

The Journey of Becoming.

The story of how we become who we are.

And how to become who we want to be.

This is the outline of our course that gets you started.



Why I know this to be possibly the greatest invention of all time:

Extended the day:

The beginning of “story time.”

Fired the imagination.

Storytelling triggers the imagination; imagination fires curiosity;
and curiosity brings us everything we have now.

It creates bonds between groups of people who don't know each other and conveys information about institutions that are critical to our survival.

Question: what do you desire for the third stage of life?

I want this information to put a fire in your belly to go and achieve the dreams you have given up on.

The Journey of Becoming:

In this program I will share with you how my mentors have enhanced my life in practical and esoteric, obvious and unusual ways, by showing me

that it is possible to become the person you want to be despite the inner and outer obstacles you face.

I will encourage you to find mentors of your own and explain how you may better use the ones you already have. Furthermore, I will tell you about my experience mentoring others and how invaluable that has been on my ongoing journey to self-acceptance, and how it has helped me to transform from a bewildered and uncertain man, to a (mostly) present and (usually) focused husband and father and grandfather.

We have made ourselves, consciously or unconsciously, building patterns in the infinite, holding on to strands amidst the limitless, sometimes grasping through fear, sometimes clutching with desire.

Through proper mentorship, a transition of skills, a nurture of energy can take place that instantiates an adult from the beautiful wreckage of childhood, a sober man from the drunk, a master from the student, a mother from the girl, a successful career and life rather than one of despair.

the Undecided and be forced to do whatever odd jobs society needs.

Any essential jobs society must fill that none of the Decided planned to do in their Life Plans.
(excepts from two of my mentors).



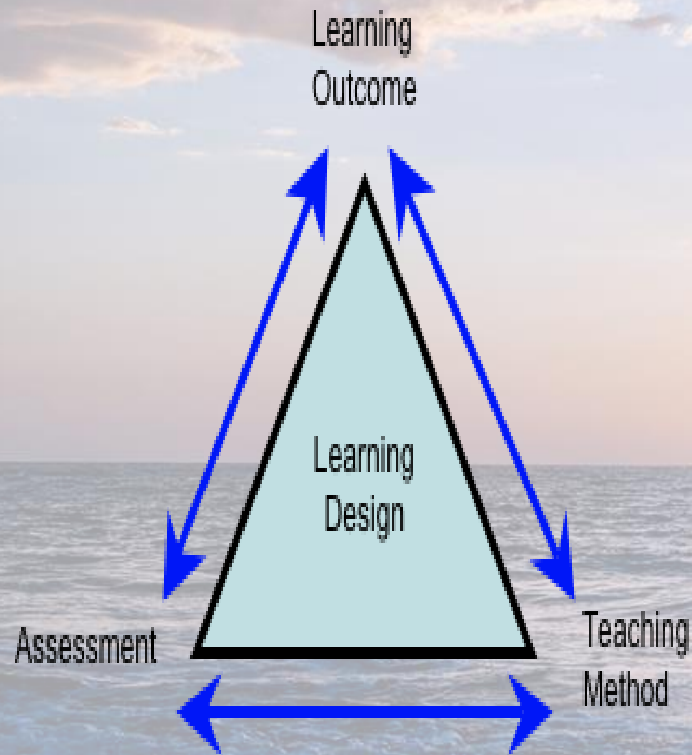
For most of my life I was an undecided person. Circumstances in my life had the power to alter my outcomes. As a responsible person? I went with the flow, and the currents. It did not achieve what I was looking for. Probably why I had several jobs in my life. I knew I was looking for something but had not decided what it was.

Once you make a DECISION to follow a path to a DREAM, and it can be any dream, this process will allow you to create your DREAM.

Become a DECIDED person.

Alignment:

The fastest way to get from where you are to where you want to be, is to first discover who you really are, verses who you are not.



Consider.

All of us have created our own inception, our own story,
and have been lost in it, until we awaken to this truth.

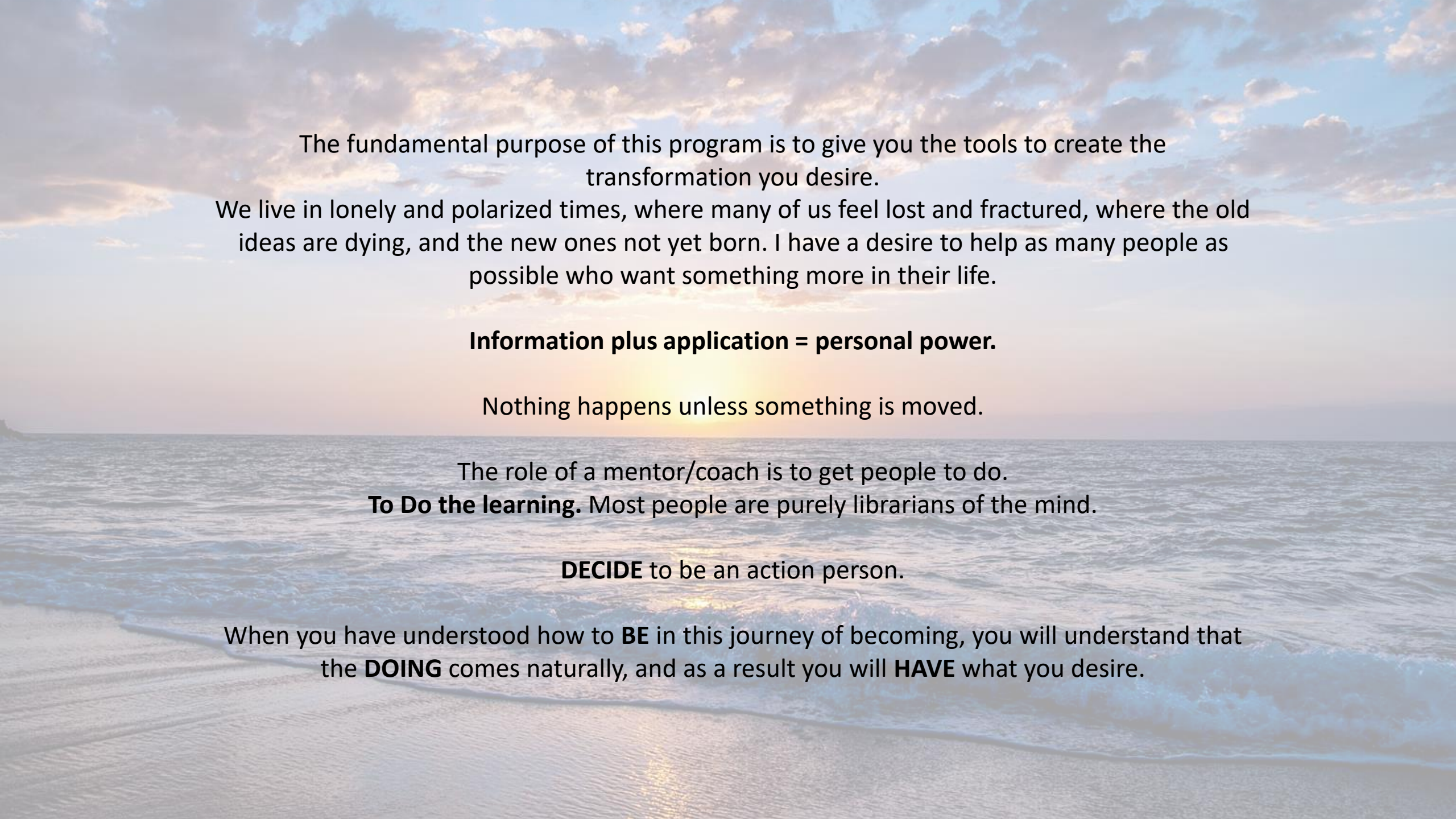
The number one obstacle that stands in our way of realizing our full potential is ourselves.

We Don't see who we are verses who we are not.

Seen what is(based on what was) or **see what others see** (unknown for you)

When you have found your Ikigai...you are in alignment. As a result, your worldview changes and things happen in a hurry.

Question:



The fundamental purpose of this program is to give you the tools to create the transformation you desire.

We live in lonely and polarized times, where many of us feel lost and fractured, where the old ideas are dying, and the new ones not yet born. I have a desire to help as many people as possible who want something more in their life.

Information plus application = personal power.

Nothing happens unless something is moved.

The role of a mentor/coach is to get people to do.

To Do the learning. Most people are purely librarians of the mind.

DECIDE to be an action person.

When you have understood how to **BE** in this journey of becoming, you will understand that the **DOING** comes naturally, and as a result you will **HAVE** what you desire.



If transformation was easy, people and customers wouldn't need this information.

Obstacles are what make stories interesting. The gap between where your hero (you) is today and where he wants to go is the meat of your compelling story.

There are often external obstacles to your customer's eventual victory, but the most interesting ones are nearly always internal.

What's keeping your customer-hero from attaining their goal?

What external elements are standing in the way?

More importantly, what emotional and psychological roadblocks have been created by self?

What inner challenges must be overcome to achieve the prized goal?

What has held you back?

The journey of becoming is designed to give you the road map to follow.

Overview of this course.

Reading: Break the Shackles.

Background: The role and Relationship of the Mind.

The two Mindsets: Determine yours.

Where are you: The how and **Why:** The story of your Ego:

Limiting Beliefs: a simple technique to eliminate limiting beliefs.

Analyze: You Are Not Your Mind:

Debugging: How to remove false beliefs:

Reprogramming: Rewriting our mental code.

Imagination: WHAT and WHY do you desire different: Imagination is real.

Designed Life: How to design the journey.

Module 2 is beneficial for those who want to understand how any business works.

Story: How to craft your marketing STORY.

Action: The ACTIONS. What you are DOING.

Monetise: How to create your Income path.

Business Format:

Business Plan: 3:1:10:10:10:10:

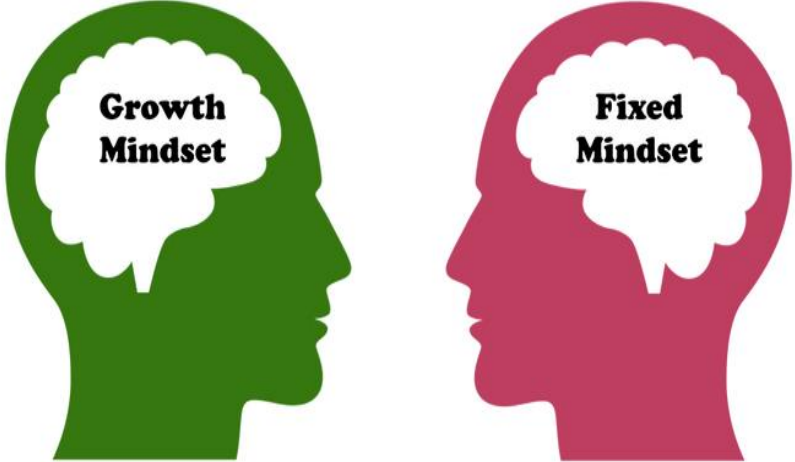
The Two Mindsets.



The Two Mindsets:

Once I realized that there were two meanings to ability, not one:
A fixed ability that needs to be proven, and a **changeable ability** that can be developed through learning. That's how the mindsets were born. I knew instantly which one I had. I realized why I'd always been so concerned about mistakes and failures. And I recognized for the first time that I had a choice.

What Kind of Mindset Do You Have?



The infographic features two stylized human head silhouettes in profile, facing right. The left silhouette is green and contains a white brain icon with the text 'Growth Mindset'. The right silhouette is pink and contains a white brain icon with the text 'Fixed Mindset'. Below each silhouette is a list of characteristics and attitudes associated with that mindset.

Growth Mindset

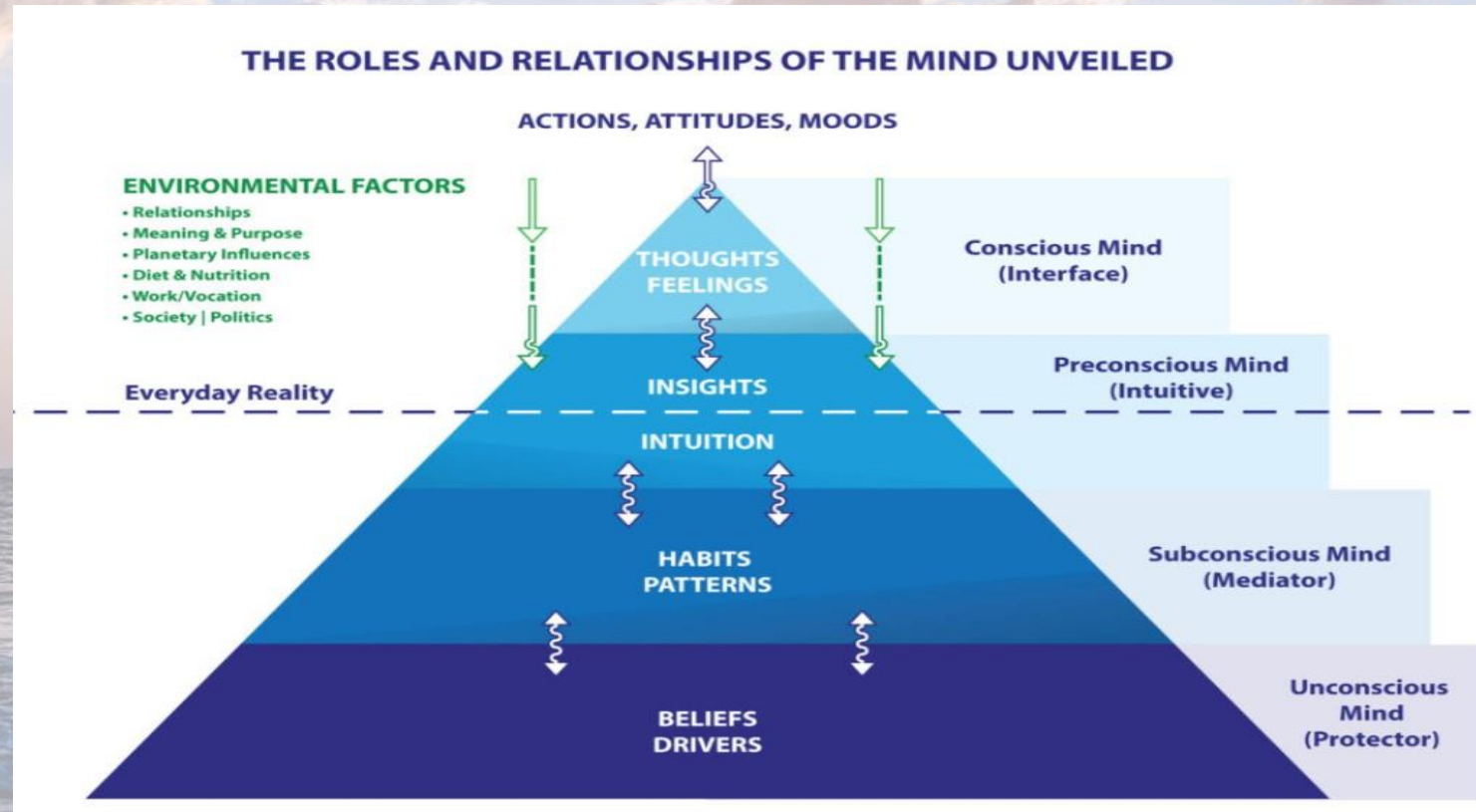
- I can learn anything I want to.
- When I'm frustrated, I persevere.
- I want to challenge myself.
- When I fail, I learn.
- Tell me I try hard.
- If you succeed, I'm inspired.
- My effort and attitude determine everything.

Fixed Mindset

- I'm either good at it, or I'm not.
- When I'm frustrated, I give up.
- I don't like to be challenged.
- When I fail, I'm no good.
- Tell me I'm smart.
- If you succeed, I feel threatened.
- My abilities determine everything.

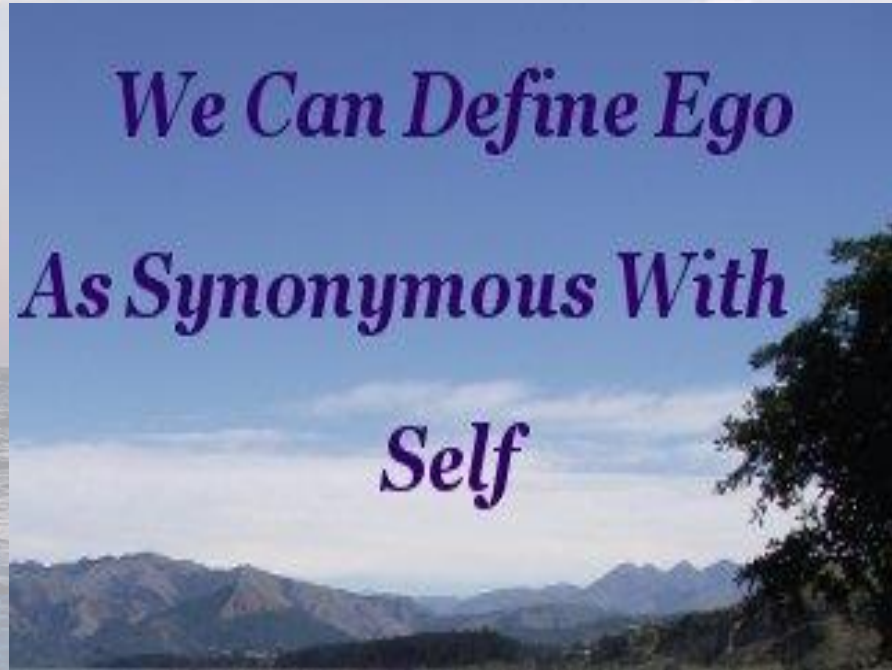
Created by: Reid Wilson @wayfaringspath © 2014 Icon from: thenounproject.com

Your Mind works this way:



First, let's talk about our guiding philosophy. It's called Enlightened Self-Interest. This is not my original idea. It's an old Greek philosophy. Essentially, it means "what's good for you is good for me."

The creation of Ego.



The Truth of Ego:

The Two types of ego that matter:

How to release the ego's control of you.

Become the deliberate creator.

Researchers now know that a thought can elicit a **“somatic state,”** meaning the thought triggers the same regions of the brain that would be activated if you were experiencing the event in real life.

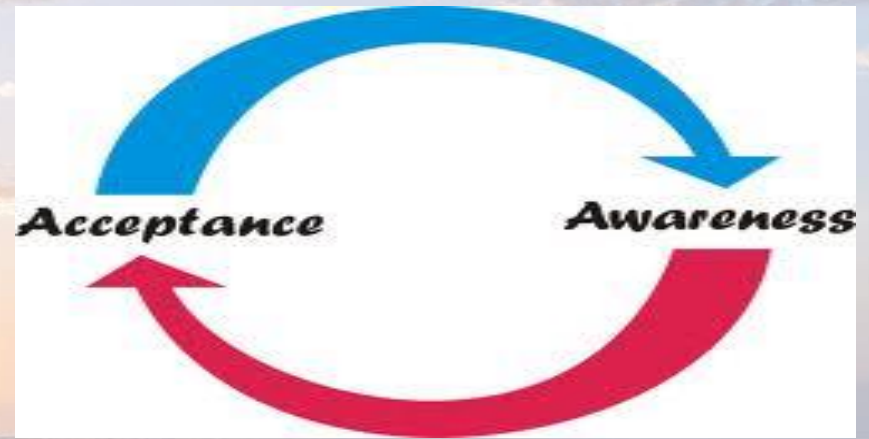
Thoughts become things.

Change verses Awareness.



Change is Difficult:

It requires effort, usually takes a long time, its about having to overcome a thing. Its all about trying to fix you.

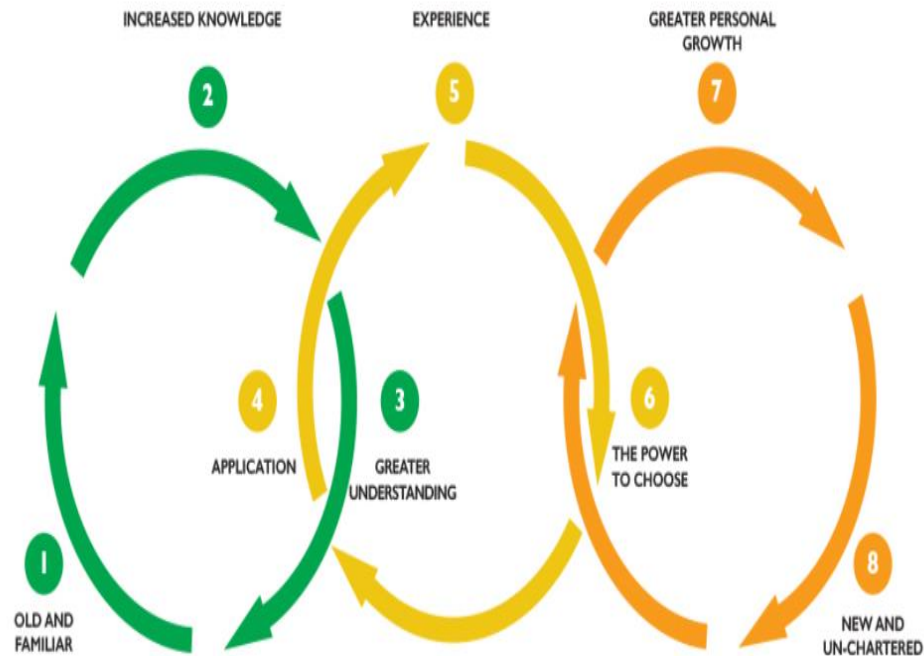


Awareness:

Is a process of Learning: It is effortless and happens in the moment. Its about letting go and allowing.

CHANGE IS A PROCESS NOT AN EVENT

KNOWLEDGE + APPLICATION = PERSONAL POWER



Our current life is the result of a journey from
'behaviour to nature' –

A journey that begins with seemingly innocent and what may appear inconsequential actions and yet ends up creating patterns that become incredible forces of nature.

As I guide you along this path you will come to understand that your behaviours are like sowing seeds in the fields of infinite possibility and your nature is the fruit that those seeds eventually bear.

So let us look at not only how you've become who you are today, but more importantly how you can become that which seems beyond your reach.

If you believe you are stuck where you are and are unable to change, then that almost certainly will be your reality.

However, if you dare to believe that the best is yet to come, then the adventure that awaits you will never cease to amaze you.

The Journey Explained:



The Limiting Beliefs:

You begin to fly when you let go
of self-limiting beliefs and allow
your mind and aspirations to rise
to greater heights.

— Brian Tracy

Eliminate Limiting Beliefs By Using This Simple Technique That Requires No Work.

Analyse:

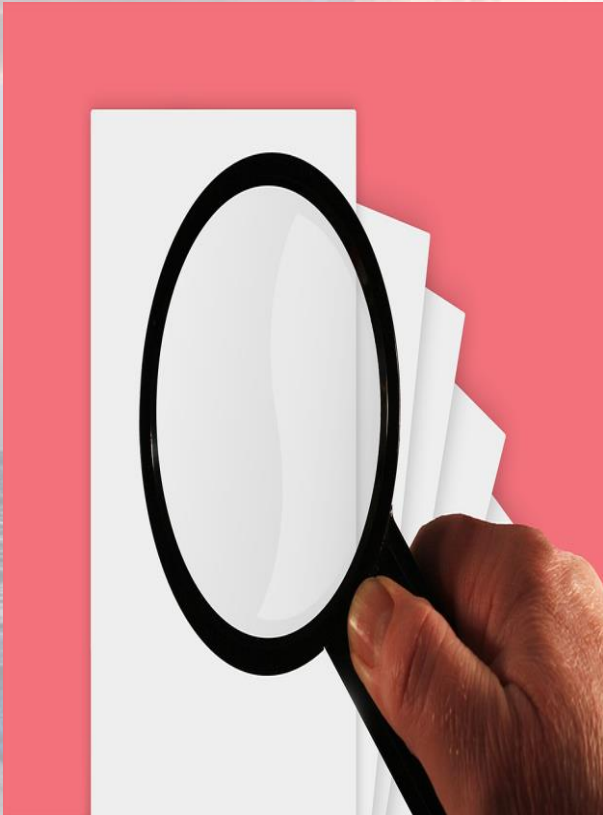
Work **on** your mind, not just **in** your mind.

The average person is said to have 60,000 thoughts a day and around 95% of those thoughts they thought yesterday, a year ago, ten years ago. There is at best 5% of new thoughts that are being generated in the present moment.

The rest, competing for our attention, are those thoughts we've inherited and have over time defined ourselves by.

But how many of those thoughts have you audited? How many of them, if you were born today, would you actually hold onto as your own?

It's time to check if your inner narrator is reading a script that truly reflects your views and values, or is that voice within seducing you with its outdated myths and hypnotic appeal?

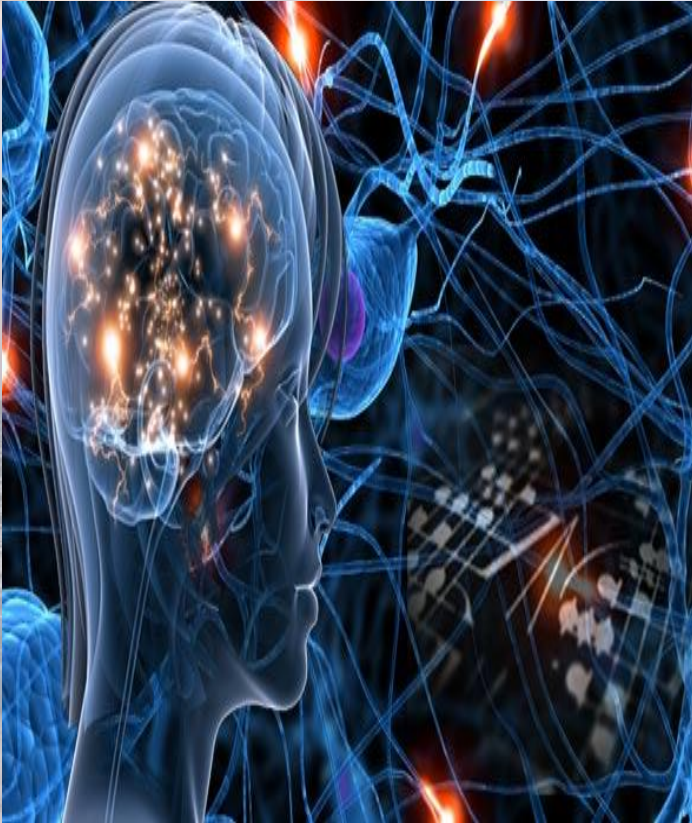


DEBUGGING:

Why is it important to know the definition of debugging?

To prevent incorrect operation of a software or system, debugging is used to find and resolve bugs or defects. When various subsystems or modules are tightly coupled, debugging becomes harder as any change in one module may cause more bugs to appear in another. Sometimes it takes more time to debug a program...

Our operating system has been created from our parents and their beliefs and the structures we grew up in.



Reprogramming.

What if your mind is like a computer?

Computers operate on loops that are designed to work.

Could I reprogram my mind?

My goal was to create a formula, a collection of specific exercises—things I could *do* and *measure*—that would allow me to debug my problem thinking, then write powerful new code to rocket my life into exciting new orbits. As I practiced these mental exercises day after day, I found that not only was I beginning to grasp the possibility, but *my mind was getting better*.

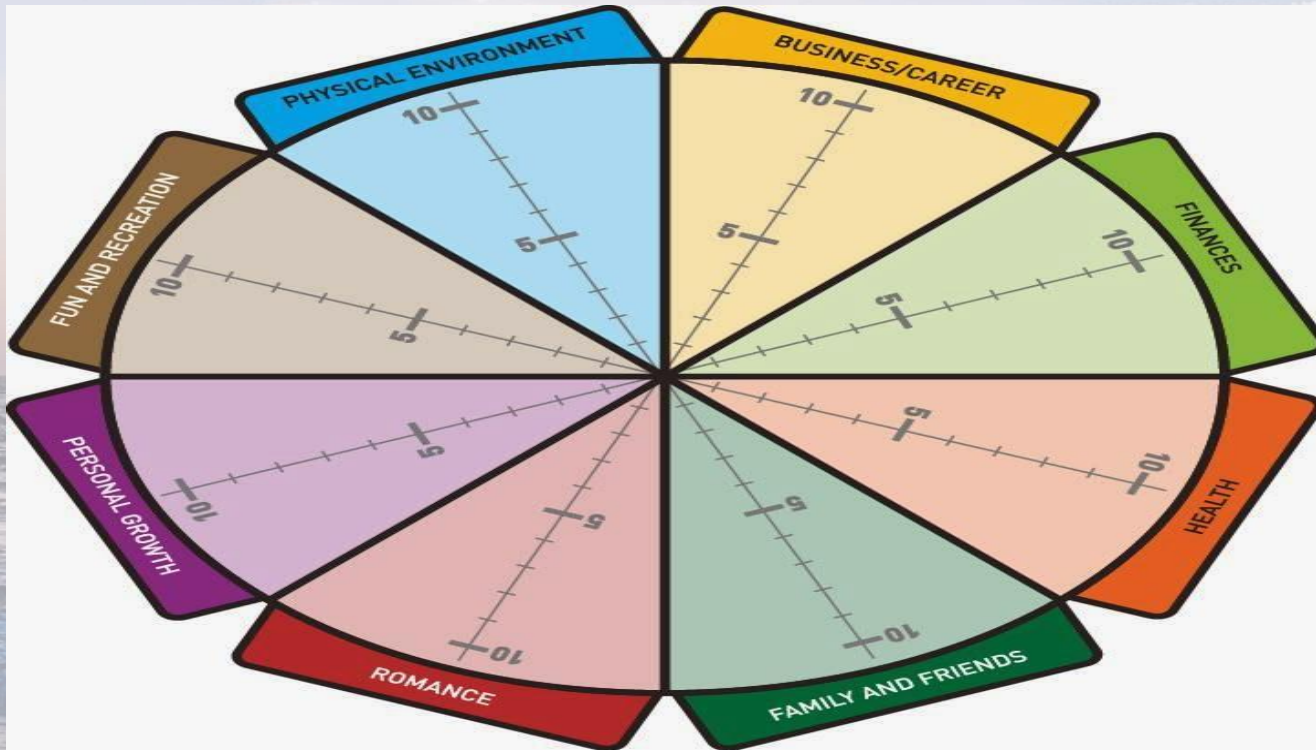
Like the world-expanding moments I had experienced with technology, **my mind *itself* was expanding, and so was my life.**

You can upgrade your operating system.



Where you are NOW.

Make an Honest assessment.



Don't make judgements, this is observation time only.

Life is designed for success.



All the species within our universe are designed for success.

Think about it.

Your role is to remove the obstacles that have either been placed in front of you (your early learnings), or obstacles that you have not resolved.

The fastest way to do this is just three things:

Analyse your current beliefs. Are they supportive or detrimental.(are they True?)

Learn and understand the universal laws of life:

Learn to operate from your purpose or empowered self alignment.

Notice that Learning is before Earning.

Doing equals Earning.

Imagination:

Three Life Rules

1. If you don't go after what you want, you'll never have it.
 2. If you don't ask, the answer will always be no.
 3. If you don't step forward, you will always be in the same place.
- Unknown

A Vision statement is future-based and meant to inspire and give **direction to the life you aspire to.**

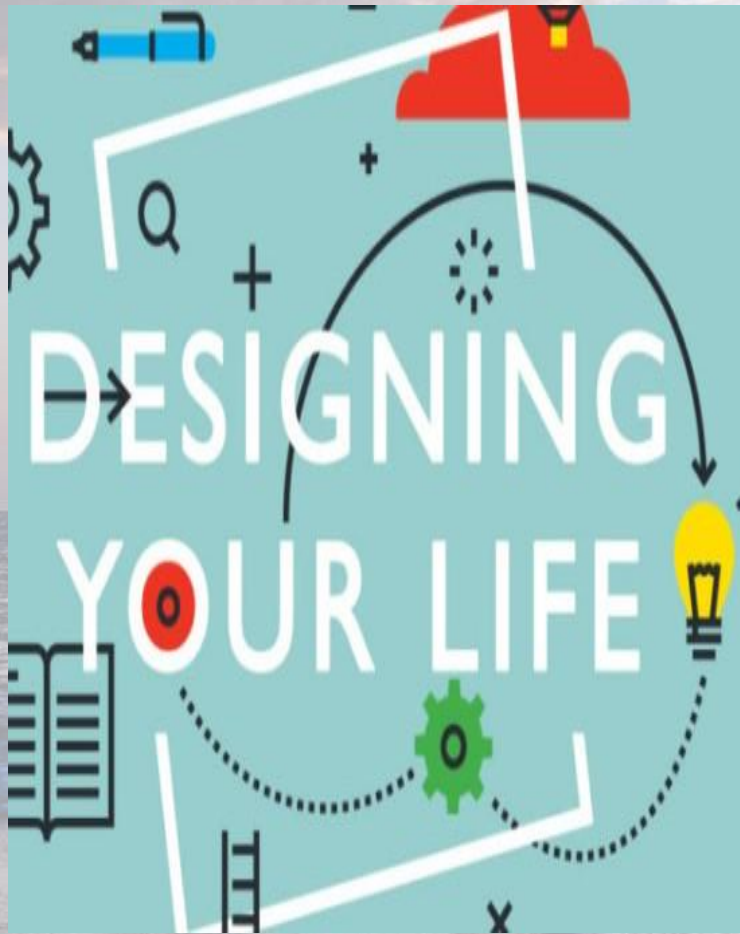
It requires that you create your vision of a future lifestyle etc.

I call my vision, my La Dolce Vita, which describes all the experiences I want in my life.

Do you have a vision for an unknown future, or will your future be a predictable outcome based on experiences from the past.

What do you want to experience?

Question and become skeptical about all the things you keep doing (your habitual thinking) that are only giving you more of the same results.



Designed Life:

DESIGN YOUR FUTURE.

Designers imagine things that don't yet exist, and then they build them, and then the world changes. You can do this in your own life. You can imagine a career and a life that don't exist; you can build that future you, and as a result your life will change. If your life is pretty perfect as is, life design can still help you make it an even better version of the life you currently love living.

When you think like a designer, when you are willing to ask the questions, when you realize that life is always about designing something that has never existed before, then your life can sparkle in a way that you could never have imagined. That is, if you like sparkles. It's your design, after all.

Knowledge plus Action= Personal Power.

To assist you in this process, I use this formula.

Experience: positive or negative.

The analysis process is:

Whom am I being:

At the time was I

Empowered or reactive?

What am I doing (actions)

Mental and physical.

Thoughts and activity?

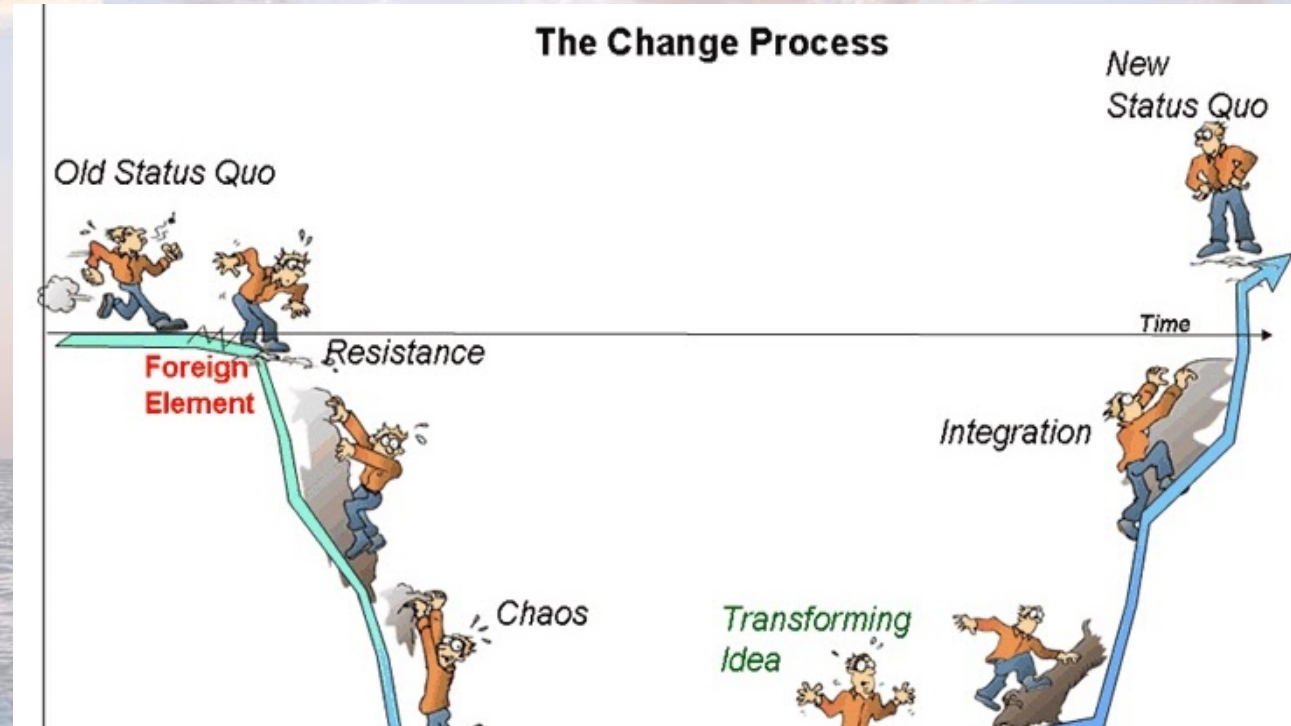
What am I having (result).

Life.

Better, worse or as expected.

Decide you are capable and trust your ability to Become.

STORY: ACTION: MONETISE:



Remember this will be the journey.

As Jonah Sachs points out in his interesting book *Winning the Story Wars*, one difference between an empowering marketing message and the old-fashioned, insecurity-based toothpaste ads, is that you emphasize that

The hero's journey results from there own effort and work

We're All Storytellers.

They need to find themselves in your story.
It comes through you but its not about you.

Read that again.

Said differently...

When you tell your story they either think
"Me to" or " Who cares"



You Are The Hero!

Story:

You already have an advantage, the story only you can tell.

You can't change a mind without winning a heart. Humans have known this instinctively for millennia and we've relied on stories to help us.

Stories are our most powerful and persuasive technology. Our best hope of creating the change we want to see is to tell a better story.

Because stories are fundamental to how we communicate as human beings. Tell the right story and you can capture attention, entertain, enlighten, and persuade ... all in just a few minutes.

For more than 16 years, I have been learning the skills of storytelling. I've helped people to be their most influential and inspiring selves, helping them to find and craft their stories and develop their story skills.

Many have created collaborative communities and meaningful change, as a result.

Great storytellers look effortless because they put a lot of effort into being great.

HOW I CAN HELP YOU

Is to Create an impact and be your most influential and inspiring self.

One emotional and vivid customer story is far more persuasive than a data dump in 85 PowerPoint slides.

A person can have a great idea, but if that person cannot inspire others to buy into that idea, it doesn't matter.



Action:



Doing the work:

This is a personal challenge. To do the work requires you to follow the three questions earlier.

Who are you being, is the internal story you are creating by installing your new operating system. Just follow that with I am being.....so I am **doing** what **being** this means.

You are **doing** this to have a different result.

E.g., I want to lose 10 kg of body fat.

I am **Being** by modelling someone I have chosen, **doing** what that person is doing to have a different **result**.

Decide.

The power of a decision:

Monetise:

"Monetize" refers to the process of turning your story, your brand your ideas into income. Storytelling in marketing is vital to the success of your brand because of the connection-building power it contains.

Powerful connections = loyalty and trust.

You cannot buy these two things, but they have everything to do with the livelihood of your brand and ROI.



Alignment looks like:

Who are you:

BEING:

DOING:

HAVING:

= SPEEDY RESULTS.



The Business Format.

STEP 1: Choose supportive beliefs

STEP 2: Understand you get paid for solving a problem

STEP 3: Decide what problem you will solve

STEP 4: Articulate the problem clearly

STEP 5: Solve the problem differently than anyone else

STEP 6: Systemize the process so it can be done
without you

STEP 7: Duplicate the system

STEP 8: Take action in spite of fear

This understanding will benefit any type of business.

I've always been fascinated with the concept of leverage.

It lets you do so much more, with far less time, money, or effort. It's why I've built habits to create leverage in my day-to-day schedule which let me be ultra productive... and I've used it in business. For example, launching your business online is using the internet as leverage. You can reach a lot more people than you could if you started a brick-and-mortar business. And when it comes to getting past the initial stages of a coaching, consulting, or professional service business..... the key is to use leverage.

How?

By creating a course that helps a lot more people than you could on your own, working 1-on-1. When you create a course, you create massive leverage - with your time, your income, and the impact and difference you make on the world.

That's why you are seeing this training. I have been using these concepts with great success. People actually understand and can do the work. If you want to investigate how this can be utilized in your business, or work with me to scale my business to a level that is good for you....you will be scaling your coaching or consulting business by using the power of leverage...

the "whole is greater than the sum of its parts".

Business with Bruce.

My Mission: to assist people who wish to earn a 6-figure income whilst working part-time from home. I teach you how to craft your marketing STORY, articulate an ACTION plan (by working withing our business) and MONETISE the result.

First, let's talk about our guiding philosophy. It's called Enlightened Self-Interest. This is not my original idea. It's an old Greek philosophy.

Essentially, it means "what's good for you is good for me."

Your Desire: You are reading this for a reason. **What is your WHY?**

Questions give us a different perspective.
Quality questions result in a quality of life.

Question: If you are earning a 6-figure income inside 12 months, working 10-15 hrs. per week, are you willing to invest \$10k into my products, courses and coaching (**over 12 months and from your profits**), and invest dollars per month into marketing?

Can I help you get started in Business?

What will you DO for the last chapters of your life?

[register here for a chat at your convenience.](#)



• Business with Bruce.

- Firstly, let me assure you that this has not been an easy process for me. I commenced this new business in 2017, and for 2 years it was a nonevent. Then things started to click. I was meeting the right people, and my one-to-one clients were getting results.

- Fortunately, I met many people, and this program is based upon the learnings of my teachers. I needed people to push me. My perspective was changed. This is my way of thanking those by sharing the principles of what works for me.

- The benefits of shared experiences. Ideas improve with group synergy.

- **This is a one to some offer.** As I scale my business, I am looking for people who wish to study my programs and **teach** the process.

- **It is very rewarding both financially and emotionally.**

- **Are you interested in an “encore Career” that allows you to make a fulltime income working 10/15 hrs. per week?**

- **Stop pivoting and start DIGGING IN.**
Ready to make an INFORMED decision.

[register here for a chat at your convenience.](#)

The true success is the person who
invented himself. Al Goldstein



Well let's not make this awkward. When you schedule a chat with me, I will look a bit like this. Headphones on and dressed casually. This is about how I work one to one. I am not concerned with how I look, and neither should you.

It all boils down to this.

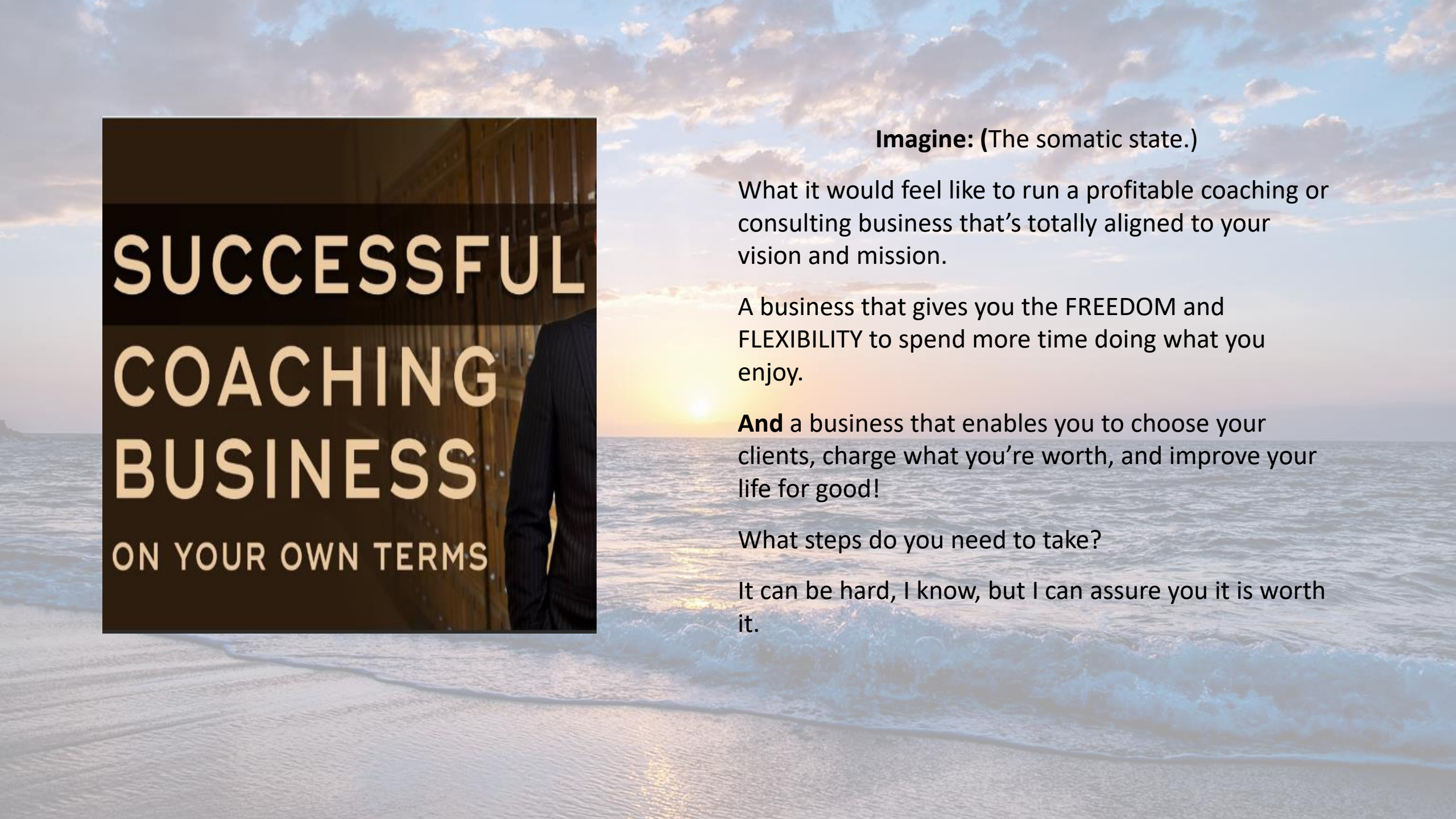
You only get answers if you ask questions.

Self-help books are often full of inspiration rather than strategies that lead to implementation.

Focus on ideas you can execute, not lessons from a movie or book or celebrity.

This process will allow you to **BECOME** what you desire to **BE**.

[register here for a chat at your convenience.](#)



**SUCCESSFUL
COACHING
BUSINESS
ON YOUR OWN TERMS**

Imagine: (The somatic state.)

What it would feel like to run a profitable coaching or consulting business that's totally aligned to your vision and mission.

A business that gives you the FREEDOM and FLEXIBILITY to spend more time doing what you enjoy.

And a business that enables you to choose your clients, charge what you're worth, and improve your life for good!

What steps do you need to take?

It can be hard, I know, but I can assure you it is worth it.



My Business Plan:

3:7:10:10:10:10:

If you find this needs to be answered, then this program is a must for you.


Perception is in how you see your world view.

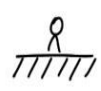
Let's Chat. You will not be pressured.


I pride myself on the fact that you must make the decision.
I will only provide information.


Future self.


What do I want to build for my future self? ^{2015-06-09b}


 Storage & review
to get around recall


 Solid finances to
give me better choices


 Chunks to get
around working
memory limits

 Policies and restrictions
to guard against fuzzy
decisions, scams

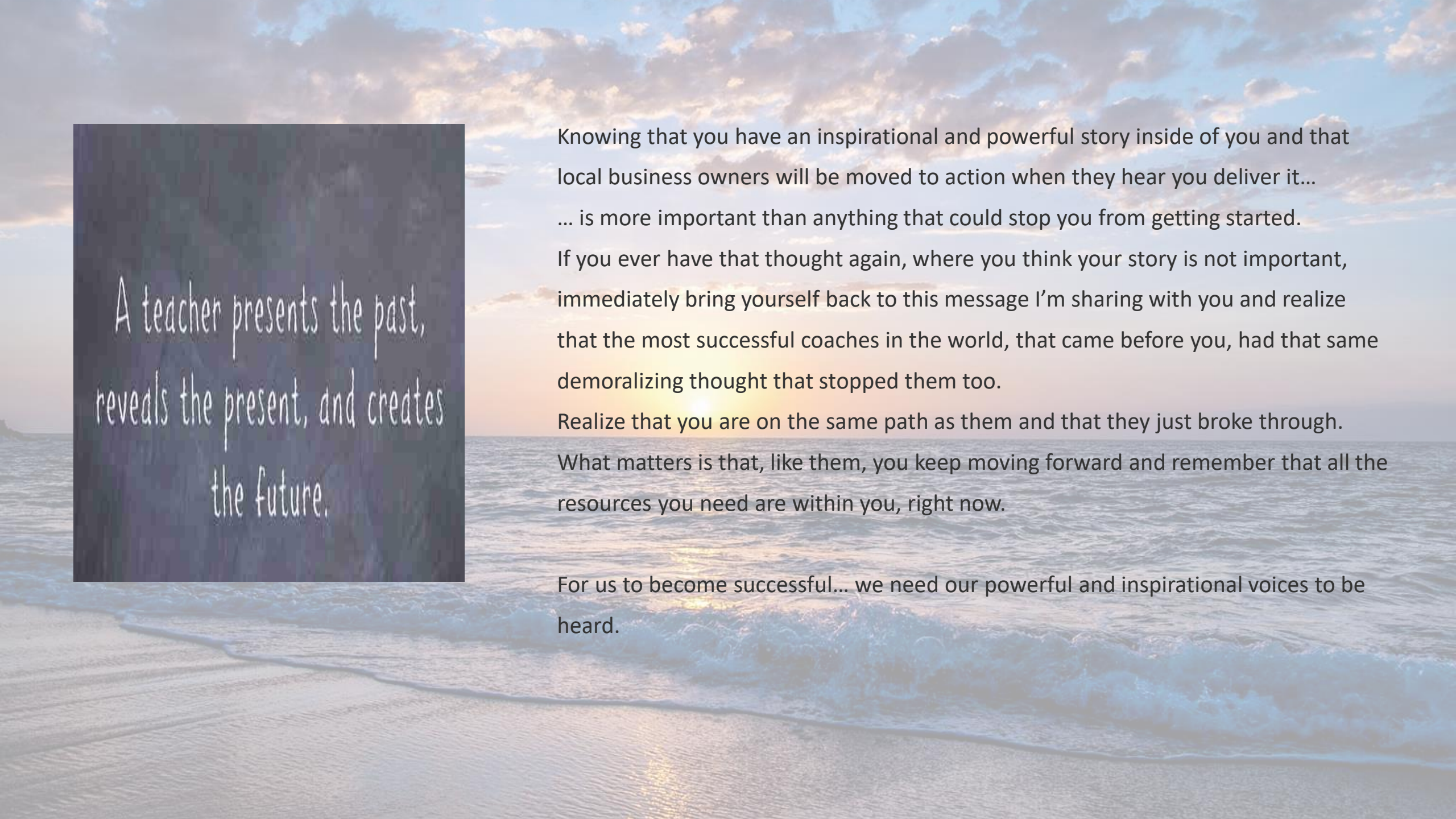
 Robots to help with
physical independence,
cognitive support

 Habitual equanimity
so that I don't waste
energy on frustration

↳  smart home,
safety+convenience

 Mental engagement
and progress towards
meaningful goals

It's that your future self (and those you influence like your kids / grandkids and loved ones) will be grateful that you decided to stand out and shared your story in a powerful and meaningful way rather than hiding, staying 'in your head' and passing that generational habit onto them.



A teacher presents the past,
reveals the present, and creates
the future.

Knowing that you have an inspirational and powerful story inside of you and that local business owners will be moved to action when they hear you deliver it...

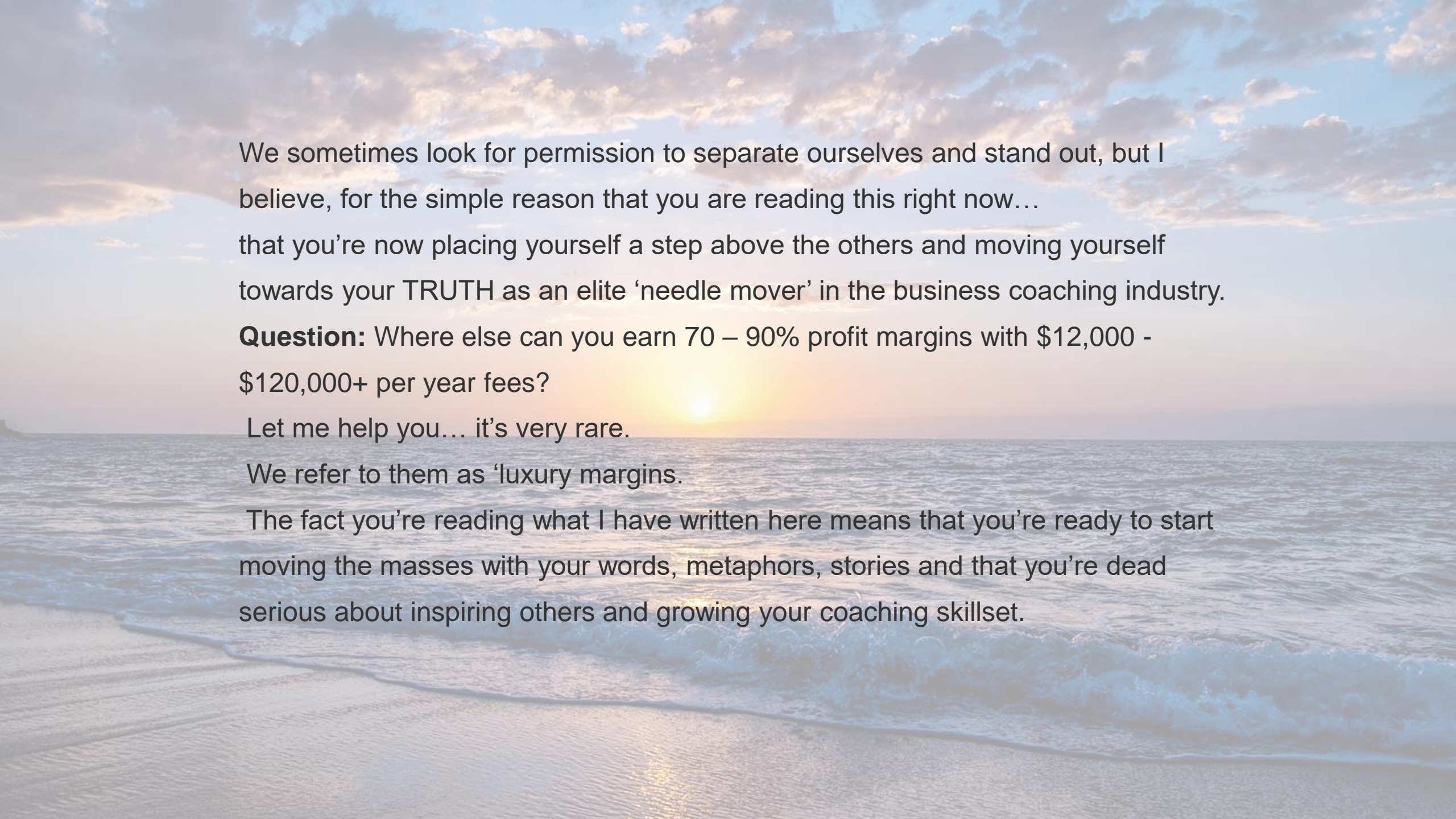
... is more important than anything that could stop you from getting started.

If you ever have that thought again, where you think your story is not important, immediately bring yourself back to this message I'm sharing with you and realize that the most successful coaches in the world, that came before you, had that same demoralizing thought that stopped them too.

Realize that you are on the same path as them and that they just broke through.

What matters is that, like them, you keep moving forward and remember that all the resources you need are within you, right now.

For us to become successful... we need our powerful and inspirational voices to be heard.



We sometimes look for permission to separate ourselves and stand out, but I believe, for the simple reason that you are reading this right now... that you're now placing yourself a step above the others and moving yourself towards your TRUTH as an elite 'needle mover' in the business coaching industry.

Question: Where else can you earn 70 – 90% profit margins with \$12,000 - \$120,000+ per year fees?

Let me help you... it's very rare.

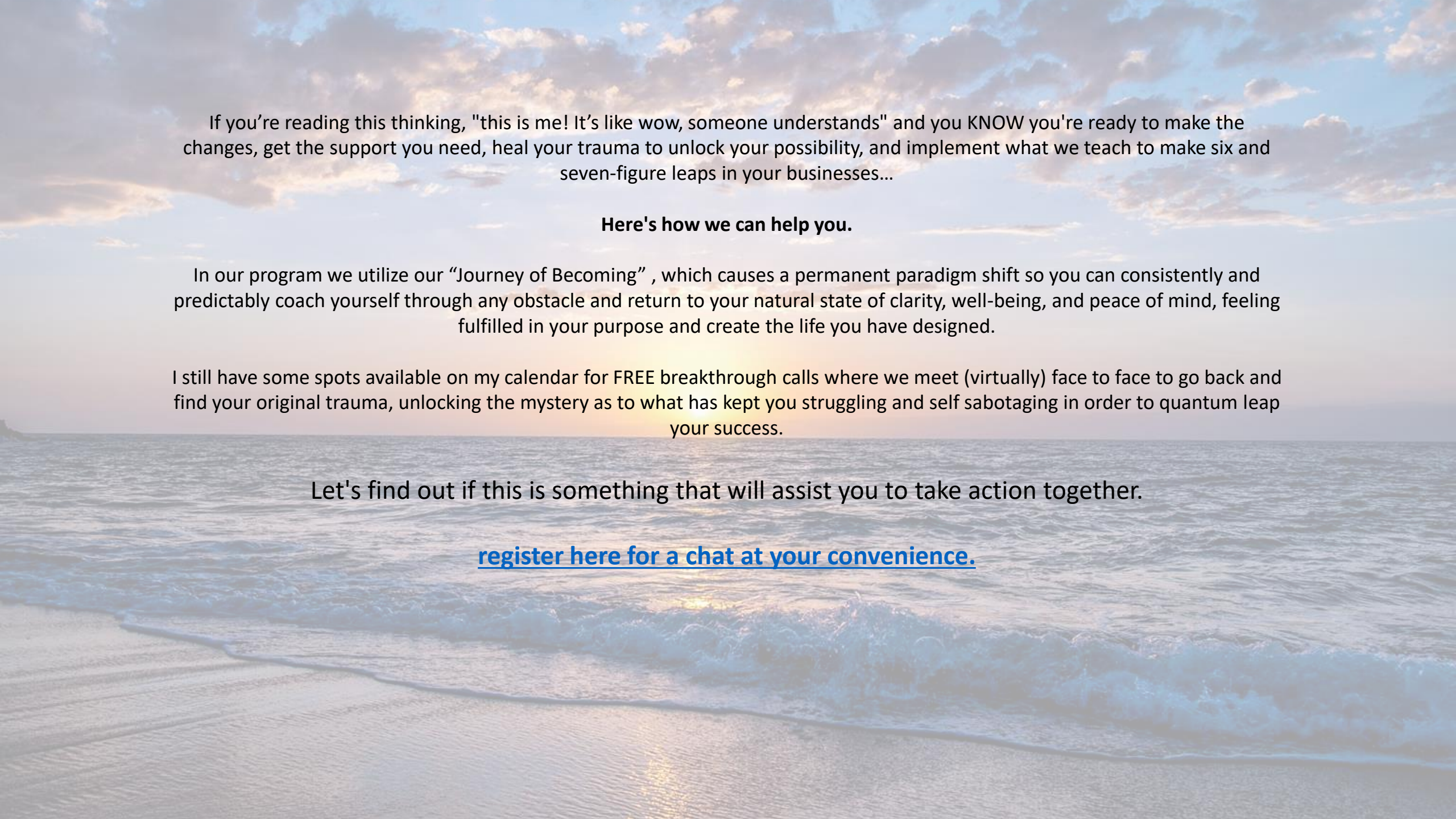
We refer to them as 'luxury margins.'

The fact you're reading what I have written here means that you're ready to start moving the masses with your words, metaphors, stories and that you're dead serious about inspiring others and growing your coaching skillset.

Across the board, there are certain traits to those who find success. People who have success are...



- **Entrepreneurs** - or want to be entrepreneurs - who succeed have significant goals that excite them and significant goals that are designed to make a massive impact on the lives of others.
- **Done with being stuck in their head**, overthinking, over analyzing, and self sabotaging. They know they need help and they're ready for it.
- **Ready to take back control of your emotions.** Whether this means finally feeling those suppressed and numb emotions or finally reining in the emotions that are dominating your life and sabotaging your success.
- **People who don't want more information** - they want implementation because they've tried everything - courses, books, therapies, trainings - and they're sick of treading old ground, not learning anything new. They know, now, that with the right information and the right support they can change lives and live in abundance.
- I am aware that we all proceed at a different pace, but if you feel that its time to start being the person you have always wanted to be
- [register here for a chat at your convenience.](#)



If you're reading this thinking, "this is me! It's like wow, someone understands" and you KNOW you're ready to make the changes, get the support you need, heal your trauma to unlock your possibility, and implement what we teach to make six and seven-figure leaps in your businesses...

Here's how we can help you.

In our program we utilize our "Journey of Becoming" , which causes a permanent paradigm shift so you can consistently and predictably coach yourself through any obstacle and return to your natural state of clarity, well-being, and peace of mind, feeling fulfilled in your purpose and create the life you have designed.

I still have some spots available on my calendar for FREE breakthrough calls where we meet (virtually) face to face to go back and find your original trauma, unlocking the mystery as to what has kept you struggling and self sabotaging in order to quantum leap your success.

Let's find out if this is something that will assist you to take action together.

[register here for a chat at your convenience.](#)