

Transformation T R U T H S

**8 Simple Questions
to Evaluate and
Change Your Life**

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Introduction

Only two things change your life. Either something new comes into your life, or something new comes from within.

—Brendon Burchard

In this short eBook, I'm going to coach you by asking you to consider eight blunt statements about your current life experience. These statements will guide you, in straightforward terms, to take a direct look at how your life is going. I call these statements "transformation truths" because, if internalized, they are powerful enough to change your life.

I ask that you consider the Truths ahead with complete candor. As President James A. Garfield said, "The truth will set you free, but first it will make you miserable."

Let's begin.

Transformation Truth #1: Either You're Moving Forward, or Not

Nine-tenths of the miseries and vices of mankind proceed from idleness.

—Thomas Carlyle

We were born to move forward, to advance. That's how our bodies were designed: to crawl, to walk, to run forward at a high speed. We were meant to stretch and grow and push ourselves toward our dreams and destinies.

Unfortunately, most people have forgotten this biological impulse to advance and become trapped in surprisingly stagnant lives. Many have let their responsibilities and the need for safety weigh us down. They've stopped taking the risks and leaps and bounds and long-shots needed to get them closer to the life they desire. Tragically, too many have settled into jobs that lead nowhere, relationships that sink their spirits, and habits that hold them back.

It's not difficult to understand why so many people have anxiety attacks or undergo midlife crises—you would, too, if you woke up one morning and realized you were nowhere near the life you always dreamed of living.

I want to help you consciously conduct a progress check on your life—right now, today.

I want you to look at your life and ask these simple questions:

1. Am I closer to the life of my dreams this year than I was last year?
2. Have I been charging ahead in life, standing still, or falling behind?
3. Am I *truly* moving forward toward my dreams, or am I simply conning myself into believing that I'm just "waiting for the right time to make my move"?

I emphasize the word *truly* in the last question, and in all eight of the transformation truths in this ebook, because it doesn't allow you much wiggle room. If I simply asked you, "Are you moving forward in life?" you might be able to con yourself and say,

"Well, I'm sort of moving forward." But the word "truly" means you have to be a little more honest and straightforward with yourself. I do this because there can be no "sort-of's" if you hope to take an accurate, honest inventory of your life. Deep down, you know it's a cop-out to say, "I'm sort of advancing toward my dreams." Either you are, or you are not.

Some fool themselves into believing they are advancing by pretending that baby steps are sufficient in life. But let me give fair warning: Baby steps may be okay for starting out on a new endeavor, but just taking baby steps without bold steps and big risks ensures that your life will forever be stuck in its *infancy*.

Either you are truly moving forward, or you are not. So, how do you feel when you read that? If you feel a sense of strength and pride because you know you're giving your all to achieve your dreams, good for you.

If, however, you wince a little at this truth, then you know it's time to transform your life. You should interpret that small "uh-oh" in the back of your mind as a clarion call to do some serious stocktaking, to figure out why you've gotten stuck in life and what you need to do to get moving again.

Isn't it true that no matter how successful you are right now, you could be making more and faster progress towards your dreams? It's true for everyone, correct?

Isn't it true that you've been holding back a little bit, that there's more "you" that could be showing up each day, vibrantly and passionately?

Isn't it true you already know what you have to stop doing and start doing to move forward right now?

At this point, a lot of people who hire me as a life coach or attend my events say, "I don't know why I'm stuck in life, and I don't know how to get going again."

To these people I gently reply, "Yes, the fact is, you do know. All the answers lie within you."

Then, in order to prove this to them, I often give them a sentence-completion activity. I write the start of a sentence and I let them finish it. For example, I'll give them a statement that says, "To move forward in my life again, the first thing I have to do is..."

It's amazing how fast they can complete the sentence. They'll immediately say, "Finally ask for a promotion," or "Stop beating myself up over the past," or "Ask for some help," or "Stand my ground rather than get steamrollered."

Most clients are surprised at how immediately they know exactly how to finish the sentence. They feel a renewed sense of confidence and competence when they know that they have all the answers within them.

Throughout this ebook, I'm going to give you similar sentence-completion activities, which I call transformational turning points. When you complete these simple yet profound statements, your life will turn the corner and you will begin to move closer to your dreams.

Below are the turning points for this truth. So stop, grab your journal, write down each statement, and finish it as honestly and thoroughly as you can before moving on to the next chapter.

Transformational Turning Points

The main reason I am where I am in life right now is because I chose to...

The main areas of my life where I seem to be spinning my wheels are...

The weight that I've been carrying around on my shoulders that has prevented me from moving forward is...

The dream that I absolutely must start moving toward once again is...

The first step I'm committed to taking right now is...

Transformation Truth #2: Either You're Doing Work You Truly Enjoy, or Not

All of the animals except man know that the principle business of life is to enjoy it.

—Samuel Butler

Most of us know that our life's purpose is more than just a paycheck, and that a life of meaning is not limited to a life of financial means.

Yet many of us suffer the self-imposed misery of doing unfulfilling work simply to make ends meet. We take jobs we don't love by rationalizing that we "have to."

In this society, though, there are very few have-tos. You can choose to do anything you want to with your time. I ask you, is what you are choosing to do with it something that you truly enjoy? Do you get happily lost in your work on a regular basis? Does time seem to slip by because you are completely immersed in doing something you love? If you look at your life and cannot answer with a resounding, wholehearted "Yes!" to these questions, then you know it's time for a change.

It's time you ask yourself a question you may have been avoiding for too long: Is what I'm doing what I really want to be doing?

Of course, this is a tough question for most people because they don't know what they want to be doing. Worse yet, they have stopped *actively looking*. They've settled into a job and told themselves the biggest lie in working America: "I'll just stay here for a year or two until I figure out what I really want to do." People who say this always end up a year or two down the road still scratching their head. They may have a better résumé, but they still haven't got a clue.

Here's my advice to you: If you're not in your dream job or career right now, you should be actively and urgently looking for ways to get into it. And if you don't know what your dream job or career is, don't waste a lot of your precious time in any job or career that is clearly not it. There's nothing worse than squandering years of your life doing something simply because you don't know what else to do.

If you are bored, restless, depressed, angry, underutilized, unrewarded, unrecognized, or unchallenged in your current job or career, it's time for you to admit it—and change it. I recommend that you open your calendar right now, look forward exactly six months, and schedule in a secret code: QMJT. That means Quit My Job Today! What I'm suggesting is that if you don't *LOVE* your job, you make a commitment to yourself right now, an internal resolution that you'll bust your butt for six months to find a new career—that no matter what, in six months you'll be moving on and starting something you care about. Isn't your time, and your life energy, worth it?

Of course, maybe you are one of the three in ten Americans who report being passionate about their jobs. Maybe you are passionate about your work, you believe in the purpose of what you're doing, and you enjoy the tasks and the relationships you have at work. In that case, here's my question to you: Are you showing up as "passionately present" as you can each day, and are you lighting up your coworkers with energy and excitement for what you are doing together. In my mind, leadership has a lot to do with firing ourselves up about a cause or mission, and firing other people up about it as well, as you work collaboratively to make it happen. I talk a lot about leadership at my events and it's something I've dedicated a lot of my life to.

To think more deeply about how you feel about work, grab your journal and complete the sentences below.

Transformational Turning Points

The way I really feel about what I'm doing is...

The real reason I'm doing what I'm doing now is because...

If I continue doing what I'm doing, five years from now I'm going to be the type of person who...

Whenever I talk about the way I spend my time, I always wish I'd spend more time...

The things that completely absorb my attention and interest when I get into them are...

To truly enjoy my work and lead other people more effectively, I would have to...

Transformation Truth #3: Either You Are Truly Being Yourself, or Not

We would have to settle for the elegant goal of becoming ourselves.

—William Styron

As we interact with the world each day, we have a choice to make: Will we live authentically or adaptively?

When we choose to be authentic, we show the world our raw, unpainted, genuine self. We act in accordance with who we feel we are deep down inside. We live our values and follow our heart. We openly share our personality and passion with other people, and we use our distinctive strengths and talents in our work. Living like this makes us feel free, alive, connected, and “real.” It allows us to look into the mirror each morning with pride and say, “I’m being who I was meant to be—myself.”

Unfortunately, many of us don’t choose authenticity. Instead, we adapt to the world the way a chameleon does, changing our true colors in order to blend safely into the environment. We disguise who we really are in hopes of being accepted by others. We show the world an artificial, painted, synthetic self, a replica of who “they” want us to be rather than who we truly are. We swallow our true thoughts and feelings, hide our true passions, and underutilize our true gifts. Living like this makes us feel hollow, disconnected, and fake. It makes us avoid ourselves in the mirror in the morning and creates a repeating whimper in the back of our minds: “Please stop acting this way; it’s not the real you, and there’s someone special in here waiting to be let out.”

How are you living your life—as an original or as a copy?

Are you showing the world who you really are, or are you putting on a facade in order to fit in and be accepted? Is your life a declaration or an adaptation?

Are you playing the unique role you were given by God, or are you trying to act someone else’s part?

Read those questions again.

And again.

Now once more.

If you responded hesitantly to any of those questions, or you felt a little sad or sick at your stomach when answering them, it's time to transform your life, and you know it.

You must make it a priority to reconnect with your authentic self. Bring your true personality and passions back to the surface. Stop living someone else's life, and start living your own. Start paying attention to the times you feel like you're being inauthentic and ask yourself, "What triggered this behavior? Who was I around? Is that how I want to act and who I want to be known as?"

It's rarely good advice to tell someone to be self-conscious, but what I'm suggesting is that you do just that—be actively attentive to what's making you tick during times you feel inauthentic. What thoughts are running through your head and how can you "debate" them to ensure you no longer act like someone else?

If you feel you are living your most present, authentic and passionate self, then I ask this: are you using your strengths in this area to help others? Are you using your incredible energy and presence to light other people up, to help them feel more accepted and authentic? This is the task of what I call miracle workers, and I honor you for your efforts here. If more people would light themselves up, and focus on lifting the energy of those around them, then I believe the spirit of our world would be vibrant, loving, and joyous.

Thank you, miracle worker.

Transformational Turning Points

A time when I felt that I was being completely authentic was when...

I always know when I'm acting authentically, because I...

One area of my life where I'm consistently adapting and acting like someone else is when...

If I continue to show the world a facade and keep underutilizing my strengths, I'll end up...

The last time I lit myself up, I turned my energy on, and helped fire other people up so that they could feel accepted and energized was...

Transformation Truth #4: Either Your Relationships are Truly Supporting You, or Not

One is taught by experience to put a premium on those few people who can appreciate you for what you are.

—Gail Godwin

The people in our lives who treat us with kindness, respect, honesty, and understanding have the ability to lift us to our highest heights. On the flip side, those who mistreat us, disrespect us, lie to us, neglect us, or abuse us often have the power to pull us down into the depths of despair.

Simply put, the people in our lives can either lift us up or drag us down.

That said, let's take a look at your relationships. Think about the people surrounding you: your family members, friends, coworkers, neighbors, acquaintances, romantic interest. Are any of these people holding you back from being your best? Are any of them making you feel unworthy, unloved, and uncared for? Are any of them making you feel small, weak, dirty, stupid, or insignificant? Are any of them demeaning or disrespecting you by implying that you don't deserve happiness, abundance, and peace in your life? If so, who are they?

And now to the most important question: Why in the world are you allowing these people in your life?

I say "allowing" because every relationship in your life—even those with your family members—is 100 percent voluntary and therefore subject to your influence. You can choose to maintain, build, minimize, or even break off any relationship at any time. You don't have to call your parents, you don't have to stay in the relationship with the abusive jerk, and you don't have to put up with friends who try to keep you down to their apathetic unmotivated level.

Being subject to your influence, your relationships are turning out exactly the way you are allowing them to. Since you have the power to reward or penalize people with your level of commitment to the relationship, you are in essence continually teaching people how to treat you. If someone is treating you poorly, then it's because you haven't influenced or taught them to do otherwise. You haven't consistently or authoritatively stood up for yourself or put your foot down and said, "Enough! I will never allow you treat me like that again!"

Much of the quality of your life depends on the quality of your relationships. Healthy relationships are those that support your well-being and growth. If you are in any relationship that doesn't fit that bill, it's time to candidly reassess why you're in it and determine what you should do about it. Do you feel an obligation to be in this dysfunctional relationship, or are you just scared to be alone? Should you break ties with those who are hurting you, or should you at the very minimum lay down some new ground rules for how you expect to be treated?

Now this isn't just about getting rid of people who treat you unfairly, the truth is we all know that can't always happen—not everyone can ditch their mean spouses that easily. But here's the master's work: it's not so much about losing the bums as it is about having MORE supportive people around you. At my events we talk about having at least 10 super supportive peers and mentors around you who act as your cheerleaders and support personnel. Decide today that by the end of the year you'll have 10 new supportive friends and mentors and your life next year will explode with passion, joy and achievement.

Today's the day you should decide to surround yourself with only those people who lift you higher in life—those who appreciate you, respect you, support you, and love you. A life of beauty is built by surrounding yourself with beautiful souls.

Transformational Turning Points

The people in my life who are treating me poorly are...

I've allowed these people to treat me this way by...

If I ended or dramatically altered these relationships, I would start to feel...

The relationships in my life that are truly supporting my well-being and growth are the ones I have with...

Five people I need to approach to have as mentors and motivators are...

Transformation Truth #5: Either You Truly Believe in Yourself, or You Do Not

A person who doubts himself is like a man who would enlist in the ranks of his enemies and bear arms against himself.

—Alexandre Dumas

Sometimes the most toxic relationship we ever get into is the one with ourselves. We beat ourselves up, call ourselves names, obsess on our faults, and question our own worthiness of love and happiness. We talk to ourselves the way an abusive partner would, by flooding our minds with doubtful, cynical, hateful, oppressive, and disempowering thoughts. The more often this happens, the more disassociated and discontented we feel about ourselves and our lives in general.

On the other hand, our relationship with ourselves can be healthier and friendlier. We can nurture ourselves by taking pride in our efforts and accomplishments. We can acknowledge our strengths and reaffirm that we are worthy of a good life. We can recognize when we do well, when we try our best, when we stand up for what we believe in, and when we authentically connect with and help out our fellow human beings. When we do this, our self-talk focuses on how deserving, capable, trustworthy, and, yes, loving, we are.

Which of these relationships we have with ourselves—either the toxic or the healthy one—depends entirely on whether we believe in ourselves. Clearly, if we believe in our own sense of self-worth and adequacy, we're much likelier to have a happy and healthy life. If, on the other hand, we don't believe in ourselves, we're likely to contaminate any opportunity for such a life.

So what kind of relationship do you have with yourself? Are you your own worst enemy or your best friend? Do you believe you deserve to fail or to succeed? Are the thoughts playing in your head hurtful or helpful?

If you don't truly believe in yourself, it's critical that you start to transform your mind-set —right now. You have to stop focusing on your weaknesses and start focusing on your strengths. You have to give yourself a little credit for all that you've been through and all that you've accomplished. You have to realize that God put you on this planet because He thought you were worthy of life and happiness.

If this all sounds like some kind of self-help puffery, then you might be interested in knowing that people who say they believe in themselves tend to live longer, live healthier, live with more financial abundance, and claim higher levels of life satisfaction. And what's most interesting is that these people aren't just born with some kind of mental focus on how great they are. In fact, most of them report that they actively work on taking risks, stretching themselves beyond their comfort levels, thinking positively, and working hard to gain the kind of confidence and competence that can only come with trying and mastering new things. In short, they become confident because they choose to believe in themselves and work hard to become competent at something.

So what choices are you making? Are you choosing to give yourself some credit, to put yourself out there, to try new things, to trust that you can handle the world's challenges with grace and strength? Or are you beating yourself up and shooting yourself in the foot with negative thoughts about yourself before you even leave the gate? Your answers to those questions are likely correlated to the level of life satisfaction that you experience.

So why not give yourself a break, trust in yourself again, and recognize the strength and tenacity and hard work that have gotten you this far in life?

It's your time to believe in yourself again my friend.

It's time you focus on your strengths instead of your weaknesses.

It's time you remember how far you've come.

It's time to give yourself a break, and to reconnect with who you are.

It's your time.

Transformational Turning Points

If I started believing a little more in myself, I'd be much likelier to...

If I keep beating myself up all the time, I'm going to end up...

What I'm most proud of in my life is...

If I had more confidence in myself, the first damn thing I'd go out and do is...

Transformation Truth #6: Either You Are Truly Fit and Vibrant, or Not

Life itself is energy, so if you have no energy, what does that say about your life?

—Brendon Burchard

What level of life energy do I feel right now?

On a scale from 1 to 10, with 10 being absolutely vibrant and present, how "on" do I feel at this exact moment?

For years, I've been teaching audiences to ask these questions to themselves several times a day, because the very act of asking them helps people "level up," or lift their level of presence and vibrancy.

Why does this work?

Because psychologically we all know we should be present, we all know we should have the energy we deserve in life, and we all know that for the most part we're responsible for the lower levels of energy we typically feel throughout the day.

So, by asking these two questions, our brain essentially "guilts" us into thinking, "Hey, I should be more lit up about life right now," and somehow, almost magically, our level of presence and vibrancy rises. That's why I call it *leveling up*.

I share this with you because I want to reveal a secret about lifelong vibrancy: no matter what your current health or fitness level is, you can lift your level of energy in life simply by *choosing* to do it.

Yes, it's your psychology that governs your level of energy in your life as much as it is your physical fitness and health.

This might sound counter-intuitive, given that we're flooded with messages about losing weight, extreme diets, and the latest workout trend everywhere we turn. It

seems our culture thinks feeling more energetic begins solely with fighting food urges or dropping pounds.

But real fitness and vibrancy in life always begins with psychology, with making a conscious choice to live life at a higher level of presence and energy. It's only from this choice, from the real commitment to live more vibrantly, can we start feeling that way and start the hard work of supporting it through our daily mental and physical habits.

In other words, raising our level of vibrancy begins with making a choice to do so, and it is from this psychological choice that we then choose the physical routines that will help us become fit and able to "show up" more in life.

In my mind, there is nothing more important than my level of energy. If I'm low on energy, then I can't handle the stress of the day, I can't be present for my wife, I can't enjoy what I'm doing, I can't inspire my staff, and I can't accomplish my goals. Simply, I can't be the best me.

So how do I maintain such high levels of energy, presence, and vibrancy in my life? I'm asked this all the time, especially when people see me onstage and "on" for four days at my events. The reality is I've created a plan that helps me stay mentally fresh and physically fit -- exactly what's needed to be present and stay "on" throughout the day.

I call my plan the 4 Ps.

Here's the overview:

1. *Psychology*. I've already spoke about the importance of choice in creating the energy and vibrancy you want in life, but let me get more specific. If you want to be present in life, you've got to purposefully attempt to do so. You have to zoom your focus in on something intently, to pay attention to what's before you as if you were being measured on how present you were. You have to keep your mind free from clutter—like focusing on the "small" stuff in life or the things you can't control—and you have to choose to get excited about things. True vibrancy in life is almost child-like—it's a pure and innocent enthusiasm for how cool it is just to be here. When was the last time you simply chose to be lit up about life, to enjoy it, to be fully enthusiastic and jazzed about something? I make this choice about 15 times a day, which is how often I ask myself, "How lit up am I right now?"

2. *Proportions*. Most Americans are overweight because of the proportions of food they consume. (Of course, it doesn't help that they eat crap, which we take on in the next topic). The mega dishes we're served at restaurants and the heaping amounts of food on our plates at home are the reason most Americans are overweight. (Let's be

truthful and call it like it is: data shows that most Americans are fat, and it's simply not okay). If everyone just ate a little less at the table or on the go, we'd be much healthier and more likely to live with the energy we deserve.

Here's what you need to know: If you master your proportions, you master your metabolism, you lose weight. I'll show you in detail at my live events, but here's the first step: cut down on the amount of food you consume at each meal. Yes, that sounds simple, and indeed it is. You want more energy? Then talk with your doctor or nutritionist and consider lowering the amount of food you eat at each meal, and yet increasing the number of meals you have each day (to 4-6 small meals) to boost your metabolism.

3. Produce. How much of your diet consists of fresh greens and vegetables? How acidic or alkaline is your typical diet and PH balance? It's really a stunning fact that most Americans are barely consuming any greens or fruits in their diets in relation to their overall caloric consumption. They eat way more meats and grains and other "dead" foods like snacks instead of "live" and water-rich foods like greens and fruits. Why? Because they have no idea what affect this has on their health. If you want more energy in the day, immediately start eating more greens in your diet. This will lower your blood's acidic level, boost your immune system, cleanse your digestive track, and enhance your energy. Sound simple? Good. There are tons of books on eating green and staying alkalized.

4. Physical Movement. This one isn't as straightforward as you might think. There's a reason most people don't exercise consistently and intensely enough to improve their overall health and energy. First, as discussed above, they haven't chosen to do so for themselves. Instead, they've accepted to live half-alive, at a lowered level of energy, because they don't realize how much they're missing out on and how much they're cheating their family and friends out of a vibrant relationship with them. Second, they've never been trained on which exercises work best for them and why. Regardless, here's the bottom line for you: be sure you're getting off your bottom at least three to five times a week for a workout.

The fastest way to boost your consistent energy level in life is to get physically fit. We all know that, right? But how energetic do you feel? If it's not as energetic as you'd like, then start exercising more. Also, be sure to fuel your body with the proper foods, and refuel your body with the proper rest. It's that straightforward.

So that's my secret: An amped up psychology that chooses to be lit up about life; a dedication to choosing smaller and smarter portions; a commitment to eating lots of green water-rich foods; and a simple focus on getting three to five great workouts each

week. All that makes me feel present and vibrant enough to give all I've got and to enjoy life to its fullest. Easy, huh?

Transformational Turning Points

If I felt more vibrant and energetic throughout the day, I'd be more likely to....

If I made a real choice to be vibrant in life, the first thing I'd do is...

The amount of food I consume each day is making me feel...

From now on, I'm going to choose foods that are...

I could find more time to workout in the week if I just...

Transformation Truth #7: Either You're Truly Building Wealth, or You're Depleting it.

Playing small and being poor only limits your ability to give.

—Brendon Burchard

Most people *really* hate when I talk about this truth.

It's not because the way I talk about money, but the way they've been managing it throughout their lives. For most, they've been earning and living paycheck to paycheck and barely, if at all, socking away and growing some big time savings and investments.

How about you? If you're honest, what percentage of your income is being saved and invested right now? Is it enough to ensure you can buy the house of your dreams, retire when you're ready, care for your children, give abundantly to causes you love?

If it's not, then *why not?*

I've asked this why question to thousands of people and they tell me the same thing: Either they just haven't been disciplined enough to invest, or they aren't making enough to put anything away. Both responses are, to be blunt, sad.

Let's take on the idea of discipline first. If you're not disciplined enough to save or invest money these days, then you're dooming yourself to financial failure and you're also failing to take advantage of the simple systems set in place for you to succeed.

When I say "systems," what I'm referring to are the host of automated programs that can help you put your money into saving or investment accounts *without you ever even seeing it*. You can set it up with your employer and financial institution so that a percentage of your paycheck goes directly into a savings or investment account. That way there's no discipline needed; you just "set it and forget it" and your wealth grows.

Next, let's talk about this idea that there's not enough money to invest. Two thoughts here: first, yes, there is enough. You should be saving something from each paycheck, and you should set it up to happen automatically. Even if you're just saving \$100 a month, that adds up fast with compound interest.

Second, if you think you're not earning enough, then, frankly, there's only one thing you can do: start adding more value. The more value you add at work or in your business, the more money you make. It's a universal truth. And if that "truth" isn't recognized at your current job or in your current business (i.e. "they" don't recognize your value or brilliance and it's "their" fault you're not earning more money), then it's time to find a new job or business.

I'm sure that, like me, you're tired of all the BS about making immediate millions on the internet or in real estate, stocks, classified ads, or other get-rich schemes.

That's why I'm going to finally reveal the true secrets to wealth building. These are the secrets known by every CEO in the world, and every truly financially independent person who has ever lived.

And the secrets are not some sort of hyperbole or nonsense. They're rooted in this one, universal truth that will change everything you think you know about building a brand or a business:

All true wealth and every great business in history was built on previously existing infrastructure.

What does that mean? Simple:

You can't build significant wealth fast from scratch on your own.

Think about it: Every great business was built on some kind of existing infrastructure. The internet was built on the infrastructure of cable; cable was built on the infrastructure of phone lines; phone lines were wired through the tunnels beneath cities; cities sprung up along the infrastructure of the railways; railways were run along the highways, and so on.

So what's the point?

The point is you can't build your business, sell your products, or provide your services, or create and maintain real wealth unless you figure out how to find, tap into, and leverage an existing infrastructure.

In other words, you need to find partners (which can either be groups of people or organizations) that have the infrastructure (the resources, customers, delivery mechanisms, etc) you need in order to grow your wealth.

I'll explain more at my live events, but you can start this process right now by doing some basic research and asking questions like:

- What organizations could I work with to grow my business?
- What organizations or groups already serve my customer?
- What organizations have already figured out how to be successful and how can I learn from them?
- What organizations have the distribution or marketing platforms that could help me grow fast?

If these questions might sound oriented to just entrepreneurs, think again. If you want to add massive value at work, try finding business partners that can have a massive impact in growing your company's bottom line. Create those types of partnerships and you'll get paid. It's that simple.

Look at any wealth person's wealth building path and you'll see they did these things: they saved, they invested, they grew their business or influence by partnering with others to serve (and sell to) more people.

Read that again. And start building your wealth today.

Transformational Turning Points

If I keep handling my finances the way I am today, in twenty years I'll be....

The reason I'm not paying more attention to saving and investing is...

The person I should call to help me with my finances is...

The first thing I need to do to add more value at work is...

The organizations that I could partner with to grow my business are...

Transformation Truth #8: Either You're Truly Stepping Up or You're Backing Down

*Cowards die many times before their deaths;
the valiant never taste of death but once.*

—William Shakespeare

We are blessed with a life chock-full of challenges. Every day we are presented with circumstances, some new, some ongoing, that can be seen as opportunities to test our mettle.

The question is, how are you facing life's challenges?

Are you stepping up or backing down?

Are you hiding under the sheets or seizing the day?

Are you running away from your fears or charging at them head-on?

Are you avoiding your problems or knocking them off one by one?

What did you say to your boss last time he or she was wrong about your work?

What did you do when your child threw a tantrum?

What did you do last month to get a handle on your financial woes?

What steps did you take to manage your weight?

What did you say the last time your lover hurt you? What did you do when that scheming coworker took credit for your idea? What did you do the last time someone was being attacked —emotionally or physically—and needed your help? What did you do when your anxieties flared and your fears told you to run? What did you do the last time your parent or teacher or peers or supervisor told you to do something you didn't feel right about doing?

What did you do?

Did you shrink or stand?

Did you respond to life's challenges in a way that made you weaker or stronger, smaller or bigger, unheard or heard, worse off or better off?

Your responses to these questions demonstrate your level of confidence and character.

Warning: if you aren't stepping up to your day, you're backing down from your destiny.

You will never achieve your highest potential or your dreams if you don't consistently make a conscious choice to step up and swing confidently at life's curveballs.

Decide today that no matter what problem arises in your life, you are always bigger than that problem. Commit to dealing with all your responsibilities and fears with everything you've got.

From here on out for the rest of your life, refuse to shrink from anyone or anything. You are never as small or weak or helpless as you may think. You are a force of nature, a being of unlimited power and potential. Choose to stand up in life. Make your presence known. Declare what you want. Be strong and fight for what you deserve.

Transformational Turning Points

A problem or fear that I've been backing down from lately is...

The thing I must do right now in order to step up to this problem or fear is...

A person in my life from whom I have been backing down lately is...

If I truly believed in myself, I'd step up to this person and say...

If I started stepping up to all the problems and people I've been avoiding in my life, I would feel...

Closing Truths

In writing these eight truths, I hope that I didn't come across as too presumptuous about your life.

I don't know what your personal truths are; I don't know whether you are moving forward, doing what you enjoy, being yourself, surrounding yourself with healthy relationships, giving yourself enough credit, living vibrantly, building wealth, or stepping up or down in your life.

I wrote the descriptions for each truth the way I did, focusing more on the "not" side, because I believe that we *all* have some work to do on our lives.

In the end, you are the only person who knows how your life is unfolding. I hope these transformation truths helped you take inventory. And if any of them made you see the light or feel the heat, I also hope you use them to face the possibility that it is time for a change.

Here, once again, are the eight transformation truths:

Transformation Truth #1:

Either you are truly moving forward or you aren't.

Transformation Truth #2:

Either you are truly doing work that you enjoy or you aren't.

Transformation Truth #3:

Either you are truly being the person you want to be or you aren't.

Transformation Truth #4:

Either your relationships are truly supporting you or they aren't.

Transformation Truth #5:

Either you truly believe in yourself or you don't.

Transformation Truth #6:

Either you are truly fit and vibrant, or you aren't.

Transformation Truth #7:

Either you are truly building wealth, or you're depleting it.

Transformation Truth #8:

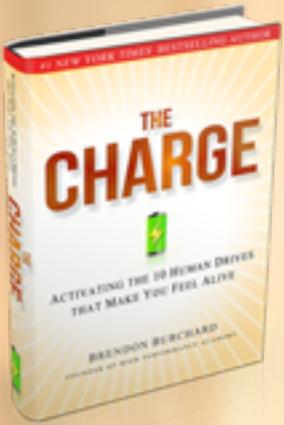
Either you are truly stepping up or you are backing down.

On your journey to face your life with courage and to live in the truth of who you are and who you could be, I honor you.

As you move forward, may the gates to possibility always swing wide open for you.

In friendship,

Brendon



You can master your internal drive and emotions. Welcome to the world of high performance!

Dear Friend,

We hope you enjoy's Brendon's ebook. If you did, you'll love *The Charge: Activating the 10 Human Drives that Make You Feel Alive!*

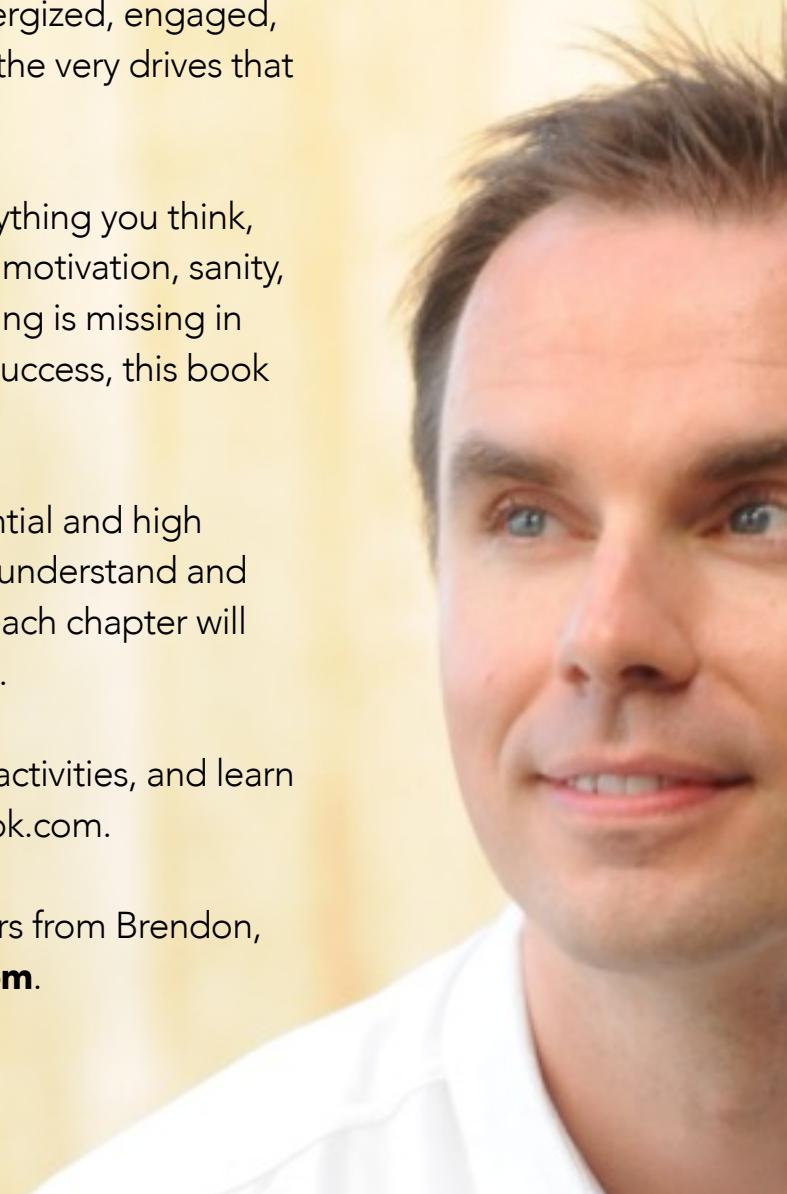
The Charge reveals how you can feel more energized, engaged, and fulfilled in our chaotic world by mastering the very drives that make you human and happy.

These 10 emotional drives are controlling everything you think, feel, and do, so mastering them is vital to your motivation, sanity, and success in life. If you have felt that something is missing in life, or you just want to go to the next level of success, this book will help.

Based on 17 years of research on human potential and high performance, this book is nonetheless easy to understand and highly-actionable. The activities at the end of each chapter will open you to a new way of thinking (and living!).

We invite you to read the book, complete the activities, and learn more about Brendon's work via TheChargeBook.com.

For free podcasts, videos, and email newsletters from Brendon, visit his website today at **BrendonBurchard.com**.



In His Own Words

Dad told us, "Be yourself. Be honest. Do your best. Take care of your family. Treat people with respect. Be a good citizen. Follow your dreams."

And a car accident taught me that at the end of our lives we will ask,
"Did I live? Did I love? Did I matter?"

Those two things, along with my family and friends, shaped me the most.
There's not much more to me than that.

The praise and the accolades are appreciated, and I'm trying harder not to let them fall on deaf ears. I guess it's where I'm from, and from what I'm made of. I'm just a guy, searching and working to live a fully charged life and make his difference.

People see the videos and the books and the #1 stuff, and they hear the chatter in the industry. "This kid came out of no where," they say. Maybe.

The real story is that I wake up every day feeling blessed for this second chance, for this moment, for one more day on Earth where I get to earn it and really live and love and try to make a difference.

The true story is I've studied psychology, leadership, business, and high performance for 17 years. A book a week. A personal challenge a month. Hundreds of interviews. Thousands of talks. World-class clients and mentors.

The untold story is that I'm human, that I've written plenty of garbage, shot hundreds of bad videos, felt terrified backstage, bombed at promotions, and failed and failed and joyously failed on my path of "coming out of nowhere." The path to mastery is forged with struggle.

The best story is a broader narrative. A bigger picture. It's the millions of fans and students out there living a more fully charged life. It's the stories of the remarkable people who have the guts to share their voice and make their own difference. My students are the heroes.

If all I have done is inspire others to find their charge and share their message with the world simply because I have worked at those things in my life, then the day is good, life is good, and I feel blessed.

—Brendon



Brendon Burchard is a #1 *New York Times* bestselling author whose books include *Life's Golden Ticket*, *The Millionaire Messenger*, and *The Charge*. He is the founder of High Performance Academy, the legendary personal development program for achievers, and Experts Academy, the world's most comprehensive marketing training for authors, speakers, coaches, and online thought leaders.

For these works, Larry King and dozens of media outlets call Brendon "one of the top motivation and marketing trainers in the world."

Brendon's books, videos, newsletters, products, and appearances now inspire over three million people a week worldwide. His books have been #1 *New York Times*, #1 *Wall Street Journal*, #1 *USA Today*, #1 Amazon.com, and #1 Barnes and Noble bestsellers.

Though best known for his motivation and high performance work, Brendon is on speed dial as a marketing advisor to the world's leading companies and celebrities. That's because his recent online campaigns have set worldwide records, including having launched over 10 online promotions *in a row* that crossed \$1,000,000 in sales in less than seven days each, with five of those campaigns crossing \$2,000,000. He is now the highest-paid marketing trainer in the world.

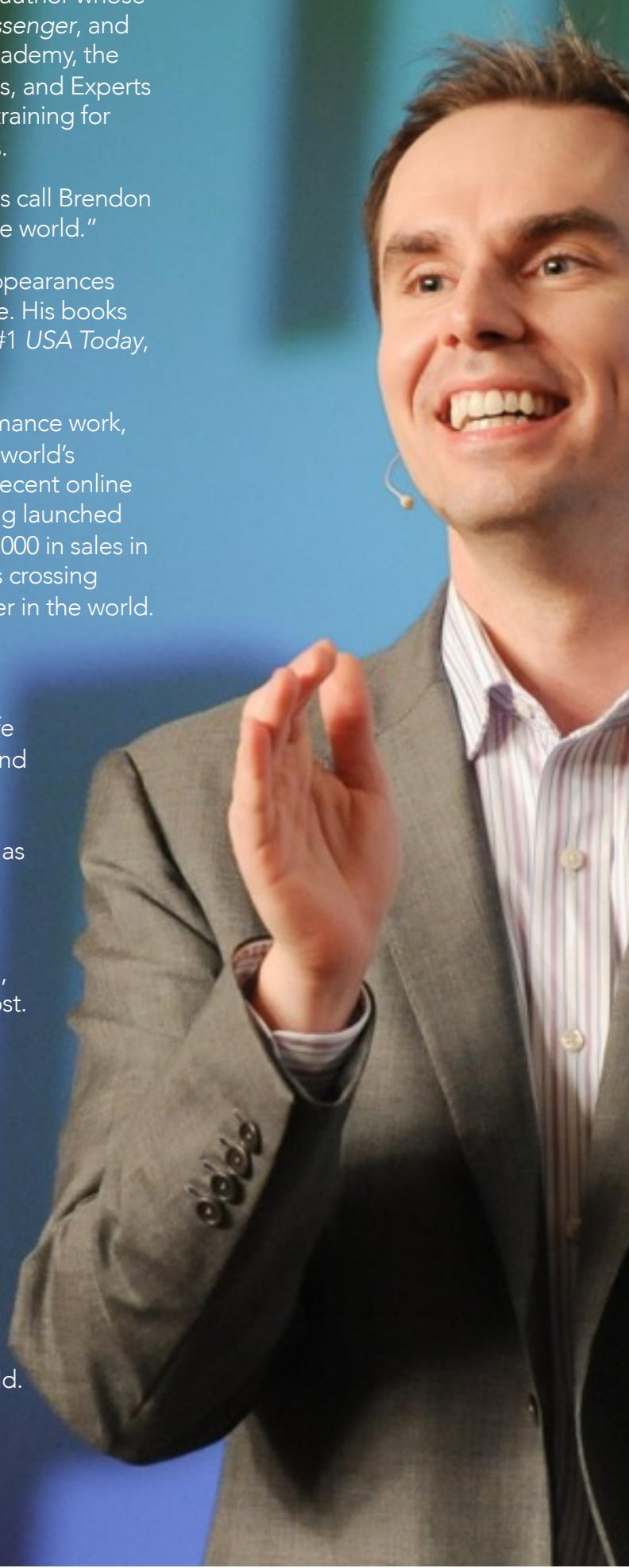
Brendon was blessed to receive life's golden ticket—a second chance—after surviving a car accident in a developing country. Since then, he has dedicated his life to helping people find their charge, share their voice, and use their experience and wisdom to change the world.

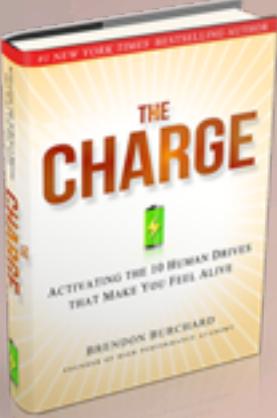
Brendon is regularly seen on public television, and he has been in media appearances on Larry King, Anderson Cooper, ABC World News, CBS News, Oprah and Friends, NPR stations, The Wall Street Journal TV, and other popular outlets like SUCCESS magazine, Inc.com, Forbes.com, FastCompany.com, and the Huffington Post.

As one of the most in-demand trainers of our time, Brendon has shared the stage with the Dalai Lama, Sir Richard Branson, Wayne Dyer, Stephen Covey, Tony Robbins, Deepak Chopra, David Bach, John Gray, Jack Canfield, Marianne Williamson, Les Brown, Tim Ferriss, Steve Forbes, Arianna Huffington, and more.

Brendon's clients include entrepreneurs and executives from 60+ countries, and his advice, products, and training have been sought by Accenture, Alcoa, Amazon.com, Visa, Marriott, The United States Naval Academy, and dozens of the top universities in the world.

Meet him at BrendonBurchard.com





Praise for the #1 Wall Street Journal bestselling phenomenon

"There hasn't been a game-changing book on personal development in a long time. The wait is over. *The Charge* confronts our very notions of what drives us as humans, and after reading this book you'll find a new internal charge that's stronger and more energized than you ever imagined possible."

—Jack Canfield, Co-author of the *Chicken Soup for the Soul* series

"*The Charge* is an inspiring guide to the one thing we all want: more *life* in our lives. Brendon Burchard proves that we can harness our emotional drives to feel more alive, and that it's our internal charge that helps us meet life's challenges with joy and courage. I love this book."

—Paulo Coelho, New York Times bestselling author of *The Alchemist*

"Every once in a while you read a book that completely changes how you think about your life, igniting within you a new internal drive to be more, do more, and give more. This is that kind of book."

—David Bach, New York Times bestselling author of *Start Late, Finish Rich*

"I look for authenticity and proof when I learn from someone, and I can share that Brendon Burchard is one of the most engaged, energetic, and enthusiastic individuals I've ever met. I've always wanted to know how he developed such a remarkably strong internal charge. This book reveals his secrets. If you too want to perform at higher levels of joy, engagement, and productivity—read this book. It's a must-read for any serious student of success and high performance."

—Darren Hardy, Publisher of *SUCCESS* magazine and New York Times bestselling author of *The Compound Effect*

"*The Charge* will change your life. Our brains are hard wired to meet specific human drives, and learning to harness and activate those drives is the secret to success and happiness. This is a smart and beautifully written book, and it will electrify your life."

—Daniel Amen, MD, New York Times bestselling author of *Change Your Brain, Change Your Life*