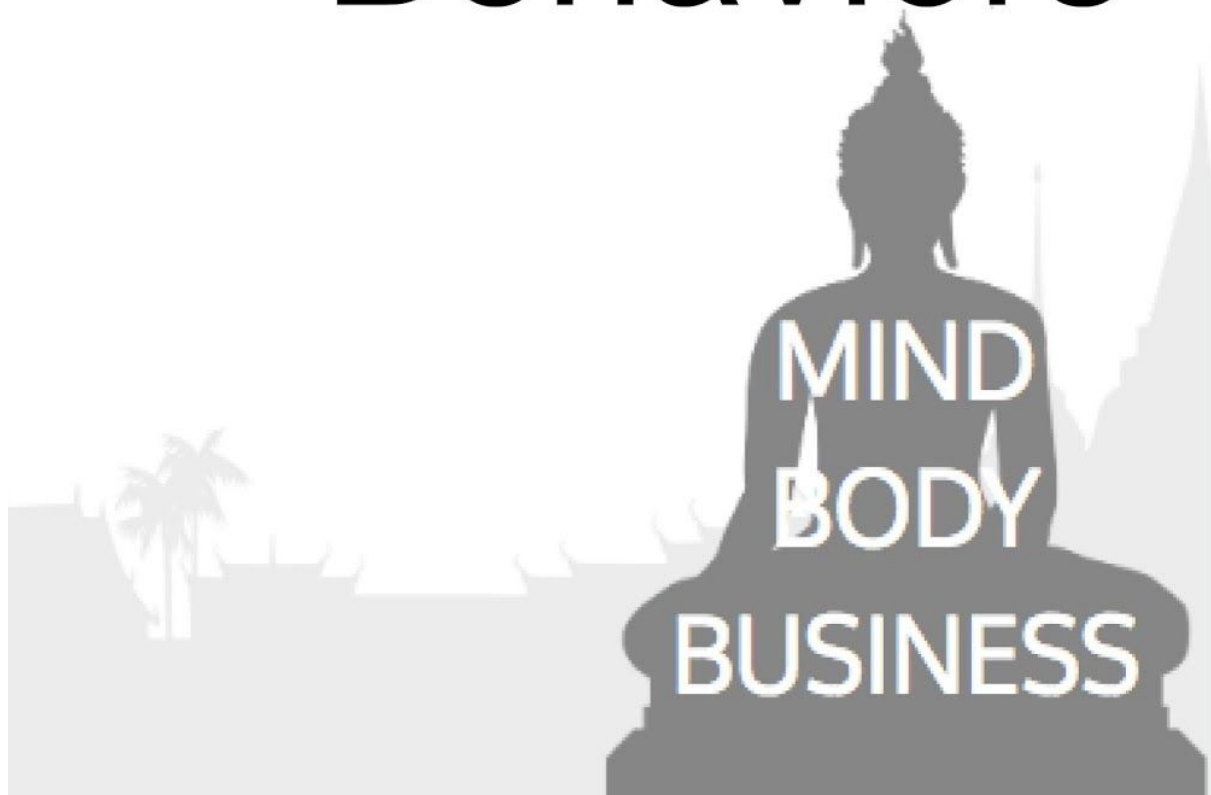




# Align Your Behaviors



BROOKE FERGUSON, MBA

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## Introduction

Every person I know, and especially every business owner I know has an idea in their head. For most of their lives, they have carried around a mental image of what success looks like to them, and they have been trying their damndest to create their version of Achieving Ultimate Success.

Business owners (I can say this, being one) are very willful, and stubborn. They get an idea in their head to push that rock up the hill and come hell or high water, they are going to get there, gosh darnit!!

Many of my clients have done this, but at a price. This internal vision of success has taken over and many areas of their lives have suffered. It may cost them their relationships, their health, and, a big portion of their self esteem.

Always pushing the rock, they also feel the burden of its weight. They feel guilty for not being more available, and that they should be "better" at their relationships, their business, and their daily job. They feel like all of their wheels are spinning, but they just aren't getting anywhere.

This constant feeling of overwhelm plus the guilt and disappointment is an equation for one thing:

Burnout.

Are we there yet?

Dear weary, burned out business people, this book is for you!

I know you are already tired and burnt out, so I will try to make this brief. After 12 years working with business owners just like you, I have created an EASY READ that you can quickly follow to get your Mojo Back.

It is Time to Start Feeling Good Again!

In this Quick Read Book, I am going to share the first 5 ways to change your thinking, and change your life. Later, when you have more time, you can check out my Full Book [Here](#). More on that later, let's take a moment, right now, to focus on YOU.

Without further ado, Let's Get Started!!

## Time For Healthy Relationships

Every client that I have ever had admits to me that they would like to improve their relationships. It is written all over their face that they feel like a big guilty sack of doo-doo. They feel that the amount of work that they have been doing has impeded upon their relationships, and...

THEY ARE RIGHT.

The issue with running a business is that there is ALWAYS SOMETHING TO DO. At any given point as a business owner there will almost always be an issue with:

- Time
- Money
- Problematic Employee or Customer

Now am 'gonna smack you with some truth.

---

TRUTH SMACK:

AS A BUSINESS OWNER, YOU WILL *ALWAYS* HAVE AN ISSUE WITH  
TIME, MONEY, & PROBLEMATIC EMPLOYEES OR CUSTOMERS



---

That is just the way that it is. Every business owner in the world experiences this, because this is...

Just The Way That it *IS*.

You might think that you are having these problems because you haven't got it all figured out, but every business I have ever encountered has these three issues.

Your job isn't to try to fix these issues and put them away forever to never come back (ever).

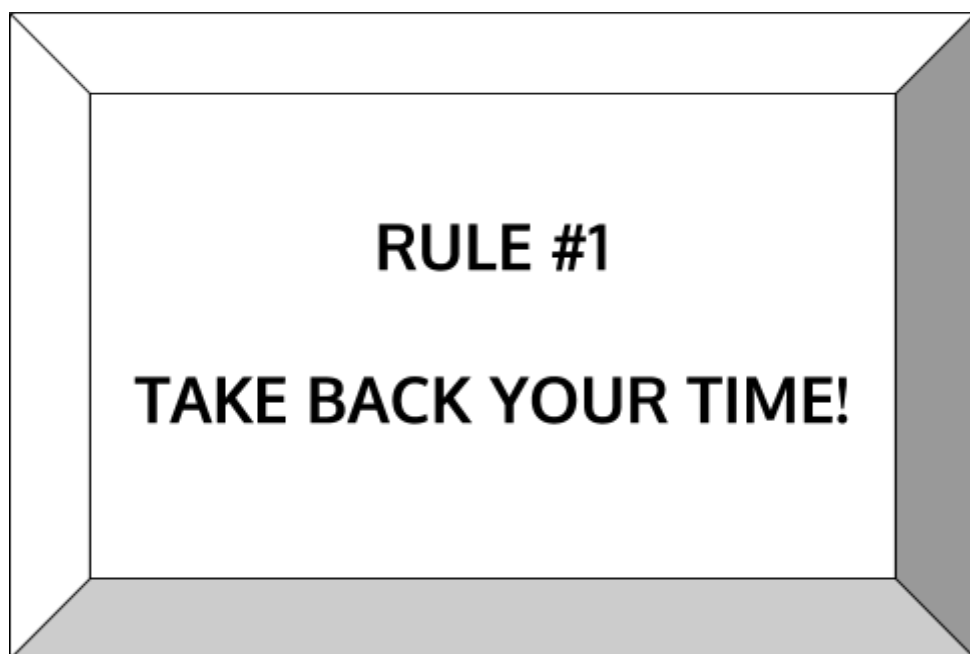
Your job is to *manage* these issues the best that you can... and then get on with the rest of your life. And, get back to yourself.

The reality is that there will always be issues. We are not perfect, and the nature of human nature is to be dissatisfied. So Buddha says.

Try to remember back to the days when you had a job. When you finished your shift, you just went home. You had time for your friends, your family, and more importantly, yourself.

You had at that time, because you had.... Clear Boundaries.

It is time to bring those boundaries back. You can have more time for yourself as soon as you institute the policy of setting clear times for your work life, and your personal life. Go ahead, now, and determine in your head when you would like your work day to start, and, TO END.



YOU NEED TO REGAIN CONTROL OF YOUR LIFE. And, in order to do that, you must learn to be vigilant about your time. Your work day needs a definite starting and ending point.

If you are worried that your life / business will fall apart because of this, you are wrong. You can hire people to cover the phones, emails, and inquiries on your behalf. It is called Outsourcing, and even if you are not rich, you can do it. Remember this, and say this out loud:

*If I want to Improve my life and my relationships, I must first change my behavior. I must first TAKE BACK MY TIME.*

## Time To Get Rich

Here is a conversation that I have had with many clients and I want you to sit in on. It starts like this:

---

ME "OK, I have given you your homework assignment from the last time we spoke. You were supposed to come up with your Top 3 Business Goals. Were you able to identify them?"

CLIENT: "Kind-of. I guess I want what every business owner wants. I want to get rich."

ME: "Right. Let's explore that further. Let's say you woke up tomorrow, and you suddenly had it all. You were super rich. How would your life change?"

CLIENT: "Well, first of all, I would have A LOT less stress."

ME: "OK."

CLIENT: "Secondly, I could spend more time with my family. I don't really get to do that so much now because I am always running around and have to be online at the same time."

ME: "OK, what else?"

CLIENT: "I would get fit. I have let my health go and I want to get back into shape. Maybe I could even have a personal trainer. I want to try eating better. Oh! And I would take more time for preparing healthy meals."



ME: "Great! So that is what being rich looks like to you."

CLIENT: "Wait... what?"

ME: "I just asked you if you woke up Rich, what your life would be like, and you answered me."

CLIENT: "Well, no, I mean that isn't being rich, it is..."

ME: "Let me interrupt you and explain. We are all born into a world that projects its image of what it means to be RICH. We have been marketed to since BIRTH. All of these are images of (typically, white) wealthy people wearing amazing clothes, driving a Mercedes, and getting on their private jets to travel the world."

CLIENT: "Right."

ME: "But, we also have our OWN INDIVIDUAL IDEA of what it means to lead a Rich Life. This is how we imagine our life improving. This is what we imagine our ideal lifestyle and day to day life should look like. There is a big difference. One is Society's Image, and one is Your Own. Can you see the difference?"

CLIENT: "I guess... I have always imagined this life for myself of spending more time with the people I love and also being more involved. I don't really spend much time imagining private jets, to be honest. I can't really imagine my life like that."

ME: "So, you have your own idea of what a Rich Life looks like. And in this scenario, you have less stress because you have much more time for relationships, and for yourself, your business is running smoothly, and you have time to focus on your health and getting back in shape?"

CLIENT: "Yes."

ME: "OK. I am going to put these items down as your top three goals. But, I want you to remember this: Your Individual Idea of being rich is to be rich in time, in freedom, and in health. It is having more time to spend in areas that bring you joy. And, it is having more time to take care of yourself."

CLIENT: "OK. Got it."

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Here is the thing that most business owners don't understand: They can "Be Rich" right now. They can take back control of their lives and their relationships, and their health - in a mere minute!

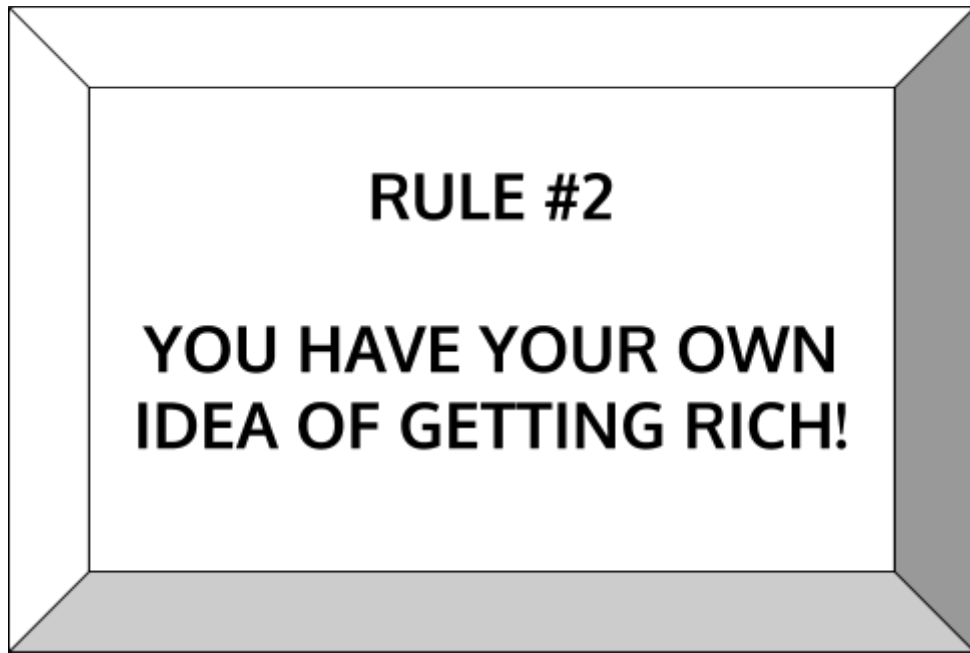
It is only a decision of where you spend your time.

Doesn't that take off a HUGE amount of pressure?

That you don't have to run out and quickly by some miracle Get Rich and then change everything about yourself and your entire life?

*You only have to identify your OWN version of a Rich Life, and make the decision to start living like that right now.*

Did you happen to notice that in the above conversation that what my client wanted didn't have much to do with money, at all?



In fact, if this client was to hypothetically start living her Rich Life now, she would simply need to reschedule some things in her life. And, hire a personal trainer (which are not really that expensive). So for about another \$50 per week, this person is suddenly Life Rich.

## Your Time Is For YOU

Now that you know there are two definitions of being rich, I am going to take it one step further. I am going to show you how to have more time. Having more time means that you can do more with your life, and you can also begin to (gasp!) enjoy your life more.


But first, Let's do a quick review.

The two definitions of Rich:

Society's View - Having loads of money to spend on luxury items that most people don't actually need.

Your View - Having a plentiful amount of time to spend in the areas that you actually care about to improve your life and help you reach your goals.

And, if you want to see this in real life, just google the definition of Rich. Here is what you will get:

**rich**  
/riCH/   
*adjective*

1. having a great deal of money or assets; wealthy.  
"most of these artists are already quite rich"  
*synonyms:* [wealthy](#), [affluent](#), [moneyed](#), [well off](#), [well-to-do](#), [prosperous](#), [opulent](#), [silk-stocking](#); [More](#)
2. plentiful; abundant.  
"the nation's rich and diverse wildlife"  
*synonyms:* [plentiful](#), [abundant](#), [copious](#), [ample](#), [profuse](#), [lavish](#), [liberal](#), [generous](#), [bountiful](#); [More](#)

Truth.

What I want to get you to understand quickly is that the second version you have a lot of control over, right now. If you do what I am recommending, it will lead to more money, yes. But, as we've found out, even if you have a lot of money, your personal goals will still be pretty much the same. So let's focus on that.

Aligning Your Behaviors With Your Goals means that you have taken time to identify what it is you want. It also means that you are actively taking measurable steps to attain these goals on a daily basis. If you have already [read my blog](#), or, my subscribe to my [Youtube Channel](#) - then you have done this step already. If not, you can visit those to get more clear.

The thing that most people don't understand about Time and Money is that they already have it. Every person gets 24 hours a day. You are not going to ever be shorted in this area. Also, every business I see has some income. Where you spend this time and money are up to you - but let's not act like it isn't already there. Because It is.

Ready for your next Truth Smack?

---

TRUTH SMACK:

YOU ALREADY HAVE TIME AND MONEY YOU JUST DON'T LIKE WHERE YOU ARE SPENDING IT.



---

Snap. Get this straight:

People are not Taking Your Time From You. You are giving it to them. Where you spend your time and your money is a choice.

Let that sink in for a moment.

Do you like how you are choosing to spend your time?

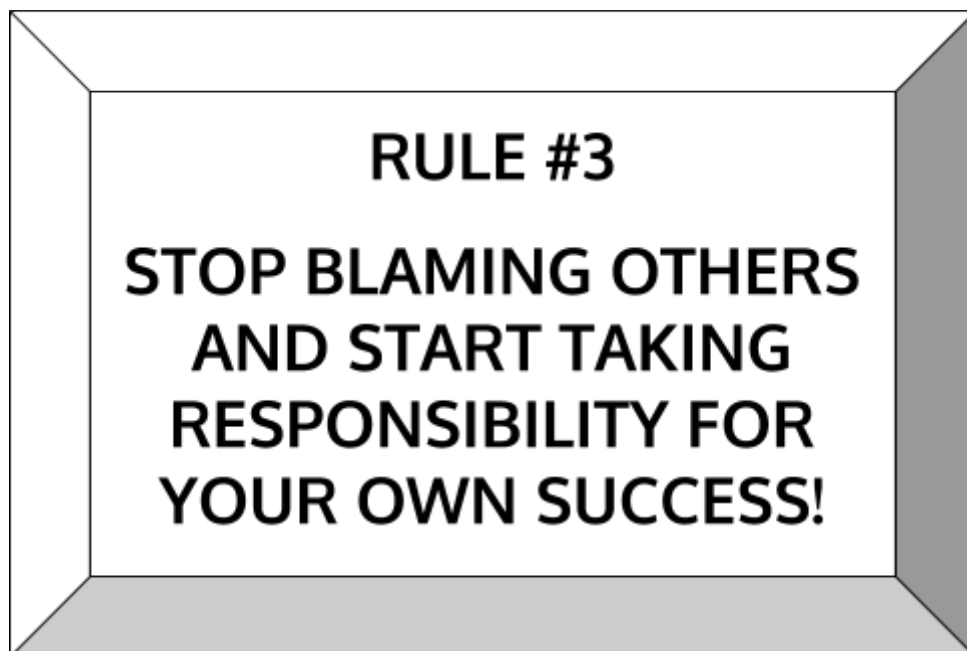
Do you enjoy how you are spending your money?

If you continue to spend your time and money this way will you experience Ultimate Success? No?

Well, then it is time to change.

It is time to stop being overly available to everybody else and being consistently available for yourself. It is time to focus on YOUR success and stop getting so caught up in blaming others and focusing on their needs, instead of your own.

The next rule in achieving Your Ultimate Success is...



Enough said.

Creating Real Goals

OK, we have now identified that you have been lying to yourself. Big Deal, Get Over It, it is Human Nature, We All Do It. Pep Talk Finished.

Now, it should be easier for you to Actually Identify the Reality of your situation and also for you to Get More Clear on what You Really Want. Once we can be honest with ourselves (Get On The Scale), we can make Appropriate Goals.

Let's Review:

To achieve Achieving Ultimate Success in my life, I need to Identify What I actually Want, Determine Where I (actually) Am Now, And Recognize When I Am Avoiding Reality by:

- Avoidance - avoiding the truth
- Ignorance - ignoring the truth
- Blaming - it is someone else's fault

Why do we do this?

Because, If You Don't Know Then You Don't Have To Change (You can just keep lying to yourself and feeling guilty about it because that feels easier than accepting the Reality you are currently in and Dealing With The Truth.

But that isn't You anymore.

We begin to align our behaviors and get real results once we have:

- Acceptance - accepting the truth
- Creating Real & Measurable Goals based on the truth

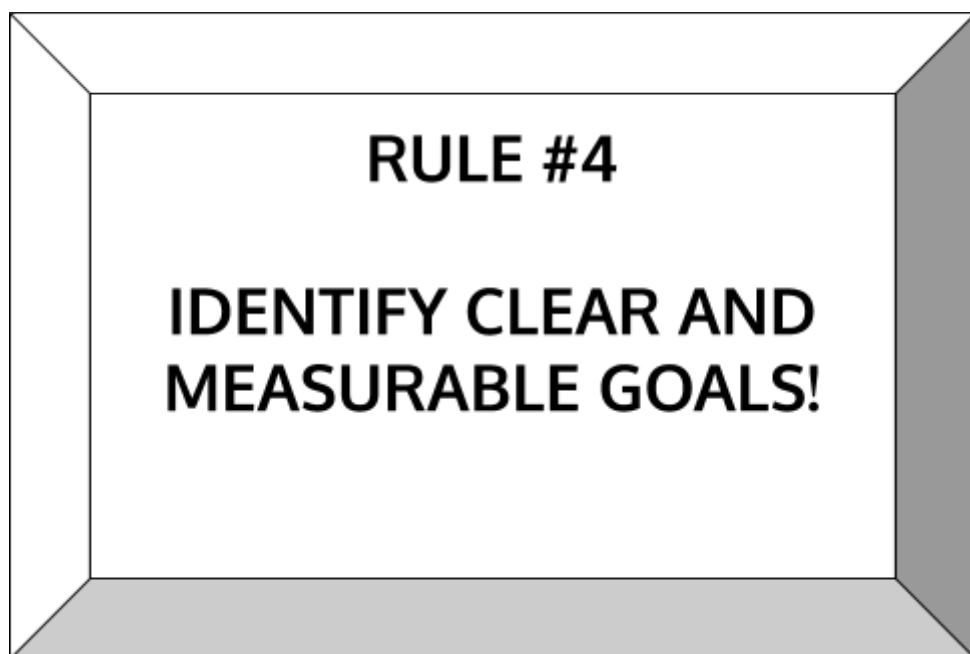
Now, the New You is able to Take A Moment, give yourself a Truth Smack, and Jot Down Your Real Goals of What You Really Want Based on The Reality of Where You Are Now.

And, the Internal Truth Smack is this: ***You Already Know What You Actually Want.***

You know you do.

... But, you might be afraid of admitting it, committing to it, having the self discipline to go after it, and enlisting others by asking for help. You may feel that this is "too selfish" of you to put yourself first, and really get into it. So, you complain, make fake goals and self sabotage.

Well, I am going to give you the tools to get you out of that rut. Starting with the next rule:



Now that we have been honest with each other, and more importantly, ourselves, you can admit to yourself that you have goals and aspirations. You have probably had these your entire life. But you might have crammed them down and buried them because you didn't have time to "deal with them yet". As if they would ever really go away. Lol.

In my experience working with ambitious people, knowing the goals is not really the problem. Admitting them out loud, or on paper, setting



up a schedule to actualize these goals, and committing to them without self sabotage is. The cornerstone is not taking ourselves seriously, or, putting ourselves first.

***We Need To Take Ourselves Seriously, and Put Ourselves First.***

You will not take your goals and ambitions seriously until you take yourself seriously. Trust me, I know this one. If you grew up with a difficult family, it might be hard for you to trust your gut and go after your dreams. If you were constantly listening to the other voices around you or even the engrained voices in your head, they might have been telling you that your ideas were stupid, un-achievable, far too risky, or wrong.

Guess what?

They are wrong.

The voice in your head that has wanted to do this goal for a long, long time is You. And, how could that actually be wrong? If you want to live an authentic life that is based on your own version of Ultimate Success, that is not wrong, it is just sensible. It means that you have a desire to be happy, and some idea of what it is. Maybe not the full picture, just yet, but some breadcrumbs, anyway. And, every step you take towards your goal, the closer you get, and the more refined your plan will become.

The only assurance you have to NOT become successful is to Not Start At All.

There is a proverb in Russia about bears. They say:

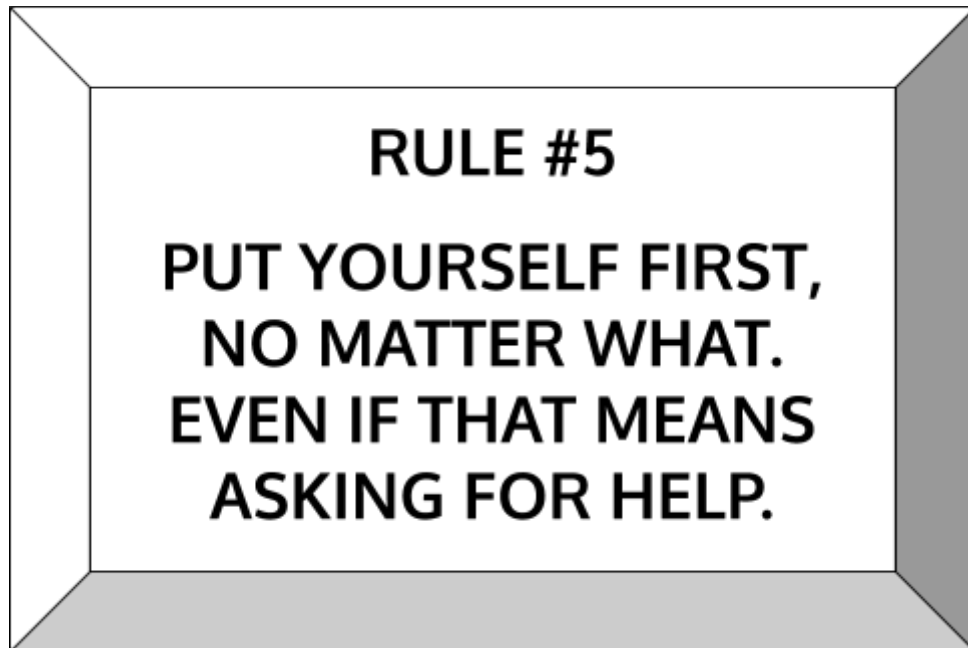
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*"The Russian bear never dies, it just hibernates."*

---

And, this is the same with your goals and dreams. They are never going to die, but you might have made them hibernate. Now is the time to wake them the F up, by admitting to yourself that those dreams are real, and attainable, if only you take yourself seriously, and put yourself first.

## How To Ask For Help



The key to this statement is “No Matter What”. It does not say:

- If you feel like it
- If you think you have time for it that day
- If someone else doesn't need your help first
- When you get around to it
- If you are not scared of it

The truth is, you will most likely never feel like it (that is why it isn't done already). You will never feel like you have enough time for it. It is easier to help other people and then turn around and blame them for your discontent. (I hear this excuse all the time). You will never have the perfect circumstance, resources, or answers - you just have to get out there and go do it. And, if it wasn't something you were afraid of, you wouldn't want it SO BAD!

*I REALLY WANT THIS FOR YOU.*

I understand it can be difficult or hard, but in order to get over it and get successful, we must first face ourselves. We need to face our ultimate

truth, set boundaries and time for creating healthy relationships, realize our own ideals of success (apart from society's), make our goals, and put ourselves first. Only then can we obtain the true success that we actually deserve.

And, here is something that I already understand:

You cannot do all of this by yourself.

There, I said it. It is not because you are incapable of doing everything, it is because there are other people that can HELP YOU.

Asking for help is scary as balls. I am not kidding. For us independent types, and, for females in general, it is SO DIFFICULT to bring ourselves to say these simple words:

*"Hey! Can you help me with that?"*

But, on the flipside, if anyone asked You for Your Help, you would go a-running. So, why is it so hard to ask for help?

Most of it comes down to these three things:

1. Disappointment
2. Trust
3. & Value

If we are a DIY kinda gal, we are used to figuring out things for ourselves. Once we've done that, we can manage, and get things going. If we have asked for help in the past, and been disappointed, we assume that people that we ask for help will only disappoint us, and we will have to do it all by ourselves anyhow. So, why not just do it now and Get 'Er Done?


Secondly, Trust. If people in the past have screwed you over, you have trust issues. I think in today's world, we all do! We see something all beautiful online and we buy it and it is a sack of doo-doo.

Disappointment, yes. Trust lost, yes. The thing is, if we want to expand to the next levels in our own lives, we must understand that finding the right people to trust is part of that. Read on.

Value is a big one. It has taken me A LOT of years to get this one. Because, here is the thing. It isn't really about societies value (think "American Dream"). It is the value that we think of something. It is *Perceived Value*.

Let me break this down for you, because it is important. Firstly, Value. Value can be a noun, and a verb. This is important because we make our decisions on both.

Noun:

**val·ue**  
/ˈvɑlyoo/ 

*noun*

1. the regard that something is held to deserve; the importance, worth, or usefulness of something.  
"your support is of great value"  
*synonyms:* merit, worth, usefulness, use, utility, practicality, advantage, desirability, benefit, gain, profit, good, service, help, helpfulness, assistance, effectiveness, efficacy, avail, importance, significance, point, sense; *informal* mileage  
"the value of adequate preparation cannot be understated"
2. a person's principles or standards of behavior; one's judgment of what is important in life.

This is your perception of something. Is it valuable, i.e. USEFUL to you? Is it going to improve your life, or make your life easier in some way?

Verb:

verb

1. estimate the monetary worth of (something).  
"his estate was valued at \$45,000"  
synonyms: evaluate, assess, estimate, appraise, assay, rate, price, put/set a price on, cost (out)  
"his estate was valued at £45,000"
2. consider (someone or something) to be important or beneficial; have a high opinion of.

This is the Cost. The monetary value is how much cash you need to pay for it.

Most people, when they are making a decision are weighing both of these factors.

- A. Do I need this product/ service to improve my life in some way?
- B. How much does it cost, and is it a "good deal"?

You know this feeling, we make these decisions every single day. We put it in our mental balancer and weigh it all out, and then, we come to a decision.

Now, the part that I want you to pay Special Attention to is in the fine text. If you notice under Verb, there is also a second bit. We can also attribute Monetary Value To People. We think, in our heads, that some people are worth more than others, financially speaking. We don't want to waste these people's time, because they are Expensive (think: doctor, lawyer, etc.).

How Valuable Are You? What Are You Worth?

And, equally as important, What Do Others Think You Are Worth?

If you are not worth much, you are free, your time is free, and you just give it all away. People call you with problems, you take their call. People need your help- WHOOSH there you are. When we drop our attention to our goals and our lives, it means we think other people have more value than we do.

It also means that we do not realize how much our time (and wellbeing) are worth. We have no idea the Value that it has! (How it improves our life in some way). And so, POOF, it is GONE. And, if you notice, you are probably giving it all away to people that are not Valuable. There, I said it, the cold hard truth:

Most needy people are not Valuable.

Sit with that for a moment. Not only have you been giving it away, but you are giving it away to people that don't deserve it. You know I'm right. Lol.

So. How do we turn this around?

I REALLY WANT YOU TO HAVE A BETTER LIFE.

And, the best way to do that is to Value Yourself. Morally, yes, have value. Check. Improving your life in some way. Yes, check. Spending time with high value people, YES! And, spending your money on things that Benefit Your Life. This is part of the "asking for help" equation. And, I do this every day.

I ask myself before buying a product or service, "Is this going to benefit my life?" I think of my Highest Self, what I want to become, and check if it is in alignment with that. "Is this going to give me more Time?", yes, check. I know if I ask for help, and have more time for self-care, I am making the right decision.

Check this out. I made this chart like 12 years ago and have been explaining it to my clients so they can see a visual representation of the cycle we want to break you out of -- and the one we want to get you into.



In this example, we are giving to Everybody, and Not Asking for Help. It will end up with a Negative outcome *every single time*. However, take a look at the next chart.





In this example, we are giving Selectively, and Asking for Help. It will end up with a Positive outcome *every single time*.

I have a lot more to explain about this, and go into further detail on this free video course that I will give to you in a link at the end of this book.

Let's Recap what we've learned so far:

1. Take Back Your Time - Other people are not taking away your time, you are giving it all away. If you don't like that, because, um, it feels bad, then change it. You get to control where you spend your time and who you spend it with, because it is Yours.
2. You Can Get Rich Right Now - You can improve your circumstance and your life right this very second just by committing to putting yourself first, and validating your own idea of what it is to have a Rich Life.
3. Your Success is Your Job - taking responsibility for this is Key, and knowing the difference between what you "Should Want" (societies view), and what you "Really Want" will help you to better define your lifestyle goals.
4. Create Measurable Goals Based on Reality - when we give ourselves permission to "want what we want", we are saying Yes to what we actually want. This might feel selfish at first, but, it is really self care.
5. Ask for Help, Byatch! By aligning your behaviors to your new goals, you will find out fast exactly where you need more help. So, ASK FOR IT! Make it a habit to ask for help every single day. I can 100% Guarantee this will get you living Your Rich Life right now. Know your value. Ask for help.

Once you begin to Really Value yourself, you become a person of Worth. You dictate where your time and money goes. You realize that it needs to go towards things that are the "Next Level You". But it really comes down to this:

All you have to do is Ask. :)

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In this free course, I will teach you how to:

1. Create Healthy Boundaries
2. Put Yourself First
3. Improve Your Health & Vitality
4. Make More Time for Spirituality
5. Improve Your Quality of Life (while you grow your business!)

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