

FRESH PASSION DAILY ACTION PLAN

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
Regularly check the RSS feeds you have selected to keep you informed about your area of brand expertise. Also be on constant lookout for new feeds to add.	RSS feeds are the simplest and best way to stay current with the constantly changing flow of information about your area of brand expertise. Remember, information is power!	
Stay informed about current events by reading a newspaper, listening to a radio news broadcast, and/or watching a major television news broadcast.	Keeping up with general current events allows you to learn about larger trends, ideas, and happenings that may have direct or indirect relevance to your specific brand niche. You will also learn about what's going on in the broader economy to understand what obstacles are being faced and how your brand can help solve these obstacles. Also as an informed person you will be a more interesting conversationalist and have more success at networking.	
Read your aspiration notes that you have left around your home, vehicle, and workplace. Don't skip any of them or simply glance—actually read them.	Without daily attention, your aspiration reminder notes will simply become another piece of background clutter you ignore as you focus all your energies on fulfilling short-term minor goals. Force yourself to read each note every day, and take a little time to think about what your aspiration means. This will keep it fresh in your thoughts and make the notes worthwhile.	

fresh PASSION® WORKBOOK

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
<p>Review your daily focus list of goals, objectives, tasks, and responsibilities that must be met to keep you on the path toward your aspiration.</p>	<p>Maintaining and following a daily checklist keeps your mind sharp and your aspiration at the front of your thoughts. It is all too easy to have a "down day"; this will help you avoid having one!</p>	
<p>Hear your 30-second Super Bowl commercial out loud—either affirm it to yourself or actually use it in the field.</p>	<p>You need to constantly hear your commercial to make sure you can deliver it with natural ease and that the contents remain fresh and aligned with your aspirations and your capabilities. If you don't have an opportunity to sell your brand to anyone, try selling it to yourself—it's good practice!</p>	
<p>Take a step "outside the zone" and do something good for yourself or a friend, family member, or colleague.</p>	<p>Spending a few minutes a day treating yourself or someone close to you right will boost your self-esteem and confidence, which in turn will fuel your vigor. Surprise a co-worker with a healthy treat, or carve out time in the day to read a chapter of a favorite novel.</p>	
<p>Anticipate negative events for that day and develop an arsenal of responses.</p>	<p>Your arsenal should be a set of constantly expanding processes and tools you can draw upon when you encounter a problem. Daily anticipation will quickly build an impressive What If Arsenal of effective strategies to combat negativity.</p>	