

uROK[®]
33 Day Challenge
Dream Your Life, Live Your Dream[®]

Sari Mustonen-Kirk



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Dedicated to my husband

Matt Kirk,

*Your input, advice and support have been invaluable
to the uROk® 33 Day Challenge.*

Thank you for everything you are and everything you do.

I love you like a circle.

With loving thanks to

Mum

for all your hard work, support and belief,

my angels

Oscar and Mia,

for the 'Baby-Reiki' I love so much,

GM extraordinaire

Tiffany Judge,

for your passion and commitment to the vision

and with thanks to all past Challengers especially

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Kira Llewellyn & Abdul Khan - uROk!

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Welcome Challenger,

"There is just one life for each of us. Our own."

Euripedes

Welcome to the first day of the rest of your life and congratulations on your decision to dream it and do it. Very soon you'll find yourself with a completely new way of looking at things, and enjoying far more meaningful and sustainable results in the process. Magic really does happen because *You* in fact, are the magician.

With my help and just over a month of your time, you are crossing a life-changing line in the sand towards a more fulfilling future. Together within the pages of this book we are going to write the most magnificent story to uplift and inspire you to new heights. All you need to bring to the equation is your time, honesty and enthusiasm. I'll provide the simple, effective and guaranteed methods through which you can unlock your true unique genius and enjoy superior results in virtually every area of your life. Now I know that's a big promise, but as you read on you'll come to understand exactly what we'll be using and why it actually works.

Since 1985 whether it's been managing, marketing, writing, consulting or presenting, I've been fortunate to somehow or another be involved in change and growth work. From consulting on the early adoption of computer technology in the emerging online financial services world, through to conceptualising and facilitating formal Corporate Culture programmes, I've been lucky enough to view life through a change-friendly perspective. Add to this a voracious appetite for reading and personal growth and it adds up to a lot of time trying, using, testing and refining the tools and techniques of the trade. I've spent countless hours and substantial sums of money attending seminars, reading books, studying and absorbing the thinking of great philosophers, teachers, healers and leaders, and I still do.

Many of my clients and those attending my workshops (sharing both their fears and dreams with me) have enriched my understanding and refined my philosophies further. I've fire-walked, trained as a Reiki Practitioner, climbed the corporate ladder, established and run

several successful businesses, become a published author, married and given birth to children. Having been involved with all levels of business and society I noticed the same things playing themselves out time and again. The often simple obstacles hindering the quest for success. After talking candidly and deeply with people from all walks of life, it's clear that although our lives, problems and delights may *look* different on the surface, they are pretty much variations upon the *same* theme. At the heart of the matter most of us want some version of love, happiness, health and success. What those things look like to each of us and how we go about getting them, is where we differ.

Given success means something unique to each of us, I knew the first part in building a robust life management and change tool, was to find a 'non-prescriptive' approach. A system if you like; to manage *your* life, *your* way. I created and produced some of the most effective and simple solutions to help you *Dream Your Life, Live Your Dream*® in response. Versions of the *Personal Wheel, Purpose* and *Values* exercises and inventories have been in my repertoire for as long as I can remember. I can personally attest to their power and effectiveness, as can many others. Some of my clients are up to their tenth *Challenge* having found the programme so empowering yet simple to do. Through uROK® I've shared these principles with friends, family, Members and clients and the feedback I get, when anyone *conscientiously applies* these ideas, is nothing short of phenomenal. Our goal is to positively impact the lives of over ten million people toward greater levels of enlightenment and empowerment. By taking the uROK® 33 Day Challenge you bring us one person closer to that dream. Thank you.

As with all of my programmes the offer to you is simple. I provide the framework and you fill in the details. I'll share the many years of research, experience and testing, apply a filter to that knowledge and then act as a shortcut and guide for you. You add in the bits about *you*. You can repeat the *Challenge* any time you like with nothing more than a new set of *Personal Wheel* Templates identical to the ones you'll use when you start this *Challenge* (available at the www.urok.tv shop). The method stays the same but it's likely you'll change from one *Challenge* to the next, as you evolve and develop within yourself.

Irrespective of the personal philosophies you subscribe to, or at what point you find yourself on your journey, anyone can use the uROK® 33 Day Challenge to regain focus and experience not only positive but *sustainable* change and growth. Age, social background, education, IQ – none of that matters, the only prerequisite for the uROK® 33 Day Challenge to *work* is that you **DO IT**, every day for thirty-three days.

I know it works for everyone who actually completes it right through to the end *without breaks* and I believe in the power of this programme so much that I'm willing to give you a **100% money back guarantee**. If, after completing the uROK® 33 Day Challenge (as per the instructions outlined in this workbook) you haven't noticed any positive changes in your life we will refund your entire purchase price and you get to keep the *Dream Your Life, Live Your Dream*® guided visualisation compact disc. That's right – if you put the work in, I'll take the risk for you. You have absolutely nothing to lose and everything to gain. I know you will benefit on so many levels as a result of taking this journey with me and you'll have fun and enjoy it along the way too. Don't worry, I'll be gentle.

By the way, if you've ever heard that written goals get achieved at a success rate of 95% compared to those not in print, you'd better believe it. I have written goals and plans going back to 1982 and without exception all of the ones I've really cared about *at a heartfelt level* have come true. I urge you to start doing the same. You will amaze yourself at what you can achieve, do and be, with the simplest yet consistent efforts in the right direction. Just one last point before we continue. Although it's honourable to want to help (and sometimes 'save' others) that is not what your *Challenge* is about. The whole programme is about *You*. You are the action hero of this story. You are the one dreaming, planning and writing down your ideas, thoughts and goals so keep your mind open and your pen handy as you go along. You just never know what your inner voice may reveal to you when you're ready to hear the answers.

So the question is: Are you ready?

Are you really ready to change your life for the better? To be more, do more, have more, give more, get more, learn more, love more and live more?

Yes?

Then let me hear you say it with conviction, loud and strong!
Yes. I'm ready! Feel good? Well even if it feels a little daggy now,
trust me, it is good for you.

OK. On with your *Challenge!*

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What is the uROK® 33 Day Challenge and how does it work?

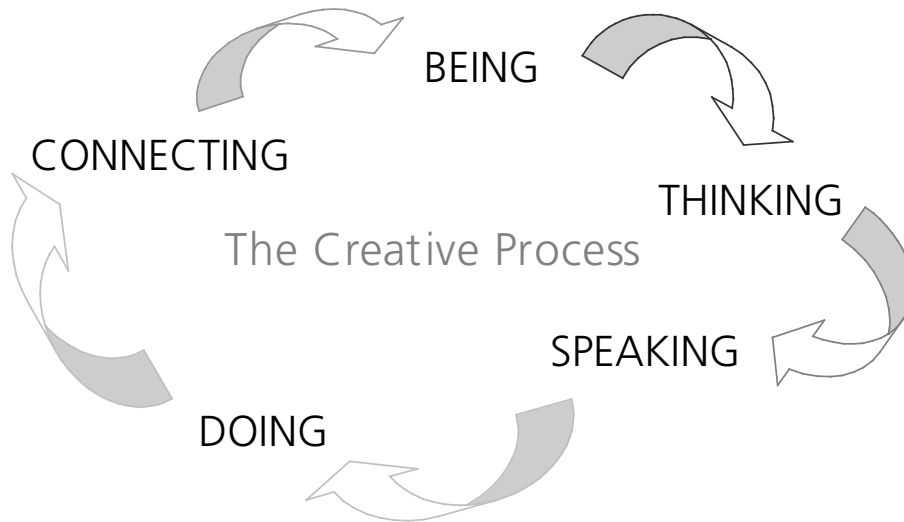
The uROK® 33 Day Challenge is a do-it-yourself life management and goal achievement programme built on a marriage of business thinking tools and metaphysical realities. Harnessing your creative power through a three-step approach involving *Examine, Imagine and Reason*, you are taken on a journey to meet the real you – the *Ideal You*. Stage one completed, you are then guided through the set up and action of your thirty-three days. In the next chapter we start working through the preparation exercises leading up to the Day One Blueprint, but in the meantime I promised you a bit of background on exactly how the *Challenge* works and why it really is such a revolutionary change and growth tool.

Harnessing the Creative Process

Creation happens in this order: *Being, Thinking, Speaking, Doing, Connecting*. Given creation happens first at the level of *Being*, then follows through to *Thinking*, it's important to get a handle on your *Thinking* so your *Speaking* and *Doing* serve you more effectively. The *Connecting* part comes into it when your *Speaking* and *Doing* reinforce your *Thinking* and ultimately your very *Being*. Personal change and growth are not achieved by linear process however. Rather, your personal evolution is happening in something more like cyclical motions. This is the nature of the Universe. Things don't go in a straight line. There are too many complexities and variables at play to control or predict anything in an absolute sense.

In the following diagram, (Fig. 01) the Creative Process is explained visually with one step leading to another but it's important to remember that all of the steps are interacting dynamically (and often simultaneously) with each other.

Fig 01: The Creative Process: Being, Thinking, Speaking, Doing, Connecting



The purpose of the *Challenge* is to help you refocus your magnificent *Thinking* machine – the part of you most consciously close to the start of the Creative Process – toward *Thinking* about, then *Speaking* about and eventually *Doing* very naturally, all of the things you really want to do, be, have, give and get in life. *Being* all of the things that really make you happy. Feeling all of the emotions that fulfil you and nurture your soul. *Connecting* the good things that happen in your life to your new way of *Being*.

It works by *reprogramming and refocusing your subconscious mind* by the way you harmonise your *Thinking, Speaking and Doing*. The tools you'll use for the thirty-three days reinforce your preferred vision of life, and your behaviour is subtly corrected to support that vision via the daily repetition. There is nothing else you have to *try to do*. Do whatever comes naturally and feels right as a result of *Thinking* better. You are now more in touch with your inner guidance on a moment-to-moment basis having brought your true desires closer to the surface. If you will just trust yourself and believe that you do indeed create your world, your path will unfold exactly as it is meant to without you needing to struggle and strain. You are now, as they say, *in alignment*.

EIR - A Simple Three Step Approach

Remember back in school when you learnt about *objective, method, conclusion* as the three-step way to solve a scientific puzzle? Well you can use a version of this approach to find answers in your personal life too. Just change the process to one of *Examine, Imagine, Reason*. The interactive part of your *Challenge* begins with this logical three-step approach to get the Creative Process working for you in all the right directions. To get you *Thinking and Doing* things in harmony with what makes sense to your head and appeals to your heart.

The first step of the EIR Approach is *Examine* and it asks you to play detective in your own life. To draw that line in the sand we spoke of earlier and decide exactly what the starting point could be and should be. Chapter 3 covers the *Examine* step in more detail as we undertake the Value of Values exercise and you complete your *Personal Inventory*.

The EIR second step of *Imagine*, advocates the asking of 'What if?' What *could* my life be like? How do I *want* it to be? What *really* makes me happy? We free your imagination allowing you to clearly see your ideal world by creating your *Life-Movie* and doing the guided visualisation in Chapter 5.

To complete the process the third and final step of *Reason* involves formulating goals and plans to take you from today's reality as uncovered via *Examine* to tomorrow's vision as articulated by *Imagine*. The *Reason* step is broken down into logical suggestions and practical examples on how to get the best from your *Challenge* and is explained in more detail from Chapter 8 onwards.

The uROK® Personal Wheel

If the Creative Process could be said to represent the *thinking* behind the *Challenge* and EIR the *approach*, then the uROK® *Personal Wheel* is the *focus* tool that brings it all together for you into a workable plan of action.

Fig. 02: The uROK® Personal Wheel



Radiating from the central inner wheel of 'Y', the outer *segments* represent the various elements of a balanced life. The inner wheel is like the *axis* that keeps the outer wheel segments turning. It is also the fuel (motivation) to keep your wheel in motion. The 'Y' simultaneously represents YOU and WHY – your personal purpose and who you really are. The outer wheel segments represent the various areas of your life and are important to the overall comfort of your ride. In brief, the *Personal Wheel* segments represent:

- Health** Physical Wellbeing, Energy and Vitality
- Wealth** Abundance, Security, Money, Earnings and Assets
- Self** Mental and Emotional Wellbeing, Empowerment and Personal Growth
- Love** Relationships and Communication, Love, Friendship and Respect for Self and Others
- Work** Contribution and Achievement, Business, Career and Study
- Create** Creativity and Self Expression
- Y** YOU, Your Personal *Why?*, Values, Meaning and Purpose

When all of your *Personal Wheel* segments are pumped up and performing as they should be, the whole mechanism turns perfectly in perpetual motion. When some of them are flat or non-existent the whole thing becomes wobbly, and your ride in life gets bumpier. We'll be using the *Personal Wheel* as our guide for setting integrated goals that all hang together so your new life plan makes sense as a whole and is easier to both implement and most importantly, sustain.

Getting Ready

The uROK® 33 Day Challenge is a two-step programme: the pre-work we undertake via EIR, followed by the actual 33 days of the *Challenge*. I've deliberately kept the amount of reading you have to do to a minimum in the pre-work sections so as to maximise our *Thinking and Doing* time together before you go solo for the 33 days. There is so much more I could share with you if we had the luxury of another couple of hundred pages but the purpose of your *Challenge* is to get results happening faster for you. In order to get results faster, you have to *do* something sooner, so the earlier we get you planning your ideal life, the faster we can make things happen.

Many of us read motivational or inspirational material, attend lectures and seminars, listen to speakers and experts, and say "Oh, Aha! Yes. I get it. I agree." Give it a week or two however, and most of us find the effects have already worn off. We were indeed motivated, but our new found motivation had no channel or process to express itself and so got pushed out by daily life concerns. I designed your *Challenge* specifically to support your 'aha' moments and to help channel your motivation into action toward what your heart and soul knows it really wants – *easily!*

For some, the coming pages of preparation may seem like a lot to do. Others will find themselves wanting to explore deeper. Realise however, that by doing all of the upfront exercises first, you'll have far greater clarity and commitment to your *Personal Wheel Statements* when you come to writing them on Day One of your *Challenge*. Putting in some *Thinking and Doing* time upfront makes the rest of the *Challenge* that much easier and your *Connecting* far more effective. If you do all the exercises in one sitting it should take you no longer than half a days *Thinking* with some *Doing* involved. In any case, it's all about you, so relish this time with your own thoughts and dreams. Give yourself the best start.

Now one little stumbling block you may encounter as we start working through the *Challenge* is **You!** I have a trick to combat this however, so have no fear. The reason you might find yourself getting in your own way is because of how our minds tend to operate. No need to feel bad about it. All of us are subject to idle

chatter nattering away in our heads. Unbelievably, up to as much as 95% of all that thinking time is wasted. *Could've, would've, should've* or other negative thoughts in general seem to be the old favourite tunes we're so *used* to listening to we *forget* they're even playing. This is valuable *creation time*, the time in your mind, your *Thinking* time. We're going to have to take some of it back and put it to better use. Imagine if you managed to claim back even as little as ten percent. How much would your life change for the better I wonder?

For the rest of our time together I'd like you to use a trigger any time you catch yourself going back to negative illusions of *littleness*. Catch yourself and correct yourself with a word as simple as *uROK!* Very enthusiastically, as if a light had suddenly gone on, making you really pleased with the result, say *uROK!* Say it out loud (shout it if you want to) with courage and conviction, like you really mean it about yourself. Add a bit of attitude even. *You Rock! or You Are OK!*, whatever works best for you. Every time you do this and say *uROK!* in response to negativity, it's your mental trigger to remember to *Bite Your Tongue and Change Your Mind* and this is literally what you may need to do for a while until you get used to your new way of *Thinking*.

There you have it, the underlying philosophy and architecture behind the *Challenge*. Coming up, we start working through the EIR process and then I'll walk you through exactly how to *do* the *Challenge*. Before we move on let's just check you have everything you'll need:

1. uROK.tv Membership login and password,
2. Dream Your Life, Live Your Dream® guided visualisation compact disc,
3. A pen and access to your Members Room at www.urok.tv

All things in hand let's begin.

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uROK®33 Day Challenge now
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your discount.

If you're ready to have more, be more,
give more, do more, and get more out of life order this
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