# Nailing the Brand: Step 1—Discover your perfect day goal



This is a day where you can wake up and say, "Wow, I have achieved my desired personal and professional success and I am going to keep going and do even better!" If you are like me you just might want to type this out instead of handwriting it (I am still learning how to read my own handwriting).

Now let's get started, and don't leave out any of the small details. Be sure to think as large and as globally as you like. Here are some questions to consider and answer: What does your family look like? What's your financial picture? What are you doing professionally? What does your personal life look like? What does personal and professional success look like? Are you an entrepreneur? Are you working in a corporation? Are you employed inside your home? Where do you vacation? Do you own real estate? Do you have a favorite cause/charity that you are giving back to? What are your credentials?

	1 1	<b>* T</b>	OPEN		

# fresh Passion° workbook

	_	47			111	
	77				M	

#### fresh PASSION° WORKBOOK

# Michael D. Brown's Perfect Day Five Years From Now

- I am debt free using the earnings of my investments to support and finance my foundation, the Fresh Results Institute, business, and further personal, professional growth/goals.
- I am staying fresh with specialty and advanced training, certifications, and credentialing in my area of branded expertise.
- God is still the center and is still working through me.
- My personal and professional success continues to accelerate and stay fresh—
   I'm forever growing both personally and professionally.
- I am fully engaged in my personal and professional success and in total alignment: physically, mentally, emotionally, and spiritually.
- I am speaking for Fortune 500 companies and business schools.
- My daily investment fee for clients has increased 55 percent and I am delivering
   55 percent more return on their investment.
- I am delivering and driving fresh results through and with people while offering a unique experience. My work is underpinned by my Fresh Customer Service and Fresh PASSION tools and processes. My main focus here is to help individuals, organizations, and companies achieve exponential personal, professional, and economic growth. This work has a coaching, speaking, training, and seminar component. I have completed the books on Fresh Customer Service (done!) and Fresh PASSION (you are reading it now).
- This feels really good, because I am working in my destiny and doing what I am
  passionate about and I am making a difference in the lives of individuals and in
  organizations.
- I have opened the Fresh Results Institute—serving over 1,000 people.
- I have a Ritz-Carlton vacation home in Florida.
- I have a slate of products centered around Fresh Customer Service and Fresh PASSION. This includes books, manuals, audio, teleseminars, online courses, and other training materials.
- My personal relationship has been strengthened with my family—I am spending the holidays with them and I am taking them on an all-expenses-paid vacation once a year

# fresh PASSION\* WORKBOOK

- My health is in tip-top shape, and I am still working out.
- I have started the Michael D. Brown Foundation that's investing in communities around the country with a special focus on helping young people with their communication skills, and removing the blockages that are preventing people from achieving exponential personal, professional, and economic success.