



The 7 Keys To Maximizing Your Potential

By Nicole Jansen

Have you ever wondered, "Is this all there is? Surely, I was destined for more..."

Buried within every person is a dream, a hope, a desire, to reveal their greatness to the world, to give their life meaning. Sadly though, most people never fully experience the joy of expressing their greatness, achieving their dream, or fulfilling their purpose in life. Rather, as the saying goes, "They die with the music still in them." How unfortunate...for them and for us!



It's time to reveal your greatness and share it with the world...

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Introduction

Hello and Welcome!

How you got here, whatever you've accomplished – or didn't accomplish until now – pales in comparison to what you are capable of creating in your life now and going forward.

How do I know that? Because your potential is unlimited. The ONLY people who stop learning, stop improving and stop living more of their potential are those who lose their passion and purpose, get complacent and cozy in their comfort zone, or develop a mindset of scarcity, losing sight of the abundance swirling around them every moment of every day.

If that sounds like you and you've lost sight of your potential, I'm glad you're here! What I'm going to share with you through these 7 Keys WILL transform your life if you allow it.

If you already have a mindset for growth and abundance, then maybe it's time to kick things up a notch! I'm glad you're here too, because this process will give you the opportunity to apply the finer distinctions that WILL equip you to live life at the next level.

This path is not new. It is one that successful people the world over have traveled before you. On behalf of our entire team at Discover The Edge, I am honored to be your guide, leading you to higher ground, showing you how to tap into your strengths, discover what really matters to you, develop the skills and habits necessary for you to make the most of your potential.

Anything worthwhile takes energy and time. I will not suggest anything different. But, together we can get there!

Let's start today. Again, it doesn't matter what has happened in your past, it only matters what you do today to transform your future.

For your success!



Nicole

Nicole Jansen

Important! Please Read...

Rather than simply listing the *7 Keys To Maximizing Potential* and sending you off with a “good luck!” I have carefully designed a process for you so that over the next 30 days, you can not only learn what are the 7 Keys but you can *experience* them firsthand in your life and business/career.

As the saying goes, “*Training without application is just entertainment*”. My desire for you is to live life more powerfully, maximizing your potential and sharing your gifts and talents with others.

I know you're busy...so I've kept each exercise really short and sweet so you're able to complete it within just a few minutes each day. Can you do it? Spend a few short minutes a day to live a more fulfilled and abundant life? I believe you can, otherwise you wouldn't be here right now.

1. One Day At A Time

This program is designed to be completed over 30 days. For every day, there is:

1. A short lesson
2. Writing exercise
3. Inspirational quote of the day

Each day builds upon the previous, working in synergy, to help you tap into your potential and begin creating the results in your life you truly desire. Through this program, you will discover the *7 Keys To Maximizing Your Potential* and I have ordered the daily exercises in a particular flow, so you get the best results possible.

Trust the process, follow the steps, and I promise you, it will be worth it!

2. Print This Workbook OR Get Yourself a Journal To Write In

This document was designed so you can print it out and use it like a workbook if you like, or you can use a regular spiral bound notebook or nice leather bound journal. Whichever you feel will work best for you.

The key is to do the exercises!

Success doesn't happen by accident; it requires doing a few important things every day, consistently, to build momentum and allow the compounding effect to kick in.

Here's a little secret...

Did you know that nearly every highly successful person keeps a written journal? That's no coincidence. If you haven't already, it's now time for you to join the club!

3. Let's Connect!

During the next 30 days, I invite you to ask questions, share points of clarification, agree, disagree, celebrate how these steps are impacting your life...whatever comes up for you, I'd like to hear it.

You can find me on Facebook, Twitter, LinkedIn or by email at njansen@discovertheedge.com.



<http://www.facebook.com/DiscoverTheEdge>



<https://twitter.com/discovertheedge>



<http://ca.linkedin.com/in/nicolejansen>

My Gift To You...

Also, as a thank you to you for trusting me with your time and energy, I would like to gift you a **personal 1:1 phone coaching session with me** – to answer any questions you have during this 30 day program and to ensure that you get the most out of it for you.

I am really committed to you creating results and stand behind the value of this program for you!

To schedule your free phone coaching session, contact me by email or phone (njansen@discovertheedge.com / 866-606-9991 x 25) and I will get back to you within 24 hours.

Now, are you ready to tap into your potential and create the life and happiness you truly want?

Let's get started!

#1 Key: Ignite Your Passion!

Day 1: Suspend Your Unbelief...

Today is a new day, a fresh opportunity to begin again! And the very best place to start is by doing one VERY important thing:

Suspend any unbelief you have about yourself and your potential. Be open.

Sounds simple right? Yet, how often do we sabotage ourselves through our unbelief? When we are kids we believe anything is possible. However, life has a tendency to shrink us down. No need to get into the reasons and details right now. Suffice to say that you are capable of more than you think you are.

Forget for a moment the limitations family, friends, co-workers, and society put on you, and that YOU put on you. Open up your mind to the possibility that your potential IS, in fact, unlimited.

TODAY, find a quiet spot, away from Facebook, Instagram, emails, phone calls, dogs barking, and other potential interruptions, take a few concentrated minutes, and in this workbook or your journal answer the following 5 questions for yourself:

1. What have I always wanted to DO and HAVE in my lifetime? *(Examples: travel, learn a new skill or sport, buy your dream home, car, boat, give to charity, go on a missions trip, send your kids to university, meet the love of your life, build a successful business, career, lose weight, get healthy and fit...)*
2. Who do I imagine myself BEING one day – how do I want others to see me? *(Examples: leader, successful, confident, inspiring, loving, beautiful, sexy, caring, generous, trustworthy...)*
3. Who in my life do I care about, that I would like to help? *(Examples: specific people in your family, friends, community, women, men, children, teens, the elderly, your city, state, country, globally...)*

4. What causes/charities would I like to impact in a positive way? *(Examples: World hunger, social reform, environmental issues, animal protection, space exploration, sex trade, politics, education, human rights...)*

5. If I knew I couldn't fail, what would I want to accomplish in my lifetime?

(You're closer than you think!)

And tell the limiting little voices in your head to be quiet for just a few minutes!

Allow yourself to re-discover the dreams deep within your heart...imagine and embrace what you truly want and write it down.

I look forward to hearing what you come up with. Again, I invite you to find me on [Facebook](#), [Twitter](#), [LinkedIn](#) or send me an email.

It takes courage to share your dreams with others, and you don't want to share them with just anyone. However, often when you do 'put them out there', amazing things begin to happen!



*“There is a tide in the affairs of men,
Which, taken at the flood, leads to fortune;
Omitted, all the voyage of their life is bound in the shadows and in miseries...
And we must take the current when it serves, or lose our ventures.”*

William Shakespeare

Day 2: Develop An Attitude of Gratitude...

Welcome back! Did you take a few minutes yesterday to tap into what you want to BE, DO and HAVE by answering the questions provided?

Change requires action and while taking time to write in a journal every day may seem unproductive, it's really one of the most valuable things you can do to learn, grow and achieve greater results. *Nearly EVERY successful person keeps a journal for this reason.* So if you didn't complete the exercise from yesterday, do yourself a favor...Go do it now!

For those of you who did, way to go, awesome job! How did it feel to dream again, think about the possibilities, your potential, and what you could accomplish? There is power in dreaming big!

"Make no small plans, for they have not the power to move men's souls."

On that note, today we're going to discuss a very important attribute that in my experience is ESSENTIAL to making your dreams come true.

An Attitude of Gratitude

One of the most powerful and insightful exercises I've ever taught my clients to do is a daily gratitude process. There are many reasons why this is the foundation for all success and happiness. Simply put, it shifts your mindset and causes you to see abundance all around you. This allows you to attract more of the same – positive abundance into your life. It also helps you focus on what's important NOW.

Bottom line, you attract who you ARE. We'll develop this concept more as we go along.

Now, you may be thinking, "I don't have anything to be grateful for. My life sucks!"

It may surprise you to know that I felt that way myself at one point so I understand. It was a very low time in my life and all I could see was LACK – in my health, my relationships, my finances... And do you know what I got more of? You guessed it – LACK! Things just kept getting worse for me until I didn't want to get out of bed in the morning. It was only by shifting my focus to what was good about my life that I began to see the beauty, even in the trials of life, and my life started to improve.

I recalled what legendary motivational speaker, Les Brown said, "If you can look up, you can get up!" and "If you wake up in the morning and there's not a white line around your body, it's a GOOD day!"

There is ALWAYS something to be grateful for. The very fact that you had the technology to access this resource via the internet and are able to read it, proves that you have something to be grateful for. It may not be all that you want in your life, but it's a start.

For the next 30 days, each morning starting right now, answer these questions for yourself:

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day, ask yourself:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?



Included in the rest of this workbook is space for you to complete this exercise daily.

It is also provided in the appendix of this workbook, so you can print it out if you're using your own journal.

EVERY client I've worked with who completes this gratitude exercise daily has experienced a SIGNIFICANT positive shift in their life – more joy, peace, love, income opportunities, referrals, new friends, clients, and an overall richer life experience.

Start today...I look forward to hearing what happens for you!

"Gratitude is the magic ingredient in the recipe for a fulfilling life." - Vince Poscente

Day 3: Let It Go...

Did you know that 80% of success is just showing up?

So no matter how you feel in this moment, the fact that you're still with me suggests that you're on your way to success RIGHT NOW!

We've started to look at what you want to BE, DO and HAVE in your life, and what you have already to be grateful for. One of the most valuable and freeing next steps you can take is in today's exercise.

There is no way we can talk about igniting your passion and maximizing your potential without addressing the value and importance of forgiveness.

DO NOT skip this section!

I thought I was cool and had dealt with all my 'stuff' – until it snuck up and slapped me upside my head (or more accurately, my heart)! That sounds pretty dramatic and I promise you it was...

Only through help from my coaches, mentors, closest friends, family and a few well-timed resources, was I able to move past my un-forgiveness, heal the innermost parts of my heart and soul, and free myself to be the best me I could be.

Today's exercise is not designed to go into that kind of depth. It is simply to encourage you to **be willing** to let go of the past – all the hurts and disappointments, betrayals, resentments, and rejection.

I've had my fair share and I promise you, carrying all that baggage around is heavy work!

Despite whatever happened, you're still here.

Leave the past in the past. Choose to make the most of the present moment. You have a life and a future ahead of you, filled with bright, beautiful potential.

WARNING: Depending on your life experiences and the meaning you assigned to them, you may find that this brings up some deep-rooted emotions for you.

If this happens, I invite you to reach out to me directly. I would be honored to help you process these emotions further and/or refer you to some excellent books and resources that have helped me.

For today, here is the very same exercise my coach shared with me that I now share with you:

Forgiveness Opportunity

Step 1. Choose a person who you hold pain, anger and/or resentment in your heart towards. This person may include someone who has already died, or yourself.

Step 2. Write a letter to that person using the following sentence starters. Don't hold anything back. Remember, this writing is to help you let go. You will not be sharing it with anyone unless you choose to and you may rip it up.

What hurt me most was...

I blame you for...

What scared me was...

What I really needed from you was...

What I most regret is...

I take responsibility for...

What I learned from you was...

I forgive you for...

I forgive myself for...

Step 3. If there are specific things you must do to take responsibility for your actions make a plan to do so. If you would like support, ask a trusted friend who will support you, or contact me directly.

Step 4. When you are finished, speak your intention to let go. State the person's name and that you are letting that person/situation go. State your name and claim that you are releasing yourself from the situation.

Step 5. Repeat as often as necessary

Congratulations! You just took the first step in letting go of the past so you can be free to move forward, lighter, and with a greater capacity to give AND receive love and abundance in your life!

This is a perfect time to ground yourself in gratitude! Make sure you include your resilience and ability to let go, heal and move forward as something you're grateful for :)

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*"Forgiveness is not something we do for other people.
It's something we do for ourselves to move on."*



#2 Key: Play To Your Strengths

Day 4: Discover Your Personality Style

Today is all about YOU! Actually the whole program is about you, because you're the only one that can change your results, but today especially we're going to begin diving into who you are, what makes you unique and special, and how you can play to your strengths in all areas of your life!

At Discover The Edge, we use a model called DISC, which is a tool that allows you to discover valuable insights into your natural behavioral tendencies as well as understand how to relate better to others. You can learn more by visiting our website at www.DiscoverTheEdge.com/Behavior-Assessments.

To understand your unique personality style, ask yourself these two questions:

1. Are you more outgoing or more reserved?
2. Are you more task-oriented or more people-oriented?

Look at the Model below - your combination of answers will determine your primary personality style.

The top half of the circle is **OUTGOING**, the bottom half is more **RESERVED** (Question #1).

The left side is more **TASK-ORIENTED**, and the right side is more **PEOPLE-ORIENTED** (Question #2).

This is NOT meant to categorize, stereotype, pigeon-hole or put you in a box. Each one of us is a **UNIQUE BLEND** of all 4 primary personality types. This exercise is simply designed to help you understand yourself better, so you can leverage your personality style for greater results.



If you selected **OUTGOING + TASK-ORIENTED**

Your primary personality type is described as “**D**”

If you selected **OUTGOING + PEOPLE-ORIENTED**

Your primary personality type is described as “**I**”

If you selected **RESERVED + PEOPLE-ORIENTED**

Your primary personality type is described as “**S**”

If you selected **RESERVED + TASK-ORIENTED**

Your primary personality type is described as “**C**”

<p>The “D” type can be described with words like:</p> <ul style="list-style-type: none"> Dominant Direct Demanding Decisive Determined Doer 	<p>The “I” type can be described with words like:</p> <ul style="list-style-type: none"> Inspiring Influencing Inducing Interactive Impressive Interested in people
<p>The “C” type can be described with words like:</p> <ul style="list-style-type: none"> Cautious Calculating Competent Consistent Contemplative Careful 	<p>The “S” type can be described with words like:</p> <ul style="list-style-type: none"> Supportive Steady Stable Sweet Sensitive Status Quo

Again, everyone is a unique blend of all 4 personality types, and there may be 2 that stand out for you. That’s perfect.

Today, be grateful for who YOU are, and the unique personality style you have been blessed with! Notice also how your personality shows up in your daily behaviors and interactions. Review the descriptions above and write down your personal observations here:

How my personality style influences the way I COMMUNICATE with others:

How my personality style influences the way I MAKE DECISIONS:

How my personality style influences what MOTIVATES ME, or DRAINS ME:

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*“Each day is like a work of art that’s yet to be designed,
An empty canvas waiting for the dreams that fill your mind...
Your talents and your strengths are like the colors you can use
To paint the pictures of your life in any way you choose...”*



Day 5: Leverage Your Strengths...

Yesterday we identified your personality style – your behavior preferences - so you can better understand and value being you, because being authentic is an important key to your success.

So what are your strengths? You notice I didn't ask you what your weaknesses were. Becoming at least competent in certain skills and qualities could be necessary for you, but overall, don't spend a lot of time working on tasks you're not good at. *(If possible, surround yourself with people with strengths in those areas who can complement your weaknesses!)*

Instead, discover your strengths and leverage those. It's much easier for you to shine and accomplish great things by playing to your strengths!

Today, think about what you're really good at, and write them down:

1. What are you an expert at?

2. What comes naturally to you without a lot of effort? What have people told you that you do really well, but to you it seems like 'no big deal'?

3. What do people come to you for advice on or help with?

This is not the time to be bashful or downplay what you're really excellent at. Be honest with yourself. Reflect on what activities came easy to you as a child or young adult that you did well, and may have taken for granted.

Then ask yourself, how can you leverage these strengths now and into the future?

If you're struggling to recognize your strengths, Dr. Donald O. Clifton from the Gallup organization wrote a book that will help, called [Strengths Finder 2.0](#). It explains more about discovering your strengths and includes an online assessment that will help you discover your top 5 themes of talent, or strengths.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

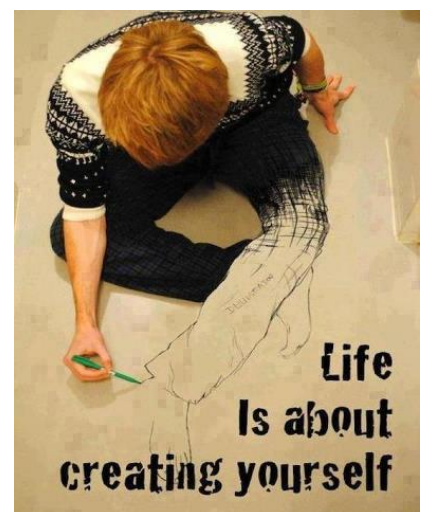
1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*"Most of the shadows in this life are
caused by standing in one's own sunshine."*

Ralph Waldo Emerson



Day 6: Embrace Your Life Experiences...

Welcome back! If you haven't noticed, we're focusing on shifting your mindset and developing empowering daily habits for your life. Your success is hidden in your daily routine – your beliefs, thoughts and actions.

If you want to know what your mindset and your habits are...just look at your results. If you don't like your results, change your mindset and your habits (actions), and your results will follow.

We already discussed the importance of forgiveness and letting go of the past hurts – now is your opportunity to see the positive in your life experiences, how they contributed to who you are today!

Opportunity Knocks...

Today, look at your past experiences and write down what you enjoyed doing, what made you happy, energized, stirred up your passion, and what made you sad, angry, wanting to do something about it, or, wanting to never feel that way again.

By the way, what makes you angry is a clue into what you are passionate about, and possibly even a problem in the world you were meant to solve!

Here are some areas of life to consider and stimulate your creativity:

Educational

Spiritual

Hobbies

Work

Health

Finance

Relationships

As one of my great mentors Blair Singer taught me, it's not about right or wrong, good or bad. We grow when we look at experiences and ask ourselves:

1. What worked in this situation?
2. What did not work?
3. What did I learn - in general, about life, business, people, and about myself?
4. What would I do differently next time, or what would I like to do more of?

The only way we learn and grow and get better is to evaluate what happened, learn from it, and then make adjustments going forward.

There's a quote that states, "Don't get bitter, get better." As we discussed earlier, you may not have full control over what happens to you, but you do have full control over how you respond.

I also personally believe that God never wastes an experience, especially the painful ones. Look at them with fresh eyes, seeing your learning and growth through them, and allow God to use them for good.

Embrace who you are, with all the learning experiences you've had along the way, and be the best YOU, that you can be.

It's worth it and you can do it!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Life's ups and downs provide windows of opportunity to determine your values and goals. Think of using all obstacles as stepping stones to build the life you want."

Martha Sinetar



Day 7: Celebrate All Wins...

It's Day 7, how's it going? Have you discovered a few new things about yourself? This is good. We tend to overlook how amazing we really are.

Today I'm going to introduce you to a concept that may seem a little odd but can be hugely powerful for you in playing to your strengths. It's called...

Celebrating All Wins!

No matter how big or small they may seem. All progress and learning is a WIN.

In fact, I encourage you to celebrate your strengths, learning, and any progress you're making in your life... AND celebrate all the strengths, learning, and wins of the people around you too!

Do a little dance, High 5 someone, or if you're by yourself, pump your fist, and say "YES!"

I know...this one was a hard one for me too. We're taught not to brag or boast about ourselves or our accomplishments. Besides, what if someone sees us? What will they think?

Here's a secret that will make a profound difference in your life.

Most people aren't thinking about you – they're too busy thinking about themselves! (or they're checking their phone lol)

Every time you celebrate a win, it imprints on your subconscious mind the thought that you are a winner! And whatever you think on a regular basis becomes your belief and your reality.

Truth is... you ARE a winner. But if you're like most people, you've been conditioned to focus on what you didn't do, didn't accomplish, or messed up at. But even when you think you've failed, you have the opportunity to learn something - and when you learn, it is a WIN!

Write down all the wins you can think of from today, this week, last month...come up with at least 5:

- 1.
- 2.
- 3.
- 4.
- 5.

Did you make it to work on time? Close a sale? Make someone smile today? Don't be picky here...celebrate it all as a win!

It will shift the energy in and around you, and attract more wins into your life.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Celebrate your accomplishments so thoroughly as to burn the bridge to whom you were before."



#3 Key: Ask For What You Want

Day 8: Gaining Certainty In Your Life

I really hope you're completing these exercises, and that you are beginning to tap into your potential and the incredible opportunities that surround you every day. This program isn't just about showing you how much potential you have. More importantly it's about increasing your CAPACITY to use the potential you have, while increasing your RECEPTIVITY to opportunities and allowing more abundance into your life.

As I mentioned on Day 1 – too often we sabotage our success by our own unbelief. By completing these daily exercises, you are transforming your beliefs and mindset, and your actions and results can't help but follow.

Today, let's dive deeper into what you need in your life to be happy. We'll start by discussing the first of six basic human needs. Thank you Tony Robbins, for defining these for us in a way that we can learn and apply them to feel truly fulfilled and have the things we want in life.

We all have the same basic human needs, however each of us has our own unique way of getting our needs met, based on our life experiences – how we see ourselves and the world around us.

The first basic human need is: CERTAINTY

What in your life do you need to feel certain about? Where do you need to feel stable, secure, predictable, where you know what is expected?

Having a measure of certainty in our lives allows us to stabilize. Today, recognize what gives you the feeling of certainty and stability.

Remember, there is no good or bad, right or wrong. There may be some things that you decide you would like to change, and the first step to transformation is AWARENESS. Then you can make CHOICES, take ACTION on that awareness, and cause the change to happen and the results to occur.

AWARENESS > CHOICE > ACTION > RESULTS

Write your insights in your journal. These will be very valuable to you as we progress.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
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At the end of the day:

1. How well did I do at accomplishing my goal for today?
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3. What am I grateful for right now?

“Security can only be achieved through constant change, through discarding old ideas that have outlived their usefulness and adapting others to current facts.” - William O. Douglas



Day 9: Spice Up Your Life!

The past 8 days have been about you getting in touch with who you are and what is important to you. This is critical for you to be able to maximize your potential and create the life you want.

Too many people these days are caught up just trying to survive...that they never truly thrive. When you live your passion, your desires, everyone around you benefits. You are happier, more satisfied and more fulfilled. Purpose is all about being the best you possible.

Common Themes

Before we go any further, I invite you to review what you wrote these past 8 days. Look for the pattern, the common themes beginning to emerge. What ignites your passion? What drains you? What kind of environment do you work best in? What do you do well...really well...that people ask you for advice on? What do you never want to experience again? How can you 'have it all'? Write the common themes you notice developing:

Many of us have been taught that we have to choose this or that. Sometimes that is the case...but more often than not, you can have both.

As a testimony to that, I just helped a young man see how he could combine all his passions into one grand venture. Anything is possible! Don't limit your potential - see the bigger possibility.

Now, let's talk about the second of the 6 human needs: VARIETY

Yesterday, we discussed certainty. We are creatures of habit and need a certain amount of certainty to feel secure and stable. However if that's all we had in our lives, we would get bored. We also need variety. Variety is said to be the spice of life!

How do you experience variety in your life? What new, fresh and different activities do you enjoy, that make you feel the most alive?

If you lack variety right now, what would you like to ADD into your life that would provide you with the variety you need?

I'm not talking about being irresponsible or 'throwing the baby out with the bathwater'. Oftentimes, all that's needed to make the difference is you changing HOW you do the SAME things you've been doing all along.

Tonight after work...

Rather than drive home the same route, try a new one. Instead of eating at home in front of the TV, surprise your spouse with dinner at a new restaurant in a different part of town that you don't normally visit. Talk about your dreams and goals, and what creative and fun things you'd like to do.

Everyone needs variety in their life to be happy. Want to put the spark back into your life or into a relationship? Spice it up!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“Variety is the spice of life!”

William Cowper



Day 10: Build A Life of Significance

Welcome back! I am truly honored to be guiding you through this 30 day process towards maximizing your potential and creating the life you want.

I know it may seem like ‘work’ at times, but it is worth it.

How do I know this?

Because these are the questions that I asked myself at one point, when I had lost my passion and didn't know what I wanted to do with the rest of my life. It is through this same process that I discovered my true passion and launched my company "Discover The Edge".

So I know this process works, and will work for you. And as you'll find out, playing to your strengths is so much easier, more rewarding and more fun!

Today, let's continue by exploring the third basic human need: SIGNIFICANCE

What do you do that gives you a feeling of importance – significance in your life, business or career? We see throughout history people going to great lengths to be recognized and remembered – some through constructive and empowering actions, others by doing terrible and destructive things. But at the core, it is the same need – to be valued, to stand out, to feel like your life meant something. To be really good at what we do, and respected for it.

So again, what do you do that gives YOU the feeling of significance? That your life had purpose and counted for something...or to somebody?

Write your answers here:

Now, ask yourself whether or not you are satisfying this need in a positive constructive manner, or whether it's time to make some adjustments:

If you need to make some adjustments, what is the first step you will take right now?

NOTE: You will get this need met somehow – we all do – the key is finding ways that benefit us and the people around us too.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*“Cherish your visions and your dreams
as they are the children of your soul; the
blueprints of your ultimate achievements.”*

Napoleon Hill



Day 11: Share Love & Connection

Are you getting the fact that who you are and what you do is important? That you are uniquely talented and are here for a purpose? There is nobody else just like you. Nobody has the same set of strengths, passion, experiences and dreams as you. You really are one-of-a-kind!

Which leads us to the next human need: LOVE & CONNECTION

This is the one that draws us close to family and friends. That desire to belong, be loved, and feel part of a team, club or group of people that understands and accepts us for who we are.

Again, we can get this need met in healthy ways – or unhealthy ways.

The first step is awareness, and then we get to choose how to proceed based on what we discover.

Today, write down the ways you experience love and connection in your life:

If you don't feel like you're getting enough, first ask yourself, who in my life am I taking for granted right now?

In your daily gratitude process today, write down who you're grateful for...and why. You get what you focus on. If you're focusing on lack – 'nobody loves me' or 'I don't deserve it' or 'they're all jerks' – you won't see the kind, loving and generous people around you who are trying to connect with you.

What kind of person (or group of people) do you want to connect with? What characteristics would you want them to have?

It's been said in order to have good friends you first need to be a good friend. Today, look at the qualities you desire in others and start by YOU demonstrating them. You will attract who you are...

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*“Everyone has two choices.
We’re either full of love...or full of fear.”*

Albert Einstein



Day 12: Choose Growth

Welcome back! I trust your journaling is going well.

If you've gotten a little behind on the exercises, take a few extra moments today and get caught up, because there's some really great exercises coming up that you won't want to miss!

At some point you may even want to head to your favorite quiet place and take a little bit longer to write and reflect on these exercises.

I promise you, they have the power to transform your life, if you will let them.

Which leads us to the next basic human need: GROWTH

Growth involves the desire to improve, expand, learn, and become more than we are right now. As with all nature, you are either growing or dying. Moving forwards...or backwards. There is no staying the same, because regardless of what you do or don't do, the world around you is changing, moving, shifting.

So if we're going to be changing, moving and shifting anyway, why not do it growing and moving towards what we want?

What stimulates you to learn more and to become more? What can you spend hours doing because it fascinates you, and perhaps even keeps you awake at night, because you're curious and still want to learn more?

List those activities here:

What activities or thinking are you currently engaging in that may be limiting your growth?

The past doesn't have to equal your future. You are capable of more. Your potential is unlimited – limited only by your thinking and your actions. Get back into a learning mode. Allow yourself to dream again.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"In a time of drastic change, it is the learners who will inherit the future, while the learned will find themselves beautifully equipped to deal with a world that no longer exists."

Eric Hoffer



Day 13: Give And You Shall Receive

Day 13...we're almost halfway there, stay with me! What we've been covering so far is the foundation. And I promised you that each day's exercise would only take only a few minutes... Your success, happiness, and fulfillment is worth it!

If you haven't been doing your exercises, ask yourself why not? Notice whether this is the same reason you use for putting off other things in your life.

What if this 30-day process is just the thing you need to work on the most, to finally break free and live your dreams?

You may not consider it an urgent task, but it is certainly an important one. And you know what can happen in our schedules...the URGENT overrides the IMPORTANT, until the IMPORTANT becomes URGENT...or too late.

Don't let that happen to you. Rather than react...pro-act.

Here's the 6th basic human need we all have: CONTRIBUTION

I've heard it said that the secret of living is...GIVING. It's true! Whatever you give, is what you will receive. And the greatest joy in life comes from giving.

Want more love? Give more love. Want more time? Invest more time – intentional quality time, so you can get more time back long term. Want more money? Invest more money.

And do you know what I've found is the VERY BEST way to be filled with love, joy, peace, the feeling of abundance, gratitude, and blessing?

Going out and helping someone else – contributing to the world around you. NOT because of what you'll get back, but contributing simply because you can, and because it will benefit someone else.

It can be something big or small. By the way, often the small things (lending a helping hand, offering a smile or sincere compliment), are actually the big things that people really remember.

Even the smallest pebble in the water creates a ripple effect...

Today, reflect on all the ways you've enjoyed contributing up to this point in your life:

How or what resources (i.e. time, money, materials, skills, talents, attention, encouragement) can you contribute going forward, that you would feel good about?

Who or what affinity group is important to you?

What causes or projects are important to you?

If there is something you want to do, but you've been holding back, ask yourself why?

I've never regretted the times I gave...I've only regretted the times I thought about it...and didn't.

Maybe you're passionate about helping the poor, the sick, children, youth, youth at risk, the elderly, animals, the environment, startup entrepreneurs....the list of possibilities is endless.

Make a plan to contribute to another person, group, animal or cause this week.

Mark it on your calendar and make a point to do it. You may be surprised how rewarding it will feel!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“Coming together is a beginning. Keeping together is progress. Working together is success. And time spent in helping others to do more for themselves is far better than mere giving.”
- Henry Ford



Day 14: Declare It!

So far we've discussed your strengths, passions, basic human needs, the value of gratitude in your life, and the importance of celebrating your wins.

There is so much power in these exercises!

Please don't let the simple form in which I've laid them out for you to lessen their impact in any way. These exercises and principles have filled thousands of books, seminars, audios and mentoring sessions... They hold the keys to success for every person who embraces them, including you.

Today is going to be fun! This is where we leverage the power of your tongue to create what you want, through a series of declarations.

Declarations are short phrases we tell ourselves each day that bring our desires into present time: who we want to become, what we want to be doing, and the things we want to have.

I know, at first this seems a little hokey, but the truth is, you're talking to yourself all day long anyway. Why not say things that help you achieve your goals? Good in...good out.

What is really amazing is that our subconscious mind doesn't know the difference between what is real or imagined. Whatever thoughts you put in your head, especially those done repeatedly, your subconscious mind accepts as the way it is. Your subconscious mind then takes that thought, searches your memory bank and your current day to day experiences, to find proof to reinforce this thought – this then becomes your belief. Pretty cool huh?

THOUGHTS > BELIEFS > MINDSET > ACTION > RESULTS

This process can be used to limit you or empower you. You get to choose. Think of the power we have to program our subconscious the right way!

Review your notes and reflect on what you've discovered about yourself so far during these exercises. Now, write down 5 to 10 declarations that describe what you want, who you want to become, what you want to do. It is important to write them in the PRESENT tense – as though they are already happening. For example, begin each declaration with one of these:

I am...

I have....

I enjoy...

I am thankful for...

Have some fun and stretch yourself a bit:

"I am a money magnet!" "I attract great people to myself every day!"

Or as one of my clients wrote, *"I am healthy, energized and look good and sexy!"* Don't laugh...he's since lost 45 pounds and is looking pretty awesome!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

By the way, the more emphasis you add when you're saying it, the more powerful it is. Think about it this way – you remember highly emotional experiences more than ones that involved no emotion. Same thing happens here!

Repeat your declarations three times the day at least...out loud

Morning

Noon

Night

The more you do it, the faster these thoughts will become your beliefs. And remember, your beliefs determine your behavior, and your behavior determines your results!

You have the power... Be awesome!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*"Affirmation without discipline is the beginning of delusion.
Affirmation with discipline creates miracles." - Tony Robbins*



#4 Key: Create An Environment For Success

Day 15: Be Part Of The 3%

We're at the halfway mark! I hope you are enjoying this 30-day journey we are on. So far we've covered these 3 Keys:

1. Ignite Your Passion
2. Play To Your Strengths
3. Ask For What You Want

4 more to go!

Now that we've dug into who you are and what is important to you, we can now build on this framework and move forward with clarity and confidence. This begins with your goals.

I know a lot of people who hate setting goals. It creates pressure, and besides they say, 'what if I set goals and don't hit them? Then I'll feel bad...'

First of all, pressure is a required ingredient for growth. It's the amount of pressure and how we manage it that is the key. Furthermore, missing a goal is not a bad thing. As many great legends in sports or business will tell you, they 'failed their way to success'. In fact, it was through their 'failures' that they learned what was necessary to succeed.

Setting and writing your goals is vital to achieving your goals. There was a well-known study done years ago, where they found that only 3% of people polled had written down their goals, and years later, this 3% had accomplished more than the 97% combined!

So....if you haven't done it already, now is the time to write down your goals – think in terms of who you want to BE, what you want to DO, and what you want to HAVE – and when you want to accomplish these goals.

What do you want to accomplish in your lifetime?

What do you want to accomplish within the next 2-5 years?

What do you want accomplish within the next 12 months?

3 months?

1 month?

A goal without a date is a fantasy. Have a courage to put a stake in the ground – you can always move it if you need to, but you have to start somewhere!

Don't hold back. Describe your 'best life' here – imagine how you want to start, fill, and end your day:

I know you did part of this in the beginning of this program; given what you know now about yourself, review those goals. Are they the same? Do they need to be changed or altered?

Get them clear in your mind, because it's time to focus on making them happen.

Then, every day, review your goals. Yes, EVERY DAY. It'll only take a minute.

The more you focus on your goals and speak positive affirmations around them, the sooner your subconscious mind will come up with solutions – actions – for making them happen, and the sooner you'll attract the right opportunities and people to you!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on."

Steve Jobs



Day 16: Elevate Your Associations

You've probably heard this before and know it to be true. You are who you hang around with. Want to catch a cold? Hang out with someone with a cold. Want to be successful? Hang around with those who have created success.

I know it's hard to remove some people from your life, but at the very least, limit your time around people who drag you down. Increase your time around people that encourage, support and motivate you to accomplish your desired life.

There are 2 kinds of people in this world. BALCONY people and BASEMENT people. In my experience, there is no in-between.

Ask yourself, "Am I a balcony person to others, or a basement person? Do I encourage, compliment and lift others up with my words and actions? Or do I drag them down, or equally as potent, not say anything at all?"

I learned as a child, "If you don't have anything nice to say, don't say anything at all." When in reality, that simply creates a void. A void that will be filled, one way or the other.

Either you are adding to someone's life, or taking away from it. By saying nothing at all, you're taking away from it. Both you and they are missing out on the opportunity for a meaningful positive connection.

Instead of saying nothing, how about shifting your focus and finding something positive? Even criticism can be delivered in a constructive, empowering way.

Today reflect on the following:

Who are the 'balcony' people in my life?

Who are the 'basement' people in my life?

How can I be a better 'balcony' person for others?

Who do I respect or admire, that I would like meet, spend more time with, learn from?

Environment is greater than will. Surround yourself with inspiring, uplifting people who believe in you, your dreams and goals, and who you are becoming.

Yes you will have people in your life that are struggling – that need a hand up. Even so, they will still be either balcony people or basement people – depending on whether they appreciate and embrace your encouragement. Or attempt to bring you down to their level of pain or despair.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? (people, things, surroundings, skills, achievements)

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“Just as each of us has a unique fingerprint, so each of us has a unique inner personal gift. We are all the poorer if we do not encourage it to be released in others, nor release our own.” - Robert Raines



Day 17: Raise Your Standards

Ever wonder why certain people are able to consistently perform well?

It's actually quite simple. Yes it requires preparation, practice and dedication. But what keeps them performing at a peak level consistently is the agreement they have with themselves – their Code.

A Code is a set of standards or rules by which they live their lives. We all live by a set of standards, a level of integrity, based on our past conditioning and the beliefs we've established in our mind.

Experiencing lack-luster performance?

Raise your standards. Re-evaluate what you accept in your life. From yourself, and others. Odds are, somewhere you've allowed your integrity to slip.

Turn it around today by writing down 5-10 standards you choose to live by from now on. They must be aligned with your goals, dreams, and declarations...who you want to become and what you want to do.

An example might be, "Take responsibility – no blaming, justification, or finger pointing." That's a big one which will change your life!

Another one could be, *"Be committed to constant and never-ending improvement – involve myself in some form of personal or professional development (learning) every day."*

Or *"Be on time by being early."*

That's one I'm still working on! But having it as a standard reminds me to be on time by being early, when I'd otherwise try to squeeze just one more thing in ;)

To show you what one looks like, here's our Code of Honor at Discover The Edge:

1. Open and honest communication at all times.
2. Support our success by prioritizing mission 1st, team 2nd, individual 3rd.
3. Never abandon a Teammate in need.
4. Everyone must sell. (based on delivering value)
5. Ask more of others that they will ask of themselves.
6. Be on time by being early.
7. Respond to all requests within 24 hours.
8. Take ownership and responsibility – no blaming, justification, finger-pointing or denial.
9. When in doubt – take action.
10. Do whatever it takes legally, ethically and morally to win and celebrate all wins – deliver the best in service and quality excellence to our clients and participants.

11. Deal direct, be willing to “call it” and be ‘called’.
12. Honor all agreements.
13. Stay in exchange in all personal and business transactions.
14. Be committed to constant and never-ending improvement, including a daily study of personal and professional development materials.
15. Serve first and trust the process.

Anyone who works for this company must first agree to these standards, or we don't hire them! Pretty strong? Not really. It protects us – and them – from mismanaged expectations later.

Now it's your turn – what set of standards are you willing to hold yourself to?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

And by the way, if you violate one of your rules, just be willing to admit it, accept the consequences, and decide next time that you'll do better.

They're not meant to be restrictive or limiting. They are meant to empower you, provide you the freedom and context to be great, and create within you the character of a champion!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*"A life lived with integrity is a shining star
in whose light others may follow in the years
to come." - Denis Waitley*



#5 Key: Develop Winning Habits

Day 18: Play To Win

Welcome back! This may sound like a silly question given everything we've covered so far...but are you playing to win? It's amazing how we will spend more time planning for a vacation than we will to plan our lives.

Some say 'life is not a game'. But what is a game really? A game has players, rules, strategies, coaches, goals... Sounds a lot like life to me!

So how do you play to win? Throughout this program, I've given you powerful success habits to implement, like the gratitude exercise, daily declarations, and goal setting.

What other daily activities do you need to incorporate – that when you do them, *life works*? And when you don't do them, life *doesn't* work?

Actually, let me stop right here.

My goal is NOT to overwhelm you with a laundry list of things to do. I've met well-meaning people with pages of action items, who weren't successful. In fact they were deeply unhappy. Again, that is NOT my intention. My intention is to provide you with a few simple habits that when you do them every day, they will transform your life and create the environment for you to maximize your potential. Let's review the daily habits we've covered so far:

1. Your daily gratitude process
2. Celebrate all wins (your own, and for the people around you)
3. Read your list of declarations
4. Review your goals

(Your Code or set of standards is not a daily 'to do' list – it is HOW you live your life.)

What I will refer to in today's section is your Winning Strategy, which combines the daily habits listed above, with the other day to day activities that support your health, wealth, relationships, and growth.

These will, of course, depend on your goals and what winning – aka success – means to you. It could be that you choose to eat healthy instead of fast food. You exercise a certain number of times a week. Or spend a certain amount of time doing things you love, to recharge your batteries.

Take a few minutes to develop YOUR winning strategy. Come up with some fun ways to track your progress and celebrate all of your wins. Create a scorecard for yourself, and see how many points you can collect each day.

I know this may sound childish but I know a successful lady who uses gold stars to celebrate daily wins. Hey, whatever works for you!

Here's a sample template that I use with clients – notice how we incorporate reviewing your goals into this process:

Goals – By December 31, 2013	Current	Gap
Goal – By August 31, 2013		

My Winning Strategy	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Did I complete my daily gratitude process?							
Did I celebrate all wins today – my own and with others?							
Did I read my declarations?							
Did I review my goals?							

You can also add your declarations to the bottom of the page so it's all in one place.

As well, you might consider including a table to track your Key Performance Indicators (KPI's) to measure against your goals, whether they be financial, project driven, or a weight loss goal you have for yourself.

And guess what? If you find that this strategy doesn't work, then adjust it. Be creative and change it up, until it 'clicks' for you. You may come up with something no one else has, because there is no one else just like you!

Have fun and play to win!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"If you do the things you need to do when you need to do them, then someday you can do the things you want to do when you want to do them."

Zig Ziglar



Day 19: DIY, Delegate or Ditch...

We just finished creating your Winning Strategy – your list of repeatable daily habits – but what about all the other tasks you have to do every day?

So many of us, especially when we are busy, allow unfinished tasks and wish-lists to build up and clutter up our minds. This only slows us down and makes us less efficient.

Today, take the time to start getting the clutter out of your head and down on paper. *(You'll need a separate piece of paper – or several – for this exercise.)*

1. Write down everything you want to – or have to – do. I call this the 'brain dump'.
2. Then mark each of your tasks, either A, B, or C:
 - A. Do it yourself,
 - B. Delegate it, or
 - C. Ditch it altogether!

The “**Delegate**” and “**Ditching**” categories are probably the most important to identify – and the hardest to let go of. You can't do everything and certainly not everything well!

This could also be part of your winning strategy. Allocating time for when these tasks need to be done and then planning on how and when they will be taken care of, and by whom. If they are things that are just not necessary, allow yourself to ditch them altogether.

I once helped a single mom cut her 'to-do list' down from 4 pages, small print, to a third of what she started with. And she didn't have anyone to delegate to. However, she did have a lot of things that really didn't add to her or her family's quality of life; they just sounded like nice ideas.

Please hear me on this – busy and productive are 2 entirely different things.

Too many people nowadays are wearing ‘**busy badges of honor**’, rather than creating a greater quality of life for themselves and their loved ones. You cannot maximize your potential if your day is always filled with ‘busy’ tasks.

Decide only to do what is productive and leave 'busy' to the bees!

3. With your remaining “**DIY - Do It Yourself**” list, prioritize the 5 most important things to accomplish, and do them first.

You will not believe how quickly you will get things done and free up your mind to be the best YOU possible.

Start on this today, and watch your efficiency go through the roof!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they might have planned for you? Not much." - Jim Rohn



Day 20: Become A Master

Welcome back! Did you clear out some clutter yesterday? Simplify your to-do list?

You'll be amazed at how this will help you attract more of the things you want. Think about it...if your head space, time space, heart space, or physical space is cluttered and jam-packed, there is no room for MORE to come into your life.

Clear it out and miracles begin to happen!

Speaking of making miracles happen, let's talk mastery. Specifically I mean improving on a particular strength you have that just comes easy to you. You know...the thing that you're really great at and you enjoy doing?

Reflect back on the exercise where you identified your strengths.

Now, pick one that you want to focus on, really develop, and ask yourself what it would take for you to master it.

This is the difference between being good at something and being the best you can be.

Now, break down your strength into its parts – the steps to mastery require you to:

- 1) Master each part
- 2) Master how the pieces go together, and in doing so you will
- 3) Master the whole.

Too often, people try to master the whole thing at once and get frustrated. Break it down, focus your attention on one part, get that one nailed down and then move to the next one. You will be amazed at how fast you'll improve when, like a laser, you focus on your attention on one area of improvement.

Write down your strength:

How you can improve on it:

Your strength broken down into its parts:

This takes time and patience, but investing energy developing your strengths will pay you back exponentially! You only need to watch *The Voice* or your favorite sporting event to see how fulfilling (and inspiring to others) it can be to master a skill you love.

A brilliant book that describes the process of mastery is *The Talent Code* by Daniel Coyle. You can find it on our website at <http://www.discovertheedge.com/products/books-audio/>

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? (*people, things, surroundings, skills, achievements*)

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*“Unless you try to do something beyond
what you have already mastered, you will never grow.”*

Ronald Osborn



Day 21: Have The Courage To Be Great

Ever wonder what makes someone a master? About 10,000 hours of focused practice, study and correction. As the saying goes, *“Greatness is caused...when there’s no applause.”*

Guess what? You’re going to spend that time anyway!

Like the woman who said, “I’m too old to start now. It would take 7 years of schooling. I’d be 57 years old when I become a doctor.” To which her mentor said, “How old will you be in 7 years if you don’t go to school?”

Building on yesterday’s exercise, what if you took the strength you wrote about and invested the time and energy necessary to achieve mastery – how would that change your life, your outlook, and your ability to command a higher value in the marketplace?

Too many of us lack patience – we want things NOW! But like I said earlier, you’re going to spend the time anyway. So instead of sitting around hoping you’ll get better, or waiting for right time, begin today.

Write down the steps you will take to master your strength along with when you will start and complete these steps. In other words, make a commitment to yourself today and take action!

Steps	Start Date	Completion Date
1.		
2.		
3.		
4.		
5.		

Mastery doesn’t happen by accident. You have a gift. Now add SKILLS, KNOWLEDGE and EXPERIENCE and develop it into true mastery.

By the way, in terms of MONETIZING your strengths, people want to learn from masters and buy products/services from masters. The person who knows what they’re doing, and is the best at it.

You have the ability to be GREAT at something. It’ll take work, but it will be well worth it. Start today!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“Talent without discipline is like an octopus on roller skates. There’s plenty of movement, but you never know if it’s going to be forward, backwards or sideways.” - H. Jackson Brown, Jr.



Day 22: Commit To Constant Never-Ending Improvement

Welcome back! We're on Day 22...I'm excited that you're still with me! Rest assured, these principles and practices really do work.

For this next exercise, we've touched on it before, however I wanted to provide you with each step of the process because it's that powerful and you'll want to use it effectively.

It's called the 'DEBRIEF'.

I know, it sounds like a military term. It's actually a way of learning and course correcting, so that we get where we want to go faster. Ideally you want to do this after any important event – a sales call, presentation, team project, discussion with your spouse or child, etc.

Imagine yourself as a pilot of your own plane. A pilot adjusts its course constantly so it stays on the straightest path – the shortest distance possible. Imagine if you only adjusted your course every now and again. You probably wouldn't reach your destination on time because you'd be way off course, and you might find yourself in danger of running out of fuel!

If you really want to gain momentum and reach your destination sooner, at least once a week, if not daily, take a few minutes and ask yourself the following questions.

In fact, start right now – pick a situation or timeframe (the past day or week) and ask yourself:

1. What worked? (always start with the positive)
2. What didn't work? Why?
3. What did I learn? More importantly, what did I learn about myself?
4. What can I do next time to leverage what worked, and correct what didn't work, to get better results?

This is also beneficial for keeping yourself in tune with the changes that occur. Life, business, relationships, our health, and everything else, is in a constant state of change and evolution. Those that stay on top of it will be in the best position to embrace, adapt and grow!

Now, to prepare your mindset for attracting more abundance today:

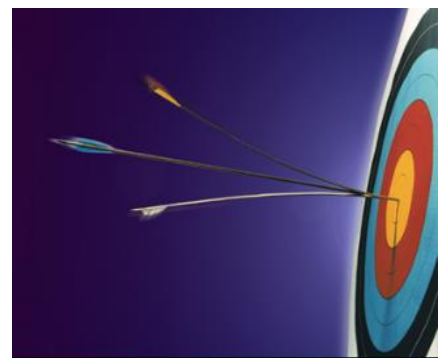
Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Goals give you more than a reason to get up in the morning; they are an incentive to keep you going all day. Goals tend to tap the deeper resources and draw the best out of life." - Harvey Mackay



#6 Key: Mind Your Business

Day 23: Be Of Valuable Service To Others

Welcome back! I trust that, if you're doing the exercises outlined in this program, you are experiencing transformation in your life, your relationships and effectiveness as it relates to maximizing your potential.

If not, I encourage you to stay with it! Sometimes the fruits of your labor take longer to be seen, but that doesn't mean the growth isn't happening...it's just happening under the surface, developing strong roots that will sustain your growth and momentum in the future.

You didn't get to where you are overnight. It took time and repetition of habits. The same is necessary for your success going forward.

So far we've developed your framework for success by:

- Igniting your passion
- Tapping into your strengths
- Defining the daily habits and practices necessary for maximizing your potential

Now, let's look at monetizing your potential - your strengths – and marketing them to the world.

How Can You Be Of Valuable Service To Others?

There are many worthy activities you can get involved with. So where do you spend most of your time, money, strengths, and energy?

Reflect back on your list of goals, strengths, passion, needs and desires. Combining these elements, how can you be of valuable service to others? Who can you be of most benefit to, considering your strengths, passion and expertise?

How can you incorporate them into your career or business?

Identifying Your Ideal 'Client'

If you're in business or sales, you have probably heard people throw this term around a lot however its importance cannot be underestimated.

We are all in business, even if that business is "You Inc." Want to feel fulfilled, empowered, duly rewarded for your efforts? Find a way to play to your strengths every day, in service of others.

And trying to help people who aren't interested in you or what you have to offer is no fun. In fact, it's downright frustrating!

I know this one from personal experience ;) Life is too short to spend time convincing people. Whether that be a potential employer, client, or life partner for that matter!

Love yourself enough to live your best life. To do what makes your heart sing. To surround yourself with people who inspire you and bring out the best in you. And give others the freedom to do the same!

Today, create a profile of your ideal client – the person or group of people you can help the most, applying your strengths, passion, and expertise, and who would want what you have to offer:

Who do you want to work with?

What's most important to them?

What keeps them up at night worrying and stressing?

What strengths and expertise do you have that are they most interested in?

How can you be of valuable service to them?

You can learn a lot about people when you study, ask questions, and listen to them.

Don't compare yourself with others. Mind your own business. Understand what people want and need, and determine how you can use your strengths to deliver it.

When you help enough other people get what they want and need, you will get what you want and need.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“You can have everything out of life that you want if you will just help enough other people get what they want out of life.” - Zig Ziglar



Day 24: Define Your Unique Value Proposition

We're getting close to the end of this 30 day course and you're probably thinking...this has been a lot of information! The great thing about getting it in a workbook is that you can go back and review as often as you like.

Today we're going to dig deeper into your value proposition so you can maximize your potential in your business or career, which for most people is where they spend a large portion of their adult life.

Actually when you truly tune into your strengths and your passion, and put them into action, you will discover your life purpose – that thing you do ALL THE TIME!

For me, it's helping people discover and play to their strengths. Hence the focus of my company, Discover The Edge. As a young woman, I remember being on dates, asking questions like "What do you love to do? What do you want to do with your life? Sounds like you're really good at _____. Have you ever considered ...?" Those poor guys – they just wanted to have a fun night out. But for me – that WAS fun!

So, what is it for you?

What makes you unique – that differentiates you from everybody else?

Why would someone rather hire or do business with you instead of the next person?

If you're having trouble coming up with some answers, ask your trusted friends or a few of your good clients what they like so much about you / your product or service.

And please, do yourself a favour. If you're in business, do not leave it at "we offer good customer service" or "our products are the best". That's what everybody says! Quantify that. Be specific. Use language that will resonate with your ideal clients.

Once you have your Unique Value Proposition, come up with a compelling "What do you do" statement that lets people know why YOU are the one they need to come to for addressing their specific needs.

This can evolve over time to adapt to the changing needs of you clients, but start where they are right now and what you can do to be of valuable service to them.

And remember! We've just invested a few weeks to identify your strengths and what you're really passionate about. Make sure your value proposition leverages the BEST of you, and what you are the BEST at.

If you need more work on this area, take the time! Contact me and let's explore it together.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*"You know what's great about going the extra mile?
There's very little traffic." - Jim Larranaga*



Day 25: Empower Yourself

Welcome back! By now, I'm sure you understand, if you didn't already before, that you are the ONLY one who can create the change you desire in your life. You hold the power!

Why wait? There will never be a better time...

Now, I'm not saying there won't be any problems. But the good news is that, this is what we're really good at as human beings – solving problems!

Sometimes I wish I wasn't blessed with so many problems to conquer, but then I realize that it's the problems and challenges in my life that have made me stronger, wiser, and more compassionate of others. Besides, the bigger the problems I solve, the more money I make – and the more fulfilled I am!

So today, write down all the problems you are facing right now – all the things that weigh you down and cause you to stress at night:

Reflect on this list, and ask yourself, what is your MOST pressing problem that, if you solved it, would have the greatest impact right now?

Next, with a solution-oriented mindset, knowing that there IS a solution to every obstacle, ask yourself these questions:

How CAN I resolve this situation?

What would need to happen in order for me to resolve this situation?

If I were to resolve this situation how would I do it? What resources, skills and support would I need?

Then allow your subconscious mind to go to work. DO NOT say “I’ll never figure this out” or any limiting negative statement like that.

Your subconscious mind is like a problem solver. Whatever you tell it, it will solve or prove. As Henry Ford once said, “Whether you think you can, or you think you can’t...either way, you’re right!”

Write down whatever possible solutions come up.

No matter how outlandish they sound, just start writing them down. As you do it and take this exercise seriously, you will find better and better ideas begin to pop up.

Don’t be surprised if you wake up in the middle of the night with a solution. For that reason, I recommend keeping a notepad by your bed.

And once you’ve solved your most pressing problem, go on to your next problem. And so on.

You will feel so empowered knowing that whatever you come across, you can handle. One of my favorite Bible scriptures is, “*With God, all things are possible!*”

There are many times I’ve had to remind of that, when the obstacles I faced looked unsurmountable.

This world needs more people to step up and be the best they can be – to use their faith and natural problem solving skills to improve our world, and create a better quality of life for everyone.

The change begins within YOU... and ME.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"You can rest assured that if you devote your time and attention to the highest advantage of others, the Universe will support you, always and only in the nick of time." - Buckminster Fuller



Day 26: Be Open To Feedback

As we near the end of this 30 day course, I'd like to emphasize an important element that has been woven into the whole program that you may not have noticed. It's one of those non-negotiables when it comes to your growth and success.

It's called FEEDBACK.

Yes I know...sometimes feedback is hard to hear, but you won't be successful without it. Get as much feedback as possible. You don't need to act upon all of it; what you're looking for are patterns that aren't serving you, that can be turned into opportunities for improvement.

Who do you trust to give you honest and empowering feedback? Write a list of those people:

Now, go and ask them for feedback in the critical areas of your life:

1. How good are you at building and nurturing relationships? Communicating with others?
2. How open are you?
3. What qualities are you known for – and NOT known for?
4. How well do they feel they can trust you? Depend on you?
5. Where do you need to improve?

Fear not, as we learn more from our failures that we do our successes.

Failures are simply opportunities to begin again more intelligently. Bill Gates once shared that his most unhappy customers were his greatest source of learning. Encourage feedback. It holds tremendous potential for you!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Individuals score points but teams win championships."

Zig Ziglar



#7 Key: Practice Stickability

Day 27: Go The Extra Mile

We're almost done! Congratulations for coming this far. Self-reflection, goal setting, planning, developing new empowering habits and processes... it all requires energy, focus, and discipline.

I promise you, it is incredibly rewarding.

And yet, have you ever heard the statement, "There are no traffic jams on the extra mile"?

It's true. This is where most people fall short of success – they give up too soon.

I've seen it so often – people with big dreams, big goals, but they don't have the energy to see it through. It's hard-breaking.

How do you avoid this? Actually I've given you the keys already.

Ignite your passion, play to your strengths, keep a gratitude journal, embody your declarations, follow your winning strategy, and review your goals daily.

Here's the sad part. Most people won't do it. But then, most people don't experience the level of success and fulfillment they want in life either.

I heard a statistic that 65% of people hate their jobs. I believe every single one of them had tremendous talent, strengths, and unlimited potential. How sad that they weren't able to find a way to apply it to their work.

That's why I do what I do – to give people another option. But knowing that you're capable of unlimited potential doesn't insure that you act upon it. It requires discipline, courage of conviction, associating with people who lift you up, and inspire you to keep going.

I watched "Legally Blonde" with Reese Witherspoon recently. Funny movie. What really captured my attention was how she persevered despite the naysayers. She went the extra mile, and it changed her life forever.

Will you go the extra mile and hold into your dreams even when the going gets tough? If you've come this far, I believe you will.

Besides, in business, the real wealth is in the follow through. Go the extra mile. The road is wide open.

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

"Desire is the key to motivation, but it is determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence, that will enable you to attain the success you seek." - Mario Andretti



Day 28: Accelerate Your Success

We're almost there...only a couple of days left!

Today's principle may sound self-serving coming from us, but I would be remiss if I didn't share it with you, so please hear me out. Want to know what is one of the proven best ways to move forward faster?

Hire a coach. Here's why...

All great athletes have a coach. Despite all the talent they have, they need the guidance to have them pushing the envelope on their potential...consistently playing at their best.

A coach can see things you don't see – your blind spots. A good coach can also see further than you, because they've got the experience and varied perspective to draw upon. They can provide you with ideas to improve all aspects of your life and business. Most importantly, they can hold you accountable to the actions necessary for your success.

Think about it. How often have you set goals and not achieved them because 'life' got in the way?

What if you had had a coach to help you put together a workable plan, provide creative ideas and fresh perspective, AND help you stay on track despite life's unexpected twists and turns? How would that have impacted your results?

We work with everyone from new entrepreneurs starting out, people searching for clarity and purpose in their life, to top business leaders who others look up to and admire.

These are smart people. Smart enough to know that they don't know everything. Smart enough to protect themselves from themselves, by hiring a coach who will not let them settle for any less than their best.

Today, consider how a coach could help you in your life. Write all the areas in your life or business where you feel you could stand to improve – those areas where you have a tendency to miss things, fall short of your potential, OR where you are comfortable – perhaps even a little complacent:

- *
- *
- *
- *
- *

What could you accomplish if you had someone holding you accountable? Asking your thought-provoking questions and offering an objective expert point of view?

A question I always ask when working with clients, "What kind of return (benefit) would warrant the investment into coaching? What would make it worthwhile?"

It could be:

- Greater clarity, confidence and power
- Reaching a personal or business goal
- Increasing your income and wealth
- Developing healthier relationships
- Becoming more fit and healthy physically
- Working less hours while making more money
- Developing a specific skill or talent

...whatever is important to YOU.

Whether it's business coaching or life coaching, we don't enter into a coaching relationship with anyone unless we know for sure that we can help them create a result well worth their investment.

By the way, I'm not saying you need to coach with us in particular, although we'd love to work with you.

What I am saying is that, one way or the other, find yourself a good coach who will improve your odds of winning the game. Your game...being the best you can be.

When you hire a coach, make sure they have a good track record and are trustworthy. They should be committed to your success, be results-driven, and have testimonials to back up their claims.

If you have questions about finding or qualifying a coach, please contact me by email at njansen@discovertheedge.com or by phone at 866-606-9991 x25 and I will help you find the right coach for you.

That might be me, one of our coaches, or I may point you in the direction of a coach that specializes in the specific area you want to work on.

We simply want to see you succeed. Whatever that requires, we're here to support you.

Fair?

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

“Most people are funny; they want to get ahead and succeed, but they are reluctant to change. They are often willing to grow only enough to accommodate their problems; instead they need to grow enough to achieve their potential. That’s why they need help from a coach or mentor.”

John C. Maxwell



Day 29: Find An Accountability Partner

Almost there! I know we talked about it a little yesterday but since this is such an important piece, I wanted to separate it out for you.

As human beings, when left to our own devices, we have a tendency to get lazy and not do the things we know we need to do. We accept our own excuses or justifications, often not even realizing that we're doing it.

As I mentioned yesterday, an important role of a coach is to hold you accountable to your goals, your capacity, and fulfilling your potential.

For your benefit, if you don't have a coach or choose not to hire one, then who can you trust to be your accountability partner? Someone who will check in with you regularly and lovingly NOT let you off the hook?

List your top 3 possible candidates:

- 1.
- 2.
- 3.

Now list what areas you feel you need the most encouragement and accountability:

- 1.
- 2.
- 3.

Who is the best person to provide that for you? Call and ask them to be your accountability partner.

By the way! This is not about having someone nag you and drive you crazy, rather it is to give you that extra push to keep you going even when you don't feel like it.

There is no such thing as a self-made millionaire. Everyone had help along the way from someone. Don't try and go it alone. Set yourself up to win!

Now, to prepare your mindset for attracting more abundance today:

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*“The measure of success is what
I’ve done in relation to what I’m capable of.”*



Day 30: A Big Thank You...And Gift For You

Can you believe it? You made it through the 30 days...way to go!

Thank you for allowing me to take this journey with you. I honor your commitment to your dreams, and goals and even if the road ahead still looks up hill, know that you have everything it takes to achieve the heights of success you've always dreamed of.

To prove this is true, and can happen for YOU, here's a photo from one of our clients, who always dreamed of climbing a mountain, but kept putting it off. Through our coaching, he decided to go for it, and here he is a few months later, with his amazing business partner and friend alongside him at the top of Mount Katahdin, celebrating his win!



You can do it too.

Each exercise in this program fit into one or more of the *7 Keys To Maximizing Your Potential*:

Key #1: Ignite Your Passion

Key #2: Play To Your Strengths

Key #3: Ask For What You Want

Key #4: Create An Environment For Success

Key #5: Develop Winning Habits

Key #6: Mind Your Business

Key #7: Practice Stickability

Review them, and continue practicing the daily habits and winning strategies shared here.

Success is not something that sneaks up on you overnight. It takes work, discipline, and consistency. Consistency in doing the right things over and over again. Again, you can do it, and it's worth it.

If you feel stuck, contact me and let's see how we can help you get past it and move forward quickly.

My Gift To You...

As you may recall, in the beginning I gifted you a free phone coaching session to answer any questions you have about this 30 day program and to ensure that you get the most out of it for you.

If you haven't already done so, I encourage you to schedule your free phone coaching session now. I really am committed to you creating results and stand behind the value of this program!

To schedule your free phone coaching session, simply contact me by email or phone at njansen@discovertheedge.com / 866-606-9991 x 25, and I will get back to you within 24 hours.

As well, I would love to hear how this course has impacted your life in a positive way. You can find me on Facebook, Twitter, LinkedIn, our website, or by email.

 <http://www.facebook.com/DiscoverTheEdge>

 <https://twitter.com/discovertheedge>

 <http://ca.linkedin.com/in/nicolejansen>

Until we meet again, be awesome, do what you love, and live with passion!



Nicole

Nicole Jansen

Also, don't forget to do your gratitude process for today!

Your Daily Gratitude Process

1. What is my #1 goal for today?
2. What do I value about myself that I am grateful for right now?
3. What 10 things am I grateful for right now? *(people, things, surroundings, skills, achievements)*

At the end of the day:

1. How well did I do at accomplishing my goal for today?
2. What have I done well, learned, or got better at today?
3. What am I grateful for right now?

*Doubt sees the obstacles, faith sees the way
Doubt see the darkest night, faith sees the day.
Doubt dreads to take a step, faith soars on high,
Doubt questions, 'Who believes?' Faith answers, 'I'*

