



**Understanding the 3 Key Ingredients to Take Your Life  
And Business from Good to Great and Finally Having the Life You Want**  
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In 2010 I hit a personal crisis. My life was tumultuous and unfulfilled. I kept looking for the deeper meaning in all I'd experienced.

Someone once said to me, your business and what you do for a living is one of the highest expressions of your soul. Ideally, that's the truth when we're happy with what we do. However, in 2010, my real estate career had suffered in the financial crisis, my last two children were about to move out of the nest, and I felt confused and fearful of the future.

I reluctantly and desperately sought help. I sat down with a coach and said, "HELP!" I feel so disconnected and scattered. I don't know where to begin. I have to start a whole new life!

My coach, Bob Donnell, said, "No you don't, you have to look at where you've come from, acknowledge the good things you've done, and then hone in on what it is you want for the next part of your life."

He had me make a list of all my talents and skills. The one thing that kept popping up is the longing I felt when I thought about writing and helping people.

I'd spent many years on the sidelines of a writing career. My husband was a writer and producer for television and film. He was a prolific writer, and every script, was his brilliance, talent, and hard work, blended with my creative input.

Our creative partnership fueled my secret desire to write, but it also *prevented* me from writing, until one day, my calling was greater than my fear. I wrote a story for my daughter who was born with a birth defect. She would need many surgeries to repair her cleft and give her the face she was meant to have. Until then, I feared how she'd be treated in the early years of school. I knew I had to write her a story. I wanted to start my daughter's school life as an empowered heroine.

**Rosey the Imperfect Angel** was illustrated and published in time to take it to my daughter's first day of kindergarten. My hope was to change the perception of my daughter's face in the minds of the young students. The response surprised me. So many of those young students felt different and imperfect. The book went on to be featured on national talk shows, in hospitals and clinics, and in schools. It made a difference in children's lives.

I told my coach I'd felt so fulfilled when I wrote that book, but I'd lost my courage to write long ago.

With a few strategic steps, I set about defining what I was meant to do from that point forward and how I would start doing it.

I started by writing a blog. I began hosting a radio show to talk about my work. And, I began working on a new book.

**I know you've likely had fleeting or recurring thoughts that start out with..."I wish I could..." or... "If only I knew how to..." Someday I want to..."**

You have a choice, you can either just keep saying "someday..." or you can say "Today!"

Don't get me wrong. I had a lot of fear in putting myself out there and taking the steps I needed to take, **but fear is the enemy of action**. If you let it consume you, it stops you in your tracks and gives you an excuse to continue saying "someday..."

Look at your gifts and talents and how you implement them into your life and your business. You're about to reshape your beliefs and your life.

**This article is meant to give you the three ingredients to make your life what you hoped it could be.**

If your purpose is to be doing what your passion and talent is, then your business is not what you do, but *why* you do it. Begin thinking about the bigger impact.

## **INGREDIENT NUMBER ONE: BELIEFS**

**Our personal beliefs about why we do what we do, define our choices and shape our lives.**

Beliefs drive our behavior. How do we define beliefs? They are simply thoughts we have again and again until they turn into something we've come to believe.

You are creating a belief system in your life that creates your own culture. It's important to strategize your beliefs by deleting the ones that are destructive to you and expanding those that benefit you.

For example, if you dream of having a coaching business where you can help women reinvent their lives after divorce, but you have doubts about your ability to find clients and connect with the right people, you're sabotaging your confidence.

You've created a belief around your doubts. You might be thinking, *"My own divorce was so rough. I barely survived. How do I have the skill or the right to teach other women how to survive?"*

**Remember, whatever you've experienced, the failures have as much to do with your knowledge and ability to help others as your successes.**

*"Wisdom is hindsight reborn"*

It's important to discharge the story in the back of your mind that has become your belief about yourself. I like using the word "discharge" because those beliefs will no longer be of service to you. It's time to release it from duty and move on. It taught you what you don't want, and now it's time to make room for what you do want.

At the end of this document is an opportunity to tell the truth about your beliefs. Because your brain operates like a computer, we're going to treat our destructive beliefs as a computer/brain virus. First we have to identify them, and then we have to delete and reinstall new beliefs.

## INGREDIENT NUMBER TWO: STORY

**Your past story is your greatest advantage. It's why you know what you know and why you can help others. I call it a gift.**

Whatever you're visualizing your future to be, it's important to attach a story to it... your story.

My latest book, [How to Survive the Worst that Can Happen](#), is a parent's guide to healing after the loss of a child. I wanted this book to transcend beyond a "how to" guide and give them hope that they could implement their own healing with the steps I outlined in the book. What made it meaningful and an award winning book was an ingredient that many "how to" books don't have. I decided I wanted to give grieving parents an intimate insight to my personal story of the loss of my son and the impact it had on my life, my family, and my marriage. I gave them the gift of relatability that brought other parents practical steps *and* hope.

**Your story is the most compelling and powerful tool there is for connecting with people.** All businesses are about connections. By attaching your story to your work or your business, you are connecting with your audience, client, or customer in an intimate way where they become your loyal following.

On a larger scale, I'd like to share the example of Starbucks. They didn't create coffee, nor did they invent the coffee shop. What they did do was reinvent the beliefs around getting a cup of coffee.

The idea began from one man's visit to Italy. Howard Schultz noticed that Italy was filled with neighborhood coffee shops. The cafés were more than a place to pick up a cup of morning coffee; they were a gathering place where an enjoyable latte became an experience of communal gathering.

Schultz took this concept and created the first coffee culture in this country by taking the company vision through the process of looking at the story they wanted to tell.

People can buy coffee anywhere, but Starbucks gave people an opportunity to participate in their story.

Think about the story of the Starbucks experience:

- They're everywhere and in convenient locations
- They open early and close late...always available
- You can enjoy a coffee drink, cold or hot and sit as long as you like
- They have free Wi-Fi so you can do work, write a story, answer emails

- When you go there you don't feel alone. You feel at home

There's more to the story...The baristas will greet you as an old friend and try their best to meet your needs in customizing your drink. The relaxed atmosphere and low lighting makes you want to sit down and enjoy the experience. It's a great place for meeting old and new friends or connecting with clients in a safe, relaxed space. And there's always the possibility you might meet someone new!

Starbucks created a new way of selling a cup of coffee by defining their story. In addition, they created new behavior, new beliefs, new desires and demand, which lead to habit... and a whole new culture.

Did it make a difference in our lives? You bet. And, it made it possible for other coffee companies to borrow the Starbucks story as a model for creating their own businesses.

What is the overall theme of your life story? If I could choose one word that represents my life it would be "resilience." I've survived a lot of life transitions and I freely share my story because my message, I believe, is bringing hope that other women can survive the toughest times, too, and forge ahead with an empowered story.

At the end of this report, you'll have an opportunity to choose your word for your story and look at some questions that will help you shape your next act in life.

### **INGREDIENT NUMBER THREE: HEART**

*"There are a thousand ways for you to get noticed, but there's only one way to really touch someone. And that's to give them a reason to care, a story they can believe in." –Bernadette Jiwa, author and business specialist*

As humans, the one common experience we all desire is to be loved. In business and in life it goes both ways. In order to be loved you have to give love. The way we do that in business is to put our heart into it.

We share our hearts through our stories. My writing and coaching is an effort to make a difference in people's lives by sharing my experiences... good and bad... in a truthful honest way. It's heart. It's empathy, emotion, and vulnerability.

In a world of choices, people will do business with and connect with people they love.

The more you invest your own heart in what you create, the more your book, or product or service becomes the complete story, the complete experience for someone else.

By looking at your story, you'll be able to develop **your purpose, and your principles**. This is the heart of your message that will take your business or personal life on the path from *good* to *great*. We all want what we do to be relevant, and this is how you bring relevancy to life.

**We all search for the meaning of our lives and that means creating a life of meaning.** When I committed to making changes in my life, and to follow my heart's calling, I had no idea then, I could change one life... or many... but I did.

**I know for sure, there's something inside of you that can make that kind of difference in people's lives. Creativity comes in many forms; it just takes unveiling your gift.**

Don't hide your desires out of fear of not being good enough, or what people might think or say. We aren't meant to simply stay small, we're meant to share our talents and stories as gifts to others.

And something more... it's our legacy.

**Isn't it time to awaken your creative life?** Give yourself a reason, a plan, and a deadline. Stop hiding your work. Put it out there for one person, or many. You never know when it will happen, but be ready for the life you're going to change... like the reader of my book who wrote this:

*"I thought I was the only one who felt this way. You made me feel not so alone. It brings me hope."*

As a writer, that's the best feeling in the world.  
Best wishes,

*Sandy*

**It's time to apply these 3 Key Ingredients and watch the changes it will make! NOW you're unstoppable!**  
**Your very next step is to take action!**

*If you'd like to discuss what's possible, consider a 20-minute assessment conversation with me! We'll dive in and look at the pieces of the puzzle and see if it's possible for me to help you with your next steps.*

[Schedule an appointment](#)

## WORKSHEET

NOW IT'S YOUR TURN TO AWAKEN THE TRUE YOU

**You're about to gain real insight with this worksheet. Print out these next 3 pages to write on, or use a notebook for your answers.**

### BELIEFS

Now that you understand how beliefs affect our lives, here's the opportunity to uninstall the negative beliefs and install the new beliefs.

**Write below the destructive beliefs I have about myself:**

- 1.
- 2.
- 3.
- 4.
- 5.

Read them out loud and at the end, say this: "I am uninstalling these destructive beliefs. I am ready and willing to install new beliefs." Give as much emotion to this thought as you possibly can. **Emotion initiates action.**

**Now you're going to be installing new beliefs.** For example, the old belief might have said, I'm never going to get clients for my business. The new belief is, I have more than enough clients who appreciate my services.

**Write below the new beliefs I am installing about myself:**

- 1.
- 2.
- 3.
- 4.
- 5.

Now you're about to take that belief forward into what you are creating for your future.

You are going to compose a statement of belief.

Here's an example of how the coach who wanted to help women with the aftermath of divorce might make a statement with her new beliefs.

"I have the ability to make a difference in women's lives who are struggling with divorce because I have learned from my own experiences, the good and the bad, as well as what I've learned from other people."

## STORY

What is the overall theme of your life? If I could choose one word that represents my life story it would be "resilience." I've survived a lot of life transitions and I freely share my story because my message, I believe, is bringing hope that other women can survive the toughest times, too, and forge ahead with an empowered story.

What word do you think represents your life?

Ask yourself this:

1. How can my story fill a need that changes the way people feel? (Example: I have learned so much about loss in my own life, I can help others with sharing my story of survival. I can give them practical steps and hope)
2. How can my story be shared with others (Example: Sally is creating a story around her experience with loss and animal rescue. She's writing a book, doing videos, and networking in groups)
3. How can I help people feel relevant and help them live better lives? (Example: Show compassion and empathy first and then offer tools, and information in your area of expertise to solve or change their problem.)
4. How can I create a new culture. (Example: Jim created a story and a culture around the glassware he sells. It's planet friendly recycled glass, individually handmade in Mexico by artisans who have passed down the



art for decades. Any restaurant who serves beverages in his glassware creates a stunning presentation and a memorable experience for the customer)

## HEART

By creating your purpose, and your principles, you have the heart of your message that will set your business or personal life on the path from *good* to *great*. We all want what we do to be relevant, and this is how you bring relevancy to life.

Here are some great questions I learned from Business specialist about heart-centered work. This applies to your personal life, as well:

### **Uncover your Principles**

These are the promises we make to fulfill our vision of our life's purpose: (example: I am committed, truthful, passionate, hardworking, consistent, and faithful)

### **Declaration of your Purpose**

Why does your life matter?

What do you believe is your life's purpose?

What are you willing to commit to?

What product, art, or service are you sharing with the world?

How can you, your product, your art, or your service make a difference in the world?

**It's time to apply all of these 3 Key Ingredients and watch the changes it will make! NOW you're unstoppable!**

**Your very next step is to take action!**

*If you'd like to discuss what's possible, consider a complimentary 20-minute assessment conversation with me! We'll dive in and look at the pieces of the puzzle and see if it's possible for me to help you with your next steps.*

