

*THE 2018*

# *DESIGN YOU*

**BLUEPRINT**

*What Do You Think?*



# Let's Design You!

Hello, Creative! You wear so many hats from boss, to mom, wife, volunteer, friend and beyond. And you pull a lot of those things off with ease. But there are a few key parts of your business, your home and your life that just never seem to work the way you envision, no matter how hard you try.

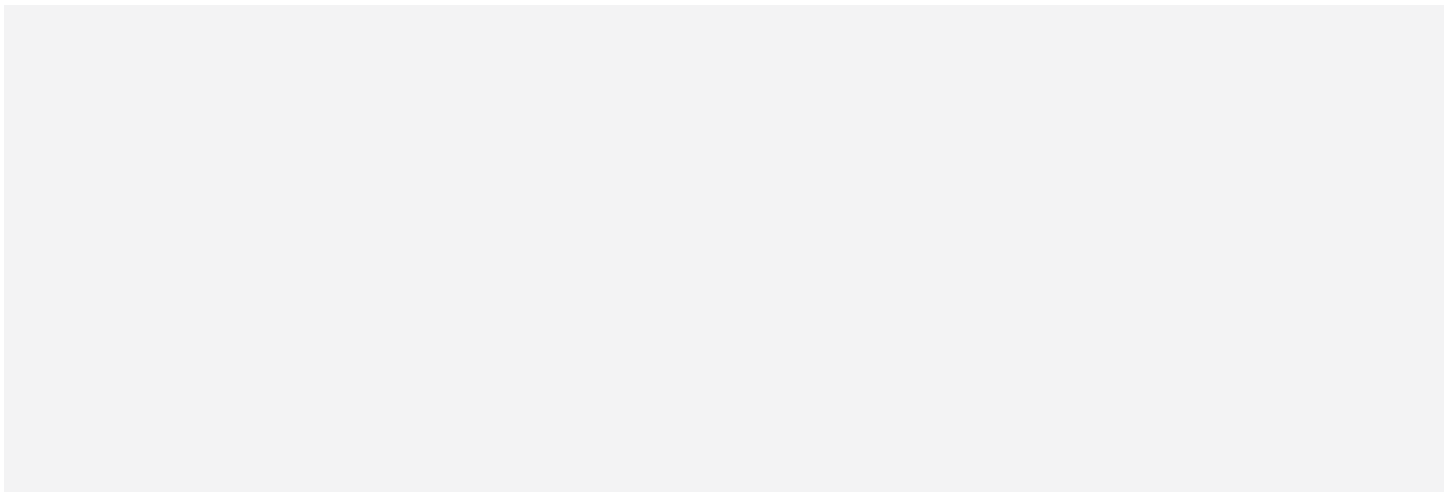
The *Design You Blueprint* is the place to start to redefine what success looks like for you.

# *Where Do You Start?*

Let's start from where you are right now. That means let's take an inventory...

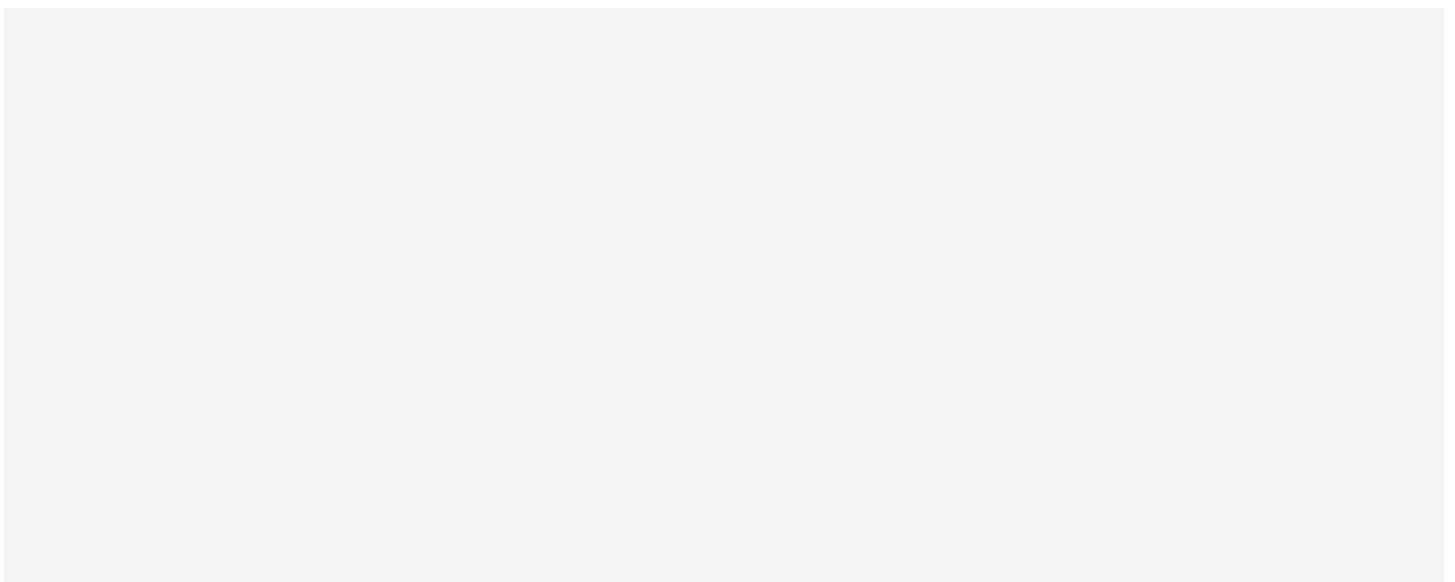
## **MAKE A LIST OF YOUR ACCOMPLISHMENTS**

You've accomplished a lot in your life. Whether you admit it or celebrate it the way you should, I know you've done big things. Write down the things you are most proud of that you have made happen in your life...



## **MAKE A LIST OF YOUR CHALLENGES**

And though you have a lot going for you, there are those pesky areas that just aren't the way you envision them. Write them here...





# Taking Responsibility

The first step in designing the life you want, is taking responsibility for where you are today--the good and the bad. So give yourself kudos for the things you've accomplished so far, and also realize you are the only reason you haven't accomplished the other things on your list already. It's all on you. But that's a good thing!

Make sure you aren't playing the blame game. The minute you blame you lose your power to change. Let's own all the reasons we are where we are today, and get busy creating the life we so desire.

# *What Held You Back?*

It's important that we understand why we haven't already met our goals and our dreams. There is a reason it feels more comfortable to be where we are, than where we say we want to be. In the space below, write all the reasons why you aren't already where you want to be. Remember, no blaming.



# What Do You Believe, Think, & Feel?

Managing your mind is the key to achieving your dreams. On a daily basis, are you aware of your thoughts, feelings, and actions?

# Your Mental Game is Everything!



One of my favorite mentors, Brooke Castillo, has a brilliant way of understanding our minds. She starts with an idea that I whole-heartedly believe, and that is that our thoughts create our feelings which create our actions and ultimately our results. She created a model that I use regularly in my coaching business, for putting our thoughts on paper and mapping out what result we ultimately get when we think a certain way.

The point here is that whatever you think, is ultimately what you create in your life. And your thoughts are ALL OPTIONAL!

So often we think the things that hold us back are our circumstances in life--things that happen to us, or that we can't control. But the truth is, most of what's holding us back aren't circumstances, but what we are thinking about circumstances. So it's our thoughts that are the problem.

When we start to understand that we have a choice in the way we think, we have the power to change everything right now. No circumstance, including your clients, your kids, your spouse, your childhood, your financial position, your weight or anything else has to change for you to stop feeling overwhelm and stress and start feeling more joy today!

# *So, What Do You Think?*

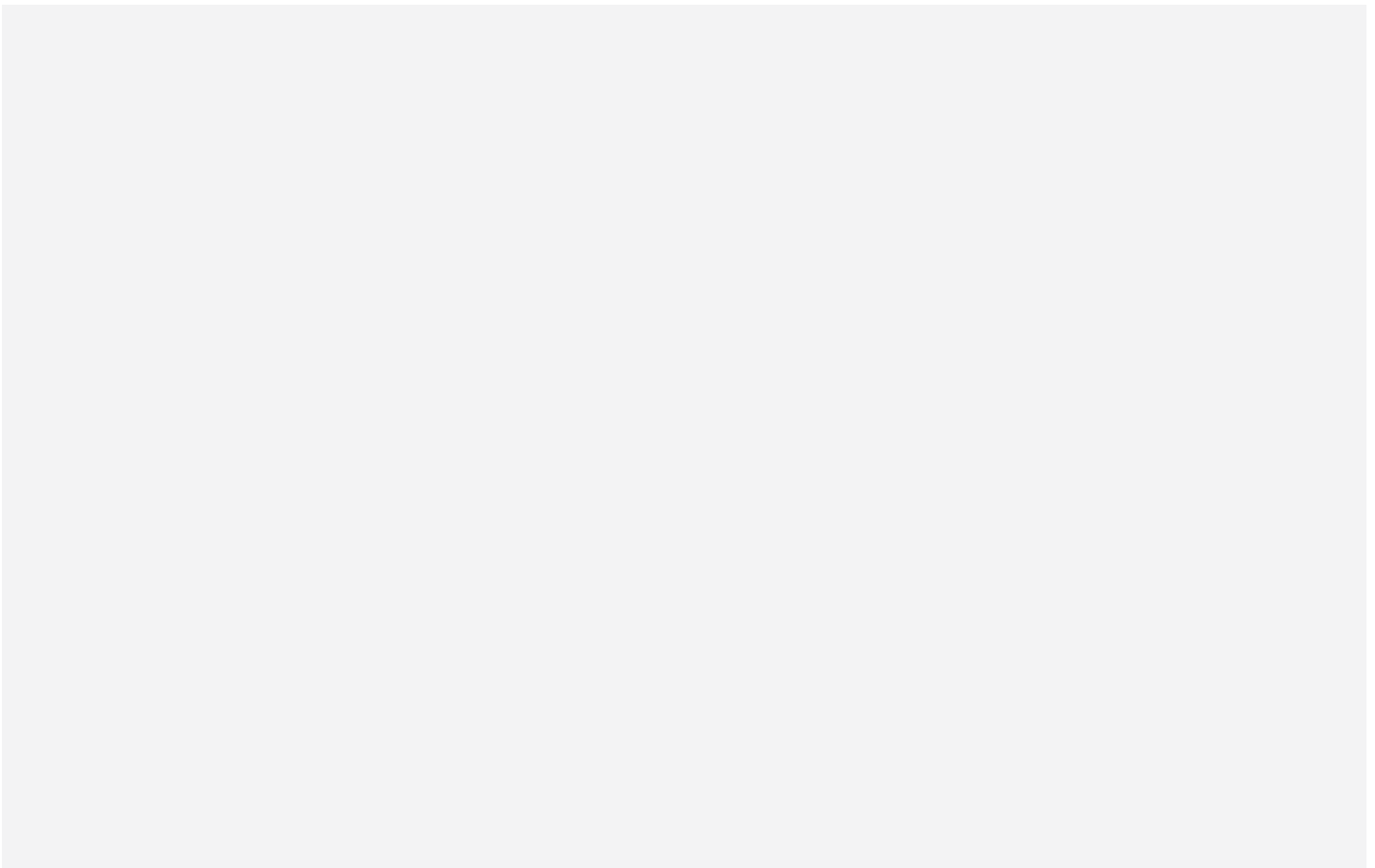
Are you willing to take a critical look at what you are thinking and feeling each day? Did you know that taking action and getting the results you want depend on it?

Do you realize you have a pattern of thoughts and feelings that are the reason why you aren't where you want to be in life? Did you know that when you think a thought for a long time, it becomes your belief?

Are you willing to do the hard work that Dr. Wayne Dyer called "changing your thoughts so you can change your life?"

## **DO A THOUGHT DOWNLOAD...**

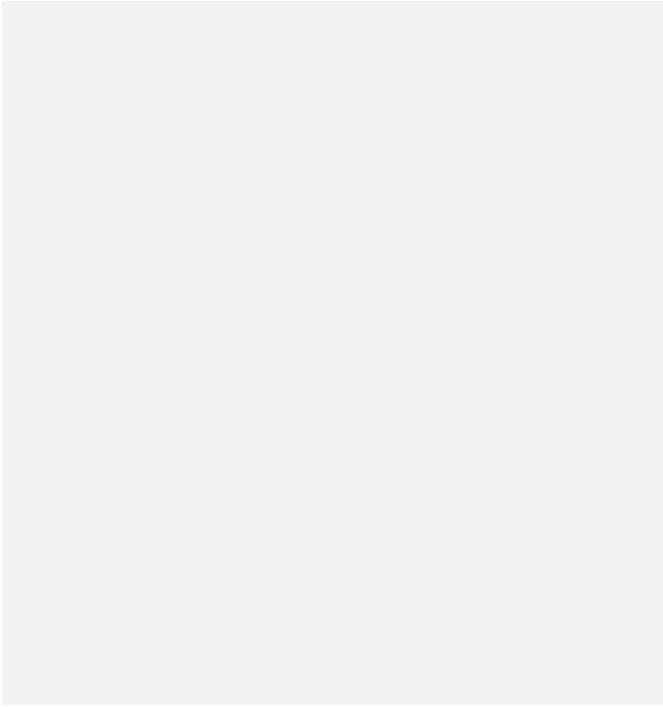
Use the space below to write down all the thoughts you have on a regular basis about your life, your business, your family, yourself or any area you want to change...



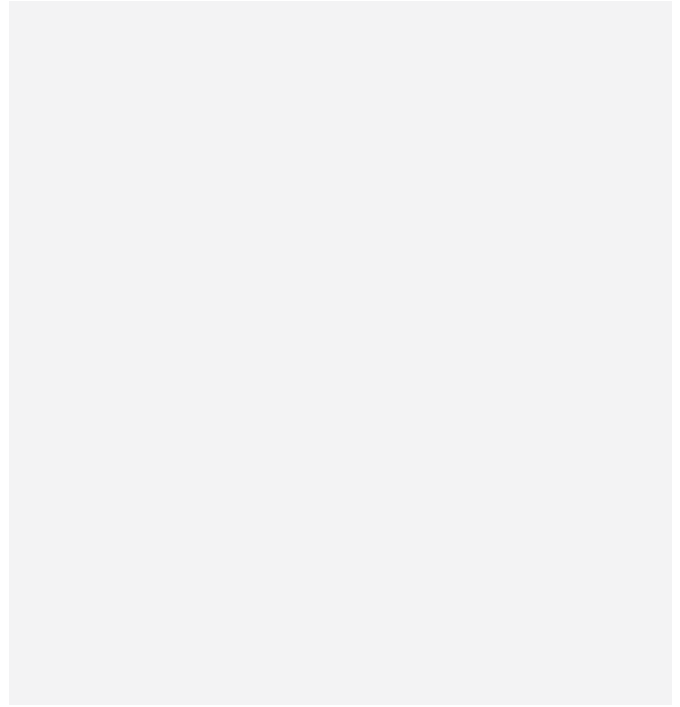


# *What's Keeping You From Your Goals?*

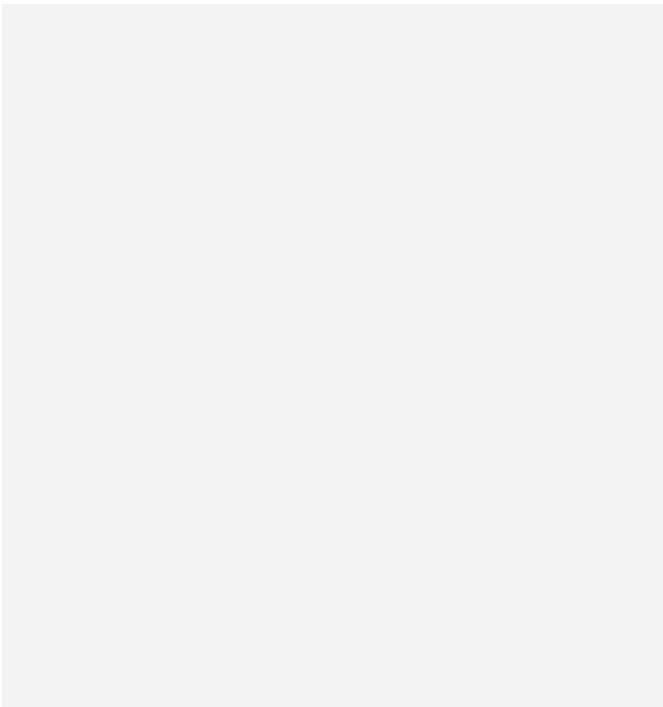
## **THOUGHTS**



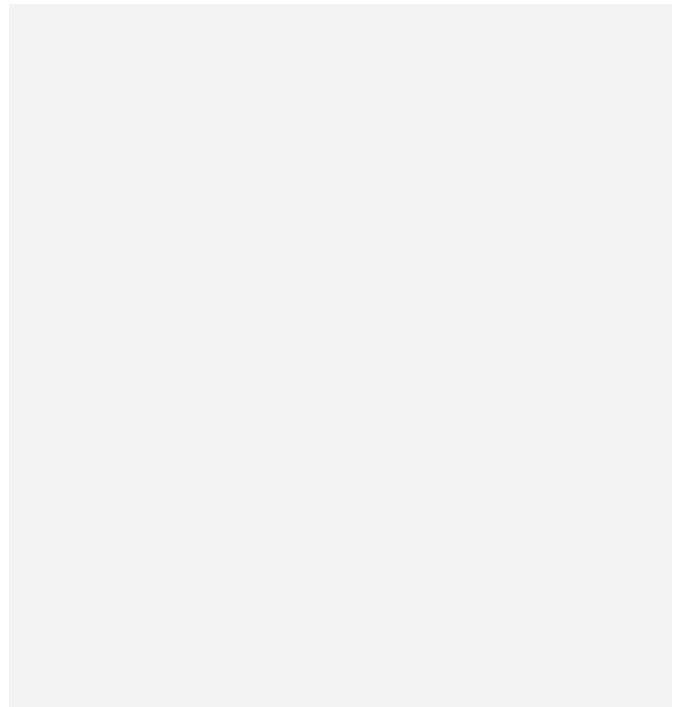
## **FEELINGS**



## **HABITS**

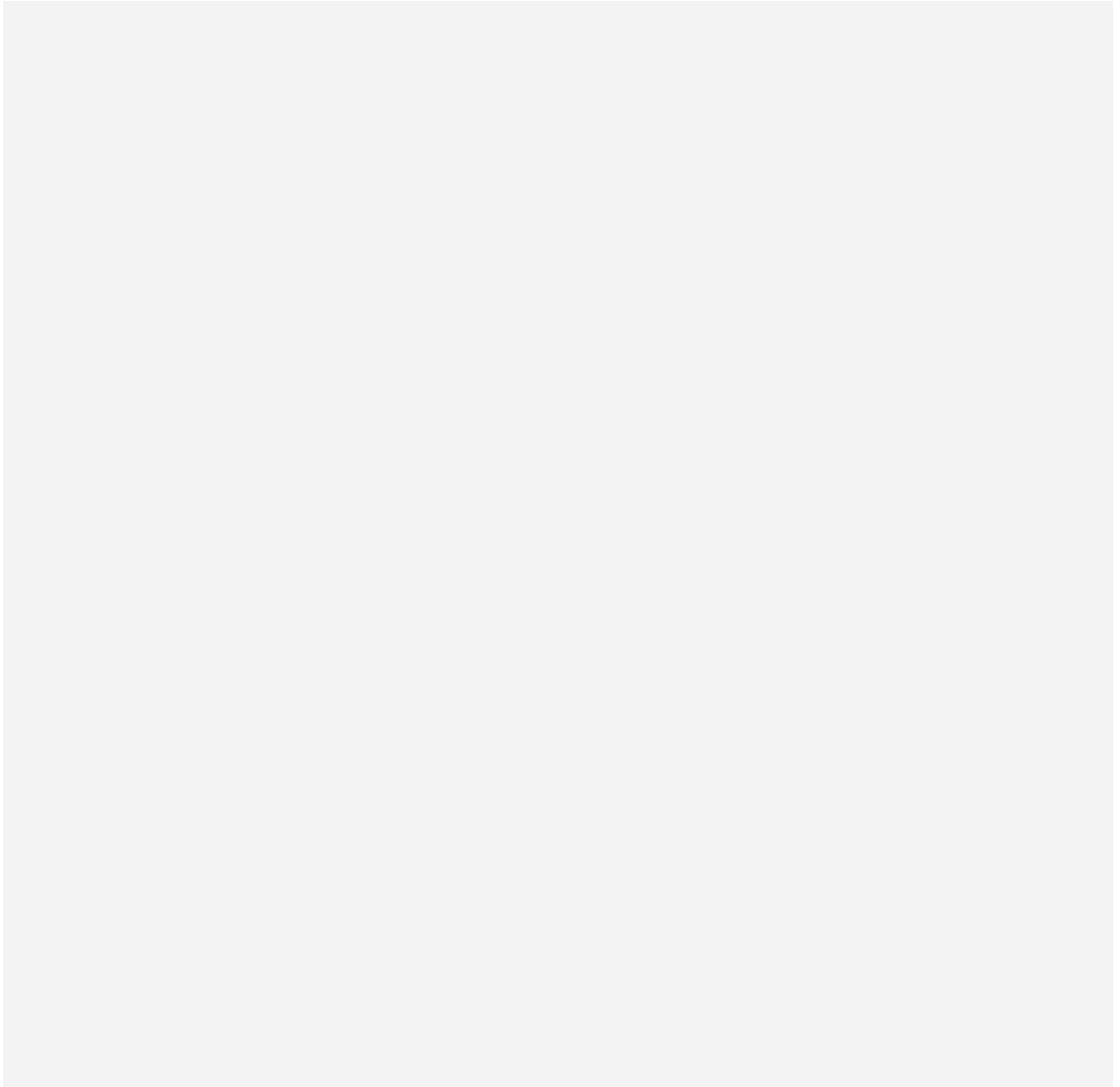


## **BELIEFS**



# *What Are You Willing to Leave Behind?*

From the list of thoughts, feelings, and habits that are recurring and are keeping you from the life you want, what are you willing to leave behind? Are you indulging in recurring emotions like overwhelm and stress as a way to procrastinate on doing the hard work that will get you to your desired results? What beliefs are you holding onto that are keeping you from your dreams? Explore them here and decide to let them go...



*THE 2018*

# *DESIGN YOU*

**BLUEPRINT**

*What Do You Want?*



# What do you Want?

*Do you Even Know?*

Its hard to get to a destination if you don't know where you are going. So do you know what you want in your life? Let's explore some categories to help you figure it out...

# *How Do You Want to Feel?*

If your feelings cause your actions, then knowing how you want to feel is important in getting what you want. Keep in mind, your desired feelings need to be congruent with what you want.

For example, if you want to feel peaceful and relaxed, but you want a 7-figure business with lots of clients and employees, those things may not be congruent. Maybe a better feeling choice to fit with your entrepreneurial goals would be to feel energized and organized. I'm not saying peace can't come with a business, but maybe not in the startup phase. So just be mindful if what you want and what you want to feel are not in sync. It could be keeping you from getting the results you desire in your life.

## **WHAT 3 FEELINGS DO YOU WANT TO FEEL DAILY?**

1.

2.

3.

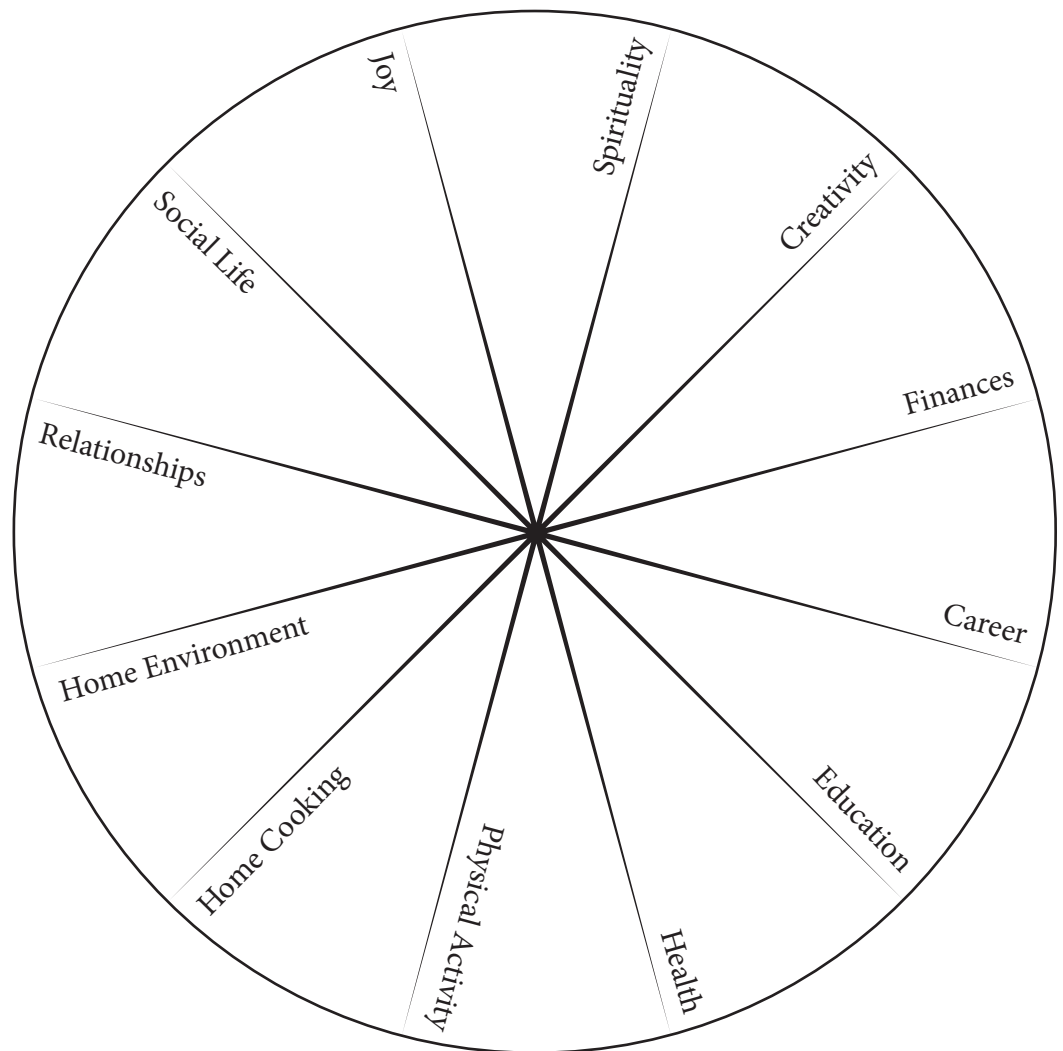
# Circle of Life

One way to know what you want in various categories of your life, is to start with an assessment. I like to use a visual like this great Circle of Life tool from the Institute for Integrative Nutrition.

This was one of my favorite tools I found when getting certified with IIN as a Health and Wellness Coach. It's so much easier to admit where you are in each part of your life, when you can see it on paper.

## USE THE VERSION OF THE CIRCLE OF LIFE TOOL HERE TO DO YOUR OWN ASSESSMENT.

1. Place a dot on the line in each category to indicate your level of satisfaction within each area. Place a dot at the center of the circle to indicate dissatisfaction, or on the periphery to indicate satisfaction. Most people fall somewhere in-between.
2. Connect the dots to see your Circle of Life.
3. Identify imbalances. Determine where to spend more time and energy to create balance.



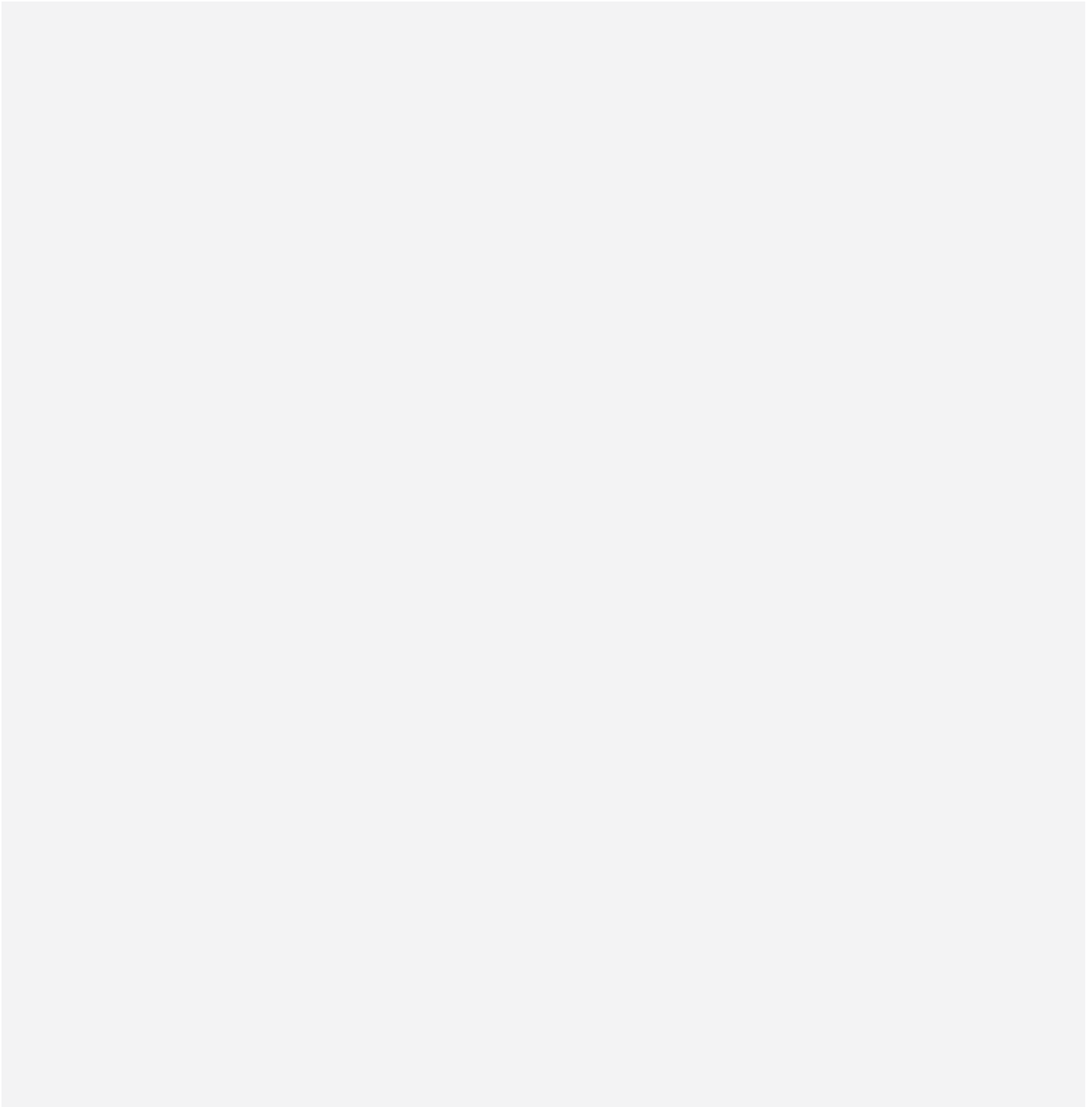


# Home Assessment

Your home is meant to be your foundation and your haven. It's where you should find peace and recharge. When you live in spaces that support the life you want to live, stress melts away and dreams find a way of coming true.

# *My Home Assessment*

How is your home working for you? Is it organized? Do you have the spaces you need so you and your family can function at its best? Is your home your ally or is it part of the reason you aren't living the life you desire? Use this space to record what about your home is and isn't working for you...





# *Curb the Clutter*

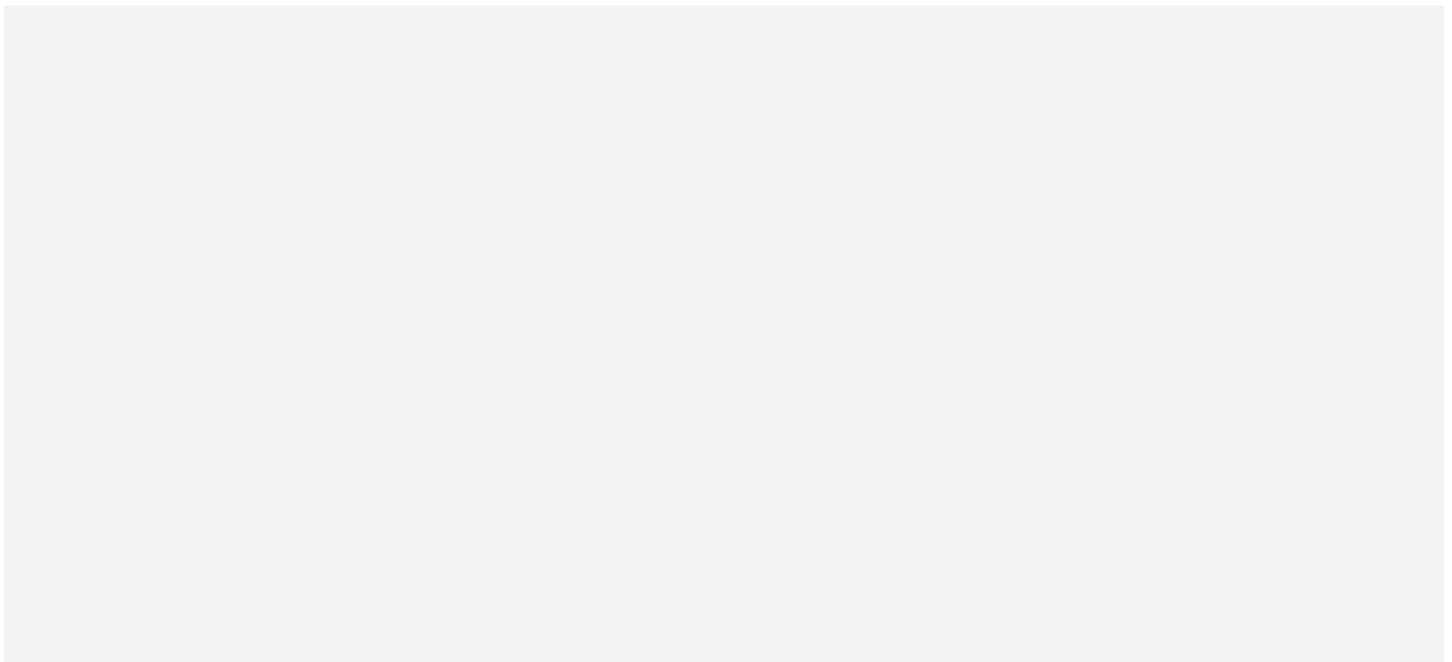
Is disorganization one of the things adding the most stress in your home and in your life? Getting rid of mental and physical clutter is one of the fastest ways I have found to live a better, healthier and more peaceful life. How much clutter are you living with at home, at work, on your computer?

The way you do one thing is often the way you do everything. So if you are disorganized at home, it will show up in your business, including with your clients. It could be a big reason you aren't getting what you desire financially too!

Does curbing the clutter need to be on your goals list this year?

## **CREATING WHITESPACE**

More than just cleaning out your closets, and your desk, it may be time to curb the clutter in your calendar. Creating whitespace, which is open pockets in your schedule and in your daily life for dreaming, resting or anything that replenishes you, can do wonders for the quality of your existence. The key to creating whitespace is saying no. Write below, the non-essential things you must say no to starting today, to open up more whitespace in your life...





# Self-Care

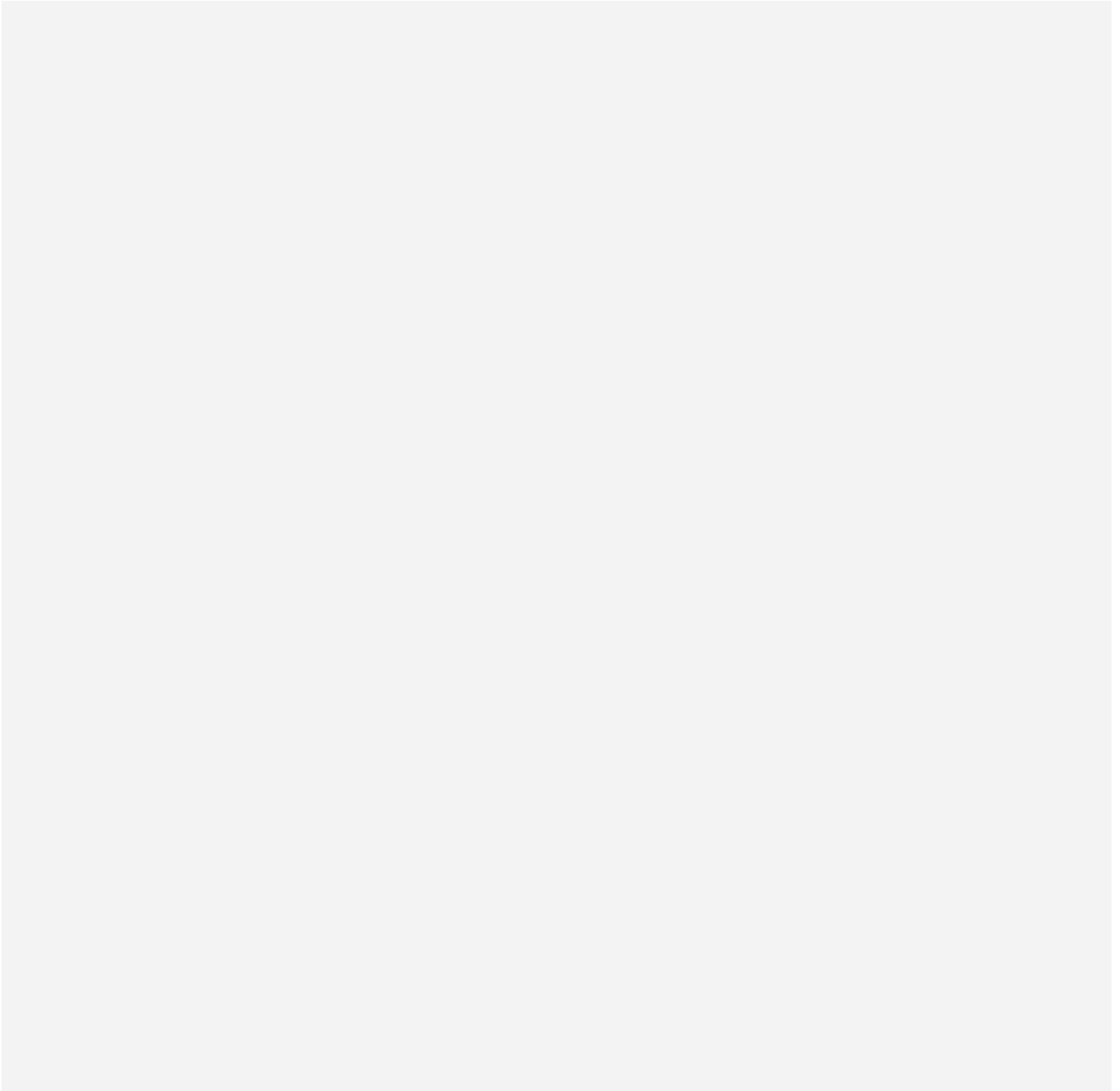
## HOW WOULD YOU RATE YOUR SELF CARE?

I don't mean have you taken a hot bath lately or gotten a pedicure. Those are great ways to relax, but I mean self care in a bigger sense.

Self care is not selfish. Taking care of number one is imperative if you want to be able to take care of our spouse, your children, your clients, your responsibilities.

# *My Self-Care Needs*

It's critical to you and your family that you take care of yourself like it's your job. Don't ever sacrifice healthy eating, exercise, or your emotional health for the sake of anyone else. If someone really needs you, they need you to be healthy and available. Use the space below to create a list of what must change in your self care for you to have the life you desire...



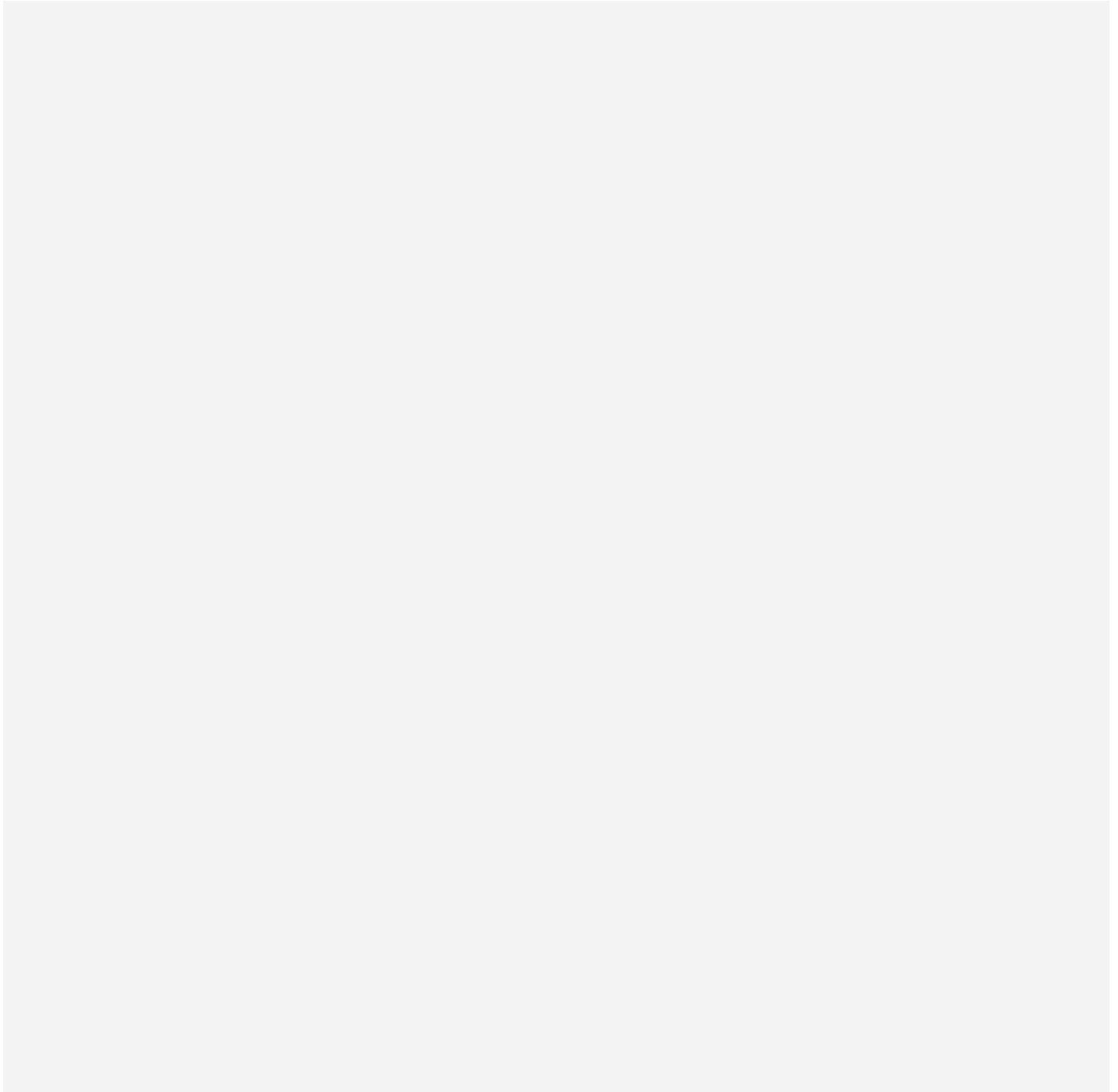


# Nutrition

Feeling great starts with your nutrition. Looking great starts there too. Let's take a look at how nutrition should play a role in the life you desire...

# *Health, Wellness, & Nutrition...*

You get out what you put in to anything, especially your body. If you aren't feeding your body and your mind great whole foods, at least 8 hours of sleep a night, and lots of mental downtime, you will never feel your best or be your best. So in the space below, write what you need more of and what you are willing to give up to thrive in your health and wellness.



# *So What Do You Want?*

## **HEALTH & WELLNESS**

## **HOME/ENVIRONMENT**

## **LOVE/RELATIONSHIPS**

## **FAMILY/FRIENDS**

## **PERSONAL DEVELOPMENT**

## **BUSINESS/CAREER**

## **FINANCES**

## **GIVING/CONTRIBUTIONS**

## **FUN/JOY**

## **SPIRITUALITY/PURPOSE**

*THE 2018*

*DESIGN*  
*YOU*  
**BLUEPRINT**

*Word of the Year & Setting Goals*



# Word of the Year

Knowing what you want and staying on the path to achieving it, are two different things. I believe having a one-word intention helps keep you focused and on track with your feelings and goals all year.



# *Picking Your Word*

Here are some examples of words that might guide you this year...

**DETERMINED**

**PEACE**

**SIMPLIFY**

**UNSTOPPABLE**

**KINDNESS**

**TRUST**

**OPTIMISM**

**COURAGE**

**CONNECT**

**CONFIDENCE**

**GIVING**

**INVEST**

**THRIVE**

**PRESENT**

**MINDFUL**

**PERSISTENCE**

**BALANCE**

**FINISH**

**GROWTH**

**JOY**

**CULTIVATE**

**BLOOM**

**GRACE**

**COMMUNITY**

**SHINE**

**HEALTH**

**NO**

**SIGNIFICANCE**

**ADVENTURE**

**STRONG**

**DISCIPLINE**

**AUTHENTIC**

**ORGANIZED**

**ACTION**

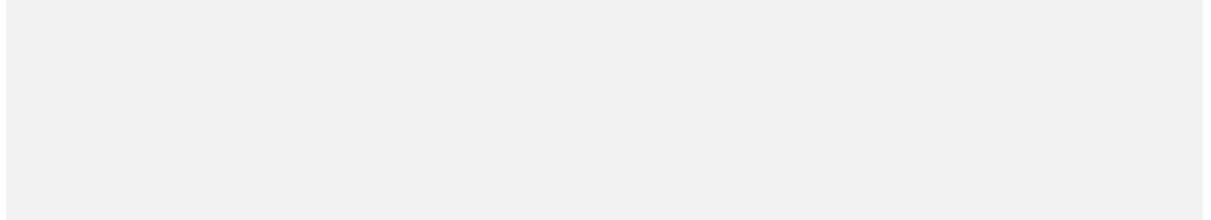
**CREATE**

**FORGIVE**

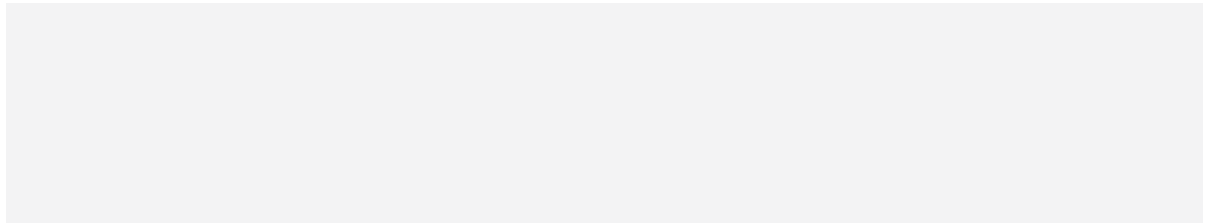
# Getting Closer

Which 3 words that you have considered (from this list or another source) stand out the most? Why?

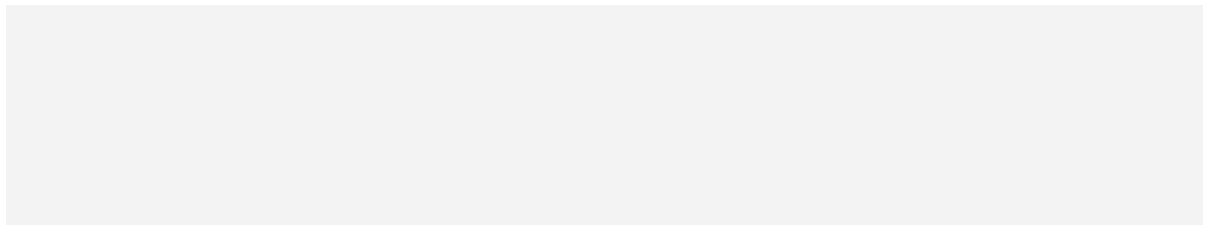
1.



2.



3.



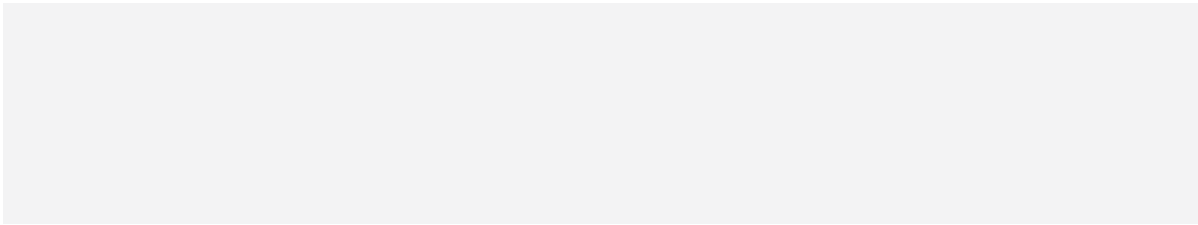
# *Are We There Yet?*

How do each of these words make you feel?

What is an official definition (look it up) of each word that connects with you?

Is there a similar word that would be a better fit? Check the thesaurus for all 3 of these words.

**IT'S DECISION TIME...  
WHAT'S YOUR ONE WORD?**





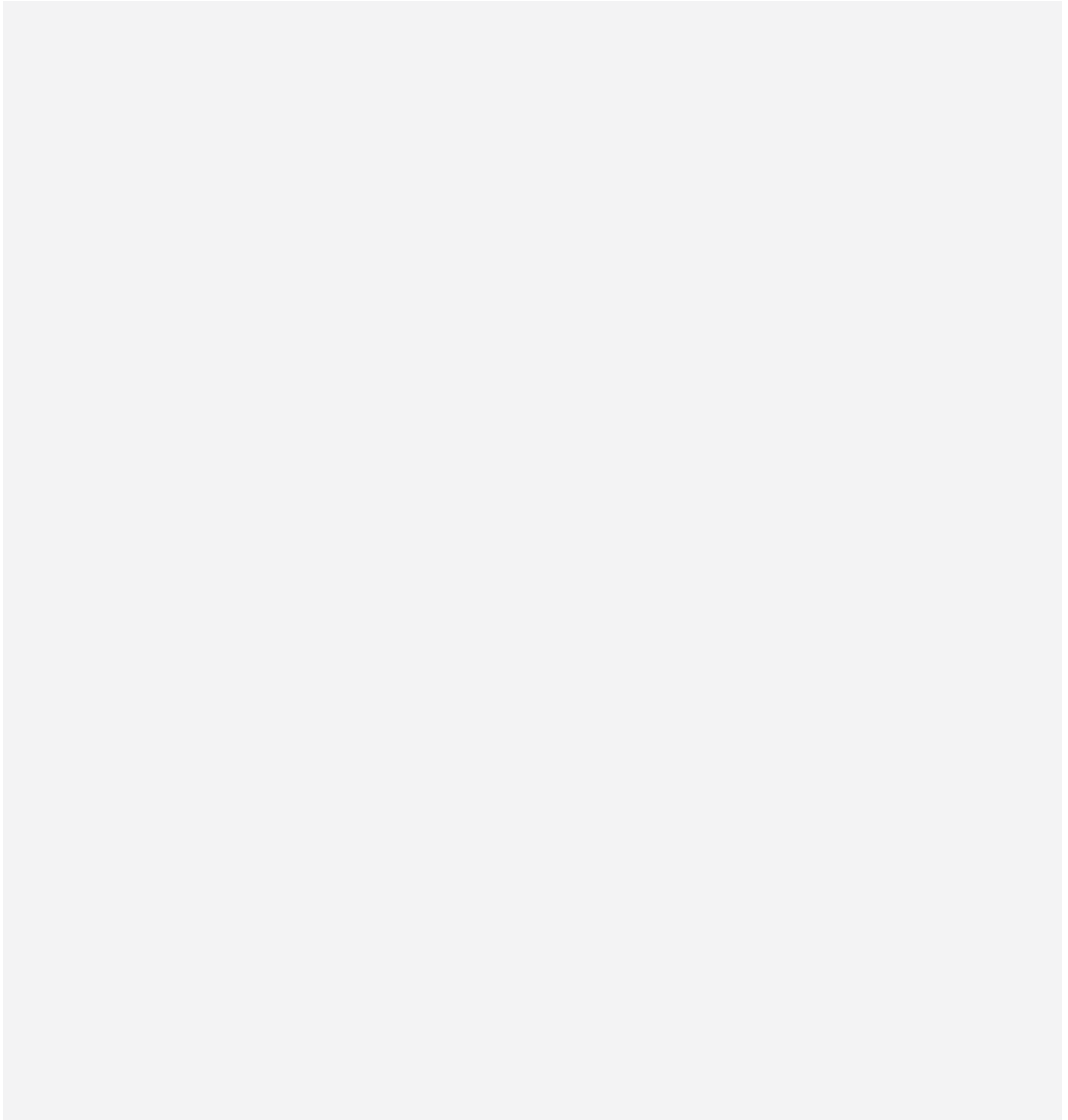
# Setting Goals

Now that we know what results you want, how you want to feel and a word to guide you on that journey, let's do some goal setting...

Knowing what you want to accomplish in the next 6 to 12 months starts with a good brainstorming session!

# *Get in Touch with Your Wildest Dreams...*

If you could accomplish anything that you wanted this year (from your wants list above) and you knew you couldn't fail, what would you do? Brainstorm all those dreamy things here...



# *Now, Let's Get Some REAL Results... On Purpose!*



Being our best self, means using our talents and gifts in the most effective way we can. It means making our highest contribution to the world and to those we love. And we now know, we get results in our life, based on the actions we take, whether those are conscious actions or not.

Setting goals helps you get actions on purpose, not by default. But it's important that you set goals based on what you really want, not because you think you should want them, or because they are popular, or because someone else thinks you should want them.

Remember that “taking responsibility” piece of this puzzle? We are completely responsible for what happens in our life including what's happening right now.

**SO WHAT RESULTS ARE YOU GOING TO CREATE IN YOUR LIFE?**

# *My Top Ten...*

From your brainstorming list above, what would you say are the top 10 things you want to accomplish in the next 6 to 12 months?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

# Overcoming Obstacles to Our Goals:

Writing down your goals is the first step to success, but those pesky little obstacles are constantly popping up that knock us off our path. The best way to avoid them, is to plan for obstacles ahead of time. So for each of your top 10 goals, write down what your biggest obstacles to achieving them will be and how you can best overcome them. You may have several for each goal. Be thorough, because planning ahead always leads to success!

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



*THE 2018*

# *DESIGN YOU*

**BLUEPRINT**

*One Main Focus*



# One Main Focus

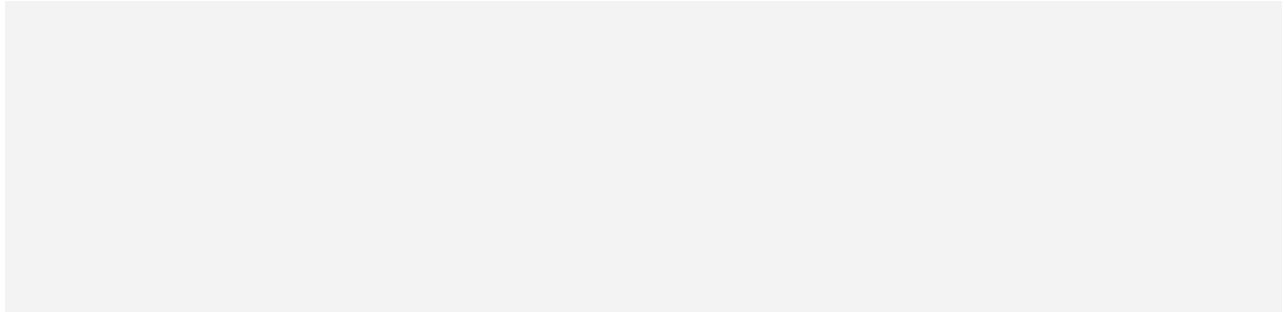
Warren Buffet once said, “The difference in successful people and very successful people is that very successful people say no to almost everything.”

I believe this completely, and I think this mindset of simplifying and saying no plays right into successful goal setting. I’ve had many years where I set out to accomplish 5-10 goals and I usually hit about 50-60% of them, but maybe not to the level I would have liked. I now focus on ONE main goal at a time and my results have skyrocketed.

# *What's Your ONE Goal?*

Here is the best way to decide what one thing you should focus on right now. Ask yourself this question...What is the one thing that if I achieved it, would make everything else on my goals list obsolete or unnecessary? Powerful, isn't it? Just think, if you put ALL your efforts into doing or launching or acquiring that one thing, and it would allow you to delete tons of other to-do's right off your list, wouldn't that be life-changing? I don't think we can afford not to take this hyper-focused approach if we want to really live the life we desire.

**MY ONE MAIN GOAL THIS YEAR IS...**



# *Stretch Yourself*



I've never set a realistic goal in my life and I have always reached them.

It's been shown that the more a goal stretches you, the more likely you are to put in the hard work to make it happen.

So be brutally honest...how hard is your one, main goal?

## **ARE YOU STRETCHING OR STAYING IN YOUR COMFORT ZONE?**

If you go all in on your one main goal this year AND make it a stretch goal, the possibility of having your best year ever is pretty great. What would you have to think and feel to take action on your stretch goal?

You can't just do a little more than in the past and achieve a far different result. If you have been making \$100,000, you can't just do more of that same thing and get to 1 million. It doesn't work that way.

Stretch goals require you to rethink everything. The \$100k strategy and the \$1 million strategy are vastly different. The losing 10 pounds in 3 months and losing 30 pounds in 3 months are totally different strategies. The beauty of a stretch goal is knowing that if there is any way for you to achieve it, you have to go ALL in. It's a no holds barred approach to success.

So on the next page, write down your stretch goal and then write out the thoughts, feelings and steps you would have to take to make it happen this year...

# *Stretching Like a Rock Star!*

## **MY STRETCH GOAL IS:**

To achieve, it I need to feel:

To feel that feeling, I need to think the thought:

## **THE STEPS I HAVE TO TAKE TO ACHIEVE MY STRETCH GOAL IN THE NEXT...**

30-days are:

90-days are:

6-months are:

*THE 2018*

*DESIGN*  
*YOU*  
**BLUEPRINT**

*Taking Action & Resources*



# Do You Have a Compelling Reason to Make it Happen?

To do something big and scary that you have never done, you need a darn good reason. You must get leverage on yourself so you will see it through to completion. A life-long smoker can suddenly stop after a cancer diagnosis, even though they couldn't stop before. What is your compelling reason to reach your stretch goal. It's the one reason that makes it not an option to not reach your goal this year.

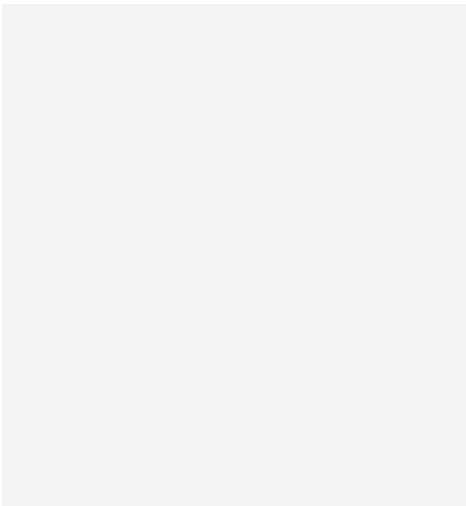
# *Monthly Check-In*

To make your goals a reality, you have to check in often to hold yourself accountable. Weekly or monthly check-ins work great.

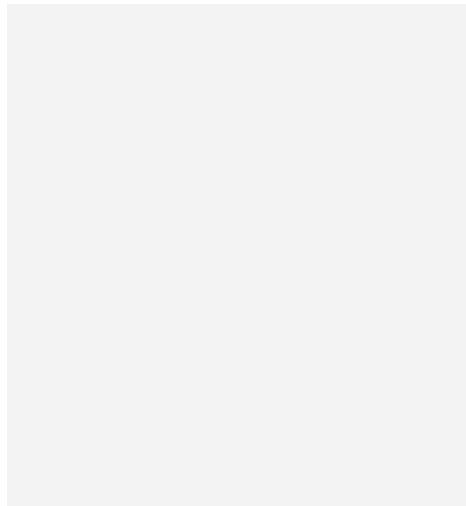
Use the checklist on the next page to do a thorough check in at least once a month.

## *How it's Going Monthly Score Card:*

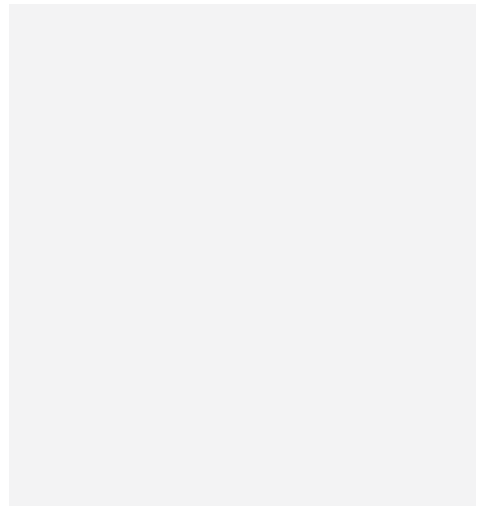
**I ACCOMPLISHED...**



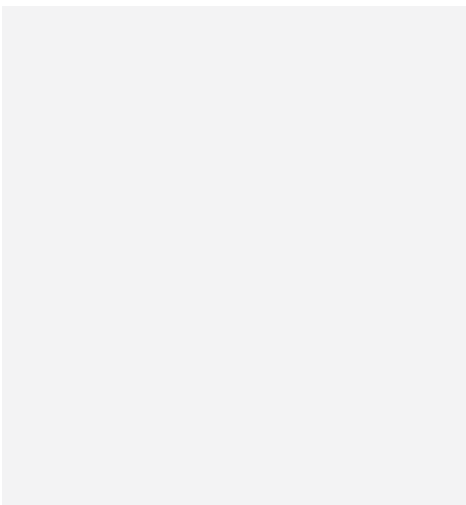
**STILL IN PROGRESS...**



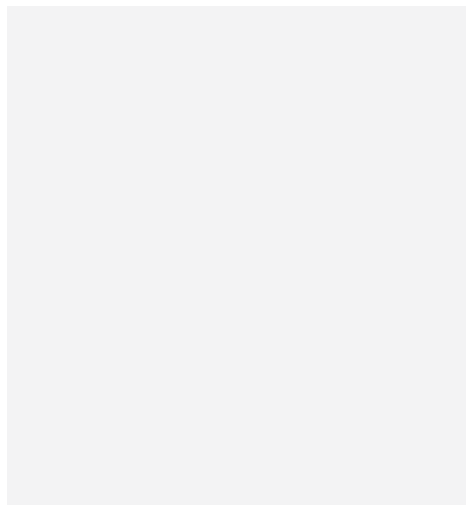
**DECIDED TO STOP...**



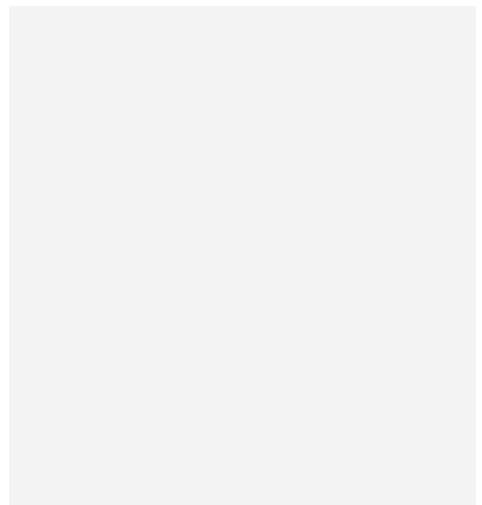
**THIS WAS GREAT...**



**THIS WAS HARD...**



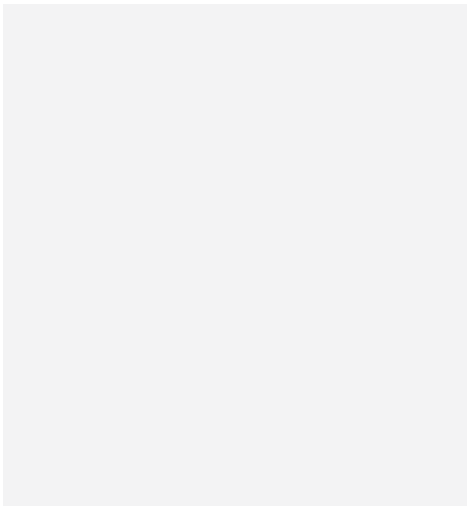
**THIS IS WHAT I LEARNED...**



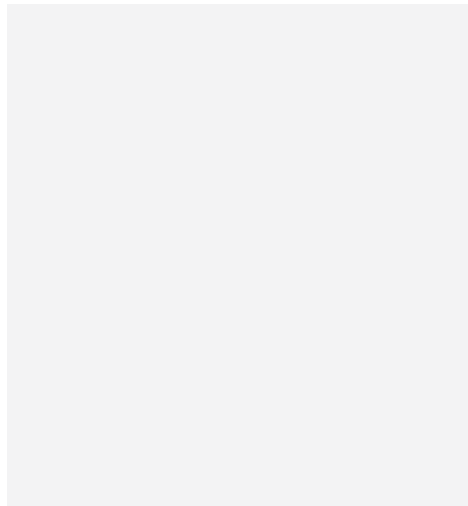


# *In My Business Monthly Score Card:*

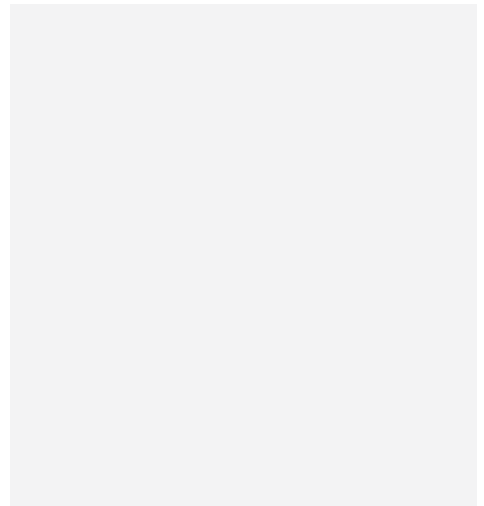
**PROJECTS COMPLETED...**



**PROJECTS FOR NEXT MONTH...**

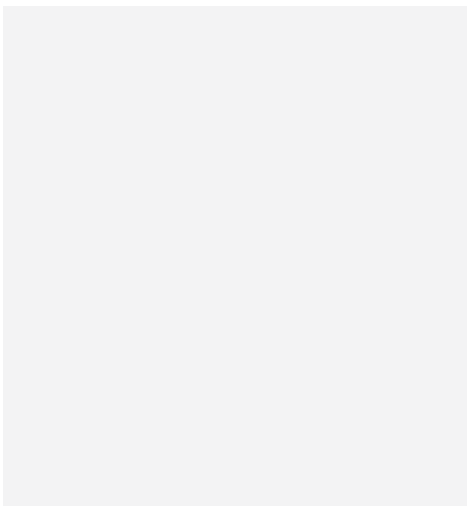


**PROJECTS FOR LATER...**

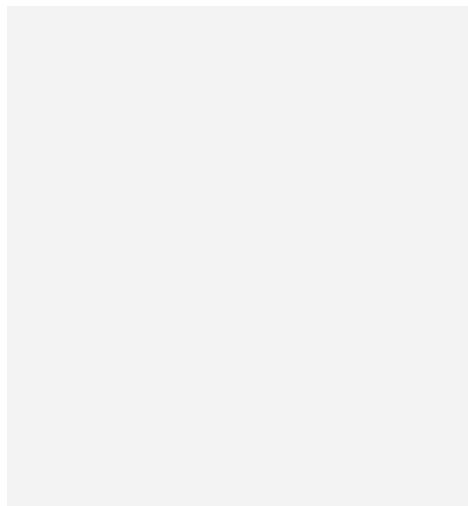


# *In My Life Monthly Score Card:*

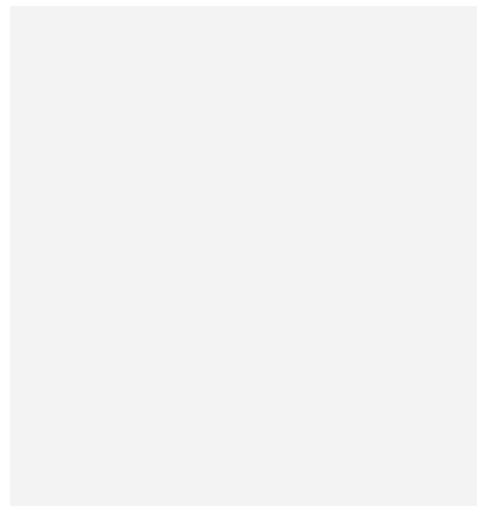
**I WANT TO STOP...**



**I WANT TO START...**

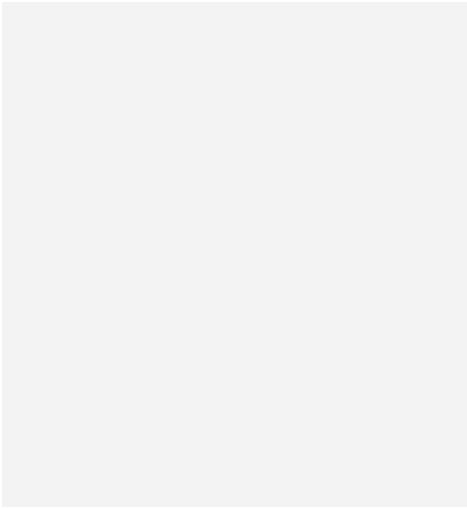


**I WANT TO CONTINUE...**

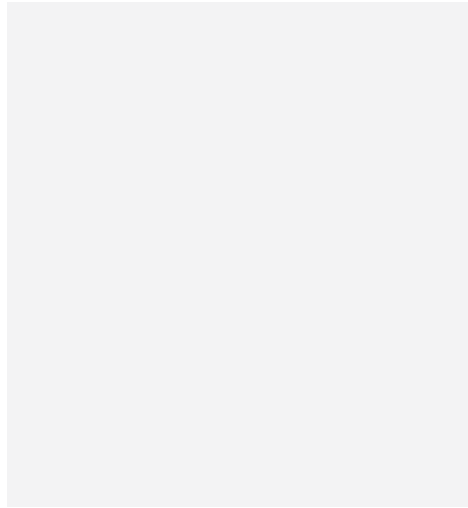


# *My Stretch Goal:*

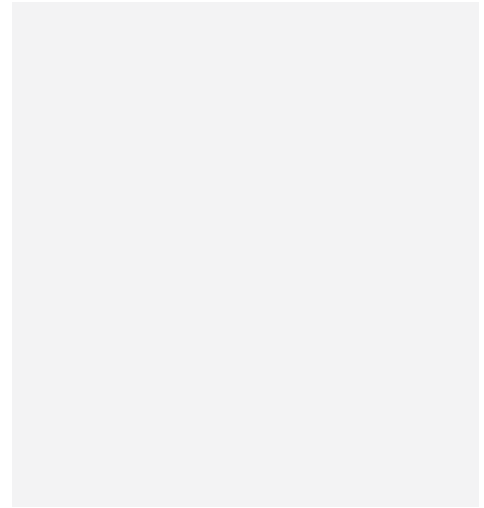
**IN THE NEXT 30-DAYS...**



**IN THE NEXT 60-DAYS...**



**IN THE NEXT 90-DAYS...**





# Designing Your Ideal Day

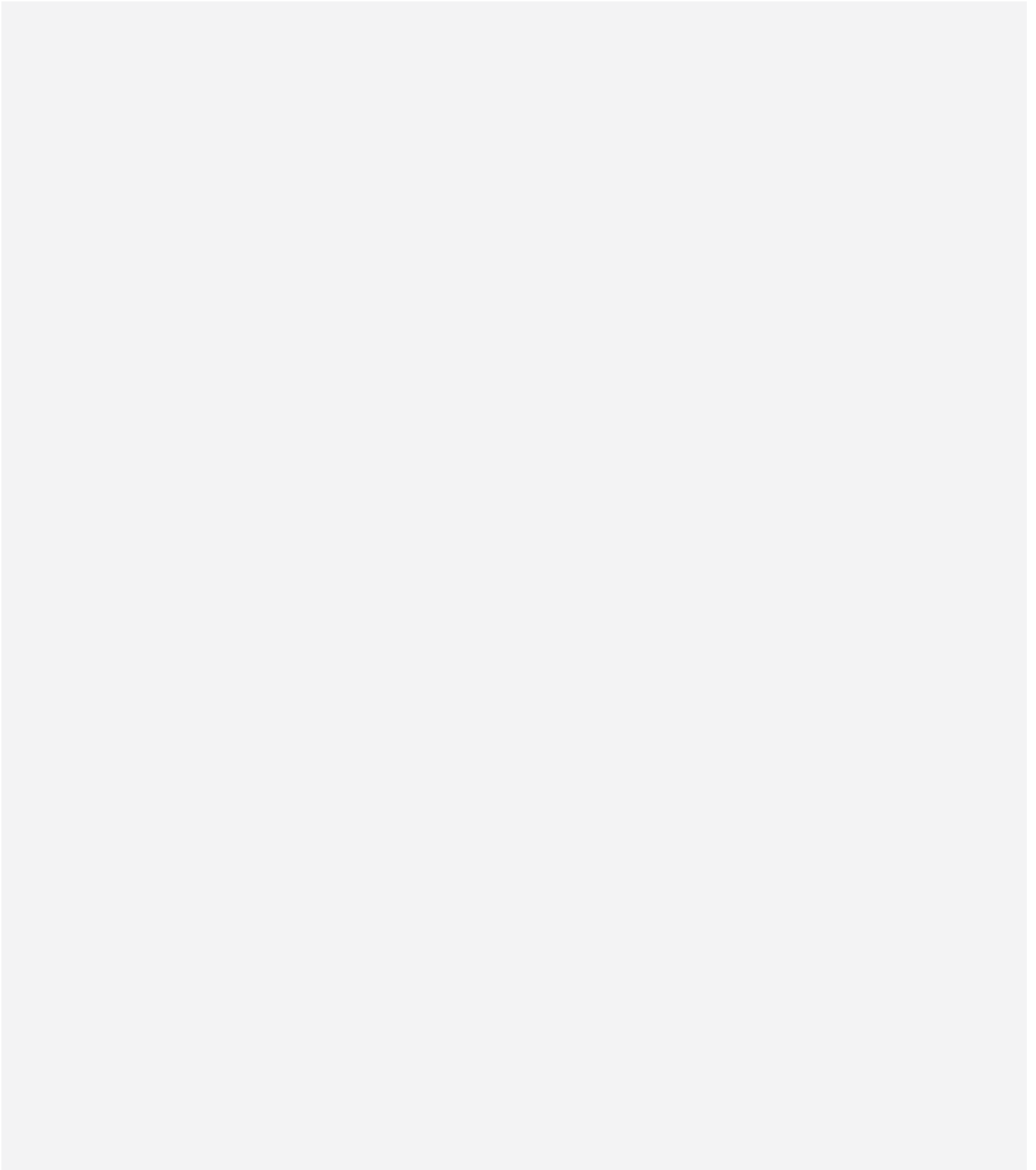
Now that you have clarity on what you want, let's make a plan for executing it.

Start today blocking all these to do items in your calendar...every single step to reaching your one main goal. You can also add in 1-2 small secondary goals, but be very careful not to go back to your old “busy” ways. You may realize when you see your schedule, that you are back to taking on too much. And too much on your schedule doesn't lead to the life you desire. You may need to delete or delay some things.

Create a plan for what your ideal day looks like on the next page, and compare it to the calendar you just mapped out. If they aren't aligned you still have some work to do.

# *My Most-Productive Schedule...*

When I am living the life I desire, my ideal day looks like...



# *The Single Most Important Thing...*

...is to keep your word to yourself. If you say you are going to eat healthy, do it. If you commit to one goal, don't take on 3 more. If family time starts at 5:00p.m., turn off the computer and enjoy them. If you can't keep your word to yourself, you will never create the life you love. Be a person who can depend on you!

## **TAKING ACTION FOR A BETTER YOU**

Now that we've done all this hard work, let's decide what to do first. Which 3 things will you do today to make your blueprint a reality? Don't wait, do them now!

1.

2.

3.

# *Tobi's Reading List for Your Best Life:*

**1. ESSENTIALISM BY GREG MCKEOWN**

**2. PRESENT OVER PERFECT BY SHAUNA NIEQUIST**

**3. THE GIFTS OF IMPERFECTION BY BRENE BROWN**

**4. CHASING SLOW BY ERIN LOECHNER**

**5. THRIVE BY ARIANNA HUFFINGTON**

**6. WOMEN FOOD AND GOD BY GENEEN ROTH**

**7. THE LIFE CHANGING MAGIC OF TIDYING UP BY MARIE KONDO**

**8. 10% HAPPIER BY DAN HARRIS**

**9. ON FIRE BY JOHN O'LEARY**

**10. RISING STRONG BY BRENE BROWN**



# You've Got This!

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