

TURBO CHARGE YOUR BRAND WITH DAVE CRANE



30 DAYS TO DESIGN THE PERFECT YOU

*As seen on the
Award-Winning
Web TV Show*

WEEK 1
PERSONAL
MINDSET

DAVE CRANE

<http://turbochargeyourbrand.tv>

TABLE OF CONTENTS

Introduction: Let's Get Happy.....	5
Your new code of ethics	6
What is Life Design?	7
Week 1 - Personal Mindset	8
Thought for The Week:Start a university in your car	9
Day 1: Upgrade for Life - 10 Essential Life Design Rules	11
Day 2: The Life Wheel.....	13
Day 3: Happiness - Questionnaire & Future Success Planner	14
Day 4: Dreams	17
Day 5: Modelling Chart	19
It's The Weekend!.....	21
Thought for The Weekend: Define and redefine who you are	22
Day 6: Friends & Family - Questionnaire & Future Success Planner 2	24
Day 7: New Reality Sheet	26
Week 2 - Love and Money	28
Thought For The Week: Stop asking for permission.....	29
Day 8: Money - Questionnaire & Future Success Planner	31
Day 9: Win-Win Negotiations	33
Day 10 (was day 5): Motivating The Troops	35
Day 11: The Game	37
Day 12 (was day 7): Magic Anchors	39
It's The Weekend!.....	41
Thought For The Weekend: There is no competition	42
Day 13: Romance - Questionnaire & Future Success Planner.....	44
Day 14: Passion	46
Week 3 - Running Yourself As A Business	48
Thought For The Week: Know who you work for	49
Day 15: Career - Questionnaire & Future Success Planner	51
Day 16: Part One - My Energy Levels.....	53
Part Two - Dream purchase/donation using winning lottery cash	54
Day 17: Emotional Intelligence	57

Day 18: My Noble Goal	59
Day 19: Before And After Sleep	60
It's The Weekend!.....	61
Thought For The Weekend: Get a coach/mentor/partner/network	62
Day 20: Health - Questionnaire & Future Success Planner.....	64
Day 21: Time Management Chart	66
Week 4 - Personal Power	70
Thought For The Week: Draw a line from A- B	71
Day 22: Confidence & Self-Esteem - Questionnaire & Future Success Planner	74
Day 23: Your Life Design Action Plan (system).....	77
Life Design Action Plans (Y.O.U. R.O.C.K. System)	79
Day 24: How Can I Improve My Life Without Leaving My Job?.....	80
Day 25: Hedgehogs Diagram	82
Day 26: The Great Formula	84
It's The Weekend!.....	85
Thought For The Weekend: Define and redefine who you are	86
Day 27: Life Purpose - Questionnaire & Future Success Planner.....	87
Day 28: Your 100 Goals List	90
Week 5 - Your Brilliant New Life Begins Now.....	96
Thought For The Week: Remember your life is a work in progress.....	97
Day 29: Battle Chart	99
New Experiences To Do	101

LET'S GET HAPPY

Happiness is all about doing something that makes you feel good all day every day. It has to be challenging and engaging and not always pleasant. There also has to be an end result on the horizon which you can work towards achieving.

This is the difference between whether you wear a big smile or a grimace. Some find it easy, whilst others seem to be fighting a constantly losing battle. It's time to give you full advantage.

This 30 day guide has been created to help you make things easier to achieve and maintain your brilliant new life.



THE RULES

1. Choose a date when you are ready to make that commitment to yourself.
2. Write that date at the start for Day 1.
3. Take 30 minutes each morning to follow the day's tasks and consider the effects and ways in which it changes you.
4. Keep everything updated so that you can easily go back and examine your own progress.
5. If you don't feel ready to move onto the next day, take an extra day to reflect and catch up on that lost day over the weekend. But remember to keep the momentum moving.
6. Have fun and take it easy on yourself.
7. Next, treat yourself to a WHOLE YEAR of dynamic motivation at www.thelifedesignacademy.com

Good luck.

Pave the Way



Your New Code of Ethics

I promise, wherever possible:

- 1) To do the best I can and see myself as a complete equal to everyone regardless of how rich, funny, good looking, talented or gifted in the underwear department they may be;
- 2) To never lie to myself whatever the situation and how embarrassed I might feel;
- 3) To get off my fat lazy butt and get on with making my life better, whether I might have a hangover or not;
- 4) To ask about anything I don't understand without worry about looking like an idiot;
- 5) To be open to new ideas even if they appear to be stupid;
- 6) To start keeping levels of trust and confidentiality that only grown-ups, presidents and Superman would be able to do;
- 7) To give new things a go even if I worry about making a fool of myself;
- 8) To tell the truth to myself and others whenever it's the right thing to do;
- 9) To always suggest good ideas and contacts to people without expecting anything in return ('givers gain').
- 10) To take it easy on myself when I've been daft and be gentle when I mess things up.
- 11) To have a laugh at all times even when stuff is not that funny.
- 12) To question any limiting thoughts and beliefs that may prevent me being brilliant;
- 13) To mentor and help people whenever I get the chance if it is in their interest for me to do so;
- 14) To tell people who don't like the NEW ME to GO FIND themselves.

Signed

YOUR NAME

What is Life Design?

Life Design is based on using the natural skills of the individual to help them create their own work/life balance and brilliance. Many of the techniques are based on the principle of running ‘yourself as a business’, which makes this program a perfect mindset for anyone working as start up entrepreneurs or employees that are working for a new company or have been there a long time. The same skills empower employees to work better within a work structure, students to find their feet faster and unemployed individuals to motivate themselves into work.

Life Design has several core competences:

- Coaching (exec, business and life)
- Personal development
- NLP
- Hypnotherapy
- Pranic Healing
- Emotional Intelligence
- Management development
- Mentoring
- Sports psychology
- Motivation
- Thinking & Creativity
- Physical & mental wellbeing
- ‘Givers gain’/Karma philosophy

The sheer growth in interest in ‘soft skills’ and enhanced communication in the business sector plus the growth of Emotional Intelligence (EQ) in strategic thinking shows how much people love this stuff.

Week 1

Personal Mindset

This week we are going to work on re-establishing the new rules of your life.

Expect things to change. Some rapidly, others slowly but things will become different in a short time.

This is what makes life exciting. Rather than getting defensive, embrace the new paradigms and make plenty of notes as these will be your reference to guide yourself when you wonder what just happened in the future.

People around you might not like the new you. It scares them that things can change, but whatever they say or do to discourage (or encourage you), they can't change you anymore than they can eat less or go to the gym for you.

In the end, it's all about you.

Thought for The Week

Start a university in your car

Read the following and then think how you can apply it to your world.

Make notes on how using this idea will improve things for you.

Act upon this new philosophy at every opportunity this week until it becomes natural to you.

Start a university in your car.

You have an opportunity to learn from Anthony Robbins, Tom Peters, Dr Stephen Covey and any other top business motivator and despite popular beliefs; you don't have to spend 4,000 USD per ticket. Buy the talking books and listen in the car. Learn to love traffic jams, delays, bad drivers etc as they give you more opportunities to get the edge while going from A- B.

How This Can Help Me?

What I Will Do To Start This Working for Me?

My Perfect End Result?

When I Will Review This Again?

Recommended Listening/Reading

This week, it is recommended that you buy the following books on audio CD and listen to them on your media player either in the car on whenever you are travelling.

1. Jack Canfield - 'The Success Principles'
2. Napoleon Hill - 'Think and Grow Rich'
3. David J Schwartz - 'The Magic Of Thinking Big'

Notes

Day 1

Upgrade for Life

10 Essential Life Design Rules

Study the following 10 rules and put them into practice today

- 1. Your time is irreplaceable.**
Time is the one currency above all that you cannot replace, buy or cheat.
- 2. Your life is your fault.**
So take ownership, examine and change it.
- 3. You never fail.**
You've never ever failed to do anything in your life - you just got an outcome to what you put in. Do things again differently and you may get a better result.
- 4. You never make a mistake.**
At the time it was the right thing to do so stop bringing up past regrets.
- 5. Your experiences are unique.**
Your map of reality is not the actual territory - neither is anybody else's. Once upon a time the earth was flat, electricity didn't exist and the 4 minute mile was impossible.
- 6. Your worst things are the best.**
They made you who you are. What can you learn from those lessons?
- 7. You are what you think.**
What you believe is what you will become - think better of yourself and notice the immediate improvements.
- 8. You are a miracle.**
Life is precious - you are worth over 87 billion USD. You are worth a fortune - a self

controlling, learning machine with unlimited capacities for self-improvement that runs on food, emotional energy and experience. Try buying one of them on eBay.

9. **You cannot change anybody else.**

Like you they can only change themselves. Have you ever tried clapping with one hand?

10. **You get out what you put in.**

The Laws of Cause and Effect state that whatever you put into life is what you get back. So put more in and enjoy the results.

How This Can Help Me?

What I Will Do To Start This Working for Me?

My Perfect End Result?

When I Will Review This Again?

Day 2

The Life Wheel

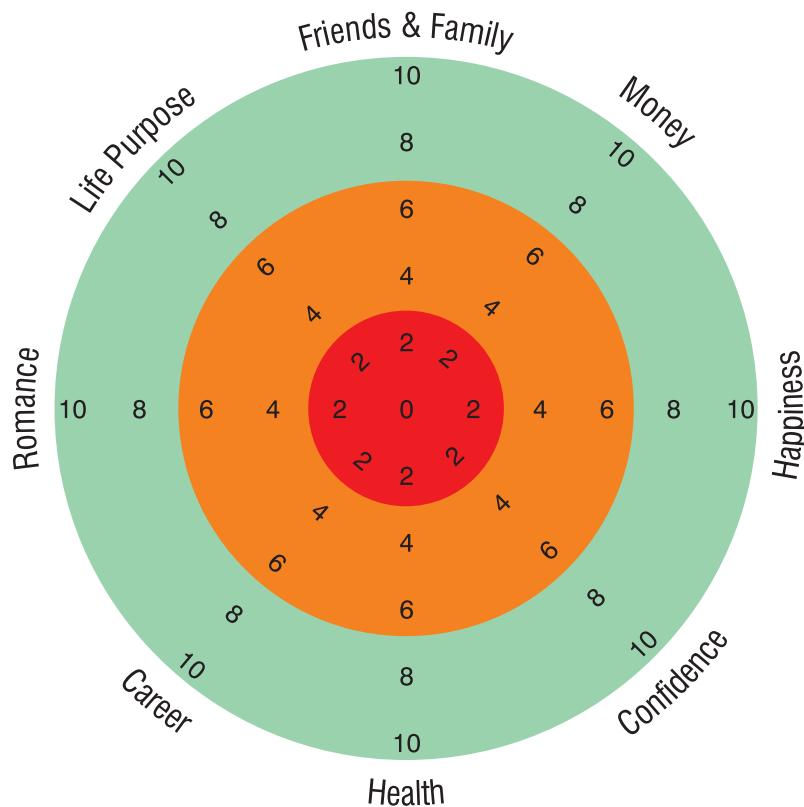
Here is your wheel.

Please fill in the circle and plot your scores on how you feel you are today.

Not how you want to be in the future.

This will allow you to form a strategy on which elements of your life need attention first.

Once done, then plot what would make total future happiness for each subject.



Consider...

In 5 years time...

- What has to have happened to that result to make you happy?
- Which real threats existed and how did you overcome them?
- What potential opportunities did you find and utilise?
- What strengths, skills and resources did you need to succeed?

We will return to these subjects over the next 30 days...

Notes

Day 3

Happiness

Questionnaire & Future Success Planner

My 'First Glance' Definition

Questionnaire

- 1. I spend all my leisure time totally enjoying my interests; I never get bored.
- 2. I always know what to do with weekends and days off.
- 3. The last hour of every day is designed to be just right.
- 4. I can't wait to start the new day.
- 5. I am genuinely happy and satisfied.
- 6. I have designed - and am living - the perfect lifestyle for me right now.
- 7. At least one hour every day is mine and I love how I use it.
- 8. I never get too stressed or worked up and live fully in each moment.
- 9. Even the smallest things make me happy.
- 10. My home is my castle and I love being there.

Score Out of 10 _____

Conclusions

Future Success Planner

Subject _____

Imagine we are meeting again in 5 years time...

1. Which things have to have happened to make that result into 10/10?

2. Which real threats existed and how did you overcome them?

3. What potential opportunities did you find and utilise?

4. What strengths, skills and resources did you need to succeed?

- A. The first step was...

Notes

Day 4

Dreams

What did you want from your life when you were younger? If you don't know how do you know you haven't actually got what you've always wanted now? Take the time to get a basic idea of what you want from life.

- 1) Clarify. Since I was very small I have always wanted to be/ or do...

- 2) Excuses. But this never happened because ...

- 3) Options. Today, the nearest thing to my ideal dream would be...

- 4) Examples. Who do I know has done this (or something similar)?

- 5) Date. I want this all to happen by...

Day 5

Modelling Chart

Often the path we want to follow has already been done before. This could be by someone we know or might never meet, but all we actually need is their attitude and examples of their achievements and failures to make a very good assumption of their way of thinking. Tap into your 'mentorship wish list' and imagine how they would help you to achieve your goals.

Person (s) whom I admire & why?

A. _____

B. _____

C. _____

1) What practical advice would they give to me regarding my life?

2) With their help, which recent situations could I have handled differently?

3) What would they probably have said?

4) In reality, I can probably make contact with them by...

5) Or the next best thing/person/solution is

6) What philosophy can I now create which will allow me to navigate life better thanks to this person?

7) Lessons learned about handling similar future issues in my life.

Notes

It's The Weekend!

Congratulations, you have survived your first week of Life Design and now it is time to either

- a) Finish off unfinished earlier business.
- b) Prepare for next week's activities.
- c) Do something completely different.

If you chose c), Then it's time to do something exciting, challenging and new this weekend.

Stretch your boundaries, step outside your comfort zone and remember - life is not a dress rehearsal.

Choose one of the following and start it today

- 1) Write the novel you know you have inside you.
- 2) Go skydiving.
- 3) Cook something you haven't tried before.
- 4) Other_____.

Notes

Thought For The Weekend

Define and redefine who you are

Read the following and then think how you can apply it to your world.

Make notes on how using this idea will improve things for you.

Act upon this new philosophy at every opportunity this week until it becomes natural to you.

Define and redefine who you are

If you don't know, how can your potential clients know? Be prepared to change when you learn more about your direction. Write out a mission statement that fits in with your own personal goals, core values and natural talents. Don't even worry about whether it is realistic or not. When people tell you something can't be done, remember they only mean that they can't do it. Not you.

Rome wasn't built in a day. It is also very unlikely that your business will be either. It doesn't take years of training to do a marathon, just the ability to put one foot in front of the other then repeat. If you want to win the race, get a coach, but at the beginning just setting off beats 90 percent of the competition.

How This Can Help Me?

What I Will Do To Start This Working for Me?

My Perfect End Result?

When I Will Review This Again?

Day 6

Friends & Family

Questionnaire & Future Success Planner 2

My 'First Glance' Definition

Questionnaire

- 1. I love my spouse/partner, or love being single.
- 2. I am close to my parent(s), alive or not. There are no unresolved issues.
- 3. I have a great group of friends who make me happy without trying.
- 4. I have a best friend who is like family.
- 5. I love my children and have no unresolved issues with them.
- 6. I love my family/extended family and have no unresolved issues with them including the ones that are losers.
- 7. I am part of a professional network that stimulates me intellectually and emotionally.
- 8. I get along with my neighbours as much as I want to.
- 9. I have at least 20 friends and colleagues who live outside my country of residence.
- 10. The people who mean the most to me love me.

Score Out of 10_____

Conclusions

Future Success Planner

Subject _____

Imagine we are meeting again in 5 years time...

1. Which things have to have happened to make that result into 10/10?

2. Which real threats existed and how did you overcome them?

- 3) What potential opportunities did you find and utilise?

- 4) What strengths, skills and resources did you need to succeed?

- 5) The first step was...

Notes

Day 7

New Reality Sheet

Now that your paradigm of the world is starting to change, let's go ahead and make some real alterations. We always do the same thing and get the same results throughout our lives until we make a deliberate interruption to recurring patterns. Which do you want to affect? The results can be spectacular.

Exercise - New Reality Sheet

Three old, useless patterns that I want to change.

- 1) _____
- 2) _____
- 3) _____

Turning negatives into positives, what new opportunities do these give to me to learn and improve things?

- 1) _____
- 2) _____
- 3) _____

What practical steps and actions must I take to achieve this?

Which resources and contacts do I need for this to be guaranteed?



PO BOX 67144 Sharjah CPO, UAE
Email: dave@thelifedesigners.com

Facebook

<https://www.facebook.com/davecrane>

LinkedIn

<http://www.linkedin.com/in/davecranedubai>

Twitter

<http://www.twitter.com/thelifedesigner>

You Tube

<http://www.youtube.com/hypnocoach>

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