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5 Steps To

BE THE BEST YOU



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Hello, I'm your coach Deirdre L Cunningham.

HELLO HELLO HELLO!

My name is Deirdre Cunningham, affectionately called Lady C!

I'm a business and life coach deeply passionate about guiding clients to discover their authentic selves, and my work helps clients break free from fear, perfectionism, and self-doubt.

I believe that every client has a unique brilliance, waiting to shine when given the tools, strategies, and encouragement to step into their purpose.

My clients often describe our journey together as transformative—equipping them to embrace their individuality, overcome mental roadblocks, and design a life of confidence and fulfillment.

This eBook is a reflection of those values and my commitment to helping you take bold steps toward the best version of yourself.

INTRODUCTION (CONT.)

I'm always endeavoring to nurture the inner you to Live, Thrive & SOAR! And, this is why I have put together this eBook - *5 Steps To Be The Best You*.

Only 5 Steps? That's right – 5 **STEPS TO BE THE BEST YOU**. Say that out loud right now: 5 **STEPS TO BE THE BEST ME!**

Can you envision living as your best self? Because, at the end of the day, what we all want is to Live, Thrive & Soar, right?

Well, Now it's possible! You *can* actually live your best life and **Be The Best You!**

What does your best life look like? Annual family vacation? Working smarter not harder?

Maybe you dream of writing 2-3 books a year and going on a tour for those books annually.

Or, maybe even evangelizing the world without the limitations a 9 to 5 can give.

Let me tell you that any and ALL of that is possible when you use the right tools!

That's why I'm going to give you these *5 Steps To Be The Best You!*

DHM Research found that only 1/3 (33%) of Americans have a life plan that they have committed to in writing and use to help guide

them through the rest of their lives.

The survey concluded that 2/3 of Americans do not have a plan for their life. 67% of Americans do not have a written life plan. Of those who do have a written life plan, 35% say it helps them set goals and gauge progress; 31% report it keeps them on track and provides a roadmap; 15% say it's a reminder of priorities; 13% say it has helped them plan for the future; 9% say it has helped them with end-of-life decisions; and 9% report it's helpful in financial and estate planning.

What am I saying? Writing is essential to living your best life!

This is why I'm giving *You* these *5 Steps To Be The Best You!* If you are not your best, you certainly will *not* live the best!

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INTRODUCTION (CONT.)

Now check this out: Clare Ansberry, in her article in the Wall Street Journal, states that it is a well-known fact that women tend to outlive men.

As of 2017, life expectancy for men was 76.1 years, while life expectancy for women reached 81.1 years.

And researchers estimate that the gap in longevity will continue.

According to the U.S. Census Bureau, women's life expectancy is projected to reach 87.3 years by 2060, compared with 83.9 years for men.

What am I saying? ***Nobody*** wants to live that long or longer and not live their best life!

Again, that's why I'm giving you these *5 Steps To Be The Best You!* Why don't you just repeat this again *out loud* right now: 5 Steps To Be The Best Me!

Do you feel it yet?

Do you see you in that?

Now, you may be wondering "Well, is this really for Me? You keep talking about these 5 Steps To Be The Best Me, but how do you know this is for me, Lady C?"

Ok, let's see if this is for you, shall we?

Are you constantly starting new projects – love starting new projects but always struggle to complete them? Do you have the power to think, plan, and execute, but lack the patience, perseverance, and determination necessary to take the projects to the final destination?

Are you Helpful Yet Helpless? Are you always helping everybody else accomplish their vision and goals while your own dreams and aspirations lie dormant for the minimal or lack of help you receive?

Are you having financial troubles? Yeah, a lot of those started-but-incomplete projects cost money that you had believed would be recouped once the project was completed, but that never happened and now your finances are still in trouble.

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INTRODUCTION (CONT.)

Are you feeling stressed? Of course you are, with all that is *not* going right.

Are you *not* sure what to do?

Do you not have an inner circle but long for one?

Well, It's *yout* time!

Yeah! Yeah! Now, say *that* out loud:

IT'S MY TIME!

I know you know it and I know you feel it! Say it again:

IT'S MY TIME!

I know you have probably been saying to yourself before now "*It's My Time!*" And I'm with you on that.

See, I really do get it.

Who am I? Who is Deirdre Cunningham?

Well, I have been married to my phenomenal husband Kevin since 1994, I have 5 children, I'm a serial entrepreneur, my husband and I have been operating a non-profit for nearly 18 years, and I'm a southern girl who believes that hospitality is the best offering you can serve a person.

.I love to draw, organize, write and sing.

My life's purpose is *to bring healing to as many people as humanly possible before leaving earth.* And that is why I do what I do.

That is why I teach, coach, counsel, create, and respond positively to others – I want everybody to be healed.

Now, let me tell you *why* I get it:

My husband and I owned a Subway Franchise. This was the best, and worse, time of our lives!

Why?

It was the *best* time of our lives because we stepped out of the boat and did something that would build legacy for our family.

But, it was the *worse* time of our lives because we stepped out of the boat without knowledge, understanding, and wisdom to sufficient to maintain the out-of-the-boat life and had to close the Subway and release the Franchise.

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INTRODUCTION (CONT.)

We had put all of our life's savings into that Franchise because we believed in what we were doing.

The day we had to close that franchise was a nightmare!

My husband and I seemed to live in two separate corners, my family was torn apart, and our nonprofit suffered greatly.

Our life was in shambles and spiraling out of control.

Then, one day I decided to stop pointing fingers of blame at everybody, and I took a real good look at myself.

I told myself that I had to take responsibility for me and make some changes if I wanted things to turn around.

That was a *major* pivot point in my life.

And yep, that was the day I realized that I still had purpose and more life to live it.

I enrolled in our ministry's bible college and got a degree in theology!

That degree represented a new era for me; a sense of accomplishment and the realization that more *is* possible.

Yes, that's when I realized:

IT'S STILL MY TIME!

Now, you may not see my name on the front of TIME Magazine or see me on TV getting an Oscar – at the moment; but, that's not what I would be most proud of anyway.

What I'm most proud of is the people I have helped who have come back and told me about the difference that I have made in their lives!

And, that's why I'm proud of what I do - because I help to change lives.

Now, I know you've still been feeling overwhelmed or even stressed. Or you're still just not sure what to do.

So, let's get into these 5 Steps so you are equipped with the 5 Steps that can help you now!

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INTRODUCTION (CONT.)

By completing this journey, I believe you'll experience a renewed sense of clarity, courage, and purpose—ready to embrace life as the incredible person you were always meant to be

Through the strategies shared here in this eBook, you'll learn how to:

- Align yourself with your deepest desires,
- Shift limiting beliefs, and
- Ignite the confidence to lead with authenticity.

Oh! And, in case you're wondering what makes *Me* different from any other coaches you may have experienced? Well, *I* have the *5 Steps To Be The Best You!*

So, let's go ahead and dive into the *5 Steps To Be The Best You* so you can Live, Thrive and Soar!



Deirdre L. Cunningham
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Self Musing

According to Success Magazine, the main reason for failure is poor self esteem. Organizational psychologist Tasha Eurich discovered that only 15% of people are self aware. Another survey finds 2/3 of Americans do not have a plan for their life, their dreams, or impacting others.

Self Musing is being able to talk about who you are.

You follow me?

And most folks don't know what self musing is. But, now you know the secret that most people don't: self musing is being able to talk about yourself.

Now, that's Step 1.

Did you know that not being able to self muse, or talk about yourself, is a form of shyness?

Can I tell you a story? He is known as one of the funniest men on the planet, but he used to be *painfully* shy - that's actor Will Ferrell.

As he got older, he would use funny antics to help him overcome his shyness. He forced himself to do crazy things in public to desensitize himself from his shyness.

Principle Point

Do whatever it takes to overcome obstacles and Be The Best You!

Take Away

Do you know who you are?

No really, do you know who you are? I'm not asking your name or your title, but who you *are*. It doesn't matter whether anyone else does or does not know you if you know yourself. So, do you know who you are?

STEP 1 - ASSIGNMENT

Self Musing

ASSIGNMENT

Here’s what I want you to do:

1) Write down this right now -

Who are you today? _____

If you scratched out anything before accepting a final answer, or had hesitation and even difficulty writing, or you thought what you wrote was the wrong answer, it’s okay because whatever you wrote is what came to your mind.

Let’s keep going.

2) Write down who you want to be. _____

You may have written down an engineer or a waiter, while in your heart-of-hearts you desire to be an entrepreneur or a school teacher. Again, it’s okay because you’re conducting a discovery right now.

Now, here’s the final action for Step 1 Self Musing:

3) Write down what it would take for you to be *that* person that you want to be that you wrote in 2). What is required? A Mentor or Coach? Adjust your spending habits and utilize a budget? Change relationships? Create a list of your needs and prioritize it later? Write it all down here and on the next page.

STEP 1 - ASSIGNMENT

Self Musing

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quote: Faith IN Yourself over Fear OF Yourself ~ Deirdre Cunningham
Step 1 is Self Musing - not just affirmations but why you have the affirmations.

STEP 2

Self Definition

What are you?

a nurturer, realist, activist, or philosopher?

Now the question is *What* are you? A Nurturer? Let me talk about what that means:

- You connect with the innermost part of people and bring out the best in them.

Are you a Realist? Let me talk about what *that* means:

- You see things just as they are and are always ready to deal with and handle the realities as is.

Or, maybe you are an Activist?

Let me talk about what that means:

- You are always rallying or campaigning for or toward change, whether politically or socially

Let me tell you about the power of Self Definition:

Born October 20, 1964, graduate of Howard University, University of California, Hastings College of the Law, recruited to the San Francisco District Attorney's Office & City Attorney of San Francisco's office, District Attorney, then Attorney General, then Senator, and then the 49th Vice President of the United States - Vice President Kamala Harris.

V.P. Kamala Harris defined herself with humility stating "I'm the first, but I'm not the last."

Now, you do the same on the next page. This defining self will evolve over time. What you write now is a starting point to build on.



STEP 2 - ASSIGNMENT

Self Definition

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quote: Don't Let The World Define *Your* World ~ Deirdre Cunningham
Step 2 is Self Definition - deciding who you are and are *not*.

STEP 3

Self Values

Do's and Don't's

- decide what you will and will not do, believe in, and support...religion, freedom of speech, marriage, family, etc.

Let me motivate you with these successes:

Jessica Battle weighed 280 pounds at just 20 years old and was controlled by food, insulted often, mistreated by dates, and taken advantage of by friends. At 25, her father's heart surgery and other health issues she learned of scared her into making a serious effort toward obtaining better health. Now, after sticking to her decision long enough to lose 115 pounds, she is a social media star with 177K Instagram followers .

Principle Point

If you don't stand for something, you'll fall for anything.

Take Away

Do you know what you believe in and support? What will you do? What are your limits/boundaries?



Assignment

Here's what I want you to do right now: Write down your top three values that drive you. Use the next page to write the values + details if you like. What causes you to breathe and be in hot pursuit?

Value 1 _____

Value 2 _____

Value 3 _____

Your values listed here are in no certain order. The numbers only represent the list.

Remember, just like Michelle Obama and Sheron Rhymes, You Are Next!

STEP 3 - ASSIGNMENT

Self Values

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quote: Standing For Something Means Not Falling For Everything ~
Deirdre Cunningham

Step 3 is Self Values - building your own box that is *limitless* with limits.

STEP 4

Self Evaluation

What are your *Skills* and *Talents*?

Are you a great writer or always writing? Do you have lots of journals that you have written in?
- Definitely a writer.

Are you a good public speaker? Do people get quiet whenever you start to talk even if you are not really saying anything out of the ordinary or important? Definitely a public speaker.

Are you an entertainer/comedian/dancer? Do you constantly try to find a way to brighten up somebody's day with a card, a poem, a song? - Definitely an entertainer. Always cracking jokes or telling riddles? - Definitely a comedian. Are your feet always moving to a beat nobody hears but you? Definitely a dancer.

Can I tell you a story?

There is this very well-known actor who, years ago, learned of tryouts for a play. He had no idea what his real talent was at the

time, but he loved James Brown and he saw how much people liked him too; so, he decided he would dance like James Brown for the tryout. He practiced and felt like he had the moves down packed, so his "James Brown" dancing was sure to get him the part he was auditioning for. He arrived early to the tryout, waited patiently and confidently for his turn, and did his "James Brown" dance. Well, needless to say, he didn't get the part because dancing was not his true talent at all.

Who is this well-known actor? Denzel Washington.

Principle: Never enter a room for the first time as someone you admire. The people in the room may not like that person.

Takeaway: What are your *skills* and *talents*? Are you confident about your skills and talents? Even if it's only one, you have something you're good at and *that's* enough.

STEP 4 - ASSIGNMENT

Self Evaluation

List your Skills and Talents on these lines.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quote: Be Good At Something And Master It Later ~ Deirdre Cunningham
Step 4 is Self Evaluation - the value inside manifests outside.

STEP 5

Self Positioning

Where do you perform your best?

Under pressure? Do you have to have the weight of ten seconds left on the clock and you have the ball to make the winning shot on your shoulders in order to perform your best in your skills and talents?

Or do you need a team of people working in concert with you on a common goal to perform your best in your skills and talents? When you know the answers to these questions, you will hit a home run 99% of the time!

Let me tell you a brief story: There was this guy who loved basketball so much until everything he did was centered around basketball: eat in a hurry to go play basketball, sleep with a basketball in the bed, trying to stretch his body so he'd be tall enough to play basketball and dunk, and always challenging his brother in basket ball games to improve his skills. Well, when he got to high school, he tried out

and made the basketball team; but the coach later kicked him off the team. He said he was a lousy player. This disappointment had a reverse effect on this guy, tho! He kept improving his skills and went to college playing basketball, got notoriety for his skills, and suddenly got recruited to the NBA. He has gone on to be the world's best basketball player known to the league. Yes, you guessed it - it's Michael Jordan. Principle: Knowing where you're not your best lets you know when you arrive where you *are* your best, and *there* is where you *Burn Baby, Burn!*

Takeaway: Do you know what it looks like when you are performing your best? What is the environment? What is the setting? What kind of people are experiencing your best performance?

ASSIGNMENT: Write down on the next page where you perform your best as details as possible.

STEP 5 - ASSIGNMENT

Self Positioning

List the places and environments where you perform your best.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quote: Being *Your Best Self* means knowing *where* you are *not*. ~ Deirdre Cunningham
Step 5 is Self Evaluation - blowing out where you are your best.

CONCLUSION

This is the beginning of something good.

This concludes the *5 Steps To Be The Best You!* I value your time and attention, I have a Special Offer for you. I wrote a white paper called *Money UP - How To Never Be Broke Again*. It normally sells for only \$99, but I am offering it to you for only **\$20** just for completing this journey with me. Just enter this link in your browser, and you'll be prompted to download the file after your payment is completed. It's a *real* gamechanger!

<https://isoarworldwide.com/moneyup>

Now that you have concluded this short journey of the *5 Steps To Be The Best You*, I hope you are able to see You a little better. But, you and I both know that there is a lot more that needs to be addressed, discovered, and covered for you to *truly* Live, Thrive, and Soar. So, I'm inviting you to be a Founding Member of my new group called *The LTS Roundtable* where we gather to Live, Thrive, and Soar!



Founding Member Benefits:

- *The LTS Jumpstart Program (Discounted/Code = 5STEPS): 3-Day Masterclass*
- *The LTS Roundtable - Saturdays* meetup, members-only zoom call, Rock Star recognition
- *The LTS Retreat - weekend-long* learning, members notes journal, training
- *The LTS Network, Academy, and Anthology Parts 1 & 2 - learn* more at

<https://isoarworldwide.com/ltsroundtable>