



**SUCCESS IS LIKING YOURSELF,  
LIKING WHAT YOU DO,  
AND LIKING HOW YOU DO IT.**

- MAYA ANGELOU

# Defining Your 5 Key Areas of Success

This is likely the hardest part of the program. Why? Because here's where you've got to get very honest with yourself. In a world filled with "shoulds" that have been foisted upon you since childhood, it can be challenging to quiet yourself and really hear what your heart truly desires.

That's why we're devoting an entire module to getting crystal clarity on how you define success.

Success isn't about what other people want for you. It isn't about what you think you want, or even what you think you should want. There go those "shoulds" again.

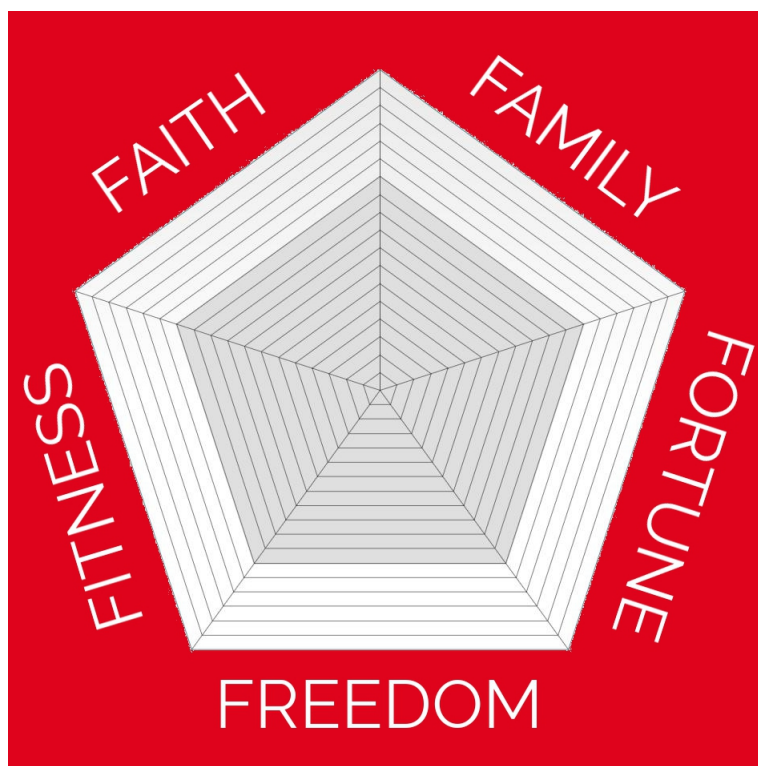
Time and again, when I talk with entrepreneurs, success is defined in 5 Key Areas of your life: **Faith, Family, Fitness, Fortune, and Freedom.**

**But what exactly does that mean to you?** Some people see the word "faith" and immediately think of going to church. Others think of big dreams and being courageous.

**The only definition that matters is yours.** This is one time when copying your neighbor's test answers will get you a failing grade for sure.

In this module, you'll be creating your own definitions of these words: definitions that resonate deeply with you. Those definitions will be the foundation of how you define success in the next 12 months, so it's important to take your time and really dig into the heart of these words. The framework that follows offers a very loose structure with which you can begin to see the possibilities of how you might define these words, but the actual definitions are up to you – and they are sacred. Don't let my loose definitions – or those of anyone else – force you to change your personal definitions. Even if they look nothing like your partner's answers, they are what's really guiding you at your core.

In the event you're working through this material with a partner, it's important for each of you to craft your own definitions first, THEN work together to find meaningful definitions that resonate for both of you. It may mean some compromise, but it should never mean compromising yourself or what matters most to you.



# Ruthless Honesty (AWOJAWA)

Take a look at the following word and, without censoring yourself, read it aloud:

**IAMNOWHERE**

Write down what you said in the space below.

You may have seen this kind of an exercise before. I've done it many times over the years, with different coaches. You may see "I am now here," or "I am nowhere." Once, I did the exercise and saw "I am not here." - which was very telling of my state of mind at the time!

Different words create different energy – and the strongest energy *always* wins. If you're hearing "I am nowhere" in your head, how often are you seeing life from a place of "nowhere" or "not enough"? How often are you seeing yourself that way?

Instead, the "I am now here" approach is neutral. There's no judgment about where you are, just a statement of fact. Here could be a cardboard box in a blizzard in the inner city, or it could be a sun-drenched beach with a cool breeze and lots of money to spend. There's simply no way to tell.

That's the idea behind what I call "Ruthless Honesty" - although, I admit that the phrase itself intentionally has some judgmental energy around it. When I think of ruthless honesty, I think of someone that's unrelenting and doesn't allow you to "fudge" the truth. I don't think of it as being mean, but rather, really forcing you to see the truth in all ways.

No sugar coating, no down-playing. One of my coaches calls it "AWOJAWA," which means:

**Awareness WithOut Judgment. Awareness With Acceptance.**

For the sake of this exercise, nothing is good or bad, right or wrong, it just is what it is.

There will be times when you wish you weren't facing a lesson you thought you'd already learned. Times when you want to be someplace other than where you're at. If you look at it with ruthless honesty, you can own the desire and still accept the circumstance.

As I write this, I'm roughly 100 pounds over my "ideal" weight. I'd really like to be at my ideal weight, but no amount of wishing, or hoping will make the needle move on the scale. Pretending I'm *lighter* than I am doesn't help me make the choices I need to see success. Pretending I'm *heavier* than I am doesn't help me either, because it restricts my options. In short, lying to yourself won't help you achieve success, and may actually slow down your progress.



# Faith

## What do you believe in? What gives you hope?

What if it were up to you to do something considered revolutionary in your world, but you lacked the faith in yourself to move forward?

We would all be robbed of your great work in the world. That's the crux of today's message.

Faith is that which inspires you to live the life you were called to live on this planet, to serve the world in your unique way with your unique gifts. It's found in the nexus between our core beliefs and our values.

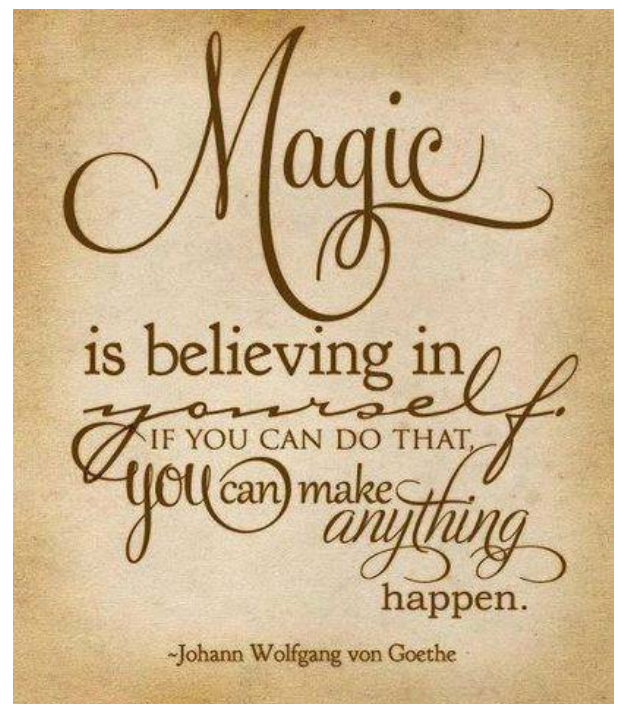
When you drive down the road, you have faith that the oncoming driver will stay on their side of the road because *you value your life* and have a core belief that *most people obey the law* – and you trust that other people on the road operate similarly. It's a simplistic example, but you get the idea.

Faith isn't *necessarily* about religion, God, or spirituality – those can be *aspects* of faith. For some people, this is the sum total of their faith experience. But there are plenty of people with *no* religious proclivities whatsoever who set goals and achieve them. But without a set of core beliefs and values, it's very difficult, if not impossible, to navigate the world.

Imagine a person with no core beliefs, or a person with no values who just moves through the world like a leaf tossed about on the ocean. Can you imagine a business like that? Better question: can you name a *successful* business like that?

Simon Sinek, author of "Start with Why" says that people don't buy what you do, they buy *why* you do it. The most successful companies are built on a set of core values and beliefs that guide everything they do.

As you look back on the last 12 months – and forward through the next 12 months, what are the core beliefs and values that empower you to move with confidence through the world, to own your dreams, to help you have a Noble Empire and live an inspired life?



# *My Definition: Faith*

For the next 12 months, this is what faith means to me and how I define it.



# Family

## Who empowers you? Who lifts you up when times are tough?

When we think about family, sometimes we rejoice, other times, we shudder. Living or dead, whether related by blood or not, our family are those closest to us. We're looking for the people who lift you up, inspire, and encourage you. As I wrote in *The Secret Watch*, "sometimes friends are as family."

Sometimes, we have blood relationships that are toxic or disempowering – for this framework, they are NOT part of your family definition. If you have a toxic relationship that needs healing (perhaps with a parent or child), this is really a fitness goal, not a family one.

Most of the time, our disempowering relationships are found within our blood relatives. Why? Because for most of us, it's way easier to cut ties with a toxic friend than it is a toxic blood relative.

This is one time when you really do get to pick your family!

**Who are the people that provide the strongest support and deepest emotional connections?** These are the people you'll look to in strengthening your family relationships.

I spend very little time with my blood relatives these days. My grandmother died while I was in high school, and the whole family seemed to change – and not in ways that empowered me. Since then, I've done a lot of "growing up" and now my family includes my husband and kids, along with my close friends in several groups I've connected with over the years. From spiritual groups to theatrical groups to coaching groups - including my mastermind. I also have close friends in my performing circles as well as an accountability partner that's like a sister to me.

I've made an effort to *choose* my family, and choose to surround myself with people who love me for me, and keep me honest with myself.

**What about you? How do you define family?**



# *My Definition: Family*

For the next 12 months, this is my family and how I define it.



# Fitness

## What makes you whole? What keeps you healthy?

Most of us can easily think of a fitness goal or two. Drop 20 pounds, get in more exercise, drink more water. But fitness, in this sense is more of a holistic view at what keeps you healthy.

Adaquate sleep, proper nutrition, exercise, regular physicals and routine exams are definitely part of the fitness puzzle, but there's more. We're talking mental, physical, emotional, and social well-being.

What are you reading? What are you learning? How are you nourishing your brain, your body, and your soul?

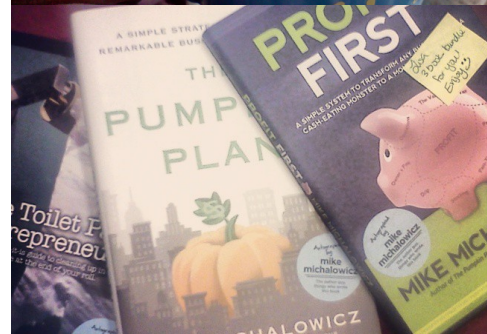
Remember those relationships that need healing? That's social and emotional fitness. It may mean getting professional help, or setting healthy boundaries, but it's all in the name of the total fitness package for your life.

In terms of your business, how are you growing and sustaining the business? How does it nourish you, and what is your role in nourishing it? Are there things you need to learn or train others on so that your business can function in a more healthy way? We're not concerned with income and expense specifics here, that's a topic for our fortune definition.

There was a time when I worked from sun up until bedtime. My son called the babysitter "mom" by mistake. Self-care was not a priority. Now, I take time each morning to journal, pray and meditate - part of The PEACE System I use as a means of taking care of myself *before* jumping into the fray of the day.

Your business is an extension of you, and if you're not healthy, neither is the business.

What does fitness look like to you? How do you define holistic fitness and total well-being?





# *My Definition: Fitness*

For the next 12 months, this is what fitness means to me and how I define it.

# Fortune

## How do you handle income and expenses?

Living a life of good fortune is about more than your job or your business. It's about the stories we tell ourselves about money, as well as the amount of income and outflow. Do you manifest money easily, yet never seem to have any? Do you struggle and toil for every penny? Do you "spend" or "invest"?

Fortune is about how well you manage your resources – time, energy and money. When you're able to manage all three you'll feel more successful, even if you don't have a ton of cash burning a hole in your pocket.

On the other hand, if you're spending a lot of time and energy on projects that deflate you, no amount of money will make you feel successful.

I've worked with clients who paid me less than my typical rate, and had an absolute blast working with them. I've had clients who were such a pain in the arse, I'd charge them a premium and STILL ended up firing them. I've also had clients that didn't pay on time, and clients that paid me exceptionally well.

I've made lots of money, a little money, and I've spent and saved in turn. At any point in time, it was the money stories I had playing in my head that ultimately impacted my sense of success around my financial situation.

As you're looking at the next 12 months, what will give you a sense of satisfaction and enjoyment when it comes to money stuff?

How will you define living a life of good fortune for the year to come?





# *My Definition: Fortune*

For the next 12 months, this is how I define living a life of good fortune.

# Freedom

How is life an adventure for you?

People, activities, ideas, adventures that give you a sense of overall freedom, instead of feeling like you're in "bondage" or "servitude." These are the things that leave you feeling a sense of freedom, accomplishment, and confidence in your life.

What adds fun to your life? How do you celebrate? You did celebrate your accomplishments from last year, right? What brings you joy? What helps you to experience abundance in your life?

It's easy to mistake freedom for fun. There's definitely a lot of fun to be had in life and work, but freedom is deeper and wider than just having a good time. Sometimes, "too much of a good time" doesn't give us a sense of freedom. Instead, it leaves us feeling heavy, responsible, and disempowered.

Sometimes a greater sense of freedom comes in striving for a larger goal. In an effort to get and stay out of debt, I wanted to pay cash for a laptop and phone. I also knew I didn't want to have a car payment anymore, so I sold my car. That was certainly *not* fun. I was lucky to owe less on it than it was worth, so I used the extra cash to buy my laptop and phone, and started saving for a used car.

My mobility relied on the kindness of others. Because I lived in a small town, asking for help was a tough lesson for me to learn.

But three years later, I had enough cash to buy a safe, reliable set of wheels to cart me around town. I have a tremendous sense of freedom now, knowing that I can come and go as I please, without having to make a monthly payment for the privilege.

**What does freedom look like to you?**





# *My Definition: Freedom*

For the next 12 months, this is how I define my sense of freedom.