



DREAM CLARITY FORMULA GUIDE

UNLOCK YOUR GREATEST DESIRES

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WELCOME



SO GLAD YOU'RE HERE.

This workbook will guide you through a proven series of questions and exercises that will help you gain the clarity to figure out what you truly want – and then identify the steps to help you move towards it. Whether you're feeling stuck, needing confirmation, or just seeking a new direction, these exercises will help you uncover the answers that are already within you.

"WHAT DO YOU WANT?"

IT IS ONLY WITH THE CLARITY OF KNOWING WHAT YOU WANT, AND WHY YOU WANT IT, THAT YOU HAVE DIRECTION IN LIFE.

There are two primary reasons people don't get what they want:

- 1. They're not sure what it is**
- 2. They're afraid to admit — or ask for — what they truly desire**

Maybe you're multi-passionate like me, and have lots of competing goals and priorities.

When you want ALL the things, how could you possibly choose just one to focus on? Or, maybe you do know what you want. But you think it's too big, too small, too selfish, or just plain "unrealistic."



Does any of this sound familiar?

What if I don't have what it takes to bring this dream to life?

Or, what if I do — and everything changes?

And maybe you also:

- Feel lost, like you're off track or falling behind, with a nagging sense that you're not where you should be by now.
- Have recurring thoughts like, "Is this all there is?" or "Am I really doing what I'm supposed to be doing in life?"
- Struggle to prioritize your time because you don't know what's most important.
- Stay constantly busy, but rarely produce impactful results. You run yourself ragged with little to show for it.
- Teeter on the edge of burnout — exhausted, irritated, and sometimes you even fantasize about running away and never looking back...

IF YOU ANSWERED YES, IT'S TIME TO
GET CLEAR ON WHAT YOU TRULY WANT.



Clarity Check-In

HAVE A DEEP
SENSE OF
PEACE,
KNOWING
YOU'RE ON
THE RIGHT
PATH

SET LOVING
BOUNDARIES
WITH OTHERS
TO PROTECT
TIME FOR
WHAT'S MOST
IMPORTANT.

KNOW
EXACTLY
WHAT TO
FOCUS ON
1ST, 2ND,
AND 3RD.



MAKE
DECISIONS
EASILY,
QUICKLY, AND
WITH
CONFIDENCE.

WAKE UP WITH
ENERGY,
VISION, AND
EXCITEMENT FOR
THE DAY AHEAD.

5 STEPS TO CLARITY

Total clarity is where we're headed now. You'll boldly name and claim what you most want — that exciting dream, goal, project, or life change.

If you already know your answer, fantastic. What follows will strengthen your resolve and motivation as you move ahead. If you're drawing a blank or are afraid to admit what you really want, these next five steps are crucial.

01 Brainstorm your Dreams & Desires List

02 Create Your Dream Short List: From Many to Meaningful

03 Apply the 5 Why Method

04 Choose ONE Dream to Focus On (for now)

05 Turn Your Clarity into Action!

STEP 01

DREAMS & DESIRES LIST

First, make a list of ALL the dreams, goals, or projects you're excited about. These can be painful problems you want to solve or aspirations you're ready to materialize. Without judgment, write down anything that comes to mind that you'd like to change, start, stop, pursue, heal, transform, learn, experience, explore, become, create, or achieve.

As you reflect, start by sitting quietly with each question. Let your mind wander and write down whatever comes up, working within these 3 guidelines:

1. Suspend Judgment

Write down everything, even if it seems:

- Too big or impossible
- Not practical right now
- Silly or unrealistic

REMEMBER: THIS IS ABOUT WHAT YOU WANT, NOT WHAT YOU THINK IS POSSIBLE

STEP 01

DREAMS & DESIRES LIST

2. Go Beyond the Obvious

- Think about childhood dreams you've forgotten
- Consider what makes you envious (it often points to desires)
 - Imagine your life 20 years from now
- Think about what you'd regret not doing

3. Capture Everything

- Use voice notes if writing slows you down
 - Draw or sketch if you're visual
 - Create a vision board
- Record yourself talking about your dreams

If you struggle to come up with anything, you're not alone. Not knowing what you want is WAY more common than you might think. Some of us have been people-pleasing and suppressing our own dreams for so long, we've lost touch with our own desires.

These prompts will help your dreams emerge.

- If you could wave a magic wand and change one thing about your life or the world, what would it be?
- What breaks your heart about life, work, or the world?
- What pisses you off about life, work, or the world?
- What skills have you always wanted to master?

REMEMBER:

There are no "right" or "wrong" dreams

Your dreams don't need to look like anyone else's

Dreams can be big or small, practical or wild

This list is private. -Be completely honest with yourself

- What would make you feel more alive and energized?
- If money weren't an issue, how would you spend your days?
- If you had TWO extra hours a day, what would you do with that time?

FINISH THIS SENTENCE: WOULDN'T IT BE COOL IF I:

- stopped working on Fridays
- could find the perfect assistant
- could speak fluent Italian
- had a six-month emergency fund
- turned my side hustle into a full-time job
- found an extra hour each day to work on my book
- loved my body and felt strong
- learned to play the piano
- created a meditation teaching practice
- Started a bed & breakfast in the mountains
- Worked remotely while traveling the world
- ran a marathon

EXERCISE

Dreams & Desires List

Now it's your turn to brainstorm your Dreams & Desires.

Let those examples spark your imagination. They're not meant to be prescriptive but to help you think bigger.

STEP 02

CREATING YOUR DREAM SHORT LIST: FROM MANY TO MEANINGFUL

Now that you've brainstormed your dreams, let's get clear on which ones resonate the most. Look back at your list. Which dreams make your heart race? Which ones feel aligned with who you are today — and who you want to become?

There's likely one to three items that make your heart jump with fear or excitement (or both!).

Part A: Initial Assessment

**LOOK AT YOUR BRAINSTORMED LIST AND
MARK EACH DREAM WITH THESE SYMBOLS:**

♥ Makes your heart race with excitement

★ Gives you energy just thinking about it

⌚ Keeps coming back to you over time

😊 Feels particularly relevant to your current life phase

STEP 02

CREATING YOUR DREAM SHORT LIST: FROM MANY TO MEANINGFUL

It's time for a reality check. Consider your current season of life when prioritizing your dreams.

Part B: Life Season Reflection

SOME THINGS TO CONSIDER:

- What resources (time, energy, money) do I have available right now?
- What commitments and responsibilities need to be honored?
- What support systems do I currently have in place?
- What unique opportunities are present in my life right now?

Part C: Write your top 3 dreams below.

Dream 1:

Dream 2:

Dream 3.

STEP 03

THE 5 WHY METHOD

NOW, IT'S TIME TO APPLY ONE OF MY FAVORITE TOOLS:

The 5 Why Method is a powerful systems thinking tool to help you dig deeper and uncover the core reason behind the things you want (or think you want). It was created by Sakichi Toyoda, an inventor, as a way to help engineers uncover the root cause of a particular problem, and it's now taught in business schools and engineering programs around the world. It is also referred to as "root cause analysis."

The 5 Why Method is a formula that I've used in my life and business, to help me get unstuck and gain profound insights whenever I've faced a problem I can't seem to solve or I'm not sure what the path forward is.

Here's How You Use It:

- First, begin with the 3 dreams you just identified in the previous step.
- For each dream: ask "WHY do I want this?" and
- keep asking WHY five more times, as you go deeper into your answer.

Following is a sample of how this method works for someone who wants to get in better shape. After you read this example, it's your turn to use this tool.

IT LOOKS LIKE THIS

WHAT IS SOMETHING YOU WANT TO DO OR ACHIEVE?

I WANT TO GET IN BETTER SHAPE

WHY?

BECAUSE I WANT TO GET HEALTHIER

WHY?

BECAUSE I HATE FEELING TIRED AND LIKE I CAN'T DO
ALL THE THINGS I WANT TO DO

WHY?

BECAUSE I WANT TO ENJOY MY LIFE AND DO FUN
THINGS WITH MY FAMILY

WHY?

BECAUSE BEING AROUND FOR THEM MATTERS TO ME

WHY?

BECAUSE I'M WORRIED THAT IF I DON'T GET MY
HEALTH IN CHECK I WON'T BE AROUND FOR THEM

YOUR TURN DREAM 1

WHAT IS SOMETHING YOU WANT TO DO OR ACHIEVE?

WHY?

WHY?

WHY?

WHY?

WHY?

YOUR TURN DREAM 2

WHAT IS SOMETHING YOU WANT TO DO OR ACHIEVE?

WHY?

WHY?

WHY?

WHY?

WHY?

YOUR TURN DREAM 3

WHAT IS SOMETHING YOU WANT TO DO OR ACHIEVE?

WHY?

WHY?

WHY?

WHY?

WHY?

STEP 04

CHOOSE ONE DREAM TO FOCUS ON (FOR NOW)

It's time to make your choice. It's essential that you choose just ONE significant dream for now. Not seven. Not three. One.

This dream will serve as your training ground to mastering the art of making your dreams real.

You must develop your ability to clarify, focus, and follow-through.

In doing so, you'll cultivate a set of mental strengths, emotional disciplines, and behavioral habits that'll help you accomplish ALL future goals.

Please erase from your mind the notion that you can figure out several significant dreams at the same time. Trying to multitask is a recipe for frustration and failure.

You can't choose wrong. The only wrong choice is refusing to choose at all.

The Power of Starting With One

Beginning with a single dream isn't about leaving others behind—it's about creating momentum. Think of it as learning to juggle: you start with one ball to master the basic motion before adding more.

Every successful dream you bring to life builds your "dream achievement muscles" and creates confidence for future dreams.

Now, look at your Dream Shortlist AND your WHY for each from Step 3, and reflect on the following.

Which dream would:

- Give you the quickest wins to build confidence?
- Create skills or resources useful for your other dreams?
- Open doors that could benefit multiple dreams?
- Feel like a natural first step?
- You regret not starting now?
- Has been waiting the longest?

YOUR DREAMS ARE FOR YOU!

Which dream feels most like
"pure you"?

Which one cares least about
others' opinions?

Which one would you pursue
even if no one knew?

-
- Which dream energizes you most when you think about taking action?
 - Which one do you find yourself naturally talking about?
 - Which one keeps you awake at night with excitement?
 - Which one would you work on even if tired?

WRITE DOWN WHICH ONE OF THOSE DREAMS YOU'RE MOST ENERGIZED, EXCITED, AND COMMITTED TO AT THIS STAGE AND SEASON OF YOUR LIFE.

THE DREAM I WILL BE FOCUSING ON FIRST IS:

STEP 05

TURN YOUR CLARITY INTO ACTION!

Dreaming is powerful, but it's the actions you take that bring those dreams to life.

For the dream you chose to focus on in the previous step, outline 3 tiny actions you can commit to over the next 30 days. Schedule the time and the place you're going to take action and then have a backup plan. If it's not scheduled, it's not real! And — most importantly — one action you can take immediately to show the

Universe you mean business.

DREAMS BECOME GOALS

TINY ACTION 1

I will take this action immediately:

TINY ACTION 2

Next, I will schedule this action:

TINY ACTION 3

And, I will schedule this action:

CONGRATULATIONS! YOU DID IT 🙌

Don't underestimate the power of honoring your unique dreams. There is no one-size-fits-all. Your journey is unlike anyone else's.

If signing up for a bird-watching class is the dream that lights you up right now, DO IT.

Whatever sets your heart on fire and makes you come alive, that's what you should focus on.

Follow your quirky inclinations, no matter how obscure or insignificant they seem.

Your chosen dream is not just a goal—it's your teacher, your path to growth, and your proof that dreams can become reality. Trust that as you honor this dream, you're building the foundation for all dreams to come.

**Right now, your soul is screaming to be heard.
Listen to it.**

READY TO BRING YOUR #1 DREAM TO LIFE...
DISTRACTION FREE, WITH YOUR FELLOW DREAMERS?

✨ That's exactly what you'll get in ***TODAY I CAN - my private coaching & community experience.*** ✨

TIC (Today I Can) is a profoundly positive place where you can achieve your BIG goals in life and business, without sacrificing your joy or health.

You're invited to join me, and dreamers just like you, as we all build forward from where we are today, to where we want to be.

It's your time to push all those never ending distractions aside and start confidently chipping away at your dreams.

Hop on the waitlist to be the first to know when doors open!

[JOIN WAITLIST](#)