

THE AWESOMIZATION MANIFESTO

How to Awesomize your Business,
your Life and Yes, Even the World.



By Nicole Dean

About Nicole Dean



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help Online Entrepreneurs to earn more money AND have more fun!

She is an expert in Product creation, Affiliate Marketing, Affiliate Management, "Lazy Marketing" for

passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without being a slave to her computer. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her three slightly neurotic puppies, Einstein, Luke, and Monkey (who is also nicknamed Darwin because of his 12 back toes and super long tongue). She also has a Latvian daughter and grand-daughter, but that's a long story.

More Resources from Nicole

- CoachGlue.com – We Make your Clients Stick to You
- Beachpreneurs.com – Making Bold Breakthroughs at the Beach
- AwesomizationNation.com - Become Awesome You!

Welcome!

If you're an online business owner – a Blogger, a Coach, a Virtual Assistant or other kind of service provider, an Author, a Speaker, a Podcaster. If you run an online business of some sort... you're so in the right place!

This short guide is for you if you feel like you are living short of your dreams.

If you're totally honest with yourself, you probably can connect with some of these.

- You have a good (but not GREAT) business.
- You're mostly happy, but you would like to feel happier and more fulfilled.
- You love your family and friends, but don't quite seem to have enough time to spend with them.
- You'd like to be healthier, but there's no time.
- You've got dreams – or you had them, but life keeps sneaking by.
- Once you actually START making some real money, then you'd really like to impact the world in a big way. But for now, there's no time or money to do it.

If you can relate to any of those, I have good news. You're in the right place.

My mission in life is to help online business owners just like you to Awesomize your BUSINESS, your LIFE, and to make the world a better place. Without driving yourself crazy (you noticed the "life" part, right?) ☺

So let's take all of that Average stuff and start turning it Awesome. Ready?

What's Wrong With Being Average?

Why NOT just be average? After all, being average is easy.

It doesn't take much effort to be average.

It takes very little risk. In fact, it's much safer to be average.

For instance, I could make it my lifelong dream to be an average mom and wife. I could create an average business or work at an average job earning an average income with average benefits like 2 weeks off every year. I could go on average vacations and have average experiences.

I could live my average life.

But the reward for putting in average effort and expecting average things is that you will get average results – if you're lucky.

And who really wants their tombstone to say “Here Lies an Average Person” with a matching obituary that talks about all of the average things you did during your average life?

“Oh her? Yeah, she was ok.”

Not me! And, I hope not you either.

Because average is ... average.

Now imagine if you will, the alternative. Because it’s a heckuva lot better than what I’ve just described.

What if you dared to be AWESOME?

What if you woke up every day, excited and proud just to be you? Because, well... you’re awesome. #duh

What if you could put in a little extra effort into the things that matter, let the things that don’t matter one iota go, and see big changes in your business – and your life?

I want to challenge you today to think about what it would look like for you to be a more awesome version of you.

For me, and if you’re reading this, I’m hoping for you too, that means three things.

1. I want to have the awesomest life that I can have.
2. I want to grow the awesomest most profitable (yet enjoyable) business possible.
3. I want to impact the world to make it awesomer than it would have been without me in it.

Let’s look at what that might look like for you.

Awesomizing your Life.

I want you to close your eyes in a moment (not yet silly- you're still reading) and think about what "Awesome You" would look like.

Your One and Only Awesome Body.

Physically what would Awesome You be like?

- Would you be strong and healthy?
- Would you take up ballet again or tennis or a new hobby like paddle boarding or yoga?
- Would you feel good about the foods you ate? And finally give up the things that you "want" to but haven't?
- Would you treat yourself to a pedicure every month or two?
- Would you be able to keep up with your kids or grandkids better?
- Would you be able to join a pickup basketball game or go horseback riding on a whim without being embarrassed?
- Would you get out of the shower and like what you saw in the mirror and be able to say "I am a freaking big deal!" without bursting into laughter (or tears)?
- Would you pull on a pair of pants, and look at yourself and think "Wow. Look at me. I really look and feel great. Not perfect, but good. And I EARNED this."



What would that look like and what would that FEEL like?

Now close your eyes for a few seconds and picture that. It's important.

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Really. Close your eyes. Do not turn to the next page until you do that. 😊

Your Awesome Relationship with Family and Friends.

Emotionally and with your loved ones what would Awesome You be like?

- Be more patient and supportive with those you love?
- Might you forgive someone who you've been angry with?
- Really listen to what people are saying?
- Spend a lot of time on the weekends with your kids?
- Speak kind words to your significant other?
- Have more lunch dates or travel with your friends.

Your Awesome Home.

In your day to day life, what would Awesome You feel like in your surroundings?

- Would you be more organized?
- Have a cleaner home?
- When you walk into your home, how would it FEEL? Like a cabin, spa, bright, cozy? Picture it.
- Would you declutter and get rid of things so that you could have guests at a moment's notice?

Your Awesome Free Time.

What extra things would Awesome You do, be, or have that you do not have now?

- Maybe Awesome You is a really good cook
- You might speak more languages.
- Learn to play a new instrument.
- Take up a sport (or re-start one).
- Travel to fun and exotic places.
- Start a Bed and Breakfast.
- Sell everything and move into an RV for a year.

Take a few moments to figure that out first and don't skip ahead to the next step until you do.

Because based on what you decide that your Awesome You is, that'll affect what your Awesome Business will look like.

Awesomizing your Business.



Listen. No matter where you're starting from in your business or what your life looks like today, there are always places where you can refocus your energies to get bigger, better, more awesome results.

So does that mean that awesomizing your business mean working harder? Sometimes, yes. But usually it just means being

smarter about what you're doing and what you're NOT doing, too.

I don't know about you, but I don't want to work harder. I don't want to sit in front of my computer more than I absolutely need to. I don't want to waste my time. And, I don't want to spend time or energy on the things that don't get me the best results.

I created my business to have the FREEDOM to live the life that I choose, not to be a SLAVE to the very thing that I created.

How about you?

So how do you go about turning your business from Average to Awesome? Oh, my friend, how I could go on about that all day. But several of the key areas, in my (not so) humble opinion include:

1. Focusing in on the right things.
2. Multiplying your Marketing.
3. Identifying and squashing Dreambusters when you spot them.
4. Adding in multiple (but connected) income streams.
5. Being a "finisher" and not just a starter.
6. Leveraging the genius (and networks) of others whenever possible.
7. Outsourcing SMART.
8. Connecting with a group of people as smart (or hopefully much smarter) than you are.
9. Watching for win-win-win-win scenarios at every turn.

It's important to know when to pour your heart and soul into something and when the lazier, more effective route is the quickest path to getting results.

Awesomizing the World.

The best part about growing your Awesomest Business, and being the Awesomest You is that it opens doors to impact the world on a larger scale.

How do I know this? Because it's happened to me and also to many of my friends.

When you have an audience (call them fans, followers, customers, clients, or even friends and colleagues) your ripples can spread farther and faster than you can alone.

The best part is that you can continue to grow and be awesome AND lead by example. Others want the invitation to be awesome, too. Show them how.

Let me explain.

Back in 2011, I took part in an orphan hosting program. What that means is that children who are in orphanages in certain countries overseas are given the opportunity to come live with a family here in the United States for a period of about a month. The benefits to the child are many. The biggest being that they learn English very quickly and have a much better chance at finding a job when they are send out on their own at 16 or 18 with nothing other than a backpack. Yes, it's that bad. 30% of the kids commit suicide by their 18th birthdays in some countries.

Anyway, my husband and I chose which child we would be having in our home and got ready to "do good". We went to the training, invested the money, and got read to give some kiddo the Christmas of her life.

Well, weren't we laughing when she changed our lives and we considered OURSELVES the blessed ones by the end of the visit?

To make a long story short, we asked the girl if she wanted us to adopt her and she said "yes". However, the adoption process takes a very long time and she got nervous about moving to America. Would she make friends? Would she do ok in school? Things like that. So, at the last minute, she panicked and changed her mind.

If you want to read the entire story it's on my blog:

<http://www.nicoleonthenet.com/11712/our-adoption-journey-has-come-to-an-end/>



The point of my story is not to get your pity, though. The reason that I'm sharing this story is that, I chose to share my story during the process (as much as was legally allowed by the Latvian government) and because I did that, two other friends of mine followed in my footsteps – trusting that they were doing the right thing in orphan outreach.

The result? One handsome young man has a loving mother and father and 4 siblings. And, one beautiful young lady is living in Arizona with her parents.

The amazing thing? They shared THEIR stories, too, so there is likely a ripple of kiddos that now have parents because of THEM, too.

Did I do anything special? No. I just did what my heart told me to. HOWEVER, because I have a platform and a reach, I was able to touch other people. The effects... we still don't know how far they'll reach. My two friends have been sharing their stories with others, so the tally on their impact isn't up yet.

I would love to share another example. My dear friend, Kelly McCausey, decided to participate in St. Baldrick's, which is an organization to raise funds to find a cure for childhood cancer.

Pretty cool, right? The part that is the shocker is that it involves shaving your OWN head. Yes, my beautiful friend, Kelly, told me that she would be shaving her head in support of raising funds to cure childhood cancer. My gut spun and I said the only thing I could think of "Uhhh... Are you sure?"

She laughed and said "yes".

Leading up to the big day, she changed her hair color each week. She also blogged about the fundraiser, told her lists, and shared on social media all the way through shaving her head in the middle of winter in Michigan. BRRRR...



Kelly was a bit disappointed with the financial results of HER fundraiser as far as total money raised, because she had set a high goal.

But what she did not realize at that moment was that she was leading by example.

Months and even years later now, friends of ours that watched Kelly go through this process are also participating in St. Baldrick's. And, I could not be prouder.

I've got so many stories that I could fill a book, but I'll wrap up with one more and we'll call it good so you can get back to YOUR awesome.

My friend, Paul Taubman, donates platelets. It's a two hour procedure and it involves cycling his blood out and back in again. He does this every month because there is a shortage of his blood type.

He also leads by example by posting about it on Facebook so that the rest of us get that unspoken invitation of "Oh yeah, I can donate blood, too!"



Is it bragging? Nah. Definitely not for these guys.

It really depends on how you do it, though.

If you're sharing from the heart, you're just sharing. If you're sharing from the ego, or to get pats and "ooh aren't you wonderful" then it may come across that way. But I wouldn't worry too much about that. If you're in this challenge, you're doing good for the right reasons and you've got a great heart. Let it guide you and just watch people follow.

But what if all of that sounds totally overwhelming?

Well you're in the right place. Because the Awesomization Nation is all about taking TINY steps in the right direction.

The Awesomization Nation.

The Awesomization Nation was created to share that progress is progress and doing tiny acts of awesome over the course of time, you will experience a transformation. Not a change, but a transformation.

What's the difference?

With a change, you can change sometimes change back. Or at least a change and oftentimes be reversed. For instance, you lose weight and then gain it back. Or donate at a soup kitchen once, during the holidays when you think of it and then stop. Or you start outsourcing and then stop because of a roadblock and start doing everything yourself again.

On the other hand, a transformation is different. A caterpillar transforms into a butterfly. Have you ever heard of a butterfly turning back into a caterpillar and going "Oh darn!" Of course not. The butterfly has a complete and total transformation.

That's my wish for you. That you wake up every morning thinking "What would Awesome Me Do" and you go to bed every night asking yourself the same question.

That you set small reachable goals and tasks that make you FEEL awesome.

I told you my story. I struggle with depression and I almost cancelled my keynote that started this all. I could not, no matter how hard I tried, talk my way out of the depression and I just wanted to stay in bed. And, every day that I stayed in bed, I'd beat myself up for staying in bed. It was a horrible vicious cycle.

There were six things that got me out of bed and worked in my month of Re-Awesomization.

1. Understanding that I was NOT feeling awesome. (Realization)
2. Knowing what I wanted and who Awesome Nik was. (Visualization)
3. Figuring out how to get back to Awesome Nik. (Solidification)
4. Making the commitment to BE Awesome Nik again, by doing what Awesome Nik would do. (Internalization)
5. Actually DOING the tiny little acts that Awesome Nik would do every day. (Implementation)
6. Asking myself "What next?" And, repeating the cycle. (Duplication)

By looking at how Awesome Me in three ways – my life, my business, and my impact on the world, I did things that refocused my attention from beating myself up to DOING awesome things.

And by DOING awesome I started to FEEL awesome and BE awesome again.

I desperately want that for you, too.

The Power of Dreaming Bigger

In order to reach your goals, you have to know what they are first, right?

And, I'm not talking about those puny wimpy goals that you say when someone like a business coach asks you. I'm talking about the dreams that you're almost too scared to verbalize.

Those are the dreams that are AWESOME, right?

At the [Beach House for our Ladies Only Beachpreneurs Mastermind](#), we do BIG SCARY goal-setting on the first night. It never surprises me when I see one of the attendees start shaking and even crying. They've got goals that are so dear to them that they can't even put them into writing, because "what if" they don't happen.

But darling, what if they DO?

I love to work with my coaching clients on what they want to BE, what they want to DO, and what they want to HAVE – so we know what we're aiming towards as far as business/financial goals and lifestyle goals. I mean, I'm not going to have them add a branch of their business that requires them to be on calls if their dream is to take a sailboat around the world, right?

Things you'll want to BE might include a published author, a speaker, a mother, an advocate. Only you know.

Things you might want to DO include traveling, swimming with manatees, sleeping in a castle in Ireland (which I did a few years ago), going skydiving, etc. (This is MY longest list, personally.)

And, last but not least, things you want to HAVE. This can be physical or emotional components. For instance, a beautiful home, a paid off home, a sense of peace in my heart.

But how do you cement this so that these dreams don't drift away?

That's the power of writing them down and vision boards. You can start to visualize what you really want so you have the motivation to get through the dips in your business when they happen - and they do.

I recommend that you create a vision board for yourself.

What is the 30 Days of Awesomization?

Every April & August, I run a 30 (or 31) day Awesomization Boost.

For the entire month, everyone in the group does 3 simple but powerful things to become more awesome.

- 1 thing for their business
- 1 thing to improve their life
- 1 thing to make the world a better place

Over the course of the month, magic happens. 😊

I will be sending out a notice before the next one and I hope you'll join me.

In the meantime, I invite you to check out some of my awesome projects:

- [Create an Infoproduct Without Writing a Word](#)
- [NicoleOntheNet.com](#)
- [Beachpreneurs.com](#)
- [CoachGlue.com](#)

Big hugs and much much thanks.

Warmly,

Nicole Dean