

# Profit From Your Creativity



How to monetise your existing skillset, creativity, experience and expertise

## Does this sound familiar...

"I just feel too exhausted at the end of each day to do the things that I really want to do for myself.

If only I knew what to do, I could get motivated. But the problem is that when I start to think about what I could do, it all seems too daunting and I'm too tired. If I knew clearly, exactly what I needed to do and could just sit down and do it, then I'd have no problem at all getting motivated.

I know I really want to do "something". Maybe start the next Uber! I have BIG Dreams for myself and I really want to make some positive changes in my life and hopefully the lives of others too. I just don't know where to start."

Well, that was me just a couple of years ago. I'd fallen into the trap of getting "*comfortable*" with my Corporate career. I knew I wasn't getting paid what I was truly worth, and I knew I wanted more from life. But I'd gotten comfortable. When I did think of doing something else, it all just seemed like too much hassle to do anything different.

But I'd made a promise to myself years ago that I didn't want to spend the rest of my life being at the mercy of an employer who controlled my life. So I made the decision to make a change. What I want to teach you in this Guide is the exact, step by step process that I used myself to change my life, and how you can do the same. No matter what your Goals or Dreams are, this Guide can work for you if you follow it.

## This is how I...

- ✓ **Got clarity on what is **MOST** important to me.**
- ✓ **Set some clear Goals.**
- ✓ **Identified the skillset I already had that I could monetise instantly.**
- ✓ **Made \$4,000 in 30 Days.**

**This is a "How To" Guide of How YOU Can Do the Same!**

There are 4 areas that we'll cover...

- (1) Goal Setting.**
- (2) Am I in the Right Career?**
- (3) How Can I Monetise my existing Skillset or Experience?**
- (4) Creating a Congruent Life.**



Hi, I'm Neill Andrew and this is my story. I've always had an entrepreneurial flair, establishing my first business at the age of just 18. At 18, I was highly ambitious but knew nothing about Business! I realised to succeed in Business I needed to master the art of sales. So I went into direct sales. By my own admission, I totally sucked at sales in the beginning. But I was committed, and through persistence and dedication I went on to become a powerful Master Sales Specialist. I was the "Go To" guy when people wanted sales training, the Sales Gun, constantly topping leader boards with several companies.

In 2005 I founded Pitak Marketing, a boutique Sales and Marketing Company. Over the next few years the Business flourished and expanded rapidly. It was during this time that I really began to immerse myself fully into the world of personal development and learned all I could from Masters like Anthony Robbins, Bob Proctor and Deepak Chopra.

In 2009, I took on the mammoth challenge of working with a Telco Start-Up helping to grow the business from the ground up. Personally achieving over \$1 million in annual sales revenue year in, year out, I helped guide the business from a 2-person Start-Up operation into a thriving Business.

From 2012-2015 I worked as a 'Hired Gun' in the Corporate World, working with several leading Multi-National Corporations. It was at this time that I fell into the trap of getting comfortable. I wasn't really getting paid what I was worth, but it was pretty good money, it went into my Bank every fortnight like clockwork, it would just turn up, so I didn't have to worry about how I was going to pay bills. I liked the work, I was good at it, I was consistently

No 1 in sales for our whole company so that made me feel good, and I liked the people I was working with. So, no great motivation to do anything different! Then in 2016, the company I was working for closed.

I felt like it was time for a change so I hired a Life Coach to help me get clarity on what to do with my life. We did an inventory of all my skills and experience. Like most people, I thought in traditional terms of, well I know I'm good at sales, and I have a lot of experience in sales, so I guess that is my main skill. But fortunately, I had a Life Coach who was able to help me see outside the box. As we did an inventory of my skills, we discovered that I'd spent more than 10 years immersing myself in Personal Development. That was an area that I had a lot of skill and expertise in without even realising it. Once he said that, I suddenly remembered that actually, a lot of people over the years had suggested that I become a Life Coach myself because I knew so much about Personal Development. I'd even had people ask me if I could mentor them as a Life Coach, but I'd always just politely said no because that is something that wasn't even on my radar.

It became a no-brainer that I should become a Life Coach because that's where all my experience was. My Coach helped me with a few strategies. I knew that there were already people who wanted to work with me, because they'd already asked me. I was a little nervous about starting, I had no idea how much to charge or how to structure my Coaching. But I took the first step. I simply put a Post on Facebook letting my Friends know that I was starting Coaching and that I was taking bookings. I decided to charge \$200 for a session. BOOOOM!!! I started getting people who were interested! Within a couple of days, I'd taken 5 bookings! That's \$1,000. Those initial sessions went well, people booked in for follow up sessions, then they started to refer their friends! Within 30 days, I'd booked over 20 sessions and made \$4,000!

I spent \$0 on advertising, all of my Clients were either people I knew or people that were being referred by word of mouth. I noticed a bit of a trend with my Clients. Quite a lot of people seemed to be in the same situation that I was, kind of stuck in a rut, with BIG Dreams, but not really knowing how to go about doing anything. I realised that there was a huge niche there of people in this situation, so I put together this specific training, where I help people by teaching them exactly what I did, step by step, to get unstuck. This Guide is my Gift to you.



So, let's get into it, with the first topic,

## (1) Goal Setting

OK, so before we can come up with a Game Plan for you, it makes sense that we have to understand what you're aiming for. This topic really goes hand in hand with the last topic we'll cover which is how to create a Congruent Life, but in this section we just want to get a rough big picture idea of what your Goals are. You don't need to be too specific at this point, we'll get to that in the Congruent Life, this is more of a brainstorming session to at least get you thinking, and more importantly, to teach you the right way to Goal Set.

I'm sure that we all know the importance of Goal Setting, but unfortunately most people just aren't taught HOW to set Goals that are going to Motivate you. If you've ever been taught Goal Setting before then chances are that you've probably been taught the old-fashioned way of S.M.A.R.T. Goals. This is probably the WORST approach to Goal Setting EVER!

The reason that you want to avoid S.M.A.R.T. Goals is that they tend to focus your attention more on processes of HOW you're going to achieve your Goals, rather than what you really want your Goals to be in the first place. You tend to find that when you use S.M.A.R.T. Goals, you'll end up setting the sort of Goals that you already think you can achieve. Each letter of a S.M.A.R.T. Goal has a specific meaning and as you set your Goals you'll be judging your Goal by whether or not it meets the specific requirements of that letter.

Well, screw that !

That's not going to stretch you, that's going to limit you. True Goal Setting cannot have any rules, because your Goals should be something personal. Goals will be as varied and unique as you are. No two people are the same, and no two people will have the same Goals!

Your Goal should resonate with you, it should excite you! Your Goal should be meaningful to you. Vishen Lakhiani, the founder of Mindvalley, says that too often people confuse Means Goals with End Goals. For example, let's say that you set a Goal to have \$1 million. Most people think that is an End Goal, but in reality, it's just a Means Goal. It's a means to get you towards your true End Goal. Neale Donald Walsch makes the point that money has no value, until you give it away. So having \$1 million dollars is worthless until you spend it. You can't eat it, it won't keep you warm at night. But if you had \$1 million, you could spend some of that to buy food, or to buy a house. You see the food has value, the house has value, the \$1 million is useless to you until you give it away in order to get something of value in return.

Let me give you a practical example. Let's say you come to me and say my Goal is to have a Porsche! The problem with that is that when you think about "a Porsche" as being the End Goal, it invokes this old fashioned S.M.A.R.T. Goal mentality. You immediately think, well WHEN do I want this Porsche by, HOW am I going to accomplish that? You think, well I need to make more money or I need to do this that and the other if I'm ever going to afford a Porsche. Before you know it, you're thinking about all these other things, what can I do to make more money, how would I do that. You've stopped thinking about what you wanted in the first place which was to have a Porsche!

So let's get clear. If your Goal is to have a Porsche, then that's not really your End Goal, that's your Means Goal. If you need something that's going to get you from A to B, then you can buy a car for like \$1,500 that will do that, so why do you want a Porsche?



So you say, well if I had a Porsche it would give me this amazing feeling every time I drove it. OK, describe this “amazing feeling” to me. So, then you start saying well, I just love the way they sound, I love the engine note when you’re accelerating, I love the way the leather feels on the steering wheel when you wrap your hands around it. BOOOOM!!!! That’s your Goal! Stop thinking about this abstract concept of a Porsche, and just visualise yourself being in the car, hearing the sounds, feeling the feelings. That’s your End Goal. The Porsche is just a Means that will allow you to feel those feelings.

So, with this in mind, what I want to do now is to move on to some Goal Setting exercises for you. Remember, you don’t need to be too specific at this stage. This is just a BIG picture brain storming exercise.

Grab a note pad and a pen and as we go through these things, just write down the first ideas that come to mind.

*NB: You can type this up later if you want but it’s always best to use paper and pen when you’re doing these exercises because it lets you flow more freely.*

If I were to ask you right now, What is your Goal right now? Do you even have a Goal right now? I’ve found through my Coaching, that a lot of people don’t really have Goals. That’s not because they’re lazy or they don’t think Goals are important. It’s because they’ve been taught wrong methodologies for creating Goals so they’ve never really found a Goal that has resonated with them. So if you have a Goal, then congratulations, you’re one of the few who do. If not you’re certainly not alone.

If you have a Goal, that you know right now what it is without having to think about it, then write it down on a separate piece of paper first, otherwise just move on to the exercises.

As you move through the exercise, just write down the first thoughts that come to mind. Don’t try to pre-judge or qualify anything, just get the idea’s down. We’ll mould these into one coherent Goal for you in the final section of Creating A Congruent Life.

## Exercises...

### Right Now

- 5 Things that make you happy.
- 5 Things that make you unhappy.

### Moving Forward

- 5 Things that you would like to DO.
- 5 Things that you would like to HAVE.
- 5 Things that you would like to BECOME.
- 5 Things that you want to AVOID.

### What Is Your No. 1 Priority?

*Some examples... (or you may already know your No. 1 Priority)*

- More money
- More time
- Financial freedom
- More knowledge
- More skills
- Personal development

### Ask Yourself These Questions *(for your No. 1 Priority)*

- Why that one?
- Is that important to you? Why?
- What are the consequences of not having it?
- Does that worry you? Why?

## (2) Am I In the Right Career?

Next we'll look at your Career. This is an interesting exercise even if you love your current career. Basically, the work that you're doing right now usually fits into one of three categories.

### 3 Types of Jobs

- 1) Your Dream Career.
- 2) Stepping Stone Career.
- 3) Job for Now.

Your Dream Career is pretty self-explanatory. A Stepping Stone Career is one where it may not be your Dream Career but it is leading you towards your Dream job. Maybe you want to be a lawyer but right now you're working as a legal secretary while you do further studies as well as getting some relevant legal experience along the way. So, your job is a stepping stone along the path to your Dream Career.

Then you may have a job which is not really a career, it's just a job that you're doing right now. There can be many reasons why a person would be working a job just for now and there's nothing wrong with that. Maybe you don't know what your Dream Career is, so you don't know which direction to take, but you need to pay the bills so you're just doing something for now.

How would you characterise the career that you have right now?

One of the ways I've found particularly useful when working with my Clients is to look at the work you're doing now in a non-traditional sort of way. I find that this is particularly useful with the first two categories, but may be a fun exercise even for the third. Often times it can be easy to get caught up in all the hyperbole and jargon of the work that we do and lose sight of exactly what we're really doing and why we're doing it.

I was once doing a session with a Client and she was really having trouble seeing if her current career was really taking her where she wanted to go. Just off the top of my head, I asked her, "How would you describe what you do in a typical day at work to an alien or to your grandchildren?" It turned out to be a really fun way of stripping away all the jargon and really looking at WHAT YOU'RE REALLY DOING!

So now, whenever I'm helping someone with their career, I always ask this question, "How would you describe a typical day at work to your grandchildren?"

Kids don't understand jargon, so we have to talk to them using very simple concepts. It's been kind of interesting for me to use this method on myself as well. When I think of my previous life in Corporate, I was an Account Exec selling Life Insurance. I was very good at it, in fact, I was consistently No. 1 in sales in our company.

When I think back to it, I tend to think in traditional terms, being No. 1 in sales, always exceeding KPI's, being a top revenue earner and so on. Now that would be good to talk about in a job interview, but try explaining that to a three year old!

How would I explain to my grandchildren what a typical day in my life was like...

*"Well, I would get to work of a morning, have a coffee, say hello to all my friends. Then people would call me on the telephone, and then it was my job to make sure that when those people died, there would be money so their children and the rest of their families could be looked after!"*

What a difference. And perhaps that shows why I did so well in that job because I genuinely believe that to succeed in any job you have to really enjoy what you do AND you have to have a sense of purpose.

So by doing this exercise for myself, I discovered why I loved that job so much. Notice that I didn't mention anything about sales or KPI's. What grandchild would understand that! Instead, when I was going through the exercise, the idea's that were coming up for me were things that I wasn't even conscious about. Without even thinking about it, I mentioned going in to work and having a coffee. That made me realise that I enjoyed going to work because of the relaxed atmosphere that I worked in, and that I could have a coffee if I wanted to. Not all workplaces are like that. Some are so regimented that you could never do that. So, I discovered that one of the keys to my success was the relaxed atmosphere I worked in.

I also mentioned my work friends. Again, I wasn't even conscious of this when I was working there, but having such good friends at work really gave me a sense of community, another important attribute to feeling happy at work. And perhaps most importantly, I didn't try to explain WHAT I was doing, the processes that I was using, instead I talked about the impact that would have on others. That if people bought Life Insurance, (and note, I never mentioned anything about selling Life Insurance) then their loved ones would be taken care of when they passed away. That was something that I truly believed in. Without even realising it, I had uncovered a sense of purpose and fulfilment in what I was doing that was another key to my success.

So now it's your turn to have a go at this.

How would you describe a typical day at your work to your grandchildren?

When you do this exercise, what are the things that you notice about your answers. Do you see things like a sense of community or a sense of purpose such as I did? Do you notice anything else coming through?

As with before, write your answers down right off the top of your head and then keep them handy. We'll bring all this together in the final section. One more thing I just wanted to touch on before we move on to the next topic.

## You Get Promoted!!

Another thing that I just wanted to cover off here is something that is not that common but it does come up for some of my Clients from time to time. That is, that when you're doing well at your job, maybe you get promoted! Now that should be really awesome news right! And for most people, that's a really exciting, rewarding and well-earned experience, (not to mention you may get a pay rise too!). But for some people the excitement can be short lived. One moment you're in your Dream Career and then you get promoted and that takes you away from doing the job that you loved so much in the first place. Often it can seem like you're suddenly burdened with all this extra work, extra responsibility, a heap of admin crap and you're no longer doing the work you love.

How do you make sure that you're still able to find enjoyment in what you do? Well, here's some suggestions to help you out.

Find what you love about your job, and then find how you can apply that to your new job

Take away all the labels and jargon surrounding your job. Is there anything (task), about your job you like doing and would like to do in one form or another moving forward?



## Let Me Give You An Actual Example

I recently worked with a young girl, I won't use her real name here, we'll call her Tiffany. She was working for a small online stationery business that was expanding rapidly. They specialised in selling stationery as well as arts and craft type paper and scrapbooking supplies. Tiffany had a fairly basic job, she was packing boxes to be sent out to their customers, but she actually really loved her job. She knew that their typical customer was going to be an arts and craft type person or someone who was into scrapbooking. She knew that these types of people loved attention to detail. She took great pride in packing each box. She made sure that each box she packed was special.

Because she was so good at her job, she ultimately got promoted. She now found herself managing people who were packing boxes. The actual packing that she loved so much, she no longer did. Instead her days were filled with admin and making sure that the people in her Team were all doing their jobs. She started to really hate her new job. So, we did these exercises together. I said, you were obviously very passionate about your job. What was it that you loved about it, and made you so passionate. Eventually, she said well the thing that motivated me was with every box I packed, I tried to image the look on the face of the customer who would be opening it.

I said, THAT is what made you so successful and so passionate about your job, THAT is what you need to focus on in your new job. Forget about trying to teach skills to your Team. Teach your team your PASSION. Make your Team as passionate about their job as you were and you won't have to worry about anything else.

Then I taught her to see her job in a whole new light. Instead of thinking of her job as being merely admin and managing, I told her to see herself as a PASSION MULTIPLIER. She could take her passion and multiply it by all of her Team. Instead of just imagining the faces of her customers, imagine that same feeling multiplied by your entire Team! Needless to say she soon started to love her new job!

## (3) How Can I Monetise My Existing Skillset or Experience?

The next section is a real game changer. This is where we look at how you can monetise the existing skillset and experience that you already have, to bring in more money. When we talk about bringing in more money, that can be anything from making an extra \$100 per week to creating the next Uber!

Another important thing to look at obviously, is whether or not you even want to make more money. There are plenty of people who are quite happy with what they make and are not looking to change career or make more money. One of my first Clients was actually a lawyer who made good money, he was happy with what he was making, didn't want to make any more, but was looking to get more fulfilment in his life.

But if you are looking to bring in more money, and most people are, then this is the really exciting part. It's exciting because what we're talking about here, you can implement NOW!

But before we look at any strategies, it's important to look at the mindset that we have towards money. Often times, the things that hold us back financially are the idea's that we have around money. I break these up into 3 categories.

### Your 3 Breakthrough Money Concepts

- 1) Your Money Paradigms.
- 2) Your Openness to Money.
- 3) Your Self-Worth.

## Your Money Paradigms.

Your money paradigms are the ideas that you tell yourself about how it's possible to make more money. When I'm talking to my Clients about how to bring in more money, the same things that keep coming up time and time again are things like, get a pay rise, get a higher paying job or get a part time job.

That's a result of the conditioning that we've been bought up with. We equate time with money. We're paid a certain amount per hour so the only way to increase what we make is to either increase the amount of hours or the hourly rate.

But in reality, there are countless ways that you could be earning more money, it just requires a shift in your mindset around money. Not to say that the traditional ways are bad. After going through the Career Section, you may decide on a new Career and that may bring you more money, and if that's all you want then that's fine. I'm just saying that you shouldn't limit yourself to ONLY thinking that way. So, next we'll look at how to open yourself up to new ways of making money.

## Your Openness To Money

Once you accept that there may be more ways for you to bring in extra money, then I want to create within you the awareness that money is all around you and you can claim as much as you want. It's all your mindset that controls how much you THINK you can make.

Someone once asked me how I make so much money. I said, it's really simple. I just don't consider what I'm making to be "*so much money*". We seem to think that it's hard to make "*a lot of money*" but you get to choose how much you think is "*a lot of money*". If you think \$100,000 is a lot of money, then you'll always find it hard to make that much because your programming tells you that it's hard to make a lot of money. But if you changed your thinking and didn't think that \$100,000 was a lot of money, it would be fairly easy for you to make that much, because it's not "*a lot of money*"!

I've often used the example with people of trying to work out how much money is in the street where you live. Quick example, let's say that 200 people lived in your street and the average income was around \$50,000. That's \$10 Million in your Street! Think of your favourite Shopping Centre, what would the turn-over be there in 1 week?

I'm just trying to open your eyes here to the idea that money is all around you. It's not something which is scarce. Or as best-selling author Bob Proctor puts it, "Money is very obedient, if you call it, it will come. You just have to know how to call it".

Once you start to believe that it's easy to make money, you'll start seeing opportunities opening up all around you. I'm going to give you some examples and some exercises to start opening you up to the possibility of making more money, but first I just wanted to cover off on something which is very important and that is that you feel worthy of money.

## Your Self-Worth

Another thing that I wanted to touch on very briefly here is your sense of self-worth. I quite often spend an hour or more on this topic alone with my Clients so I'll try to be brief here and summarise. The main point I want to get across is the difference between feeling that we "Deserve" something as opposed to feeling that we are "Worthy" of something.

When most people think about money, they tend to think that it's something they deserve as a result of doing something. Like when you work, you deserve to get paid. But being worthy, requires nothing on your part.

The problem of thinking that we deserve something is that we're constantly measuring ourselves to see if we measure up, and it's usually a pretty subjective measurement anyway. In one sense the idea that we deserve something as a result of what we have done can make us feel bad when we don't get what we feel we deserve. We work, so therefore we deserve to get paid, but when we go the extra mile and don't get anything in return we feel that we are being short changed. We're not getting what we deserve. Or we get passed over for a

promotion and we think, I deserve this more than that person. At the other end of the spectrum it can have a very limiting belief. If we're making \$50,000 per year, and we feel that we deserve that, then obviously to make more money than that, I'll have to work so much harder, otherwise I won't DESERVE to earn any more. You'll never make more money than you feel you deserve and usually we're pretty hard task masters on ourselves.

But when we think about being worthy on the other hand, it requires nothing on our part. There is nothing we have to DO in order to qualify as worthy. Being worthy is a birth-right. We are all born with certain inalienable rights that we are worthy of. We are all worthy of love, we are worthy of happiness and we are worthy of being abundant in all areas of our lives.

And let me give you a sneaky little hack to getting more money. It's abundance. I want you to understand that abundance is something that is universal. That is, you can't be abundant in some areas of your life and not in others. When you are abundant in ANY area, you will be abundant in EVERY area. It's a Universal Law! If you're finding it hard to attract money then focus on one area of your life where you know you can be abundant, and you will, by default, attract abundance into every other area of your life. The way you know when you're truly abundant is that you can GIVE abundantly!

Let me just give you a quick example. Let's say that you decide, I can control whether or not I choose to feel happy. So, I am going to choose to be abundantly happy. That means that you will not only BE abundantly happy, but you will GIVE abundantly of your happiness to others. So when you meet someone, you instantly give them your biggest smile, you make every person you meet feel happy, warm, appreciated. You are grateful for all the things in your life, you stop for just an extra moment to notice the beauty in a flower. Before you know it you are abundantly happy! You give abundantly of this happiness to others. Abundance begins to flow through you. Before you know it, you become abundant in your finances, you become abundant in your relationships, because once you become abundant in any area, you MUST as an absolute Universal Law, be abundant in every area of your life. And the best part is, you don't even have to worry about it. Abundance will find you.

## OK, Let's Move On To Some Practical Exercises.

### Some Questions To Ask Yourself

- What skills do you regularly use in your job?
- What skills do you regularly use outside of work?
- What experience do you have?
- What have you learned that you wish you had of known before?
- What is something that people often compliment you on?
- Is there something that people often ask you to help with because you're good at it?

Write these answers down, don't pre-judge anything. You never know where your million-dollar idea could come from. As you review these answers, you'll probably realise that you knew more than you thought you did. Now think about this unique knowledge that you possess.

### Ask Yourself These Questions

- Is it possible that other people would also benefit from that knowledge?
- Is it conceivable that other people would pay for that knowledge?
- What would be the best method to get that information out to people?

Doing this exercise will encourage you to think outside the box. For further inspiration, I've arranged some Case Studies of examples that some of my Clients have come up with. These stories might encourage you to use all the knowledge that we now know you possess and create your own success story.

Finally, we'll move on the final section where we bring all this together.



## Case Studies

Let me give you some real-life examples of some the innovative ideas that some of my Clients have been able to come up with after working with me. *(names changed for privacy)*

### Lorraine.

Lorraine was an Office Manager by day and a budding artist on the side. She was quite good at painting and knew she could make some extra money from her paintings but didn't think she could really make a steady income as a full-time artist. We tossed around some ideas of how she could monetise her art.

While we were brain storming, one of the ideas we came up with was illustrating children's books. She took that idea and began to investigate it further. She discovered that there were a lot of resources online to teach people how to come up with kid-friendly story lines to write your own children's book. I suggested she investigate combining them together. She started teaching classes at night showing people how to put together their own children's book. How to create the stories and also, of course, giving first hand tuition on how to illustrate them. Her classes became really popular and she started doing more of them.

She still works full time in her office job for now, but she's making more money than she ever did by just selling her art. She is now in the process of putting together an e-book so that she can leverage her time, and she's starting to prepare a Business Plan and is looking to quit her job and go full time in her new Business in the near future.

## Sophia

Sophia was a stay at home Mum with 3 kids. When her youngest daughter started kindergarten she suddenly had a lot of time on her hands. They were doing OK financially so she didn't really need to go back to work but she wanted to do something productive with her time.

She didn't think that she really had any skills that she could use. I took her through the process that we described earlier of doing an inventory of her skills. I asked her the question if there was something that she had learned that she wish she'd known before? Strait away she answered, OMG YES!! Turns out that for the past 5 years, she had been the Team Manager of her sons Football Team. Turns out there's a lot involved with managing a Junior Football Team. There are all kinds of issues with regulations, OHS, insurances, venues, dealing with parents and the list goes on.

Once she started talking about that, it all just flowed out of her. I said WOW, now that is obviously something that you are VERY knowledgeable in and you're obviously very passionate about what you do. I asked, could other people benefit from that knowledge, she said, I don't know, I think so. I sure wish I had someone to teach me all this stuff when I started.

She ended up putting together an e-book which she promoted throughout a whole network of not just Junior Football Clubs but all kinds of Junior Sport. Her e-book sold like hot cakes!

## Tom

Tom is someone I have just started working with recently. He was previously a teacher who had quit his teaching job in order to pursue his dream of becoming an actor. But things weren't working out. Tom had done acting classes and really was quite an accomplished actor, he would go to heaps of auditions and he knew that he was doing well at the auditions and giving it his best shot. But he just didn't seem to be landing many roles. The roles that he did land were all too few and far between and he wasn't making much from acting. He had to do odd jobs just to support himself. Tom knew that he would be better off financially if he just went back to teaching but he knew also that with the restrictive schedules of schools, it would be impossible to do acting as well. So, going back to teaching would be giving up on his Dreams. He didn't want to give up on his Dreams but he also knew that he couldn't keep on struggling. He just didn't know what to do.

In our session, I encouraged him to definitely not give up on his Dream. But I also knew that we had to find some way of addressing his financial problems if he was going to be able to continue to pursue acting.

We attacked the problem from 2 sides. First of all, I worked with Tom on his sense of self-worth and got him doing meditation and visualisation exercises that would put him in a state of already having landed his Dream roles. As you visualise and internalise, so you attract that vision into your reality.

Secondly, I helped him on a practical level, to get him bringing in more money now. We did the inventory exercise and we uncovered that what Tom saw as FAILURE, I saw as EXPERIENCE! I said, Tom you have so much EXPERIENCE around doing auditions, plus you have genuine acting ability. I asked him, could you put together a list of advice that you could give new people who were just starting out in acting about how to handle auditions? What about the roles that you auditioned for that you DID get. What was it about those performances that got you over the line? What are some of the pitfalls that you would warn other budding actors to watch out for when they're just getting started?

Within a couple of sessions of working with me, Tom was well on the way to creating an e-book for up and coming aspiring actors that would be a road map that they could follow from someone who has been there, done that experience.

## Jessica

Jessica was actually one of the first Clients I ever had. We had worked together previously in the Corporate world. Jessica had been looking to get out of the Corporate trap for some time and start her own Business but just didn't know how to go about it.

We did the inventory exercise together and uncovered that she had a passion for cooking, but she didn't want to become a chef or anything. I knew first hand that she was great at making cakes and slices because we were lucky enough for her to bring them in to the office occasionally. She was also quite artistic with her cakes, and everything she made looked and tasted amazing.

We discussed her doing something around the area of her passion which was obviously cakes and slices. We looked at her options. She knew that there was a market out there for really elaborate cakes because she'd been following people on Instagram who made these amazing cakes. She didn't feel that her cakes were anywhere up to the same standard.

So I said to her look, you obviously have natural talent and flair in this area. You're entirely self-taught, never done any classes and yet your cakes and slices look amazing. Perhaps you should consider doing a course in cake decorating. You already have a natural flair for it, combined with some formal training, you could really become great.

So she enrolled in a cake decorating course. She loved the course and her cakes improved. She wanted to learn more, so she ended up doing several more courses, each one more advanced. She ended up making the most amazing looking cakes you've ever seen!

Next, we had to work out a strategy for her to monetise. The obvious platform was social media. She quickly built up a following on Facebook and Instagram. Today she sells cakes for around \$200-\$300, she's clearing over \$1,000 per week and she loves her life!

## (4) Creating a Congruent Life

OK, so this is the really exciting part where we begin to bring everything together into a congruent life. Congruence is something that Tony Robbins talks about a lot and it just means to have everything being consistent. To ensure that your life is headed in one direction and that every part of that supports that direction. This is where you'll begin to understand the importance of the "brain-storming" exercises we did in the previous sections. It's important not to be too specific when you're doing the brain-storming exercises or you'll limit your thinking.

When we do these brain-storming exercises, it's actually not uncommon to come up with conflicting ideas. If we try to think about it as we go, our conscious logical brains will try to reconcile these ideas which will limit our thinking moving forward.

Now that we've gone through these exercises and you've given your creativity a chance to flow through you, we can now sit back and let our logical brains filter through these ideas to bring out those things that are most important to you.

### Let Me Give You An Example From My Own Life

When first started working with a Life Coach, one of the issues that I really wanted to address was 2 conflicting visions that I had for my life.

In one scenario, I saw myself creating this massive global company. Now this wasn't just some vague idea, I had very specific visions about how I wanted it to be. I knew what structure I wanted, I knew what type of products we would sell, I knew our Unique Selling Proposition that would catapult us ahead of the competition. I had a vision of how I wanted to serve people with this company and how we could really make a positive difference in the world. I had it all figured out.

The second vision that I had for myself was a much more low key affair. I saw myself as being a financially independent entrepreneur, but one with a lot more time. Again, I had very specific ideas about the type of business and investments that I would have to support me, I knew the sort of contribution that I wanted to make to the world, but this vision was more about working less and having more time. Time was the most important thing in this vision. I wanted time for myself, time to travel, if I had a partner I saw both of us being stay at home parents and just having more quality family time.

Now, just to be clear. When I had the vision of creating a massive company, it wasn't because I was greedy and wanted to just have heaps of money. When I created a vision of a life with time, it wasn't because I was lazy and just wanted to sit around all day. They were both ideas that really resonated with me, but I knew that they were both incompatible.

By myself though, I wasn't able to reconcile these competing ideas. But with the help of a Life Coach, we actually went through a series of exercises where he helped me to really dial down to the things that were MOST important for me. The life that would be most Congruent for me.

In the end, the winner was the life of time. The more we dug into it, I was able to see that by my own admission, I am a bit of a control freak. I ultimately came to realise that if I did start my own global company, me as the control freak would have to be CEO and I'm just not the sort of person who could really step back from that once I started, and smell the roses. If I started the company it would become a lifelong obsession that would consume my life.

I give you this example, just to say that firstly, it's important to brain-storm ideas for your future without any pre-judgement. But then to say, once you have these ideas down, it's important to get some clarity so that if there are any competing ideas, you can really dial down to what is MOST important to you so that your life can be congruent and headed in the one direction.



## Putting Together Your Congruent Life

OK, let's bring all this together. What we're going to do now is to review everything we went through in the brain-storming exercises, starting with Goal Setting. By doing the brain-storming exercises we identified something more important than Goals. We identified the core feelings and emotions that you want to be feeling in your life moving forward. This should form the basis for your Goals, Career and financial aspirations from this point on.

These feelings and emotions are the thing which is going to bring you true happiness in your life, so it's important that everything in your life supports this. I call this your core. I use the analogy of your core being like a skeleton of a body or the frame of a house. It is essential to provide the structure for your life. Once you have your core we can start putting some meat on the bones and filling in all the gaps. We do this with your Goals, Career and financial aspirations. Now that we have the core, or the structure, in place, we can check everything that we attach to it, to make sure that it fits in place. We can check that what you're doing supports your core and is congruent with that.

There's no point in having what you might think is a "Dream Job" if it's not congruent with your core, you'll ultimately end up unfulfilled. Same goes for monetising your ideas. You want to monetise ideas which are going to support you in the direction you want to go.

First of all, we want to make sure that your Goals themselves are congruent. Like myself, and many other people, you may have Goals which are conflicting.

Start with the list of 5 things that make you both happy and unhappy. Do you see any trends developing there? Beside each one, I want you to write down WHY that particular thing makes you happy or unhappy. Just like the example we used earlier with the Porsche, keep digging down and asking WHY until you come to the real underlying issues. These will form the basis of your core.

Let me give you an example.

Let's say that one thing that makes you unhappy is getting bills. Getting bills is not really a problem. If you could eliminate bills from your life, would you be happier? Well, if you could eliminate a phone bill from your life, it probably means that you'd have no phone. If you eliminated an electricity bill, you'd probably have no power. Would that make you happy? Probably not!

So, getting bills is not really making you unhappy. Let's dig deeper. WHY would getting a bill make you unhappy? Well, getting a bill might make you unhappy if, the way you communicated that to yourself is that every time you get a bill, it means that you have to pay money out of your finite resource of money. You have a scarcity mindset that says I only have a finite amount of money, every time I pay a bill, there's less money for other things.

So having a bill, to you, means having less money. But as we discovered earlier, money is just a means to an end. Money itself has absolutely no value whatsoever until you give it away to get something of value in return. So even having no money, is not the real source of your unhappiness. We need to dig deeper than that.

What would money allow you to do? Well, having money would give you some options. If you had money, you could buy food, you could buy clothes, you could go travelling, you could pay rent. If you had enough of it, you could buy a house or even a Ferrari. And yes, you can even use it to pay bills.

So, the real reason that getting a bill makes you unhappy is because you feel it is taking away options from you. The less money you have. The less options you have. So, if bills are on your list of things making you unhappy, then next to it, you might write, "Less options".

If that's the case, then there are 2 things that you need to do, to overcome that source of unhappiness. The first is to adjust your mindset from scarcity to abundance. As we said before, when you become abundant in any area of your life, you'll be abundant in every area of your life.

Think of it this way, bills are only a problem if they are taking away from a limited resource of money. If you were abundant, you wouldn't have to worry about it. Imagine, you were sitting by yourself at a table in a coffee shop having a morning coffee. You wouldn't get half way through your coffee and then get up and move across to the other side of the table so that you didn't use up all the oxygen on one side of the table! You have an ABUNDANT supply of oxygen, so you don't have to worry about running out! Same goes for money.

The second thing that you would want to do is finding things that you can monetise to bring in more money. But it's important that you get the mindset right first. If you're making \$50,000 per year and you have a scarcity mindset, then increasing your income to \$550,000 per year won't solve your problem. Every time a bill comes in, it's still going to take money out of your finite supply of \$550,000. You have to get beyond money. Yes, money can help, but you've got to get the mindset where you're no longer thinking in terms of money but in terms of abundance.

On a practical level, let's say that you're making \$50,000 per year and have \$1,000 worth of bills to pay each month. Then making an extra \$12,000 per year could pay those bills and still leave you with \$50,000 left over! The way you make an extra \$12,000 per year is to forget about the money and focus on abundance. This may seem like a contradictory thing to say, but it will be much easier to make an extra \$12,000 per year when you're focussed on abundance, then to make an extra \$10,000 per year when you're focussed on money.

That's because when you're focussed on making an extra \$10,000 per year, you're trying to make extra MONEY, and you perceive that as hard, so therefore it becomes hard. If you're focussed on abundance, then you're not trying to make any money at all. You're just focussed on being in an abundant state where you no longer have to worry about paying bills. As a result, an extra \$12,000 just shows up in your life, because that's what's required for you to not have to worry about paying bills.

## Back To Your List.

So now you should have your list of the 5 things that make you happy and unhappy. Beside each one, you should have dug down to find out the real underlying cause of your happiness or unhappiness for each.

This is an important building block to establish your core, because these are the real feelings and emotions that you want to have show up in your life. When you look at your list, do you see any recurring themes there? Do you see any conflicting themes?

When you look down the list, maybe you see something like the example we used of not having options as something that comes up a few times in your list of things that make you unhappy. Perhaps having options shows up in the list of things that make you happy. Well, that's a pretty good indication that having options is something which is really important for you. Having options would therefore be a core value for you. It's part of the skeleton or frame for your life. Therefore, everything that you put in place on your core must support that.

As we move forward, you'll want to make sure that your Goals are supporting you in giving you options. You'll want a career that will give you options, you'll want to be making the sort of money which will give you options.

That's just one example. You'll obviously have a range of different things showing up for you, but the same principle still applies. Use this method for each of your 10 things and look for the themes.

## What About Conflicting Themes?

Like we said before, it's not uncommon for you to get conflicting themes. 2 things that are opposites of each other. If that is the case for you, then like me, you'll want to find the things that are MOST true and MOST resonate with you.

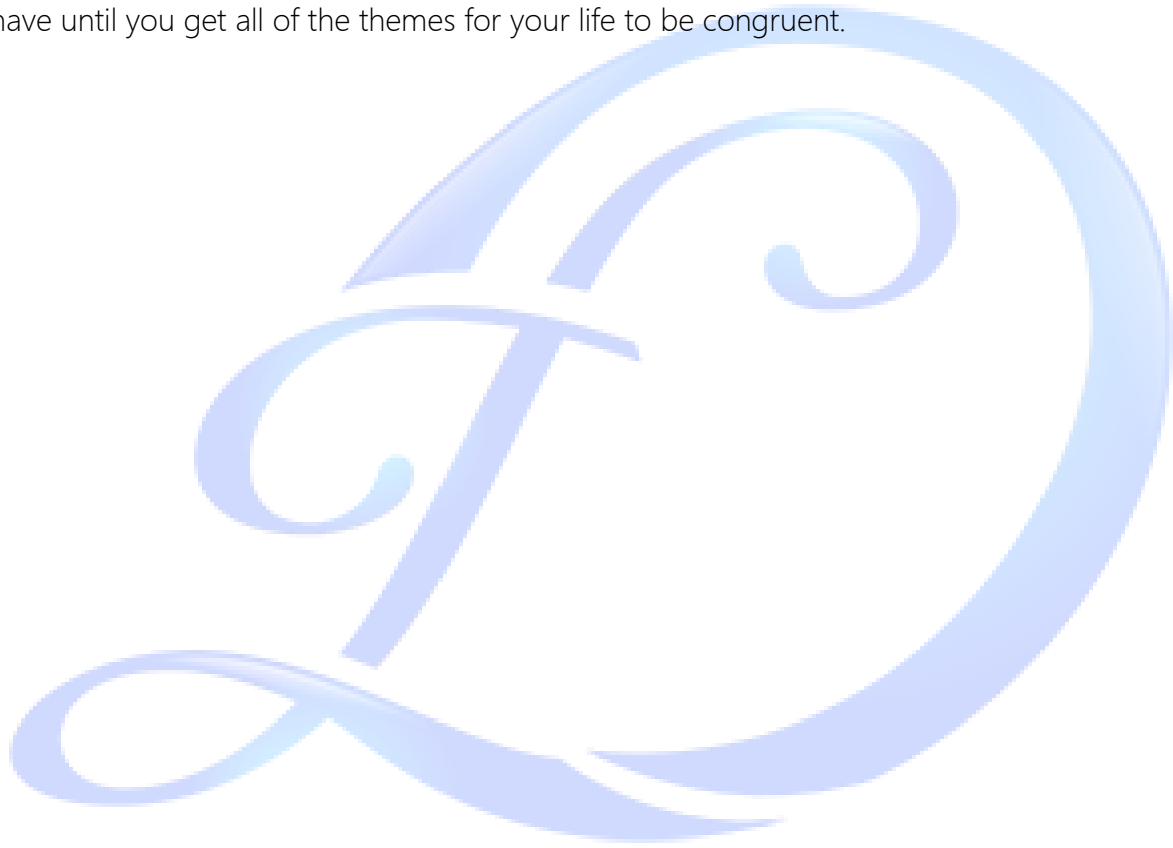
If it's not immediately apparent to you, which it certainly wasn't for me, then let me help you with some strategies that my Life Coach shared with me, which helped me to uncover the things that were most important.

So, if you have conflicting ideas, then what you need to do is firstly imagine yourself being ultra-successful in each one. What would success mean to you? Imagine yourself achieving 110% of what it means to be successful, you achieve everything that you could possibly ever imagine and then some. Do that for each conflicting idea. Is there any one which is resonating with you more so now? If not, then imagine yourself being successful with each one, in the context of the other one.

For me, the idea of having my own company wasn't about how much money I could make. It was really about having a sense of control. I could control every aspect of the company. The idea of being an entrepreneur was really about time. I could have more time for myself, more time to do the things I love, more time to spend with family.

So I imagined myself being really successful with my company. I could control every aspect, but it meant that I had to give up time. Then I imagined myself being successful as an entrepreneur. I would have the time that was so precious to me, but it meant not having as much control.

When I looked at it this way, the choice was much easier. For me, the important thing was time, more so than control. Use this same approach for any competing ideas that you might have until you get all of the themes for your life to be congruent.



## The Magic Begins !

Now we have established your core, and we know what everything in your life must now be congruent with. Now we can really start to pick up the pace and get into momentum. Now that we have established your core, everything else will be quick and easy.

Next, we'll use the same approach for the five things that you want to Do, Have and Become, as well as the five things you want to Avoid in your life?

Again, dial down until you get to the real underlying WHY for each one. Then check for themes, resolve any conflicts using the methods we discussed.

These are now your true Core Goals. Next, move on to what you wrote for your No. 1 Priority. This was a Goal that you wrote down BEFORE we established your core. As I've already explained, it was important for you to do things this way so as not to limit your thinking. Often times, we can create Goals that we don't really want or Goals that look good on paper or sound like something we should have. But now that you have your Core Goals, ask yourself, is what you wrote for your No. 1 Priority still congruent with your Core Goals?

If the answer is YES, then congratulations! You have a real Congruent, Core Goal. Something which truly resonates with you. If not, then go back over the Goal Setting exercises until you find something which is congruent with your Core Goals.

Next, we'll move on to your Career and finally monetising your creativity. We'll be using the same approach for both, and because you now have your Core Goals as a frame of reference to work from, we can move through these much quicker.

## Looking at your Career

What stage of your career are you in at the moment? Are you in your Dream Career, moving towards it, or are you just doing something for now until you find your Dream Career. After reviewing your Core Goals, is your Dream Career still congruent for you? Do you even want a career? After reviewing their Core Goals, some people decide that they'd rather focus on monetising their skills to create a Business or some other kind of life calling.

If you're not currently in your Dream Career, but you would like to have a career, then go back to the example that we used previously of describing your day to your grandchildren. Use your Core Goals to guide you. If you're not looking for a career, then you can move on to the next section. If you are, then regardless of whether you're in your Dream Career at the moment, moving towards it or still searching, go through these exercises below.

- Describe your Dream Career?
- Are you there now or moving towards it?
- What are you / would you, be doing?
- How is that congruent with your Core Goals?
- Describe in detail how what you do, fits in with your Core Goals.
- Now, describe a day in the life of your new Dream Career to your grandchildren.

So we now have congruency in...

- Your Core Values (the feelings and emotions that you want to feel).
- Your Core Goals.
- Your Dream Career.

Next we'll move on to how to monetise your ideas.



## How To Monetise Your Ideas and Experience

We're almost done on the journey of creating a congruent life. In fact, for many of you, we're already there. There are many people who take great pride in their chosen careers or perhaps feel that there is a career that they're not doing now, but one that is really calling them.

For many people, they are quite happy just with their careers and are not looking for anything else. For others, they really love what they do, they're not looking to stop but they would like to have something else that they do in addition, like starting a part time Business.

For others, they may or may not like what they're doing at the moment, but it's not a Core Value for them, it's not congruent with their Core Goals. For them, being congruent, means doing something else, whether that be a Business or some other life calling. Well that's what we're going to discuss now.

Go back to the exercises we did with your money paradigms and your openness to money. Have you changed your mindset towards money? Are you still trying to "make money" or have you shifted your consciousness towards abundance?

Now look at your self-worth. Do you feel that you are WORTHY of abundance, for no other reason than you recognise that abundance is your birthright?

OK, now you'll have the answers to the exercises that we did in Section 3. You'll know what your strengths are. What skills did you write down that you have, what skills do you use? What experience do you have? What are people always complimenting you on? What are people asking YOU for help with because you're so good at it? What have you learned, that you wish you had of known before?

Now you'll have a set of skills that you have, that you know you're good at. You'll also know the things that other people think you're good at. Now look at your list of Congruent Core Goals. What things could you do with all of your skills and abilities that would be consistent with your Core Goals?

Would other people benefit from this knowledge? Would they pay for it? Now, this is where it's really important that you get your thinking right on your self-worth. This is where a lot of really great ideas die. People get a really great idea, an idea that could really help others, in some cases, an idea that could transform the world, but it dies. It dies because they lack the self-worth to believe that one of their ideas could actually be worth something. Little Old Me Syndrome. Little Old Me, surely not, I couldn't create anything of value!

Let me ask you, what do the founders of McDonalds, Coca-Cola and Starbucks have in common? They all lacked the vision of what could be, they all sold their companies! Other people saw potential the founders couldn't see, and because of that, those companies are now household names! We all know the name Tim Paterson right? No? Well Tim Paterson created a computer operating system called QDOS in the early 80's. He sold it to Bill Gates, have you heard of him? Bill Gates saw the potential for just such a program before he knew it existed. He pitched his vision to IBM. They said yes. He needed a program, FAST. You see, Bill Gates had a vision, he just didn't have a program, he could have created one himself but didn't have time. Tim Paterson already had, so Bill Gates bought the program from Tim, licensed it to IBM, and the rest is history.

I want you to know that you are truly great, you are worthy of success, yes YOU. You CAN do this, and if you don't believe that now, go back and work on your self-worth until you do! Maybe you might use some of the examples of my existing Client's for inspiration. Think outside of the box, don't limit yourself.

Now let's assume that you DO believe in your self-worth. You know that you have ideas that the rest of the world is dying to hear about. The question you need to ask yourself is how do you get this information out to people? What is the best vehicle for you to use to disseminate this information?

Obviously, the best vehicle for you to use is going to depend on what you're doing. There are different strategies that are going to work in different situations. What you need to do is to put yourself in the shoes of your Clients. What form is your great idea going to take? Is it going to be an e-book that you sell online, will you be offering a service that you do personally? Do you have a product to sell? Some of the things you'll want to keep in mind are things like, how would your Clients most like to receive this great idea of yours? Also, how best can YOU deliver this service.

## When I First Started My Life Coaching Business.

When I first started my Life Coaching Business, I thought the best way for me to operate would be meeting with people 1 on 1. I thought that meeting with people 1 on 1 would best help me connect with them. Fortunately, I had a Life Coach who had, "Been there, done that" experience. He pointed out some of the limitations of this method.

Meeting with people 1 on 1 would limit both the amount of people I could work with as well as WHO I could work with. Working with people 1 on 1 would mean that if I wanted to see multiple Clients in a day, I'd have to allow travel time between each appointment. That would restrict the number of people I could work with in a day. Also, being from Sydney, means that I couldn't work with anyone from Melbourne, Brisbane, Perth or New York for that matter. He reminded me that OUR coaching sessions were always done over the phone. Helping people over the phone, I can connect with someone in Sydney of a morning, someone in Melbourne at lunch and finish with a Client in Perth in the afternoon. That's a week's work in person, not to mention the expense!!

Another very important point my Coach pointed out, which is something that I hadn't even considered, is that if I was to meet someone 1 on 1, it would mean that at least 1 of us, quite possibly both of us, would have to travel TO the appointment. That creates an opportunity for all kinds of things to go wrong. There can be hold ups in traffic and so forth.

If you've just spent the last hour in traffic, you're not going to be in the best mindset for a Coaching session. That means your session will be less productive. Quite often you could be meeting a Client in a coffee shop or somewhere which is not really that conducive to productive Coaching sessions when you have people all around in a busy environment.

Also, once you've finished a Coaching session, one or both of you will then have to travel back home. The power of a Coaching session can be lost if my Client then has to spend the next hour going home. By the time they get home, they're already stressed out from battling traffic, they get home and then they have to put the dish washer on, feed the cat and so on and so on, get the idea! By the time they get around to reviewing our session, the momentum is lost.

On the other hand, I now conduct all my Coaching by phone. I can speak to people from anywhere. I'm speaking to people from my home office, so I'm fully prepared, they're in their home so they're in a comfortable space and we have no distractions. Also, whenever I schedule a Coaching session, I always tell people to allow time after the session where they can just sit and review what we've been through. It creates POWERFUL Coaching sessions and they don't lose any of the momentum from our session, so it has maximum impact and nothing is wasted.

That's just an example of how I deliver my content to people. It works best for both me and the Client. Ask yourself, what is going to work best for you?

## Now It's Your Turn

Well we've come to the end of our journey, at least in this Guide anyway. By now, you've really accomplished a lot and I really feel like congratulations are in order. You deserve to give yourself a massive pat on the back. For many of you, I know the things that we've done together may have taken you outside of your comfort zone and I'm really proud of you for stepping up.

But now you've done all the exercises, you have all the knowledge, now comes the time to apply it. I hope this Guide has been a great asset to you, but it's just the beginning.

If you've come this far, then that tells me that you are definitely the sort of person who wants more from life and you have the commitment it takes to make that happen. What you do now is up to you. This guide is not intended as a complete A-Z Guide of how to live your life, but rather a Guide to get you thinking the right thoughts, asking yourself the right questions, taking the right sort of actions, as well as giving you a few ideas on strategy. If you had no other help, other than this Guide, this would be enough to get you started.

But if you do want to explore further together, then I'm here for you to help and support you at every step. I've designed a unique 21 day course where I'll personally coach you through everything that we've been through plus a whole heap more. But first, we need to see if we're a good fit working together, so head on over to my website book in for your FREE Discovery Session. This session is a great opportunity to get to know each other a little more, we can see if working together is going to be a good fit for the both of us, I can give you heaps of extra power packed tips and strategies, and it costs you nothing!

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