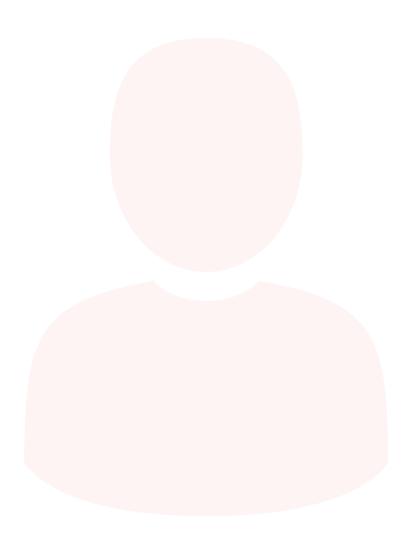




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On good days, bad days, & all the days in between, my worthiness is not up for debate.

I accept full responsibility for my success.

I believe in the power and possibility of my dreams.

WHEN WE STOP DREAMING WE START DYING.

I make no apologies for who I am.

I TAKE RISKS...LIKE REACHING OUT, ASKING FOR HELP, AND HONORING MY BOUNDARIES.

I CHOOSE COURAGE EVEN IF NO ONE IS WATCHING.

My success is only defined by me.

The only approval I need is my own. I EMBRACE MY **SHADOW** & MY LIGHT.

AM ENOUGH. My dreams are important to me and the world I'm here to serve.

ALL DREAMS ARE



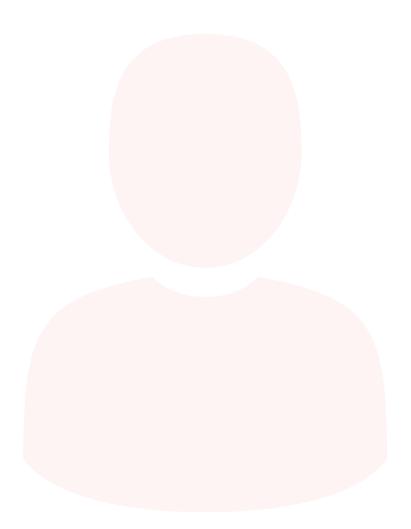
ARE DREAMS!

I show up daily as my true self. Warts, sparkles, and all.

> I have a **voice** that **deserves** to be **heard** and a **story** that **needs** to be **shared**.

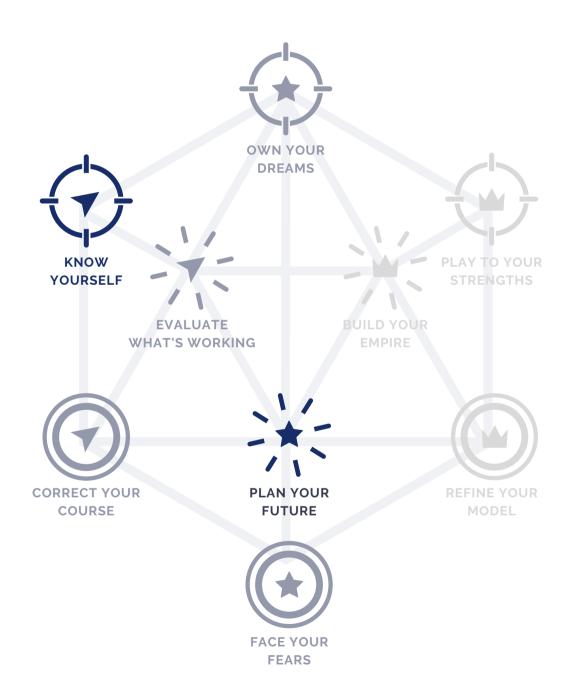
IT IS MY TIME TO OWN MY DREAMS





** The Dower Method ar (

ACTIVITY MAP



Agenda

DESIGN

Who are you?

A deep dive into what makes you tick, what you value, and what you believe.

Celebrations & Evaluations

A look back before we look ahead

What does success look like for you?

How do you define each of the 5 Key Areas of Success? What picture will you paint with your magic paintbrush?

Choose Your Goals

Based on your definitions of success, what are the most impactful & meaningful goals for you for the next 12 months?

Prioritize & Chart Your Course

The head-to-head matchup to determine which goals hold the most sway for the year. Then, identify your milestones and determine your initial action steps.

Your Creative Freedom Business Model

Define your milestones, determine your action steps, have a strategy for detours.

Resonance & Your Primal Brand

Digging into the Internals of your business model to create a more compelling case for your Raving Fans

Business Hierarchy of Needs (Profit First & Fix This Next)

What needs to shift inside your business in order to attain your goals and dreams while staying in alignment with what's most important to you?

The Star Power Method

The framework that takes your business from profitable and sustainable to maximum impact and a lasting legacy.

Who Must You Become?

This is where we start to bring it all together by taking one final step toward clarity and begin preparations for re-entry.

Bet on Future You

Here's where you'll make your commitment to the next year alongside your fellow participants.

Closing Ceremony

Our final wrap-up, complete with fireworks.

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PURSUE

Seven Dynamics of Change

Based on the work of Ken Blanchard

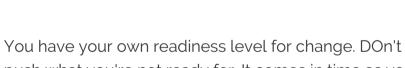


You will feel awkward, ill-at-ease, and/or self-conscious. This first step takes you out of your comfort zone

You will initially focus on what you have to give up. It's okay to give yourself time to grieve the loss that this change may bring. Just remember there's life after grief!.

You may feel alone ("WHY ME!?!") even if everyone else is going through the same thing.

You can only handle so much change. Know your limits.



You have your own readiness level for change. DOn't push what you're not ready for. It comes in time as you keep stretching.



It's normal to be concerned that you won't have enough resources to make this change stick. Focus on what you need for today.



If you take the pressure/accountability off, you'll revert to old patterns and behaviors.

*** Notes & Awarenesses

"I MATTER" PARADIGM

I MATTER YOU MATTER WE MATTER

"I'm not dependent on the world telling me who I am."

- Queen Latifah

*** How Far Ill Go

by Lin-Manuel Miranda ©Walt Disney Music Company



I've been staring at the edge of the water long as I can remember, never really knowing why. I wish I could be the perfect daughter, but I come back to the water, no matter how hard I try. Every turn I take, every trail I track, every path I make, every road leads back to the place I know, where I can not go, where I long to be.

See the line where the sky meets the sea? It calls me. and no one knows, how far it goes If the wind in my sail on the sea stays behind me One day I'll know.

If I go there's just no telling how far I'll go.

I know everybody on this island seems so happy on this island. Everything is by design. I know everybody on this island has a role on this island, so maybe I can roll with mine.

I can lead with pride, I can make us strong. I'll be satisfied if I play along. But the voice inside sings a different song. What is wrong with me?

See the light as it shines on the sea? It's blinding! But no one knows, how deep it goes. And it seems like it's calling out to me, so come find me! And let me know, what's beyond that line.

Will I cross that line?

The line where the sky meets the sea? It calls me. And no one knows, how far it goes. If the wind in my sail on the sea stays behind me,...

One day I'll know, how far I'll go.

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.



For better or worse, I believe this world...

For better or worse, I believe my natural gifts are...

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.



For better or worse, I believe my learned talents and abilities are...

For better or worse, I believe my Great Work is...

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.

I want/dream about...

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.



I hate/can't stand/get angry or sad about...

*** "Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.

What makes me come alive is...

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.

This is what I believe will make the world a better place...

*** Who am I, really?



Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.

In the last year, how have your beliefs & values changed? What growth have you witnessed in yourself?

This is the specific impact I want to make on the world with my Great Work:

*** Who am I, really?

Before we can define your dreams, we need clarity on who you are and what really matters to you. Take a few minutes to (re) discover yourself.

Discipline is...

Excellence is...

*** What do I value?

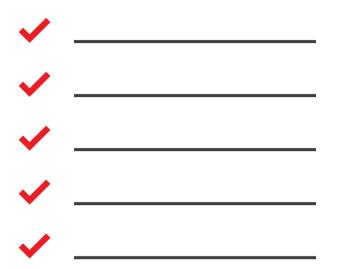
Let's take a closer look at what you value and what really matters to you. Use this space to make a list of what you value most.

	✓
	 ✓
 ✓ 	✓
 ✓ 	 ✓
 ✓ 	 ✓
 ✓ 	 ✓
✓	 ✓
 ✓ 	 ✓
 ✓ 	✓

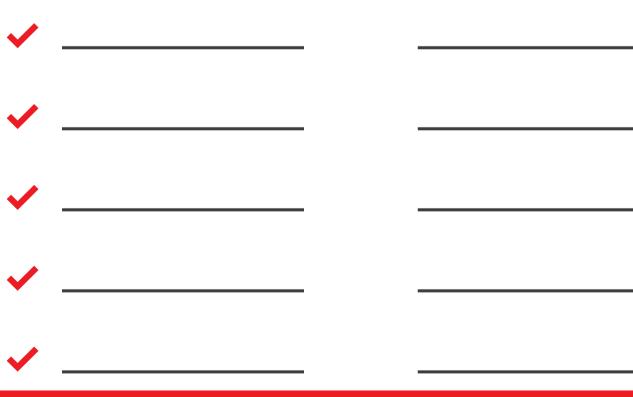


Let's take a closer look at what you value and what really matters to you.

My TOP 5 Values

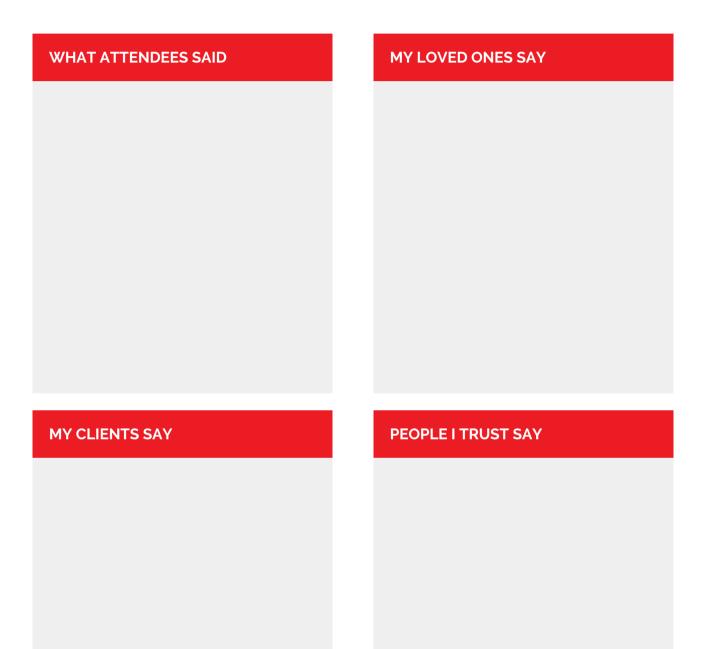


My Non-Negotiables



*** And also...

Sometimes others can see things in us that we don't (or aren't yet) feel worthy of accepting. Celebrate those words here.



*** Notes & Awarenesses

-

*** Celebrations & Evaluations



As you look back on the past year, what are your celebrations? Remember to include personal and professional milestones, achievements, and progress. Also note any SURPRISE blessings that arrived in the last 12 months.

This year I'm celebrating...

IAMNOWHERE

*** Celebrations & Evaluations



As you look back on the past year, what didn't go according to plan? Remember to release your judgement and focus only on what happened, not how you feel/felt about it.

This year I recognize that...

** More of this, less of that!

What from the last year would yu like to bring with you into this year? What would you like to leave behind?



More of THIS please...

Less of that, please...

*** Notes & Awarenesses

Believe in something greater than yourself. Feed your spirit. Fear is a poison. Faith is the antidote. Achieve more by doing less. Instincts rule: 'familiar' = 'safe,' even when it hurts. Music sways emotion. Failure looks like the end of the road - until you make a new path. If you must procrastinate, postpone fear. Find quiet stillness daily. Believe those who believe in you. Fear signals the need for change. Small stepping stones build tall towers. Help is a two-way street. Give. Receive. Make your expectations clear. Prioritize your family to show they are valued. People matter. The best gift you can give is attention... and time. Relationships and gardens both need care to grow. HONOR family time. Give your best face to your family. Your activities reveal your priorities. Family is not business. Sometimes, friends are as family. Children aren't the only ones who need boundaries. Nothing is more beautiful than character and integrity. Learn something new every day. Food is fuel. What do you hunger for? Better questions get better results. Read beyond your comfort zone. Appearance reflects self-worth. There's only one you. Care for it accordingly. Take a walk - it clears the mind, refreshes the body, renews the spirit. Expand your vocabulary. Invest in your mind. Teach something today. Dance on your feet and in your heart. Work when you're working. Play when you're playing. What is Priority One today? Do it first. Money is not character... but always reveals it. Money is a tool. Your financial house needs a strong foundation. Saving: exercise for your wealth muscle. Your spending reveals your priorities. Create a plan for wealth and work it. Real giving expects nothing in return. Money is a seed. There is a time to sow, a time to reap. Financial security gives you freedom of choice. Money can divide your heart and home if you let it. Enjoy life responsibly. Good enough rarely is. Not enough usually is. Make time for fun. Play well with others. Find something to savor each day. s short. Don't wait to enj Good friends make good company - even on bad days. Silliness can be quite sensible. You are more fun when you smile. Joyful activity refreshes mind and spirit. You might as well have fun with it! "Should" is not a decision. Decide. Take action. Be Free. CRIPTIONS FROM TH HE SECRE

THE SECRET WATCH © 2009 LISA ROBBIN YOUNG. ALL RIGHTS RESERVED. LISAROBBINYOUNG.COM/PLAN

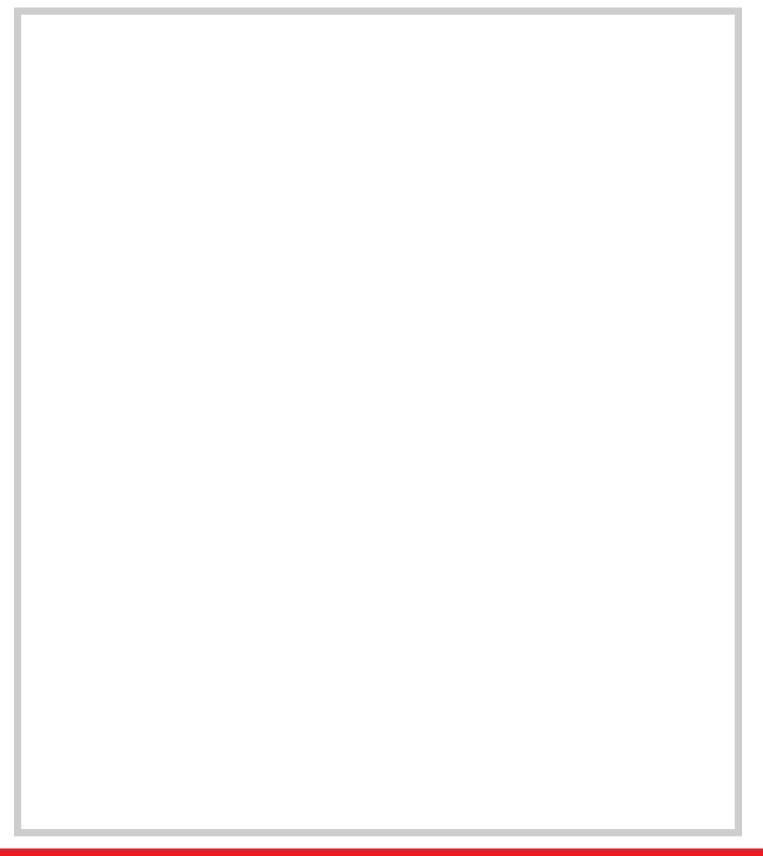
*** Live A Faith-filled Life

This is what "Faith" means to me, and how I define it



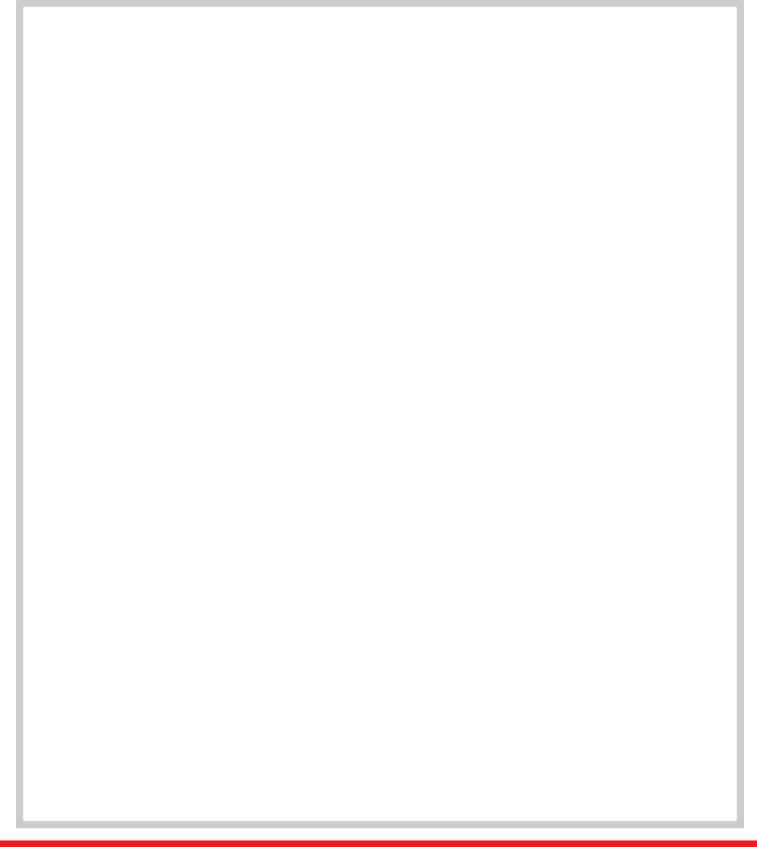
*** Live A Faith-filled Life

This is what I most want to be, do, experience, or have in order to live a faith-filled life



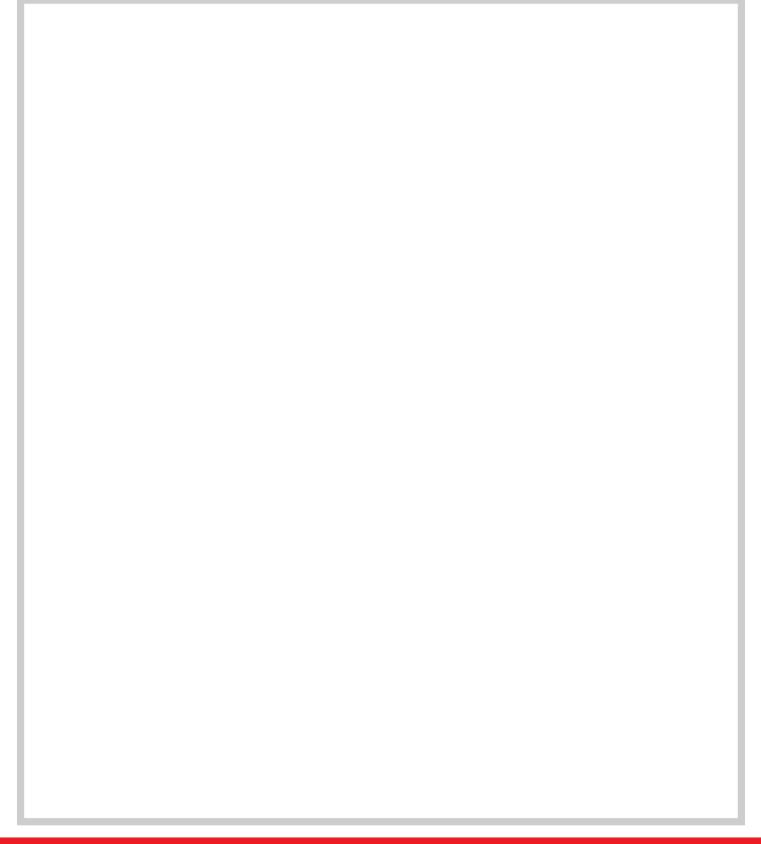
*** My Chosen Family

This is what "Family" means to me, and how I define it



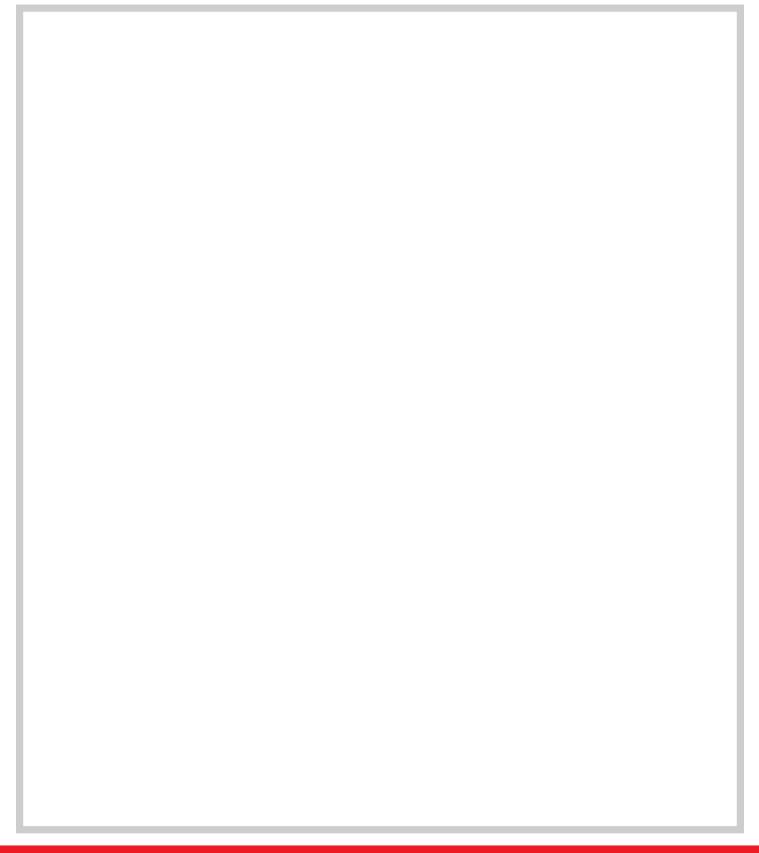
*** My Chosen Family

This is what I most want to be, do, experience, or have with my chosen family.



*** My Total Fitness

This is what "Fitness" means to me, and how I define it



*** My Total Fitness

This is what I most want to be, do, experience, or have for my total fitness



*** A Life of Good Fortune

This is what "Fortune" means to me, and how I define it



*** A Life of Good Fortune

This is what I most want to be, do, experience, or have as part of my life of good fortune



*** True Creative Freedom

This is what "Freedom" means to me, and how I define it



*** True Creative Freedom

This is what I most want to be, do, experience, or have for true creative freedom



*** Notes & Awarenesses

-

D.U.M.B. GOALS

DOABLE UNDERSTANDABLE MEANINGFUL BELIEVEABLE





Prioritizing Your Goals

As you look at all you want to accomplish in the next 12 months, think about your container. With all that is already in your container, what will create the biggest impact? What will you have space for? Those two answers aren't always the same. Here's your opportunity to get crystal clear about what's most important for you in the next 12 months. Let each goal "face off" against each other. **Another way to think about it:** if you run out of spoons on a given day/week/month, where do you want to be SURE to put your resources?

Once you've established your priority order, write them down here:



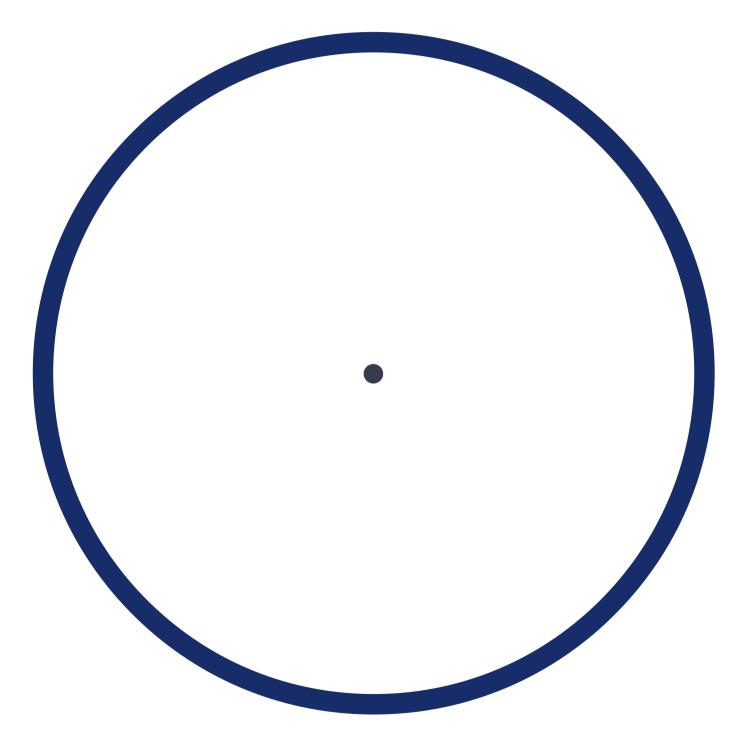
Total Wins: Faith:____ Family: ____ Fit1:____ Fit2:____ Fortune:____ Freedom:____

For tie breakers, the ultimate winner is the goal that came out ahead in the first head-to-head match up. Remember to review these priorities every 3-6 months!



Your Zones of Competence

Based on the work of Gay Hendricks, The Big Leap



Incompetence: Not good at it & don't like it Excellence: Good at it, enjoy doing it Competence: Good at it & don't like it Genius: Great at it & time stands still

 $\star \star \star$ Check In With Future You

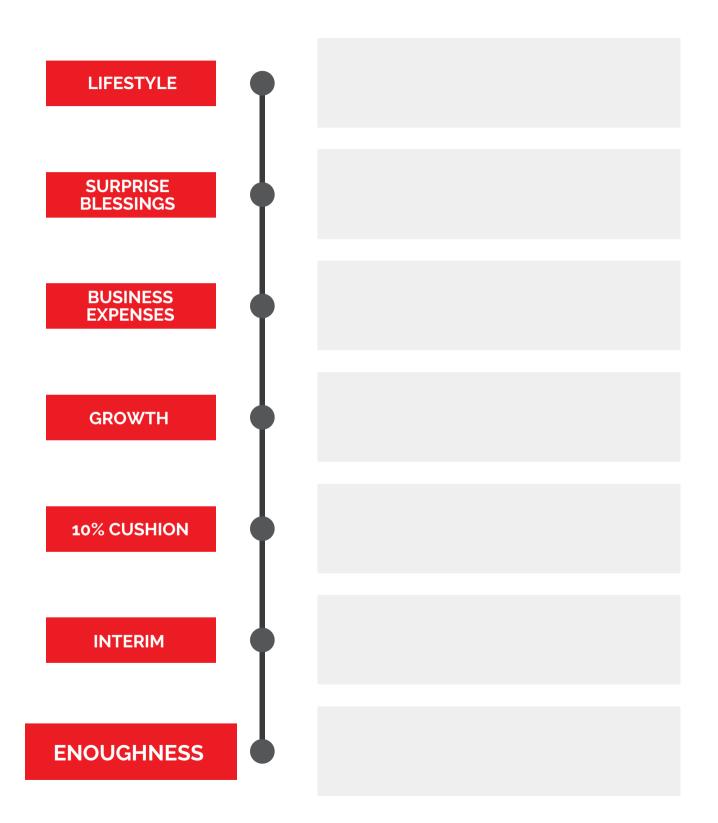
Think about where you want you and your company to be in 5 years. What do you need to do NOW to position yourself for those opportunities?

Money! Money! Money!





Your Enoughness Number



*** Notes & Awarenesses







"Just because the type of business you want to run or the way you want to work hasn't been invented yet, doesn't mean you can't be the one to do things differently."

- Elaine Pofeldt

The Million-Dollar One-Person Business



BUSINESS MODEL EQUATION

(YOU + WHY + WHO) (YOU + WHY + WHO) ★ WHAT + HOW

KNOW WHAT MATTERS TO YOU, WHY YOU DO WHAT YOU DO, WHO YOU ARE HERE TO SERVE, WHAT YOU OFFER THEM, AND HOW YOU DELIVER IT





As we start to design your dreams, the "WHY' part of your business model is where you create Resonance with your Raving Fans.

Where are you still holding back?

What are the most important things you want your audience to know about your expertise?





As we start to design your dreams, the "WHY' part of your business model is where you create Resonance with your Raving Fans.

Why is it important that you make these offers and show up in this way?

Why does the world need you and what you offer?



?

As we start to design your dreams, the "WHY' part of your business model is where you create Resonance with your Raving Fans.

What's going on in your world that makes this the right time for you?

Why is NOW the right time for your Raving Fans to invest in you?

VISION STATEMENT

This is the internal, "big picture" look at why my company exists and the impact we hope to make in our world.

Your Client Backstory



Who is your character / hero / client?

What is their current situation?

What is their problem, pain, or deep desire?

What have they already tried to solve the problem/achieve the desire?

** Your Client Backstory, contd



Resulting in (maybe it worked, maybe it didn't?):

What are they feeling about all this?

What are they telling themselves?

What do they want instead?

*** More Client Backstory



What are they NOT willing to do to get there?

Any other non-negotiables they have?

What do they want to feel instead?

Anything else to know about them?

MISSION STATEMENT

This is the external goal we share with our Raving Fans that validates why they want to be part of our world.

Your Primal Brand

Based on the work of Patrick Hanlon, primalbranding.co



Your Creation Story - Where did this company come from?



Your Creed - what you're about. Your values, your company's purpose, principles & beliefs. Your mission, vision, or Three Word Rebellion comes into play here. What do you want people to know about what's possible for them?



Your Icons - Identify yourself. A quick concentration of meaning to tell us we're safe or in danger (sight, sound, smell, taste, touch are all covered with icons)



Rituals - your beliefs in action Can be positive or negative. Brand vitality comes from repeated positive experiences or engagements with your brand. we have certain expectations of rituals. That's what makes them ritual



Lexicon - your own vocabulary and special "in crowd" words that help your community identify each other.



Non-believers - every yin has a yang. who are you NOT? Who do you NEVER want to become?



The Leader (most likely YOU), set out against the odds to recreate the world according to your own POV. So, what is YOUR POV?



Primal Brand Examples

Based on the work of Patrick Hanlon, primalbranding.co https://medium.com/galleys/the-social-code-174d0ab9071b

Apple



Creation Story: Former HP employees, Steve Jobs & Steve Wozniak start building personal computers in a garage. Creed: Think different Icons: Apple logo, iPod, iPhone, iTunes, Steve Jobs, Apple Store, Genius Bar, "I'm a Mac" Rituals: Facetime, downloading the new OS, "Apple Events" for new product release, WWDC, buying music on iTunes, no focus groups, intense, iterative design, Confabs with Steve Sacred words: Apple, iPod, iPhone, iMac, Macbook, M1, iCal, iTunes, Apple TV, MacOS Nonbelievers: PCs, Droid, Comcast, open source, Netflix Leader: Steve Jobs, Tim Cook

U.S.A



Creation Story: "Discovered" by Columbus, Settled by Pilgrims. Declared Independence from England in 1776. Creed: Freedom for all, Independence, Capitalism Icons: American flag, White House, Statue of Liberty, Declaration of Independence, Constitution, President, Twin Towers Memorial, "Baseball, hot dogs, and mom's Apple pie". Rituals: Voting, 4th of July, Thanksgiving, MLK Day, parades, Labor Day, Memorial Day Sacred words: "We the people", freedom, liberty, equality Nonbelievers: fascists, communists, ISIS, Al Qaeda Leader: Founding Fathers, President

Primal Brand Examples

Harry Potter



Creation Story: A wizarding war leaves an orphaned boy to be raised by his cruel aunt and uncle, until he discovers his own magic and is invited to wizarding school.

Creed: Good triumphs evil, humans are complicated. "Always" **Icons:** wands, familiars, the cupboard under the stairs, invitiations, golden snitch, brooms, houses, wizarding cup, dragons, magic, professor of the dark arts, headmaster/mistress, Diagon Alley, Butterbeer, marauder's map, horcrux.

Rituals: Quidditch, sorting hat, feasts, "selecting" your wand. Receiving your invitation, platform 9&3/4, Tri-wizard Tournament, Floo Network, portkeys

Sacred words: wizard, muggle, spell, quidditch, snitch, butterbeer, "I solemnly sear I am up to no good", "he who must not be named", Dumbledore's Army. splinched, horcrux, (dis)apparating, wand. **Nonbelievers:** Muggles

Leader: Harry, with the constant help of Ron & Hermione

Creative Freedom

Creation Story: A performing artist, author, and entrepreneur shares life lessons and success stories to inspire creatives across the spectrum to forge their own success path.

Creed: Own Your Dreams Without Selling Your Soul. Choose yourself.



Icons: Star, Phoenix, red, script font, music parodies, Creative Type, leopard print!

Rituals: Dreamblazing, Quiz, A-Club check-ins, podcast & show, email newsletter, scheduling coaching sessions, email support, annual client retreat, CELEBRATIONS!

Sacred words: "What are you celebrating?" "If it's not scheduled, it's stressful", "It can be easy", Fusion, Linear, Chaotic, Cusp

Nonbelievers: the "hustle & grind"-ers, The folks who want you to "get a real job". Industry gate-keepers. Old-boys' clubbers. Bro-marketers,

Leader: Lisa Robbin Young (not Lisa McAnally!)



Your Primal Brand

Based on the work of Patrick Hanlon, primalbranding.co





Your Creed - What do you want people to know about what's possible for them?



Your Icons -. A quick concentration of meaning.

Your Primal Brand, Contd



Rituals - your beliefs in action



Lexicon - your own vocabulary and special "in crowd" words



Non-believers - every yin has a yang.



The Leader (most likely YOU) - what is YOUR POV?

*** Notes & Awarenesses

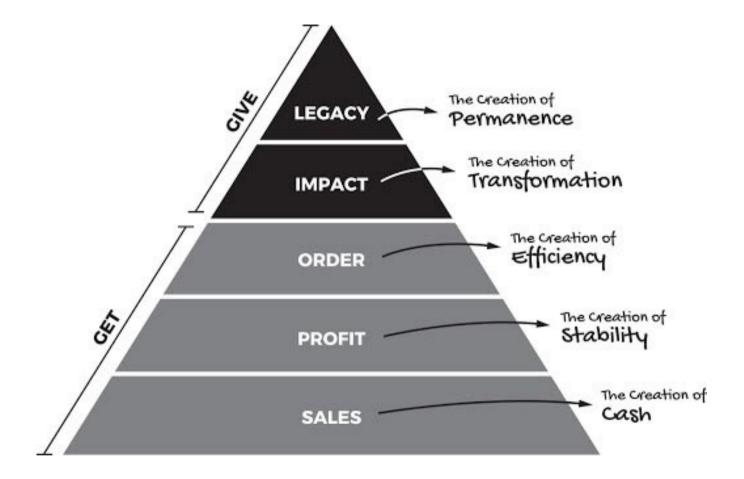
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Money! Money! Money!



* 🛧 🖈 Business Hierarchy of Needs

From "Fix This Next" by Mike Michalowicz.



Recognize that any shift you're making in your business may require a "downshift" on the heirarchy of needs. What do you need to do to secure your growth in this area? In other words, who must your business become in order to move into your new business reality?



Stoplight Assessment



SALES

- Enoughness Number
- Quality Traffic
- Sales Conversations
- Execution & Delivery
- Contracts, Payments, Timelines

PROFIT

- Debt Eradication
- Margin Health
- Transaction Frequency
- Profitable Leverage
- Cash Reserves

ORDER

- Minimize Bottlenecks
- Role Alignment
- Outcome-based Delegation
- Linchpin Redundancy
- Mastery Reputation

vder VALUE Minimize Bottlenecks • **Debt Eradication** ALIGNMENT **Role Alignment** • **Margin Health Outcome Delegation** • **Transaction Frequency** Linchpin Redundancy • **Profitable Leverage Mastery Reputation Cash Reserves** Creative Freedom™ A profitable, sustainable business doing what you love BIZ OPS MODEL Sales **Enoughness Number Quality Traffic** Sales Conversations **Execution & Delivery Contracts, Payments, Timelines**

*** Notes & Awarenesses

*** Impact + Legacy



The TM ower





- -Understand and accept your unique value and strengths.
- -Align with your mission and vision.
- -Dial in on what's truly important to you
- -Answer the question "Who must I become?"



- -Define success on your own terms.
- -Forecast obstacles.
- -Create a larger vision for generational wealth.



- -Maximize your time in your "Zone of Excellence/Genius."
- -Build a team you can rely on.
- -Create a support network.
- -Create an environment of empowerment

The ТΜ ower





-Look back so you can know what to fix right now.

-Pinpoint what needs to shift -without judgement.

-Fill gaps between where you are & where you want to be.



- -Learn how to drop the judgement and get back on track.
- -Understand when to say YES and when to say NO.
- -Plan according to your creative type
- -Define your "Enoughness Number"



- -Stake your claim on your empire.
- -Develop a body of work that withstands the test of time.
- Show your people they are seen, heard, & belong with YOU.
- -Form alliances with people you can trust.
- -Learn who to rely on to expand your reach in the world.

The ТΜ ower





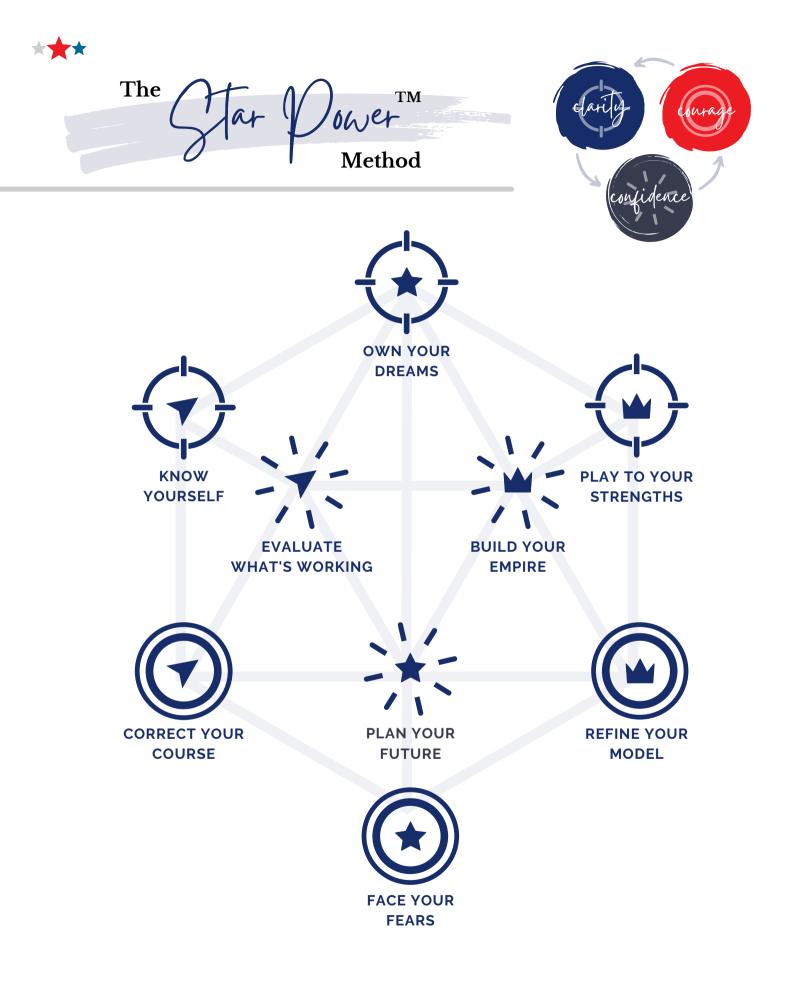
- -Distinguish legitimate fear from the BS in your head.
- -Share your true voice and present the best version of you.
- -Address imposter syndrome
- -Face your critics—including yourself.
- -Share your light (even when things are going wrong).



-Evaluate each quarter and celebrate your progress.
-Learn how to let go of things that don't serve future you.
-Hone the most powerful tool you have: consistency.



- -Make adjustments to what isn't working.
- -Know your metrics and get your financial house in order.
- -Embrace being wrong as part of the process.
- -Be willing to experiment.
- -Bet on future you.



*** Notes & Awarenesses

-

Show Yourself

by Kristen Anderson-Lopes & Robert Lopez ©Wonderland Music Company



Every inch of me is trembling, but not from the cold. Something is familiar,

like a dream I can reach but not quite hold. I can sense you there, like a friend I've always known. I'm arriving and it feels like I am home.

I have always been a fortress; cold secrets deep inside. You have secrets, too, but you don't have to hide.

Show yourself! I'm dying to meet you!

Show yourself!! t's your turn! Are you the one I've been looking for all of my life?

Show yourself! I'm ready to learn!

I've never felt so certain. All my life, I've been torn. But I'm here for a reason. Could it be the reason I was born? I have always been so different. Normal rules did not apply. Is this the day? Are you the way I finally find out why? Show yourself! I'm no longer trembling! Here I am! I've come so far! You are the answer I've waited for all of my life. Oh, show yourself! Let me see who you are!

Come to me now! Open your door. Don't make me wait one moment more! Oh, come to me now! Open your door! Don't make me wait one moment more! Where the North wind meets the sea there's a river full of memories. Come, my darling, homeward bound. I am found.

Show yourself! Step into the power! Grow yourself into something new. You are the one you've been waiting for all of your life! Oh, show yourself!

Day Three





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Re-Prioritizing Your Goals

As you sink into the reality of who you must become in order to achieve your goals and dreams, are you starting to rethink your original goals from day one? **Another way to think about it:** if you run out of spoons on a given day/week/month, what do you want to be sure stays in your container?

Once you've established your priority order, write them down here:



Total Wins: Faith:____ Family: ____ Fit1:____ Fit2:____ Fortune:____ Freedom:____

For tie breakers, the ultimate winner is the goal that came out ahead in the first head-to-head match up. Remember to review these priorities every 3-6 months!



Who must / become?

As you identify what needs to shift, make note of the personal changes you'll need to make in order to have the capacity to step into the next evolution of your Great Work. You could also complete this statement: "I am a person who..."

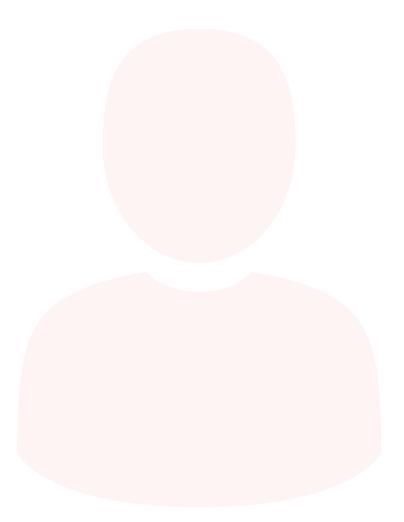
My Non-Negotiables	My Company Values & Mission

My Commitment To My clients

My Expecatations From My Clients



Who I am becoming...





Prepare for Re-entry



My Environment



My Container

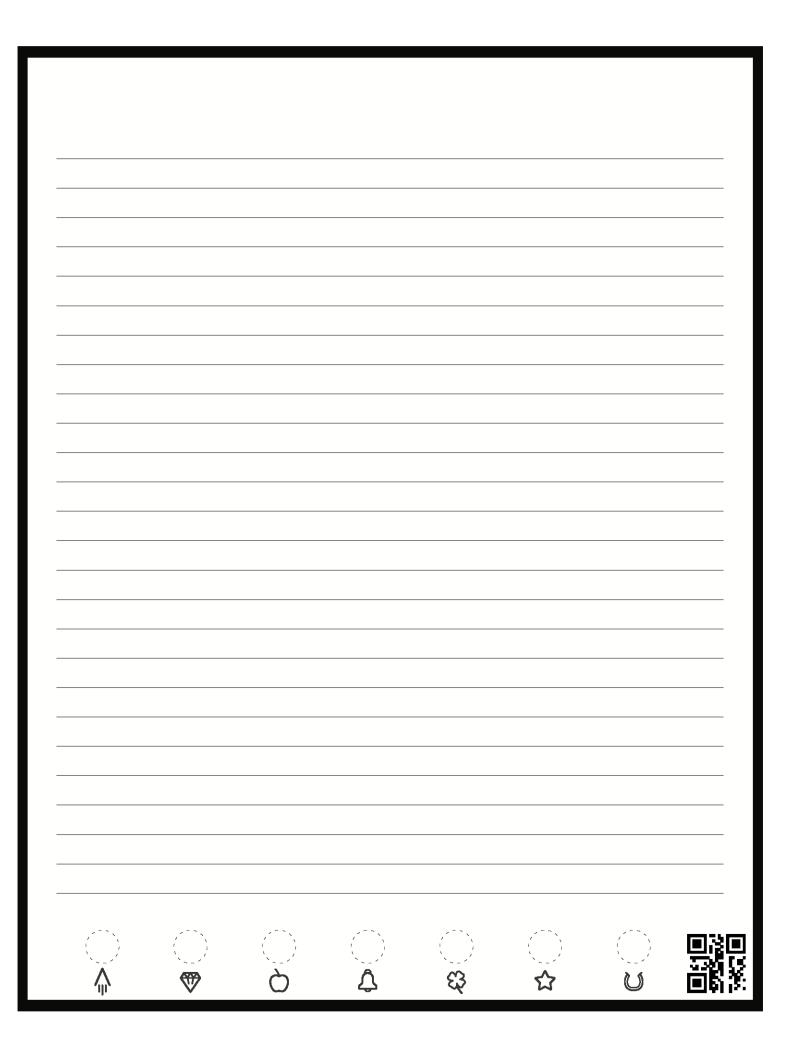


Follow-up Care



Additional notes

DATE			D	aily	PLAN. DO. EVAI	LUATE. CELE	BRATE!
	MORNING	CHECK-IN		V	EVENING C	HECK-IN	
I'M GRATEFUL FOR		I'M EXCITED ABOUT		CELEBRA	TION/EVALUATION		
		TODAY'S BIG ROCK			MENTS/TWEAKS		
	ANNUAL P	RIORITIES			TODAY'S SC	HEDULE	
1				6 A M			
2				7 A M			
3				8 A M			
3				9 A M			
4				10 AM			
5				11 A M			
-				12 PM			
6				1 PM			
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Firework

By Esther Dean, Sandy Julien Wilhelm, Tor Erik Hermansen, Mikkel Storleer Eriksen, & Katheryn Hudson

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Do you ever feel like a plastic bag drifting through the wind, wanting to start again? Do you ever feel, feel so paper thin - like a house of cards, one blow from cavin' in? Do you ever feel already buried deep? Six feet under screams, but no one seems to hear a thing. Do you know that there's still a chance for you? 'Cause there's a spark in you. You just gotta ignite the light and let it shine. Just own the night Like the Fourth of July...

You don't have to feel like a waste of space. You're original, cannot be replaced. If you only knew what the future holds: After a hurricane comes a rainbow. Maybe a reason why all the doors are closed: So you could open one that leads you to the perfect road. Like a lightning bolt, your heart will glow. And when it's time, you'll know. You just gotta ignite the light snd let it shine. Just own the night Like the Fourth of July...

Boom, boom, boom

Even brighter than the moon, moon, moon It's always been inside of you, you, you And now it's time to let it through CAUSE BABY, YOU'RE A FIREWORK! COME ON, SHOW 'EM WHAT YOU'RE WORTH! MAKE 'EM GO, "OH, OH, OH" AS YOU SHOOT ACROSS THE SKY. BABY, YOU'RE A FIREWORK! COME ON, LET YOUR COLORS BURST! MAKE 'EM GO, "OH, OH, OH" YOU'RE GONNA LEAVE 'EM ALL IN AWE, AWE, AWE!



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