



14-Day Challenge Workbook

WELCOME

A big gorgeous welcome to the 14-Day "Unlock Your Personal Brand" Challenge.

I am so excited for you. The goal over the next 14 days is to give you some really big breakthroughs that will provide you with a greater sense of clarity over your personal brand power and help you to open up more opportunities to shine.

First things first, we can't work in a vacuum.

Change requires accountability and support. To that end, you'll be getting emails each day with a link to videos that will accompany this workbook. However, if you really want to take this to the next level, you'll get involved in our dedicated Facebook group. I've set up this invite-only group just for this challenge. Everyone in this group will be seeing the same content as you at the same time. They'll be working on the same exercises and will more than likely be experiencing similar thoughts and emotions as we go through the program.

WELCOME (Cont'd)

If you really want to succeed, you're going to have to get out of your own way and get involved in the group. You are going to have to take action around the daily prompts and both post in the group, and engage with others. We all need support, and we all need to take the leap and be vulnerable with our posting. I look forward to seeing your updates over the next two weeks.

If you haven't already, join the official Facebook group now and introduce yourself. We are waiting for you!!!



Richard Janes

14

DAY

Challenge at a Glance

Prep

Making The Commitment

Day 1

Setting The Baseline

Day 2

An 8-Year Old's Question

Day 3

Identifying The Pattern

Day 4

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Day 5

A Big Pat On The Back

Day 6

Success = _____

Day 7

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DAY

PREP

Making The Commitment

This course has had a major impact on the lives of people across a wide variety of industries. It works, but only if you do the work.

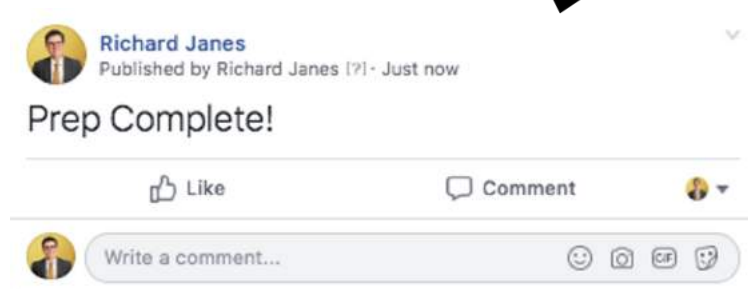
The course is specifically designed so that it requires just a short amount of dedicated time each day to watch the coaching videos and get started on the exercises. You can spend as much time as you need completing the exercises, and if you want to complete this while honoring other commitments that is fine - in fact, after watching each video, you will most likely have thoughts popping into your head all day long.

The first step in the process is to actually make a commitment. The best commitments in our lives don't stay in our heads, we set a time and place to fulfill them - and that's what I am going to ask you to do now.

MAKING THE COMMITMENT (Cont'd)

On the following page, write down what your current daily schedule looks like in the left column. The next step is to modify that original schedule for the next 14 days so that you know when you're going to commit to working on yourself and can hold yourself accountable.

Once you've done this, post "Prep Complete" in the Facebook Group so we can all celebrate your first step!



As Warren Buffet once said:

"The Best Investment You Can Make Is In Yourself."

MY DAY

Remember to post in the group
when you are done!



Regular Day Schedule

New Challenge Schedule

4AM		
5AM		
6AM		
7AM		
8AM		
9AM		
10AM		
11AM		
12PM		
1PM		
2PM		
3PM		
4PM		
5PM		
6PM		
7PM		
8PM		
9PM		
10PM		
11PM		
12AM		

DAY

01

Setting The Baseline

Life is a balancing act for sure, and if we become unbalanced it can have all sorts of repercussions in our life. As discussed in today's video, I don't believe in the traditional "work-life-balance" argument. It's all a "life-balance".

Once you've watched today's videos and completed the exercises, head on over to the Facebook group.

Did any results surprise you with this exercise? How did it make you feel looking at your brand wheel?

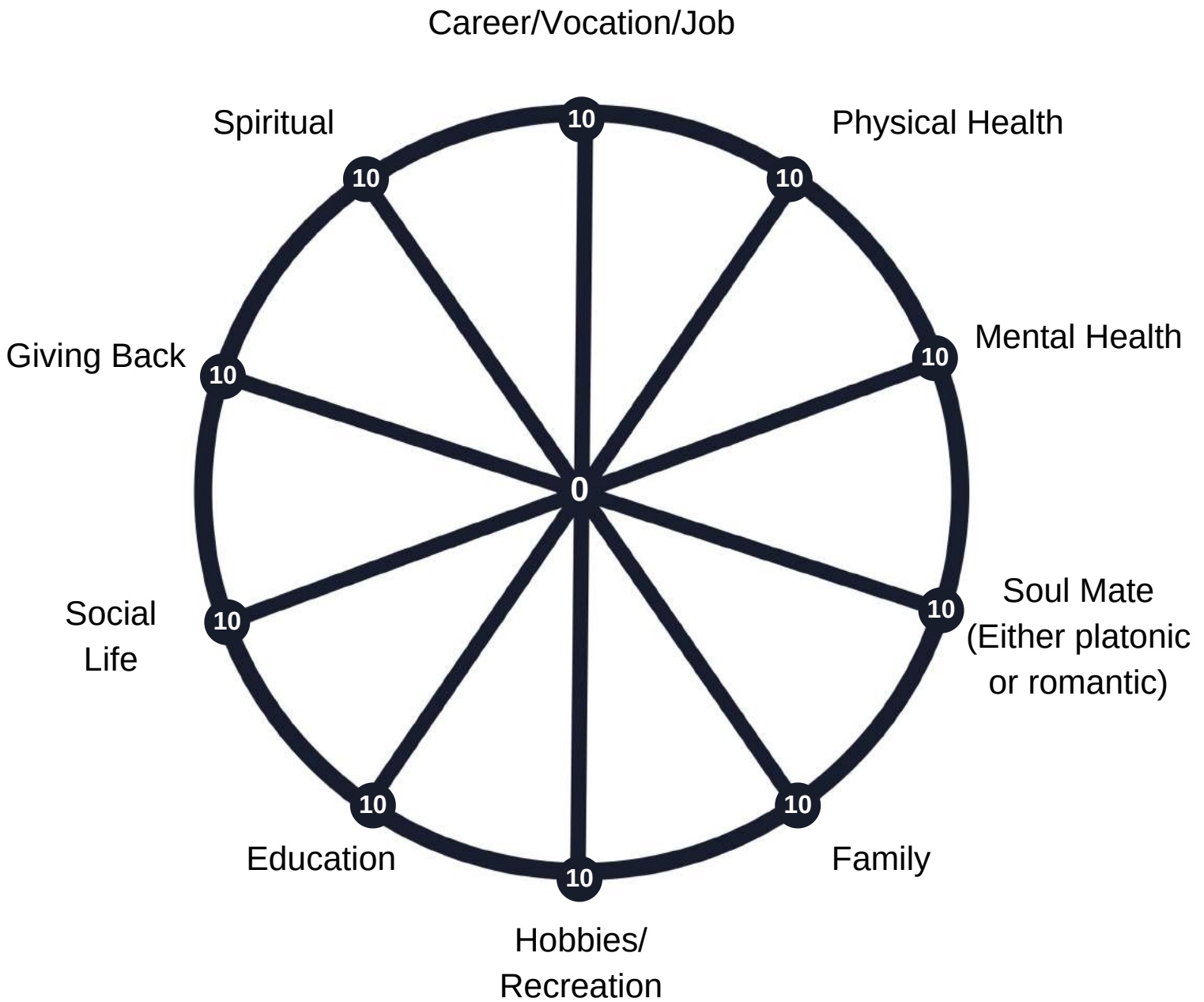
We're here to support you!

Checklist for today:

- Watch the Day 1 video.
- Complete the first two exercises
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

BASELINE

Remember to post in the group
when you are done!



Remember:
0 = Not Doing Good.
10 = Doing Great.

DAY

02

An 8-Year Old's Question

The beauty of my daughter's words lies in their simplicity. Now, you may have heard the expression "out of the mouth of babes." Which means that young people can often see through life's complexities and get to the pure root of an issue.

It took a major health crisis for for me to wake up and take the steps that you are about to take. The key with this exercise, is to get out of your own way and simply write using a stream of consciousness. Don't second guess.

Remember: when we are in our head, we are dead.

Checklist for today:

- Watch the Day 2 video.
- List out memories where your heart sang.
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

DAY

03

Identifying The Pattern

Patterns are important because they offer visual clues to an underlying order. If you can unlock a pattern, then you have the ability to alter or shape it in order to achieve some effect. That's what we are doing with this exercise, looking to dig deep to find the common link between all that we love. Now the key here is specificity.

Keep peeling back the layers of the onion!

Checklist for today:

- Watch the Day 3 video.
- Cluster your memories and what you love into initial groups/themes
- Go to the Facebook group page, and comment on today's mission thread
when you are done with the hashtag - #MissionComplete

DAY

04

Love =

Marc Anthony is quoted as saying:

"If you do what you love, you'll never work a day in your life."

But what if you could bring what you love to anything you touch?

Word one awaits...

Checklist for today:

- Watch the Day 4 video.
- Dig deep to find that one word to rule them all (don't be afraid to use a thesaurus 😊).
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

LOVE PATTERNS

Love =

(Enter your 'Love' word above)

DAY

05

A Big Pat On The Back

"Success is liking yourself, liking what you do, and liking how you do it."

Maya Angelou

Today, we are diving into the modality of your success. We've all had success in our lives but for many of us, we discount the success or only lean on the success that feed the ego. But there is more to pull from, and today is that first step.

Checklist for today:

- Watch the Day 5 video.
- Spend the day listing the successes you have had in your life (both types)
- Go to the Facebook group page, and comment on today's mission thread

when you are done with the word - #MissionComplete

DAY

06

Success =

Your task today is to both identify the patterns, and drill down on your second word. Having done this for 'love,' you know the score.

Remember: Keep peeling back the layers of the onion!

Checklist for today:

- Watch the Day 6 video.
- Cluster your memories of success into groups/themes, and identify the one word to rule them all.
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

SUCCESS

Success =

(Enter your 'Success' word above)

DAY

07

Catch Up Day

You are now half way through the challenge and should have been able to mine a great amount of gold in your back story to come up with your words for 'Love' and 'Success'.

If you still need to do work, now is the time to catch up on everything so that you are ready for the week ahead.

As you go about your day, look at the opportunities that might appear. Try to see where you can lean into that which you love and the modality of your success. They are all around you, we just have to retrain the brain to see them.

DAY

08

Fear Of The Spotlight

Shadow time. This section of the challenge can be the most difficult for some. So, it is important to remember that if at any point this becomes too difficult or feels like it's becoming too much, share your journey with someone - with a friend, a trusted group, or if you need too, a doctor.

As I am sure you are seeing with our theme: Dig deep!

Check list for today:

- Watch the Day 8 video.
- Dig into life's disappointments in line with the video.
- Go to the Facebook group page, and comment on today's mission thread.

when you are done with the hashtag - #MissionComplete

DAY

09

Frustration Projection

The second day of our shadow work is based on the projection of our shadow. We see this in many forms and through different people. Don't feel like you have to write names if that makes you uncomfortable, you can use the first initial or something else that you will remember.

Check list for today:

- Watch the Day 9 video.
- Dive into what the world is reflecting back at you with shadow projection.
- Go to the Facebook group page, and comment on today's mission thread.

when you are done with the hashtag - #MissionComplete

DAY

10

Shadow =

Your task today is to both identify the patterns and drill down on your third word.

Remember: Keep peeling back the layers of the onion!

Checklist for today:

- Watch the Day 10 video.
- Cluster your Shadow notes into groups/themes, and identify the one word to rule them all - this will most likely require some deep mining!
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

SUCCESS

Shadow =

(Enter your "Shadow" word above)

DAY

11

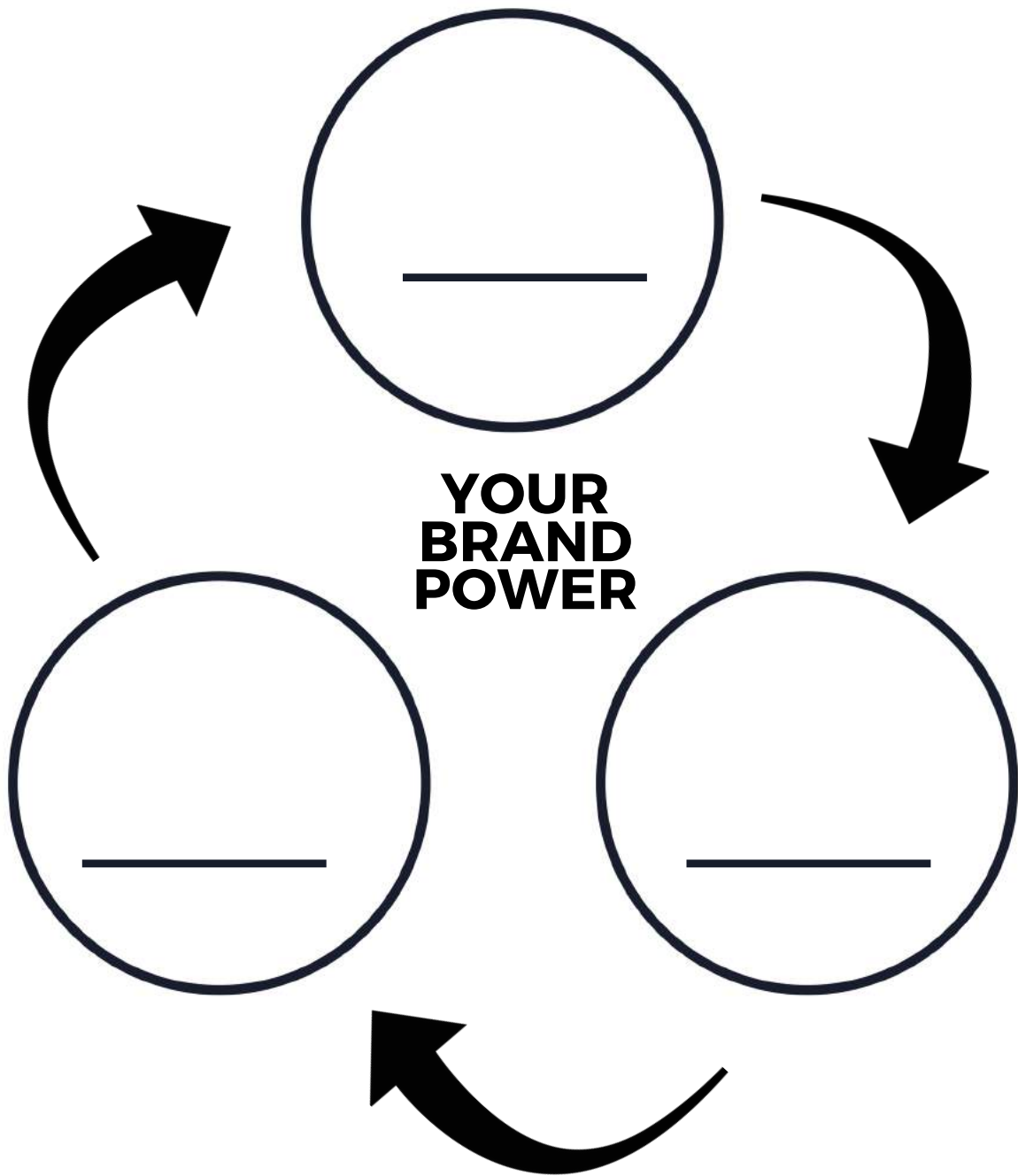
The Power Loop

Now is the time to bring those three words together, and understand the power they hold when fully embraced. There is no point in having these words if you don't use them, and the key is to start small.

Checklist for today:

- Watch the Day 11 video.
- Complete the following pages, and enter your words as an alarm on your smart phone.
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

SUCCESS



YOUR CREED

I am driven by _____, _____ ,
and _____. I seek it out in
everything I do and try to provide it to the world
through everything I offer. You can see it in my work
and in my personal life. You can see it in the way I
interact with strangers, and you can see it in the
way I process a new piece of information.

I _____ am the
personification of _____, _____, and
_____ .

DAY

12

Life Upgrade

This is where the rubber hits the road and you start to take action.

I will explain all in the video, but make sure you have your three color pens/markers ready.

Checklist for today:

- Watch the Day 12 video.
- Complete the exercise going back to the Brand Wheel on page 10.
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

DAY

13

Graduation

Taking your words out to the world is the next big step - owning them, being proud of them. You're not looking for anyone else's approval. Today's video and exercise are all about making the commitment to show up and put this work into action.

Checklist for today:

- Watch the Day 13 video.
- Find and schedule events and opportunities to introduce yourself.
- Go to the Facebook group page, and comment on today's mission thread when you are done with the hashtag - #MissionComplete

Opportunities

Opportunity #1

Opportunity #2

Opportunity #3

DAY

14

Live Q&A

To close out the course we will be doing a live Q&A at noon on Sunday.
Have your questions ready!

NOTES

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Lined area for notes.

