

SUCCESSFUL PEOPLE BELIEVE FORMAL EDUCATION WILL MAKE  
YOU A LIVING. SIGNIFICANT INDIVIDUALS KNOW SELF-  
EDUCATION WILL MAKE YOU A FORTUNE - JIM ROHN

# HOW TO STOP PUTTING OFF THE THINGS YOU WANT MOST

PREPARED FOR YOU BY



**PURPLE  
MARKETING**

*The Authority Marketing Agency*

**CREATE A LIFE OF SIGNIFICANCE...  
SUCCESS WITH PURPOSE!**

# DREAM-CATCHERS

To chase a dream and pin it down, we need to first admit our excuses, and then neutralize them. In that cleared space, we can start to make it a reality.



**UNSTUCK**  
Live better every day



## If other things excite you more, you've outgrown your dream

Sometimes, the slipper no longer fits. Gut-check your dream with these revealing questions so you can decide if your aspiration truly matches your interests.

- Is this dream a remnant from childhood?
- Are my natural abilities suited for this dream?
- Is it in line with the achievements that I'm most proud of in my life?
- Who am I afraid of disappointing if I don't go for it—myself or someone else?
- If I don't go for it, can I still say I have lived a happy, fulfilled, purposeful life?

**Next Step:** Whether your dream holds water or there's another dream that's a truer fit for the person you are now, put your priorities in place. (see yellow box)

## If going for it feels impossible, you've misplaced your self-belief

Judgmental and skeptical thoughts are the enemy of your dreams. This two-part exercise will help you release your negative assumptions so you can imagine and embrace success.

1. List the reasons why your dream feels out of reach. Time. Money. Location. You're too old. You're not good enough. Be honest with yourself.
2. Select one or more of the strategies below to apply to each reason.
  - You need to brush up on skills to increase your expertise.
  - You need to network or call in help.
  - You need to take smaller steps and be patient.
  - You need to make a personal sacrifice (e.g. time, money).
  - You need to adjust your dream.

**Next Step:** Now, shift a priority so you can overcome your obstacles, one by one. (see yellow box)

## If going for it feels like a chore, you've lost touch with your dream's joyful side

Discipline keeps us going, but passion starts the fire. Try these playful, inspiration-boosting tips to reconnect with your enthusiasm.

- Why do I love: Write why you first fell for this aspiration. Immerse yourself in memories of your original delight and excitement. What did it feel like? What did you hope for?
- How can I reignite: Find activities to bring the feeling alive again. If it's a love of baking, take a bread-making class. Or join a community, like a writing group.
- Who's doing what I want to do: Follow your role-model on Twitter, watch her TED talk, read her bio. Or, if it's someone you know, enlist encouragement and advice.
- What's my north star: Create a talisman (like a collage) or a ritual that reminds you of why you're dreaming the dream.

**Next Step:** Once you've re-engaged your zeal, adjust your priorities. (see yellow box)

### If you're hesitant to risk what you have, your priorities are too comfortable

You're rationalizing your situation with an ounce of realism — and a pound of excuses. Reframe your inaction by asking **yourself if the benefits of not pursuing your dream are worth the price of never giving it a shot.**

1. Make a list that itemizes what you're doing with your free time.
2. Make another list of what you could you be doing with your free time to pursue your dream.
3. Take one item off list one, and replace it with one item from list two.
4. Now break down the item from list two into very small pieces.
5. Do one of those small pieces. Tell someone about it.
6. Repeat, as necessary.

“THE BEST WAY TO MAKE YOUR DREAMS COME TRUE IS TO WAKE UP.”

MUHAMMAD ALI

# YOUR LIFE COULD LOOK LIKE THIS...

**At the heart of WHO YOU ARE lies the secret to your greatest success, best quality of life and biggest contribution to the world.**

You already have everything within you that you need to create an exceptional life.

Have you ever been encouraged to improve in areas where you struggle? For most of us, the answer is “YES!”

This is how the world operates but when we improve in these areas, we may become better but we are still not enjoying the activity.

When you discover your **unique operating pattern**, you will discover you at your best – the way you create your best results and what people can count on you for.

**Imagine for a minute, knowing what YOUR unique operating pattern is?**

This answer will lead you to the possibility of having the happiest, most fulfilling and enjoyable life – **whatever that means to you.**

**What does a successful life look like to you?**

In his book “Principles” Ray Dalio shares:

We all have our own deep seated needs, so we each have to decide for ourselves what success is. I don’t care whether you want to be a master of the universe, a couch potato or anything else – I really don’t. Some people want to change the world and others want to operate in simple harmony with it and savor life. Neither is better. **Each of us needs to decide what we value most and choose the paths we take to achieve it.”**

**When that path is aligned with your unique operating pattern your journey is that much more rewarding!**

## **The Solution - Self-Knowledge...the New Currency**

**We all think we know ourselves, and to some extent we do.**

I read a book by M.J. Ryan called “Trusting Yourself”. In it she provided three categories of self-knowledge that we need in order to have self-trust:

- Self-awareness – the accurate assessment of WHO WE ARE and what we care about
- Self-acceptance – the embracing of who we are in our complexity
- Self-reliance – the ability to use what we know about ourselves to get the results we want in our lives without constant worry about the approval or disapproval of others.

Ray Dalio, who I referred to earlier, says that **an accurate understanding of reality is the essential foundation for any good outcome.**

**Most people fight seeing what's true when it's not what they want it to be.**

You may not have an accurate picture of who you really are right now, and that's OK.

All I'm asking you for right now is open-mindedness and to be truthful.

1. Do you know WHO YOU ARE?
2. Have you embraced yourself in all your complexity?
3. And do you use what you know about yourself to get the results you want in your life?

**Childhood is where we first learn to dim our light.** There are many circumstances that lead us to grow up believing we weren't meant to shine.

Maybe you had a more athletic brother, a sister who was an excellent singer; a bestie who tended to outshine you in social circles. Were you bullied by a toxic teacher who made you feel invisible by having class favorites? Whatever your situation was growing up, even if it was a healthy and happy childhood, where you were nourished and supported, there may still be beliefs lingering about not being good enough – whether it is from the influence of society, culture or childhood programming.

**Ask yourself:**

- In what ways have I been made to feel invisible throughout my life?
- In what ways can I embrace my visibility?
- What parts of myself and what gifts have I resisted showcasing as a way to hide myself?
- What ways has being invisible protected me from what I've been taught to fear e.g. criticism?
- What is the potent cocktail of qualities that make you extra delicious and irreplaceable?

**Know this: There is something absolutely fabulous about your particular mind, body and soul. There are parts of us, sometimes even the very ones we'd rather hide from society – that make us unique in ways people wouldn't expect.**

Maybe the way you laugh is captivating; there might be something about your energy that is magnetic or your strong stride that catches the eye of everyone in the room.

People pick up on those things about you because they're seeing you with fresh eyes – **and now it's time for you to value these things in yourself too.**

**Self-knowledge is the new currency.**

## What's Your Superpower?

My friend Michael Katz asked this question in one of his newsletters and I'm sharing parts of it here because he does a great job of explaining the superpower concept exquisitely.

In his song, "Ain't Got You", Bruce Springsteen sings "Been paid a king's ransom for doing what comes naturally."

**As far as I'm concerned, that's the goal for each of us as solo professionals.**

Over the past couple of weeks, I've been converting from one credit card acceptance system to another, Very complicated stuff involving my bank, my "merchant account," and some other pieces that I don't begin to understand.

I've been getting all these emails telling me to cancel this and verify that. And whenever I get one I forward it to my business manager, Belinda Wasser, a.k.a RocketGirl.

This morning, along with the most recent email received, I wrote: "Sorry to be bombarding you with all this."

She wrote back immediately: "That's OK. I'll figure it out. Keep the info coming."

**And that, in four words is Belinda's superpower: I'll. Figure. It. Out.**

It's not her project management expertise (of which she has a lot.) It's not the friendly way she treats all of you when you buy a product or attend a webinar (although she's certainly good at that too.).

It's that when I hand her a big mess, I can just let go and know without a doubt that she will figure it out.

What comes naturally to you?

Your superpower isn't your skill set. (That's just the price of admission).

**Rather it's what you do naturally (and often better than anyone else) and that wraps around your skill set.**

It's what truly sets you apart.

- For my "tech guy" it's the simple, clear, patient way he explains complicated technology options when I ask him a question.

- For my friend and expert recruiter it's the way she can tell the difference almost instantly between who's for real and who's blowing smoke.
- For another friend, it's the way she can take a spare piece of wood, a rusty can she found on the beach and some paint and turn it into a centerpiece on her dining room table that makes it look like Martha Stewart just left the building.

This is what you're really selling – your superpower. It's what clients are really buying.

**The problem with superpowers is that the person possessing it doesn't always realize just how special it is.**

It's hard to detect in ourselves precisely because it comes so naturally and easily and so we downplay it OR miss it entirely!

If you're not emphasizing your superpower you are working WAY TOO HARD and not taking advantage of the thing(s) that makes you most special in the eyes of other people.

If you really want to stand out, get help figuring out your superpower and build your business around it.

**Not sure what your superpower is? Two questions to ask yourself:**

1. What thing(s) do your friends, family, volunteer organizations that you're involved with etc., always look to you for first?
2. What thing(s) do other people seem to struggle with that to you, seems ridiculously obvious and easy?

**We all logically know on some level that “being different” is a necessary ingredient for success.**

To create a “market of one” where you or your organization becomes the only logical choice for your customers and clients is a goal on the wish list of just about every professional!

Unfortunately, most of us were trained to shy away from the prospect of being put in the spotlight. So the journey to become “a well-paid professional” is littered with obstacles we have not been prepared to deal with.

From an early age, we were taught **not** to stand out, **not** to stand up, **not** to speak our mind, **not** to express our unique voice. We were pressured and coerced to blindly submit to authority figures and to consistently betray our own internal guidance systems regarding right and wrong, appropriate and inappropriate, reasonable and impossible.

We were slowly trained to censor and self-correct ourselves to submit to the will of what others would choose for us. Those who found it difficult to comply were penalized, ostracized and minimized.

This is how the system kills you from the inside out. It severs the trust you have in yourself. It severs the connection to your own power. It obscures your understanding of your power to create the reality you choose to inhabit.

If you are ready to reclaim your power to build and direct your life and work according to your own will and intention, I invite you to subscribe to the Purple Marketing Weekly Digest. It's 100% free.

Each week, you'll find a new issue ready to help you on this journey.

While some people think becoming a "Well-Paid Professional" is primarily about learning a new approach to marketing, my experience shows that's only a small portion of the radical self-transformation this journey requires. It will touch every area of your life and work.

Mindset, marketing, positioning, business models, self-responsibility... are only a few of the many areas this work touches.

The journey towards becoming a Well-Paid Professional involves taking your real self out into the world in a way where you can reap the rewards that often come with solving problems for others.

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