

DAY 1: BLUEPRINTING

New Year

➤ New Mindset

3-DAY CHALLENGE

Michele Grassley Clarke

Transformational Business Coach

Morgan Gutierrez

Performance & Mindset Engineer



YOUR GUIDE

Michele Grassley Clarke

"Creating lives and businesses that are aligned, resilient, and deeply fulfilling."

Transformational Business Coach

LIFE MASTERY CONSULTANT

CERTIFIED DREAMBUILDER® COACH

FORMER CEO



Executive Leadership Foundation

Leveraging 40 years of expertise spanning strategy, operations, finance, governance, and marketing. As Founder & CEO of The Grassley Group for 20+ years, Michele successfully led complex organizations and C-suite teams through pivotal growth phases.



Strategic Integration

Known for bridging visionary thinking with practical execution. Michele uniquely integrates high-level executive strategy with a deep understanding of the subconscious mind to align purpose with peak performance.



Transformational Impact

Guiding high-achieving professionals to sustainable success. Her approach supports meaningful, lasting change far beyond surface motivation—helping you create a life and business that is aligned, resilient, and deeply fulfilling.

3-Day Roadmap

Day 01

BLUEPRINTING

- **Results Formula**
Thoughts, feelings, actions & results awareness.
- **Default vs Design**
Moving from autopilot to intentional living.
- **Life Assessment**
Reviewing the 4 domains of life.
- **Designing Your Dream**
Visioning what you would LOVE.
- **Tools & Testing**
Time Machine & The 5-Point Test.

Day 02

BRIDGING

- **The Thoreau Code**
Advancing confidently in the direction of dreams.
- **Defining Paradigms**
Understanding hidden barriers.
- **Re-patterning**
Shifting internal narratives.
- **Deciding for Our Dream**
Making the committed decision.

Day 03

BUILDING

- **Befriending Your Fear**
Have fear without letting it have you.
- **The 3 D's**
Overcoming paradigm resistance.
- **Activation Process**
The 5 S's framework & 5-min action.

BONUS DAY



Paradigm Busting



Vision Calibration



Laser Coaching

CREATING STATE

3 Ts for Transformation

Our daily practice to create presence, amplify intuition, and activate willingness before we begin.

➤ 1. Tune In

To access clarity, we must first arrive fully in the moment. A brief practice of presence.



Breath

Notice the rhythm of your breathing.



Grounding

Feel your feet firmly on the floor.



Sensation

Sense the weight of your body sitting.



Awareness

Simply notice that you can notice.

➤ 2. Turn Up the Volume



Amplify the Intuitive Signal

The voice of fear is often loud, immediate, and demanding. The voice of your dream—your intuition—speaks in a quiet, constant whisper.

- **Tune out the "Noise":** External opinions, past failures, and limiting circumstances.
- **Tune in the "Signal":** Give your full attention to possibility. What is seeking to emerge?
- **The Practice:** Intentionally listening to the quiet voice that says, "There is more."

➤ 3. Transformational Willingness



Saying "Yes" to Growth

Be willing to try on new thoughts, take aligned actions, and allow support. Growth begins at the edge of the known.

New Thoughts

Replacing limiting beliefs with empowering possibilities

Aligned Action

Moving forward despite fear or uncertainty



Intention & Meaning



🎯 PART 1: INTENTION

"My intention for this challenge is..."

♥️ PART 2: WHY IT MATTERS

"This matters to me because..."

TIME REMAINING

Connect deeply with your "why".

🕒 01:28





YOUR GUIDE

Morgan Gutierrez

"Creating richer, more fulfilling lives through clarity, structure, and execution."

Performance & Mindset Engineer

LIFE MASTERY CONSULTANT

PUBLISHED AUTHOR

CERTIFIED DREAMBUILDER COACH



Elite Coaching & Media Presence

Morgan is a cast member on Amazon Prime's hit series "The Blox" and a published author on Amazon. She has shared stages with Olympic Gold Medalist Charles Austin, Super Bowl Champion Coach Jimmy Johnson, and former 7-Eleven CEO Jim Keyes.



Real-World Business Impact

With a background in education and psychology, Morgan launched and scaled a successful real estate business dedicated to helping families transition from foreclosure to freedom. She brings both academic insight and proven entrepreneurial success.



Accelerating Results

Morgan specializes in helping high achievers break through limitations to achieve greater results than they've known before. Her workshops and coaching focus on building dreams and creating clarity, structure, and execution.

DAY 01

The Blueprinting Phase

Focus: Where you are now (Awareness) + What you would love (Vision) across Health, Relationships, Vocation, and Time & Money Freedom.

Blueprinting



The Results Formula



The Pattern of Creation

- **Thoughts Cause Feelings**

Your internal dialogue directly impacts your emotional state and physiology. Joyful thoughts create energy; fearful thoughts create stress.

- **Feelings Drive Actions**

Your emotional vibration determines the quality and direction of the actions you take (or avoid taking).

- **Actions Create Results**

Consistent actions solidify into the tangible circumstances of your life. To change the result, you must change the cause.



Every one of us has a **dream** inside us.

Even if it feels quiet right now, it is there waiting to be heard. Today, we give it the space to emerge.



Default vs. Design

Living by Default

Reactive Existence

-  Operating on autopilot habits
-  Reactive to external circumstances
-  Constrained by past history
-  Conditions dictate results

Living by Design

Creative Intention

VS

-  Conscious, intentional choices
-  Guided by vision and values
-  Mindset creates new reality
-  Vision dictates results

LIFE ASSESSMENT

Notice Your Current Results

Instructions: On a fresh page for each domain, note what's true now. Then choose a fulfillment rating 1–5. No judgment—just honest noticing.

Life Assessment: Four Domains

We will scan your current results across the four major quadrants of life to identify areas of longing and discontent.



Health & Well-Being

Physical vitality, energy, and wellness



Love & Relationships

Partnership, family, and connection



Vocation / Expression

Career, purpose, and creative contribution



Time & Money Freedom

Resources, spaciousness, and abundance



Rating Instructions

Rate each domain by your current level of fulfillment.

LOW

1

2

3

4

5

HIGH

“

**“We are often pushed by pain
until we are pulled by a vision.”**

Michael Beckwith

Spiritual Teacher & Author

”



LIFE ASSESSMENT

Health & Well-Being



PHYSICAL

Are you healing from a chronic issue, wanting to release weight, or seeking to **sustain your fitness results** long-term?

MENTAL

Do you feel **mentally "stuck"** in your ability to transform, or overwhelmed by stress and mental fatigue?

EMOTIONAL

Is there an **"if only" narrative** running in the background? Are you facing emotional resistance to prioritizing your health?

SPIRITUAL

Even if you have "good" health, do you sense a **lack of deep vibrancy**, energy, and aliveness in your spirit?



LIFE ASSESSMENT

Love & Relationships

RATING



Romantic Partnership

You might long for a **deep, passionate relationship** with a loving partner, or wish to deepen and expand the connection you're already in.

Family Dynamics

You might desire to heal discord or disconnect in an important family relationship so you can **experience more harmony**.

Friendships

You might have solid relationships but sense they are on autopilot—missing depth, fun, or **genuine connection**.

Colleagues & Community

You might wonder if your professional relationships are supportive and aligned, or if friction is **draining your energy** and focus.



LIFE ASSESSMENT

Vocation / Expression

RATING



Feeling Stuck

You might feel **weighed down** by a role that doesn't fit, dreading the daily grind and sensing a **deep disconnect** between your work and your purpose.



Lack of Flexibility

You might love your craft but feel **trapped by the hours**—sacrificing your personal life and longing for the **autonomy** to design your own days.



Next Level Growth

You might have achieved success but feel a **restless stirring**—knowing you are capable of **far greater impact** and wondering just how high you can fly.



New Beginnings

You might be completing a significant chapter of success and feel ready to step bravely into a **new beginning** that aligns with who you are becoming.



LIFE ASSESSMENT

Time & Money Freedom



Money Freedom

You might look back on the last few years and see that your income has remained flat, leaving you longing for significantly more **financial freedom** and abundance.



Philanthropy & Giving

You might feel restricted by a lack of resources, unable to contribute financially to causes that matter or lacking the freedom to **volunteer your time** as you would love.



Experiencing Life

You might be postponing joy, not traveling where you really want to go, or skipping the **vacations and adventures** that rejuvenate your spirit and broaden your world.



Presence & Connection

You might be physically present but mentally absent, missing **important moments** with those closest to you because you don't have the time freedom to truly unplug.

Longing & Discontent

These feelings are not negative; they are vital **signals of growth**.



Longing

The pull toward something you desire but haven't created yet. It is the voice of your potential calling you forward.



Discontent

The push away from circumstances you no longer prefer. It is the signal that you have outgrown your current reality.



Notice Without Judgment

"This is not a place for judgment or blame. Your results simply ARE what they are. Notice the signal that a part of you is ready to do something different."



Signals & Costs



U PART 1: LONGING & DISCONTENT

What would you love **more of** in your life?

What would you love **less of**?

⚖️ PART 2: THE COST OF INACTION

If nothing changes, what will it **cost you**?

TIME REMAINING

Be specific and honest.

🕒 02:58

According to research at Stanford University, it doesn't matter what order the letters in a word are, the only important thing is that the first and last letter be in the right place. This is because the human mind does not read every letter by itself, but the word as a whole.

KEY #1

Designing Your Dream

"Clarity is power."

66

"In order to carry a positive action we develop here a positive vision."

DALAI LAMA

HIS HOLINESS

THE HIGHEST QUALITY QUESTION

What Would You LOVE?

"The quality of your life is determined by the quality of the questions you ask yourself."



SHIFT YOUR INQUIRY

✘ ~~What do I think I can do?~~

Limited by past evidence

✘ ~~What will others think?~~

Limited by external validation

✘ ~~Can I afford it?~~

Limited by current conditions

→ **What would I LOVE?**

expansive • generative • unlimited

4 Design Tips for a Powerful Vision



1. Notice Longing & Discontent

These are growth signals. Just like an acorn seeks to become an oak, your discontent is a sign that a new dream is seeking to emerge.



2. Describe it in Detail

We think in pictures. Engage all five senses. Don't just write "a house"—describe the textures, colors, and feelings of being there.



3. Keep it Positive

Focus on "approach goals" (what you want) rather than "avoidance goals" (what you don't want). Example: "Live in abundance" vs "Get out of debt."



4. Keep it in the Present

Write as if it is happening right now. Start with:

"I am so happy and grateful now that..."



Vision: Health & Well-Being



VISION PROMPT

Describe your vision for your health as if it's true now.

How do you feel, move, rest, and care for yourself?

"I am so happy and grateful now that..."

TIME REMAINING

Write in the present tense.



01:58



Vision: Love & Relationships



PROMPT

Describe the qualities of connection, fun, intimacy, and harmony you would love.

Start with: "I am so happy and grateful now that..."

TIME REMAINING

Write in the present tense.

 01:59

Let's Dance!

We've been deep in thought. Now let's get back in our bodies!



Stand Up

Push your chair back. Give yourself space to move freely.



Pump It Up

Play your favorite upbeat song right now. Loud!



Shake It Out

Move, jump, or dance for the next 90 seconds.





Vision: Vocation



PROMPT

Describe the work and impact that lights you up—purpose, growth, contribution, time freedom.

TIME REMAINING

Write in the present tense: "I am so happy and grateful now that..."



01:59



Vision: Time & Money Freedom



PROMPT

Describe the resources, spaciousness, adventures, and generosity you would love.

TIME REMAINING

Write in the present tense: "I am so happy and grateful now that..."

 01:58

THE MAGIC PHRASE

Add this to your vision to invite aligned possibilities

“**This or something
even better still.**”

Open yourself to outcomes beyond your current imagination.”

∞ Allowing the Universe to surprise and delight you ∞

Time Machine Exercise

DESTINATION TIME

3 YEARS FROM TODAY



Project Yourself Into The Future

Anchor the feeling of your realized dream.

VISION CALIBRATION

The 5-Point Test

Use this proven framework to qualify your dream before you decide. We look for a "YES" to all five questions to ensure it's worthy of your life.

The 5-Point Test

QUESTION #1

Does it give me **life**?



Do you feel more alive, joyful, and expansive when you think about it?

"A true dream generates energy rather than draining it. Does the very idea light your soul on fire?"

The 5-Point Test

QUESTION #2

Does it align with my core values?



Check for Conflict

Is there any part of what you desire that would conflict with what matters most to you?



Honor Your Principles

Example: If family connection is a core value, does this dream support or hinder that connection?



Recalibrate if Needed

If there is a mismatch, adjust the design. True success includes harmony with your values.

The 5-Point Test

QUESTION #3

Does it cause me to grow?



Will you have to become more than who you currently know yourself to be?

Self-expansion is a hallmark of a worthy dream.



Often the dream isn't the best part—it's who you become in the process that is even more valuable.



Like a blade of grass pressing through cement, life is always whispering: "Grow, grow, grow."

The 5-Point Test

QUESTION #4

Does it require help from a higher power?



Collaboration with Source

Does it invite you to partner with the Infinite, Spirit, or the Universe? If you already know exactly how to do it on your own, the dream isn't big enough.



Expansion of Support

Does it require wise support, resources, and intuition beyond your current know-how?

The 5-Point Test

QUESTION #5

Does it have **good** in it for others?

Does your dream contribute to well-being beyond yourself?

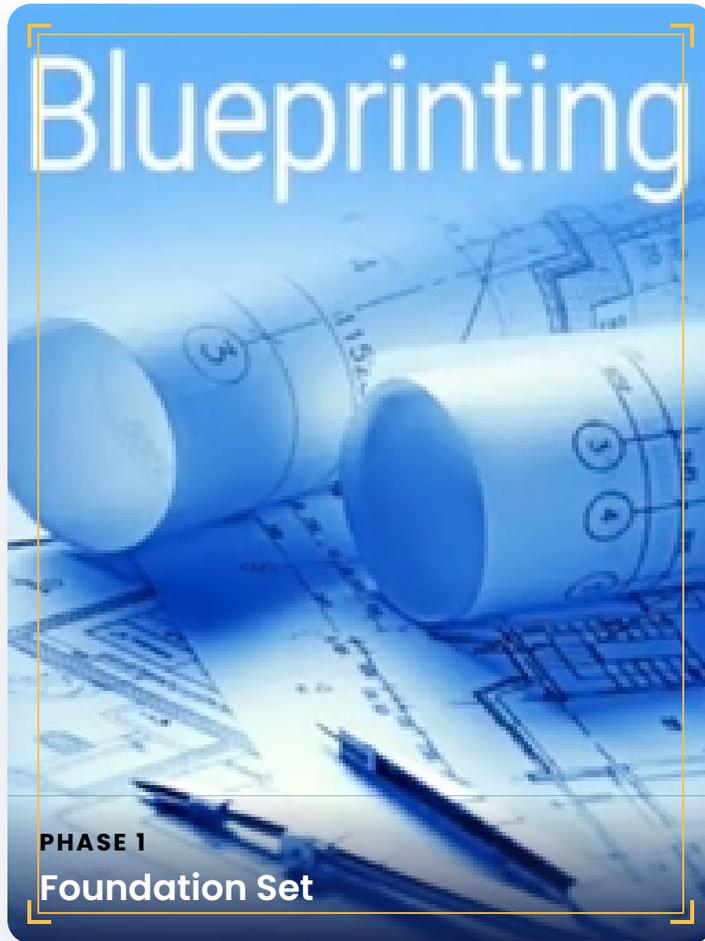
"The Infinite is interested in all beings. When your dream is connected to part of a larger order of good, then you have the Universe at your back."

5-Point Test Recap

Does your dream pass all five tests?

-  **1. Does it give me life?**
-  **2. Does it align with my core values?**
-  **3. Does it cause me to grow?**
-  **4. Does it require help from a higher power?**
-  **5. Does it have good in it for others?**

Day 1 Recap: Blueprinting



✔ DAY 1 COMPLETE



The Results Formula

Understood the Thoughts → Feelings → Actions → Results loop



Life Assessment & Discontent

Evaluated 4 domains & identified longing signals



Vision Writing

Answered the powerful question: "What Would You LOVE?"



Time Machine Exercise

Projected yourself 3 years into the future



The 5-Point Test

Qualified your dream for alignment & growth

Community Engagement

Challenge Community



Join the "Empowered Reset Community" on Facebook

 **PRIZE VALUE: \$997**



For 2 Most Engaged Participants

DAY 1 TASK

 Post in Group

TIME REQUIRED: 2-3 MINUTES

Comment in the community with:

- 1 Your ONE Focus Area**
Which domain are you choosing? (Health, Relationships, Time/Money Freedom, or Calling/Work)

_____ AND _____

- 2 Your "Why Now?"**
Why does changing this matters to you right now – before more time passes?

 This public declaration anchors your commitment and connects you with others on the same path. Don't skip this step!

Your Gift: Free Alignment Session

LIMITED TIME BONUS

Gain Clarity on Your Next Steps with Coach Morgan or Coach Michele

As promised at the beginning of this challenge, claim your complimentary 1:1 session to align your vision with actionable steps.



Clarify Your Vision

Review your blueprint and ensure it truly resonates with your soul.



Uncover Hidden Blocks

Identify the #1 barrier currently standing between you and your dream.



Map Your Next Step

Leave with a clear, tangible action step to create momentum immediately.



SCAN TO SCHEDULE

Free 1:1 Session

Upgrade Your Experience

 Only \$26 Upgrade

Unlock the VIP Experience

Go deeper with personalized support and extended access to maximize your transformation.



Group Laser Coaching

Direct access to get your specific questions answered



30-Day Replay Access

Rewatch sessions anytime to reinforce your learning



Priority Scheduling

First access to book your Alignment Session

Scan to Upgrade

Secure your VIP spot instantly



Day 2 Preview & Action Steps



Tomorrow: The Bridging Phase

Moving from Blueprint to Reality



The Thoreau Code: 4 Principles



Defining Paradigms & Beliefs



Re-patterning Exercises



Truth Work & New Narratives



Your Immediate Action Steps

Complete before tomorrow's session



Upgrade to VIP Experience

Get recordings + coaching for only \$26



Book Free Alignment Session

Secure your 1:1 spot with a coach



Engage in the Community

Share your Day 1 Focus Area & Why