

KEVIN BULMER

2018 AWESOME LIFE PLAYBOOK



THE RISE

My Life's Purpose

My purpose is to empower and encourage individuals and organizations to “do better” (at whatever point they may be in their journey and development) by being REAL: Resourceful, Effective, Authentic Leaders. I do this by uncovering and embracing my own unique creative gifts, accepting and stepping into my pure potential and by sharing my authentic journey as a speaker, coach, author and podcast host.

In this way, I am proactively contributing to the abundance of positive, healing and nurturing energy for all beings around the world so that I may one day leave this earth in a better condition than how I found it.

My Outer Mission

I am helping to leave the world better than I found it by empowering and encouraging thousands of people all over the globe to recognize, embrace, activate and celebrate their authentic selves, thereby inspiring and motivating others to do the same. The positive ripple effect of this is generating positive, loving energy all over the world!

I am rescripting vulnerability to help more people become REAL (resourceful, effective, authentic leaders).

My Inner Mission

It is my mission to be constantly growing, learning and sharing as I uncover and embrace my authentic self and the unique creative gifts I have to share with the world. I am committed to speaking and living my truth, accepting my good, stepping into my pure potential and encouraging and empowering others to do the same.

I am calm, confident, focused, disciplined, energetic, determined, patient and committed.

I am healthy, content, focused, cheerful, present and energetic as I remain mindfully with deep appreciation for each and every moment of this exceptional life.

My Highest Values I Live By and Make Decisions From

1. My Health & Well-Being: Spiritual, Mental, Emotional, Physical
2. My boys, my sweet Caroline, my immediate family and friends.
3. Integrity & contribution. I treat others as I wish to be treated, and treat myself the same.
4. Authenticity, constant growth and creative expression.
5. Presence & Gratitude: fully appreciating, accepting and celebrating every step.

MY RELATIONSHIPS

- I love, respect, appreciate and put my relationships with Eddie & Jaden first. We support and encourage each other in all that we do, and always have each other's backs as we pursue our individual passions and take care of our responsibilities. We love and cherish each other completely and unconditionally. I empower and equip my boys for success in life and love by proactively teaching, delegating and collaborating with them. We learn from each other and we celebrate and appreciate every moment together.
- My loving partnership with Caroline grows deeper and richer every moment. We love, respect and support each other and enjoy every moment we get to share together in a magical way that lights us both up! Ours is the most incredible and amazing relationship ever created! Our bond grows deeper and stronger every day as we continue to grow, learn and nurture ourselves and each other.
- I value my family & friends deeply, and express my love, appreciation and gratitude at every turn. I am truly blessed to enjoy wonderful friendships and great family relationships wherever I go, wherever I am.

MY DAY

- I wake with the alarm by 6am
- I prime my brain for success with audio affirmations
- I deepen my awareness with daily journaling
- I deepen my empowering beliefs with written affirmations
- I visualize & magnetize my visions & deepen my awareness & intuition through meditation
- I fuel my body with healthy foods
- I exercise my body every morning and am trim, flexible, calm, confident, balanced & strong
- I read enriching materials and learn something new every day
- I envision & celebrate my future wins daily
- I deserve, ask for and gratefully receive wealth and abundance every day
- I give to empower, encourage, collaborate and create positive, nurturing energy around the world

MY BUSINESS GOALS

I empower individuals and organizations to do better by being REAL: Resourceful, Effective, Authentic Leaders.

I do this as a Speaker, Coach, Author & Podcast Host

Coaching: The Turtle Tribe

2018 Goal: 300 monthly members | 200 annual members

Why: To serve my purpose & fuel my inner and outer missions, as well as all other areas of this playbook.

Speaking

Goal: 50 appearances (more than double last year's goal)

Why: Build brand, introduce people to Turtle Tribe, build podcast, build email list, direct revenue, fuel book sales, networking and relationship building, get better!

Author | Writer

Goal: 52 Blog postings (transcripts of video blogs, slightly edited and posted strategically on social channels)

Goal: One Book (minimum) published as hard copy, Ebook and Audiobook.

Stretch goal: 2 books published (plus Ebook and audiobook)

Why: Build credibility, learn, creative express, a new way to reach people, source of income, build brand, expand reach, open new opportunities, support purpose and other project.

Podcast

40 new episodes (45 total, including re-releases and/or special editions). This is 12 weeks (3 months) off (July/Aug & Dec.)

Why: Build brand, serve purpose, fuel opportunities, learn, establish new relationships.

Marketing: Use slogans and phrases like billboards, plus quote slides and other blog postings. Continue boost posts

Video Blogs

Combined goal: 44 (2 months/8 weeks off)

“Footsteps” as personal growth CTA to Turtle Tribe

“Connections” as professional growth CTA to ..

New for 2018 - “Turtle Tips” 30-60 second tips with CTA

New for 2018 - Affirmation Videos (before end of the year)

Why: Build personal brand, expand reach, CTA to drive traffic to Tribe and other content

Email Newsletter List

Distribution goal: 52 (min. 1 per week) with 1 CTA / Affiliate or product-related post per month (last week of month)

Add Optin Monster to capture lost opportunity

Why: Build loyal list of current and potential customers to serve purpose and empower through my other content.

LinkedIn

Continue connections, content & recommendation strategy

Annual Connection request goal: 2,400 (200 per month)

Network endorsements & recommendations goal: 52 (1 per week)

Content to post: Footsteps, Connections, Podcast posts, CTA (speaking, email, coaching, Tribe, etc): 12 (1 per month)

Why: Expanding network gives greater exposure, more opportunity, potential podcast guests, new potential relationships (e.g., Jim Estill, Loretta Smith, Jerod Ward, Paul Campbell & Debb Ritchie). Plus, giving back to others.

Delegation & Outsourcing

Build KBE Organization chart with job descriptions

Hire and delegate help to:

Research & data entry

Image creating, editing & resizing

Social Media, Blog Work, SEO, Commenting & Online Content

Podcast Editing, Distribution and Optimization

Administrative Assistance on Speaking-related tasks such as invoicing, contracts, travel booking, etc.

Video editing, captioning and production

**see separate delegation file for additional detail

Marketing & Distribution

- Speaking and MC work = the best marketing strategy of all!
- FB Boost posts for videos, podcast, Tribe funnel and Tribe content with CTA
- Retargeted ads
- Videos to integrate CTA to content
- Aweber - learn segmentation and proper follow up (per Jermaine Griggs video)
- Eventually investigate Google Ads for speaking opportunities

Songwriting & Music

On hold for now. In the future, will take vocal lessons and WILL activate Mutineer project.

Affiliate Marketing

Establish and activate affiliate relationships with:

Hendricks Institute (CJ.com)

Completely re-vamp and re-launch CJ.com profile

Vistaprint

Proctor Gallagher (only after completing one of their programs)

HEALTH & WELLNESS

Health:

- I am 100% healthy, happy, calm and content. I am Healthy, Content, Focused, Cheerful, Present, Energetic and mindfully filled with deep appreciation. I have an abundance of physical and mental energy and I feel and look great. I am the healthiest I have ever been.
 - I now weigh 164 lbs and look sensational. I ooze confidence and contentment.
 - I am emotionally and mentally in a peak performance state of flow, creativity and productivity
 - My blood work is perfect and I have amazing energy, focus, and vitality
 - I sleep deeply and soundly and feel well-rested and energized everyday at 6am
 - I am reversing my aging by reducing my stress, eating healthy foods, drinking 2 liters of water and exercising, innercising, affirming, visualizing and meditating daily
- Open & activate chakras

Meditation

Why: Focus, Patience, Energy, Contentment, Intuition, Wellness

Goal: 91.25 hours (3.8 days) in meditation in 2017 = 20 minutes per day x 365 days = 7300 minutes

Water

Why: to be like water and nourish all things. Hydration, Nourishment, Energy, Life, Toxin flush

Goal: 730 L of water | 192.8 Gallons in 2018 = 2L (4 x 500ml bottles) per day

*Not to include other beverages or water consumed while exercising

Eating good foods

Why: Nourishment, Energy, Focus, Immune System Function

Goal: More vegetables greens and healthy foods
Further limit sugar and wheat intake

Compound Calories

Goal: 100,000 calories (measured by eliminating pop and sugary snacks. Each successful day = 480)

FITNESS

Target Weight: 164 pounds feeling and looking trim, muscular with clear skin, full head of hair and cheerful “glow”

Yoga

Why: Flexibility, balance, focus, breathing, sleep

Goal: 52 Yoga Sessions in 2018

Pilates

Why: Core strength, Flexibility, Total Body balance

Goal: 52 Yoga Sessions in 2018

Cardio - Running, jogging, swimming, heavy bag, skipping

Why: Endurance, energy

Goal: 52 15-min (minimum) Sessions in 2018

Stretching

Why: Flexibility, breathing, focus, maintenance, sleep

Goal: 52 sessions (minimum 15-min) in 2018

Pull-ups

Why: Maintain strength, encourage lower body weight

Goal: 15 consecutive pull-ups

FINANCIAL

I am earning at least \$__(income goal here)___ in 2018 doing what I love to do, on my way to becoming a millionaire at age 45 (April 29, 2019) or sooner. Well more than half of my income flows to me through passive income.

In 2018, I am learning how to implement and activate strategic investments so that I may accelerate my financial growth to become a millionaire by age 45 and a deca-millionaire (\$10,000,000.00) by age 50 (April 29, 2024) or sooner.

- My net worth is now at least \$__(put your goal here)_____
- I saved an additional \$__(savings goal)___ this year
- I gave \$__(contributions goal)___ to charities and causes I love
- At least 50% of my income is coming from investments and passive sources

FOCUS: MY KEY AREAS OF GROWTH IN 2018

- Money. Financial literacy, good habits, asset building & investing
- Sales: Profitable, scalable & compoundable.
- Business growth, delegation & leadership

SPIRITUAL GROWTH MANTRAS

- Do more of what you love, less of what you tolerate, none of what you hate
- Delegate: empower & encourage through clear communication
- Lead. Lead by example and invitation.
- I'm sorry. Please forgive me. Thank you. I love you.
- Me, Me, Me = No, No, No
- It's not about me.
- Some will, some won't, so what!
Ask.
- Race Like a Turtle. Use all your timeouts. Stay in the game.
- Be Authentic. Speak your truth. Accept your good.
- Breathe Through It.
- See the rose. Accept the rose. Smell the rose. Give a rose.
- Flow.
- Act As If ..
- Do as much as you can and go as fast as you can but never hurry.
- Do less better to completion at the pro level.

Books I will Read and Study:

Rich Dad Poor Dad - Kiyosaki
Cashflow Quadrant - Kiyosaki
Wealthy Barber Returns - Chilton
How I Raised Myself From Failure to Success in Selling - Bettger
Psychology of Selling - Tracy
New Sales. Simplified- Weinberg
Smart Calling - Sobczak
Ask - Levesque
Start Your Own Corporation - Sutton
Run Your Own Corporate - Sutton
Rich Dad's Guide to Investing - Kiyosaki
I Wish I Knew This 20 Years Ago - Perry
Brain Tattoos - Post
Working With The Law - Holliwel
You Are A Badass At Making Money - Sincero
Simple Numbers - Crabtree
Man's Search For Meaning - Frankl
Long Walk To Freedom - Mandela
My Story - Rosa Parks
Losing My Virginity - Branson
Presentation Zen - Garr Reynolds

Books to re-read and/or reference:

Think and Grow Rich
Success Principles
Tao Te Ching
The Four Agreements
Universal Laws

Education & Continuing Study

- Money2 & WTGM bonus content
 - Booked & Paid To Speak (re-do + all bonus content)
- Webinar Training - Amy Porterfield
- Sandler Sales Training
- CCF - on-going study

Habits/Addictions I Will Release:

Constantly checking my phone for notifications / checking phone while in the car.

Move toward: BREATHE, notice, appreciate, focus on current tasks to completion

Accumulating Post-it notes and making notes while in the car.

Move toward: put notes on calibration sheets or note consolidation notebook

Scratching at my skin.

Move toward: BREATHE and visualize healing

Rushing til the the last minute.

Move toward: Complete tasks and disengage while you're ahead (do less better to completion). Leave earlier, breathe easier.

Habits I Will Acquire/Reinforce:

- Wake with the alarm by 6am each day
- Money-making activity / business development to start each day
- Ask for opportunity, every single day
- 20 minutes (or more) of Meditation daily
- Drink 2L of water (or more) daily
- Exercise in the morning each day (stretching at the minimum)
- Read, listen or watch 15 min minimum of personal/business growth upon waking up
- Review each day and give myself an honest score out of 10
- Plan the day the night before
- Take time to plan my day, week, month, quarter, year for personal and business
- Focus attention daily on completing highest income and highest impact tasks and activities
- Pay in cash
- Pay bills right away
- Buy non-perishable items I always use in bulk
- Make decisions quickly, then let go

My Daily Am/Pm Rituals:

- Gratitude Exercise
- Review My Goals/Vision- Visualize and Emotionalize
- Meditate
- Exercise my body first thing in the morning
- Innercise, affirm & rescript my brain-develop new beliefs, habits and emotional anchors
- Consistently focus upon and complete my Highest-Impact Activities. Delegate or drop the rest
- Gratitude List to Close the Day
- Request to my subconscious before sleep

FUN & ADVENTURE

- All-inclusive vacation with Caroline
- Visit my immediate family including sisters and cousins: Karen, Janna, Marty, Jeff, Sarah, Emily (Adam?). 2019: Aunts and uncles
- Universal & Disney (Harry Potter, Star Wars)
- Thunder Beach with the boys
- Thunder Beach with Caroline
- Summer adventure with the boys
- Extreme concert with the boys
- Volbeat concert
- Niagara Falls or Collingwood or Montreal (or similar) with Caroline
- Leafs Game trip (Toronto) with JJB
- Leafs game in a different city (Tampa)
- Travel for Speaking - incl. United States and at least 1 international gig
- CAPs Convention in Vancouver in December
- Take Mom & Caroline to New Orleans

Personal & Professional Commitments

- CAPS membership before March 15, 2018
- Renew passport by March 30, 2018
- Acquire Nexus card by May 30, 2018
- Secure annual data backup service (i.e., Dropbox)
- Hire cleaners for house by mid-year

Contribution:

- I am generating \$10,000 or more for the London and Area Food Bank through my “Nourish” event and related marketing and awareness efforts
- I create an abundance of valuable, empowering content for anyone in the world to use
- I am helping people discover & embrace their authentic selves
- I work to inspire & assist thousands of people so that they may inspire and assist others
- I feel so blessed to be able to make such a positive impact and give so much of my time, money & spirit to the causes I believe in.

MY MONEY STORY

I now believe and mentally accept that I deserve, am asking for and easily and naturally receiving all the money I choose.

Money and I are one; bound by universal energy which flows to and through me now from multiple sources and in unlimited quantities.

I am ready now. It's my time. I have all the tools & capabilities I need to achieve and enjoy the income and the lifestyle that I desire, while living a life of passionate engagement in pursuit of my full potential while making a positive contribution to the world.

I am so happy and grateful now that money flows easily into my life. I am open to receiving it with gratitude as I remain completely healthy, content, focused, cheerful, present, energetic and mindfully filled with deep appreciation for each and every moment of this exceptional life!

PRIORITY PROJECT COMPLETIONS

Add to monthly tracking to document and celebrate completions

MANTRAS

We all get what we tolerate.

Purity. Energy. Balance.

The secret of leadership: Do what you believe in. Paint a picture of the future. Go there. People will follow.

Your gift will make room for you.

The jazz is in the journey.

Interaction is greater than interruption.

Dancing with discomfort.

Stay with it.

Dream. Believe. Dare. Do.