



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 helped over 3,000 people in 10 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

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 happiness, personal development, human growth, human behaviour, mindset and success. I absolutely love this stuff and have been an avid student for most of my life.

I've trained under Anthony Robbins, Brendon Burchard, Benjamin J Harvey, 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 left the corporate world and have 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 Corporate Background

For seven years, I worked in one of the world's largest FMCG companies in Human Resources.

At age 26, I was the youngest person to ever be on the extended leadership team (those that report directly to the Directors) for Australasia and I was part of the Human Resources Leadership Team. My role for the next 2 years was to manage all facets of Talent Management... that is funky language for things such as training and development, performance management, coaching, recruitment, succession planning, employer branding, culture and health and wellness.

Whew!! That's a lot... *and it was.*

It was so much in fact that I started to question whether it was worth it. Although I was getting paid extremely well and I loved most of what I did, there was simply *too much* of it and there were aspects which just didn't make sense to me. At times, I would spend weeks pulling a one-day presentation together for a meeting I had to run with the Directors. Although there was always a lot to cover and really valuable information, the level of detail needed was way too much for someone to simply skim over it in a second... it was just a waste of time. Things like this just kept making me question whether I was really making a difference and really doing what I wanted to do.

I realised that the aspect I loved was the actual design and implementation of training and development, helping people generate stronger cultures among their teams and really having that connectivity with the employees in the Organisation, helping them to develop.

So, I took everything I learned, such as my roll-out of a one-million dollar coaching program, the psychological profiling tools and the leadership programs I developed and figured that I'd love to do this for more people outside of just this one Organisation.

So, I developed a plan that was aligned to my longer-term vision and took the step to start making a difference and earning an income from doing what I love. I established my own business and have been pursuing it ever since.

The Online Background

I truly believe that the new 'American Dream', 'Australian Dream' or any country's 'dream' is no longer to just own your own home with a backyard. Now, I truly believe that the new dream is to make a difference and earn an income from doing something you love.

I also truly believe that one of the best ways to do this is through online business. And if online business is not part of what you're currently doing, well it will be a worthwhile skill to learn as everything is going online.

I first got into online business when I was 19, establishing an Ebay store and making about \$200 per week. That was some great beer money!

About 7 years went by where I focused on my corporate gig and then I heard of the term "blog" for the first time back in June 2012. I thought that's a pretty cool thing to have and I wanted to have one. So I started a site

called The Start of Happiness and launched this in September 2012. Originally, I created it to be a repository for myself with all the tools and exercises I had learned over the years that I could then call upon for various coaching conversations and workshops.

However, it quickly got some steam and broadened into more of a general personal development site. As The Start of Happiness grew, I started to think of how I could establish and run a blog that actually earned an income, enabling me to continue doing what I love.

I decided to launch a site called Gradrecruit, which provides career advice and job opportunities for university graduates. Quickly, I was on the phone to organisations selling advertising space and have since been growing this business and doing work I love. And I can tell you, it's hard work but it feels fantastic!

The thing is, I feel like I'm only just getting started and I'd love for you to be here with me on my journey, but even more so, I'd love to be there with you for yours.

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 behaviour 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.

Reflection

Reflection

“Reflection enables us to evaluate experience, learn from mistakes, repeat successes, revise and plan”

– Sherry Swain

Introduction to This Module

The Academy is packed full of awesome tools, guides and resources to help you create an amazing life. Before we jump into where you want to get to, there is a very important step we need to take.

The first thing I want you to do is to have absolute clarity on **who you are** and your **current circumstances**. This will be your **starting point** in your journey to your best life.

Have you ever practiced reflection? And *seriously* practiced reflection?

Every day, whether you realise it or not, you reflect through sharing stories with family and friends and through calling upon your memory. However, I can probably guess that you rarely take the time to practice reflection. When you make a conscious effort to reflect with the purpose of gaining insight into your life you will experience a number of benefits.

In this module, you're going to learn about the benefits of reflection and go through a detailed exercise to help you understand who you are and how you came to doing what you do now.

The Benefits of Consciously Reflecting on Life

- Reflection can transform your experience into **genuine learning**. It can help you gain a more complete understanding of your values, your goals and what you believe in.
- Reflection can help you connect the activities you have done in your life to outcomes achieved, helping you determine **whether you are making the right decisions** or not.
- Reflection can help you **develop higher-level thinking** and problem-solving ability, something that you are going to need for the rest of this course and to move forward and change your life.
- Reflection **raises your self-awareness**, helping you understand more about yourself and your reactions to the world.
- Reflection can **relax you**, helping you become calmer and help you think more clearly and deeply.
- Reflection can help develop your questioning attitude and enable you to **see things from a new perspective**.
- Reflection can help you **identify areas for change** and improvement.
- Reflection can help you **apply what you have learned** from one situation to another, also enabling you to **react more positively** and constructively to new challenges.
- Reflection can help you **remain committed to your goals**, your vision and your purpose, something you will need throughout the year and also the rest of your life.
- Ultimately, reflection enables us to **evaluate experience, learn from mistakes, repeat successes, revise and plan**.

Reflection is a form of meta-cognition or “thinking about thinking”. You need to be able to understand your actions, your behaviours and how you think, in order to be able to set an appropriate vision and goal to launch your life.

Spending time and reflecting on your goals, your progress and your life is an essential habit to get into to ensure absolute success. This habit will ensure you are continually learning, continually focused and continually progressing towards your goals. You are going to start practicing this now by reflecting on the year that was.

“It is not sufficient simply to have an experience in order to learn. Without reflecting upon this experience it may quickly be forgotten, or its learning potential lost. It is from the feelings and thoughts emerging from this reflection that generalisations or concepts can be generated. And it is generalisations that allow new situations to be tackled effectively.”

Gibbs, G.

Action

1. Ensure you are in a comfortable space and away from any distractions.

I suggest getting outside, away from your home, away from your work and find a place where you can completely set your mind free.

2. Open the document: 01 Reflection.pdf, read through and answer the questions in the templates provided.

Close your eyes and cast your mind back to this same month, one year ago. You have now experienced 365 days since this time. Reflecting on your most recent year, answer the below questions openly, thoughtfully and honestly.

Next Steps

Congratulations!

You have just completed the first module in the Launch Your Life Starters Kit.

You should have a better understanding of what you're proud of, what makes you happy, who is your support network, what is holding you back and where your strengths lie.

You will now also have a better understanding of what you can do differently in the next 12 months to help you progress towards your goals (more on that in the coming days).

Reflection is a skill. I highly recommend that as you progress through this kit that you reflect on what you have learned at the end of each module. Reflecting on a consistent basis will help you remember the information in the longer-term.

Next, I'll send you module 2 where you'll gain insight into where you are spending your time and energy and the balance in your life by completing your Wheel of Life.

Actions Summary:

- ✅ *Open exercise template*
- ✅ *Find a quiet, comfortable space*
- ✅ *Answer the questions honestly, fully and be true to yourself*



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

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!

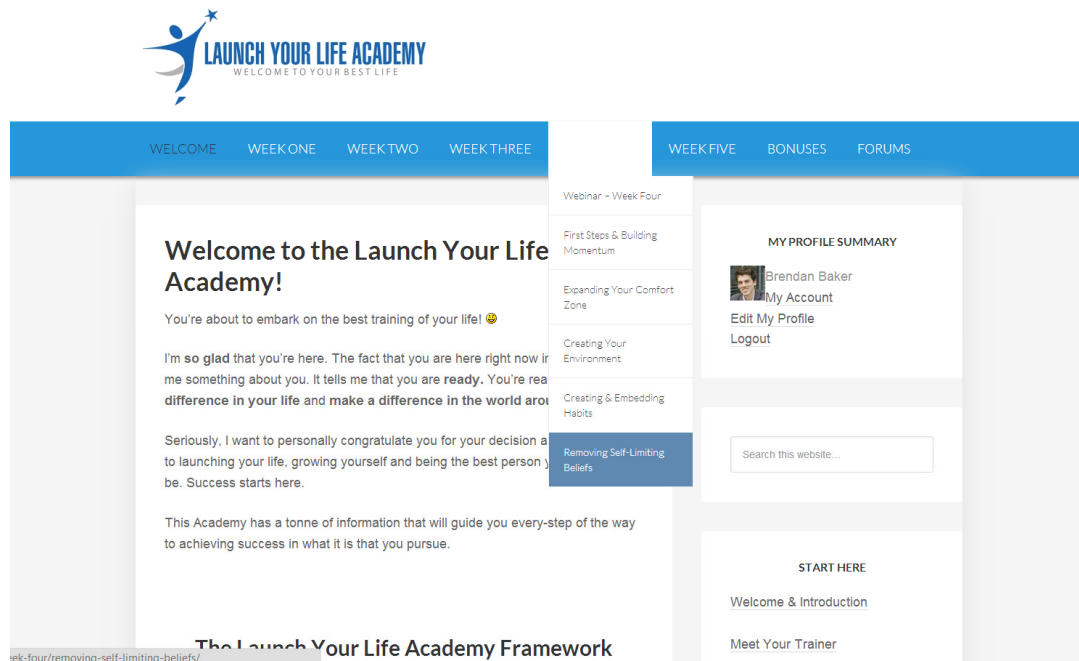
Belén Aldecoa Martínez, Academy Graduate, HR and Management Skills Lecturer and Career Coach



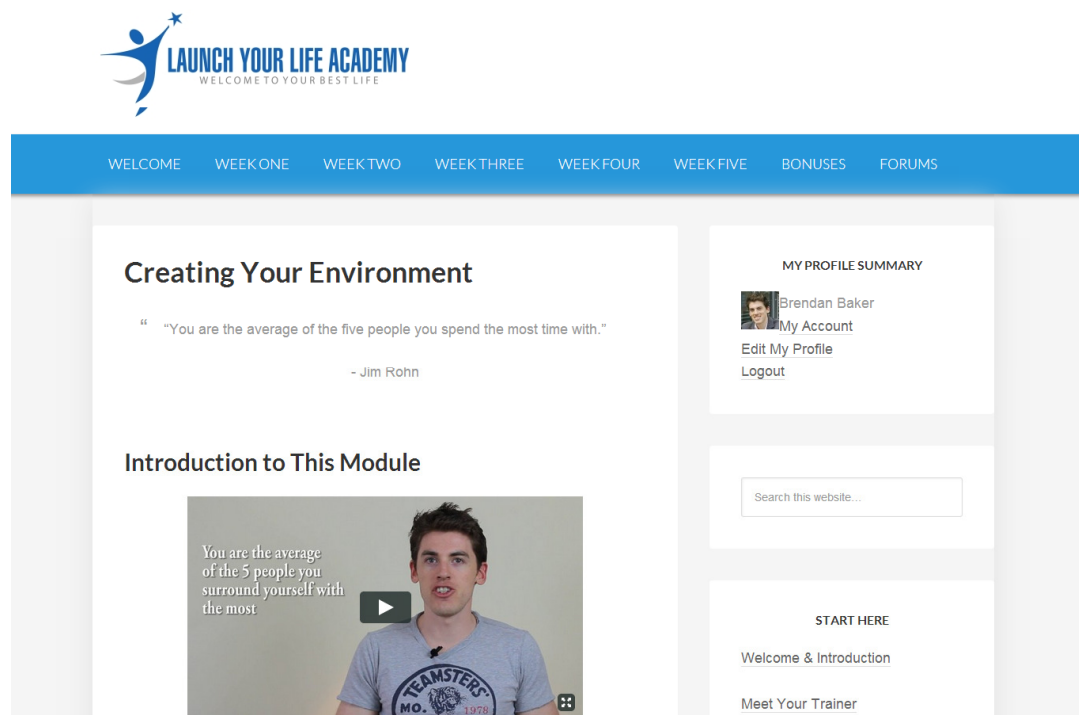
Screenshots

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

Week 2: Where Do I Want to Be?

Week two is about gaining clarity of where you want to go in your life. It contains five in-depth modules that will help you create the vision of what you want your life to look and feel like.

Module 5: [Find Your Sweet Spot](#)

Module 6: [Find Your WHY](#)

Module 7: [Your Purpose Statement](#)

Module 8: [Vision & Inspiration Board](#)

Module 9: [Role Models](#)

Week 3: How Will I Get There?

Week three is about creating the actual plans and strategies to ensure you have a clear path to success. This weeks has three modules that will require some strategic thinking on your behalf to create the best solution for your life.

Module 10: [Write Your Goals](#)

Module 11: [Develop Your Strategy](#)

Module 12: [Create Your Action Plan](#)

[14. Expand Your Comfort Zone](#)

[15. Create Your Environment](#)

[16. Create & Embed Successful Habits](#)

[17. Remove Self-Limiting Beliefs](#)

[18. Track Your Progress](#)

EXPERT INTERVIEWS

[#1: Understanding Your Values with Tim Brownson](#)

[#2: Finding Your Passion with Barrie Davenport](#)

[#3: Setting Your Goals, Strategy & Action Plan with Celes Chua](#)

[#4: Creating Your Environment with Scott Dinsmore](#)

[#5: Removing Self-Limiting Beliefs with Farnoosh Brock](#)

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

www.launchyourlifeacademy.com/join

See you on the inside!