



Your YOU 2.0[®] BLUEPRINT

The starting point of your journey
towards self-sufficiency

Creating your own success story begins with shifting your paradigm so you can start to see yourself and your aspirations as the greatest proactive tool in your arsenal. Such a shift creates a multiplier effect, which allows you to get significantly greater results with less time, energy, and effort.

Date:

Name:

Email:

Phone:

Congratulations

for taking the first step towards self-sufficiency!

Because success doesn't look the same for everyone, one of the most important objectives of your YOU 2.0 Bluebook is to answer this question:

What will real success look like for you?

Your responses will be unique and will depend on many factors such as your age, dreams, personality, financial position, family obligations, and past experience.

YOU2.0[®] is your personal discovery journey



Instructions

There are a few steps of the YOU 2.0 Discovery Journey that need to be done prior to our meeting. Please fill in the appropriate sections and bring your YOU2.0® Blueprint to your complimentary coaching session.

Your You 2.0® Blue Print is broken down into the following sections:

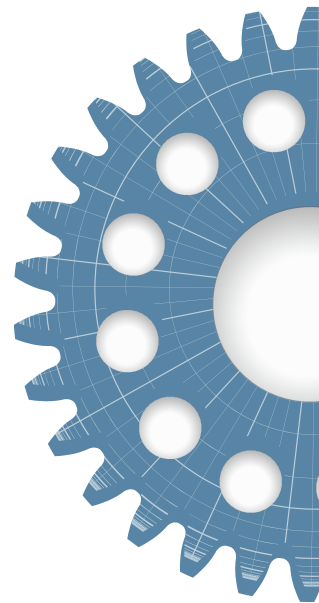
- SECTION 1: The BIG Questions

- SECTION 2: Short and Long-Term Goals
 - a. Income
 - b. Lifestyle
 - c. Wealth
 - d. Equity

- SECTION 3: Understanding What Got You Here
 - a. Dangers
 - b. Opportunities
 - c. Strengths

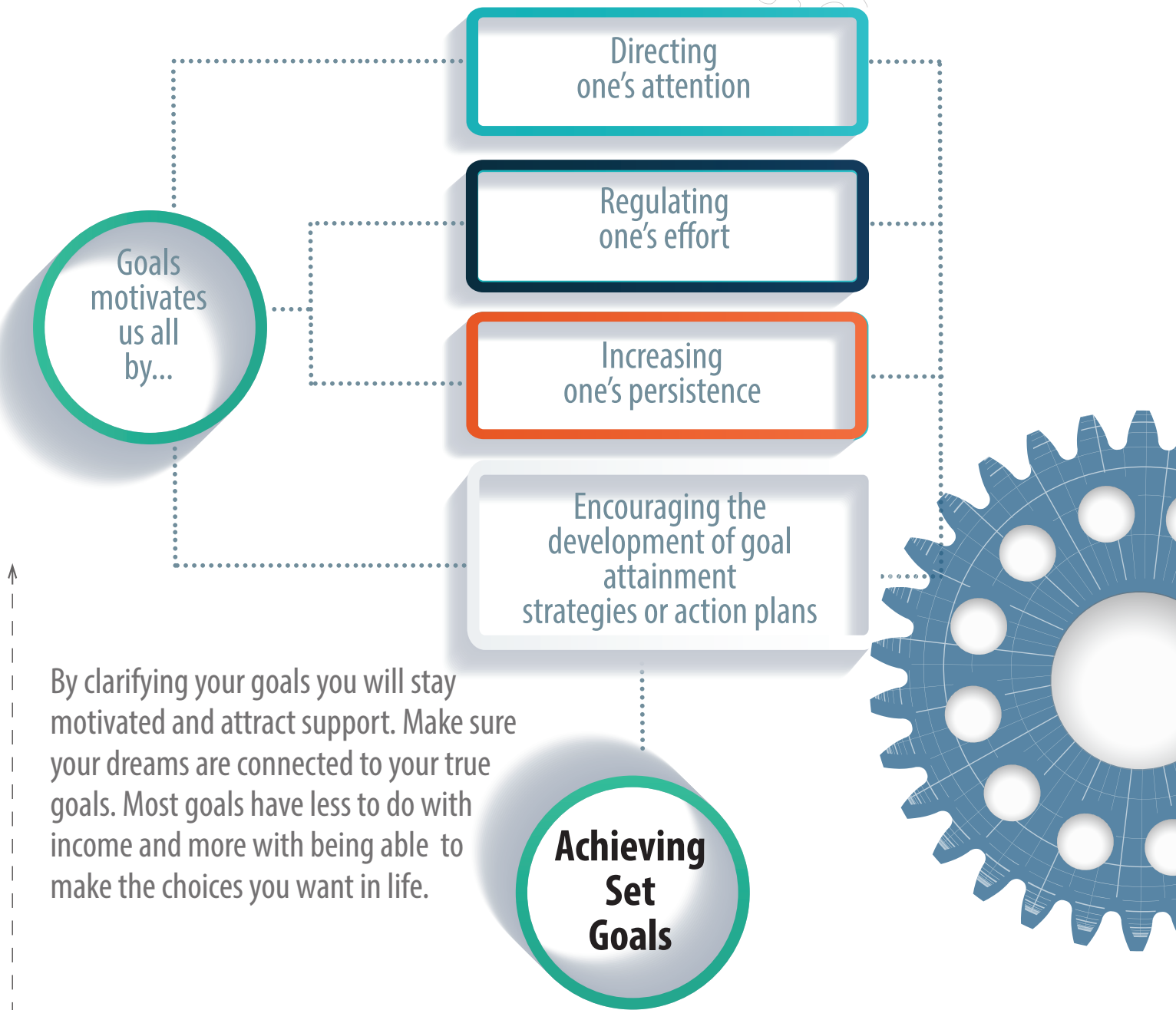
- SECTION 4: Exposing F-Words
 - a. Frustration
 - b. Fear
 - c. Financial Constraints
 - d. Family and Friends

- SECTION 5: Making Your YOU 2.0® Real



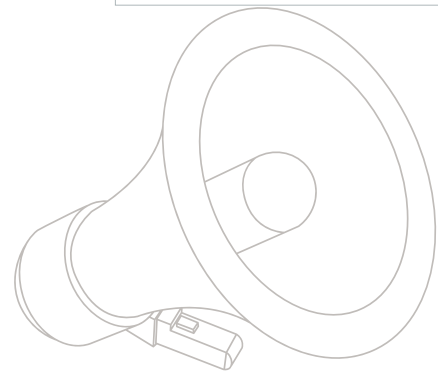
Setting Your Personal Goals

Decades of studies prove that there is an inseparable correlation between specific goal writing and success. Having goals is not just about accomplishing a list of 2-do's. It's a starting point toward designing the life you want to live.



By clarifying your goals you will stay motivated and attract support. Make sure your dreams are connected to your true goals. Most goals have less to do with income and more with being able to make the choices you want in life.





The BIG Questions

To clarify your dreams, you need to look deep inside. Let's begin by asking some big questions to help you paint an exact picture of the future you want. Take time and think about these questions. Don't just use one word to answer it; instead, describe how it makes you feel. We tend to run away from things that are uncomfortable or that produce pain. Now is not the time to do that. You want to become completely aware of exactly the way your current situation makes you feel and what you want to change.

These questions will elicit a chemical reaction—an almost visceral response—they will help you create your own detailed picture of the life and career you really want—a clear picture of your dreams.

Ask yourself these questions:

How would you describe your feelings about your present career?

What do you want more of in your life, personally and professionally?

What do you want less of in your life?

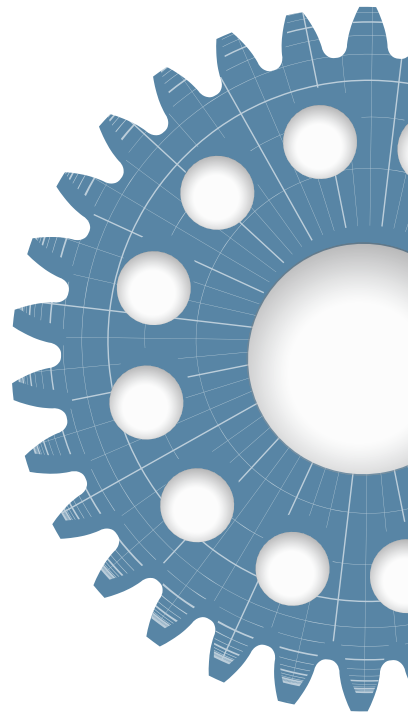
Five years from now, if you stay on your current career path, how do you see your options?

If you knew you couldn't fail, what career path would you choose?



Setting Long & Short-Term Goals

Income, Lifestyle, Wealth and Equity (ILWE)



As you begin to define your goals, it helps to relate them to four basic concepts: “Income, Lifestyle, Wealth, and Equity” (ILWE). These terms are a way of pinpointing tangible goals for your future, and they all are directly affected by your professional career. However, what exactly do they mean? In the next few pages we will help you personally define these four important terms as they will help you determine what path you want your future to take.



Income goals will change throughout your life as your needs change, so it's a good idea to regularly review your goals and make sure you're on your way to reaching them.

While this term seems fairly straightforward, in reality, our concept of income and what we want out of it has changed drastically. As a result, goals revolving around income have become more about finding alternative options outside the corporate world due to: declining income; lower starting salaries; and long-term unemployment for those 55 and older growing exponentially.

Building a career that brings financial stability is a necessity. Setting an income goals is the first step in changing your financial picture.

Income

What Are Your Income Goals?

1. What are your goals a year from now?

2. What are your goals three years from now?

3. What are your goals five years from now?

4. Where do you see your income in 10 years



Taking the time to articulate the type of lifestyle you want is empowering.

Chances are that when you started your career, you weren't thinking much about fitting your career into your lifestyle goals... and probably overtime sacrificed your lifestyle for a bigger income.

We hear our clients say they now want to earn a dependable living while being able to fully live their lives. These people are not afraid hard work,... they just want to do it in a way that better molds their careers around their lifestyles.

Prioritize Your Life over Your Work. Deciding how you want to live, **NOT** how you want to work, is essential to reaching your income goal in the long run, and avoid burning out while you are doing it.

Lifestyle

What Are Your Lifestyle Goals?

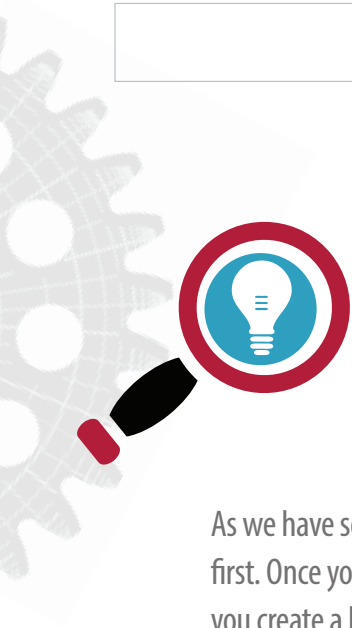
1. What are your goals a year from now?

2. What are your goals three years from now?

3. What are your goals five years from now?

4. How do you see your lifestyle in 10 years?





As we have seen, income comes first. Once you develop income, you create a lifestyle that suits you, and the right opportunity will allow you to do both. Income and lifestyle are immediate concerns; however, wealth centers more on the years to come. Wealth is about taking your increasing income and growing it even larger. You invest. You diversify. You purchase other assets that have wealth-building elements to them, and you save for the future.

Your net worth is your Wealth. Your wealth-creation plan should include being able to make life choices you want throughout your **ENTIRE** life - ie: the freedom to do what makes you happy when you want.

Wealth

What Are Your Wealth Goals?

1. What are your goals three years from now?

2. What are your goals five years from now?

3. What are your goals ten years from now?

4. How do you see your wealth growing in 20 years



The final piece of the puzzle is Equity, the strategy you develop once you have all your assets in place. Equity is your ownership in any asset after all debts associated with that asset are paid off. For example, a car or house with no outstanding debt is considered the owner's equity because he or she can readily sell the item for cash. Stocks are equity because they represent ownership in a corporation. When you choose owning a business as your way to self-sufficiency and financial independence, you would be building equity as you pay off the debts associated with the business.

Equity contributes to your net worth. It is defined as: the interest in assets you have built up.

Equity

What Are Your Equity Goals?

1. What are your goals a year from now?

2. What are your goals three years from now?

3. What are your goals five years from now?

4. What assets will you own that will provide you and your family with long-term equity after 20 years?



Understanding The Power of YOU2.0®

Consider the following question: If we looked at your life a year from today, what has to have happened during that period, both personally and professionally, for you to be happy with your progress?

Creating the new version of yourself—your YOU 2.0®—requires you to identify the following three aspects of your life: Your Dangers, Opportunities and Strengths. Once you know what they are, the next step is to create a goal that will assist you in dealing with or taking advantage of these circumstances so you can achieve the Income, Lifestyle, Wealth and Equity you desire.

Understanding Your Dangers — see page 12

Dangers are those things that keep you up at night. They are the obstacles and issues that you may be facing right now or in the future that worry you and make you feel you have no options and no control.

Once you identify them it's time to get proactive. You are not a victim of your circumstances. You have the power to take control of your life and change your destiny.

Understanding Your Opportunities — see page 13

Opportunities or possibilities are things in your life that motivate you. These are the things that get you excited. Your life is filled with opportunities and possibilities. Sometimes the obstacles in our lives prevent us from seeing the many opportunities that surround us.

It's time to leave behind the dread of paralyzing fear and relish on the hope that the new you—your YOU 2.0® can bring into your life. It's time to focus on what you want and not on what keeps you in the past.

Understanding Your Strengths — see page 14

Strengths are your unique talents, capabilities, and skills that you need to identify and acknowledge so you can utilize them. Your strengths become the tools you'll use to uncover the person that you need to be to achieve your dreams—your desired ILWE. Too often we focus only on what we must change, on our weakness, and fail to recognize our assets.

Once you've taken stock of your strengths, your next step is to strategize how you can use them to create the new you—YOU 2.0®.



DANGERS ▶ Below are the most common obstacles and issues people are facing today.

▼ Check all that are relevant to you:

▼ Next to the dangers you selected, note your top goals that will empower you to remove these obstacles and take back control.

<input type="checkbox"/> How long will I be employable?	>	
<input type="checkbox"/> Will my career options get limited as time goes by?	>	
<input type="checkbox"/> Is my age a limitation? When will my age be considered too old?	>	
<input type="checkbox"/> Can I afford to wait to take control of my destiny?	>	
<input type="checkbox"/> Are my current skills transferable?	>	
<input type="checkbox"/> There is little opportunity to build wealth and equity in my career.	>	
<input type="checkbox"/> How will I fund my longer and active life expectancy?	>	
<input type="checkbox"/> Will the value of my savings, and investments decline?	>	
<input type="checkbox"/> In today's declining career economy jobs are very short lived.	>	
<input type="checkbox"/> How long will I be able to keep my current pay scale?	>	

▼ What other probable or current circumstance creates sleepless nights for you?

	>	
	>	



OPPORTUNITIES ► What opportunities would you like to be freed up to focus on?

▼ Check all that are relevant to you:

▼ Next to the opportunities you selected, note the actions you will have to take in order to transform them into reality.

<input type="checkbox"/> To control my own destiny.	>	
<input type="checkbox"/> To spend more time on things that matter most.	>	
<input type="checkbox"/> To reach my desired income, lifestyle, wealth, and equity.	>	
<input type="checkbox"/> To reach my goal of financial freedom.	>	
<input type="checkbox"/> To mitigate my risks and fast-track my new career.	>	
<input type="checkbox"/> To focus and create the lifestyle of my dreams.	>	
<input type="checkbox"/> To fund my longer and active lifestyle.	>	
<input type="checkbox"/> To discover new possibilities beyond my current experiences.	>	
<input type="checkbox"/> To be re-energized & be passionate about your career.	>	
<input type="checkbox"/> To give back within my community.	>	

▼ What are other opportunities make you want to change your circumstances?

	>	
	>	



STRENGTHS ► What talents, capabilities, and skills would you like to reinforce and maximize?

▼ Check all that are relevant to you:

I have been successful in my career to date.

I am in good health, have energy, and vitality.

I have a large circle of influence and a strong community of peers.

I make good choices, then go to work & make good decisions.

My work ethic will not let me fail.

I have numerous transferable skills.

I have a strong record of accomplishments.

I have a high degree of integrity.

I believe I can succeed in everything I put my mind to.

I am resilience: in my ability to adapt and to embrace change.

▼ Next to the strengths you selected, describe they will help you write your success story?

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▼ What other strengths do you have that will help you become YOU 2.0® so you can achieve your dreams?

[Empty text box for response]

[Empty text box for response]

[Empty text box for response]

[Empty text box for response]





The road towards self-sufficiency and financial freedom is not free of obstacles and challenges. Just making the choice to explore options can be confusing and scary. But remember the answer to fear is information and support.

Acknowledge Your Fears

Don't allow your fears to become an excuse for inaction. Understanding your fears will be the first steps toward managing them.

When you surpass your fears, you start to believe in your ability to take on any challenges that come your way.

F-Words

On the road to your financial independence there are "F-words" that will hold you back if you are not careful; they are the obstacles you'll most likely have to face. The F-words include: FEAR, Frustration, Financial Constraints, and sometimes even Family and Friends. What F-words are standing in your path:

F.E.A.R: False Evidence Appearing Real

Do You have a fear of Change? Explain why:

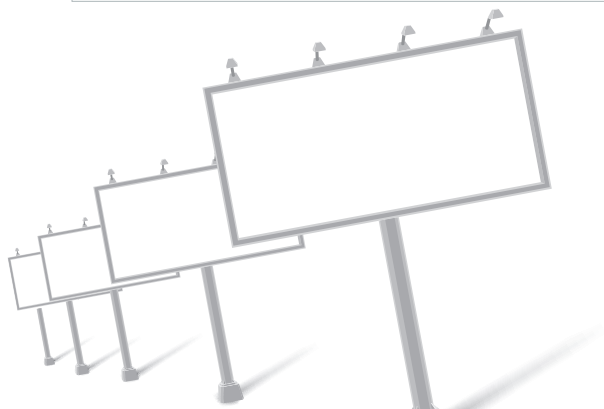
Do You have a fear of Self-Employment? Explain why:

What other fears are standing in your way? Explain why:

Frustration: What type of frustration is paralyzing you from moving towards your goal?

Financial Constraints: What type of financial constraints do you believe is in your way?

Family and Friends: Many friends and family may pigeonhole you in your career. How have your F&F unwittingly built fences, not gateways for your future success?



Making Your YOU 2.0® Real

Now it's time to start looking outside again but with a different perspective—one of being empowered to change your circumstance by the choices you make.

Most of us have to engage in some kind of activity that generates the income we need to live on. We need to have a vehicle that will get us the Income, Lifestyle, Wealth and Equity we desire. The options available to us include: the job market, the stock market and real estate investments, and owning a business. The latter choice, owning a business, has two flavors. Either you go at it alone or you choose to invest in a franchise opportunity and get the benefits of a proven system and the support and training you need to be successful.

Which career path best fits your goals?

Business Ownership Path

Go from unEmployment to Empowerment® — The self-employment option—owning a business as the vehicle to create your desired Income, Lifestyle, Wealth, and Equity. You can take the journey of business ownership alone or you can choose to have training and the support of a team by your side, as is the case when you invest in a franchise.

There are some lone rangers out there for whom not having a support team is not a problem. These people prefer to be alone and to have full responsibility for everything. They are risk takers and love to wear many hats.

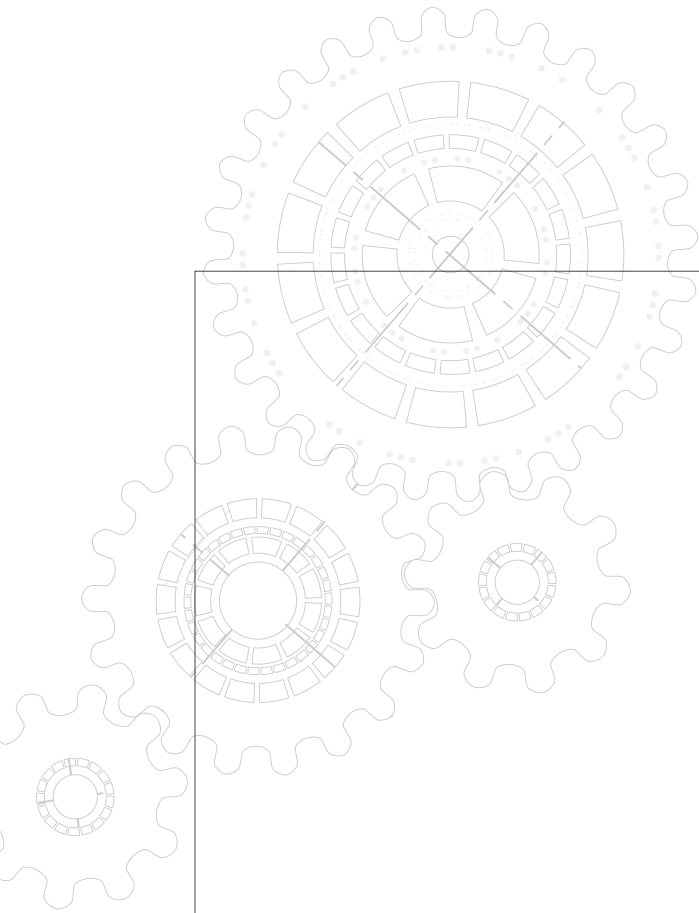
However, for the great majority of people, being totally independent and creating a business from scratch has little appeal and too much risk. Having a successful, proven road map to follow and a team to support us in our own business is important for most of us. The good news is that you don't have to be all alone and solely responsible for every facet of the business to own and operate one. Franchising allows you to be in business for yourself but not by yourself and share in the success of a proven business.

The Stock Market and Real Estate Investments Path

It takes the right type of personality to be a successful investor. The stock and the real estate markets fluctuate with the economy and require not only interest, knowledge, and aptitude in these fields, but also a high tolerance for the risk and the lack of control inherent in these reactive investment vehicles. For most of us, investing is a way to diversify our income and wealth creating efforts. We simply don't see it as a full time occupation—the risk is just too great to rely solely on this activity.

The Job Market Path

Some people are made to be employees. They like the structure of that type of relationship. They are comfortable with not having any control and they actually prefer it this way. They don't mind having a boss even when most of the time they think they make better decisions than their supervisors. They can and enjoy focusing on the task of their 9 to 5 jobs that may go much longer than eight hours, but they feel they can go home and leave their jobs behind.



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Next Steps

Discovering the right opportunity that is in alignment with your life's goals

"It's never too late to change your career course if you are not happy or even worse your career is failing slowly. Start over. Don't stay stuck. You can do better."

We all know that there is nothing like a 'right time' or 'right age' to bring a positive change in life. So ask your self...

What would you do if you weren't afraid?"



THE **ENTREPRENEUR'S**
SOURCE[®]

"Your success is our only business"

