

How to Maximize your Earning Potential

BECOME THE LEADING AUTHORITY
IN YOUR FIELD



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What Advice Do You Wish You Had Known Before Starting Your Career?

Jessica Thomas, a graduate student in biomedical engineering at Ohio State University cleared the path for her younger sister. At age 23 she wrote a handbook called “Advice for College to My Little Sister.”

I have two brothers older than me and neither left me a handbook.

My career path was challenging. The school system tried to simplify choices by having us decide if we wanted to do languages or sciences. I chose sciences but didn't enjoy it once I got to the University level. After dropping out of University I started a career in sales and I pretty much stayed in sales and marketing for the rest of my life except along the way, I was always chatting with other people, like me, who were confused as to what they

should be doing for a job. I found myself sorting out people issues at work and mediating between friends and family.

NOW I UNDERSTAND MYSELF A LOT BETTER. I AM FUNDAMENTALLY MOTIVATED TO IDENTIFY HIDDEN UNDEVELOPED OR UNNOTICED POTENTIAL AS I BUILD AND DEVELOP THE GIFTEDNESS OF OTHER PROFESSIONALS LIKE ME.

If I knew then what I know now, I might have been able to remove a lot of pain that I experienced in my life from choices that were not always in my best interest.

I am committed to expanding in abundance, success and love EVERY DAY as I hope I inspire you to do the same.

I hope that in some way I can clear the path as I share what I now believe is the key to your own success, love and abundance.

Giselle



The Problem

Identity is an elusive concept. We feel we must define ourselves using a relatively small selection of roles and conscious character traits, even if none accurately represents our notion of “self”.

The confusion surrounding our true nature is further compounded by the fact that society regularly asks us to suppress so much of our emotional, intellectual and spiritual vibrancy.

**OUR TRUE SELVES EXIST
WHETHER WE
ACKNOWLEDGE IT OR NOT,
OFTEN BURIED UNDER FEARS
AND LEARNED BEHAVIOUR.**



When we recognize our power we cannot help but live authentic lives of appreciation, potential and fulfillment.

Rediscovering WHO YOU ARE - apart from your roles and traits takes time and courage.

You have probably denied your authenticity for a long while and may find it difficult to separate your true identity from the identity you have created to cope with the world around you.

Once you do find this authentic self however, you will be overcome by a wonderful sense of wholeness.

I will show you how to go about finding the “authentic” YOU!



Make With Love

PREPARED BY YOU FOR YOU

YOUR LIFE COULD LOOK LIKE THIS...

At the heart of WHO YOU ARE lies the secret to your greatest success, best quality of life and biggest contribution to the world.

You already have everything within you that you need to create an exceptional life.

Have you ever been encouraged to improve in areas where you struggle? For most of us, the answer is "YES!"

This is how the world operates but when we improve in these areas, we may become better but we are still not enjoying the activity.

When you discover your unique operating pattern, you will discover you at your best – the way you create your best results and what people can count on you for.

Imagine for a minute, knowing what YOUR unique operating pattern is?

This answer will lead you to the possibility of having the happiest, most fulfilling and enjoyable life – whatever that means to you.

What does a successful life look like to you?

In his book "Principles" Ray Dalio shares:

"We all have our own deep seated needs, so we each have to decide for ourselves what success is. I don't care whether you want to be a master of the universe, a couch potato or anything else – I really don't. Some people want to change the world and others want to operate in simple harmony with it and savor life. Neither is better. Each of us needs to decide what we value most and choose the paths we take to achieve it."

When that path is aligned with your unique operating pattern your journey is that much more rewarding!

The Solution: Self-Knowledge...

THE NEW CURRENCY

We all think we know ourselves, and to some extent we do.

I read a book by M.J. Ryan called “Trusting Yourself”. In it she provided three categories of self-knowledge that we need in order to have self-trust:

- Self-awareness – the accurate assessment of WHO WE ARE and what we care about
- Self-acceptance – the embracing of who we are in our complexity
- Self-reliance – the ability to use what we know about ourselves to get the results we want in our lives without constant worry about the approval or disapproval of others.

Ray Dalio, who I referred to earlier, says that an accurate understanding of reality is the essential foundation for any good outcome.

Most people fight seeing what’s true when it’s not what they want it to be.

You may not have an accurate picture of who you really are right now, and that’s OK.

All I’m asking you for right now is open-mindedness and to be truthful.

1. Do you know WHO YOU ARE?
2. Have you embraced yourself in all your complexity?
3. And do you use what you know about yourself to get the results you want in your life?

Childhood is where we first learn to dim our light. There are many circumstances that lead us to grow up believing we weren’t meant to shine.

Maybe you had a more athletic brother, a sister who was an excellent singer; a bestie who tended to outshine you in social circles. Were you bullied by a toxic teacher who made you feel invisible by having class favorites? Whatever your situation was growing up, even if it was a healthy and happy



childhood, where you were nourished and supported, there may still be beliefs lingering about not being good enough – whether it is from the influence of society, culture or childhood programming.

Ask yourself:

- In what ways have I been made to feel invisible throughout my life?
- In what ways can I embrace my visibility?
- What parts of myself and what gifts have I resisted showcasing as a way to hide myself?
- What ways has being invisible protected me from what I've been taught to fear e.g. criticism?
- What is the potent cocktail of qualities that make you extra delicious and irreplaceable?

Know this: There is something absolutely fabulous about your particular mind, body and soul. There are parts of us, sometimes even the very ones we'd rather hide from society – that make us unique in ways people wouldn't expect.

Maybe the way you laugh is captivating; there might be something about your energy that is magnetic or your strong stride that catches the eye of everyone in the room.

People pick up on those things about you because they're seeing you with fresh eyes – and now it's time for you to value these things in yourself too.

Self-knowledge is the new currency.

What's Your Superpower?

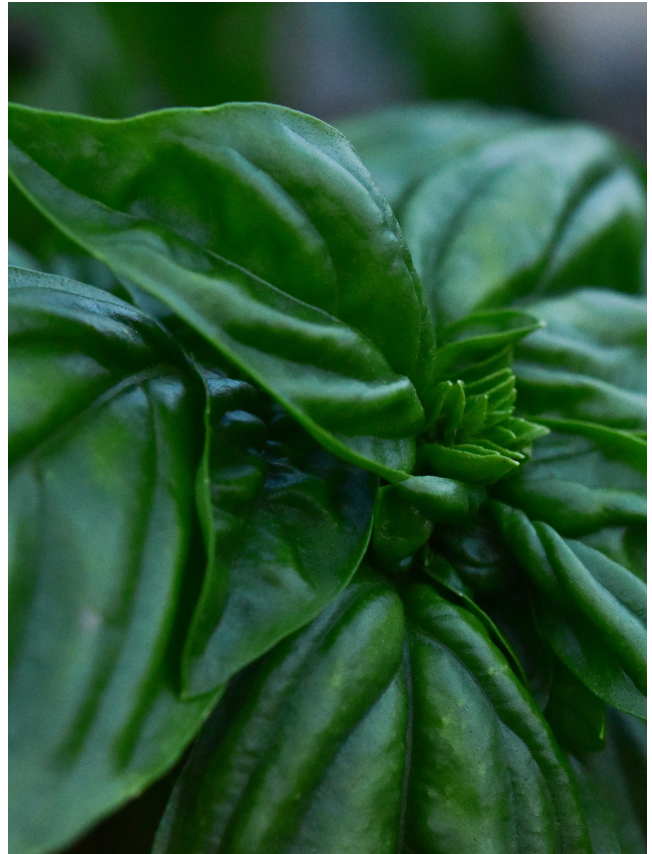
My friend Michael Katz asked this question in one of his newsletters and I'm sharing parts of it here because he does a great job of explaining the superpower concept exquisitely.

In his song, "Ain't Got You", Bruce Springsteen sings "Been paid a king's ransom for doing what comes naturally."

As far as I'm concerned, that's the goal for each of us as solo professionals.

Over the past couple of weeks, I've been converting from one credit card acceptance system to another. Very complicated stuff involving my bank, my "merchant account," and some other pieces that I don't begin to understand.

**"SORRY TO BE
BOMBARDING YOU WITH
ALL THIS."**



**"That's OK. I'll figure it out.
Keep the info coming."**

I've been getting all these emails telling me to cancel this and verify that. And whenever I get one I forward it to my business manager, Belinda Wasser, a.k.a RocketGirl.

This morning, along with the most recent email received, I wrote: "Sorry to be bombarding you with all this."

She wrote back immediately: "That's OK. I'll figure it out. Keep the info coming."

**And that, in four words is Belinda's
superpower:**

I'll. Figure. It. Out.

What sets you apart?

It's not her project management expertise (of which she has a lot.) It's not the friendly way she treats all of you when you buy a product or attend a webinar (although she's certainly good at that too.).

It's that when I hand her a big mess, I can just let go and know without a doubt that she will figure it out.

What comes naturally to you?

Your superpower isn't your skill set. (That's just the price of admission).

RATHER IT'S WHAT YOU DO NATURALLY (AND OFTEN BETTER THAN ANYONE ELSE) AND THAT WRAPS AROUND YOUR SKILL SET.



It's what truly sets you apart.

- For my "tech guy" it's the simple, clear, patient way he explains complicated technology options when I ask him a question.
- For my friend and expert recruiter it's the way she can tell the difference almost instantly between who's for real and who's blowing smoke.
- For another friend, it's the way she can take a spare piece of wood, a rusty can she found on the beach and some paint and turn it into a centerpiece on her dining room table that makes it look like Martha Stewart just left the building.

This is what you're really selling:

Your superpower.

It's what clients are really buying.

Discover Your Motivational Core – Your Superpower Fuel

You have a unique way of doing YOU because of who you are as a person, your experiences and your natural motivations – how you behave, regardless of the situation.

No one is EXACTLY LIKE YOU!

Different levels of a person are revealed when we do different assessments. Established skills and knowledge are fairly easy to identify because they are on the surface of the person and readily expressed.

People are generally aware of their values and concept of self but sometimes keep these hidden. They are a bit harder to assess.

Deeper still are motivations at the heart of a person. These are such an instinctive way of the person's being in the world that they are often difficult to articulate and to assess.

MCODE REVEALS THE HEART OF A PERSON THROUGH THE POWER OF STORY...



...as you narrate important
memories in your life.

That's why I love MCODE. It's not based on averages it's based on YOUR stories and so it paints a very real picture of WHO YOU ARE at core.

When I look at your MCODE report I can see your innate motives. Such insight is immensely helpful:

- You gain a high degree of self-awareness by going through MCODE with me as your guide and it provides an excellent tool for co-creating effective, custom tailored performance strategies.
- Knowing your MCODE is validating. It is the REAL YOU. Once you recognize its value and start making decisions based on it – building your life around it – you will have a huge boost of confidence and when you are confident – there's no telling what you can achieve.

You will become more and more comfortable giving yourself permission to let go of activities that don't fit with your uniqueness.

Your life will be that much more satisfying, rewarding and fun! Compare that with a life filled with "should". Instead of basing your life on "should have", "should be" and "should do" trying to mold yourself into someone else's idea of who you are –

MCODE will give you the permission, freedom and confidence to take a stand and do what works best for you!

ACKNOWLEDGE AND ACCEPT YOUR ABILITY TO GET WHAT YOU WANT



It is always a good idea to see things as they are BEFORE starting to change them.

I want you to accept that you are already a manifestation genius.

You are creating what you DO NOT want.

All you have to do is hitch your genius to your heart's desires instead of your default programming.

Are you willing to make a commitment to creating a magnificent life?



How Do You Maximize Your Earning Potential?

We all want to earn more money and certainly would like to know if we are maximizing our ability to earn.

There are perhaps two main reasons why you requested this e-guide:

- Earning money consistently has been a struggle for you
- You feel that you are under earning

Chances are, you have set goals and often miss the mark.

You've dreamed big dreams yet with each passing year those dreams seem to be moving further away from your reach.

If you were to look at your situation without too much emotion you would see that your results so far, are just feedback for your efforts. This is worth its weight in gold. You have perhaps discovered things that are NOT working.

What I know for sure is that understanding your unique operating pattern was never mainstream discussion.

We didn't learn it in school or at University.

Many authors talk to us about "finding ourselves and our purpose" but what exactly do they mean?

No one tells us HOW! Sure they tell us "find and do what you love" yet again – HOW?

Those directives, while well-meaning, lead only to frustration and promote the feeling that somehow you are fundamentally flawed since everyone has found what they love and earning money doing it, and you have nothing.

Notice that everything is based on YOU. Not someone else's formula and this is important.



Here is a simple formula for maximizing
your earning potential:

GET YOU + GET CLEAR + GET FOUND

GET YOU - this is the foundation; it is how you think of yourself, your value, the work you do and the opportunities available for you

GET CLEAR - strategies set your course. Some strategies enable you to get 10X the results from the same effort. Others will only lead to frustration and burnout, regardless of how hard you work

GET FOUND - You can understand your value and uniqueness, have the best strategies but won't get the results you're after if you don't take the RIGHT action consistently!

“You can only serve people who know that you exist.”



You are unrepeatable. There is a magic about you that is all your own - D.M Dellinger

Warren Buffett reminds us "Eat well, read books, study yourself, expand your mind, do better and get better. Last but not least, remember YOU are your greatest investment."

Unless you are living in integrity with yourself, you won't achieve the results you're after. Sure you might enjoy some successes but it will almost always come at a very high price.

You might be competent and achieving but getting sick or feeling stressed; dealing with high blood pressure or feeling exhausted all the time.

You may have started out being happy yet now you feel as if you're just going through the motions. You are unhappy and you don't know why. Faking it till you make it is a prescription for failure.

Be honest about your feelings. If you're sad, angry, upset, disenchanted - say so.

Keep your promises. Do what you say you're going to do.

Author Gay Hendricks shares his experience with living out of integrity:

To enjoy a life that flowed easefully all the time, I had to ask myself tough questions such as: Where do I lie habitually? What do I lie about? What agreements do I tend to break?

It took me several years of asking these questions before I discovered all my subtle ways of conning myself and others. As I asked the questions, though, I immediately began to reap a harvest of constantly unfolding miracles.

I discovered, for example, that I habitually lied about my feelings. In fact, I vividly remember lying about them in the first counseling class I took in graduate school. A man asked me what I was angry about in my life. I told him that I never got angry about anything. I went off on a lengthy justification of why anger was stupid and a waste of time. I still remember the look of pity on the man's face as I prattled on. Looking back at this moment from the perspective of a lifetime's learning about my feelings, I should have answered his question by saying "I'm angry at just about everything." I was overweight, stuck in a job I hated and a new marriage that was already falling apart. My old programming--Keep everything hidden inside and don't reveal what's real at all costs--kept me from simply saying, "I'm angry about a lot of things."



Failure was critical to my success...Simply because it was a stripping away of the inessential. I stopped pretending to myself that I was anything other than what I was and began directing all my energy into finishing the only work that mattered to me.” J.K ROWLING

Want some help?

Are you a career professional (wanting to make a career transition)?

Would you like some strategic and tactical guidance for maximizing your earning potential, doing work you enjoy?

I'd love to learn more about you to see if and how I could help you get there.

[Click here to find out more...](#)



Despite what you've been told, you can truly be successful in the world by being WHO YOU ARE at every level.



Each person comes into this world with a predisposition to a natural style and natural pattern of motivation and success comes more quickly if they find jobs or careers that allow them to exercise this pattern of behaviour.

IT'S TIME TO FOCUS ON YOU!