



## **Starters Kit**

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# Welcome to the Launch Your Life Academy!

You're about to embark on the best training of your life! 😊

I'm **so glad** that you're here. The fact that you are here right now immediately tells me something about you. It tells me that you are **ready**. You're ready to **make a difference in your life** and **make a difference in the world around you**.

Seriously, I want to personally congratulate you for your decision and commitment to launching your life, growing yourself and being the best person you can possibly be. **Success starts here.**

This Academy has a tonne of information that will guide you every-step of the way to achieving success in your chosen field.

This Starters Kit gives you an introduction to the Launch Your Life Academy and a taste of what's inside.

You will be guided through a process of developing your self-awareness and understanding **"Where Am I Now?"** which is the first week of the Academy.

I have been fortunate enough to build a career doing what I love doing and have now served over one million people in over 100 countries start to do the same, so you're in good hands.

I hope you enjoy this Starters Kit and I look forward to seeing you on the inside of the Academy!

Brendan – [www.launchyourlifeacademy.com](http://www.launchyourlifeacademy.com)

# The Launch Your Life Academy Framework



The framework used for the Academy is built upon years of research on learning & development, human psychology, human behaviour and performance.

# Meet Your Trainer

Hi there!

My name is Brendan Baker and I'm going to be your trainer within this Academy.

Most people know me from my work on The Start of Happiness where I help people make a difference and earn an income from doing what they love. I also write about personal development, high performance strategies, and online business. I absolutely love this stuff and have been an avid student for most of my life.

I've trained under Anthony Robbins, Brendon Burchard, Harv Ecker and Dr John DeMartini among others. In fact, if you have seen any of their work you will notice that what I do is a blend of all of these guys with my own tweaks to ensure that this information is actually practical and easy to understand and implement for the everyday person. Hence, I've developed this 21-module Academy that will literally launch your life.

If you've seen any videos of me out on the internet, the first thing you'll notice about me is my accent. Yes, I'm an Aussie.

I grew up feeding kangaroos...



and emus...



... and along the way I learned a lot about what it takes to succeed.





I love to explore



and I love to challenge myself



... and expand my comfort zone



But I still have my fears.





The main thing about me though, is that I love to make a difference



... all over the world



... lead by example



... and teach others



## The Back Story

When I was seven years old, I almost died.

My family and I were at Central Station in Sydney, Australia to celebrate the last steam train to ever depart the station.

It was about 8pm at night and I remember it so clearly.

The train was stationary at the platform, about to depart. I heard the whistle from the engine as the wheels started to chug and move ever so slowly.

My older brother and I were excited and we decided that it would be a great idea to race the train. We told mum and dad, and they mentioned that they would meet us at the car outside afterwards.

The train started picking up some speed and so my brother and I started to jog beside the train. Before we knew it, we were running. Shortly after that, we were sprinting.

I remember ever so clearly watching the train as I was running along the platform. The carriages were a dark brown wooden colour and some of the windows were open. I remember one of the doors at the end of a carriage clanging open and shut with each jolt of the train.

**Then, *I was out.***

The next thing I knew, I was huddled up in a crouched position with the wheels of the train literally centimetres from my face. I noticed that I was leaning hard against something firm. I realized it was the platform.

**I had somehow fallen between the gap between the platform and the train.**

I thought to myself, "How did I end up here?"



The wheels continued to roll past me and I could feel the breeze like it was trying to suck me in. I crouched there, staring at the end of the train waiting for it to finally pass me by. After what seemed to be an eternity, the train finally moved past me and I was left there, crouching in the open with everything around me starting to go quiet.

I quickly stood up and turned to the platform to see an older lady sitting on a bench, hands cupped around her mouth and eyes wide open. She was completely in shock.

Before I knew it, my brother was with me and he pulled me up from the tracks and onto the platform. **He put his arm around me as started to move hastily back to my parents. However, he quickly removed his arm from around me and I noticed it had blood all over it. I realized I was bleeding heavily from the head.**

My parents were back at the car and as we raced towards them they looked a little confused, not sure why I was crying and why my brother looked shocked. My brother started speaking really fast:

“We were racing the train, and I was ahead of Brendan. I was getting towards the end of the platform so I stopped and Brendan just ran into me! He went rolling along the platform and hit his head on the train and fell next to the tracks!”

We rushed to hospital and got everything sorted. I was *extremely lucky*. The doctor mentioned if it was an electric train I would have most likely died.

As I went through this experience I had a number of thoughts running through my head. Am I going to die? Do I have brain damage? Am I still going to be able to do the things I want to do?

**I then had some more thoughts which really hit me harder. What have I done in my life? Have I told everyone how much I love them? Has my life even mattered?**

I was only seven years old, but these thoughts and this experience had a profound impact on the way I conducted my life from then onwards.

I realized that I was blessed to have a second chance at life. I wanted to make sure that my life *did* matter. I wanted to make sure that I *did* achieve something and that I *did* tell those closest to me that I love them.

I started focusing on my own personal development. Throughout school I was determined to get good grades and perform well at sports, as to me, this was success. I was always fascinated by the mind and throughout these years had a dream of running my own business, training people on human behaviour and performance.

However, I took on the advice of my parents and of society in general and ended up taking a safe job in the corporate world. There were so many days while working in the organization where I asked myself “am I really making a difference?” and “am I living fully?” And you know what? I wasn’t happy with my answer.

As the days went by and I asked myself these questions, I realized that I needed to make a change and make true of the promise I made to myself when I was seven years old.

Although not an easy step, I have since established two online businesses helping others. I also run Australia’s largest social group for those in their 20’s. I now have a feeling of living more fully, making more of a difference and loving more openly in this world. I’m proud of that.

These questions I still live by today and they guide me in everything I do. I believe they are the questions that everyone will ask when they are near to



their time and I encourage you to consider these questions today and regularly moving forward.

## My Beliefs

I believe that everyone has the power to succeed in their life, no matter their background or in which area they pursue. Whether it's fitness, developing a strong career or establishing a business, it purely comes down to ***mindset***.

It comes down to clarity, focus, discipline, motivation, commitment and passion. This, coupled with support and guidance will take you anywhere you want in life.

This Academy has been established exactly for that reason.

The Launch Your Life Academy is about ***setting your life up strategically***.

It's a funny human tendency that most people don't take the time to strategically set their life up for success and happiness, yet everybody wants it? Why is that?

Humans have a tendency to make decisions and move towards things that are easy and comfortable. However, now that you're here, my goal is to break you free from this and get you to move outside of your comfort zone, stretch yourself and start living a more successful and fulfilling life.

So, congratulations for being here. This is the training and education you wish you have always had!

Are you ready? Let's do this!

Brendan



**Module 01.**

**Wheel of Life**

# Wheel of Life

“I’ve learned that you can’t have everything and do everything at the same time.” – Oprah Winfrey

## Introduction to This Module

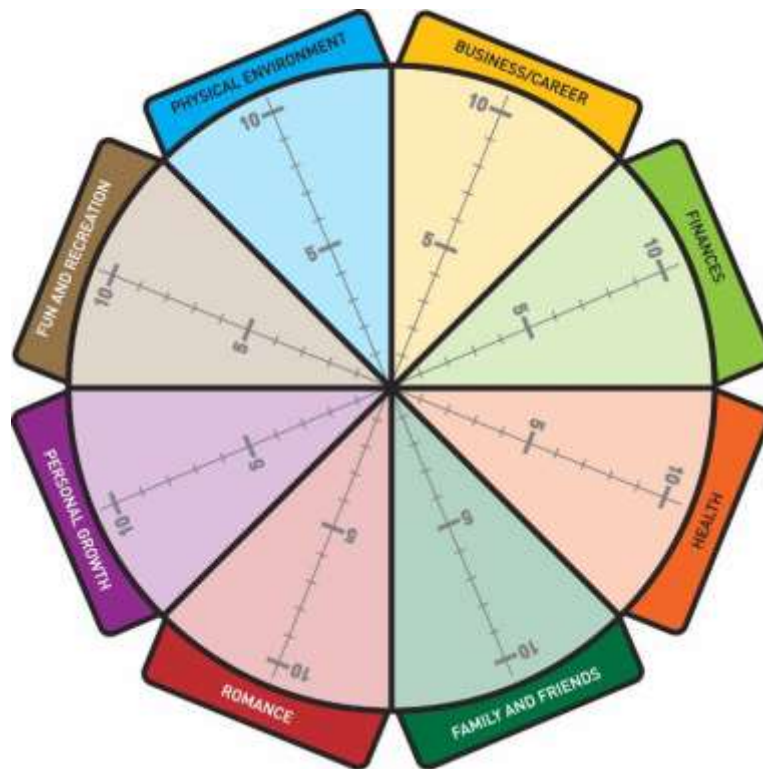
The Wheel of Life is the perfect starting point for your personal development journey. Within 5 minutes, you will get an instant snapshot of *how satisfied you are* in life’s different areas and *how balanced your life currently is*.

## Welcome to your Wheel of Life!

The Wheel of Life is the perfect tool to begin your journey to living your best life.

Life is all about balance. Too much of one thing can lead to too little in other important areas of your life. Using this tool, you will be able to reflect and gain some insight into the **balance of your life**.

The Wheel of Life will help you to understand **where you are spending your time and energy** and gain insight into **how satisfied you are** in life’s different areas. Following on from this self-reflection, you can utilise the tool to further delve into **why** your wheel of life looks the way it does, **what** you would like it to look like, and further into the **how** of making this happen.



## The Building Blocks of the Wheel

Essentially, the Wheel of Life is a circle that is divided into 8 different segments, each representing a part of your life.

What you see above is a common example of the Wheel of Life, split into major categories of life including:

- Business/Career
- Finances
- Health
- Family & Friends
- Romance
- Personal Growth
- Fun & Recreation
- Physical Environment.

There is a scoring system behind using the Wheel, where you simply reflect and rate your satisfaction levels out of 10, where 1 is closest to the centre of the circle and 10 is at the edge of the circle.

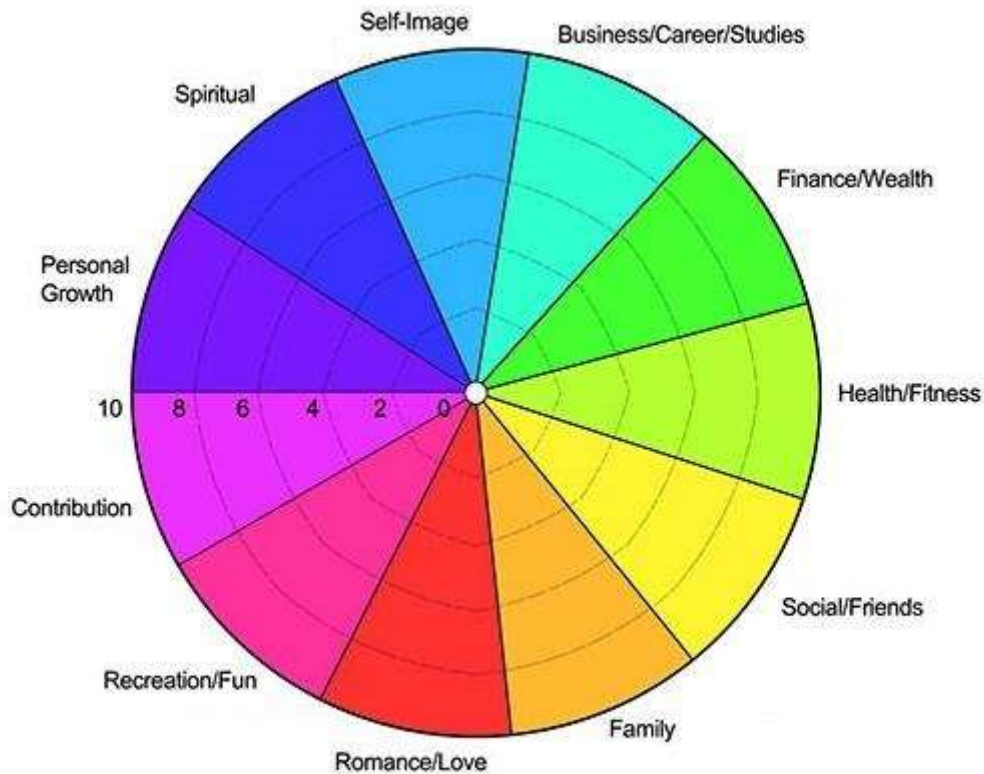
**A score of 1** would indicate that you are **not spending any time** on this part of your life and you're **absolutely unsatisfied** with how you're feeling with this.

**A score of 10** would indicate that you are **spending a lot of time** on this part of your life and you're **absolutely satisfied** with how you're progressing within this area.

The above Wheel of Life is colour-coded to help simplify it and make it aesthetically pleasing... feel free to change this as you wish!

Note that the categories on the Wheel are a suggestion. You will find that with the above you will be able to score yourself in the majority of key areas in your life. However, before you rush into it and complete the Wheel, you may like to put some thought into whether there are any other categories or specific areas you would like get an understanding of, such as Spirituality or Contribution to Society. Perhaps you may want to have Family & Friends as two separate categories to understand each more specifically. Below is an example of what your personal Wheel of Life may look like.





Remember, this is about you understanding what's most important for you and how well you are balanced across all of life's different areas.

One of the biggest benefits of the Wheel of Life is the pictorial representation it gives of your satisfaction with life. When your Wheel is completed, it will give you a spider-like diagram or 'inner-circle' of the balance in your life and will allow you to quickly and easily identify any gaps between where you are now and where you want to be.

Now that you understand the building blocks of the Wheel, let's go ahead and actually do it!

## Completing the Wheel of Life

1. **Open document: 01. Wheel of Life.pdf**
2. Complete the exercises.

## Next Steps

Keep your Wheel close by in a place that you can easily refer to on a daily basis.

Track your progress!

The Wheel of Life provides a snapshot in time, which is really a representation of your happiness. Complete the Wheel on a regular basis so you can easily track your progress. I recommend at least once every 6 months, depending on what your goals are and when you have aimed to achieve them.

In addition, if you are going through a particular tough time in your life, it's another way to help you quickly get visibility of what areas of your life you are dismissing or spending less time on.

On the flip-side, if you are finding you are going through a period of extreme happiness and fulfilment, I would also recommend completing the Wheel of Life again as it will indicate to you where you are spending most of your time and what it is that is making you truly happy.

Understanding your ups and downs will help you in determining what you truly want to do with your life and ultimately be your guide for experiencing sustained happiness.

Now that you have reflected on the previous year and gained further insight into where you are spending your time and energy, you should be starting to formulate a good picture of 'Where Am I Now'.

The next step in the process is to truly understand your motivators and your drivers for doing what you do. Next, we'll take a look at understanding and eliciting your values.

## **Actions Summary:**

- ✔ *Open exercise template*
- ✔ *Complete the Wheel of Life*
- ✔ *Complete the WHY template*
- ✔ *Complete your Preferred Wheel template*
- ✔ *Create your immediate action plan*



**Inside the  
Launch Your Life Academy**

## Enrolling into the Launch Your Life Academy

**Congratulations** on making the decision to live a better life!

I sincerely hope you got some fantastic value from the information provided here so far. There's plenty more good stuff to come!

You might be interested in getting straight into all the exercises to live a better life, so I thought I'd quickly run you through some details about the Launch Your Life Academy.

The Academy is a premium, secure online training ground that is designed to help you strategically set your life up for success and happiness.

You get access to:

- ✓ 21 training modules that guide you through a proven-process to launch your life
- ✓ Over 50 premium high-definition training videos that guide you every step of the way
- ✓ 8 Expert Interviews with over 5hrs of practical content
- ✓ Detailed exercises and templates to download for you to implement into your life and see real change take place
- ✓ 5x weekly webinars to help you stay engaged, plan your week, ask questions and stay focused
- ✓ A tonne of bonuses and useful resources
- ✓ World-Class Guarantee: If you feel you have not progressed throughout the program, you will get a full-refund AND I will personally give you a one-on-one coaching session valued at \$150
- ✓ Proven system to ensure you start to live your passion and achieve success

**Enrol now at**

**[www.launchyourlifeacademy.com/join](http://www.launchyourlifeacademy.com/join)**



## What People Are Saying

*I honestly have to say that Brendan's Launch Your Life Academy is the best program I've seen that combines the most important exercises and practices necessary to create your own unique, amazing life.*

*Even over 4 weeks, there's no fluff here! It's packed with focused information that will completely transform your life.*

**Paige Burkes**, Simple Mindfulness



*Brendan is a man on a mission who knows what questions you must ask to really empower yourself to move in the right direction and take specific and measurable action towards creating (and living) your better life.*



*It's worth every dollar of the small price because I reckon I'd have to buy a very good friend a very large number of lunches and dinners to get as many insights and as much thought as what Brendan has packed into this course!*

**Daniel Pickford**, Academy Graduate

*I have enjoyed this course so much. I am a University Professor and career coach and I am always looking for new ways, tools and techniques to help my students.. and on this occasion, I am changing my life too!*



**Belén Aldecoa Martínez**, Academy Graduate, HR and Management Skills Lecturer and Career Coach

# Screenshots

To help you get a feel for what's inside the full, online Launch Your Life Academy I have included some screenshots below.

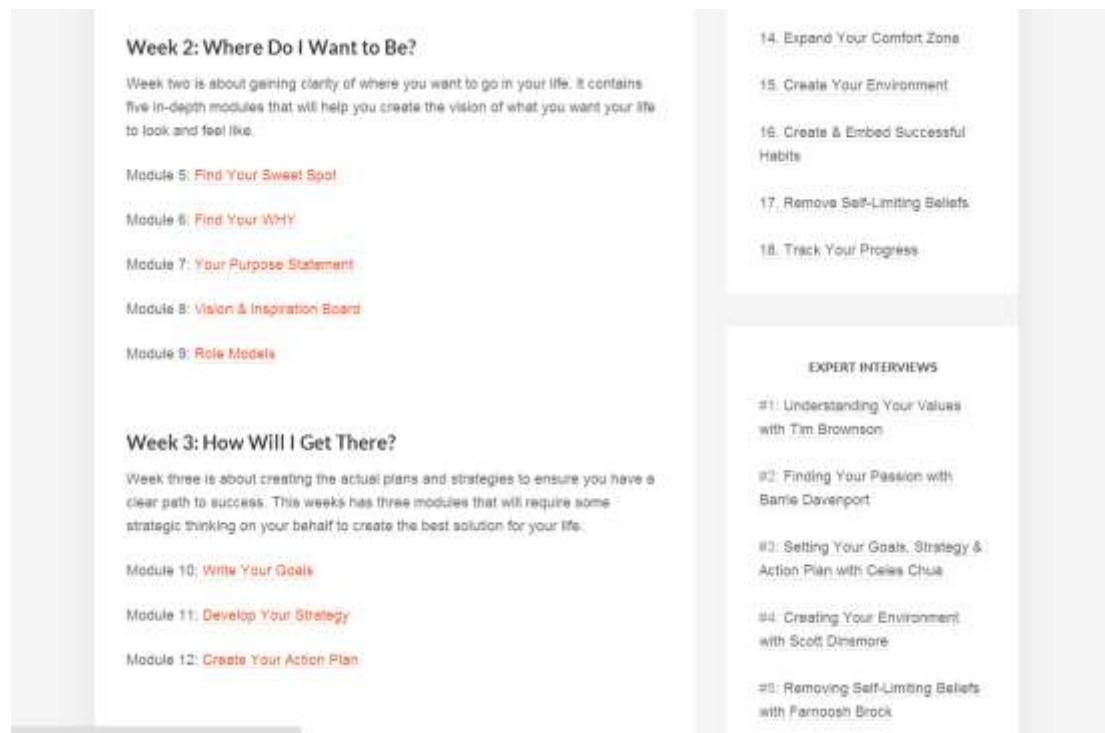
## 1. Welcome page



## 2. Example Module and Video



### 3. Example Content



For full details on the Launch Your Life Academy, please visit:

[www.launchyourlifeacademy.com/join](http://www.launchyourlifeacademy.com/join)

*See you on the inside!*

