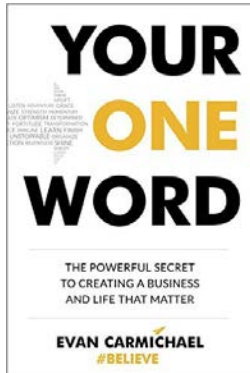


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## actYOUlization worksheet



## Your One Word

**The Powerful Secret to Creating a Business and Life That Matter**

**By Evan Carmichael**

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*“Many things will change with time- your opinions, your environment, your family, your friends... But your core value, your one word, doesn’t change.” ~ Evan Carmichael*

## Uncover Your One Word

It is already inside you. You just have to find it!

1) What makes you happy? Describe WHY it makes you happy in as few words as possible.

Example: Improve makes me happy because it is fun & unpredictable.

2) Look at all the description words above. Do you see any recurring words or themes? Find the connection & write about it below.

3) What do you hate? Describe WHY in as few words as possible. Find the theme.



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4) If your clients could only describe their experience with you in One Word, what would you WANT it to be?

Brainstorm. In the box below write as many one words as you can think of. Don't worry about being right or wrong. Don't worry how simple or bold it is. Don't worry if it is "popular" you will assign a unique meaning to it. No judgment just put it all down.

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## Create Your Three Sentence Credo.

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*“Your credo adds clarity to what your One Word means and the changes you are trying to make to the world... It should motivate, inspire, and bring you to life every time you read it. When you have doubts, fears, insecurities, or a #littleman in your life, refer back to your credo to keep you moving forward.” ~ Evan Carmichael*

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### Break down the meaning of your one word.

Evan’s example for Believe:

- 1) Believe that what you’re doing is right (passion).
- 2) Believe that you can achieve it (confidence).
- 3) Believe that it will happen (conviction).

### Your Turn!

Your One Word will make you excited. It is your core value. It is what you and your business stand for. Every marketing piece you create, every decision you make will ooze your one word. It will become the guide that simplifies your journey, but maximizes your impact!

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Extra Notes