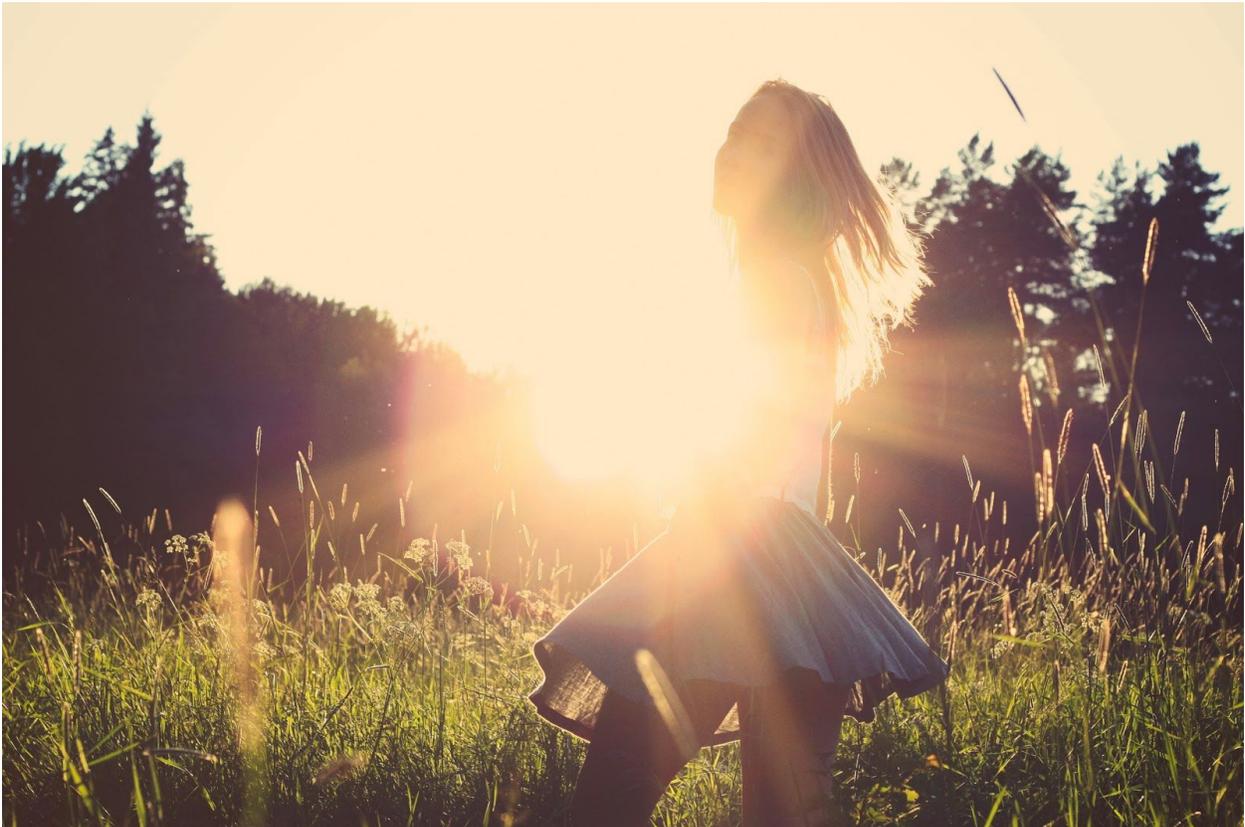


the Sanity Path

the Ultimate Guide to Getting Started Here!



WELCOME

Nicole and I are beyond happy you are here doing this Experiment with us, and can't wait to see what you help uncover for us ALL as you navigate this bold 50/50 concept in your work. You have the open opportunity here to drastically influence and we think improve

- HOW you work and WHEN
- The quality of your work

- The quality of your daily life
- What you accomplish on your personal most-important dreams (and challenges)

We believe deep down in our hearts that THIS - this 50/50 approach - is the ultimate guide to how to work on our dreams and challenges.

We also have a very strong hunch that although this program appears to be, on the surface, about slowing down - it IS about slowing down our minds and frenetic-y-ness - it is in fact a route to way-more-expedient realizing of our true goals.

Step One - Definition: Your true Work.

Before we get to inner and outer work, it is important to start with is this::

What is your Work?

You are welcome to consider your Work as your business or the business you are wishing to create. Aside from all other life things like family, partner, health, etc. That will still work if it's easier to wrap your head around right now.

And... we invite you to consider the possibility of a new lens on what your work is for this Experiment:

What if... Your work is your life. And specifically the top 5 or 6 things that you think about the MOST day-to-day these days.

Let's answer that right now.

What are the top 3-5 things you most want in your life that have just not been happening as you wish - yet you feel somehow there is a way?

Brainstorm your answers here:

What are the top 3-5 challenges that plague your thoughts almost every day and you just wish they could be effing FIXED. ARGH!?

Brainstorm your answers here:

Examples: A person might answer things like:

- I dream of having the work I love be all the income I need,
- I hate this part-time work and I'd love to be free of it,
- I dream of being closer to my children or lover,
- I have such a dream of a contribution I'd like to make in the world,
- I am so worried about my son / mother / friend who's having a tough time - I think about them all the time,
- My health - it's fine but I know I can feel SO much better,
- I want so much to be able to earn my income from home,
- I wish I could write that book...

Our opinion: To be super-savvy about it, we are not actually trying to build a business,

we're trying - when it comes down to it - to build a LIFE.

And notice in the examples above that ALL of the things you wrote in those boxes are REALLY important to you.

So what if... fixing or evolving THOSE things is your primary WORK over the next 3 months.

And see if growing toward the 50/50 approach helps them all heal or grow more easily, possibly more expediently too.

We feel that at the end of the day, if you can change THOSE things even 25% you will feel so much better, more accomplished, together, more balanced, stronger.

You will have made a difference on the things that most matter.

And what about all the other things on your to-do list? If you have to do them, do them, but now you can run a filter over them as well - asking - if I accomplish this thing, does it actually matter to these top 5 or 6 things I most care about changing above?

If it doesn't, then put them in the maybe later pile. Who knows, they might be superfluous anyway. Pick em up if you need to later.

Example: I, Alex, was talking with a client just yesterday - a genius and powerful woman who is ready to begin coaching a particular subset of women. She's already internally ready, very professional, has lots of cred.

But... She quickly listed about 6 things she needed to do before she could start. They would take her about 3 months she reckoned: Website, articles written, logo, coaching methodology schematic-ed out, marketing plan, etc....

This woman already has a successful business before this. She already has a good email list. She already has been doing this coaching work ‘not overtly’ with clients and friends.

I said: what if you do all that other stuff later, and instead, start your coaching business this week. Do this - write an email talking about your coaching work and why it matters to you. Then send it to your friends and some clients saying: “I have something new to offer, here it is, do you know anyone who might love to do this with me?”

She is now writing that email. And she WILL get responses. Guaranteed.

Point of the story: Most of the things on our to-do lists are just ‘filler’. Things we ‘think’ we have to do, or things we’re hiding behind because we’re scared to go do the thing. (If I just had one more certification under my belt I’d be ready... kind of thing.)

This is why we are suggesting that your WORK be... simply what you want most. Scrap the to-do list, or most of it, and just create the thing you wish for in a simple, organic, way.

Let that be your WORK.

Step Two - Definition: Inner Work and Outer Work

So now you have an idea of what you wish to work on ... enter the 50/50 approach.

If you know how to accomplish something you wish, then just go ahead and do it, of course. If your dream is to make a vegetarian sandwich, and you know how to do it, you don’t have any spiritual or emotional blocks running you for the hills every time you think of it...

Then your work is obvious. You just do it. There you go - a nice sandwich.

However - I bet most if not all of the things you listed in the boxes above are not so obvious. That's why they're there. They have frustrated you, been hard, and maybe you're all spiritually bruised from struggling with these things in the past.

But, something else - they won't seem to let you go either. You feel somehow inside that you are capable of these things. That they SHOULD be obvious, that you DO have the power to do them.

So the typical approach is... face them with 'masculine' energy - picture the alpha-male approach from far too many self-help books. They say 'just buck up and get it done'.

It doesn't work a LOT of the time.

But here's what ALSO doesn't work... being totally spiritual and doing no actual activity. (Picture a year of sitting on the couch doing law of attraction meditation and yet not lifting a finger to ever do anything about it.)

Nicole and I have been in BOTH of those places, and you may have been also. Both are equally frustrating, and equally don't work on most important things.

Enter the 50/50 approach:

Inner Work: The kinds of activities that grow, nourish, relax, unhook, evolve you, make you clearer, stronger, more confident.

Outer Work: Doing practical things that create the goal.

In a nutshell here's how it works:

1. Look at one of your life goals / challenges in the boxes above.
2. Now. Carve out a piece of time in your day.
3. Spend the first 50% of your time doing Inner Work that feels helpful to that goal.
4. Then grab a lovely beverage for yourself to keep yourself hydrated and spend the next 50% of your time picking any small practical thing on that goal and doing some work on it.

Example:

If my challenge or goal is this: I am working too hard, but not feeling like I'm moving forward. One of my top 5 things I listed above - is that I'm worried about my relationship with my partner. I keep worrying about that and it makes me work even harder on my business because I think that is what will help most.

Typical approach: work harder on the business and ignore the partner even more. Feel guilty. Make no progress on EITHER goal. Feel like shit. Damn.

The 50/50 approach: I take an hour. I don't know how to completely fix either my business OR my relationship. This isn't like making a sandwich. I simply don't know what to do.

So... I 50/50 it. Not for one day, but for many many days cumulatively over the next couple of months (notice how that feels), I take an hour each day. This is my 'work-time'.

For the first 30mins I might choose to do a journaling exercise listing all of the things I love most about my partner. Or a meditation that allows me to 'feel' them. Or you might work on a contemplative task like knitting or carving or washing dishes that focuses my attention and allows thoughts to flow through like in meditation.

Then for the next 30mins I sit down and do practical work on this very thing. This could mean actually sitting with them or inviting them for a walk, meeting them for lunch. OR... it could mean I take a look at my schedule and spend 30mins figuring out a date night and who to get for childcare.

See what we mean here?

Advantage #1: We can relax more about the goal / challenge. Because... we are now addressing it square on.

Advantage #2: We don't have to fix it all at once, because we are now starting to feel good with this approach, and we are more apt to sit down and dedicate an hour to this very goal in this 50/50 way.

Advantage #3: We are way more apt to do this often (cumulatively) because we get to start with the inner work.

Advantage #4: We are focused on the RIGHT things. We can apply the same approach to our business. But now we've unhooked the two things. We work on our relationship as part of our work-day. Then we apply the same 50/50 approach to our business.

Step Three - Beautiful Preparation for your first 50/50 session:

Nicole and I will be slow-releasing AMAZING resources for your inner work time. About one per week so they are easy to integrate if you want to and you are not overwhelmed. They are optional, and we think you'll LOVE them. There are some VERY different methods coming to your Library to make Inner Work very very strategic.

But... before that - what do you do already that's amazing? Or would do more of in this 50/50 approach?

What kinds of things come to mind off the top of your head right now that could be or would be great Inner Work activities for you? (eg. yoga, meditation, nature, water, energy work, gratitude-style-journaling, Ho'Oponopono, EFT, a contemplative craft or task, ...)

Brainstorm your answers here:

Now - a tiny example of things to come for you to consider. How some of these things could also fit together. A walk is one thing. Good for us, though we might feel that it is not directly influencing any of our goals directly. Is this **actually** helping my goal right now, or am I just 'escaping'?

So... if you feel that way...

What if for your 50% Inner Work - you went for a walk in nature, and while you walked you did Ho'Oponopono on some challenge or goal. A dedicated hour of inner gorgeousness directly related to your 'thing'?

Another person might feel differently about this - a walk with NOTHING on the mind just staring at the leaves as they move in the breeze - now THAT's connecting to their true nature inside, and that works much better.

It's up to you! And you get to tinker with this a LOT to find your best paths! We've got up to 50% of your workday to DO THIS! YAYYYYYY!!

Then when you come home, sit down and do one tiny action related to that thing - regardless of whether you can see the big picture or not.

Metaphor - let's say your business is like a house: if I'm tired of having a super-cluttered home, then maybe my Outer Work action when I come home is to tidy up one little piece of counterspace. I'm not fixing the WHOLE problem, but I'm fixing 1% of it. Bam.

Same applies to your business. Your website might need an overhaul. Instead, go in and fix one paragraph. The magic here is we're apt to keep DOING these small things - often - cumulatively because we start each of these work sessions with gorgeous inner work that changes US, then we apply that 1% more into some practical action.

Having fun with this together:

The whole point of our Experience together over the coming months is to TINKER with this 50/50 approach. Try new things, feel it out a bit more every day, consider the challenges that come up and **share** them with each other.

It's not that we suddenly start out of the gate having this all figured out. Nicole and I certainly don't.

We do feel this is THE way to approach our lives and work, and we wish to learn to apply

this in our own lives.

And we are happy to be able to engage with such a strong social group of leaders who will figure things out that we won't, who will help us blaze this Sanity Path for others.

And, quite frankly, we are anticipating that because of the power of the 50/50 itself, we are all going to be quite wildly successful with it ;)

See you in the Facebook Group! Please don't forget to introduce yourself in there!

Big hug,

Alex and Nicole