

write your own
**Reinvention
Manifesto**



3 Powerful Steps

For Reinventing Your Life With
Confidence, Success, and
Pizzazz At Midlife!





What if life came with its own users manual guiding you to make the right choices every day?

Yeah, right. What a wish that would be.

Then we could have avoided all of life's tragedies along the way. You know the one's I'm talking about. Those little lessons in life that you had to learn by living and doing.

- Like the time you ate that caterpillar when you were five just because it was so beautiful (ew, and way too fuzzy and disgusting going down.)
- Or the time you felt nothing but heartbreak by learning what kind of guy that Jimmy Whats-His-Name really was. Oh, if you could only get that year back.
- You could have avoided that job that promised big pay raises and even bigger promotions. That pink slip cut through all of that hope, didn't it?

Ahhh, a users manual. Just think of all the things we could have avoided. All the regrets we now could be living without.

- Like the regret of not being at your daughter's big performance in the school play. You missed her starring role that made everybody laugh ... but you. And now you know; agreeing to work those extra hours of overtime did little to save your job a few months later.
- Or the regret of not listening to your gut when it told you to cut back on the daily lattes and put the money in a good stock fund instead. If you would only have invested in a little company called Apple twenty years ago.

Ugh! Looking back at life through the rear-view mirror is so damn hard!

**It's all clear now,
but it sure wasn't
when you were living it
day by day.**

Now that you're at this point – at midlife (*when did that happen?*) – wouldn't it be even better if you could pick up that users manual now? What if you could take all of that experience you've tallied up to this point and apply it effectively as you move forward?

Let me introduce myself ...

Hi, I'm Lori Osterberg.

I'm a serial entrepreneur, author, writer, photographer, blogger, wife, mother, sister, daughter, friend, world traveler, not necessarily in that order.

I'm firmly planted in Generation X, reeling from all that life has presented up until this point.

I grew up in a traditional home: mom stayed at home, dad worked the 9 to 5 shift for over 30 years. They taught me to go to school, get a degree, find a job, respect your boss, and work for several decades doing the best job possible for the corporation. But what they taught and what they lived were two different things.

My dad spent the last several years of his career struggling to keep his job. He reinterviewed over and over again for his position, all the while building up unbelievable stress. He set his eye on a goal – turn 55, retire, and do something fun for a living. He never made it. Seventy-three days short of his 55th birthday, he died of a massive heart attack.

**That day
changed me
forever.**



I was already facing insurmountable stress. My husband had been downsized out of a job from three positions in three years. I was at risk for having my job move over 2,000 miles away. But after watching my father go through that much stress and turmoil, I knew there had to be a better way. So we did what any young, newly married couple would do in their 20s ... we quit and started up our own business.

Now don't get me wrong; that wasn't an easy thing to do. We've had successes, and we've had our failures. We've had ups and we've had downs.

We changed. We grew.

We brought a daughter into this world. We settled down. We created a home in the suburbs. We lived. And life was good.

But then she went and grew up, and chose a college 1200 miles from home.

Now what?

With fifty fast approaching, we began to evaluate what we really wanted.

- The 3300sf house sitting on a quarter acre lot with scads of maintenance and landscaping upkeep that wouldn't quit? *Nope.*
- A simplified lifestyle that allowed us to travel whenever and wherever we choose? *Yep.*

So we sold the house, got rid of two-thirds of our stuff, and decided to slow travel the world, marching to our own beat. And that's where you'll find us now, currently living in the Pacific Northwest as we contemplate our next move.

So how does this apply to you?



What's Your Vision?

Creating your vision means you find your ability to think about or plan your future with imagination and wisdom. You set goals to motivate and inspire you to reach beyond where you are today, and grasp it for a better tomorrow.

What does Your Perfect Life look like?

"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results."

Tony Robbins

I listened to those words during one of the worst periods of my life. I took up jogging as a way to separate myself from everything that was happening in my "real" life. I'd enjoy the scenery and listen to tapes as a way to try and improve my mindset.

As I was running around my neighborhood, I plugged into Tony's words and listened over and over again.

But it didn't stop there.



When I was building my very first business, I was sitting in the audience of a man high up in the photography industry. At the end of the seminar, he walked into the audience and said:

“I’ve given you everything. Every trick, tool, resource, and step I’ve outlined here today is the exact method I’ve used to get me to where I am today.”

He went a little further.

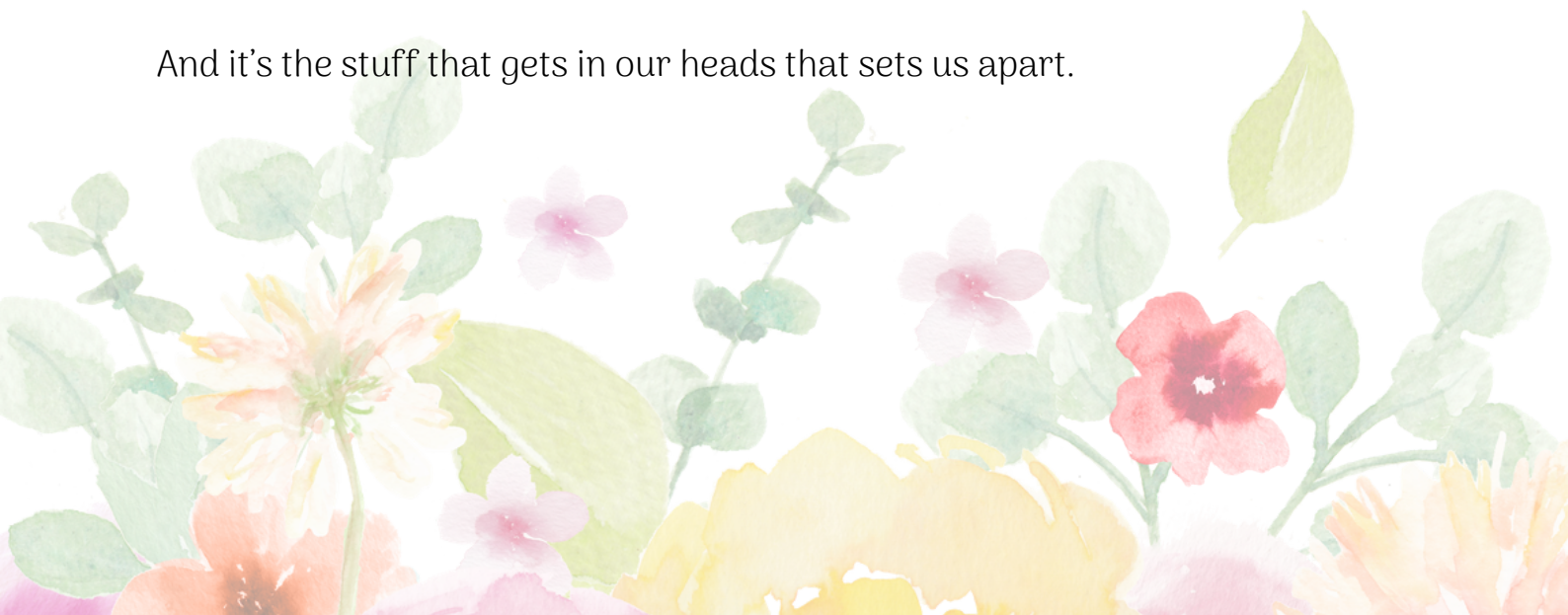
“Yet I know from experience that less than ten percent of you will try even one of the tactics I’ve laid out here today for you. I know only one or two of you will try two or more tips. So even though I’ve given you my entire blueprint laid out in step by step fashion, very few of you will do anything to make this a part of your business. Be different. Go home and do it.”

Wow. I sat there in total amazement. Was he telling the truth? Could it be?

Could the entire blueprint for life be carried by mentors, by people considered experts within the industry? People who have “been there, done that?” And all we have to do is listen?

Of course, it’s a little more complicated than that. We each have our own internal blueprints that guide us too. Our successes. Our failures. All of it. It influences the way we hear, listen, and learn.

And it’s the stuff that gets in our heads that sets us apart.



Have you ever read a book in your twenties, picked it up again in your forties and thought:

“Huh, I don’t remember it quite that way.”

Yep, we’ve all been there. It’s not the book that changed. It’s you who has changed.

You aren’t the same person at forty-something that you were at twenty-something. And all that knowledge, experience and *crap* adds up over time.

Still, is it possible for someone to guide you along and show you what’s possible?

The answer is an overwhelming **YES!**

When I first heard the photographer from above speak, I was overwhelmed. But I was different. We were in the midst of building a thriving photography business, and I was hungry enough to give anything a try.

So I bought into his program. I followed his advice. And in less than two years we became one of the most successful wedding photographers in the country. And who was once a photographer I was in awe of up on the stage, became a mentor and a friend I worked with again and again.



What's a Manifesto got to do with it?

When you have dreams and goals, the most powerful way to see them through is to write them down. A recent goal-setting study conducted at Dominican University in California found you are 42 percent more likely to achieve your goals simply by writing them down.

When you write it down, you're doing more than wishing and dreaming. You're making a declaration to the world based on your intentions. And if I've learned one thing through all of my years in business it's this: The universe can be a very powerful source when you're clear on your intentions.

So when you take the time to craft a manifesto based on your intentions, the universe listens. You see it in writing, and you're more likely to take action because it's right there in front of you!

I truly believe every woman needs a manifesto - and it needs to change all the time. If you haven't created one before, right here in midlife is the perfect time to get started!

Where do you start? Glad you asked?

There are three powerful steps you can take to reinvent your life with confidence, success, and pizzazz. I know it works because I've done it many times myself.

Ready to get started?



1 Fake It 'Til You Make It

The saying goes, “fake it ’til you make it.” I would tell you that’s only partially true.

Because you can believe you’re the best “fill in the blank” in the world, but until you take action to make it so, it will never be.

I think that’s where Tony Robbin’s advice to “copy” from above is right on the mark.

When we were first starting out in the wedding photography business, we “saw” who we wanted to become. We found a mentor and started emulating his business.

We purchased his books, his posing guides, every video he produced, every training manual he created. We went to his seminars and followed him to the various organizations and associations in the industry.

If he did it, we did it. We followed. We learned. Until eventually it became second nature.

Until eventually, when we were in the middle of “copying,” we asked – what if we did it this way instead?

And it became our own way of doing things. We developed our own style, our own personality, our own signature traits.

The greatest form of flattery is to have someone else copy you.

Don’t worry about them copying too much. Because you’ll already be miles ahead, developing new things, while they’re stuck in the back mimicking all you are doing.

That’s how you reinvent yourself. You find someone doing what you want to do. Then you copy. You do it too. You add your own twists. You do your own thing.

You fake it til you make it. And it comes sooner than you think.

Who do you want to copy?

Right now, there are people out there doing what you want to do. They are living the life you wish you had. They are living passionate lives. Who are they? Be specific. Find your role models in all aspects of your life: career, passion, relationships, living, travel, giving back, etc.

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2 The Key Is Seeing

Seeing is believing, or so the story goes. But that idiom was based on the belief that only physical or concrete evidence can convince you something is true.

- A million dollars isn't possible unless it's in your bank account.
- A loving relationship isn't possible unless you find prince charming.
- The perfect lifestyle isn't possible because ... well, is it ever possible?

There are two different kinds of paths people take in life.

One chooses the path that allows them to react to things as they happen. Everything is performed in reaction to some other event in their life.

The other one chooses the future. They SEE who they choose to be and they only accept things into their path that will keep them on track.

They say NO to side roads that can lead them astray. To create your perfect life, you have to see it first.

During the dedication of Walt Disney World back in 1971, someone commented to Roy Disney that it was a shame his brother hadn't lived to see Disney World come to life. Roy commented,

"He did see it. That's why it's here."

Having vision allows you to establish who you will be long before you get there. It allows you to channel your energy into the right places instead of being sucked up into useless avenues that have no meaning to you.

It helps you stay on track in good times and bad, always knowing you are who you are, and you'll only do the things that give that more meaning.

Seeing Your Future

Who do you choose to be? What does your future self look like? Journal about what she looks like. What career she has, what relationships she has formed, what she's passionate about, what she lives for each day. Write it as if you already live it. (i.e. I own a coaching business to help women live their best lives.)

[illegible]

3 Set Your Intentions

Midlife is filled with doubts and regrets and desires and changes. We reach a point where we look behind us and realize we didn't quite get what we were going after. There's a lot of failures left in the wake.

And it doesn't even have to be big failures to count. It can simply be a matter of missed opportunity. We always thought we'd do "fill in the blank," but now it's too late.

We fill our minds with ideas that we've reached a point where we no longer can do the things we most wanted to do. And while I'll agree if you've wanted to become a prima ballerina, if you're forty-seven you might have difficulties. But that doesn't mean you can't do other things.

- Like, open a dance studio.
- Or become a VIP sponsor of your local ballet.
- Or dance in community theater.

We put on dark glasses that only provide us with a look in the rearview mirror instead of updating the prescription and seeing what can be in the future.

There are always options. There are always things you can be.

I would argue that success is simple. Creating your perfect life is easy. But it's all the *crap* that we let get in the way that holds us back.

You can take the difficult path. Or the easy one.

You can find a way to bring one small idea to life by setting your intentions and following through with action.

Or you can continue down the same old path you've been traveling on for days, months, or even years.

*"Setting goals is the first step
in turning the invisible into the visible."*

Tony Robbins

What do you love?

You have options. You can be anyone you choose to be. As you define the real you, start to establish goals that make *her* the biggest part of your life. My suggestion is to take this slowly. Define one area in detail and work on that until you get to a comfortable place. Then move to the next. You can't change every aspect of you right away. One small step at a time. But those small steps will add up quickly when you take action. Action is key.

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It's Time To Design ...



What's your
Vision!

The world is waiting for you. It's time for second chances.

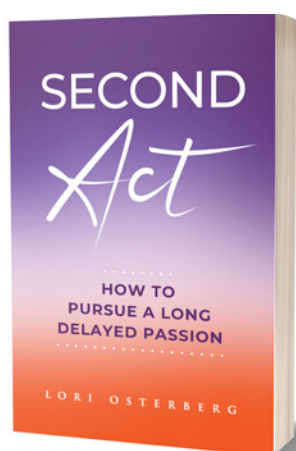
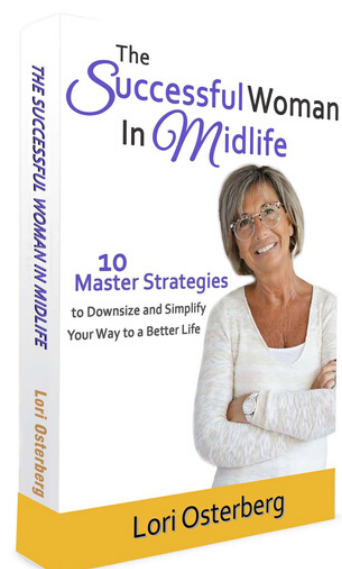
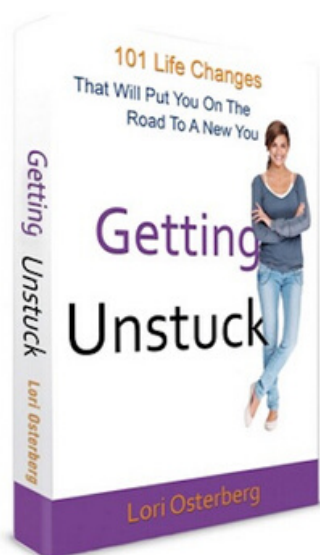
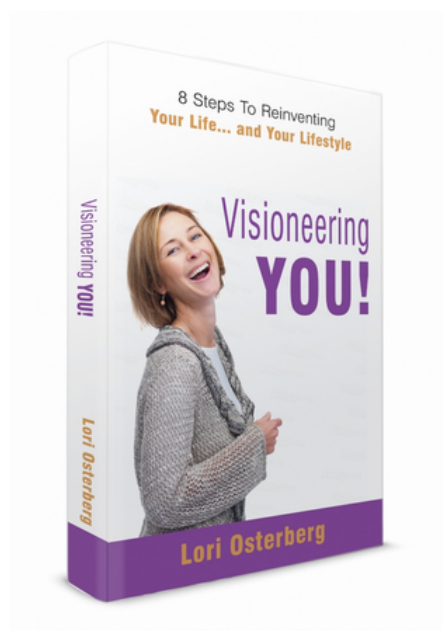
It's time to reinvent your life once and for all. To do all the things you've dreamed of.

Do you see them? Have you defined them?

I'd love to hear about them.

Lori@VisionOfSuccess.com





It's time to take back the life you've been dreaming of.
Unstuck Books is a line of nonfiction written exclusively for women in midlife who want to answer: *What's Next?*

Is that you?

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Life Isn't About
Finding Yourself.

Life Is About
Creating
Yourself.

George Bernard Shaw

