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YOUR HEALTHY

BRAND

**4 STRATEGIES TO
BUILD A HAPPY
BRAIN, BODY
& BUSINESS**



4 STRATEGIES TO BUILD A HEALTHY BRAND AND SUSTAIN PEAK PERFORMANCE

*Spiritually, Mentally, Emotionally, and Physically
(Even if you are completely overwhelmed)*

TAYLOR THIERRY

Women are used to taking care of others at the exclusion of themselves. This problem is especially pertinent to female executives and entrepreneurs who get burned out because they have so much on their plate or due to their work-life experiences.

Hello, I am Taylor Thierry and like you I have experienced burnout, unhappiness and confusion in my life. After some health issues, a difficult divorce, the death of my own daughter, other close relatives and a treasured pet all within the course of a year, I experienced major depression and subsequently the loss of my own successful business. That made me feel terrible and like an absolute failure.

Talk about a test in resilience...

I rebounded by taking time for myself to heal inside and out. I developed and implemented my own deep healing program over the course of the next eight years: took more than 50 courses and read more than 300 books on subjects

like nutrition, holistic healing, supplementation and spirituality, took up many forms of yoga, meditation and super learning techniques. I decided I didn't want any other women to "suffer" like I had, so I became a transformational coach to support people and especially women to heal issues at the root cause or to help you see "what you don't know that you don't know" so you can ultimately become healthy, harmonious and prosperous.

I was a corporate executive Vice President of Marketing before age 30. After managing billion dollar brands and multi million dollar budgets, I decided to branch out on my own and became an entrepreneur. With an MBA in marketing and my experience, I wanted to have more tools to "support" people and especially women, so I pursued further training in process/quality, project management and spiritual alchemy so I could support people with their businesses and ultimately work-life.

Yep, I went all out...

I delved deeply into understanding how I could have and sustain peak performance with my spirit, brain, body and business. My quest is to help you identify and breakthrough hidden challenges that hold you back from reaching your full potential.

Healing can be contagious: Dr. Ihaleakala Hew Len, creator of the Ho'oponopono—healed his patients by healing himself. I became a clearing for healing and saw others

healing and breaking through challenges around me and want to share some of the strategies I used with you now.

This free special report will give you four things to help you get centered and focused when you begin to feel overwhelmed or stressed. Ultimately you are your own brand, how you perform is a reflection upon it.

This eBook is based on the most recent and cutting edge technologies across the board. It is for you if:

- You are a person who is committed to high performance yet you don't quite know how to attain it.
- You are an employee who seeks to be empowered to achieve what's necessary to perform the best for yourself and your company on a daily basis.
- You are a business owner, CEO or President who seeks to stay healthy while you are building your brand.
- You are a leader and you care about others who work with you. You want them to be happier in their work environment because you know it impacts on the job performance. The healthiest (financially) companies have happy employees, i.e., Zappos.
- You are building a brand and want to grow it profitably sustainably.
- You support a high performer and want to help them with strategies that will help them reach their peak potential.

If you want to ~~tailor~~ TAYLOR your life, your business or your brand so you/it are healthy, harmonious and prosperous, it's important to focus on four main areas: Spirit, Brain, Body, Business.

This material is divided into Spirit, Brain, Body, and Business because of their relationship to each other. We know that a peaceful and joyful disposition can increase the number of “helper cells” in the immune system (brain and body) and conversely, that a reduction in the number of helper cells or how these things perform can dampen a peaceful or joyful disposition. In other words, there is a relationship between how we feel and act on all aspects of our brains, bodies and being. If we feel deep sorrow and longing for an extended period, that may show up in our body as a disease. If we tell ourselves we can perform extraordinary feats, often we can when the time comes to perform, i.e., an athletic performance or a mother exerting amazing strength to save a child. We also know that our body and brain is a “use it or lose it” proposition. If we don't use our skills and memory they will atrophy. The strategies provided are proven to help optimize performance holistically for the human “being”.

Your brand is your business. The world is made of brands—your own personal brand and your business brand, whether you are an employee or an entrepreneur. The world is made of a universe of brands. Unknowingly you may take on the brand attributes of the brand on which you work, Zappos employees are an excellent example. If you are known to be an important contributor at work you may

be put on one of the most important brands-that too is a reflection of your brand at work.

Why is this beneficial?

Women are used to taking care of others at the exclusion of themselves. Several things substantiate this:

- *Severe health problems:* Cardiovascular disease and stroke cause 1 in 3 women's deaths each year, killing approximately one woman every 80 seconds. 80% of heart disease and stroke events may be prevented by lifestyle changes and education.
- *High failure rate:* Additionally, most women owned businesses struggle to replace their corporate salary and are more likely to fail.
- *Lack of control of their experience, time or schedule:* Women often drop out of their corporate experience prematurely due to being stuck in middle management and work-life conflict.
- *Work-life or peak performance programs matter.* These programs can increase profits, reduce costs and build a more loyal and cohesive culture. These programs have a direct impact on presenteeism and absenteeism.
- *Even established brands can go under.* Examples: Circuit City, Blockbuster or Borders. The opportunity exists to continually evaluate where your brand stands professionally and personally.

Spirit, Brain, Body, Business

1. Focus on your SPIRIT

Your spirit holds the key and knows what is best for you intuitively. When you are able to relax and get present to what your “soul knows” and you act on that, you can be in alignment with your purpose, your “why” and ultimately gauge success based on that.

Prayer - See the Good in yourself and others-focus on a power higher than yourself (go within and commune with your Higher Power, yoga-prayer pose).

NEVER, EVER, EVER LOSE FAITH!

Meditation (Mindfulness practice-while walking, eating)

Discover your purpose and pursue it however it is most beneficial for you

Practice this with yourself first and then others—
Ho’oponopono mantra: “I Love You, I’m Sorry, Please Forgive Me, Thank You”

Laugh every day. Practice Laughter Yoga or subscribe to “joke of the day” sites.

2. Focus on your BRAIN

Your brain is basically machinery, a kind of hardware that holds your ideas and images; in other words, your thoughts, actions and behaviors. It must be fed to properly do its job to capacity. There are ways to even “retrain the brain”.

Eat brain foods and those that reduce anxiety—those with omega 3 fatty acids, avocados, fish oil, and blueberries. Eat tuna, and turkey if you eat meat.

Play games that challenge your brain @ luminosity.com

Exercise – use Yoga Poses that reduce headaches, enhance memory and resilience, and improve focus, concentration and mood.

Stand on the floor with feet about 12 inches apart or about the same distance between your shoulders.

Take a deep breath from your belly and relax your body, dropping your palms down and let them hang loose.

Pushing your feet into the ground, bounce lightly to your body’s own rhythm imagining that your feet are anchored into the ground.

Raise your hands and lightly tap the top of your head with your fingers. Do the same on the crown, the back of the head, forehead and all over the face.

Ball your hands into a fist and lightly tap your right shoulder, then your arm starting at the top and moving down the arm, and repeat the same on the left side. Repeat on your chest, stomach in a circular motion, thighs, knees, and bend down to get to calves and ankles.

Hold foot up and rotate clockwise and counterclockwise for a few minutes.

Focus on your BODY

The body is a remarkable miracle (just as the brain is) and has an opportunity to be an excellent working machine if we give it what it needs to function well.

1. Rest and Recovery.

Take short breaks during the day-walk in the sun because sitting all day can lead to disease-stand up every 30 minutes if only for a minute or two.

Sleep based on circadian rhythms.

2. Exercise and Movement.

Stretch with Intention. Stretch your back, body and hips—your core, arms and shoulders.

Spread legs wide apart. Make the distance slightly more than the distance between your shoulders.

Breath deeply-inhale and exhale.

Rock back and forth slowly from front to back getting present to your feet and imagining they are rooting you into the ground.

Place your hands on your hips or buttocks and bend your body gently at forward at the waist towards the ground.

Move your body to the left side after bowing down holding your left ankle if you can. Move gently to the right side and stretch there.

Stand up slowly, bend again at the waist forward and try to touch toes or reach ankle or reach the thighs. Do whatever you can manage.

Stand up slowly and repeat the process three times.

After standing hold arms outstretched in front of your body and move arms back behind your back as if swimming. Do three times.

While standing hold arms above head pushing feet into ground reaching to the sun with hands touching as if praying then gently sway to the right and left three times inhale and exhale throughout process.

Floor Exercise

Sit on the floor with both legs extended in front of you

Stretch your arms forward to touch your toes-go as far as you can gently without bending your knees. Rest there for about 30 seconds to a minute and release.

While coming up slowly raise your arms above your head and exhale slowly.

Go back down into the stretch three times if you can.

Sit back up and stretch to the right then back to the center then to the left and back to the center.

Breathing Exercise

While sitting at your desk during the day hold your hands over your head while your hands are curled into a fist. While pulling them down quickly to your shoulders, blow out through your nose quickly. Raise your hands again above your head and bring them down to your shoulders again blowing out quickly.

Do the entire movement at least 10 times.

Blow your nose before this exercise. You may feel the energy moving through your body.

Nutrition

Digestion is super important for health, staying slim and maintaining peak performance throughout the day. Eat meals that don't provoke huge sugar spikes that make you sleepy throughout the day-eat smaller meals, more steamed vegetables, fewer carbs, and fried food.

As a child, I hated "homemade snacks". I always wanted something in a package because I thought it tasted better. Most are full of additives and preservatives! Go back to the old fashioned celery with peanut butter, occasionally carrots or even a little bit of dark chocolate >70% cacao (with

organic peanut or almond butter is yummy unless you are allergic!)

In the morning and throughout the day, drink healthier juices and alkaline or spring water with lemon.

Consciously eat your food, savoring the bites, chew well to aid digestion.

3. Focus on your BUSINESS

Your life is your business and everything that goes along with it, whether it is work or personal. It is about you and your brand-if your personal brand is thriving your business brand has a greater chance of doing the same.

What does your personal brand stand for? Do the analysis to ensure your personal brand is in alignment with your professional brand. How does your “brand grow?” What strategies have you put in place to ensure proper “brand management” of your business, work brand and personal brand?

Find a partner or business advisor who has qualities opposite of yours to help you see the big picture and what you may have missed.

Develop strategies to increase the metrics such as Return on Investment, Return on Sales and the Lifetime Value of your customers.

Develop a Strategic Plan grounded in research and focus on flawless execution.

Build a team for support.

To conclude...

Doing these four things will help you optimize your results and increase your efficiency helping you to achieve and sustain peak performance and live healthy, harmonious and prosperous.

Consider...

- ✓ What are you doing to help your brand sustain performance over time?
- ✓ Where does your personal and professional brand stand? What can you put in that's been missing?
- ✓ Are you on purpose with your life mission and do you have a roadmap to achieve it?
- ✓ Is there something in the background that perhaps you don't know that you don't know that may prevent you from achieving your goals?
- ✓ Build your dream "brand state" professionally and personally.

We want to help you be successful. The same way the airline attendant tells you to put your oxygen mask on yourself before you put it on others, this must be done so you have the strength to do what needs to be done.

Whether you are a leader at your home, in your team or with your company this is important.

To obtain peak performance it requires desire, discipline, resilience and accountability. Do:

Find a partner, share this with them and practice these things together.

Email me to let me know who your accountability partner is or how you have been resilient through your corporate or entrepreneurial experiences!

Email to let me know how any of the strategies work for you or your team.

To your health, harmony and prosperity,
Taylor Thierry

www.tayloryourbrand.com

“Your Life, Your Design” an introduction and workshop coming soon near you

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