

create your own  
**CHAMPION MINDSET**<sup>®</sup>  
AND BE TOTALLY HAPPY BEING YOU!

with Shelly Taylor-Smith  
3x Olympic World Champion,  
Mississippi Teacher & Success Coach

THE  
ULTIMATE  
STEP-BY-STEP  
MANUAL



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To find out how you can further your life, both personally and professionally with success coaching, in-house corporate trainings, Champion goal workshops and motivational keynote presentations please call Champion Mindset® Consulting on 1300 78 41 70 or (612) 9939 0048

## SHELLEY'S MESSAGE

My aim in creating this Ultimate Step-By-Step Manual is to personally guide you to change your world, help you to make your own decisions about how you want to live your life, challenge your mindset and exercise the true power of your mind.

And that is exactly what you're going to do as you Create Your Own Champion Mindset - And Be Totally Happy Being You!

So many people comment that it's fine for me to be a Champion, but that they could never be successful – because, they say, there's too much going on in their lives, nothing ever seems to work out for them and it's all just a bit too hard.

Well, I'm not asking you to be a marathon swimmer, just to recognise that you are in your life for the long haul! And if you know that life is a marathon, then how much you put into it - and how you finish - is entirely up to you.

The Ultimate Step-By-Step Manual has been created to teach you that whatever you impress upon your mind you will inevitably become; that a change in what you tell yourself will result in a change in your behaviour; and, if you repeat something often enough, it will start to become YOU.

So start right now to become the Champion of your own world. Congratulate yourself for your awareness – you are now awake, so enjoy your Champion journey!

Let's start you on your new path to Create Your Own Champion Mindset - And Be Totally Happy Being You!

### ACKNOWLEDGEMENTS:

I believe life is a team sport! I extend my sincere gratitude to the following Champions for their outstanding support and professional expertise in the creation of Create Your Own Champion Mindset - And Be Totally Happy Being You! 7 CD super series, Bonus Resource CD and the Ultimate Step-By-Step Manual. Thank you to Stephen Cook and Anthony Morrison of GoodWords - Communication and Design ([www.goodwords.com.au](http://www.goodwords.com.au)); Matthew Quinlan, Thilde Lange and Liz Ogle, Footprint Productions ([www.productions.net.au](http://www.productions.net.au)) and project producer Michael McGlynn ([www.michaelmcglynn.net](http://www.michaelmcglynn.net)).

## LISTENING SUGGESTIONS AND HOW TO UTILISE THE CREATE YOUR OWN CHAMPION MINDSET CD SERIES AND ULTIMATE STEP-BY-STEP MANUAL



**STEP 1:** Print off your Ultimate Step-By-Step Manual on Bonus Resource CD

**STEP 2:** Quickly listen to all CDs from 1-7 and the BONUS RESOURCE CD to get an overview of the entire philosophy.

**STEP 3:** Start over and listen to each CD 7 times before you move to the next CD.

If you have not done so already, complete the exercises. If you have, repeat the exercises again. Review your answers each time, as you may be pleasantly surprised to see what new Champion habits and beliefs are now a part of you that you may have doubted-or thought impossible to achieve before.

**STEP 4:** Repeat steps #2 & #3.

**Note:** Estimated time to go through the series the suggested 16 times, is ONE YEAR. This procedure will plant the concepts firmly in your mind so that you will have immediate recall of the concepts. Repetition is the mother of learning. Remember, external discipline almost always precedes internal discipline.

**STEP 5:** Set the CDs aside in a place handy for reinforcement and motivational purposes.

**Note:** Many people have said they literally listen 30, 40, sometimes 50 times and still “hear” new things. They’re right – here’s why: ALL of us “hear” based on where we are in our personal, family, career and business life. The events, experiences, the weather, our physical, mental and emotional well-being and many more things, all play a part in what we hear.

**STEP 6:** After no more than a six month “holiday” from this CD series, I encourage you to quickly go through the series again.

**Note:** The more your family, co-workers, team mates and colleagues share the message, the more each will be happy with you “being totally happy being you”!

**WARNING: Don’t make them listen. You listen and live what you hear and they will want to listen.**

N.B. These same steps I practiced and practiced and practiced in my 37 years as an athlete.

I look forward to working with you throughout the CD series as you Create Your Own Champion Mindset - And Be Totally Happy Being YOU!

Sincerely



SHELLEY TAYLOR-SMITH  
DIRECTOR & FOUNDER,  
CHAMPION MINDSET CONSULTING

## TABLE OF CONTENTS

Shelley's Message	3
Listening Suggestions	4
My Goals for Creating My Own Champion Mindset	6
CD1 – Discover Your Passion	7
CD2 – Believe In Yourself	16
CD3 – Live In The Present Moment NOW	24
CD4 – Goal Setting For Success	30
CD5 – Focus: What Matters Most!	48
CD6 – Mental Toughness, Perseverance & Persistence	54
CD7 – Outcomes and Actions	60
Bonus Resource CD	77
Special Offer	85
Other Champion Mindset® Products & Services	86
About the Author	88

# My Goals For Creating My Own Champion Mindset

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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5. \_\_\_\_\_

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\_\_\_\_\_

# *Cd 1*



## *Discover Your Passion*

**IT WILL DRIVE YOU TO SUCCESS!**

WINNING IS ACHIEVING YOUR GOALS  
AND NO ONE ELSE'S. IT IS NOT WHAT YOU WIN,  
BUT HOW YOU GO ABOUT YOUR WINNING –  
YOUR CHAMPION ATTITUDE!

# Discover Your Passion – Exercise 1

## Your Gold Medal Moments



- 1. In the space below, make a list of all the things you do well – no matter what they are, when you excelled.**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

9 \_\_\_\_\_

10 \_\_\_\_\_

- 2. Read through your list above and go back in time and remember - and re-live - each of those Gold Medal Moments in YOUR life.**

Think about why you did what you did? What motivated you to achieve them? How did you feel?

- 3. Rate each of your gold medal moments on a scale of one to 10 (1 for weakest and 10 for strongest)**

The ones that score a 10 will be your talents, skills, or attributes that bring you the most rewards and personal satisfaction – these are YOUR areas of Brilliance! These are the things you are TRULY Passionate about.

	Gold Medal Moment	Out of 10
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____

3. Cont'd

Gold Medal Moments	Out of 10
7 _____	
8 _____	
9 _____	
10 _____	

4. Rate the time spent between 1 and 10 on the things you do best?

Things You Do Best	Time Spent Rating out of 10
1 _____	
2 _____	
3 _____	
4 _____	
5 _____	
6 _____	
7 _____	
8 _____	
9 _____	
10 _____	





## “Gold Medal Moments” Resource Anchor

Recall a time when you were **totally motivated**

*Pick up that gold medal moment in your life and place it in your right hand*

Recall a time when you were **totally confident and in control**

*Pick up that gold medal moment in your life and place it in your right hand*

Recall a time when you were **totally successful**

*Pick up that gold medal moment in your life and place it in your right hand*

Recall a time when you were **totally grateful**

*Pick up that gold medal moment in your life and place it in your right hand*

Recall a time when you were **totally unstoppable**, could have whatever you wanted, when you could have it all with **total self belief**

*Pick up that gold medal moment in your life and place it in your right hand*

Recall a time when you were **totally energetic, had a ton of energy**

*Pick up that gold medal moment in your life and place it in your right hand*

Now open up your right hand

Step into those gold medal moments,

**Totally motivated...**

**Totally confident and in control...**

**Totally successful...**

**Totally loved, peaceful, joyful, gratitude...**

**Totally unstoppable...**

**Totally energetic.**

Step into that specific time

See what you saw

Hear what you heard

Feel what you felt and

Imagine what you would say to yourself if you would

Now recall all those good times again....

Recall each gold medal moment when you were totally motivated...

Totally confident and in control...

Totally successful...

Totally loved...

Could have it all totally unstoppable...

Lots of energy fired up....

Put them all in your fist.

Make your fist and know that you can recall those feelings at any time, just make your fist.



# *Discover Your Passion – Exercise 3*

## How To Switch On Your Passion

### 1. What am I passionate about? What motivates me?

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### 2. Prioritise your passions and motivation...

What percentage out of 100% am I living my passions? Rank them in order of importance with no.1 being most important

	Things You Do Best	Rating Out Of 100
1	<hr/>	<hr/>
2	<hr/>	<hr/>
3	<hr/>	<hr/>
4	<hr/>	<hr/>
5	<hr/>	<hr/>

### 3. Look at your Top 5. What do I need to do to move each of them to 100% to achieve my goals and what I want from myself and my life?

1 

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2 

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3 

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4 

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5 

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# *Discover Your Passion – Exercise 4*

## **In My Wildest Dreams...**

Jump ahead and imagine you are 75 years of age as you reflect back on of your life.

**1. What are the three most important lessons you have learned and why are they so critical?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**2. Remember one person whom you most respect in your life. Describe the three qualities in this person you most admire.**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**3. Who were you at your best?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4. Describe in one sentence how you would like to be remembered at the end of your life as you know it now?**

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





## *Cd 2*



# *Believe In Yourself*

**AND EVERYONE ELSE WILL TOO!**

“PEOPLE BECOME QUITE REMARKABLE WHEN THEY  
START THINKING THAT THEY CAN DO THINGS.  
WHEN PEOPLE BELIEVE IN THEMSELVES THEY HAVE  
THE FIRST SECRET OF SUCCESS”

NORMAN VINCENT PEALE



## *Believe In Yourself – Exercise 1*

### **The Movie Of Your Life**

Imagine you are sitting in a movie theatre and you are watching yourself on the large movie screen. Make the pictures as vivid and detailed as possible. As you watch your movie, pay special attention to everything...

#### **MY IDEAL WEEK**

**How does my week begin?**

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**What am I doing?**

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**What am I accomplishing?**

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**Who are the people I associate with?**

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**Who are the people that support me?**

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**What are the small yet significant stepping stones that let me know I am succeeding on my journey?**

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Now sit quietly for at least five minutes and begin playing your ideal week movie  
- you can rewind, edit and replay your movie at any time.

Each day you do this, please think closely about the following nine things.  
You may even wish to make notes in the spaces provided.

**1. How would you like to be seen and what traits do you hope people notice first?**

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**2. What is most important that you want others to know about you?**

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**3. You have been trying your whole life to prove something about yourself to people, what is it?**

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**4. What is the opposite of each of the traits you pretend or make believe?**

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**5. Which secrets will only be discovered after you die?**

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**6. Who is your least favourite person and why? (We most dislike in others what we fear can be found in ourselves, that is not yet resolved!)**

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**7. Who are you when nobody is watching?**

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**8. If you are feeling totally safe & secure, what would you do differently?**

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**9. Who would you be if you let go of the pretend make believe self and the negative self image?**

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## *Believe In Yourself – Exercise 2*

### **Who's Driving Your Bus**

I want you to think of your life as being like a journey on a bus.

Are you on board? Oops! We have some people still to get on board. Come on! Everyone else hop in. OK, is everyone on board now?

Great, now let's go....

What I would like you to do now is **check where YOU are** positioned on the bus.

- I want you to make note of who's sitting in the back of the bus?
- Who's sitting in the middle?
- Who's sitting up front?



Right, now **who's driving the bus?**

Is it you?

If not, who is at the wheel driving your bus?

Write down exactly where YOU are sitting? \_\_\_\_\_

\_\_\_\_\_

If you are not driving, who is in control right now driving your bus?

\_\_\_\_\_

Now, check **who is on the bus with you?**

Did you invite anyone along in your journey of your own life?

Who are they?

Look around the bus - where are they positioned? \_\_\_\_\_

\_\_\_\_\_

What is really important in this exercise is to recognise who and how they are "positioned" on the bus - which is, in fact, how these people are positioned in your life. So where are they?

\_\_\_\_\_

Ok – now recognise the **significance of the people** on the bus. Sit back and look around your bus.

- Are these people standing over you?
- Are they moving forward in their own lives and leaving you behind?
- Are they falling behind you because you've chosen to move forward?

**Now comes the important question, “Who’s Driving Your Bus?”**

Is it someone from your past and still present in your life now? Are they taking you where you want to go? Do you want them to stay on the bus or would like them to get off the bus?

Ok, now, so here is your challenge.

Stop the bus! Kindly ask those people you would like to leave the bus to step off the bus - and tell them to get off now. Thank them for being in your life and let them go.

Before you start back on your journey, jot down in your manual all the people’s names you have decided to let go. Let them go, thank them, and preserve the positive learning experience that they have provided you.

NAME	LEARNING
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____
5 _____	_____

Your goal in building your team spirit is to be surrounded by a great and supportive team and for you to be in control of your own Champion life.

**Your goal is to be in the driver’s seat -  
and be the captain of your life!**



# *Believe In Yourself – Exercise 3*

## **Team Spirit**

**1. Define what your team stands for, define your Team Spirit.**

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**2. Discover who's on your team – list your balcony people: your fans in the stands cheering you on.**

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**3. What do these fans in the stands/your dream cheerers hold you accountable for?**

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Remember to mentor others. Talk the talk and walk the walk as the leader of your team.  
Encourage, support, and mentor your team as you would for yourself.

**Who's mentoring you?**

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## *Believe In Yourself – Exercise 4*

# The Language of Success – your Champion Self Belief system.

The biggest barrier that most people have to overcome is **fear**. **Fear of rejection. Fear of making decisions. Fear of change. Fear of confrontation. Fear of loss. Fear of failure.** And of course the big one – **Fear of success!** It is this fear (and all of its cousins like worry, anxiety, and self-doubt) that paralyzes you, and keeps you from succeeding.

**This powerful exercise will help you:**

- Identify and eliminate self-limiting beliefs
- Overcome hidden fears
- Stop procrastination and self-sabotage
- Break through negative programming
- Raise your self-esteem and confidence level
- Create momentum to stay motivated
- Increase your bottom line

Now we'd all like a better looking bottom line wouldn't you?

In this exercise we are going to create a new Champion belief system that will set you free to get on with creating and achieving what you want!

### **1. List in the first column those habits that distract you or hold you back from achieving success.**

For example: I'm not good enough...I'm not worthy...I'm useless...I'm no good on computers  
I'm no good with customers on the phone .. i always forget my keys ...I can never be on time  
for work and appointments...I am never able to achieve my daily to-do lists...I will never  
Champion this new habit

### **2. In the second column I want you to write in your new Champion Beliefs, your positive focus.**

Here are some examples: I am good enough... I am worthy... I am sensational...I am unique....  
I am doing the best I can with the resources I have ... I commit now and will give 100%...I can  
set my watch 5 minutes early so I will be on time ... I know the hard work is paying off



**3. Write down three steps, your actions for turning each habit or distraction into your Champion Self Belief.**

*Remember to ask yourself the following questions when changing old beliefs and thoughts:*

- Is what I'm focusing on producing consistent results?
- Where can I shift my focus to achieve better results?
- What do I need to focus on to produce the results I want right now?
- What decisions or beliefs limit me from focusing on what I want?
- What will I focus on right now to create what I want, right now?

• LIMITING BELIEF	• HABIT	• NEW CHAMPION BELIEF
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

✱ Now work through this Champion Self Belief Script exercise on a daily basis for 30 days.

✱ I want you to “catch yourself” when your confidence is lagging or you are beating yourself up.

✱ Maintain your awareness, “high alert” to turn yourself around to focus on the new belief script.

## *Cd 3*



# *Live In The Present Moment*

**– THE POWER OF NOW!**

**“PLENTY OF PEOPLE MISS THEIR SHARE OF HAPPINESS,  
NOT BECAUSE THEY NEVER FOUND IT, BUT BECAUSE  
THEY DIDN'T STOP TO ENJOY IT”**

WILLIAM FEATHER

# *Live In The Present Moment – Exercise 1*

## **Where Am I Currently Living My Life?**

Before you begin the exercise properly and put pen to paper, I'd like you to ask yourself:

**Where am I currently living my life?**

I want you to **REALLY** look at your life.

And I'd like you to ask yourself:

Am I living in the past, the future, in a fantasy, or in reality - in the present?

**Write down where you honestly believe you are right now.**

**PAST:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PRESENT:** \_\_\_\_\_

\_\_\_\_\_

**FUTURE:** \_\_\_\_\_

\_\_\_\_\_

Think about what action you need to take to balance things and live in the moment **NOW**.

**As you do this part of the exercise, prioritise the six areas of your life in order.**

The six areas of your life we will call

Self – Personal / Self-development, Family, Relationships, Health and Fitness, Finances, and Spirituality

**List as No 1 the area of your life that you choose to focus on right now. And then list the others in order of importance.**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

**Write down what current worries, concerns, thoughts and beliefs consume your time and energy that you now choose to “stuff & flush” from your Champion Mindset?**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

As you work on what you are ‘stuffing and flushing’ from your current life, focus on these three questions:

**(1) Are these thoughts, beliefs and worries really important and do I really need them in my life today?**

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**(2) How will my life change when I stop saying / believing / acting them?**

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**(3) Does someone else currently in my life support these old habits that I have carried along with me?**

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**(4) What new Champion thoughts and beliefs will create 100% certainty on a daily basis, to create Your own Champion Mindset?**

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## 2. Focus Time

- Be a time setter and goal getter.
- Focus: what matters most.
- Prioritise: “What do I need to get done and in what order?”
- Focusing on what you really want maintains your energy levels.

## 3. One-at-a-Time

- Doing things ONE AT A TIME increases productivity.
- Procrastinators– list what you need to do then start immediately!
- Check things off your To Do list when achieved and celebrate each completed.

## 4. Energy Time

- Find the exercise that fits your schedule.
- Exercise aids focus, stamina and well-being.
- Exercise will also give you more energy to accomplish more.

## 5. Tidy Time

- A busy mind is a cluttered mind – preoccupied with the constant ‘Buzzz’.  
Next time, rather than saying ‘I’m busy’ say “I’m getting everything done I need to...”

## 6. Fun Time

- Create a Dream Board for your work, personal and family goals – use notes, articles, pictures; anything that reminds you of what you want in life.

**DE-stress by laughing your head off - “HAHAHAHAHAHAHA” with gusto.**

## 7. Down Time

- Relax!
- Time is on your side and not your enemy.
- Life balance is imperative – find time to relax and regenerate.
- Create time for the best career/business, the best life, the best family and friends.
- Down your tools of trade and spend time with you – take “me-time”, appreciate who you got you into your business and your life - **YOU.**



## My Commitment To Living and Enjoying the Present Moments Now

- ✓ I now choose to accept responsibility for me and my life
- ✓ I now choose to look myself in the eye and commit to success for me
- ✓ I now choose to remind myself that NOW is all I have and I deserve success
- ✓ I now choose to remind myself that I am powerful enough to change my world, not through others, but by changing my perceptions within it
- ✓ I now choose to wake up feeling good about the day
- ✓ I now choose to catch myself worrying or complaining, in thought or speech and reaffirm the positive in the situation and remind myself I am the Champion!
- ✓ I now choose to notice feelings of dread or fear and know I can overcome them
- ✓ I now choose to stuff and flush it whilst I flick the switch
- ✓ I now chose to live in this moment and use my time wisely to enjoy the

**Power of Now!**

# CD4



## *Goal Setting For Success*

**“WHAT YOU CAN CONCEIVE IN YOUR MIND  
AND BELIEVE IN, YOU CAN ACTUALLY ACHIEVE.”**

NAPOLEAN HILL



# Champion S.M.A.R.T. Y Goals

A Champion Goal: “An aim or an end in mind.”

**S**

Specific  
Simple

**M**

Measurable  
Meaningful to you

**A**

As if now  
Achievable  
All areas of your life

**R**

Realistic  
Responsible / Ecological

**T**

Timed  
Toward what you want

**Y**

Your Inspiration

# SMARTY GOAL SETTING SHEET

GOAL	CHECK LIST						DATE ACHIEVED
	S	M	A	R	T	Y	
Business goal							
Financial Goal							
Home Goal							
Social Goal							
Community Goal							
Charity Goal							
Health Goal							
Other Important Goal							
Other Important Goal							
Other Important Goal							
Other Important Goal							



## *Goal Setting For Success – Exercise 1*

# Get Unstuck With The BIG De-Clutter Clean Out

### **(1). CLEAN OUT THOSE UNACHIEVED GOALS:**

#### **1. List all your failed goals.**

As you do this think about: How did things turn out different to your expectations? Was there any pain? Where is the resentment and pain? What did you think about yourself? What decisions did you decide at the time?

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#### **2. Step back from the pain of the failed goal and list everything you achieved or learned while you were in the process of going for that goal.**

As you do this, ask yourself these questions: What did I learn and how am I now stronger? What were my achievements along the way? What do I know to do differently in the future? What wouldn't I do again? Even though I didn't achieve my goal, what were the wins I had that I can acknowledge and celebrate NOW?

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#### **3. Decide now whether you still want that goal or something similar.**

**NO**, then celebrate the learning and let it go

Or **YES**, Keep the goal and go for it!



### **(2). CLEAR UP THOSE FORGOTTEN ONES THAT YOU ACTUALLY DID ACHIEVE:**

#### **1. List your so-called failed goals and write them down.**

Define how you hoped to achieve them. What were your plans? What was the outcome? Who else was involved? What happened actually? How did things turn out different to your expectations? Was there any pain? Where is the resentment and pain? What did you think about yourself? What decisions did you decide at the time?

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*OK, so you've repeated all that? Good.*

**Here comes the celebration part**

**Although you didn't make it to the end goal, what did you actually achieve along the way?**

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**When was this?**

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**Did you acknowledge the achievement and celebrate it or did it get lost in the rush on your journey?**

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**Now if it got lost, what do you need to do to celebrate and continue on the journey to the finish line?**

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### **3) CLEAN OUT THOSE I'M GONNA DO IT GOALS:**

Look back and spot all the times you started off on this goal. Recall where and when, right back to the very first time.

When you remember each of the times you started to fulfil each goal, you are freeing up your subconscious of all the "I'm gonna's" or "failures"

As you can now plan your goals with a clean slate complete the following:

## **Past Goals I need to clear out and de-clutter!**

### **1. GOALS WHEN YOU BECAME STUCK:**

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**2. GOALS FORGOTTEN AND NOT CELEBRATED:**

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**3. GOALS ONE DAY I'M GONNA' GET AROUND TO:**

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## *Goal Setting For Success – Exercise 2*


### **Choosing And Setting Goals**

Consider what you want to achieve in your lifetime. By answering these questions you will gain a better understanding of what you want to achieve in your life and the destination to pursue.

- Set goals in all of the categories below.
- Number them 1 to 10 in the boxes provided.
- Review the goals and re-prioritise them until you are satisfied.
- Write the new ranking if required.

**ARTISTIC**

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**ATTITUDE/PERSONAL GROWTH**

What activities are you going to do to improve your skills and knowledge?

What are you going to do to become a better person?

What do you need to do to tap into your Champion potential?

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Attitude/Personal Growth CONT'D

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## CAREER / BUSINESS

What would you like to achieve in your business or career?

What type of role do you want to be doing in your career?

What would be a great business to own or start up?

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## EDUCATION

What diploma or skills do you want to achieve?

What university, college or TAFE could you attend?

How many years will you need to invest in studying?

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## FAMILY

What would you like to achieve as a family?


What would you like to do for your family?

What type of person do you want to become for your family?

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## FINANCIAL

How much money do you want to earn?

How much do you want to invest or save?

What personal financial situations do you want to change?

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### PHYSICAL / HEALTH & FITNESS

How fit and healthy would you like to be?

What is your fitness goal?

What are some of the fitness activities you would like to pursue?

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### PLEASURE / ADVENTURE

What type of holidays would you like?

What type of adventure activities would you like?

Where would you like to visit?

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### PUBLIC SERVICE / COMMUNITY WORK

What would you like to contribute to your community or friends?

What would you like to do for your community?

What would you like to do to give back to your community?

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### SOCIAL / LIFESTYLE

What type of activities gives you energy and recharges your spirit?

What type of lifestyle do you want to have for yourself?

How do you want to live each day?

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# Goal Setting For Success – Exercise 4

## Setting Goals Effectively

### 1. SET YOUR GOALS STRONGLY TO ENSURE THEIR EFFECTIVENESS.

- BE POSITIVE ✓
- BE PRECISE ✓
- SET PRIORITIES ✓

Keep them out of reach not out of sight!

Keeping goals small and incremental gives more opportunities for reward.

Today's goals should be derived from larger goals.

- **Set Performance, not Outcome Goals**
- **Set Specific Goals**
- **Set yourself Realistic Goals**
- **Don't Set Your Goals Too Low**
- **Set Goals at the Right Level**

Review the goals you have previously set and then measure them against the points above. Adjust your goals and review them.



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*Taylor-Made*  
*Goal Setting For Success Tips*  
**on How YOU**  
**Can Reach Your C.H.A.M.P.I.O.N Goals**

- C** is for CHAMPION confident self talk
- H** is for the HARD WORK ETHIC that builds strong foundations
- A** is for ATTITUDE - Attitude is EVERYTHING
- M** is for MENTAL REHEARSAL AND VISUALISATION; the key to dreams becoming reality.
- P** is for PASSION – what drives you and motivates you to achieve your goals
- I** is for INVOLVEMENT. Your personal involvement in taking massive ACTION – daily, weekly, to keep you on target
- O** is for OVERCOMING OBSTACLES AND ADVERSITY
- N** is for the NEED TO COMMIT 100% and be prepared to do whatever it takes to achieve the goal!

# CØ5



## *Focus-*

### **WHAT MATTERS MOST!**

FOCUS ON WHAT YOU WANT  
AND YOU WILL CREATE IT  
FOCUS ON WHAT YOU DON'T WANT  
AND YOU WILL CREATE IT  
WE ALWAYS GET WHAT WE FOCUS ON!

## *Focus – Exercise 1*



# The Stuff It and Flush It Jellyfish Negativity Technique



**1. Ask yourself what you are feeling bad about, frustrated, and stuck in the mess about. Write these things down and notice what image, sound, or words come to mind.**

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**2. Make a list of clear action steps that will get you there to stop the problem “jellyfish” from occurring or repeating themselves, and take action on at least one of them.**

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**3. Now reduce the size of your “jellyfish” until it is small and dark - the size of a postage stamp: so small that when you hold it in your hand you can hardly make out what it is.**

Stuff this jellyfish and flush it (imagine the sound of flushing the toilet) and let it go as there is no recycling of this negative message.

**4. Program your desired future outcome: ‘A GOLD MEDAL MOMENT’.**

Imagine you are the director of your own movie. Imagine events going exactly the way that you want them to.



**Sit in the director’s chair and watch it, all the way up  
to you achieving your gold medal and  
CELEBRATING THE SUCCESS!**



## *Focus – Exercise 2*

### **Focus For Success**

#### **1. How do I view my world? As successful, mediocre or a failure?**

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What percentage out of 100, do I focus on what I want? \_\_\_\_\_/100  
What percentage out of 100, do I focus on NOT what I want? \_\_\_\_\_/100

#### **2 - Where is my focus right NOW?**

Is it moving towards what I want (being focussed on success) or away from achieving what I want (being stuck in the mess)?

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What action do I need to take to produce consistent results?

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#### **3 - List three times when you were 'stinking-thinking' and stuck in the mess, unable to move forward with your 'problem' focus.**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

Now list 3 times when you were stuck in the mess and you created successful outcomes with your 'solution' focus.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**4 - Review your answers in question 3 above.**

What is the difference between being stuck in the mess versus the Success outcomes?

\_\_\_\_\_

What was missing in the mess?

\_\_\_\_\_

What did I create with my 'Solution' Focus? How did I do it differently?

\_\_\_\_\_

What action do I need to take right now and from this moment onwards, to achieve my focus?

\_\_\_\_\_

**5- How often do I end up with what I want to avoid rather than what I want to achieve?**

Review your focus and the difference between your 'Problem' Focus vs your 'Solution' Focus.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What action can I take to create the Power of Focus?

What action can I take right now and from this moment on to focus on what matters most?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

And remember:

*Focus on what you want and you will create it  
Focus on what you don't want and you will create it  
We always get what we focus on*

## *Focus – Exercise 3*

# The Power of Self Discipline.

Score yourself between **1 and 10** (10 being the highest) on each of the attributes relating to your work or life.

- |                                   |           |
|-----------------------------------|-----------|
| 1. COMMITMENT                     | _____ /10 |
| 2. A "DO IT NOW" MENTALITY        | _____ /10 |
| 3. A BELIEF IN "PAYING THE PRICE" | _____ /10 |
| 4. CONSISTENCY                    | _____ /10 |
| 5. CONTROLLING FEAR               | _____ /10 |
| 6. FAITH IN YOUR SUPPORT TEAM     | _____ /10 |
| 7. CONTROLLING NEGATIVE THOUGHTS  | _____ /10 |
| 8. FOCUS                          | _____ /10 |
| 9. DECLARING GOALS                | _____ /10 |
| 10. SELF BELIEF                   | _____ /10 |

**\* ADD UP YOUR SCORE AND GIVE  
YOURSELF A TOTAL OUT OF 100.**

\_\_\_\_\_ /100

## Focus – Exercise 4

# The Champion Score Card

Rate your **S.U.C.C.E.S.S.** in the spaces allocated.... Each score is out of 100

<b>S</b>	Self Belief - Do YOU buy YOU with 100% confidence?	_____ /100
<b>U</b>	Underlying hard work ethic maintains your strong foundation	_____ /100
<b>C</b>	Commitment to do whatever it takes, your attitude is everything	_____ /100
<b>C</b>	Character building times, how you are coping with your “jellyfish”	_____ /100
<b>E</b>	Envision your goal with your mental rehearsal and visualisation	_____ /100
<b>S</b>	Sink or Swim - are you stuck in the mess or focused on success?	_____ /100
<b>S</b>	Celebrating Success - Celebrate the small stepping stones achieved along the way?	_____ /100

\* Add total score and divide by 10.

This will give you your own current  
Champion success rating.

**TOTAL SCORE** \_\_\_\_\_

**DIVIDED BY 10** \_\_\_\_\_

**CURRENT CHAMPION SUCCESS RATING** \_\_\_\_\_

# CD 6



## *Mental Toughness -*

### PERSEVERANCE & PERSISTENCE

“SO MANY OF OUR DREAMS AT FIRST SEEM  
IMPOSSIBLE, THEN THEY SEEM  
IMPROBABLE, AND THEN  
WHEN WE SUMMON THE WILL,  
THEY SOON BECOME INEVITABLE.”

CHRISTOPHER REEVE





## *Mental Toughness – Exercise 2*



### **Lowest Low/Highest High**

Practicing the **Optimisation Technique** with every part of your life, you will be amazed at how much better your decisions become and how much more productive you become at the same time.

It is possible to imagine yourself successful, even when you ‘feel’ at your lowest.

- 1. Remember a time when you made a mistake and you harshly criticised yourself...  
What did you say to yourself?**

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Now ask yourself, “How could I say the same message in an encouraging way?”  
Step back into yourself at that time you made the mistake and give yourself the constructive criticism instead.

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- 2. Imagine that your company has burned to the ground and that you have to walk across the street and start over again in a new building.**

What would you start up immediately?

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What would you not start up at all?

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Who would you bring with you to continue working in your company?

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Who would you leave behind, if you had the choice?

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**3. Imagine that your job, your industry and your business disappeared.**

Imagine that you are starting your career over again and that you can go in any direction and do virtually anything – what would it be?

- Evaluate where you live and how you spend your leisure time.
- Re-evaluate your finances and your physical condition.

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If you could begin any part of your life and career over again like a painter standing before a white canvass, how would you design, or re-invent, your life today?

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Is there anything in my life, that knowing what I know now, I wouldn't get into again today if I had to do it over? Any relationships – personal, social or business? Any investment of time, money or emotion dragging you down or holding you back?

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*This is the key to increasing your productivity.  
The biggest time waster is choosing to continue working  
a job/career or pursuing a relationship that is not right for you.*



## Stuff & Flush Jellyfish Negativity Technique II.

**4. Ask yourself what you are feeling bad about, frustrated, stuck in the mess with or over? And notice what image, sound, or words come to mind.**

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Listen for the message or positive intention of the emotion. Act on the message! Get clear on what you want your outcome to be.

**5. Make a list of clear action steps that will get you there to stop the problems “jellyfish” from occurring or repeating themselves, and take action on at least one of them.**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

**6. Stuff the jellyfish messenger!**

Again, reduce the size of the jellyfish until it is small and dark, the size of a postage stamp that when you hold it in your hand you can hardly make out what it is.

Stuff this jellyfish and let it go.

**7. Program your desired future outcome ‘A Gold Medal Moment’. Once more, imagine events going exactly the way that you want them to. Imagine you are the director of your own movie.**

Sit in the director’s chair and watch as everything is going perfectly and watch it, all the way up to you achieving your gold medal and celebrating the success!

**8. List the people and/or mentors and what advice they say to you to reinforce your potential.**

WHO	WHAT THEY SAY
1 _____	_____
2 _____	_____
3 _____	_____
4 _____	_____
5 _____	_____
6 _____	_____
7 _____	_____
8 _____	_____

## *Mental Toughness*

### TAYLOR-MADE TIPS TO BECOME UNSTUCK

- ⇒ Know that you can only be responsible for change in YOURself – not in anyone else.
- ⇒ Only YOU know how your perceptions change over time.
- ⇒ If you are stuck in the pain of your situation: learn from everything that happens to you – the character building again!
- ⇒ Recognise it can be tough, it is hard...
- ⇒ Choose to move away from this pain.
- ⇒ You have to decide who is important to you.

# CD 7



## *Outcomes And Actions*

“FAILURE IS NEVER FINAL AND SUCCESS IS  
NEVER-ENDING. SUCCESS IS A JOURNEY,  
NOT A DESTINATION”

ROBERT SCHULLER

**To live the Champion life you love and deserve  
you require three things:**

*Your Dream*

A CLEAR AND COMMITTED VISION

—

*Your Motivation*

YOUR DRIVE TO DO WHATEVER IT TAKES

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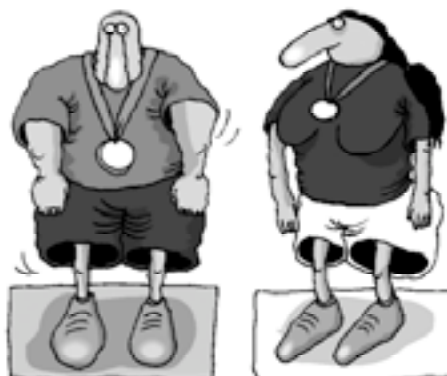
*Your Goals*

THE STEPPING STONES ON YOUR JOURNEY  
TO THE FINAL DESTINATION



## How to Reject REJECTION

1. I never see failure as failure, but the game I must play to win and play it 100% to win!  
(Define your own definition of winning so you really know when you win and when it 's time to celebrate success!)
2. I never see failure as failure, but only as a learning experience.
3. I never see failure as failure, but only as the negative feedback, reminding me that I need to turn and focus on what I want to change the behaviour.
4. I never see failure as failure, but only as an opportunity to develop my sense of humour!  
(Really when was the last time you laughed at yourself when you failed?)
5. I never see failure as failure, but only as the opportunity to practice what I do well in my small business and better myself one day at a time.
6. I never see failure as failure, but only a reminder that I am human after all. 😊
7. And remember...if you don 't quit, you will make it!



## *Outcomes And Actions – Exercise 1*

# How To Convert Procrastination into Action

Imagine you already have all the good feelings you know that achieving your goals will bring you - all the happiness, all the confidence and all the gold medal WOO HOO moments when you feel totally successful and totally complete there inside you...

Now imagine yourself going through your day just as you have been imagining in your movie theatre in your mind.

**1. How do you treat people?**

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**2 How do people treat you?**

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**3. What are you especially content and proud about today?**

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**4. What do you passionately enjoy doing exceptionally well?**

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**5. What value have you contributed today?**

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**6. Who else could you inspire in your family, your work and career?**

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**7. Who could you motivate in your life?**

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- ★ Now, having answered all the above, I'd like you to imagine yourself sitting there, in your gold medal moment, on your dais, celebrating as you drift off to sleep at night - knowing you have achieved easily, effortlessly, successfully with your Champion Mindset Dream-setting Success Machine.



## *Outcomes And Actions – Exercise 2*

### **PROactive vs REactive**

Think about where you want to be!

What does your perfect world look like?

**1. Recall and write down five of your greatest successes.**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Use these from now on to remind yourself that you can always turn any current mess into success!

**2. Now write down seven reasons why you want to do business/work/ with you or want to know you.**

You are now your client/customer/friend and look through their eyes, listen with their ears, feel what they feel when you look at you, through being them.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_

## *Outcomes And Actions – Exercise 3*

# How To Celebrate the Successes You Achieve Today

**1. How do you know when you have achieved?**

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**2. What Successes do you want to go for at 100% and achieve today?**

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**3. How do you choose to celebrate your success?**

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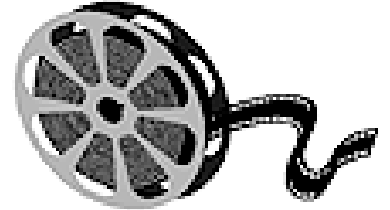
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## *Outcomes And Actions – Exercise 4*

### **My Perfect Life Movie**



Stop right now and imagine yourself much older...

Yep, grey, balding, wrinkled whatever....

You are sitting in your rocking chair, looking back on your life, in two ways...

**First** - as if you had not achieved your goal...

**Second** - imagine yourself having achieved everything you now desire

Next, I'd like you to imagine what your life will look like living this dream - your Perfect Life.

*What will you see? What will you hear? What will you feel? What are you saying to yourself?  
What are people saying to you?*

Now as you rehearse this, please focus on the picture, focus on the sounds, focus on the feelings and create the most real feeling as if you are living that life right now.

Now, finally, putting together all you have learned through Create Your Own Champion Mindset - And Be Totally Happy Being You! and the Champion habits you have acquired about what you want and what your Champion dream is, let's create your ideal week.

**How does your ideal week begin?**

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**Who are the people who you associate with?**

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**Who are the people who support you?**

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**What activities are you doing?**

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**What do you accomplish?**

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**Where do you go?**

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**What are the significant stepping stones letting you know you are succeeding?**

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Continue until it feels absolutely you and you know it is **YOU!**

*The new Champion You!*

Practice this mental rehearsal daily for at least 15-30mins.

## *Outcomes and Actions – Final Exercise*

### **YOUR OUT OF THE ORDINARY JOURNEY**

You may find that “the out of the ordinary” JOURNEY takes time to formulate your ideas and thoughts. Keep working at this section until you feel you have total clarity and a sense of certainty around what you are passionate about, the mission you are committed to and your life purpose to be TOTALLY HAPPY BEING YOU!

#### **1. What is your life purpose statement?**

Spend time reflecting on all the work you have done to date. Ask yourself: What is my ultimate purpose in life? What is it I’m here for? What is my life all about?

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#### **2. What is your mission?**

You may have several missions in different areas of your life.

Each mission will support you closer towards the fulfilment of your greatest ambition – — your life purpose as above.

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#### **3. What is essential to me being me?**

Look at each area of your life and ask yourself: who do I need to become in order to be consistent with my future vision and purpose statement?

Make a list of all the roles you could play in each area of your life.

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**AS YOU WORK THROUGH THIS EXERCISE YOU WILL BEGIN TO DEVELOP A LARGER,  
MORE EXPANDED VIEW OF YOURSELF AND YOUR CAPACITY FOR GREATNESS.**



**4. What is great about your business and family? What could be better?**

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**5. Are you doing what you want to be doing?**

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**6. Are you making the difference you can make here at this time?**

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**7. What ripple effect do you leave in your wake as you move through your day, your family, your business, your community, your life?**

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**8. What is my contribution?**

- *How do you see yourself?*
- *What roles do you need to play?*
- *Who you believe you are as a person will have a major impact on the person you become in the future.*

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**9. What am I doing out of the ordinary?**

- *What am I performing "out of my comfort zone" raising the bar and stretching myself?*

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**10. What 5 distractions have you eliminated?**

Put them in order of importance

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**11. Imagine what will happen when you do “it”**

What am I achieving having eliminated the distractions?

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**12. What matters most to you in your life? Your values act as the compass for all of your decisions in life. By designing a value system that will empower you to reach your goals you will be further building your foundation of success.**

**(a) List what matters most to you, your most important values that you choose to live your life by.**

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**(b) As you have listed your values, now rank your top 10 in order of importance. Review the above list and create a top ten list of your life values.**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

**(c) Ask yourself “How am I going moving towards what I want in satisfaction and achievement of these values?”**

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**13. Make a list of the beliefs and behaviours you are now living?**

Your empowering belief system will give you a solid foundation upon to build your success in life. List specific beliefs you need in each area of your life that will empower you to reach your goals and drive your forward.

• **HEALTH BELIEFS**

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• **FINANCIAL BELIEFS**

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• **CAREER BELIEFS**

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• **RELATIONSHIP BELIEFS**

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• **PERSONAL GROWTH – SELF DEVELOPMENT BELIEFS**

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• **FAMILY BELIEFS**

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**14. Commit to the 90 day goal planner**

Prioritise your action steps into 3 groups –

(a) Very Important: completed in next 30 days

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(b) Important: completed in next 60 days

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(c) Important: completed in next 90 days

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**15. Write your Must Do Plan – What am I going to do now?**

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**16. Write your three (3) month goal to coincide with month end**

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**17. Write a statement to include:**

- a) Why you deserve to achieve your three (3) month goal?
- b) What will you give to achieve your three (3) month goal?

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**18. Write targets for your 1st month that, when accomplished move you toward your three (3) month goal**

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_
- (5) \_\_\_\_\_

**19. Why I must achieve this Must Do Plan:**

As you strive ahead what will drive you & motivate you regardless of the obstacles and 'jellyfish' along the way?

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**20. What are the specific strategies or tasks that will help you achieve these goals?**

These are the "how-to's". Make them specific and achievable. Use the OAT formula

OUTCOME	ACTION	TIMELINE
e.g. To get fit	go with a buddy	August – Dec 31st 2006
	take out a gym membership	
	get a personal trainer	
	go to gym Mon, Wed & Fri 6-7am	
	Jog Tues & Thurs 6pm	
	Yoga Sat 8am	
e.g. To get organised		
e.g. To clean out the garage		
e.g. To lose weight		

**21. How will I reward myself for achieving these outcomes?**

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**22. Your ultimate destiny/journey will be determined by the passions in your life you pursue, the missions you accomplish and the sense of purpose that guides you.**

(a) What is it that you love to do? What you would be doing if time and money were no object?

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(b) What do you do when no one else is looking just because you love it?

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(c) What turns you on and ignites your imagination and passion the most?

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(d) What is My Champion Core Passion which will unleash a conquering force within me is my longing to be... to do... to have is....

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**\* FINALLY, REHEARSE 15-MINS DAILY THE MENTAL VISUALISATION MOVIE TECHNIQUE**

*Bonus*  
**RESOURCE CD**















# Special Offer!

**Now, as my way of saying thank you for purchasing this 7 CD series, Create Your Own Champion Mindset - And Be Totally Happy Being You! - I would like to give you an extra bonus that I haven't mentioned before.**

- ★ It is estimated that of all the people who purchase personal development courses, e-books and online learning programs on the Internet, only about 50 per cent actually read them cover to cover.
- ★ Of those people, less than one quarter (Yep, only 12.5 per cent or less!) probably act on the information and continue to use it 90 days after purchased.
- ★ The other 87.5 per cent of people are buying online programs and either not reading them - or not really getting the benefit from them.

When I was preparing and researching for this CD series with my team, I wanted to make sure that you got something that will help you change and create Champion habits. Not just motivate you for five minutes - but create habits for the rest of your life.

I want to make sure that you don't fall into that same trap of owning - and working on yourself through - great quality information and not getting around to either reading it or acting on it. After all, with my Champion team, I put in a great deal of time and effort writing, researching, compiling and recording this 7 CD series, so I really want to see you get all the benefit from every technique, strategy and idea.

*Now, as my gift to you (and my way of helping you really live these techniques), I want to offer you the following:*

- 1. Unlimited e-book updates with new techniques, expanding strategies and fresh ideas - COMPLIMENTARY**
- 2. Priority notification of any new courses, e-books, or workshops that will help to further enhance your resilience to pressure**
- 3. A Half Price, 30-minute Telephone Coaching Session with me.**

I usually charge \$275 (AUD) for a 30-minute session. However, since you have invested your time, money and energy into this 7 CD super series, I am prepared to offer you a **personal, one-on-one, 30-minute telephone mentoring session at the reduced rate of \$137.50 (AUD).**

In our telephone coaching session, we will discuss how you can best apply the techniques we've covered in this CD series to your new Champion life to be able to Create Your Own Champion Mindset - And Be Totally Happy Being You! and live your dreams - and not just listen to me talking about them. I allocate only a limited number of spaces each month to do telephone coaching, so you will need to get in quickly!

**THIS OFFER IS AVAILABLE TO YOU WHEN YOU COMPLETE THE CD SERIES.**

So, if you do wish to register for the one-to-one telephone coaching with Shelley Taylor-Smith you need to act now and call **1300 78 41 70** and quote:

**"BE TOTALLY HAPPY BEING YOU 30-minute Coaching Special Offer"**

If calling from outside Australia, please call 612-9939-0048.

# Champion Mindset® Products & Services

CHAMPION  
MINDSET



### My Champion Motivational Goal Planner

Personally Taylor-Made for you so you can NOW start to achieve your goals for YOUR life ..... A4 in size and laminated so you can write your goals, set a date for achievement, then sign as your personal commitment. As you achieve your goals, wipe it clean and you're set, ready to go for new goals!

### How To Become the Champion Of Your Own World - CD and Workbook

The 7 Taylor-Made solutions will empower you to create the world you have always dreamed of with this CD and workbook to guide you step-by-step on your Champion journey.



### Inside The Champion Mindset - An interview with Shelley Taylor-Smith - CD

Learn how Shelley created her Champion Mindset as she shares the secrets of her proven record of success and how she transferred them to her successful business.



### Dangerous When Wet - The Shelley Taylor-Smith Story

The riveting biography of Shelley's rise to success is uncompromising, spirited and straight from the heart.



### 'TAYLOR-MADE MOTIVATIONS' - AUDIO CD



Motivational Expert and Champion Mindset Success Coach Shelley Taylor-Smith shares her 69 "Personal Best" Champion Motivations.

"Highly energetic and inspiring!" the Champion Motivations CD is guaranteed to motivate you and accelerate your success in any area of your life!

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The Power of Success Online Coaching Program is a seven week program of Taylor-Made workouts and Champion strategies, coached by the World Champ Shelley herself.

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## ABOUT THE AUTHOR

### Shelley Taylor-Smith

**Director and Founder,  
Champion Mindset® Consulting**

B.SCI.ED. QUALIFIED TRAINER IN NEURO-LINGUISTIC  
PROGRAMMING (NLP).

MOTIVATIONAL EXPERT AND KEY NOTE SPEAKER.

BUSINESS TRAINER. SUCCESS COACH. WORKSHOP FACILITATOR.

INTERNATIONAL BEST-SELLING AUTHOR.

*"Shelley Taylor-Smith is one of the greatest athletes the world has ever seen -  
and probably one of Australia's most unsung heroes."*

- Australian broadcaster, Alan Jones.

Shelley Taylor-Smith is an ordinary Australian who has achieved the extraordinary. Despite being tagged with "no natural ability" and "nothing above average", the Perth-born former school teacher harnessed something very special within herself - what she today calls her "Champion Mindset®" - to set the world of marathon swimming on fire.

Shelley remains the only woman in the world to hold the No.1 ranking in marathon swimming for men and women (1991); achieved No.1 World Marathon Swimming Champion for seven consecutive years (1988-1995: 12 events per series, with races ranging from 30-90kms)); set 15 World Race Records (1983-Present); scored 51 First Places in International Marathon Swims, two FINA World Championship 25km Gold Medals and a solo English Channel Crossing (the first by a West Australian). She also was a member of a Triple English Channel Crossing Relay Team; was five-times Winner (overall) of New York's annual 48km Manhattan Island Marathon Swim; and, set two Guinness Book Of World Records - for the fastest time ever around New York's Manhattan Island; and for her 79kms swim from Sydney to Wollongong, Australia in 1995. And that's not all she achieved in the water!

Today, as Director and Founder of Champion Mindset® Consulting, she is again demonstrating how to take life from the ordinary to the extraordinary by sharing her Champion Mindset® secrets with everyday people - as a motivational speaker, workshop facilitator and one-on-one success and performance coach. Also a top-selling author, she has appeared regularly on television as a success coach and has produced a variety of motivational products (books, CDs, DVDs and more) to help "ordinary" people learn how to tap into their "extraordinary" minds.

Repeatedly, Shelley has demonstrated the power of her mind in overcoming adversity. Born in Perth on 3 August 1961, the young Shelley was so passionate about swimming, she would try to sneak off to bed each night in her bathers! But the reality was that she was not overly talented as a youngster and was continually told that she had "no natural talent", "wasn't anything special" as a swimmer, and, as a 12-year-old, was even told by a doctor "don't get your hopes up as you're not going to be any good at swimming" because of her crippling scoliosis!

So, when her father passed away from cancer when she was just 15, and told her in his dying moments: "Shelley, no one knows you like you know yourself. You'll wear the green and gold and be a World Champion one day", she thought he was just doped up on drugs!

But he was right. No one knew Shelley Taylor-Smith - and her determination - better than she knew herself. At 29 years of age, she finally won her first World Marathon Swimming Championship title - and the rest is history.

Yet behind the scenes - mixed in with worldwide fame and success in the annals of marathon swims - is a real-life story of hardship, struggle and one woman's determination to overcome any adversity.

This included: a period of partial paralysis; several major and minor car accidents; going financially broke and having to clean toilets to survive; a frightening breast cancer scare; a marriage collapse; and two, torrid battles with Chronic Fatigue Syndrome - the second bout of which forced Shelley to change her life from swim suit to business suit after being given just six months to live. What got Shelley through on every occasion, at every turn - the one and only thing - was what she calls her Champion Mindset®.

These days, through Champion Mindset® Consulting, Shelley works within the worlds of large corporates and small business, sporting teams, athletes, schools and the larger community to help share the secrets of creating a Champion Mindset®. The woman even the men tagged "dangerous when wet" now helps others to banish their "stinking thinking" as she educates, with unswerving passion, about team building, self-belief, desire, goal-setting, focus, mental toughness, persistence, perseverance, choice and actions; sharing her unique, personal Taylor-Made techniques for success - such as the "Stuff It and Flush It Jellyfish technique".

In Shelley's own words: "If I can be successful, anyone can - even you! No matter who we are, we're all looking for the same thing - happiness. And for most of us, it's so elusive isn't it? But you know what: each of us has the key to success - the most important six inches of our body - that is our minds. Once we know how to create our own Champion Mindset® we can create our own happiness in whatever area or areas of our lives we choose."

Today, respected more for her patriotism and passion than her world titles, Shelley harnesses her NLP training and knowledge as she regularly delves into her unique personal success story (the highs and the lows) to passionately and skillfully remove the blockages that stop people from achieving peak performance - and ultimately, success. With her high-energy presentations, she delivers simple and effective "how-to" tools and strategies that work to produce results. She inspires, improves morale, motivates and celebrates.

**"Shelley is much more than a marathon swimmer or a public figure: she is an educationalist who has been able to influence thousands of Australians. She has taught them the value of dreaming, setting goals. But, more importantly, acting on those goals..." - Laurie Lawrence, OA**

### **As Shelley regularly says: "Never give up, so you can only ever win!"**

**Champion Mindset's Clients have included:** Switzer Group, Proctor & Gamble, Price Waterhouse Cooper, Australian Swim Coaches and Teachers Association, Sister 2 Sister Foundation, Cadbury Schweppes, University of Western NSW, Fairfield City Council, Avon Australasia, Laing + Simmons Corporation, St George Bank, Financial Services Partners, Sinclair Knight Merz, CSR Limited, Department of Sport & Recreation WA, Queensland Department of Primary Industries and Fisheries, Sydney Water Corporation, GEC Women's Network, Electrolux, Life Education, Rotary, National Pharmaceutical Services Australasia, Unilever, Johnson & Johnson, Commonwealth Bank, Blackmores, Foxtel, Warner and Roadshow Entertainment, Swimming Australia Limited, as well as a plethora of sporting teams and schools.

**Shelley's Awards include:** Rotary International Paul Harris Fellow Medal 2002; Australian Sports Medal Recipient 2000; Perth, Western Australia 'MV Shelley Taylor-Smith' Advance Australia Award; Australian of the Year Finalist 1989 & 1991; Australian Female Athlete of the Year 1991; World Long Distance/Open Water Swimmer of the Year 1988-1994; Australian Long Distance/Open Water Swimmer of Year 1991, 1993, and 1997; Induction into USA Amateur Sports Hall of Fame.

**Shelley's Community Work includes:** Honorary Secretary FINA Technical Open Water Swimming Committee (TOWSC); Australia Day Ambassador; Ambassador: Youth Off The Streets and Humpty Dumpty Foundation; Vice-Patron of Life Education (NSW); Patron of Western Australian Open Water Swimming Association and Rottneest Channel Swimming Association; Clean Up Australia Day Spokesperson; Chairperson FINA Athletes Commission (1998-2000); FINA Athletes Representative (1989-2000).

**For further information: [www.championmindset.com.au](http://www.championmindset.com.au) or CALL 1300 78 41 70**

*....and remember:*

*If You Never Give Up,  
You Can Only Ever Win!*