

EMPOWERED

PURPOSE E-BOOK



COACHING

AMPLIFY YOUR VISION. ACTIVATE YOUR PURPOSE

A STEP BY STEP GUIDE TO A HIGH PERFORMANCE YEAR

DISCOVER the secrets to
reveal and empower your
purpose.

LEARN how to become
the best version of
yourself

MASTER the hidden wisdom
that will take you to the
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NOTE FROM THE AUTHOR

GET READY, MY FRIEND.

Over the past two years, I've helped many driven women (just like you) build lives of purpose and significance through a system of caring accountability, proven frameworks, and high-value programs. Now, it's your turn to experience the same thing. The only question is: are you ready?

I believe with 100% certainty that 2023 can be YOUR year.

And after coaching many women grow and scale their businesses – I have seen the key reasons why some succeed and others don't.

Want to know the secrets?

Most people have amazing goals for their life but have no idea how to break them down into simple steps so they can actually become a reality.

That's where this workbook comes in...



Wendy Kay
Coach | www.WKayLeads.com



Over the next few pages, we're going to start creating a clear roadmap so you can take your dreams for 2023 and action them out – both in your personal life and in your business.

If you're ready to amplify being brave and push through your barriers so you can be 'on purpose' and live a life you're totally in love with – this workbook is for you

WHY?

The way we were able to do that was by getting really clear on our goals from the beginning. But it took going through this exercise for me to finally have a vision for where I was headed and be able to make EmpowerTogether what it is today.

Maybe you can relate to this feeling? I believe, especially as a woman, that intuition is our superpower and we shouldn't ignore our gut feeling (yes, trust your gut-the same gut that can't handle milk) - we have discernment as a guide. So, if as you're reading this, you're thinking you're meant for more in 2023 – I want you to lean into that voice and follow it.

"Growth is painful. Change is painful. But nothing is as painful as playing small when you're meant for bigger things. Have the courage to outgrow what isn't meant for you."

Wendy Kay
 Wendy Kay
 CEO WKCoaching & Empower Together

EMPOWERED *ebook* PURPOSE

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GOD'S PROMISES

WHERE POWER & PURPOSE COME FROM

INTRODUCTION

What does it take to create an abundant life?

In this e-book I will share things to do and will create action steps for you. I'm coach of action because the antidote to despair is action. The prescription for radical success is action. The difference between you and the person living their dreams is the amount of action. It's not the hook up, it's not the family they were born into, it's not the gender, it's not the culture. Those are all great stories that we give, but it really is the things they did and how much we were willing to do it, even when we can't see results.

I'm not a motivational speaker, I'm a transformational coach. Be very clear; when I show up, I show up for your breakthrough. I show up with the willingness to disrupt everything you know, so that you're willing to go find something new. I'm willing- no matter how big you're playing in the world now, to level you up to see there's something that you can do to serve bigger, produce bigger, love bigger receive bigger. Wherever the place is where you start from. I will show you new tools. I have been placed here at this time to get you to a new level. That is my assignment.

Abundance is in your DNA, so the first thing to know is when you're out of congruence with who you're designed to be that's the first thing we get into alignment.

Declare and decree your victory to abundance.

YES AND AMEN.

I trust God — Hebrews 10:23 “Let us hold tightly without wavering to the hope we affirm, for God can be trusted to keep His promise.”

God’s promises never fail. — Joshua 21:45 “Not one of all the Lord’s good promises to Israel failed; everyone was fulfilled.”

God works all things for my good. — Romans 8:28 “And we know that in all things God works for the good of those who love him, who have been called according to his purpose.”

God is faithful — Hebrews 10:23 “Let us hold unswervingly to the hope we profess, for he who promised is faithful.”

God is kind and compassionate — Isaiah 54:10 “Though the mountains be shaken and the hills be removed, yet my unfailing love {kindness} for you will not be shaken nor my covenant of peace be removed, says the Lord, who has compassion on you.”

God designed me for a purpose. — Ephesians 2:10 “For we are God’s handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do.”

God gives me power for my life — 2 Timothy 1:7 “For the Spirit God gave us does not make us timid, but gives us power, love and self-discipline.”

God will strengthen and help me — Isaiah 41:10 “So do not fear, for I am with you, do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.”

God will give you wisdom — James 1:5 “If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.”

God promises you an abundant life — John 10:10 “The thief comes only to steal and kill and destroy. I came that they may have life and have it abundantly.”

LET'S GET IT

It's easy to spend years of your life running in circles, feeling as if you're accomplishing something but getting farther away from what you want. The lack of clarity is why too many success-seekers never feel satisfied and often chasing shiny objects. What do you want for your life? Be honest. If you thought about the perfect day — what would that look like? Is that what you're doing now?

The expectations and influences of our parents, family, friends, clients, and those we see on social media tend to feed into our minds and distort what we think we want. Just because a particular life is appealing to someone else doesn't mean it's what you want deep inside of you.

You'll never make the kind of progress that empowers you and brings you joy without clarity. You can't treat yourself better if you don't even know what "better" means specifically for you. It's long overdue to examine what you want and what doesn't serve you. That clarity and the decisions you make might rub others the wrong way, and that's okay as long as it's what you want. Setting boundaries is the distance at which you can love yourself and others simultaneously. Don't let external expectations put you on a path that derails your road to accomplishment and a better version of yourself.

There's a lot to be said about short-term sacrifices to experience a lifetime of freedom. The idea falls in line with the 20% of the work you do can lead to 80% of the results. Empowerment is not an end destination, but there are goals you can work to accomplish. When you envision your dream life, you probably see the results of achieving those goals.

LET'S UNPACK WHAT IT LOOKS LIKE TO CREATE YOUR DREAM-LIFE

EMPOWERING BIG

DREAMS

“TODAY I WILL DO WHAT OTHERS WON'T, SO TOMORROW I CAN DO WHAT OTHERS CAN'T” – JERRY RICE..

HOW FAR WOULD YOU REALLY GO TO FOLLOW YOUR DREAMS?

WHAT PARTS OF MY LIFE AM I THE HAPPIEST WITH?



WHAT PARTS OF MY LIFE FEEL DRAINING/DISOURAGING?



WHAT DOES FREEDOM, ALIGNMENT + SUCCESS LOOK LIKE TO ME?



WHAT IS THE FEELING?



IS THERE SOMETHING HOLDING ME BACK FROM GETTING THERE?

TUNE IN

CONNECT TO YOUR FEELINGS

Do you have more clarity on what you want 2023 to look like in your life + your business? I hope so.

There's a lot more to my story and there is going to be a lot more to yours, too. I went through many ups and downs between that moment of taking the leap and betting on myself, stepping out on faith and starting WKayLeads.com.

But the one main takeaway I want you to hear before we dive into the rest of this workbook is this:

If you know your power source is God, and that you want more for your life in 2023...that is enough.

You don't need to have your entire path perfectly defined. You don't need to have your business idea fully ironed out.

This is the perfect guide so you can start to get clear on your vision and make a plan of really tangible action steps to go from where you are now to where you want to be.

And I'm going to let you in on my formula for how to do exactly that. When you're in a season of really deciding what you want out of life, I know how confusing that can be. This simple system will offer you SO much clarity as you move forward.

THREE F THEORY

FINANCES From this day forward, we are an abundant thinkers. Abundant thinkers hold ourselves responsible for our thoughts, we hold ourselves responsible for our actions, we hold ourselves responsible for creating our own lifestyle. Our measurements of happiness rise as our income rises, so does our sense of well-being and life satisfaction.

Direct your focus on money goals that motivate you, while also embedding a positive mindset towards money, towards yourself and life in general, you will help to achieve both increased wealth and happiness.

FORCE .It feels good to have a sense of purpose, knowing that you are using your skills to help others in a way that matters to you. As you read, we will reflect on what your common values are, and rank which were most important, least important, and in between.

Once you're clearer on your deepest values, recommends asking yourself: What do these values say about you as a person? How do these values influence your daily life? How might they relate to what you want to do with the rest of your life?

FREEDOM Stress comes from thinking that things should have been different. But they have worked out this way for a reason. ALL you can do is keep moving forward. Many of us struggle with where we are now to where we want to be in life, so how do we get there?

Be patient. Become extremely intentional with everything that you do. Make sure everything you do supports who you are and who you want to be. Have an order. Prioritize. Focus on what you want, now. Plan for what you want later.

FINANCES

I knew I wanted to freedom to do more for those I love. I wanted the independence that not having to worry about money would do for me and my family. My desire wasn't led by material reasons, but because if I was going to create a life of self-determination, I had to have the resource to make decisions that weren't tied purely to money. This meant safety for me. To know that I'd always have enough to provide for my loved ones, and extra to be able to give back with, invest with, and play with.

I did the math, and while everyone around me was chasing a 6-figure salary, I realized they were doing so without really questioning it. If you make \$100,000 a year living in the US, you will be taxed \$33,358. That means that your net pay will be \$66,642 per year or \$5,553 per month. I looked into the living costs and found that a family of three estimated monthly costs are about \$3,000 without rent, and that average rent costs are around \$2,000 depending on what area you live in. When breaking that down I realized:

Even if I work my way up the corporate ladder in this job and eventually make six figures, I wouldn't have much each month left over after tithing and tax to invest or spend on things that make me happy. This was a massive red flag because I knew I had my children and I didn't want to spend my whole life stressing about budgeting.

Once really digging into the financial reality of moving up the corporate ladder, there's no way I could justify pursuing this path...I knew there had to be another way.

"You're allowed to believe in yourself. You're allowed to say yes to your dreams and no to what doesn't get you closer to them. You're allowed to be authentically you. Stop waiting for permission and get ready to give notice." Wendy Kay





FORCE

Have you ever been caught between knowing you were designed for something greater, but can only imagine what you've grown up around? I sat with the feeling that I knew I was meant for more and identified that I wanted to have a real impact in the world. I have always cared about helping women create wealth and I knew I wanted to be a part of that. I know so many of you reading this have something you deeply care about.

I don't want you to ignore what you feel your purpose is, because you don't think it's truly possible/don't know how to make it happen. Start where you are. You don't need a title. You don't need a position. You don't need a formal education. All you need to begin is God, a why, the desire to lead, and the willingness to learn.

Force comes from understanding who you were called to be

walking in it, creating influence, and that cannot be mandated. It must be earned. The only thing a title can buy is a little time—either to increase your level of influence with others or to undermine it. If you want to know more – keep reading because I'm going to bust both of those myths and give you tools to go about creating real influence in your life.



FREEDOM

People stay in a career or field of work that is unsuitable out of the fear of disappointing themselves and others. I have learned the importance of mental wellness and I made it a priority so I could tune into who I was, what I wanted and what my message was. I wanted freedom. I looked at freedom and focused on 3 areas: financial, location and time. I wanted to be able to create an income while pursuing my passions, which wouldn't be dependent on anyone else. I wanted to be able to do it from anywhere in the world, and I wanted to choose my own hours and have the freedom to work on my own schedule.

These were my non-negotiables of what I wanted my life to look like. And as we move through this workbook, we're going to identify those non-negotiables for you, too...

LEAN INTO YOUR GOALS

SPEND SOME TIME REALLY THINKING ABOUT YOUR OWN LIFE IN THESE THREE CATEGORIES. WHAT DO YOU WANT YOUR FINANCE, FORCE, FREEDOM TO LOOK LIKE? WHEN YOU'RE READY, FILL OUT BELOW

FINANCE

FORCE

FREEDOM



TARGET & VISION

The world- your world needs to see you living again; present and engaged and getting the most out of your days again. And that is a choice.

Choose to take the steps and set the vision for your Finance, Force and Freedom as you move into 2023, Next, we're going to break it down into buckets.

I think it's important to think about your goals in buckets because people believe you can't have it all. Buckets help you see that you can-just not always at the same time. What you want to achieve in your business is going to look completely different from how you want to show up as a partner or the type of community you want to build in your friend group.

Next page we will look at a few categories you can think through:

MY BUCKETS

BUSINESS + CAREER GOALS

FOR EXAMPLE – YOU MIGHT HAVE AN "FINANCE" GOAL TO GROW YOUR BUSINESS TO THE SIX-FIGURE MARK.

FINANCIAL GOALS

HEALTH + WELLNESS GOALS

PERSONAL + FAMILY GOALS

EXAMPLE-"FINANCE" GOAL TO BUY A HOME FOR YOUR FAMILY

FRIENDSHIP + COMMUNITY GOALS

THERE COULD CERTAINLY BE MORE CATEGORIES THAN WHAT I SHARED, BUT THIS LIST WILL GIVE YOU A GOOD STARTING POINT. WHAT YOU'RE GOING TO WANT TO DO NOW IS THINK ABOUT HOW YOUR FINANCE, FORCE, + FREEDOM GOALS BREAK DOWN INTO EACH OF THESE CATEGORIES.

IT'S A MARATHON

Most people overestimate what they need to do to get them to success and underestimate what they can do to get them to significance. Let's apply this when we think about heading into a new year. How many people overestimate what they can do in January and underestimate what they can do if they gave themselves six months or the whole year?

When you overestimate what you can do in January, you're going to give up on those goals before the month is even over because it's just going to feel too hard. But if you spread your goals out into little steps over six months or even one year, you're going to actually build momentum and be shocked at how much you can accomplish.

That's why this last step of this exercise is to take the goals you have in the buckets above and break them down into really realistic steps over a longer time frame. Think through what you want to accomplish in the next month, six months, year + so on.

Remember this is a marathon, not a sprint. Give yourself grace. Be kind to yourself as you take little steps in the right direction. They are going to add up – you will see. (Remember we opened with God's promises)

***“Dreams don't work unless you take action.
The surest way to make your dreams come
true is to live them.”***

EVERY STEP YOU TAKE

Think through the Finance, Force and Freedom goals you have broken down into buckets. Now take it one step further. What small steps can you take in each of these time frames to start making real progress?

WHAT STEPS CAN I TAKE NEXT MONTH TO REACH MY GOALS?

HOW CAN I MAKE THESE HABITS or CREATE TRIGGERS?

WHAT STEPS CAN I TAKE OVER THE NEXT 6 MONTHS?

WHAT CONNECTIONS DO I NEED TO HAVE TO GET TO MY GOALS?

WHAT PROGRESS DO I COMMIT TO EACH DAY?

WHAT CAN I ACCOMPLISH IN THREE YEARS IF I GET TO THESE GOALS?

HOW WILL THAT MAKE ME FEEL?



YOU'VE GOT THIS!

When you stay aligned with this guide, you're going to have SO much clarity on your next steps throughout the year ahead.

And the best part is, whether you choose coaching with me or Empower Together, we've got events, resources and training to support you as you grow your business + stay aligned with your goals.

EMPOWER TOGETHER

Bonus Tools

The blog on my website is designed to give people who are ready to create significance, and those working that BossShift the information they need to reach their goals, become their best selves and build lives they love.

I realize how easy it can be to lose motivation, get thrown off track and start to doubt yourself, or your ideas. I've been there and at times, I still face those same challenges. It's normal! But it doesn't mean you have to feel alone in them. Let's Empower Together.

>> [WKAYLEADS.COM](https://www.wkayleads.com)





A BRIDGE TO CROSS OR TO BURN?

You can choose to invest in yourself with coaching to focus on what's happening right now, what you want next, and how that gap can be bridged. I work to empower you deepen your connection to your purpose and learn how to increase your network and your self-worth.

Alot of people set goals, and even use my Empowerful Journal, but it's the attachment of your WHY that makes the difference. The belief in a meaningful WHY will keep you, no matter how hard things get, will powerful enough to withstand the hard times when things don't go your way.

You may be feeling that your own current luck makes Job look like a lottery winner. I don't know why catastrophes sometimes come in clusters. But experience and observation have convinced me that these patches of awfulness may be purposeful and, in the end, benevolent. If you've had a run of closed doors or horrible luck, you can tell yourself you're being tortured or punished. Or you can decide you're being steered. Let's get you on the right road.



LET'S EMPOWER TOGETHER

Now more than ever, it's timely to have a courageous conversation around taking back your power, feeling in control, navigating your own circumstances, and having influence over your own life.

The feeling of empowerment doesn't happen by default. It's an active process, and this book has a few steps you can start taking today. I gifted some tips to remind you where your power comes from and help you shift your experience from powerless to powerful. Tune into God's promises and know that HE wants an opportunity to show you what can be in 23! I'd love to help you get there.

“Don't be pushed by your problems, be led by your dreams. Lead your life by priorities, not pressures.”

WANT TO CONNECT?

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*Freedom means the
opportunity to be what we
never thought we would be.*

DANIEL J. BOORSTIN

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