

FRESH PASSION WEEKLY ACTION PLAN

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
Read a well-respected blog by an expert in your area of brand expertise.	Blogs have become an important uncensored form of peer criticism and networking. You will often find out about the "real" happenings in blogs that more formal news sources will not mention.	
Perform a MISS review—examine how effectively you are preparing the mindset, image, skills, and substance portions of your brand.	MISS is not a one-time gut check. It is a constant reevaluation of how your thought process, the way you present yourself, skill set, and overall personal substance are helping or hindering your efforts at success. Weekly checkups will ensure that if you slip in any one of these areas, you will catch it and can rectify the situation before it becomes dire.	
Find an example of someone who made their aspirations come true in a newspaper, magazine, website, or television broadcast. Study how they identified their aspiration and made it happen.	People are making their aspirations come true all the time. By studying a new real-life example every week, you will refresh your passion and determination, and also gain new ideas that may help you in your own pursuits.	
Visit your "focus sanctuary."	Your focus sanctuary is an activity, task, or place you can turn for peace and clarity. At least once a week you should take a little time to pursue a hobby or interest, or visit a favorite secluded spot, to clear your mind of stress and distractions so that you can refocus even stronger and sharper when you return.	

fresh PASSION® WORKBOOK

WHAT CAN I DO?	HOW DOES IT HELP MY BRAND?	COMPLETED? (Y/N)
Identify well-known speakers with brands or skills that can help you reach your aspiration and spend an hour either listening to one of their tapes and/or watching one of their videos.	You should constantly energize yourself and obtain fresh ideas and outlooks by seeking out the experiences of people who have already achieved success in your branded field of expertise. While many motivational tapes and videos are less than stellar, there are many good ones, too. Do careful product research to make sure you are only spending time getting quality information from proven successes.	
Have a brief cheerleading session.	Get in touch with your personal and professional success cheerleader to obtain a few "rah rahs." This can be accomplished via text message, email, or other virtual link, as well as by phone or in person. Something as simple as an inspirational email message listing three easy steps you can take to get closer to reaching your aspiration can provide a huge dose of vigor.	
Conduct a mid-week negativity review and give yourself the power to resolve any negative issues.	Grant yourself the ability to meet and overcome challenges head-on. By reviewing all the negativity you have encountered every week, you can empower yourself to omit it by the most appropriate means—for example, give yourself the power to decline a lunch invitation from the office gossip.	