



TRANSFORM

what appears negative into a positive
to become **UNSTOPPABLE!**

Why some people succeed and others don't.

Achieving success in life and business is not a mystery, or something reserved for a select few. There is a science and process to achieving success, and every person who has the desire, commitment and discipline to succeed, will succeed.

The term WTF Moment defines a very real moment that occurs on the entrepreneurial journey that knocks many off their feet. How you respond will determine if it knocks you down for good, or if it gives you the strength to achieve your dreams.

Learn how to transform your most frustrating and challenging moments, that appear negative, into positive, winning outcomes. Learn to turn your fears into confidence. Learn to change confusion into clarity and focus. Become unstoppable.

By Mike Brenhaug

July 2011



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The type of WTF Moment I'm referring to happens in business and in life when you are doing everything you possibly can to succeed, yet things are just not clicking. You feel major frustration, you become discouraged, and you lose confidence and faith in yourself and your abilities. It's something that has you so frustrated that it distorts your perception of the situation; your emotions and adrenalin are at a peak and cause you to literally think, *WTF?* It's at this moment that you feel like you're stuck, your wheels are spinning and you can't seem to move forward. You lack focus and energy because your mind is occupied with all these other feelings that are uncomfortable and negative. Your confidence, positive attitude and willingness to win have been stripped away. You feel like you don't have any other options, so it's natural, when you see "WTF," to perceive it as a negative, because that's exactly how it feels. You throw up your hands because you've done everything you possibly can, and you're just not getting the results you expect. You think to yourself, *"What is going on? What more can I do? I'm doing everything that I can. I just don't know what else to do."* What can you do at this moment? How do you respond? How do you shift from this WTF Moment into a different mode that will produce positive feelings of happiness and joy, and give you an abundance of energy and confidence that moves you forward?

The very WTF moment that you're experiencing and perceiving as a negative is the very moment that is a catalyst for change when you look at it from a different perspective. A negative feeling is just an emotion. We perceive it as a negative, because it feels uncomfortable and we don't see a way out because frustration and doubt have overwhelmed you. Who made it a negative? Who says it has to be a negative?

As humans, we're the ones that take it as a negative. Now, think about this. That same feeling is a catalyst for change. If life never challenged you, what would cause you to grow? You wouldn't. When you're comfortable, there's nothing to motivate you to change. A WTF Moment is a positive; it's life's way, or God's way, of motivating you to change. When you make a WTF Moment a positive, you open your mind up to new ideas and possibilities. When you judge your feelings and accept them as negative, you close your mind, which creates stress and worry. You were born to succeed and life wants you to succeed. Life and God are on your side and nothing is more gratifying than you living a successful life with joy, love and happiness.

When your view changes, your mind will see that there are other definitions for those three letters: WTF.

Where's The Focus?

When you can focus on the right things that will produce the right results, you'll transform your WTF Moments into positives and become unstoppable.

WAKE THE FUTURE! WHERE'S THE FEAR? WHERE'S THE FAILURE?
WHERE'S THE FRUSTRATION? **WHERE'S THE FALLACY?** WHERE'S
THE FUEL? WIN THE FUTURE! WIN THE FIGHT! **WHERE'S THE FUN?** WHAT
TO FIND? **WHAT TO FORGET?** **WHERE'S THE FAITH?** WHIP THE FEAR!



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Your are the #1 Factor to Your Success

In every business, it's always been the people who are the driving force behind it. A business on its own won't ever do anything. There's never been a business that started itself. Someone had to create the product or service, sell it and deliver it. Some businesses are large and some are small and, regardless of the size or type of business, it always has been and always will be the people who are its driving force. It's the people who have the initial idea to invent new products or create solutions to solve problems that become the business. You are the #1 factor in your life and business and you are the one who defines and determines your level of success. In order to create a successful business, you need to start with the person.

When I talk about success, I'm talking about more than just monetary success. There are many wealthy, miserable people in the world. Success is a balance of happiness, joy, peace, money, relationships, spirituality and love. More importantly, success is what you define success to be for you.

So why is it that some people succeed and others don't? What is it that is missing? When working toward achieving our goals, we jump in with both feet and get busy. We put forth a lot of action because we read or heard somewhere that action is what gets results. If that were 100% true, then why is it when you work an enormous number of hours each day, doing everything you possibly can, you still don't get results? You literally feel like you're spinning your wheels.

Have you ever seen a drag car at the starting line with its back wheels spinning like crazy, expending an enormous amount of energy, the tires are smoking? You can literally see the energy it takes in order for this to happen. I call this Tractionless Action!



Tractionless Action!

This is what it's like when you're working toward achieving your goals and getting little or no results. You're spinning your wheels, expending a lot of energy, doing everything you possibly can to move forward, but you feel like something is holding you back. And there *is* something holding you back. You're not gaining traction from your action. This can only go on for so long.

One of two things is about to happen when you're at the starting line and the light turns green. You release what's holding you back and move forward, or you stall out or burnout.

At this point, if you haven't already, you're heading toward a WTF Moment. Life is about to tell you that you need to change. This level of action and just spinning your wheels is not sustainable. Life wants you to succeed. You were designed to succeed. But, often, we don't listen to life's signs because our minds are spinning so fast and our engine is so loud that we don't hear anything else and we keep going. When you keep going, you remain caught up in the spinning wheels cycle. You begin to feel overwhelmed and discouraged because you're taking on more, putting in more time, feeling disorganized, stressing out, worrying, and experiencing anxiety, all of which affects your sleep and leaves you with a lack of energy. Then it gets worse. It strips away your confidence, your belief in yourself and your abilities; it affects your attitude, your efforts, your relationships and you as a person in the world who is trying to achieve success. When you feel like this, how can you possibly succeed? It's no wonder some people don't.

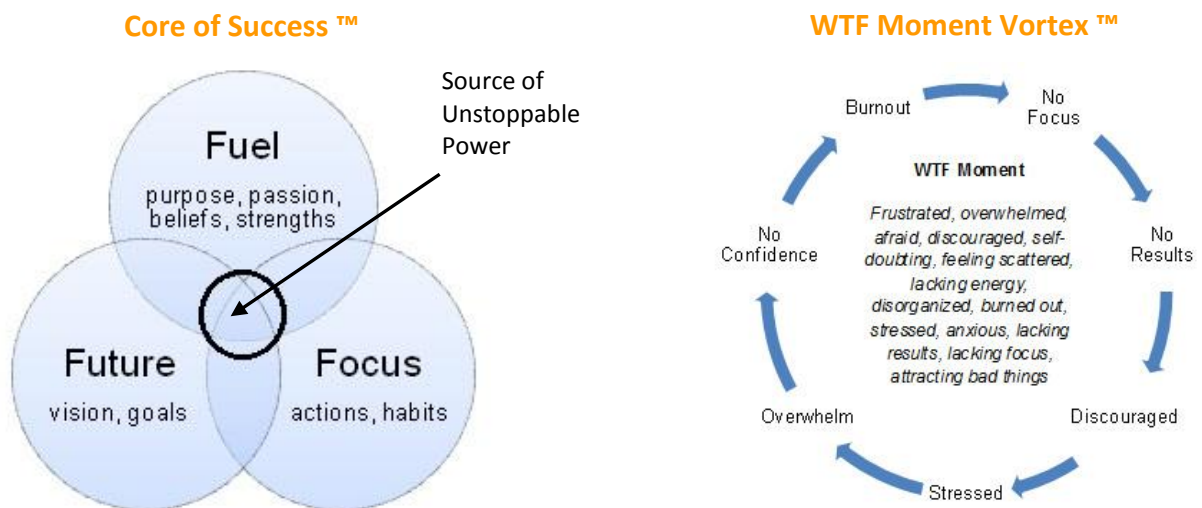


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The good news is that there is a method to stop spinning the wheels and to gain traction from your action. It's shifting where you are today from the spinning wheels cycle into the Core of Success.

Passion alone is not enough, for there are people who are very passionate that have not realized success. Goals alone are not enough, for there are people with goals that don't attain them. And actions alone are not enough, for there are plenty of people in the world busy taking action; that don't achieve success.

The Core of Success is an alignment of your purpose, goals and action. It's the center, where they overlap, that is the Core of Success. It's what creates drive, perseverance, focus, attitude, confidence and all the positive attributes that allow a person to achieve success. You either live with intent and purpose or you live from the spinning wheels cycle. There is no in-between. If you choose not to live from the Core of Success then, by default, you have chosen to live from the WTF Moment Vortex, spinning your wheels.



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To help you transform what appears negative and shift you from where you are today into the Core of Success requires a plan, focus and effort. The WTF book and the Success Dashboard will help you make the shift for you to begin living from the Core of Success and getting results.

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BUSINESS SUCCESS DASHBOARD

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Alignment with your Fuel, Future & Focus create success.

PURPOSE & PASSION		VISION	
WHERE'S THE FUTURE BUSINESS AND PERSONAL GOALS - 1 to 5 y.r.		WHERE'S THE FOCUS QUARTERLY FOCUS	
ONE YEAR		REVENUE & NEW BUSINESS	
YEAR: REVENUE: SAVINGS: EXIT/OPPORTUNITY FUND:		QUARTER: REVENUE: # OF CLOSED DEALS # OF NEW DEALS IN PIPE	
BUSINESS GOALS	WHEN	QUARTERLY GOALS	
1		1	
2		2	
3		3	
4		4	
5		5	
PERSONAL GOALS	WHEN	TOP PRIORITIES	
1		1	
2		2	
3		3	
4		4	
5		5	
3 TO 5 YEARS		ROAD BLOCKS	
TARGET DATE: REVENUE: SAVINGS: EXIT/OPPORTUNITY FUND:			
BUSINESS GOALS	WHEN	DETAILED	
1		1	
2		2	
3		3	
4		4	
5		5	
PERSONAL GOALS	WHEN	NORTH STAR GOAL (10-20 years)	
1		1	
2		2	
3		3	
4		4	
5		5	

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Success Affirmation *Focusing on my core of success makes me exceptional & Unstoppable!*

WHERE'S THE FUEL	
CORE VALUES & BELIEFS	STRENGTHS
1	1
2	2
3	3
4	4
5	5
6	6
WHERE'S THE FOCUS	
ACTIONS & HABITS	DAILY SUCCESS HABITS
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
IDEAL CLIENT	SKILLS TO IMPROVE
	1
	2
	3
	4
	5
COMPILING MESSAGE	BALANCE & RECHARGE
	1
	2
	3
	4
	5
TOP 10 PIPELINE	MEETING MY GOALS WILL GET ME
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
	MY REWARD

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For more information on the WTF book and to download a copy of the Success Dashboard visit: www.WTFmomentbook.com



Scan the QR Code and it will take you directly to the WTF Moment Book website where you can download the worksheets for the book.

“Read Brenhaug’s book and discover how replacing three small words can transform your life! It is one part recipe for success, one part seminar on shifting one’s paradigm. WTF gives us all easy-to-follow instructions for transforming our lives and creating positive results at home and at work.”

-Marshall Goldsmith - million-selling author of the New York Times bestsellers, MOJO and What Got You Here Won't Get You There.

“Mike has hit the nail right on the head with WTF! Finally, a refreshing and truly a new perspective which de-mystifies the key to business success. I finished the book saying I’m Not Done Yet!”

- Don Spini – Author of the #1 Best-Seller, Sixty-Seconds to Yes!

“Love the book! A must read for those wanting a fresh, WTF outlook! If you’re tired of not getting the results you desire, this is a must read to help align your life professionally and personally.”

- Troy Chipps, President, Prisma Training & Development