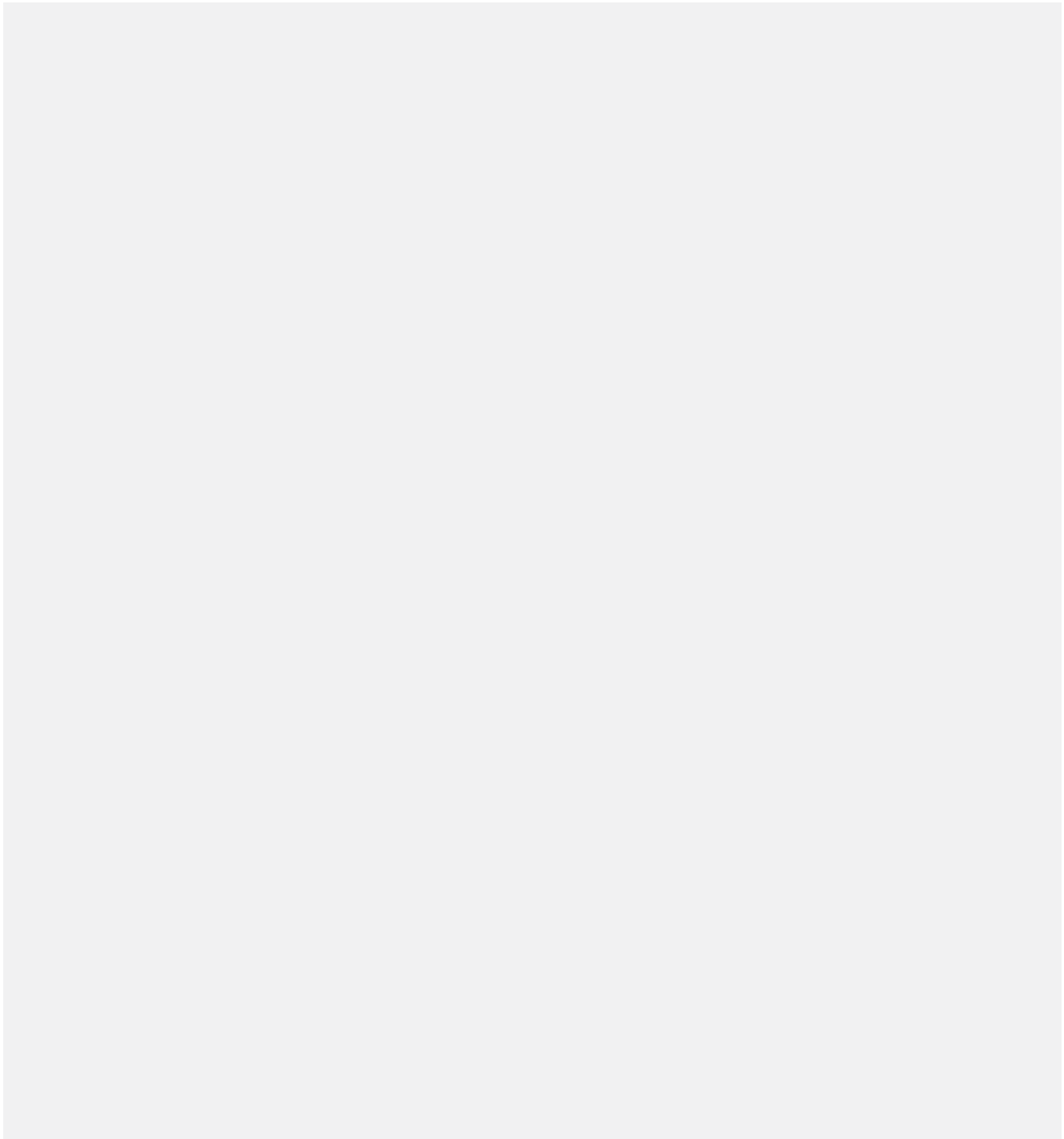
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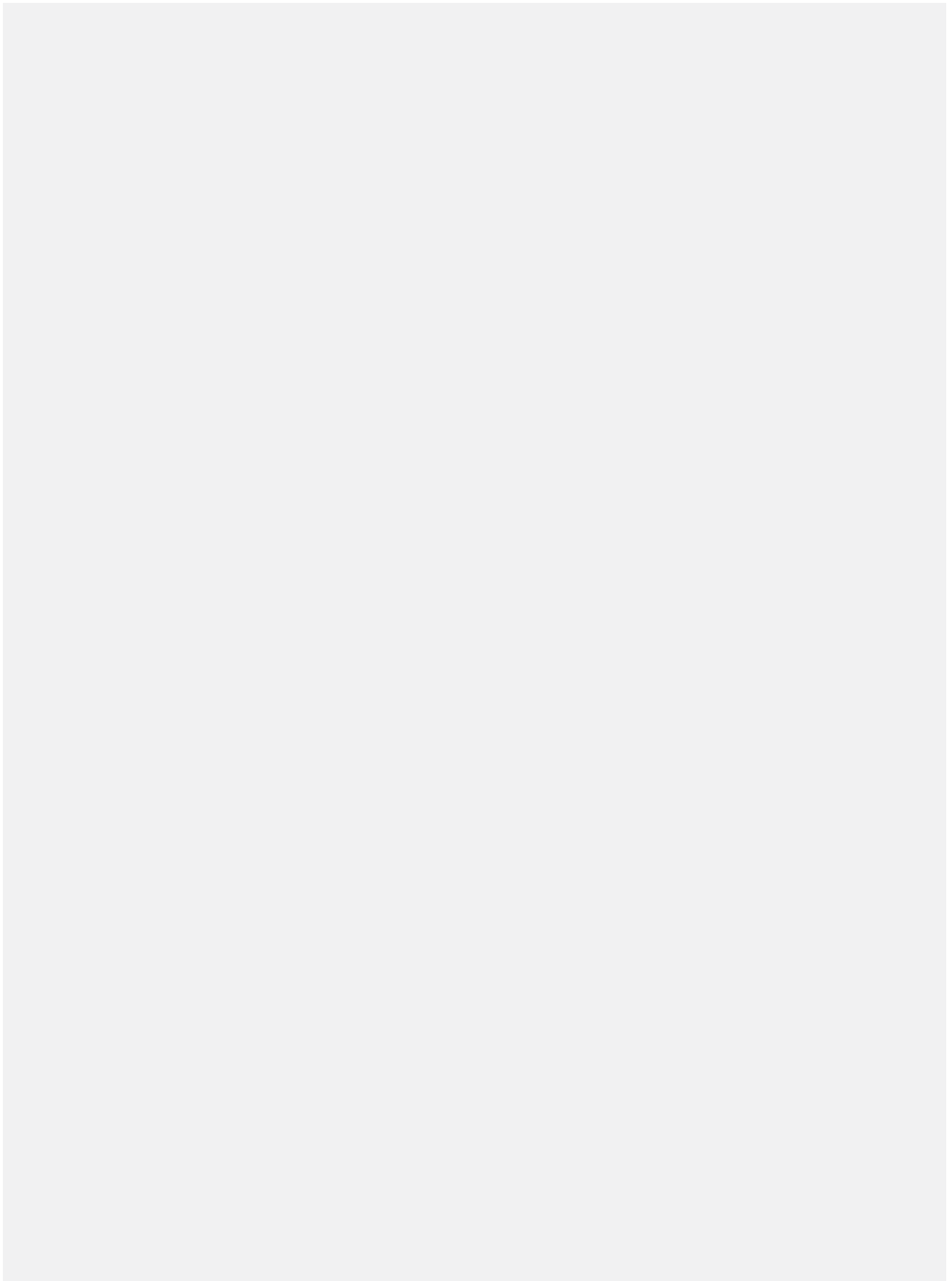


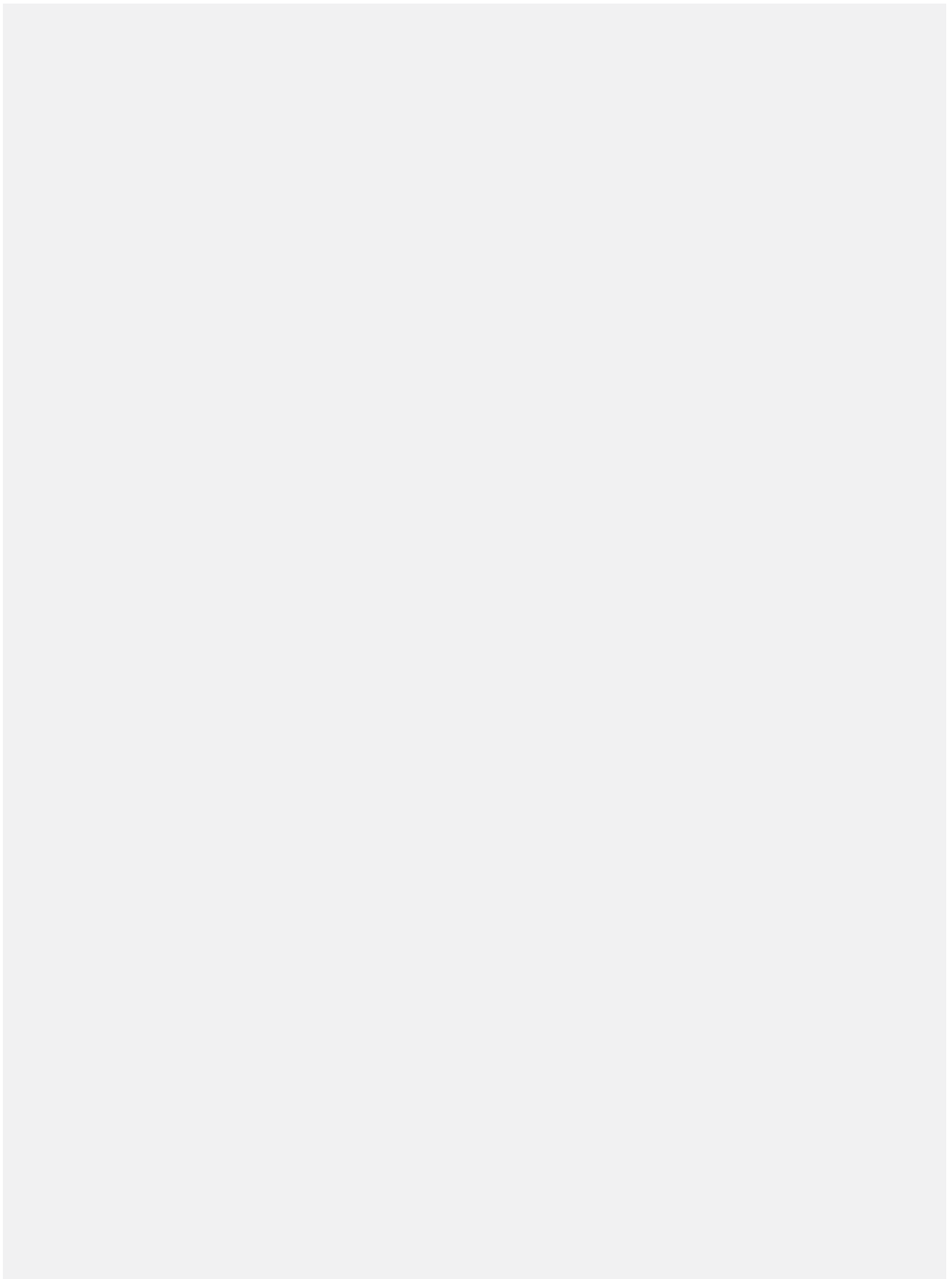
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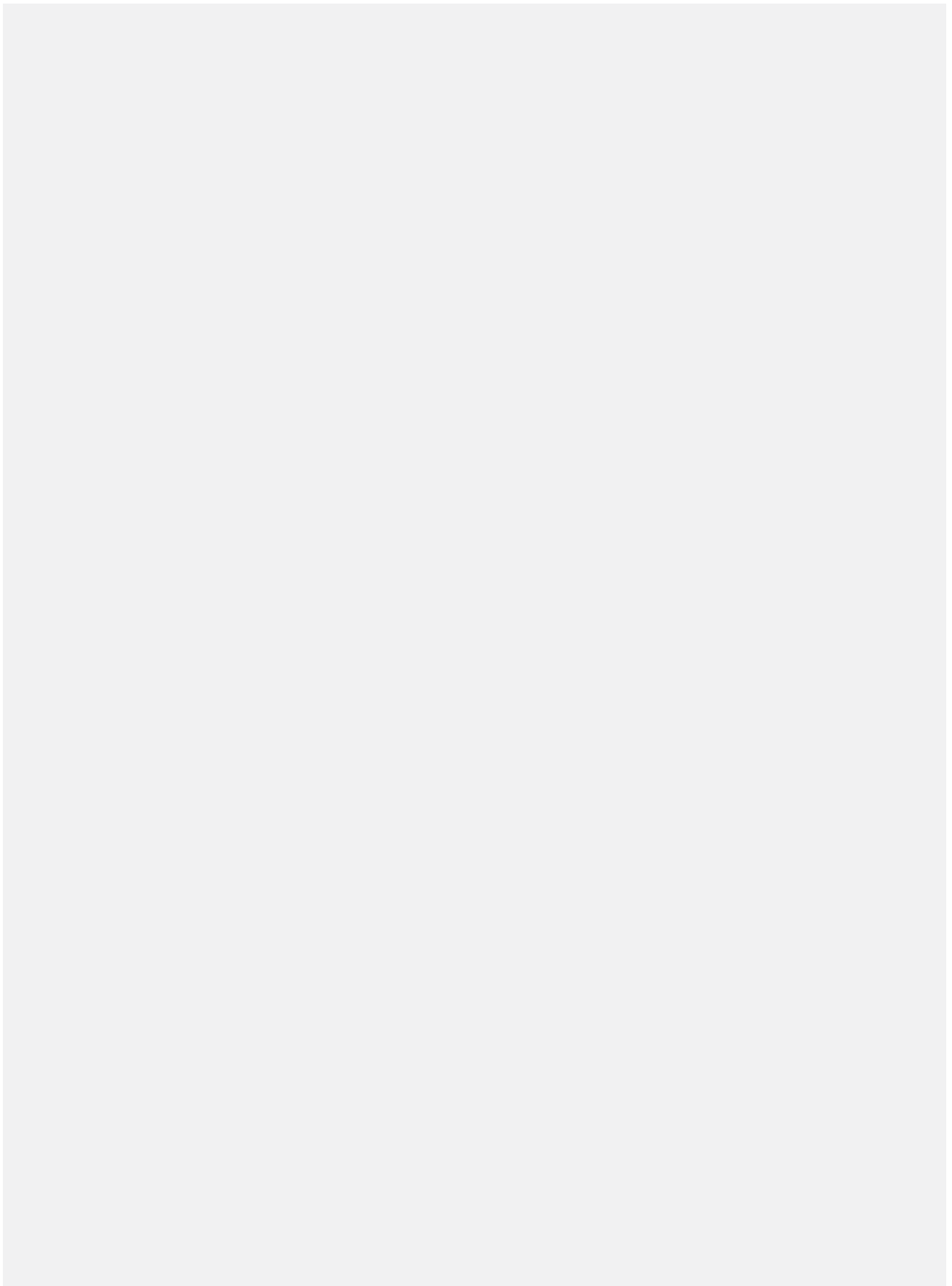
Use these next pages to write a step by step action plan for achieving each of your goals. It sounds tedious and time consuming, but doing this will help you prepare for the journey ahead. Make it so annoyingly detailed that a stranger could achieve your goals if they read it and followed the steps. Page 27 has a few examples if you feel stuck or unsure of how to proceed.

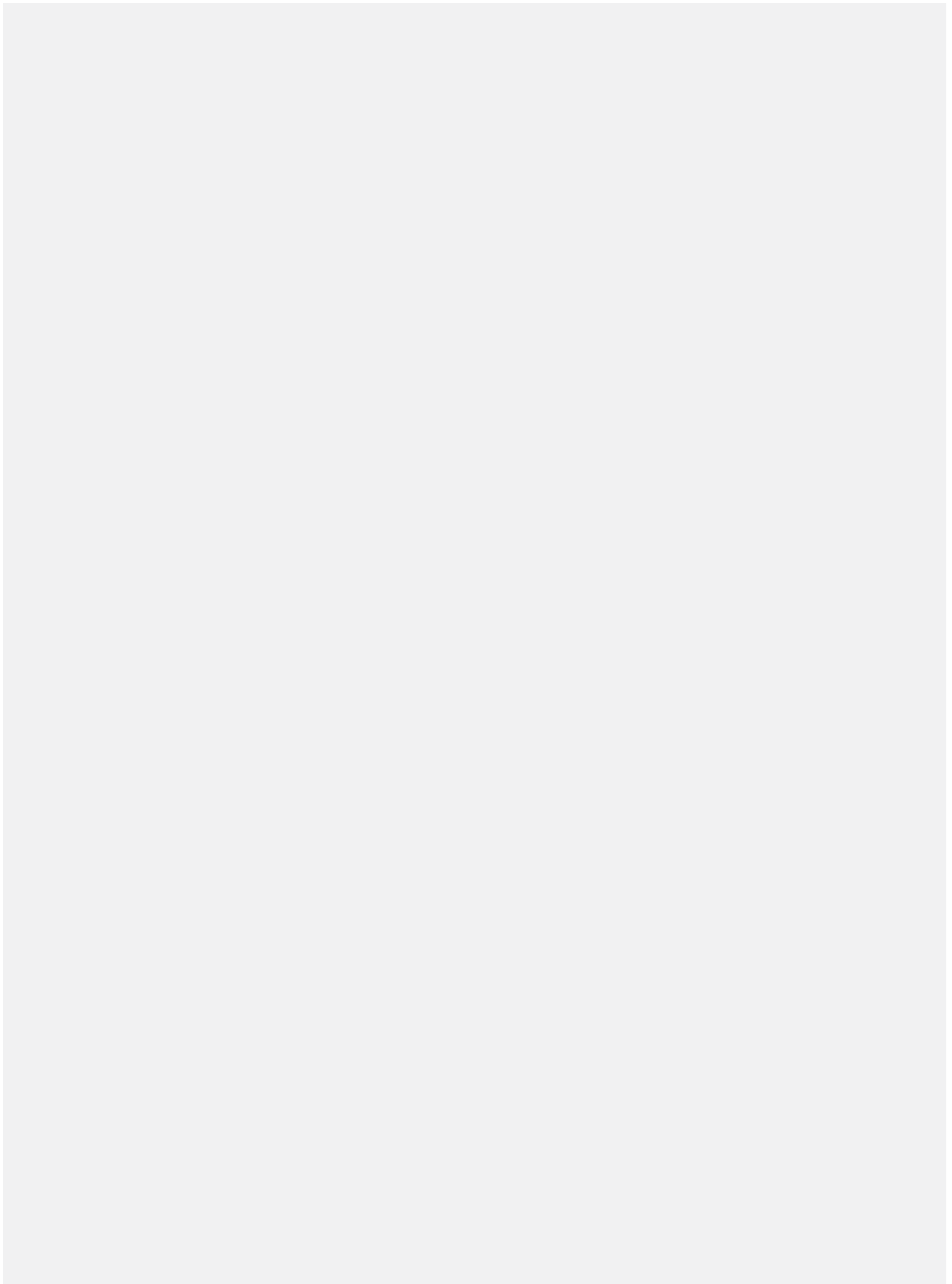


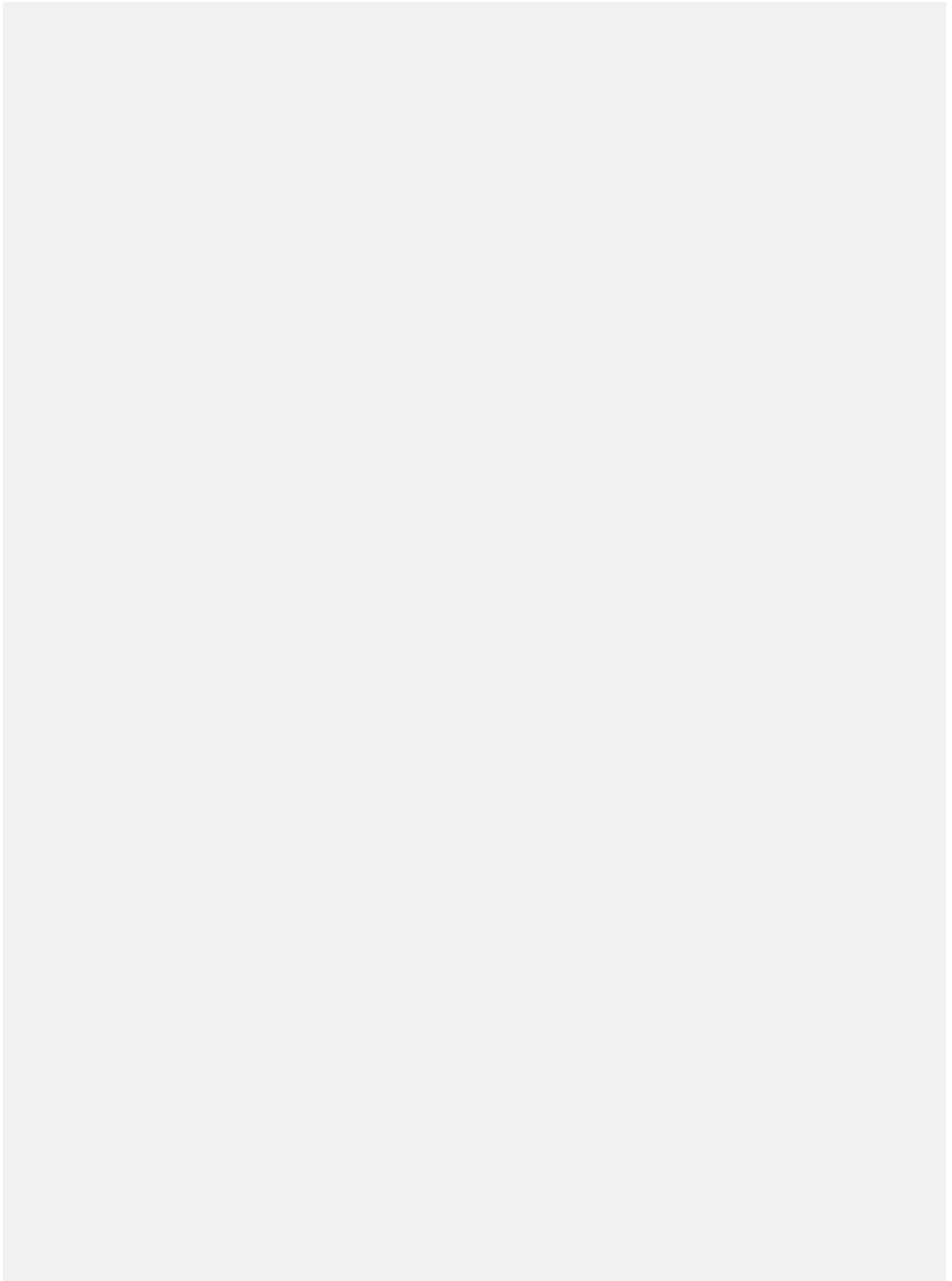






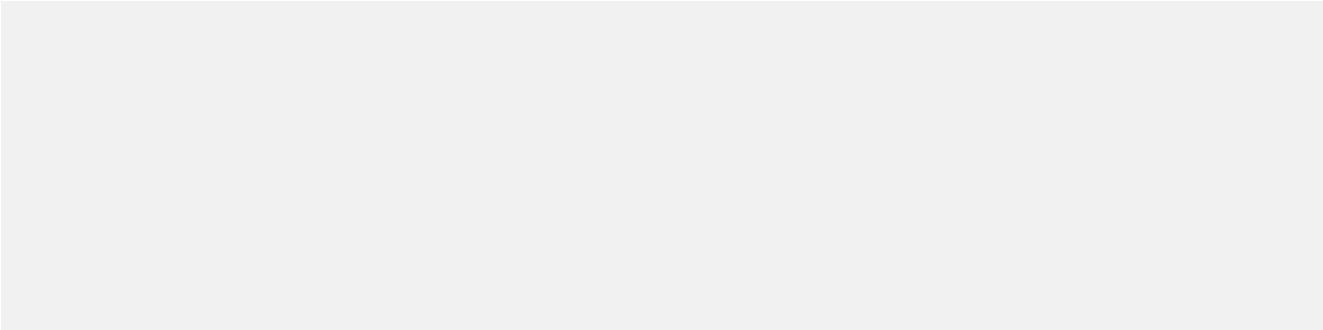






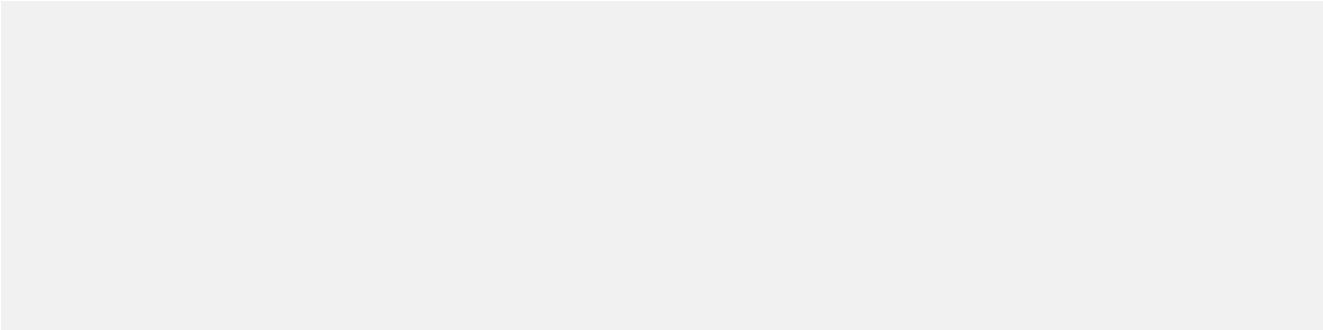
### **Part 3: Who I Need to Be to Accomplish My Goals**

Who do you need to be in order to accomplish these goals by your due date? This is a statement you can come back to when you're feeling lost or unmotivated. You can find an example on page 27 of the Greatness Book.



### **Part 3: Who I Need to Be to Accomplish My Goals**

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That's it! This is a living document that you should revisit on your due date. And then redo to plan for the next 6 or 12 months. This is an incredible tool that I continue to use for every phase of my life.

CHAPTER 2

# Turn Adversity into Advantage

PG 31

We all face adversity. Most of the people you know have had to overcome obstacles, whether internal or external. That's not brand new information.

The question is did you (or they) turn that obstacle into an advantage? Did you flip your adversity from being something that stood in your way to something that you overcame and grew from?

When you feel uncomfortable in a challenging situation, when working on a new skill or after an injury, do you quit or do you work through it? Do you turn your adversity into fuel to propel you forward or do you let it overcome you?

I hope it's the former. I hope that you recognize that it's all about perspective. Your mindset is just as big, if not bigger, than any challenge you might face. If you can examine your adversity and figure out how to use it to become a better version of yourself, you will be unstoppable.

It takes commitment to overcome that which knocks us down. But if you can stand by your principles and declarations from the Chapter 1 exercises, I have no doubt that you will succeed.

The next few exercises are all about embracing your adversities. Take a deep breath and get ready to identify the opportunity within each of your adversities.

These exercises are meant to be practiced regularly; you can do them once a month, every 3 months, or every 6 months. The more frequently you check in with yourself, the more you will have control over your perspective and awareness of what your adversities are presenting you with.

## Embrace the Adversity

### Step 1: Be Aware of the Adversity

There are 2 types of adversity:

1. Minor, daily adversities that come up from time to time: Fighting in your relationship, not getting the raise you want at work, getting a parking ticket, receiving a poor grade on homework, exhaustion, stress, feeling unsafe in your environment, etc...
2. Major, singular adversities that are rare: A death in the family, car accident, injury, illness, breakup, job loss, bankruptcy, etc...

Take a few minutes and make a list of what minor and/or major obstacles or difficulties you are experiencing:

#### Minor Adversities

#### Major Adversities

## Step 2: Write It Down or Share It

PG 55

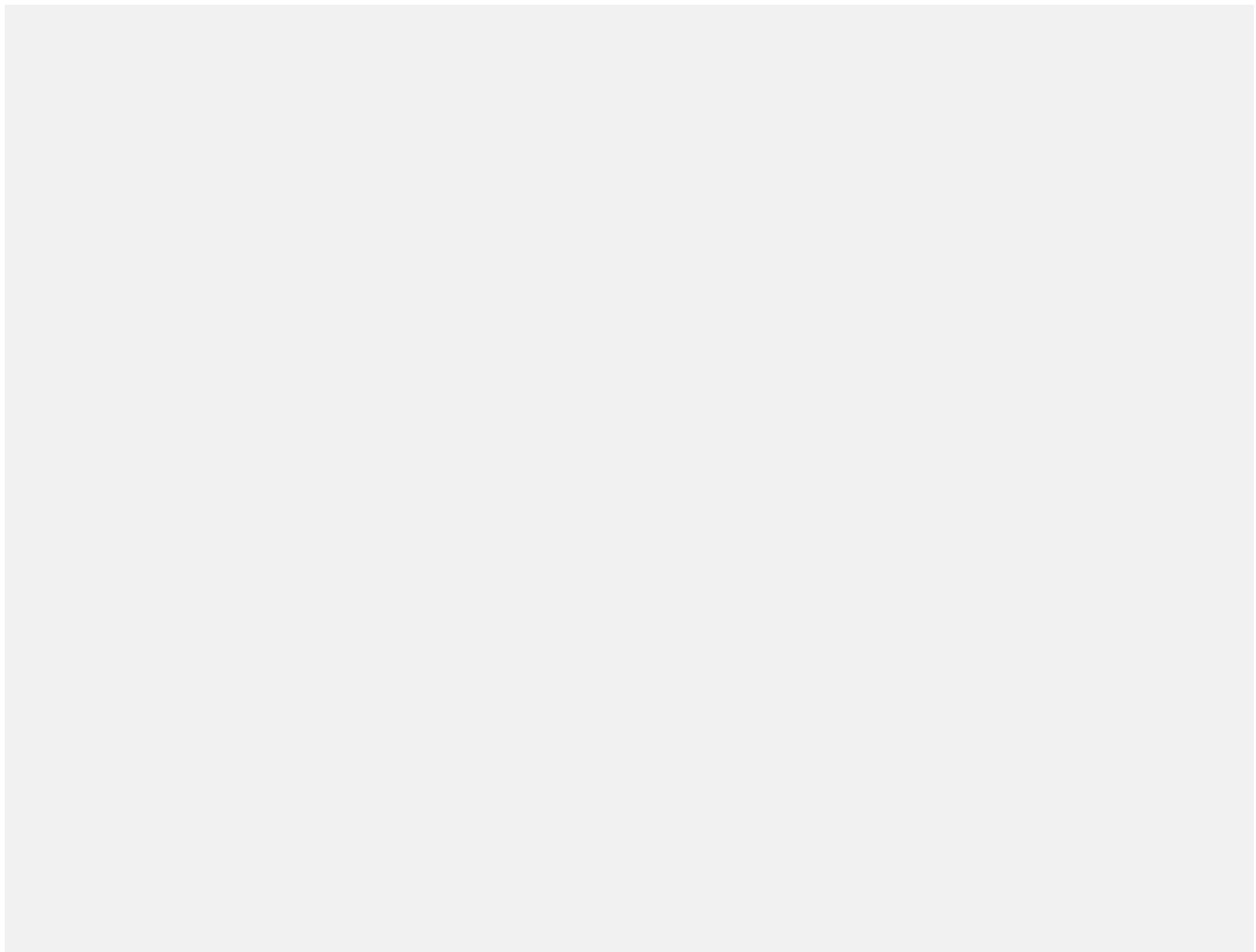
Now that you have identified what you're struggling with, take some time to write out how each of those struggles is making you feel. Keeping these feelings inside can be toxic and do a lot of damage. This also allows you to have a written record of what you're feeling over time so you can look for patterns and see areas of growth.

### Examples:

I'm angry because I had an argument with my girlfriend/boyfriend.

I'm upset that I lost my job.

I'm still shaken from my car accident.





Now read over your list and as you pass each statement, try to let go of the power it has over you. That could mean reading each statement to yourself and mentally saying that you are letting go of that obstacle as something that's standing in your way; it could also mean reading each statement and mentally or audibly giving an countering statement, for example: I'm upset that I lost my job > This is an opportunity for something bigger and better.

### **Extra Option:**

If you feel comfortable verbally sharing with someone, you can find a dedicated "adversity friend" (a friend or sibling or even an accountability partner) to go to anytime you feel frustrated by failure or adversity. Make an agreement with this friend that is reciprocal; you'll listen to each other without judgment and as a sounding board.

## Step 3: Acknowledge Yourself

PG 58

Now that you've begun to release the stress of your adversities, replace that negativity with positivity by acknowledging yourself for all that you have done in the last day/week/month/year.

Take this page to write down your accomplishments, major or minor.

### Examples:

I have been on time at work consistently for the last week.

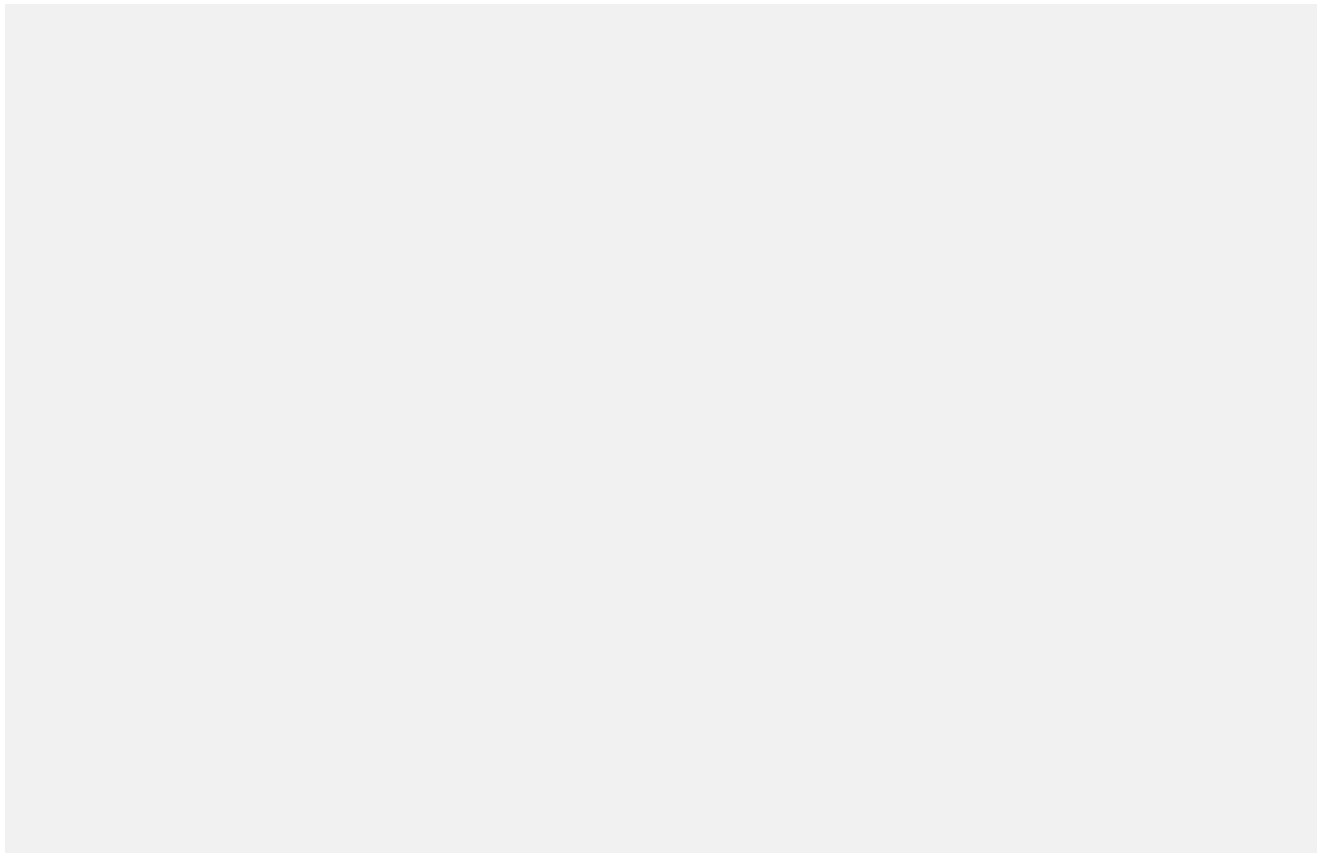
I have been consistently going to the gym/working out/eating clean.

I finished the books on my reading list.

I reconciled with my sister/father/best friend after a disagreement/falling out.

I have made progress with my therapist on \_\_\_\_\_.

I made the jump to starting my own business.



## Step 4: Express Your Gratitude

PG 59

It's easy to focus on the negative things. You are probably the kind of person who is always looking for ways to improve yourself and your life, but that might mean that you spend a little too much time focusing on WHAT you need to improve i.e. negative aspects of your life.

Take a few minutes to call your significant other, a friend, or a family member and tell them 3 things you are grateful for in this moment. Then ask them to tell you 3 things they are grateful for. Sharing your gratitude with others benefits both parties. Saying it aloud helps you recognize and own that gratitude, and positivity is contagious

**Step 5: Reconnect to Your Vision and Take Action****PG 78**

Without a doubt, there will be many times that you will lose sight of your vision. Life is just designed to go that way. That is when you get to remind yourself what your vision is by looking at your COA and Personal Statement Plan. Read them both out loud to yourself so you make sure to let the statements sink in.

Then identify the next step you can take to move towards those goals. If this seems overwhelming, break it down into baby steps. For example, your COA could say you are going to bring on a new client who is paying you 2X your current rate in the next 6 months. The first baby step to moving towards that could be to make lunch plans with a friend who you know is well connected to the kinds of clients you want to work with. Just lunch! That is enough to get the momentum moving towards your vision

CHAPTER 3

# Cultivate a Champion's Mindset

PG 79

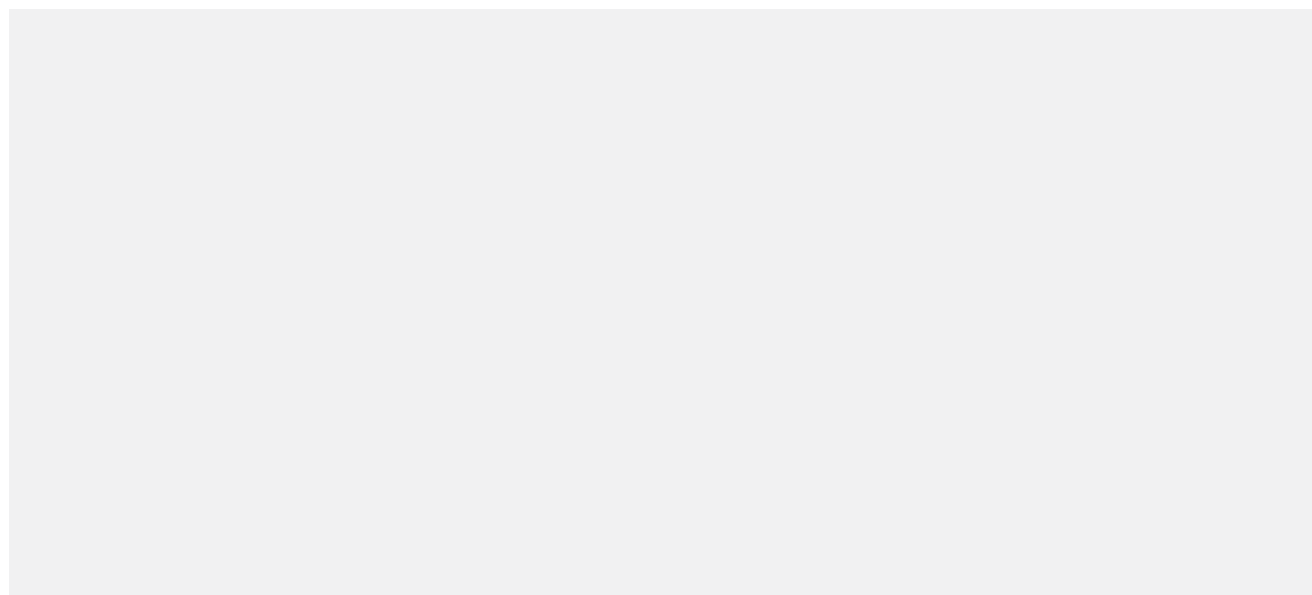
The champion's mindset is all about focus, flow, belief, and emotional intelligence. It is the complete dedication to your vision of future achievement. It's a unique headspace that allows you to focus all your energy on putting yourself in the best position for success physically, mentally, and emotionally.

When I say "unique headspace," I mean that you set your own vision for greatness that defines your mindset and drives your effort. I also mean that this mindset is different than any other mindset you will experience in your life.

Having the right mindset means having the belief that you can and will accomplish what you set out to do. The following exercises will help you set yourself up for success using the power of the mind.

## Visualization

In order for visualization to work, you need to have a clear vision of what you want to happen. Take a few minutes to write out some upcoming scenarios that you foresee yourself dealing with: immediate and finite, in the future (near or far), and hypothetical.g:



Now take a few minutes per scenario to envision what you'd like to see happen in real life. This will help you with a jumping off point for when those events are coming up in real time. For example, if you are going to do a webinar next week, visualizing its success today will help prepare you for visualizing success the night or morning before the webinar.

Integrate visualization into your life for anything and everything you can think of: personal interactions, professional endeavors, sporting events, speaking events, dating - literally anything. Visualizing your success in any situation will help you in the long run.

**EXERCISE #2**

## **Meditation and Breathing**

We are all surrounded by stressors constantly. With every responsibility and obligation comes a little bit more stress. And I'm sure you have plenty of responsibilities and obligations - at least you do if you're anything like me.

The best thing someone with a lot of stress can do is incorporate meditation and breathing practices into their everyday life. Keeping track of progress in your mindfulness journal isn't a bad idea either!

### **Part 1: Meditation**

Check out our resources page for more information on guided meditations and/or download one of the many meditation apps that are available. Headspace is one our team uses, and it's free!

Start to incorporate meditation into your morning and/or evening routine. Meditation is about becoming aware of the way our thoughts and emotions affect us and then understanding how to maneuver when things get too hectic in our minds. The ability to guide yourself out of a mind-boggling situation will save you time and stress.



## **Part 2: Breathing**

First of all, we all need to remember to stop and take a deep breath every once in a while. You probably hear that a lot, especially in reference to experiencing heightened emotion. However, it's a really good idea to start reminding yourself to check in with your breath periodically throughout the day. Taking a second to check in with your breathing (Am I breathing deeply or more shallowly? Am I breathing quickly? Am I holding my breath a lot?) can help relieve stress throughout the day.

**If you're feeling especially stressed out, unfocused, or anxious try this:**

### **The 15-Second Centering Breath**

1. Take one long inhale over 5 counts
2. Hold the breath in for 2 counts
3. Exhale for 8 counts

This will reboot your breathing and help you feel more grounded. If you start to get anxious at any point, just try taking a few deep breaths. After 3 or 4 good, deep breaths, count how long your inhale lasts. Then try to make your exhale the same length. This is called 1:1 ratio breathing. You can start here and work your way up to the 15-Second Breath technique.

## Mindfulness

If you don't have a daily gratitude practice, it will definitely be beneficial for you to start one. Keep track of your gratitude in your mindfulness journal and include the following elements:

### **Gratitude:**

Every morning or every evening write down 5 things that you are grateful for. Take the time to jot down all the things you are proud of and excited about. Acknowledge yourself for the amazing things you've done.

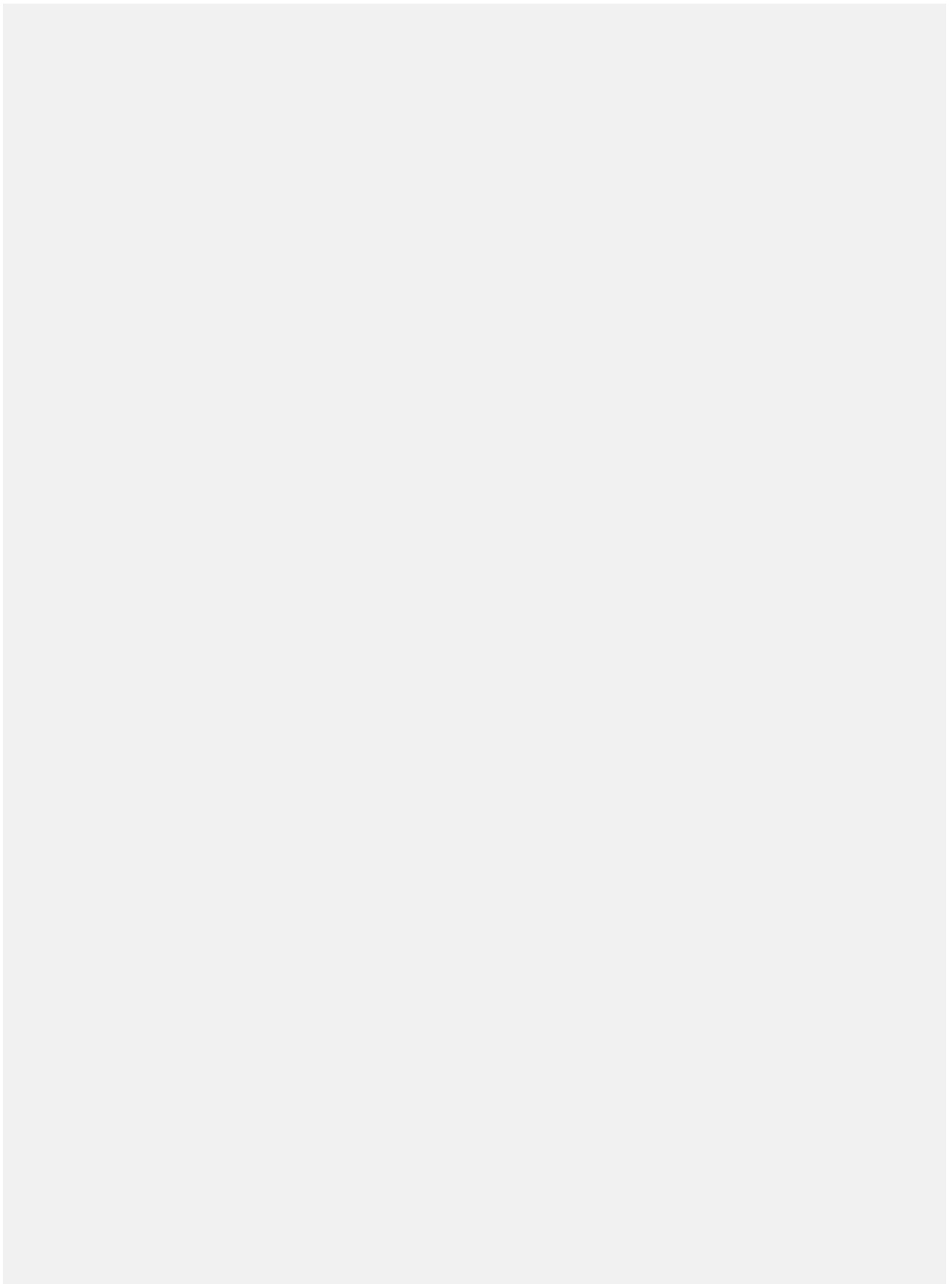
### **Next Steps:**

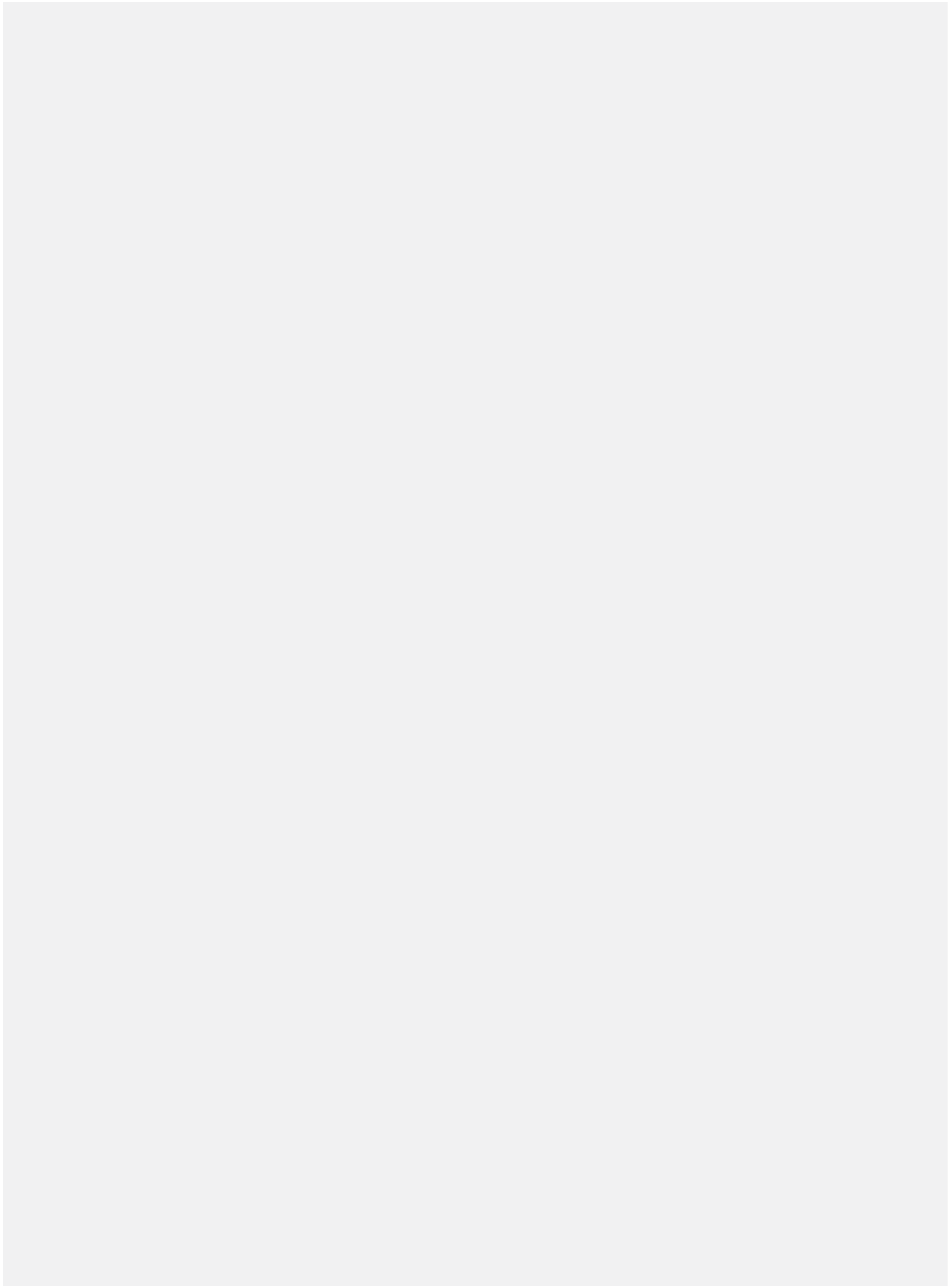
Next, write down what you are committed to doing to continue to move forward.

### **Reactions:**

Then, write down all the things that you had a negative or unproductive reaction to. Identify what you were lacking in those moments (patience, love, courage, confidence, etc...) so that you can remind yourself of that the next time you have the same negative feelings as a reaction to something happening in your day. Write down what you will do in those moments moving forward.

If you don't already have a journal, use the following page to make your first entry with all of the above elements included.





## Emotional Intelligence

It's incredibly important for us to understand our emotions because self awareness is key in building success.

### Step 1:

Write down your 5 strengths and 5 weaknesses below - examples on

### Strengths

1.

2.

3.

4.

5.

### Weaknesses

1.

2.

3.

4.

5.

### Step 1:

Contact 3 people that you can trust to be brutally honest with you. Ask them what they think your 5 strengths and 5 weaknesses are and why. Put the answers here.

**Name:**

**Strengths (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.

**Name:**

**Weaknesses (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.

**Name:**

**Weaknesses (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.



**Name:**

**Weaknesses (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.

**Do their lists match yours? Do you need to reinforce any of your strengths? How can you improve your weaknesses? Jot down ideas and discoveries below:**

A large, empty light gray rectangular area intended for writing notes. It occupies the majority of the page below the text prompt.

**Bonus:**

Call someone from your past with whom you once had a strong bond but are no longer in contact (a former partner in an intimate relationship, a former close friend, or maybe a family member you had a falling out with) and ask them the same questions. Use the following page to write down what they say and your response(s).

**Name:**

**Weaknesses (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.

**Name:**

**Strengths (and why)**

1.

2.

3.

4.

5.

**Relationship:**

1.

2.

3.

4.

5.

CHAPTER 4

# Develop Hustle

PG 91

Hustle is all about the act of getting what you want. Now that you have set your sights on your end goal, it's time to do anything and everything it takes to get there.

You have all the pieces in place! Look at everything you've done so far:

- Clarified your vision and how to get it
- Defined who you are and what you stand for
- Identified your adversities and have begun to work through them and use them for growth
- Set your mindset for SUCCESS
- Determined your strengths and weaknesses and how to expand/improve on them

And we aren't even halfway through the book yet.

I hope you feel great about the work that you're doing. This kind of clarity is not easy to do, and you are knocking it out of the park.

The next exercises are all about falling in love with the art and pain of HUSTLING. You need both vision and action to realize your dreams and goals. The real work starts now.

It's easy to live in fear, even if you don't know it. We are all afraid of something and when it comes to being successful most people fear 3 things specifically: the fear of looking bad, the fear of failure, and the fear of their own success.

Hustle isn't about overcoming those fears; it's about working your ass off despite them. You have greatness in you. Use these exercises to let it out.

## What-If Scenarios

This exercise is for calming the fears and anxieties that come from thinking about everything that could happen if you try and fail.

Think about your vision and goals. Imagine the hustle required to make them a reality.

Now consider all of the possible outcomes and fears that come up when you think about hustling for your goals. You'll know when you hit an actual fear because it will hit you in the gut.

On the next few pages write down each fear as a “what-if” statement, and then write down what could happen if that fear came true.

### Example:

What if I get fired?

...and my wife leaves me?

...and we lose the house?

...and we have to live in the car?

...and my friends stop talking to me?

...and I can't find another job?

While you're exploring these outcomes, allow yourself to actually feel the fear and anxiety - don't push it down. Half of this exercise is feeling that fear now and understanding that it is just a feeling.

**Then take a breath and write a positive redirect for each of those “what-if”s.**

## **Example:**

What if I get fired?

...and I find a better job in a few months?

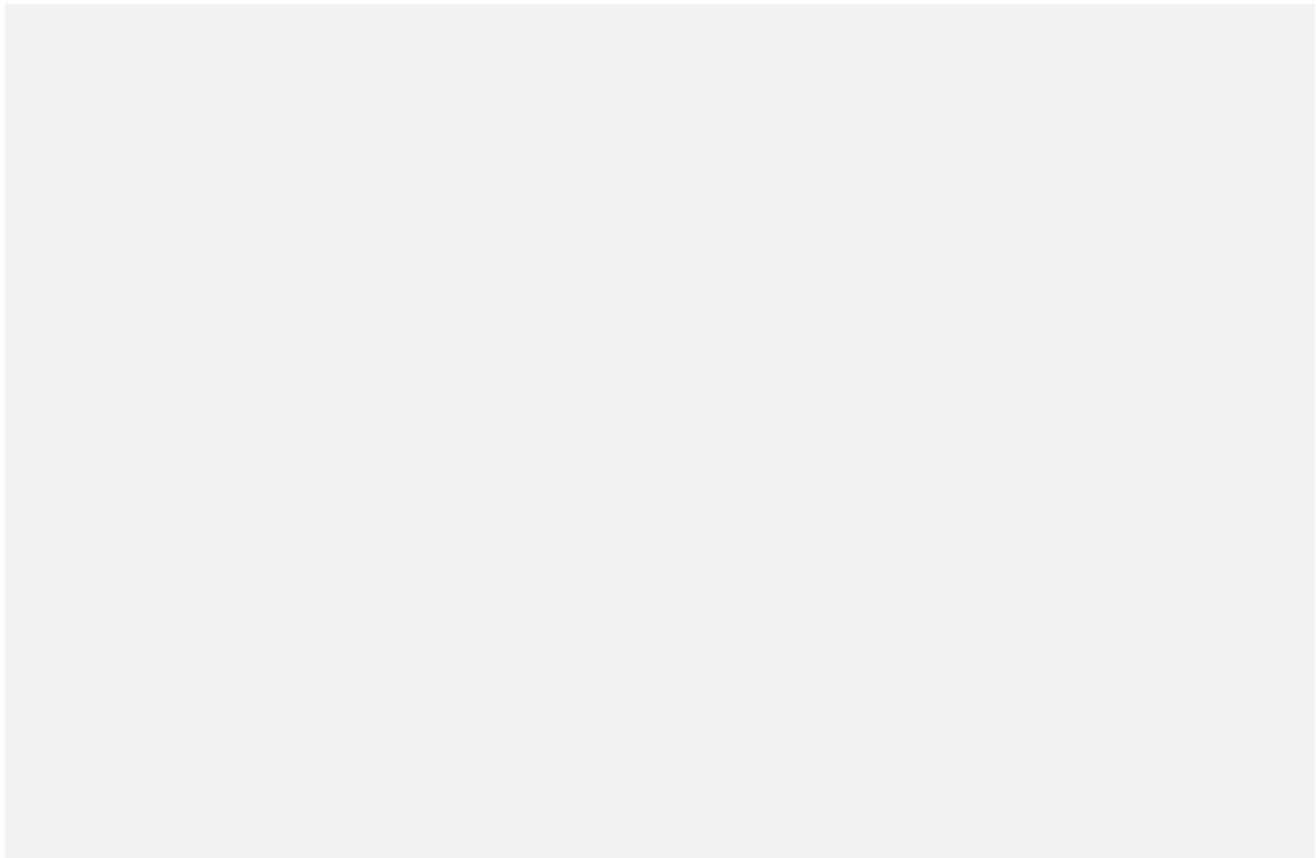
...and I can use the severance to take a well-needed family vacation?

...and I can spend a month reconnecting with my kids?

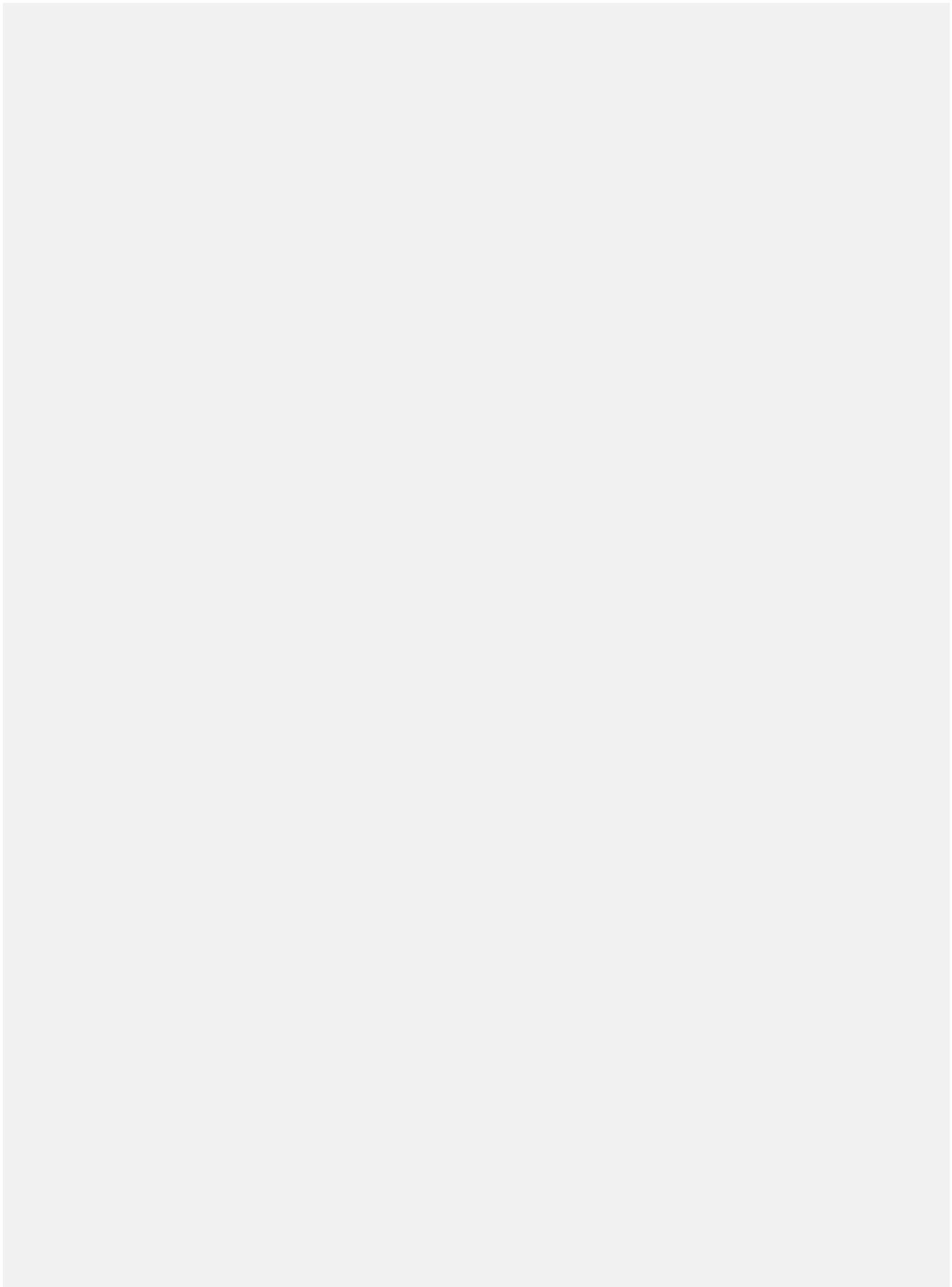
This is about turning “what-if” into a “what could,” which is a much more positive way to explore possibilities.

Your vision won't come to life without some risk. Mistakes will happen. Fear is a necessary component of success. Feeling fear means that you care about the outcome.

**Don't let your fear control you. Use your fear as fuel for forward momentum.**







## Working the Hustle Muscle

“Entrepreneurship is living a few years of your life like most people won’t, so that you can spend the rest of your life like most people can’t.”

Working your hustle muscle is all about setting yourself up for success now so that you can live exactly as you want to. It’s about building momentum and creating leverage.

**It’s also about taking action - consistent, massive, smart action.**

There are 4 areas you can and should be hustling in:

1. Body
2. Mind
3. Relationships
4. Skills

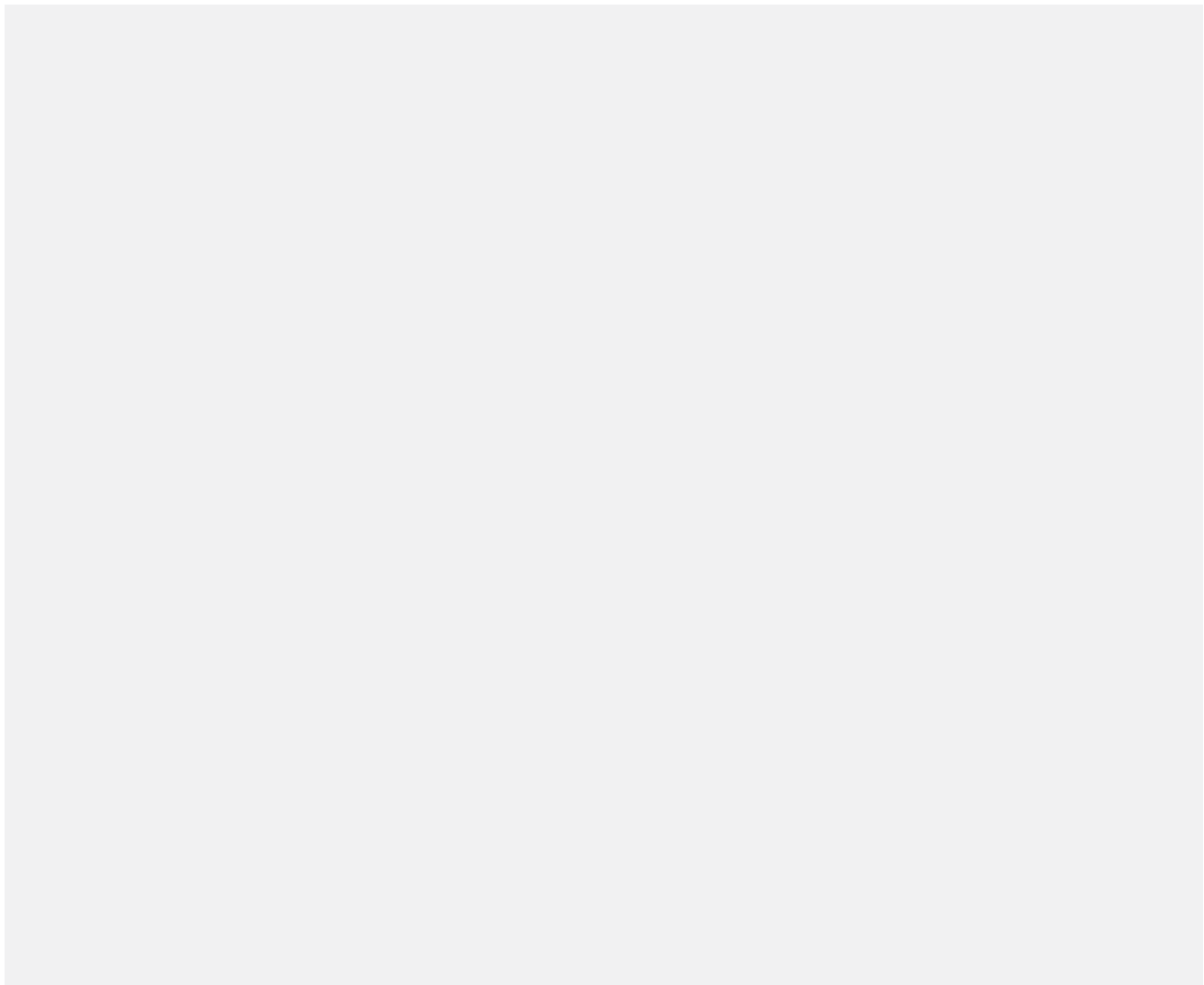
This exercise has 4 parts, so get ready for a step into the world of hustle by way of self-improvement. Use the pages provided here to start tracking your hustle, then use your mindfulness journal to track daily progress.

## Part 1: Your Body

PG 114

We should do one thing every day that makes our bodies healthier and stronger. Pushing yourself physically means pushing yourself mentally, and strength of both body and mind is so incredibly important. Feeling good means doing good. Step out of your body's comfort zone. It will do you a world of good.

Take a few minutes to write down some physical practices and/or exercises that you've considered doing but never actually taken action on. This could be crossfit, yoga, a specific workout or fitness class or even an exercise that you wish you could do but can't yet.



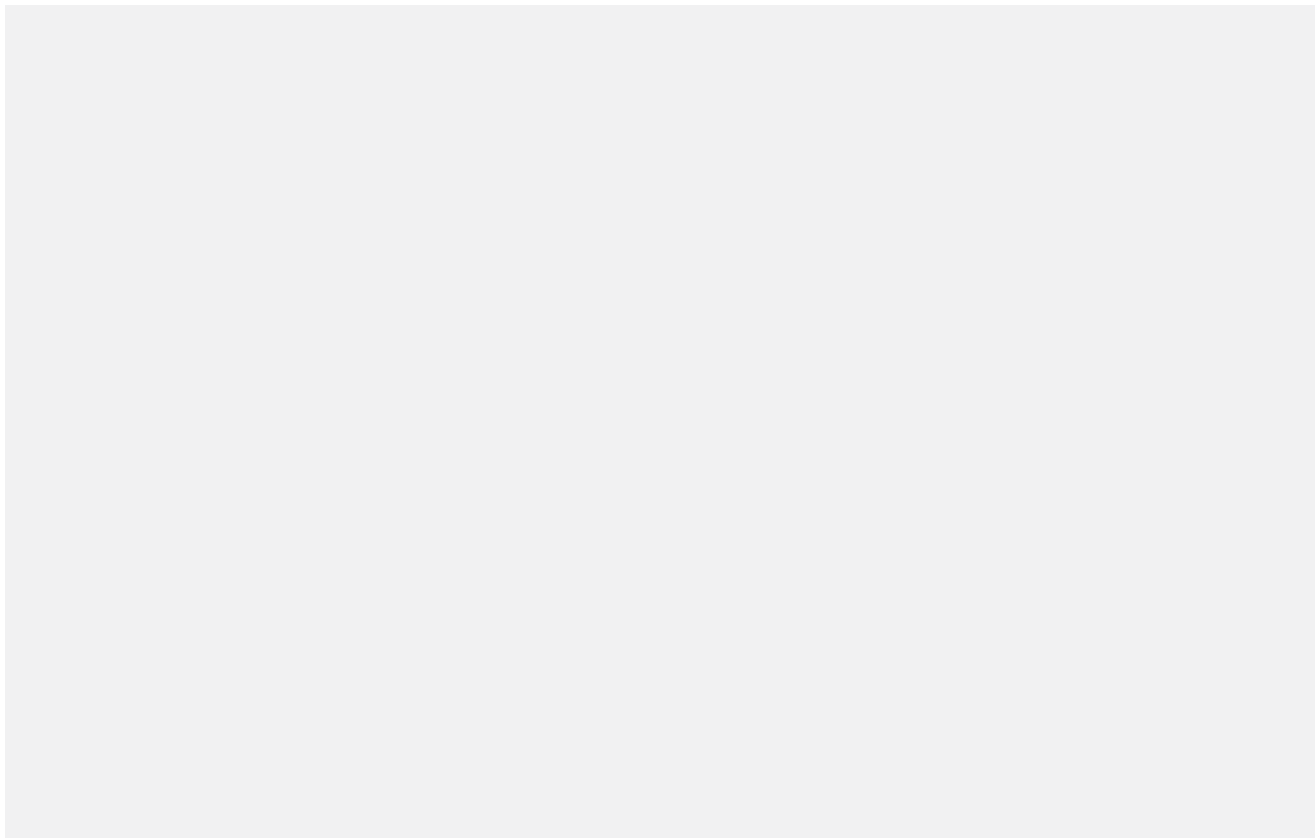
## Part 2: Mind-Set

PG 114

We should be doing things every day to improve our mind. Something that forces us to exert focus and energy via thought. Make a list of things that you know require you to truly focus on the task at hand. These could be things like reading a book, listening to podcasts, attending workshops, working with a coach or mentor, enforcing your own curiosity, exploring ways you can learn from unusual or ordinary circumstances, meditation, or studying other philosophical ideals.

This list should include things that you can and should shut out everything else to work on. It could take 5 minutes or an hour, doesn't matter.

Once you have your list, consider what you have going on and practice 1-2 of these things daily. Keep track of progress and reactions in your mindfulness journal.

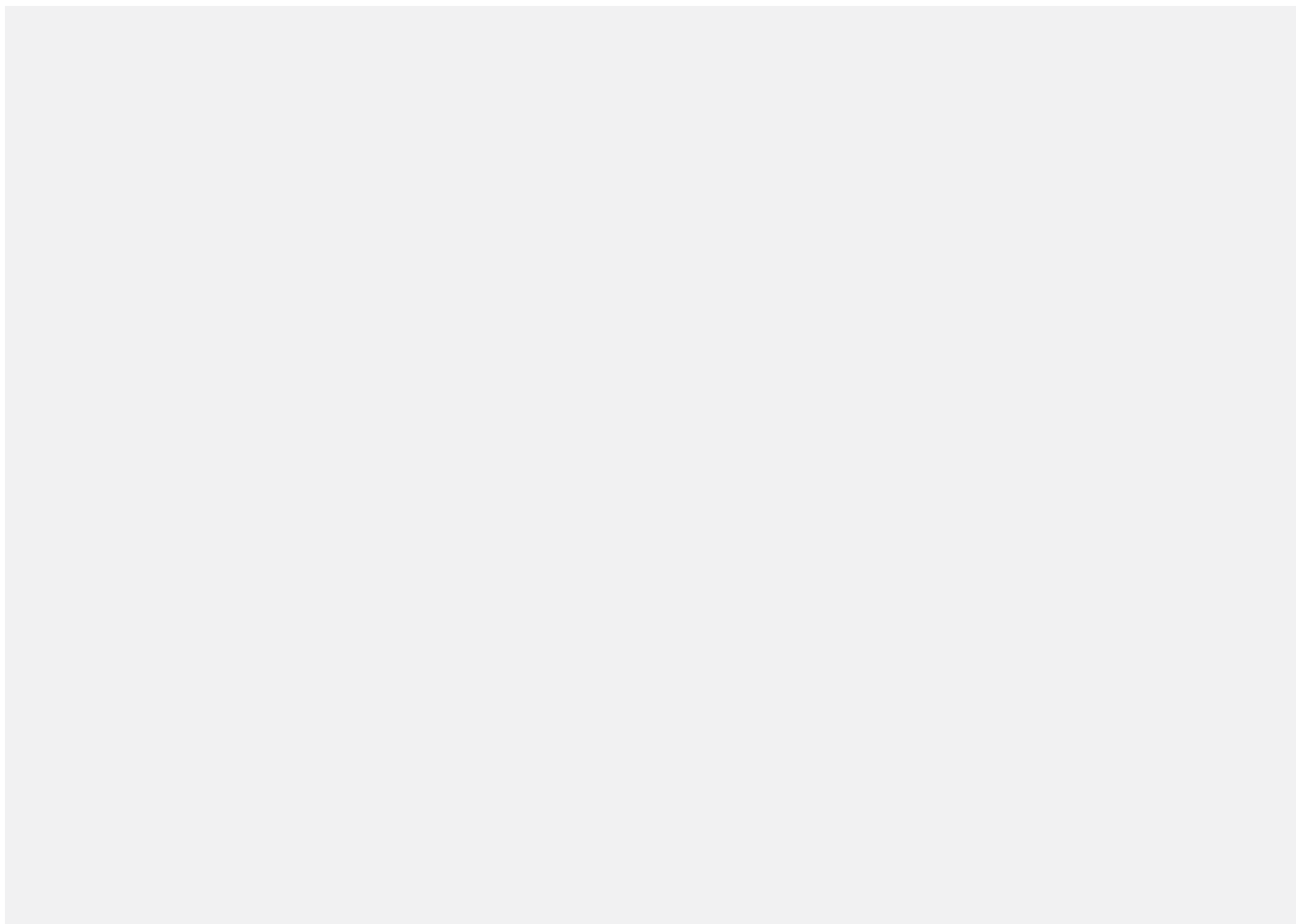


## Part 3: Relationships

PG 115

It is incredibly important to form relationships with people in your industry, and people not in your industry, in order to increase your knowledge and visibility in the entrepreneurial community. Forcing yourself to meet with people and create new bonds will help you exponentially in every capacity imaginable - networking, influencing, learning, compassion, stress management, you name it.

Use the space provided to consider which of the practices on pages 115 & 116 that you can adopt today and implement as soon as possible to expand your network of relationships. Think about your schedule, your budget, your priorities, and your commitments and if it seems overwhelming, figure out which one of these practices you can start doing. Eventually you'll find that you want to add more and more.

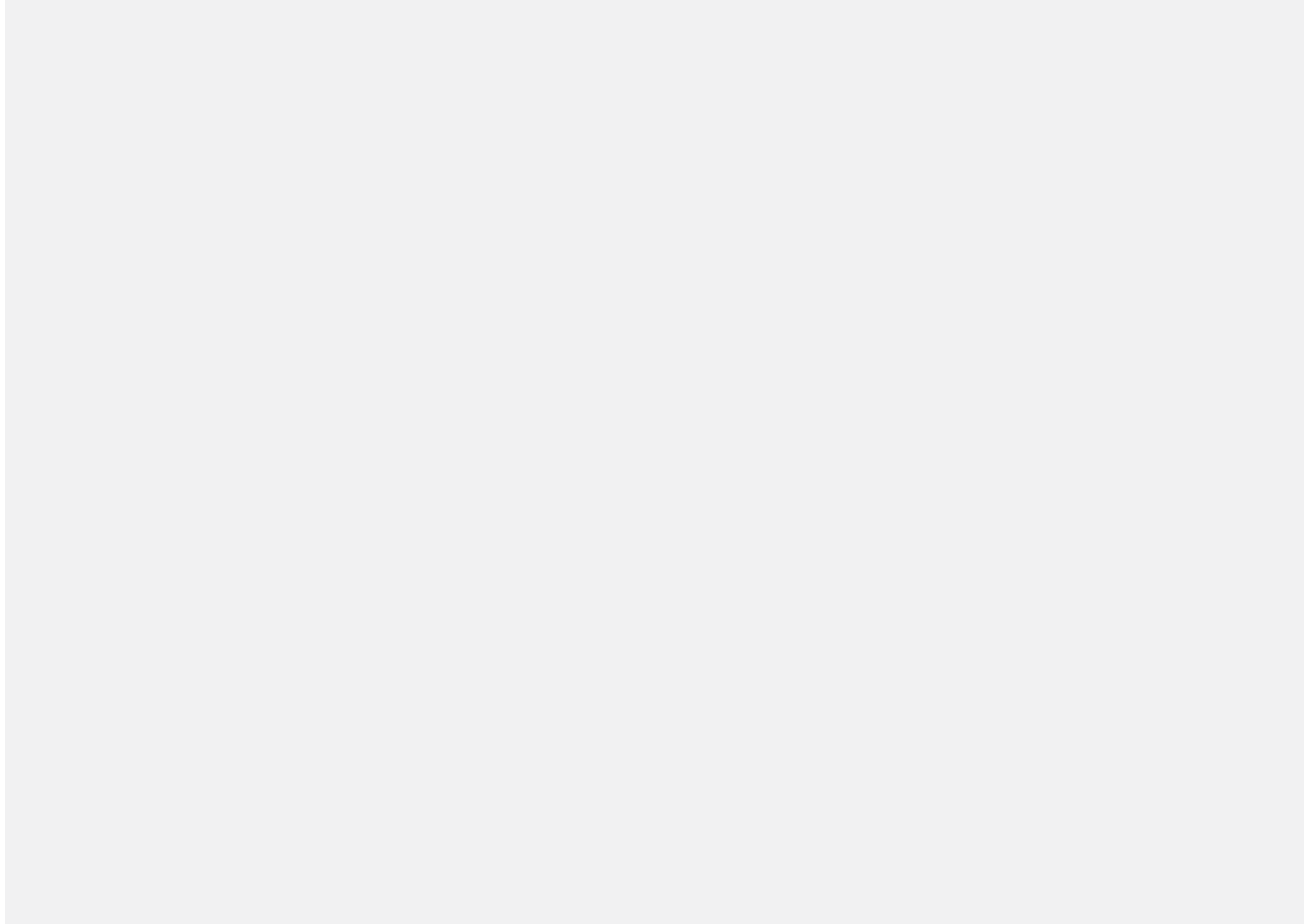


**Part 4: Skills****PG 116**

It's easy to get so focused on one skill that you forget how important and fulfilling it is to expand your skillset.

Take this page to write out a list of 10 skills you'd like to learn and master. Once you're finished, pick the one skill that excites you the most and create a plan to become a master at it.

This can mean finding lessons or classes, reading and research, or watching videos online and beginning to practice immediately. Work diligently on this new skill and keep track of progress in your mindfulness journal. Once you feel you've mastered this skill, start on the next one that excites you. Continue to add to this list as you master more and more skills.



CHAPTER 5

# Master Your Body

PG 121

As I said in Chapter 4 and its exercises, working on your body is incredibly important for everyone. I don't mean that you need to be an athlete or anywhere close to that, but if you're working through my book that means you seek greatness, which means you're probably someone who seeks freedom, happiness, and fulfillment. Having a healthy body is key in all of those things.

The following exercises are meant to help you evaluate your body by your own standards and to figure out how to improve or sustain in a way that works for you.

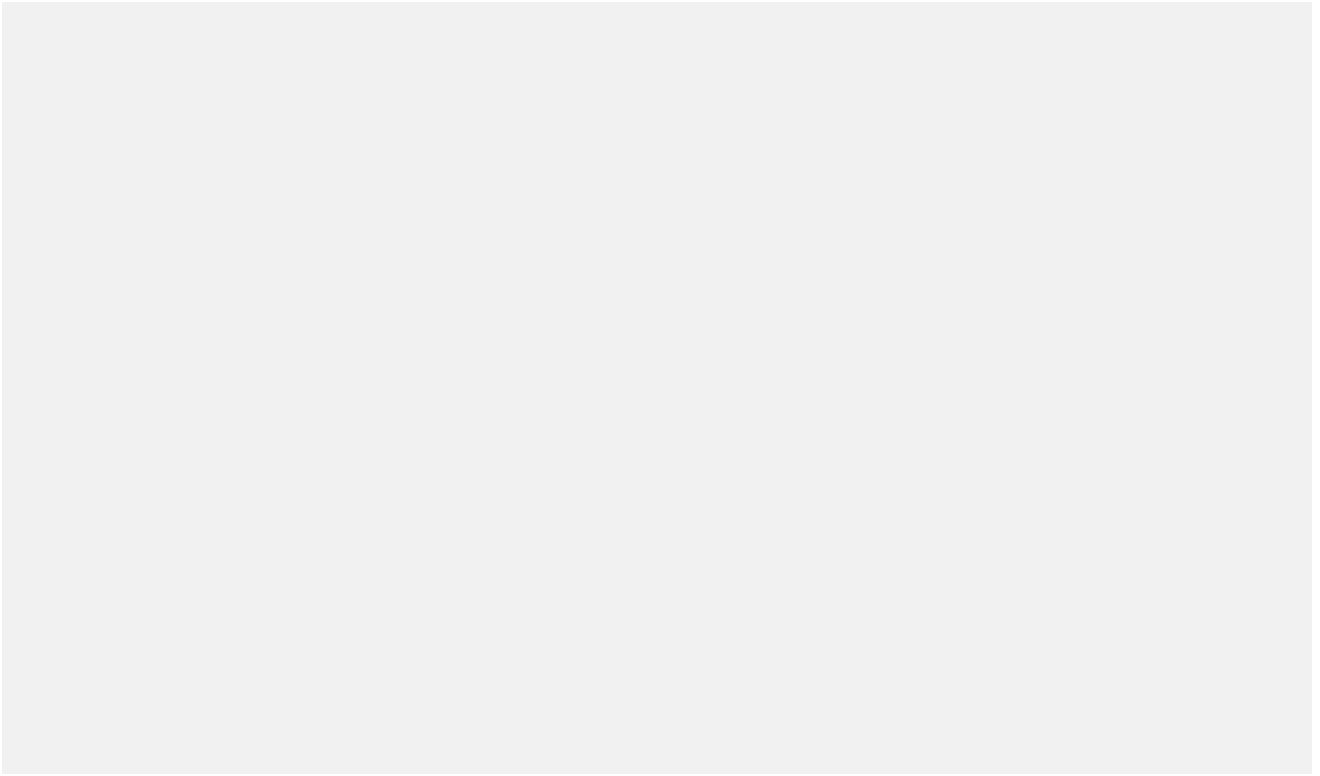
Using your mindfulness journal or keeping/starting a health and wellness journal will make it easier to hold yourself accountable and on track.

Mastering your body is a fundamental, foundational part of your journey toward greatness. And "mastering" your body means looking at all elements of your health: physical, nutritional, mental, and emotional.

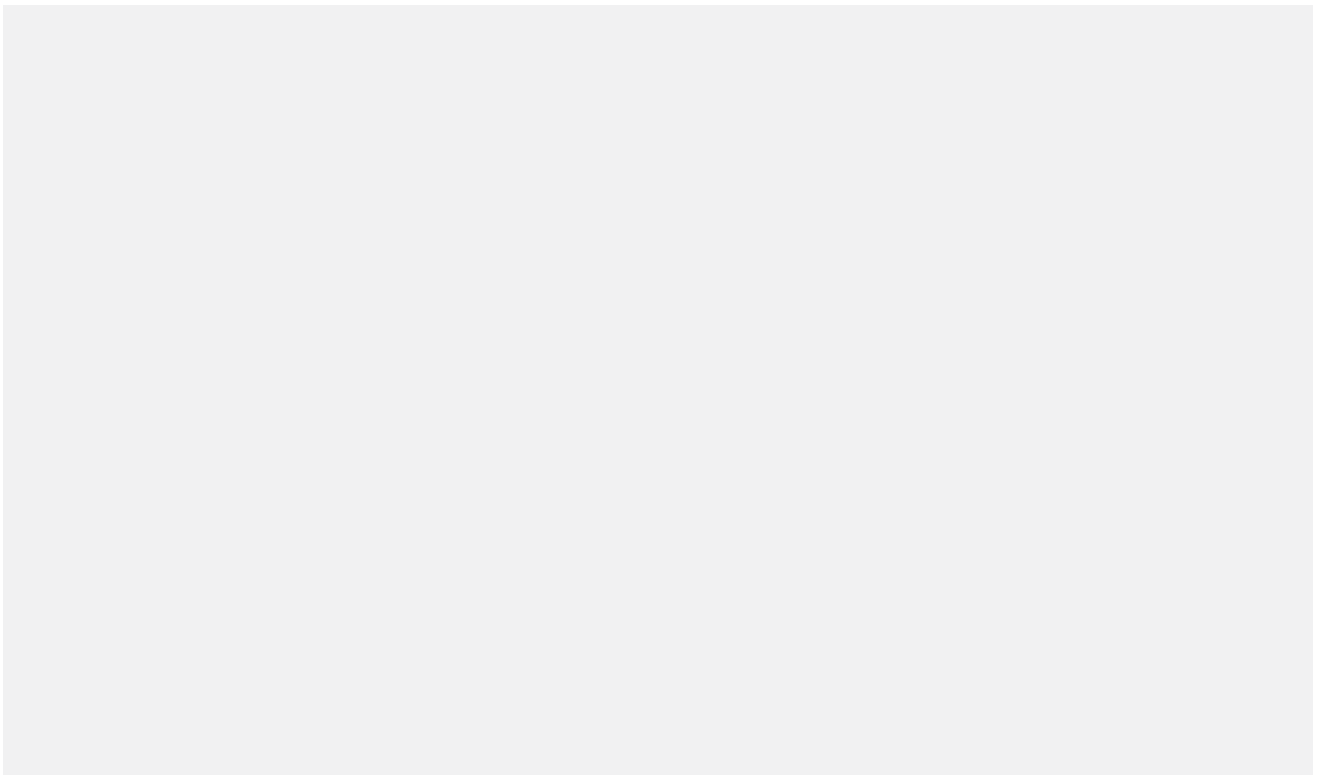
Use the following pages to write down where you are today.



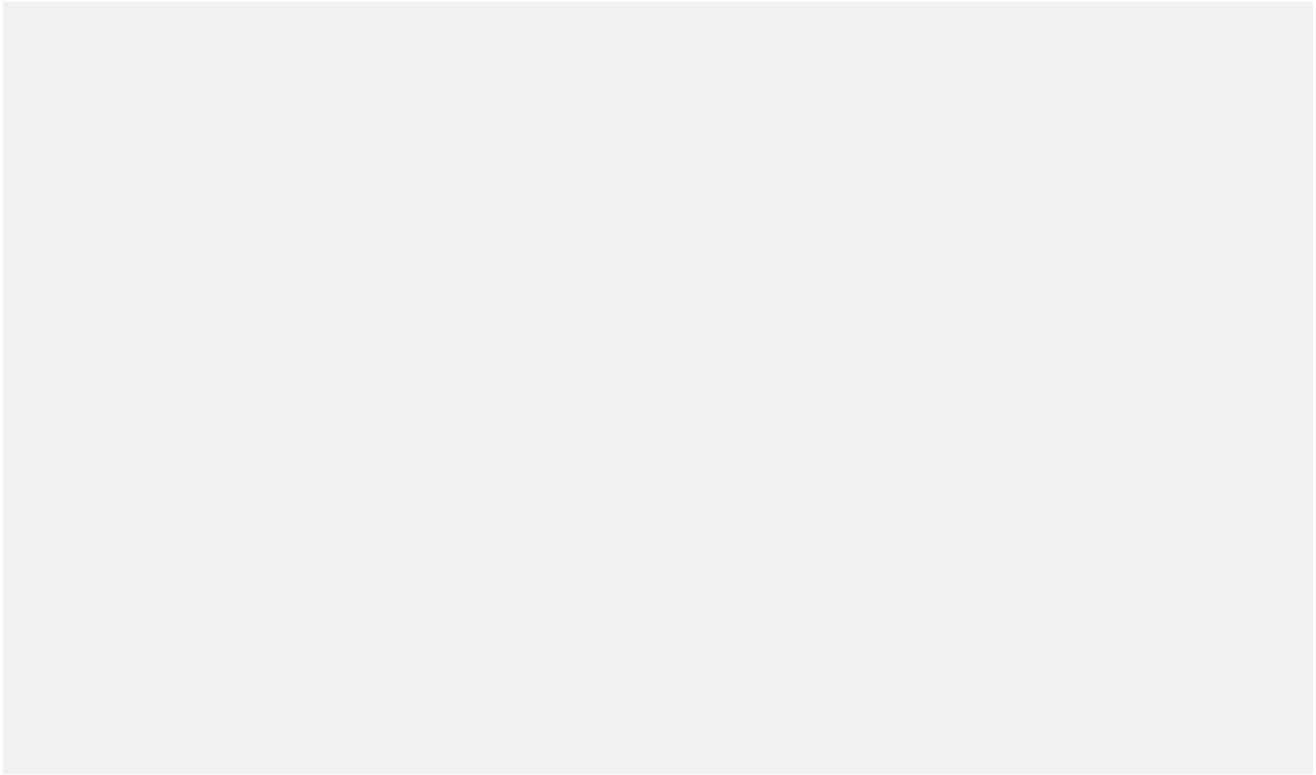
## Physical



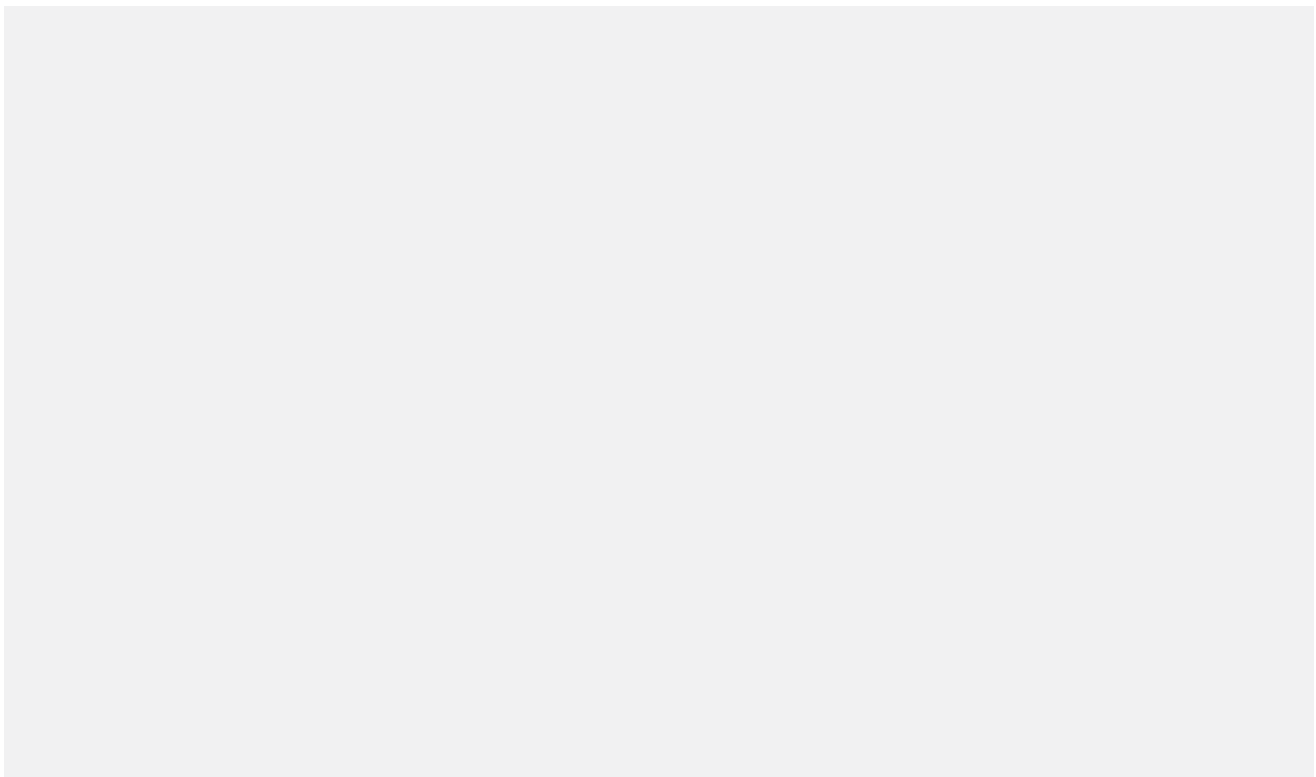
## Nutritional



## Mental



## Emotional



## EXERCISE #1

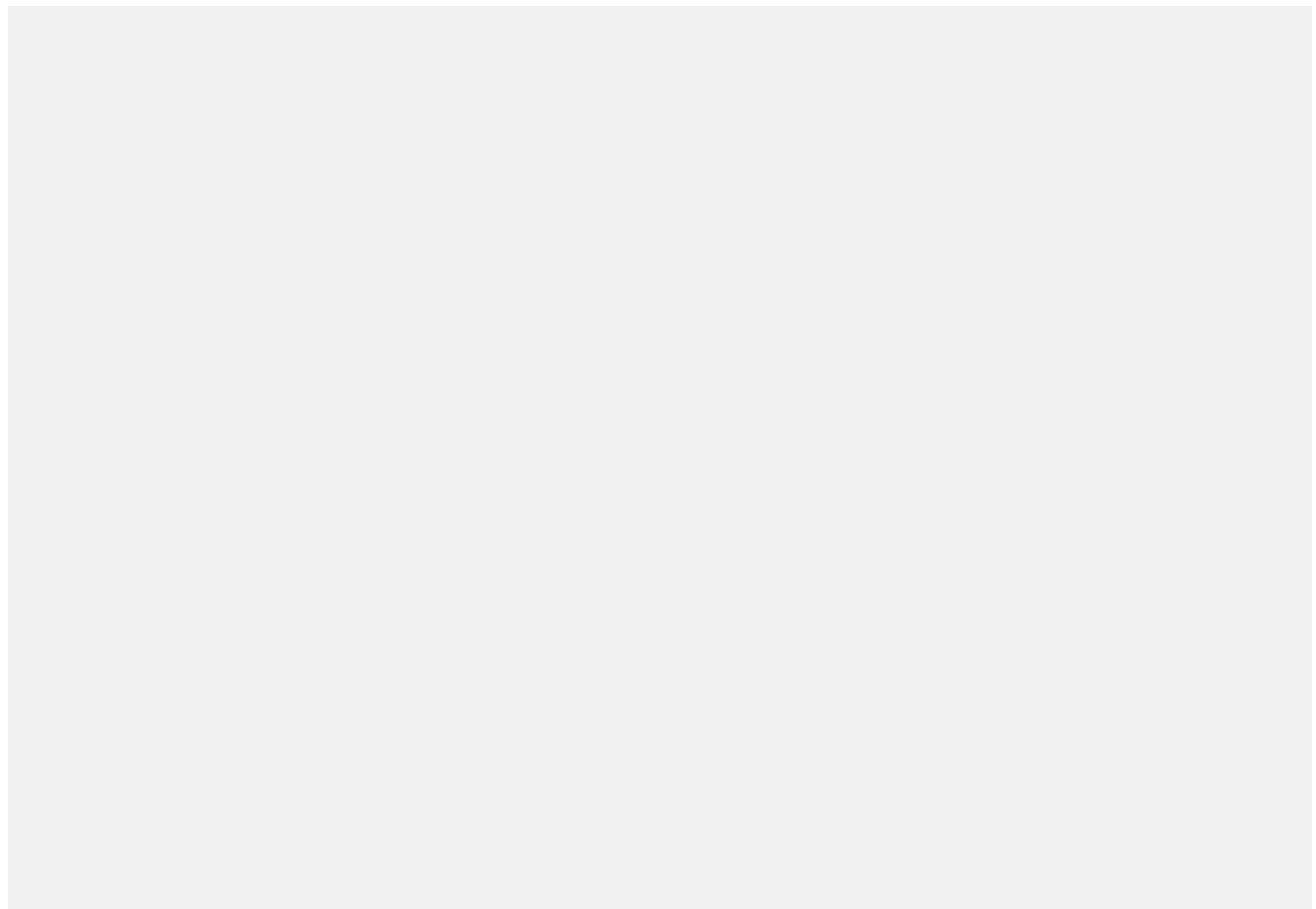
## Take a Picture of Your Body...Naked!

PG 136

For real. I'm not asking you to send it to anyone or print it out. I'm asking you to look at your body, truly look at it, take a photo, and accept and love your body because it's yours.

Take this page to write down how you feel about your body:

- in a general sense
- things you like
- things you want to improve on
- any frustrations you have (about your body or about pressure you might feel to look a certain way and how to move forward with/away from that pressure)



## EXERCISE #2

## Develop a Plan

PG 121

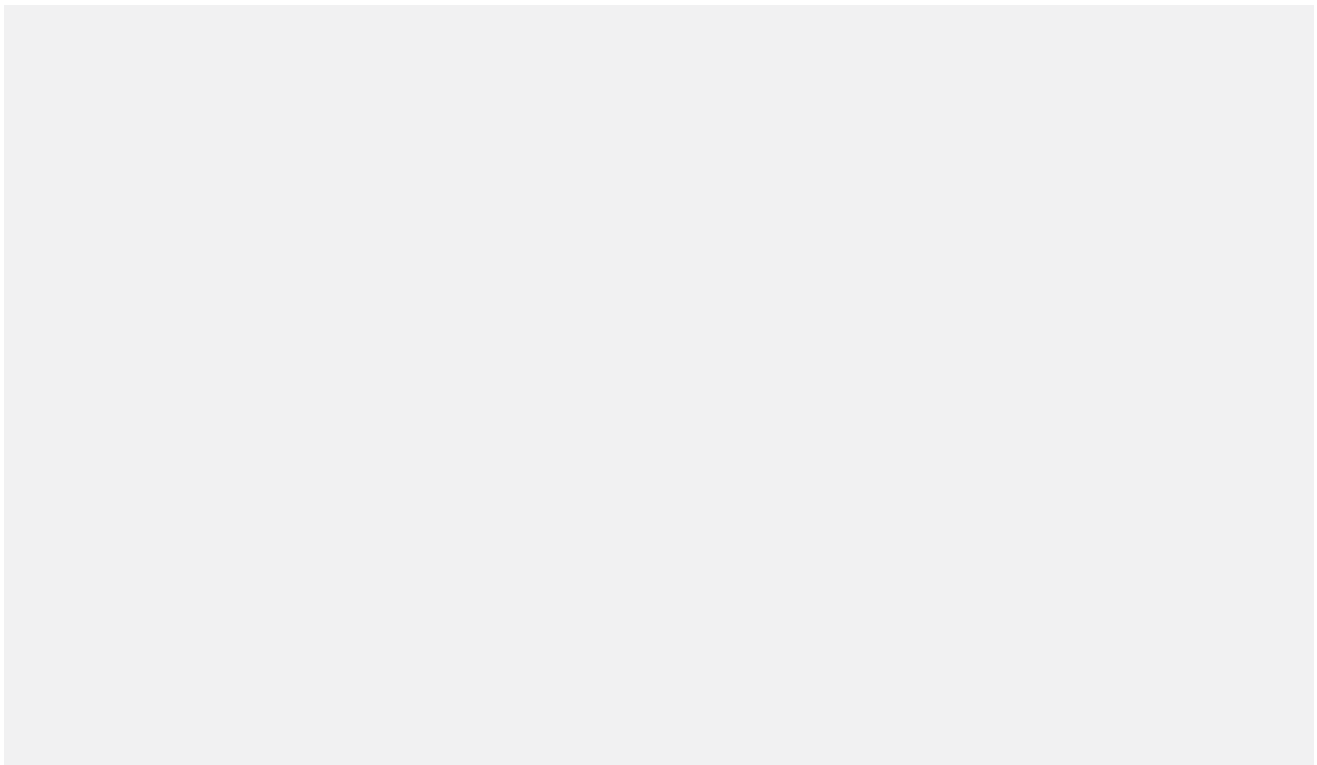
No matter where you are on your fitness journey, every step can be one in the right direction. Your body shouldn't hold you back, it should move you forward!

I broke this down into 3 parts for the workbook. Use these pages to brainstorm and develop your plan, then use your mindfulness or wellness journal to keep track of your progress.

### Part 1: Schedule Time

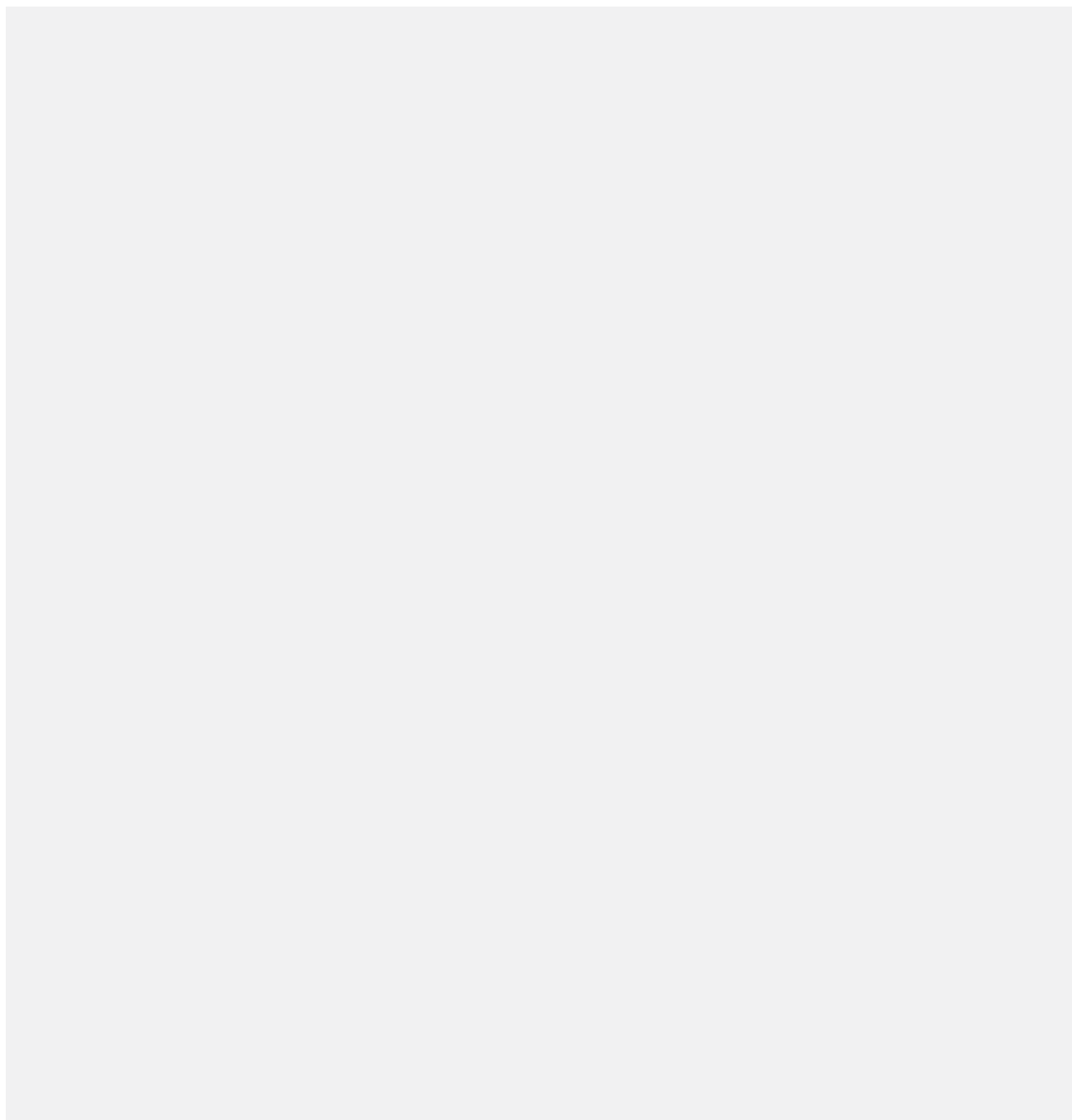
Consider your schedule and designate time in your schedule for working on your body. Figure out which 5 days per week you can find at least half an hour to commit to doing something physical.

Write down what you can commit to below, then put it in your calendar.



## Part 2: Get Active

Decide what you will do with your designated body mastery time. It doesn't have to be body crushing every time! It can be a brisk walk, a yoga practice, a pickup basketball game. Write down some fitness exercises that you'd like to do in the next few weeks below, then plug them into your schedule.



### **Part 3: Accountability**

It can be hard to hold yourself accountable for anything and that includes fitness. Find an accountability partner for support. It can be a friend, spouse, trainer, or even pet!

It's easier to stay committed when you have someone to hold you to your word. This doesn't mean you have to work out with this person. You can, if it works for both of you, but you can also agree to check in with each other every day with your workout, what you did, how it went, etc...

Find someone right now that you feel comfortable being honest with and holding them accountable and that you know will do the same for you. Call or text them right now and get committed. Figure out how frequently you'll both commit to your physical exercises and how you'll check in if you're not working out together.

Who is it? What is the commitment?

EXERCISE #3

PG 140

## Find Out what's MISSING

This exercise was developed by Aubrey Marcus exclusively for you. The acronym MISSING is for Mineralization, Inflammation, Stress, Sleep, Inhalation, Nutrient Density, Gut Health.

Use your mindfulness or health and wellness journal to track the following information:

## MINERALIZATION

What is your general diet? Right down your staples here:

Where do you get your foods?

Are your foods predominantly or exclusively organic and locally grown?  
Yes or No?

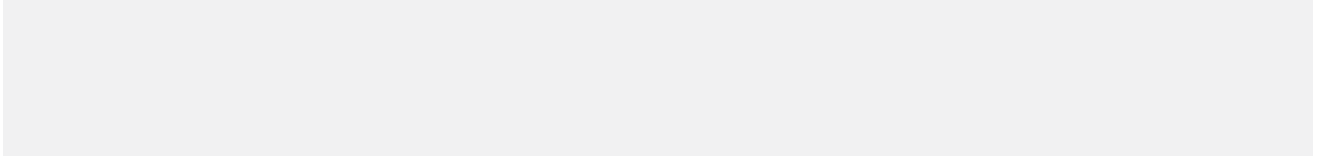
Is your beef grass fed? Yes or No?

Do you trace your foods back to their source? Yes or No

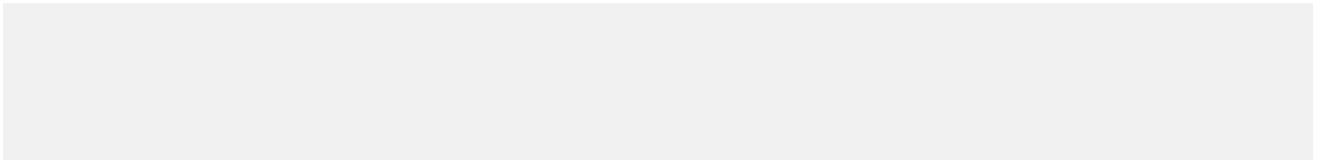


## **INFLAMMATION**

Where do you notice pain, stiffness, or inflammation in your body after a meal or workout?



What exercises or foods do you notice trigger this?



## STRESS

What are stressors in your life right now?

How do you manage your stress? Are there any specific exercises you do?

Are these methods working? Explain.

What are other methods you could try?

## **SLEEP**

How many hours of sleep did you get last night?

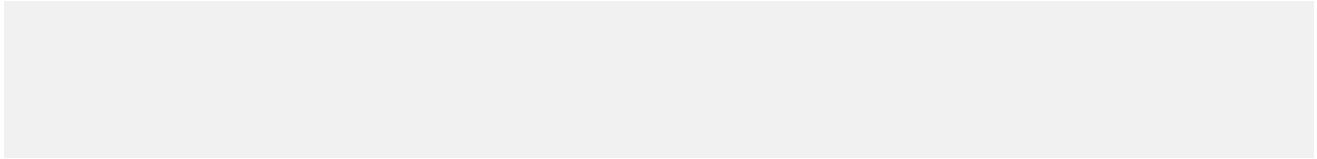
How did you feel when you woke up this morning?

How many hours of sleep do you get per night on average?

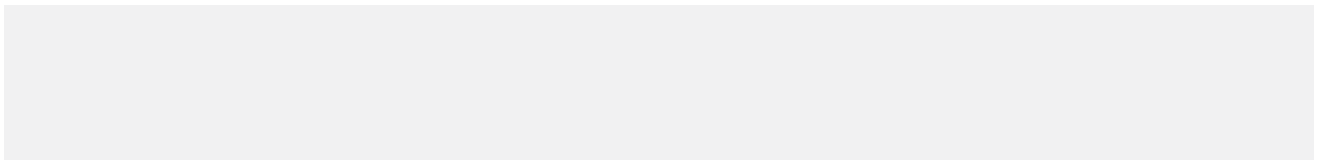
What time should you get up in order to have enough time for your morning routine and to get started on your day without rushing?

What time should you go to sleep the night before in order to get enough sleep to support your daily activities?

**Do you have an evening routine? If so, what time do you need to start getting ready to go to bed? It's important to give your body time to wind down before trying to fall asleep.**

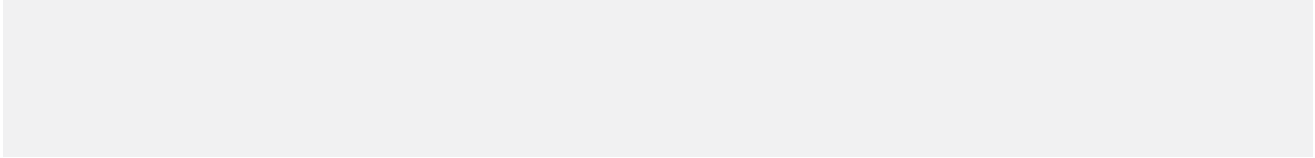


**Start tracking your sleep and how you feel after each night's rest in your mindfulness or wellness journal.**



## **INHALATION**

Do you have meditation and/or breathing practices that you do daily to keep yourself aware of your body and how you're feeling? If not, now is the time to schedule in time every day to check in with your body and breathing. I do this every morning when I wake up. It sets me up with a positive mindset and an awareness of what is going on inside that day.



### **Breathing exercises:**

- Take 5 deep belly breaths. Inhale through the nose and let the breath drop in all the way down your core until your belly physically expands. Exhale through the nose slowly.
- Practice 1:1 breathing. Take one normal breath cycle. Take a 4 count inhale. Take a 4 count exhale. Repeat this for 1 minute.(If you feel you can comfortably extend your inhales and exhales, do so! But make sure inhale and exhale are the same length)

## NUTRIENT DENSITY

If you're someone who counts calories, why not try considering where the calories are coming from instead of just an overall count at the end of the day?

Think about what you've eaten today, or what you ate yesterday and answer the following questions:

How much sugar did I ingest? And what kind? Was it sugar from fruit, from bread, from ice cream?

How much protein?

How many green vegetables?

How many healthy fats?

**What did I eat that wasn't nutrient dense?**

**How much water did I drink?**

**How does my body feel as a result of what I consumed?**

## GUT HEALTH

Your gut health is directly related to inflammation; if you can get assist your digestion by eating properly it could help decrease your inflammation.

Many recent studies have uncovered how essential gut health is to the overall health of the body. By checking in with your gut, you can solve a lot of health issues.

Some simple questions that you might not consider are:

Do I eat less than 3 hours before I go to bed?

Do I experience discomfort after every meal?

Do I feel tired after I eat?



CHAPTER 6

# Practice Positive Habits

PG 149

Aristotle once said, “We are what we repeatedly do.”

Allowing yourself to have negative thoughts towards yourself and others or continue negative habits will breed negativity in your life.

Do you spend time beating yourself up over small things, being overly judgmental of others, eating poorly, not cleaning up after yourself, or staying up too late? These are examples of negative habits. It may seem obvious, but you’d be surprised at the number of people who allow themselves to do these things without realizing the negative impact they’re inflicting.

Beginning to shift those negative things, even in small ways and one at a time, will help you move forward in a positive way more than you realize.

Positive habits cultivate strength and a deeper sense of belief in yourself, your vision, and your spirituality. If you can start to incorporate positivity in your life in every way, you will attract positive outcomes and opportunities.

Guess what happens when practice doing great things? You become great.

The following exercises are designed to help you start to incorporate positivity into your life in everyday ways.

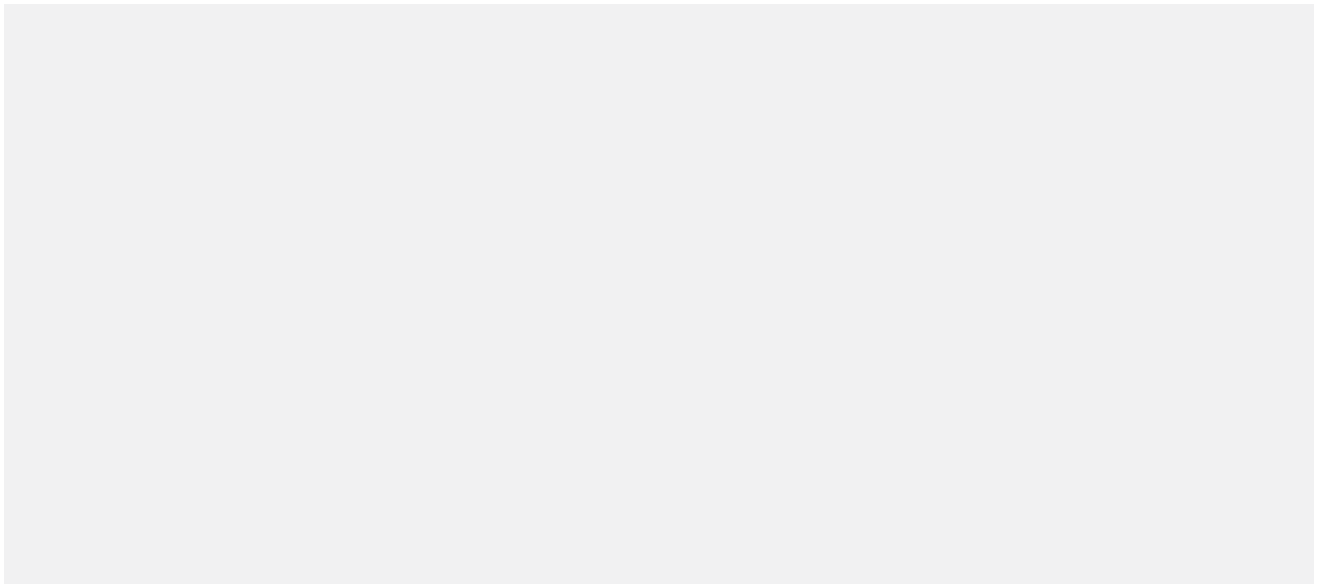
## Attitude of Gratitude

Consider all of the things that you have to be grateful for today. Anything from a picture you took on your phone to the last paycheck that hit your bank account.

If you concentrate on what you don't have you'll never have enough. So focus on what you do have.

For the next 2 weeks, like in Chapter 2, commit to telling whomever you're with at the end of the day the 3 things you're most grateful for. Record them in your gratitude journal.

And for right now, go through your day and write down everything that you overlooked that you should be grateful for from the moment you woke up. It could be buying a cup of coffee on your way to work, knowing that you didn't have to get up at any certain time, etc. But go moment by moment and consider all of the things that you may have taken for granted and write them below:



## Write Your Habits Manifesto

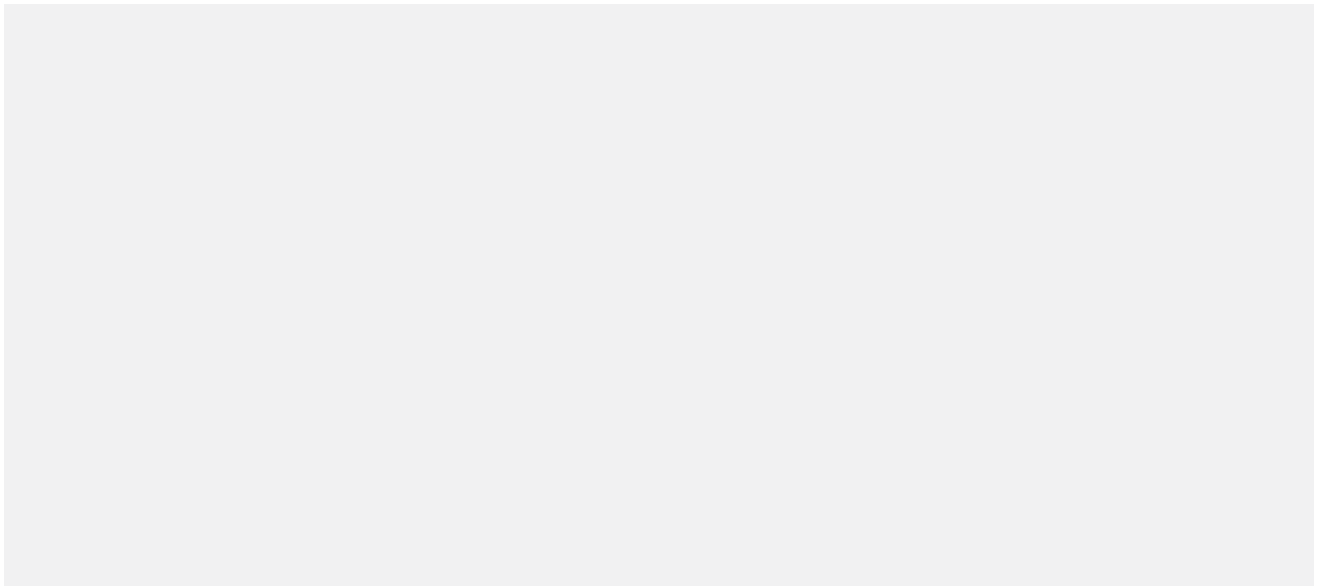
Merriam-Webster defines a manifesto as “a written statement that describes the policies, goals, and opinions of a person or group”.

Now is your chance to write out your personal statement declaring your goals and opinions to live by.

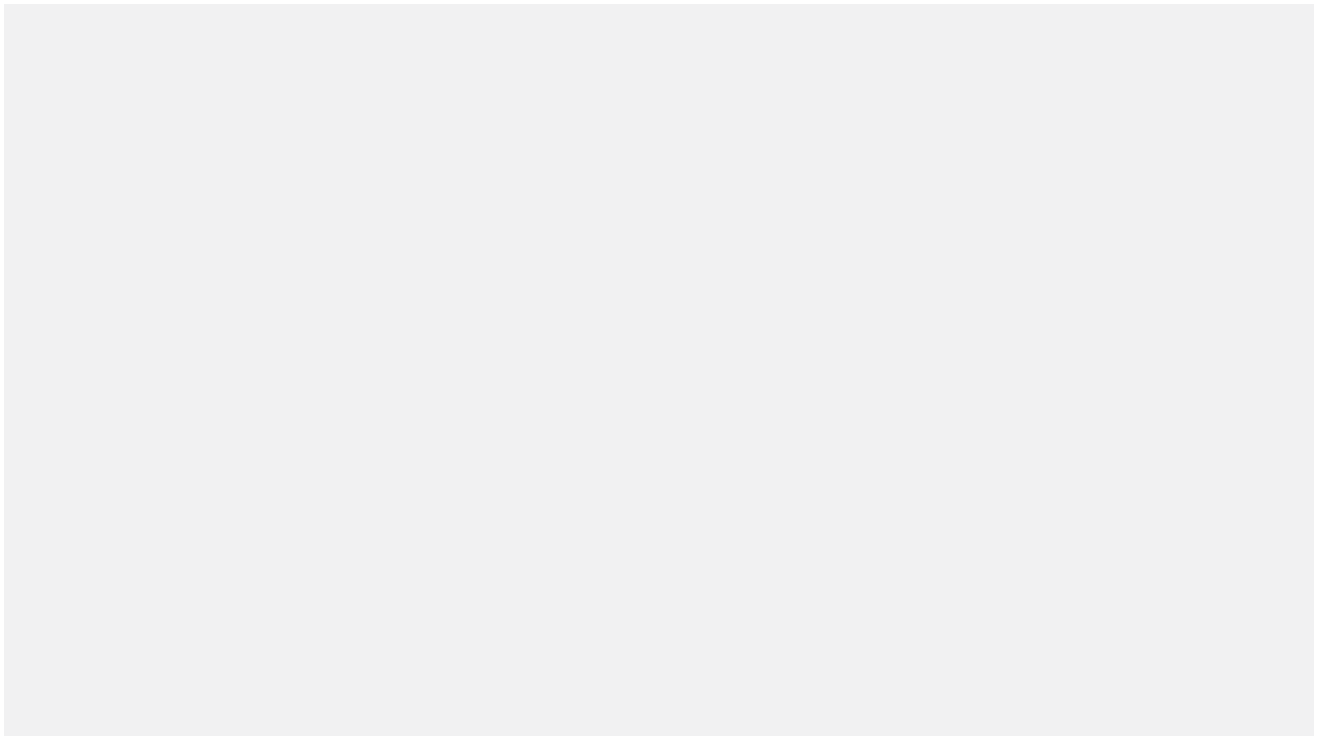
Look over Gretchen Rubin’s Habits Manifesto on **PG 171** and consider how they are applicable to your life.

Take time to jot down the statements that speak to you in a powerful way and ALSO create your own manifesto to start living by. If you don’t embody as many as you’d like, pick 2 or 3 to integrate into your life today.

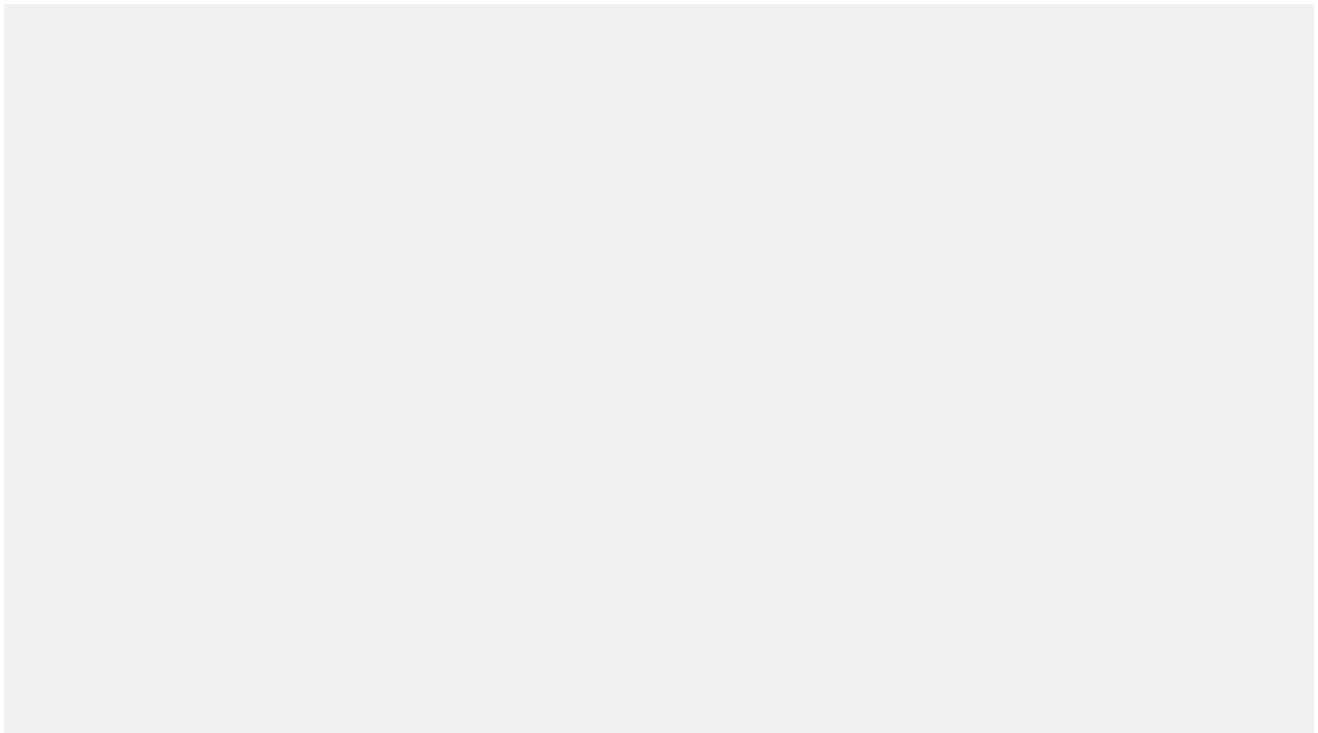
Once you feel that they are solidly part of who you are, add another, and so on, until you’ve embodied the entire list. What might that be like? Keep a record of progress in your mindfulness journal.



**Gretchen's statements that speak to you:**

A large, empty light gray rectangular box intended for the user to write down Gretchen's statements that speak to them.

**Your Habits Manifesto**

A large, empty light gray rectangular box intended for the user to write their Habits Manifesto.

EXERCISE #3

## 28 Day Morning Routine Challenge

Take the next 28 days to start to purposefully alter the way you operate in your day-to-day life. I do the same routine every morning.

This exercise will help you become more conscious of the habits you have (good and bad), weed out what's not serving you, and create more consistency in your life by beginning every day in the same way. Routine is good for the body and consistency is good for the mind.

## Part 1: Identify Your Habits

Tomorrow pay close attention to everything you do throughout the day. Create a list of bad habits and a list of good habits you find yourself doing, and write them here:

### My Good Habits

1.

2.

3.

4.

5.

### My Bad Habits

1.

2.

3.

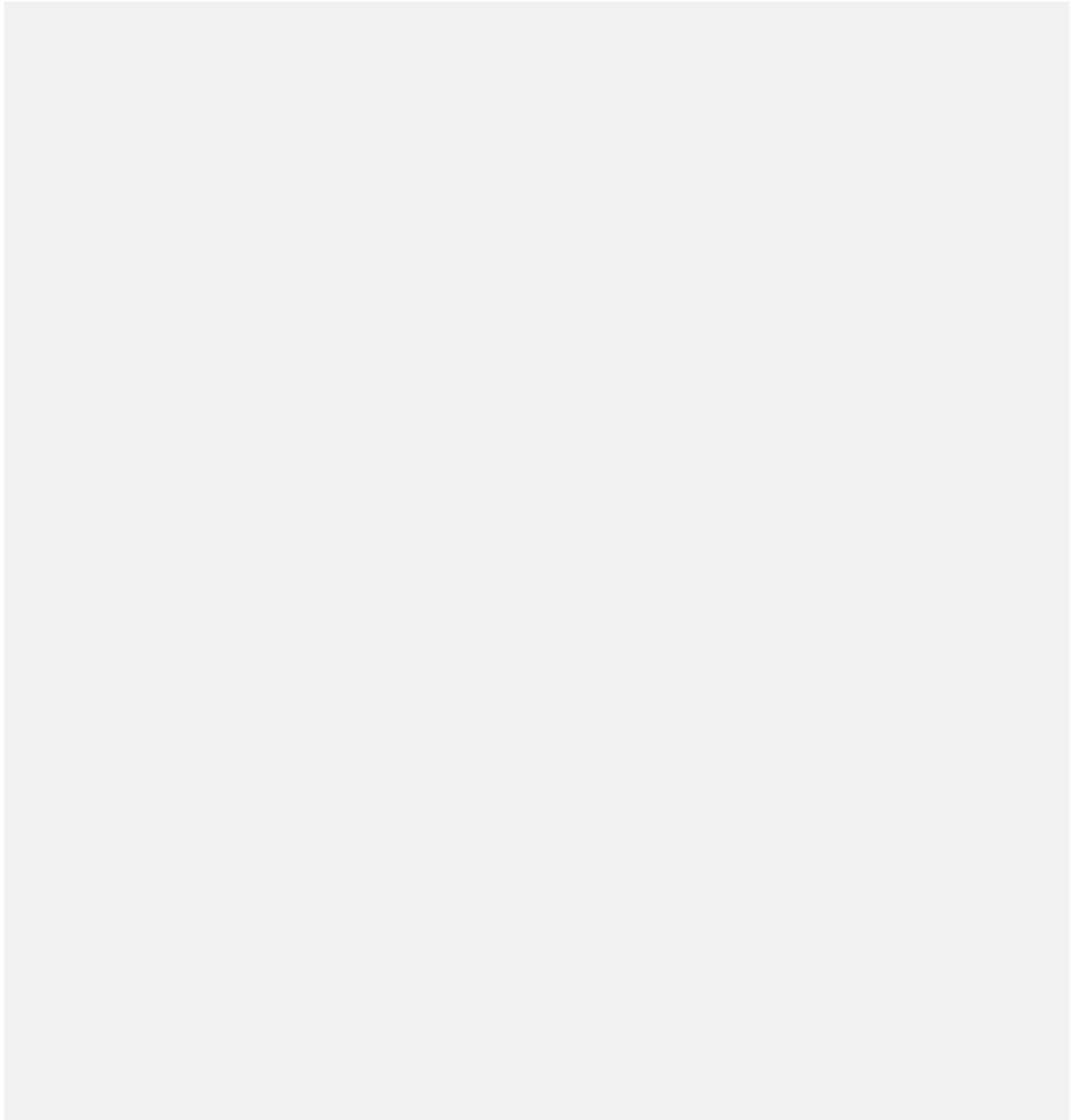
4.

5.

## Part 2: Create Your Ideal Morning Routine

Look at the list of items on **PG 173** and pick 1-3 things that you will commit to doing every morning before you do anything else (including checking your phone or getting on your computer).

Write down your choices here:





Monitor how doing those things affects your day and write it down in your mindfulness journal. After 28 days you can drop the routine if it doesn't serve you (I'd be surprised if that's the case) or choose to add on a few more things.

If you aren't ready to take on an entire routine in the morning every day, create a list of bad habits you find yourself doing throughout the day and consciously make an effort for 28 days to 1) notice when you are starting to do them and 2) actively choose not to do them. Keep track in your mindfulness journal of your successes and when you think you can do better!

CHAPTER 7

# Build A Winning Team

PG 177

EXERCISE #1

PG 193

## Take Inventory of Your Relationships

It's not always easy to find quality people to be on your team. You might go through some disappointing relationships before you find the right people, but don't compromise. Start this exercise by making 2 lists of the top 10 people:

**People I Look Up To Most**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

**People I Spend the Most Time With**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

If these lists are vastly different, it's time to fix that. Reach out to your role models and mentors and involve them in your journey. Scale back the time you spend with people who are not helping you on your path to greatness.

To find out if someone is serving you in your life or holding you back, ask yourself these 4 questions:

**1. Do I feel energized or stressed when I'm around or think about this person?**

**2. Does this person inspire me or have a negative mindset around me?**

**3. Does this person pursue greatness in their life? Or is this person often a victim of circumstance?**

**4. Does this person get excited about my success and want to see me succeed? Or does this person complain about his/her life when I achieve**

If your answers left you on the positive side, then it sounds like this person is still a great team member in your life! If they are on the energy-draining side, you may want to have a “clearing conversation” with them and let them know how you feel about your relationship. For more examples of clearing conversations, see **PG 193** of *The School of Greatness*.

## Join or Create a Mastermind

It's not always easy to find quality people to be on your team. You might go through some disappointing relationships before you find the right people, but don't compromise. Start this exercise by making 2 lists of the top 10 people:

A mastermind is a group of influential individuals who support you to take your business and/or life to the next level. With the collective mind of the group, you find support, information, and resources to serve you on your path. For more on what masterminds are and are not, refer to

Think of your mastermind as your basketball dream team. This is a group of different yet equally talented peers who are there to support your success. Members of your own mastermind group should have these qualities:

- A strong commitment to the group
- Similar success and experience
- An agreement of the mastermind attitude (see page )
- An agreement on written guidelines created by and for the group
- The ability to give and take equally when it comes to advice, support, or resources

Begin this exercise by writing down 15 names of people who would be great fits to your mastermind. You can narrow this down to as little as 4 names, but first, just brainstorm.

**1.**

**9.**

**2.**

**10.**

**3.**

**11.**

**4.**

**12.**

**5.**

**13.**

**6.**

**14.**

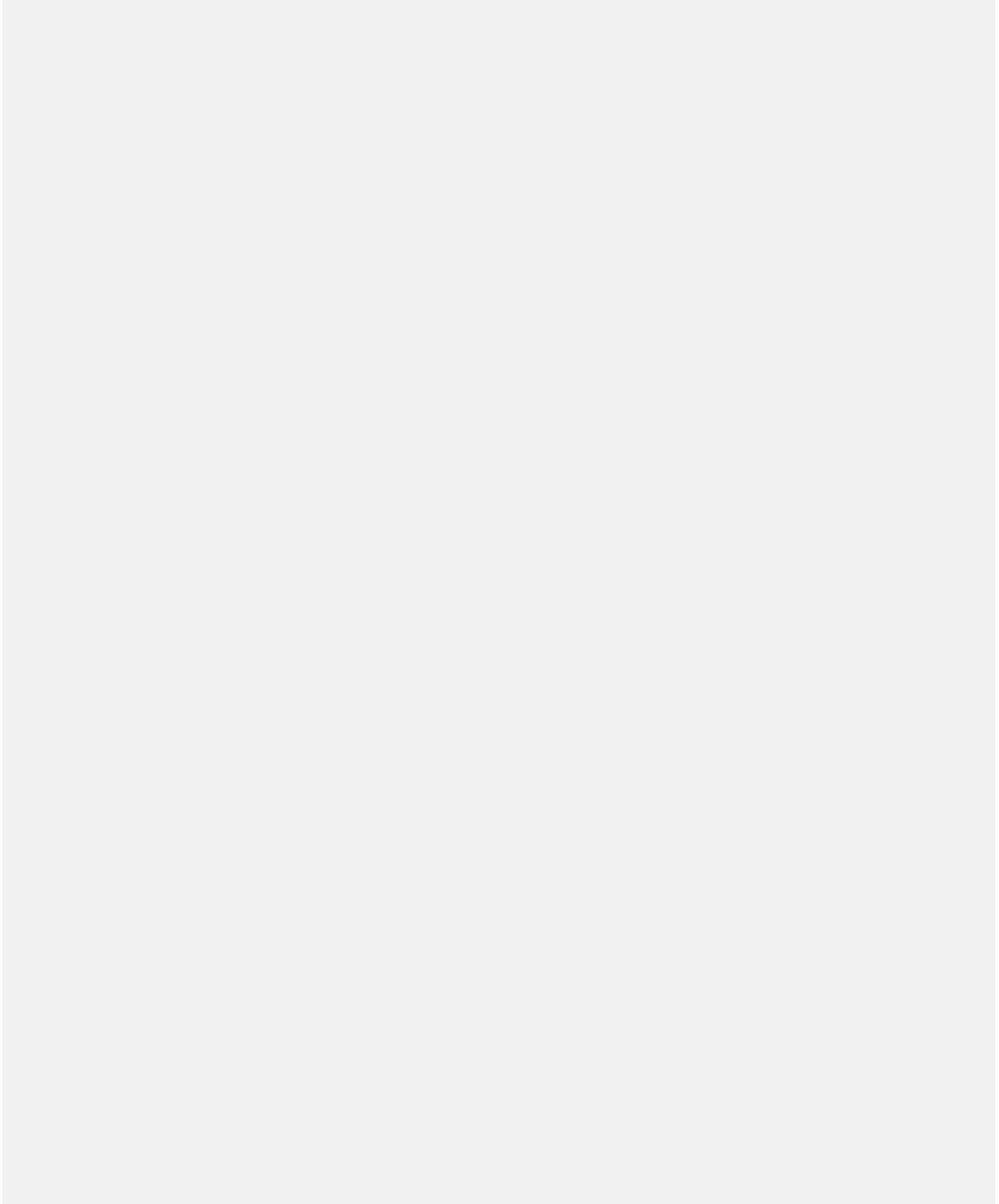
**7.**

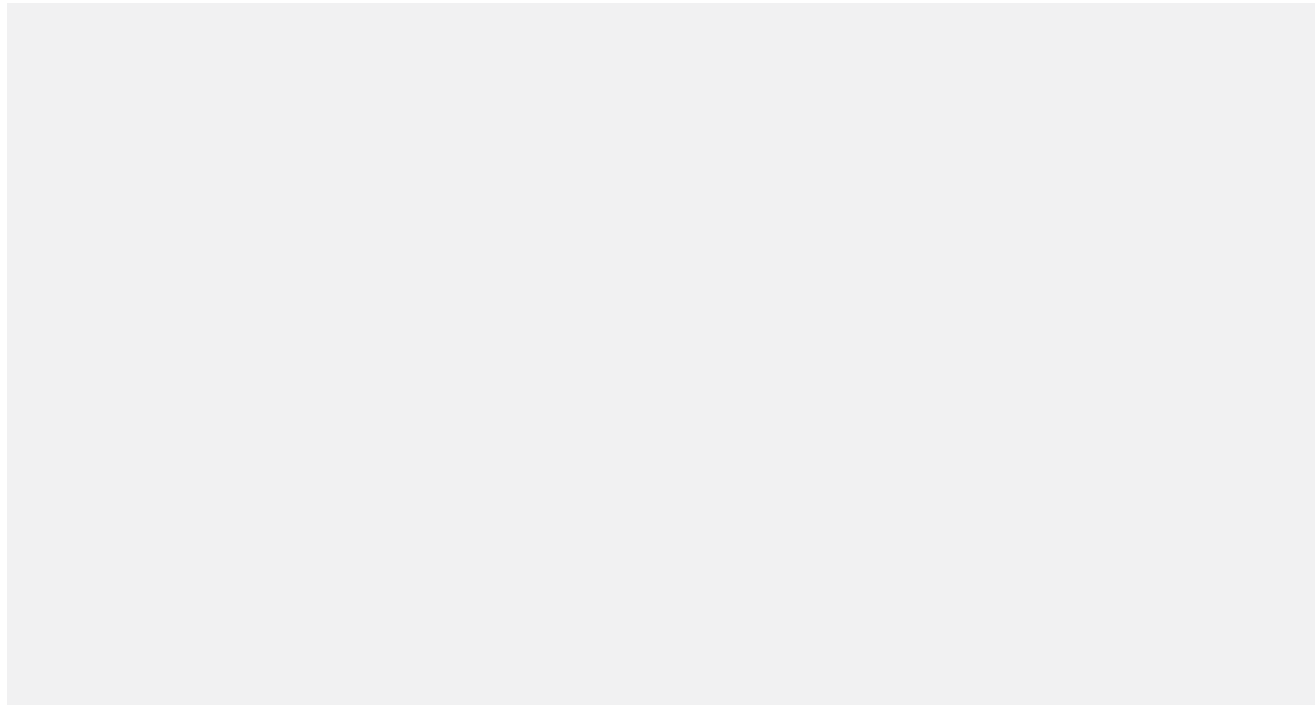
**15.**

**8.**



**Write down your purpose for creating a mastermind and what you think each member can benefit from joining (in short, why you've selected them):**





Decide how frequently your ideal mastermind would meet and for how long- this is flexible once you know how many people you're working with. I suggest letting each member have "the floor" during your time together for a certain amount of time; I suggest between 10-15 minutes. This gives each person a chance to cover topics like:

- What I'm struggling with
- What I'm asking for support with
- What's going well
- What I'd like to improve on
- What my big goals are
- What actions I'm committed to taking by our next meeting
- Feedback from the group

It's up to you how to structure the mastermind, if you want people to interact during these periods, or wait until the end to give feedback.

**Take some time to write out what your ideal mastermind meeting would entail:**

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Now, reach out to the people on your final list and tell them that you're interested in creating a mastermind. Explain your purpose and why you think they would be a fit. Make sure to share with them the commitment level and expectations, but also let them know that you are flexible and open to feedback (after all, that's what a mastermind is about!).

Once you have a group started, you can decide the following together:

- How you're going to connect (Skype, in person, on the phone, etc)
- How often you will connect (weekly, monthly, quarterly)
- How long you will connect (1 hour? 1 full weekend?)

## The Three Lists to Freedom

I learned this exercise from my friend and Virtual CEO, Chris Ducker. Chris is the author of Virtual Freedom, and teaches people how to work with a virtual staff in order to have more time for themselves, while at the same time being more productive.

Right now, you're going to make 3 lists:

- Things I Don't Like Doing
- Things I Can't Do
- Things I Shouldn't Do

I recommend limiting the number of things to 5. I say this so you are only writing the top priorities and a manageable amount of items that you'll actually take action on.

Below is a little more detail about what to think about when creating your lists:

### **Things I Don't Like Doing:**

These are typically things you procrastinate on, things you avoid, or things that always seem to be left at the end of the day still on your to-do list

### **Things I Can't Do:**

These are things you lack experience or expertise on, that would cost more money to do yourself than hiring a professional to do. I'm not suggesting you wouldn't be able to learn some of these things on your list if you tried. Most things on this list are better left to a professional.

**Here we go:**

**Things I Don't Like Doing**

1.

2.

3.

4.

5.

**Things I Can't Do**

1.

2.

3.

4.

5.

**Things I Shouldn't Do**

1.

2.

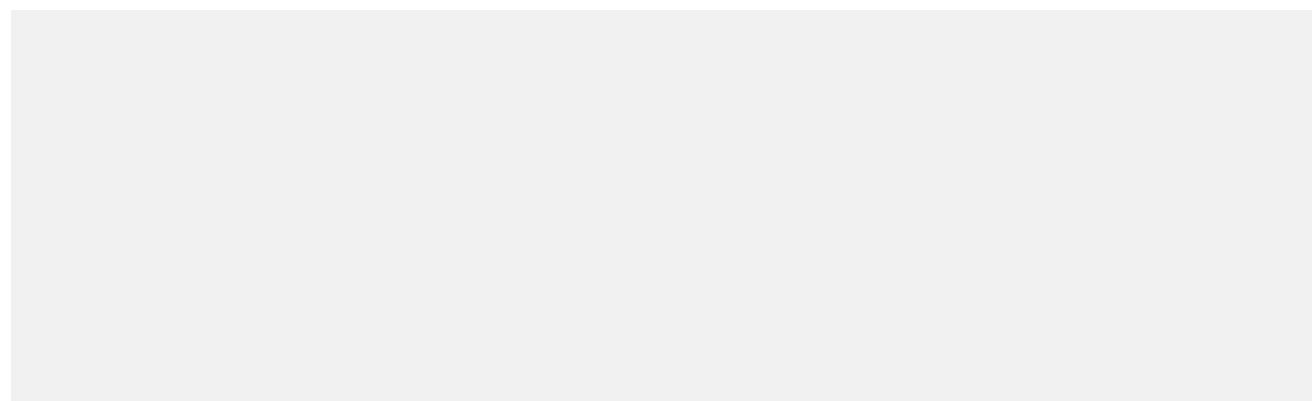
3.

4.

5.

Now that you have identified your lists, take some action. I would start by making a plan to take 2-3 top priorities off your plate so you don't get overwhelmed.

Which 2-3 priorities will make the most positive impact if you remove them from your workload?



Creating more efficient processes like hiring an assistant and outsourcing these tasks, will probably include additional research, time, and effort on your part. But trust me, in the long run, it will pay off.

### **There are 3 options for action steps you can take:**

1. Stop doing that thing entirely.

If it's not serving you anymore maybe it's time to stop doing it altogether.

2. Outsource it to someone else.

If you have the funds, maybe it IS time to consider outsourcing some of your work.

3. Create a more efficient process for yourself.

Sometimes this means creating a certain calendar reminder, getting more organized with your schedule, getting a more efficient process in place,

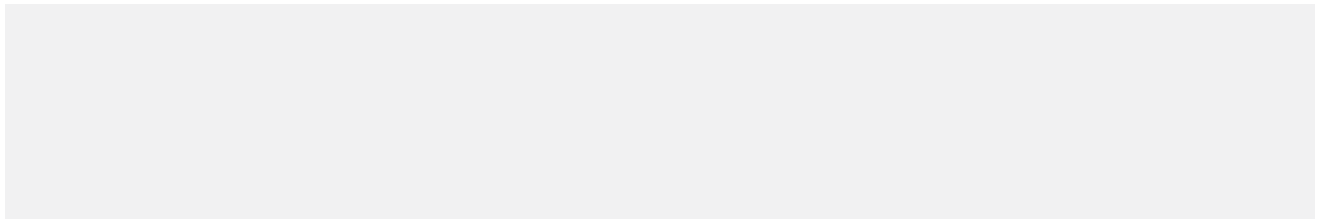
**EXERCISE #4**

## Personality Matrix

This exercise, in addition to going through the book **PG 204** be sure to listen to Episode 80 The School of Greatness Podcast, is to help you identify your Dominant Personality Type.

This will help you learn more about your personality style, and how to understand others. But learning about these different styles is just the first step.

Write Your Dominant Personality Type Here:



Here are a few other ways you can apply the benefits of learning different styles of the Personality Matrix:

- Understand your own strengths and weaknesses and other personality types. For example, I understand that I'm a Promoter, so I purposefully hire a team of people who are Supporters and Analyzers to complete my business. I understand that I'm weak in those two categories, so by hiring Analyzers and Supporters, I can continue to utilize my strengths as a promoter and get support from others with complementary skill sets.
- Adapt your personality type depending on the situation. For example, if I'm at an event that requires me to tap into one of the other categories that I'm not dominant in, I'm able to pull from those strengths, even if it's not my favorite thing to do.



CHAPTER 8

# Live a Life of Service

PG 209

To give is to receive. There is nothing that changes lives quite like the gift of service. We are all fortunate in a lot of ways, and there is no better way to share that fortune than sharing ourselves - our gifts, work, or talents - with those that need it.

This chapter is all about finding ways to give back.

This doesn't mean working in a soup kitchen or giving advice to everyone who asks for it. It just means finding something you love and enjoy and choosing to share that in any way you can. It will make you happier and more fulfilled and it will do the same for others.

You can be of service by following your passion. You just have to figure out how.

Is there something that you enjoy that people often struggle with? If you're a musician, is there somewhere that you can play your music for people who might enjoy it, free of charge? If you're an athlete, is there a school or a camp that you can donate some coaching time to help kids or teens that need some guidance?

The possibilities are literally endless. You just have to find what and where.

The follow exercises will help you find something to serve others with that you can not only get behind, but that you can enjoy.

## Choose Your Avenue of Service

Get involved in giving back, whether it's through your time, talent or treasures (dollars).

### Step 1: Today

Write down something simple you can do today to give back to your community, family, friends, or a stranger. It can be a random act of kindness- holding open a door, buying someone flowers, complimenting someone you don't know, etc.

Decide right now if there's someone in your life that needs a pick me up or if you're going to keep your eyes open for an opportunity to help a stranger.

What are you going to do today?

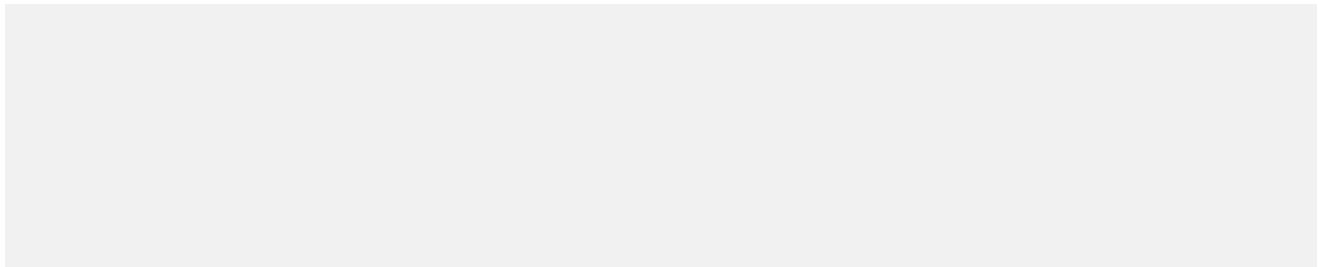
Start to look for opportunities daily that you can serve others. You'll find that you are living a life of service without overextending yourself. Keep a record of your service in your mindfulness journal.

## Step 2: Decide Your Avenue

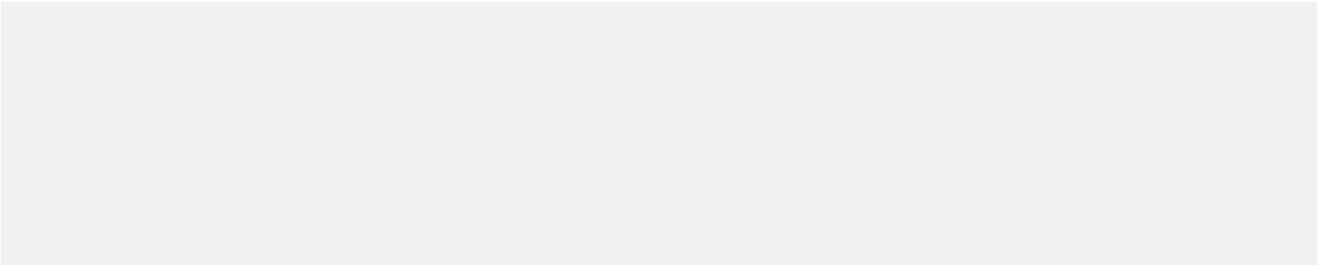
Do random acts of kindness feel like enough to you? If so, that's great. Keep doing what you're doing.

If you feel like you still have more to give, choose one of the ideas on **PG 225** to look into.

Choose the one that speaks to you and then look up organizations in your area that you can get involved with. Write those organizations below:



How can you best serve them through your time, talent, or treasure? Use **PG 226** for examples and help.



## Do Your First Act

Set a date and GO.

If you're working with an organization you'll need to commit to a time or service with that organization. If you haven't done that, go do it now!

Organization:

Date:

What I'm doing:

Once you've worked with the organization, group, or individual for the first time, write down your experience below. How did you feel going into your act of service? How did you feel during? How did you feel after? Do you want to go back? If not, revisit Exercise #1, Step 2 and try again.