

Course 2.4: Goals; Exercise

List of basic human values

- Change and variety
- Simplicity
- Community
- Family
- Tradition
- Luxury
- Nature
- Travel
- Exploring the world
- Love
- Relationships
- Children
- Friends
- Privacy
- Cooperation
- Recognition
- Integrity
- Honesty
- Faith
- Positive attitude
- Adventure
- Growth
- Time freedom
- Teamwork
- Fame
- To be committed to a higher power or principle than yourself
- Freedom
- Pleasure
- Education
- Solving problems
- Inner peace
- Power
- Stability
- Commitment
- Self-reliance
- Diversity
- Spirituality
- Loyalty
- Leadership
- Empowerment
- Empowering others
- Competition
- Meaningful work
- Living with purpose
- To seek truth
- To seek justice
- Respect and care for yourself
- To not overindulge or lift yourself up too high
- To accept responsibility for your actions
- Recognize the connection between all people
- World peace
- Equality
- Discipline
- Order
- Beauty
- Arts
- Creativity
- Security
- Comfort
- Physical health
- Sexuality
- Joy
- Open-mindedness
- Laughter
- Happiness
- Independence
- Inspiration
- Curiosity
- To serve and help others around me
- To be caring, respectful, tolerant, compassionate, and forgiving of others
- To not hurt others
- Caring for living things and the environment
- To do what I do very well

Course 4.4: Beliefs; Exercise- Understanding beliefs

This exercise is designed to make you consciously aware of the things you are doing and the ways you are thinking, which allows you to question your beliefs in every day life. Think about a particular situation and analyze that specific moment. When you first start using this technique do so with the below template and once per day. As you use this tool more you will be able to get through the sections faster, and ultimately be able to do this in your head, and then to question your beliefs.

Beginning on the far right, analyze that situation. In the reaction section write down what happened, and how you reacted. Next, look at the Emotions section and write down how you felt in that moment (secondary) and what underlying emotion caused you to feel that way (primary). Under the thoughts section write down the thoughts that went through your mind in that moment. Beliefs will be the most difficult to understand in the beginning. This section will take the most time. What underlying global beliefs gave rise to the thoughts and statements that you had? Now ask yourself if the underlying belief is true. What affect would changing that belief have on the rest of the template? You react to what you believe about the situation, not the situation itself.

Beliefs	Thoughts/Statements (in the moment)	Emotion (Primary and Secondary)	Reaction

Course 4.5: Beliefs; Exercise- Action vs. Inaction

This exercise is designed to let you weigh the advantages and disadvantages of making a change. This exercise can be applied to just about any choice you are making. Advantages of action, and disadvantages of inaction are logical and will be the easiest to recognize, they will decrease over time. Advantages of inaction and disadvantages of action will increase over time. The more you do this, the more your subconscious will look for answers as you go through experiences.

		Advantages	
Action			
		Disadvantages	

Course 7.4: Communication; Exercise- Expanding your vocabulary

Soft Anger and Apathy

Annoyed
Apathetic
Bored
Certain
Cold
Crabby
Cranky
Critical
Cross
Detached
Displeased
Frustrated
Impatient
Indifferent
Irritated
Peeved
Rankled

Mood State Anger

Affronted
Aggravated
Angry
Antagonized
Arrogant
Bristling
Exasperated
Incensed
Indignant
Inflamed
Mad
Offended
Resentful
Riled up
Sarcastic

Intense Anger and Hatred

Aggressive
Appalled
Belligerent
Bitter
Contemptuous
Disgusted
Furious
Hateful
Hostile
Irate
Livid
Outraged
Raving
Seething
Spiteful
Vicious
Violent

Soft Fear and Anxiety

Alert
Apprehensive
Cautious
Concerned
Confused
Disconcerted
Disquieted
Doubtful
Edgy
Hesitant
Indecisive
Insecure
Instinctive
Intuitive
Leery
Pensive
Shy
Timid
Uneasy

Mood State Fear and Anxiety

Afraid
Alarmed
Anxious
Aversive
Distrustful
Fearful
Jumpy
Nervous
Perturbed
Rattled
Shaky
Startled
Suspicious
Unnerved
Unsettled
Wary
Worried

Intense Fear and Panic

Filled with Dread
Horrorified
Panicked
Paralyzed
Petrified
Phobic
Shocked
Terrorized



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Soft Happiness

Amused
Calm
Encouraged
Friendly
Hopeful
Inspired
Jovial
Open
Peaceful
Smiling
Upbeat

**Mood State Happiness
and Contentment**

Cheerful
Contented
Delighted
Excited
Fulfilled
Glad
Gleeful
Gratified
Happy
Joyful
Lively
Merry
Optimistic
Playful
Pleased
Proud
Rejuvenated
Satisfied

**Intense Happiness,
Contentment, and Joy**

Awe-filled
Blissful
Ecstatic
Egocentric
Elated
Enthralled
Euphoric
Exhilarated
Giddy
Jubilant
Manic
Overconfident
Overjoyed
Radiant
Rapturous
Self-aggrandized
Thrilled

Soft Sadness

Contemplative
Disappointed
Disconnected
Distracted
Grounded
Listless
Low
Regretful
Steady
Wistful

**Mood State Sadness,
Depression, and Grief**

Dejected
Discouraged
Dispirited
Down
Drained
Forlorn
Gloomy
Grieving
Melancholy
Mournful
Sorrowful
Weepy

**Intense Sadness,
Depression, and Grief**

Anguished
Bereaved
Bleak
Depressed
Despairing
Despondent
Grief-stricken
Heartbroken
Hopeless
Inconsolable
Morose

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Soft Shame/Guilt

Abashed
Awkward
Discomfited
Flushed
Flustered
Hesitant
Humble
Reticent
Self-conscious
Speechless
Withdrawn

Mood State Shame/Guilt

Ashamed
Chagrined
Contrite
Culpable
Embarrassed
Guilty
Humbled
Intimidated
Penitent
Regretful
Remorseful
Reproachful
Rueful
Sheepish

Intense Shame/Guilt

Belittled
Degraded
Demeaned
Disgraced
Guilt-ridden
Guilt-stricken
Humiliated
Mortified
Ostracized
Self-condemning
Self-flagellating
Shamefaced
Stigmatized

Soft Jealousy and Envy

Disbelieving
Distrustful
Insecure
Protective
Suspicious
Vulnerable

Mood State Jealousy and Envy

Covetous
Demanding
Desirous
Envious
Jealous
Threatened

Intense Jealousy and Envy

Avaricious
Gluttonous
Grasping
Greedy
Green with Envy
Persistently Jealous
Possessive
Resentful

Course 9.3: Marketing 101; Exercise- Client Avatar



Aaron Avatar

Occupation or Descriptive Title

- Where do they live?
- How old are they?
- What is their level of education?
- What have they accomplished?

Meet Aaron.

Tell us a little about your avatar. What do they do? How do they spend their week? What do they do outside of work? Where do they get their news?

How much do they make? How do they feel about their job? What are their concerns in life? What aspects of their life or personality effect how you market your product to them?

Tell us about their history. What happened in the past that led them up to this point? How do they feel about what happened in the past? Perhaps a former job, an experience they had, or a trip that they took. What are they currently interested in because of this event?

What is their family and relationship status? Are they married? Divorced? Single? Do they have children? How many? Does anything about their relationships have a bearing on how they might use your product or fit it into their week? Does your product address any of their concerns that relate to their family?

What is it about your product that matters to this person? How does it solve a need, ease a pain, or make them feel good? How does it better their life?

What sorts of thoughts should go through this person's head right before they decide to purchase your product? What is the "final straw" that makes them pull the trigger?