



*Taste Life with Unstoppable Energy!*

ENERGY IGNITER | SPEAKER | MEDIA SPOKESPERSON | REGISTERED DIETITIAN

**Marketing Y-O-U: 3 Steps to Attracting What You want with Energy, Enthusiasm and Empowerment**  
Resource Packet for Maryland Academy of Nutrition and Dietetics  
May 12, 2017

**Step 1: What Do I Want? My Compelling Vision**

**WHAT: What do I want?**

**WHY: The reasons and motivators why I want this so badly.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**My Top Obstacles**

**My Strategies to my Obstacles**

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

**My Values:**

**My Strengths:**

“Living a day in your life aligned with your values tucks you in bed at night with a smile on your face with no regrets.” Chere



## **Deliberate Creation of My Vision**

What Do I Want?

Health: I want

Career: I want

Wealth: I want

Character Development: I want

Environments: I want

Home Environment

Work Environment

Fun: I want

Relationships: I want

Spirituality: I want



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**SMART Goals: Specific Measurable Actionable Realistic Timely**

**SMART Goal Trigger Words**

To learn, to be, to experience, to give, to share, to simplify, to create, to do, to have, to eliminate, to earn, to see, to become,

“If success is not on your own terms - if it looks good to the world but does not feel good in your own heart - it is no success at all.” Anna Quindlen

**Step 2: Why Do I Want it?**

**Feel the Pain**

Ask yourself: What will I miss out on in my life if I don't fully live into my decision?

What will it cost me if I'm not moving my head in the direction of my long term vision?

How will it hinder me spirituality, emotionally, financially and physically if I don't make a change in my life?

Spirituality

Emotionally

Financially

Physically

**Feel the Joy**

Ask yourself: If I make this change in my life how will I feel about myself?

What kind of momentum will I have in my life if I achieve this?

How much happier will I be if I am making concrete strides towards having a life I really love?



**Step 3: How will I do it?**

Do you believe you will step into your decision? Do you think about your beliefs? Your beliefs are helpful or hurtful. Your beliefs create your life. If you are not enjoying your life, look at your beliefs. The more you become aware of your beliefs, the more you can deliberately create your life.

**Develop Empowering Beliefs**

*Examples: I know everything will be ok and work out in due time. I can do anything not everything. Mistakes are ok and I learn from them. Getting stuff done is better than being perfect.*

Identify your top 3 empowering beliefs:

- 1
- 2
- 3

**Identify your top 3 limiting beliefs**

*Examples: I will never have enough time to put 100% into certain things. I'm not smart enough. I need to be perfect at everything. I need to make everyone happy. I don't measure up to other RDNs.*

- 1
- 2
- 3

Examine the consequence of your limiting beliefs.

**Write a replacement belief for each limiting belief.**

To do this, ask yourself:

*What would I need to believe in order to feel successful and achieve my goals?*

*Who is already successful in this area and what do they believe differently than what I believe that I helping them be successful?*

*What do I need to put in place to feel success in this area?*

*Who can support me?*

- 1
- 2
- 3

“You have the power to change your life, if you first change your thoughts.” Chere Bork, MS, RDN, Energy Igniter!



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## Create a Belief Narrative

Take 30 minutes and write down your decision, your goal and all your beliefs have that will support your decision to creating a life you really love. Think of all the reasons your goal is feasible. When you can't think of anymore stop and take a break and come back and think of some more. Do this 3 times.

**Decision:**

*Example (belief) This year I will earn what I am worth. Or, This year I will simplify my life.*

**Goal:**

*Example: (action and tangible) I will create a proposal and ask for a raise.*

*Or, I will dump 2 volunteer activities and will schedule nothing on Wednesday evenings.*

**The reasons I believe this is feasible are:**

*Examples: I am the "go to RDN" at work. I support everyone on my team. I am committed to my work.*

*Include: skills, talents, strengths, and any characteristics that you believe will build your belief to achieve whatever it is that you want.*

**I will have the life of my dreams because:**

*Examples: I relate to people. I really want this. I am creative. I deserve this. I am a hard worker.*

**My Decision:**

**My Goal:**

**The reasons I believe this is feasible are:**

**I will have the life of my dreams because:**



**Shoulds**

Shoulds are those things you think you ought to want. Shoulds are based on shame, duty or guilt. They are externally prompted (our ego, spouse, parents, peers, boss, society, etc.) or consequence avoidance. Have you ever thought...?

"I should do this to be a good daughter!" "If I do this, then "y" will happen."

"My spouse tells me I need to...." "I should lose weight!"

The problems with shoulds are they make you feel like you are doing the right thing, yet they typically aren't motivating enough to inspire change. This creates a state of continual dissatisfaction. The satisfaction in achievements is short lived.

*How much of your life are you living versus how much of someone else's life are you living?*

Is someone "shoulding" on you?

**One should I will let go of:** \_\_\_\_\_

**Wants**

Wants are internally prompted and those things that are important and fulfilling to you based on craving or desire. Wants support your values and who you are. Wants create quality of life. They are natural. They provide gratification. For example, you don't need to exercise, but your quality of life plummets when you don't exercise.

Wants can be motivating. Think...

"It is so me!" "I will enjoy this!" "I'm ready to have this!"

Wants are full of life and can be fun!

**I want** \_\_\_\_\_

**Needs**

**Personal Needs Vs Physical Needs**

Personal needs are emotional, physical, mental, spiritual and environmental things you need to be your best. They things like respect, accomplish, to be acknowledged or love of learning.

When personal needs are met – they let you be yourself in the best possible way.

Physical needs are like survival needs – food, shelter and (to a degree) love. Physical needs keep you alive.

No one needs a spacious home, car, computer, or cell phone. But for many they are strong wants.

Clarification between what you want, think you need, and what you think you should want or need is critical for achieving balance. A definition of balance could be achieving what you want in each area of your life.

**I need** \_\_\_\_\_

*"The first step in having a happy life is deciding what you want not what you should want."  
- Chere Bork, MS, RDN, Energy Igniter!*

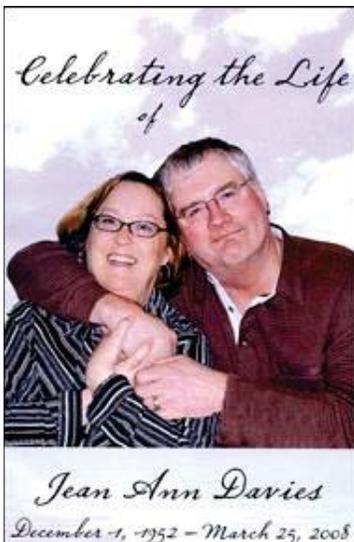


Welcome to TASTE LIFE!! Life is easy and we make it hard. The purpose of this monthly e-newsletter is to empower you to take charge of your health, have more work/life balance to create more time for YOU, and to fully taste the life you love. Subscribe at <http://letters.webvalence.com/sites/TasteLife/> or go to [www.cherebork.com](http://www.cherebork.com)

### Three Secrets to Start Being Happy Today!

Are you happy today? Oh, you're waiting for happiness tomorrow...when you get your work project done, or get the raise you deserve, or when your spouse loves more (or at least appreciates you).

In general, how happy would you say you are on a scale of 1 "not happy" to 10 "wonderfully happy"? Happiness is your choice. Every day, you wake up and you create your happiness. And, we all think we have an infinite supply of happy days ahead of us. My Grandma and Grandpa Meyer lived into their nineties. So, I am optimistic I will live to be 90 too.



I bet Judge Jean Davies planned on living forever just like me. She only got 55 years and 116 days. Gary and I went to her funeral last week Saturday. Jean was the first nice person to us when we moved to Chaska twenty years ago. As Frank Sisser eloquently stated in her eulogy, "Don't cry because her life is over; smile because her life happened." And boy, did it happen. Jean discovered THE secret to happiness. Waking up and having purpose. She loved her life fully as a judge, wife and mom and sock collector. Everyone loved her. I heard many people at her funeral say, "If I had one person who admired me so much at my funeral my life would be a success."

**Jean and the happiest people I know all share the same three secrets to being happy.**  
**One**, know your purpose. Know who you are and your strengths. Know what inspires you, and gives you joy. Identify the purpose that gets you to jump out of bed in the morning. **Two**, appreciate what you have. Everyday many gifts pop into your life; stop and appreciate them. Once you start to appreciate the goodness in your life you will find even more gifts to appreciate. Maybe you are missing them because you are not even looking for them? **Three**, give your gifts freely. I guarantee you will find joy and fulfillment in helping others. Give love. Feel love. When you love yourself, life will love you back and could you get happier than that? And you will be done waiting for happiness.

#### ChereCoach Question That Could Change Your Life

Who do I need to let go of today so I have the time or energy to get what I really REALLY want?

Since 1999 I have had a hard time describing what transpires during a coaching session. Coaching is an experiential process as well as an intellectual one. Talking about coaching isn't the same thing as being coached. Call me at 952.937.5697 or email me at [chere@cherebork.com](mailto:chere@cherebork.com) to reserve your complimentary, no obligation, 30-minute Coaching Session. If you are ready to take action towards obtaining the life you really want this is your first step. Experience coaching first hand and create an action plan that will help you move forward with your goals and dreams. I guarantee one tip, tool, question or strategy that will give you more energy, balance, purpose, or happiness. "Purposeful living is when you are in your dream AWAKE!" - Chere





## Ready to UP Your Energy? Call Chere, the Energy Igniter!

- Are you 100% happy with your current job?
- Do you greet each day with limitless energy?
- Do you feel as though you have ample time for your career, family and self-care?

If the answer to any of the above is “no,” then I can help. If you’re done saying “I’ll work on that tomorrow...” and if you’re ready to take charge and be happy, starting NOW, I can help.

I’m Chere Bork, MS, RDN, and since 2000 I have coached more than 700 individuals, helping them ignite their lives! I help you take small steps toward living the life of your dreams. The way to predict your future is to create it, and now is the time.

I believe that coaching is about the whole person – we’ll address career, home, health and life balance. What you’ll receive:

- Tools, resources and accountability. I serve as your sounding board who believes in you 150%
- You will be asked thought-provoking questions that will help reveal new perspectives
- Discussions about successes, goals, values, passions and obstacles that get in your way
- Creation of a plan of action so that you are armed and ready to reclaim your energy
- You will be heard, supported, challenged and celebrated!

### One-on-One Life Positivity/Productivity/Happiness Coaching via Phone

- Two sessions, 60 minutes each for \$500.00
- Special MAND 2017 Fee – Two 60 minute coaching sessions for \$400.00
- One 60 minute RDN “Productivity 90 Day Plan” Coaching Session for \$150.00 (Value \$250.00)

### Testimonials

“Chere...has an inexhaustible, positive, and upbeat energy that exudes from her...at the end of each call, I was left with this rational and happy attitude that gave me focus for my next set of actions to apply toward my goals. Chere is a treasure...” –Dori

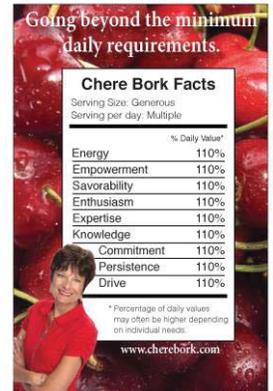
“Chere’s energy literally grabbed me and shook me awake over the phone before I even scheduled my first session!” – Kate

“You make me feel like I’ve walked on the moon and created sliced bread on the same morning with time in the afternoon to create more new stuff.” – Julie

Call me today to get started at 952-937-5697

Email me: [chere@cherebork.com](mailto:chere@cherebork.com)

Visit my website and sign up for my Taste Life Monthly Ezine: [www.cherebork.com](http://www.cherebork.com)



#### Chere Bork Facts

Serving Size: Generous  
Serving per day: Multiple

	% Daily Value*
Energy	110%
Empowerment	110%
Savorability	110%
Enthusiasm	110%
Expertise	110%
Knowledge	110%
Commitment	110%
Persistence	110%
Drive	110%

\* Percentage of daily values may often be higher depending on individual needs.

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