

## Introduction:

I want to start by thanking you for starting this journey and supporting my initiative to help individuals shift their mindset and start to truly Create, Cultivate and Elevate their lives. This is the first step and I truly hope that you enjoy reading and learning as much as I enjoyed writing this book.

My name is Samuel Brown, and I am a Personal Development Specialist. I specialize in helping individuals create a lifestyle they envision, and I utilize a 3 step model - Create, Cultivate, Elevate.

This book is for individuals that are either aspiring entrepreneurs or individuals who feel stuck in life and need some direction.

To my aspiring entrepreneur, this book is exactly what you need to create a strong foundation. This book focuses on developing the key characteristics of an entrepreneur. Being an entrepreneur myself I know the trials and tribulations that you face when you're trying to "make it" or be "successful". After making many mistakes and just flat out failing I was able to learn and understand what it takes to be an entrepreneur in a world where instagratication is sought after. This book is a reflection of that, and many of the chapters provide the knowledge and tools to not just start but develop as an entrepreneur.

For those that are stuck, I created this book as a blueprint for you. I share a story of a time where I was stuck in life and really didn't know my next steps, and that story is just a piece of the blueprint. In the book title it states "The Blueprint To Your Dream Lifestyle" and this book will provide just that. Each chapter will not just provide the knowledge for you to start to create a lifestyle you envision. You will have the opportunity to reflect on what you just read with reflection questions at the end of chapters throughout the book.

Before we dive in, I want to share the breakdown of Create, Cultivate, Elevate. I want you to have a clear understanding of what it represents before I expand on how to develop within each stage.

### **The Process:**

#### *Create/Identify:*

This stage is where you tap into your passions, drive, and ultimately what makes you happy. Keep in mind that this can change multiple times as you grow through life and can be repeated as many times as you need.

#### *Cultivate/Pour In:*

This stage is where mental and physical grit is created and most needed. This stage will help determine if you have to reset the process. You may feel that what you have been creating isn't what you really want - and that's okay. Everyone resets, the key is to catch it early. This stage will help determine if what you manifested in the Create stage is what you truly want to be cultivating.

#### *Elevate/Taking You to a Lifestyle You Envision:*

This stage is by no means a ceiling. In this stage, you should be living what you have been creating and cultivating. This could be a graduation or new certification. It could be successfully transitioning to your next chapter in life, or entering adulthood. Just remember the work is not done. In the words of the late Nip Hussle The Great, DOUBLE UP! I will further elaborate on this in later chapters.

## *Enjoy the book!*

Part I:

# *Create*

## **Part I**

### Chapter 1: The power of choice

***“Control what you can control, influence what you can’t.”***

-Markesha Burnett

The first part of the three part model is “Create.” This is the part where your vision of who you are and what you want is first conceived. This stage can be defined into one simple phrase, “The POWER of CHOICE.” We all had that one show with the super hero like character as a kid. I used to always watch the Power Rangers and of course, the Black Ranger was my favorite. I remember I would eat my cereal and wish that I could grow up to be just like them. I’m 26 years old now and while I am not running around with a spandex one piece yelling “it’s mighty morphin time,” I do have something in common with the Power Rangers which is a superpower. So do you.

The power of choice is a power that we often overlook. The life that we were given should not be molded by the hands of anyone except our own. We constantly go against that when we aim to reach expectations set by others which leads to life decisions that were never ours.

Listen, I get it. I really do. But just hear me out. Making choices that you see most fit or make you the happiest feel so good. This is because whether you made the right or wrong choice (aka learning lesson), you made the choice. By making the choice you had the opportunity to assess the best and the worst outcome as opposed to allowing other people to make these life decisions for you.

In 2018, I joined a non-profit organization teaching life skills and job skills programming to youth. I truly enjoyed my job in the beginning because I instantly felt the reward and impact of my job. I was at

this organization up until the summer of 2020, also around the time COVID-19 hit. The downfall of the nonprofit world is the fact that some employees' jobs are dependent on yearly grants and contracts. We were about a month out from the end of our contract, and we still hadn't heard anything about a contract renewal. All I could think about is, what if we don't get the contract, then what? At that point so many scenarios ran through my head and I started to get overwhelmed. Part of me felt like we were good, but then another part of me felt like I needed to make a decision on what I wanted to do if we didn't get the contract.

It was about two weeks left on the contract when we got our answer. We lost the contract. As a result, I was faced with two options. I could have stayed at the organization, having to travel an additional hour and take a paycut. Or, I could take the leap of faith and bet on myself and my business. At the time I had no income coming in from the business and no clients, but I believed that with the extra time I could put all that energy into Faith and Effort.

I had people tell me that I should just take the job, that it was too risky and I should play it safe. At the moment I will admit I was a little nervous about my decision, but it was my decision. Looking back, I would have done it the same exact way. The three months I was unemployed I was able to get clarity on my business, start and finish a book, and fall in love with the entrepreneurial lifestyle.

The key to this story is that life decisions are not easy, but what's even harder than making a tough decision is living with a decision you didn't make.

Chapter Summary:

- Remember you have a super power, don't be afraid to use it.
- People will take the credit when you "win" and say you shouldn't have listen to me when you "loose"
- In order to take control of your life you have to start to make decisions confidently

To start off, I want you to answer these two questions. Before you answer them, really think critically and thoughtful about what is being asked.

1. Why did you pick up the book, Create, Cultivate, Elevate?

2. What are you looking to gain from reading the book, Create, Cultivate, Elevate?

The reason why I asked you those two distinct questions is before you can start to create, cultivate and elevate, you must understand how to identify your why (question 1) and be able to set goals (question 2).

You have now on paper, why you decided to pick up the book Create, Cultivate Elevate. Now every time you have moments that you don't want to finish the book, you can come back to this workbook and remind yourself why you decided to pick up the book, and that is the by definition "what's your why"

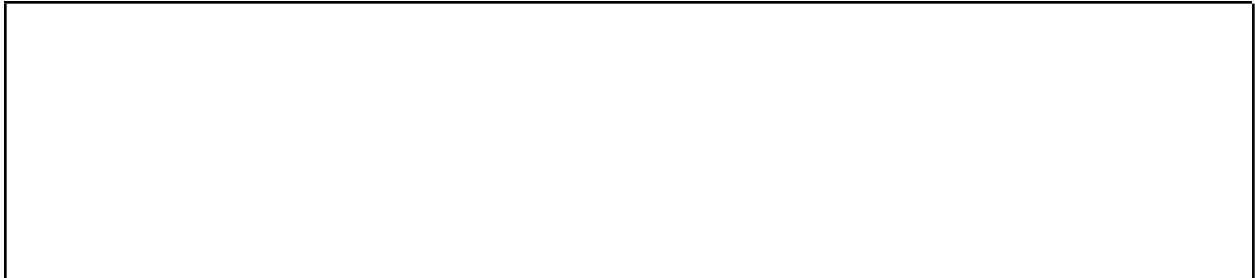
When you answered question two, you not just understand how to identify goals, but how you can create clarity in what you want your finish line to look like. Like Nipsey Hussle said "life isn't a race, but a

marathon”, also understand that your own finish line will look different from everyone else’s, but you have to know what yours looks like or you will be chasing someone else’s.

Like stated earlier, this workbook will be broken down into three different parts, just like the book. Let's dive into the first part of the book **CREATE**.

We will focus on this first part of the workbook to answer self-identifying questions & activities that will help you start to create an image of the person you are striving to be as you begin your journey. Just think of this as the identity stage, where you will start to create the person you see yourself as at that finish line.

*Q1: Why do you say yes to things, when you really want to say no?*



Your answer to the question above whether it was “I don’t want to let someone down” or “I want to be there for that person” are the same reasons why you should say no, so you don’t let you down and so that you can be there for you. The key here is to find balance, because when we don’t look to ensure we are there for ourselves as much as we are there for others we are doing ourselves an injustice to our goals, dreams and aspirations.

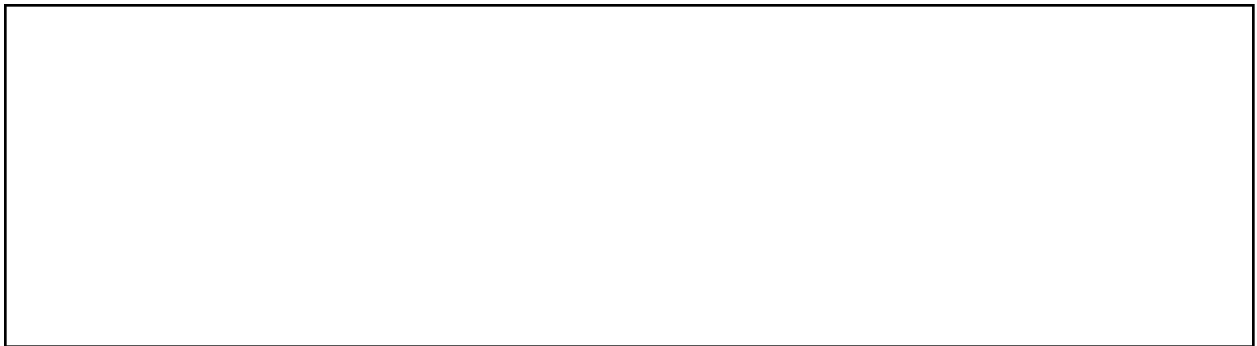
Let’s look to get a little bit more active. I want you now to tell a story of a time where you had to make a tough decision in life, that was solely based on wanting the best for yourself. Also within your story make sure you answer: why you made this decision; what was the benefit outcome for yourself; and also how you felt throughout the decision making process.



The reason behind telling this story is to put down on paper a moment when you decided to choose your happiness over anything else.

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**Chapter reflection:** How will you apply this lesson, *The power of choice* to your life over the next 3 months.

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