



# **The Courage to Succeed:**

## **The Olympian's Field Guide to Achieving Your BIG Dreams**

Elite Olympic Coaches & Athletes Share Secrets To Success & Living Your Passion

By Shari Kingston Adams

"FIELD GUIDE SERIES"



## INTRODUCTION

**Who is Truu North?** We're a global community of entrepreneurs & visionaries from all walks of life on the journey of “living their true north”. We’re Truuists. Truu North focuses on learning programs, tools, transformational travel and philanthropy that helps people find their inner purpose, create successful “portable” businesses, feed their soul, experience life changing fun and create impact all around them—all of this without losing sight of the important stuff in life. We donate 15% of all profits to helping people around the world live their true north. We’re focused on creating smart success. Designing a LIFE, not just a list of goals or a resume. We are home to entrepreneurs, creatives, visionaries, survivors, dreamers, moms and anyone who craves more out of their life personally, professionally and spiritually. [Learn more](#)

### FIELD GUIDE INTRODUCTION

Hello! First, I’m so glad you downloaded this incredible field guide and decided to take a step into our Truu North world. This field guide came about because I’ve had the privilege of interviewing elite Olympic swimming coaches and athletes over the past year for a side project I’ve been working on. After hours of interviews, it seemed clear that what they were sharing should be shared with everyone trying to design a life and business that they love. So as a result, one project turned into TWO. As I sifted through the hours of interviews and notebooks full of notes I realized there were many reoccurring themes that they all shared, no matter their background. I knew I needed to share what I learned because it could help others on their journey to creating their “good life”. This field guide pulls together the most popular and powerful concepts they shared and how they relate to helping “life Olympians”, like us. I not only hope you enjoy it, I hope you gain something from it that gives you what you need to fuel your desires and achieve your big dreams or simply finally create the life you’ve dreamt of. Field Guides aren’t books, articles or some sort of report....they come from the field and are meant to be used in REAL LIFE....not just



something you read on your computer or tablet to be forgotten by tomorrow. Now go *Live Fully, Love Deeply and Make a Difference.... Shari*

## ABOUT THE AUTHOR:

Shari Kingston Adams is the founder of Truu North and for over 15 years has built a worldwide client list of Noble Peace Prize winners, Olympic Coaches, New York Time's Best-selling authors, professional athletes, CEO's of million dollar empires, social entrepreneurs, non-profits, BIG idea entrepreneurs and even reality TV stars. Helping them build their brand, business and purpose.

In 2013 she lost her mom unexpectedly to a massive heart attack. In the morning they were having coffee that afternoon she was performing CPR on her in the kitchen. The shock and devastation of this loss changed the course of her life forever. And then one year later, her then 11 year old son was admitted into ICU for three days and was diagnosed with Type 1 Diabetes (the more rare type of Diabetes that's an autoimmune disease NOT due to poor lifestyle). Her life changed course again!

After she lost her mom unexpectedly and then a year later her son was diagnosed with Type 1 Diabetes her previous purpose and focus in life seemed trivial and unimportant.

**It was time for a course correct and she realized she had to rediscover her true north.**

What brought her meaning before, now seemed unimportant-- what moved her now was different....because "she" was different.

Truu North was born out of her desire to find a community that wasn't afraid to talk about life's belly punches while also talking about how to follow your dreams in the midst of our mess-- doing all this without losing focus on the things that really mattered in life. To just "hustle" for the sake of money and building a bigger & better widget just didn't do it for her anymore.

It was time to make her life and work matter, while feeding her soul. It was time to build a LIFE not just a list of goals and a resume.

She explains, "My dreams didn't go away because of what happened to me....it actually sparked something new in me--something different, something bigger," "it sparked something in me that said, build something more than a business....transform the world and your life." Truu North was born from this gut feeling.

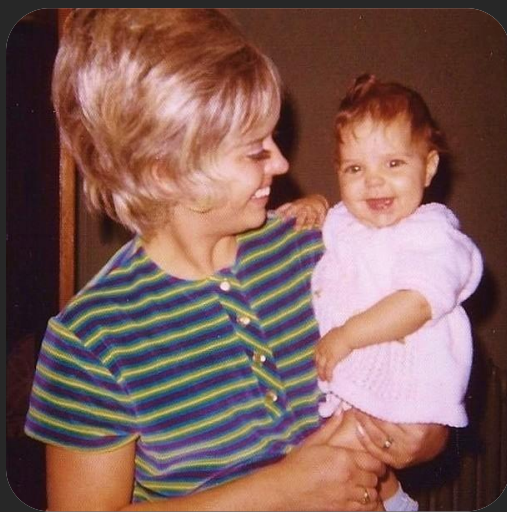


Today she is building this Truu North community to provide resources, tools and the support needed to the many people who want to build something that matters. She now focuses on training, programs and transformational travel through her Truu North Community.

Truu North also donates 15% of its profits to helping people all over the world follow their true north.

## LIVE, LOVE, MATTER

This is dedicated to my mom, Patti, who lived her life on her terms and who still gives me inspiration to live my life on my terms, make a difference in the world & never get so busy that I forget what really matters in life. Her dream was to be famous but that never happened while she was alive, so this is my little tribute to help spread her spirit around the world. I love you and know your presence is with me always. (Below: my mom and I. Right: my mom)



# The Courage to Succeed:

## The Olympian's Field Guide to Achieving Your BIG Dreams

Elite Olympic Coaches & Athletes Share Secrets To Success & Living Your Passion

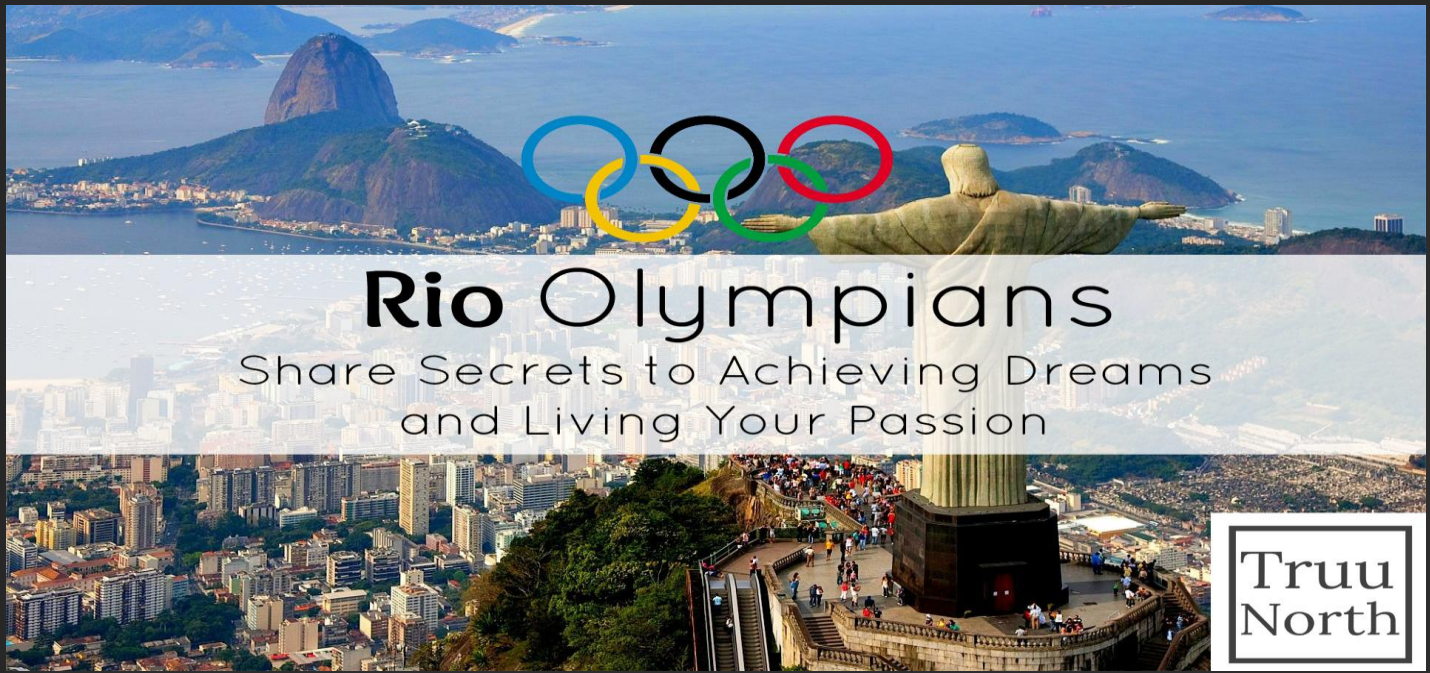


How many of you are like me and watch the Olympics and wonder “How do they do it?” “How do athletes train so hard, give up so much and stay focused on their goal for soooooo long? It’s powerful to watch people’s dreams come true. But I always have one question, why did they follow their life-long dream when so many others never

even try? Why do they stick with it, when so many others quit? They must be special, right? These athletes must have willpower beyond comprehension, a work ethic and a powerful inner strength that puts us all to shame. OR maybe they’ve found the secret to success from their thinking, training and coaches.

Over the past year, I’ve had the privilege of interviewing elite Olympic swimming coaches and athletes from around the United States for a project I’ve been working on. During the process I was surprised by the simplicity of what they attributed their success and their athletes’ success to.

**All together these swimming coaches have produced over 49 Olympians, countless medals, world records and participated in this years’ Rio Summer Olympics.**



With 49 Olympians and countless medals to their credit, it's clear that what these coaches and athletes are doing **WORKS** and we should **ALL** listen to their approach to success and making dreams a reality. Now I know most of you aren't in the process of becoming the next Michael Phelps (or maybe that's your dream!) but I do know you have your own calling to be the "best something" in the world or the best something in your corner of the world or to **LIVE** your **BEST** life.

Talking to these coaches made me realize that what it takes to be an Olympian is very similar to what it takes to win as an entrepreneur or visionary or in life.

After several conversations and hours on the phone I realized there were 5 reoccurring themes that each coach attributed their success to and their athletes' success.

These insights seemed so important I had to create this field guide to share them with you and share what I learned. What follows are the top factors that these coaches and their athletes attribute their ongoing success to.



# BELIEF

I've never met anyone who didn't have a dream of some kind. A dream of a better life, accomplishing a goal or becoming something more.

Unfortunately, for most people their dream never becomes anything more than an idea and eventually fades into the back of their minds. Why?

BELIEF. Most people just don't believe they can do what's in their heart, what they're being called to do—so in turn they don't “think” it's possible.

Old stories, other people's judgment, our past or our odds keep most from ever trying. We decide we'll fail before we ever begin. Thank God not all

dreamers believe this because we'd all still be living in caves. Our world has so much to be thankful for because of dreamers who dared to believe in the impossible, the unbelievable, the irrational, the un-popular ideas.



Belief tends to be looked at as a “Ya, whatever,” “I already know that” kind of approach to success but as you will learn it's one of the most important concepts in an Olympians' life. This isn't positive thinking, this is believing and knowing that YOU CAN be the best. Believing in your own excellence and being able to “see” yourself achieve your goal (not just accomplish the

tasks leading up to the dream) in your minds' eye seems to be a fundamental trait in Olympians and their coaches.

Many of the coaches said keeping the athletes “believing” that they could be Olympians was one of the most important factors to their success.

Belief is a constant conversation during practice and competition for Olympians, mostly when obstacles arise and nothing around them gives them cause to believe in their goals. Planting the seed of what's possible is necessary for many to continue believing. It's that ability to not get stuck “in” your process so much that you forget about the WHY. Your DREAM is your WHY. Most athletes and entrepreneurs get pulled down by how much work they have to do in their process that they forget it's those everyday tasks that carries them to their dreams.

These coaches stated that many other coaches are just as talented as them but they never create Olympians simply because they don't “TELL” their athletes that becoming an Olympian is a possibility for them personally—the seed is never planted and then cultivated.



How many entrepreneurs never imagined their greatness, until someone else planted the seed that it was possible for them to be the next big thing? How many of you right now, are going through the motions of chasing your dreams but have more doubt than belief about the reality of actually “accomplishing” your BIG

dreams? You hope you do and you wish for it all the time but are you certain it will happen? Can you conceive what you want for yourself? Can you “see” yourself (REALLY!!!) living that life, running that business or changing the world?

The coaches said every day you must have a “belief” building routine that keeps your focus on what you want to create for yourself. Create a mantra that you repeat everyday that focuses on what you want.

If you don't believe...it's hard to pull yourself from your current LIFE and move towards transforming your LIFE and achieving that huge dream.

It's not politically correct but most of these coaches said, you really have to be FULL of yourself to be the best and create the LIFE you desire. When I or they say FULL, we mean FULL of confidence, FULL of belief and FULL of determination to reach your goals. You constantly have to be “filling” yourself up with what you need emotionally and spiritually. Don't just say, “ya, I get it” and then do nothing about YOUR belief. If you aren't living the life you want or making progress towards it, then something in you doesn't BELIEVE you can. **YOU hold the key.**

**When swimmers have real talent to be an Olympian but have no belief, it doesn't matter what they do in practice they will never get to that elite status, one coach said.** During practice one Olympic coach plays videos on the video scoreboard of former Olympians winning gold, while the athletes practice, so they learned to **EXPECT** that the Olympics are a part of their reality not just a dream.

These coaches all agreed you need to keep your mind “fixed” on the fact that your BIG DREAM is going to be a reality for you, not just a wish, dream or something on your bucket list. Expect to reach your goal. Do whatever it takes to program yourself to believe this will happen if you stay focused & trust your process. Learn and know the difference between a REAL goal & REAL belief vs. a wish. Belief is a huge factor in Olympians training but belief is just part of the recipe because without pure desire belief doesn't have the “fuel” to move forward...let's talk about that next.

**What do you need to believe to achieve your dreams?**

*Action: \*Go to a park alone or somewhere in nature to get REAL about this. No more faking it!*

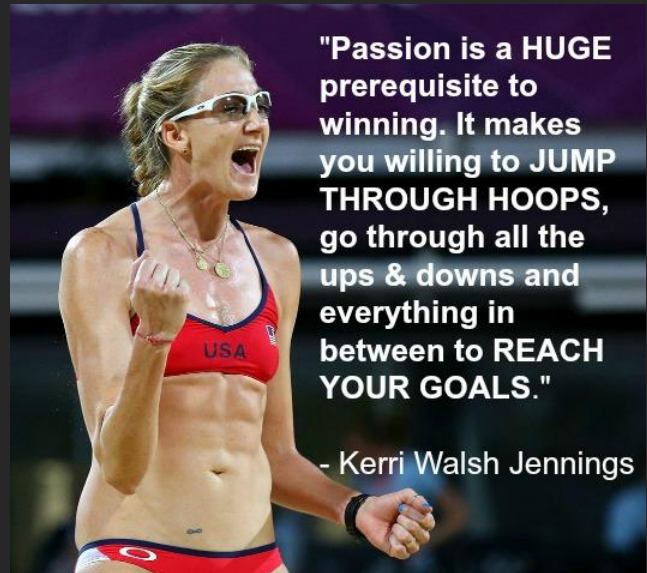
# PURE DESIRE

After 5 minutes of talking to these coaches it was blatantly clear they LOVED swimming and coaching swimming.

**They didn't just love what they did, they couldn't live without it.**

Their pure passion and love of the sport was contagious....I was ready to jump in a pool after talking to each of them. Listening to their passion made me excited about what "they" were excited about. Now that's magic. They felt it was their duty to share the sport with others and instill the love of the sport in their athletes.

The successful coaches realized that **willpower and belief alone won't drive an athlete through the long grueling training alone—athletes have to crave swimming and when it gets in their blood they can't live without it.** When that kind of pure desire exists great things can happen. None of the coaches said their #1 goal was to create Olympians, to get medals or world records. Instead their #1 goal was to get people to LOVE swimming as much as they do. Because when someone LOVES swimming they want to grow, evolve, get better and work hard to do it. Sounds like something we all need, right?!!



*Desire is the starting point of all achievement, NOT HOPE, NOT A WISH, but a keen pulsating desire which TRANSCENDS EVERYTHING.*

NAPOLEON HILL

The coaches focused on keeping it fun and creative—mundane routines do not create Olympians. As soon as an athlete started dreading swimming the coaches knew they had to do something quick because their performance and belief would begin to drop quickly. We've all heard the story of the athlete who started declining and they said, "it's just not fun anymore," or "I need to find a way to make it fun." Coaches said they were always open-minded about how they approached each individual athlete and how to spark this love of the sport in them—or re-spark it.

**Do you enjoy what you do? Is it fun or just work?**



No athlete is the same—just like no entrepreneur or visionary is the same so there can be many paths to greatness (and happiness).

Many entrepreneurs have lost or have never found their true desire, love and craving for what they do. **Some of you need to change what you're doing completely or remember why you started in the first place.** Without authentic desire, (you can't fake it forever) you will never succeed because without it you rely on your willpower alone to keep you going and keep you motivated. You can't force desire—it has to come from within. If you don't

have that drive and pure desire for what you're doing you will always feel drained by what you do. After a long day of swim practice successful Olympic athletes feel "tired" physically but if they had a good practice they'll feel tired AND empowered. They may even say they had fun! Fun? Because they have a love for their game.

Do you have a love of "your" game? It's OK to change the game...don't stick with something that drains you.

Pure desire fuels you during the quiet hours when your fans aren't cheering you on and your supporters are nowhere to be found.

Willpower always runs out. Let me repeat that...WILLPOWER always runs out when you don't have PURE DESIRE and BELIEF.

## EAGER TO GROW

When an athlete first gets the desire to go to the Olympics they rarely have the ability to do it right then, so why do you think you're any

"It's what you do with the rough patches that will define the athlete that you'll become."

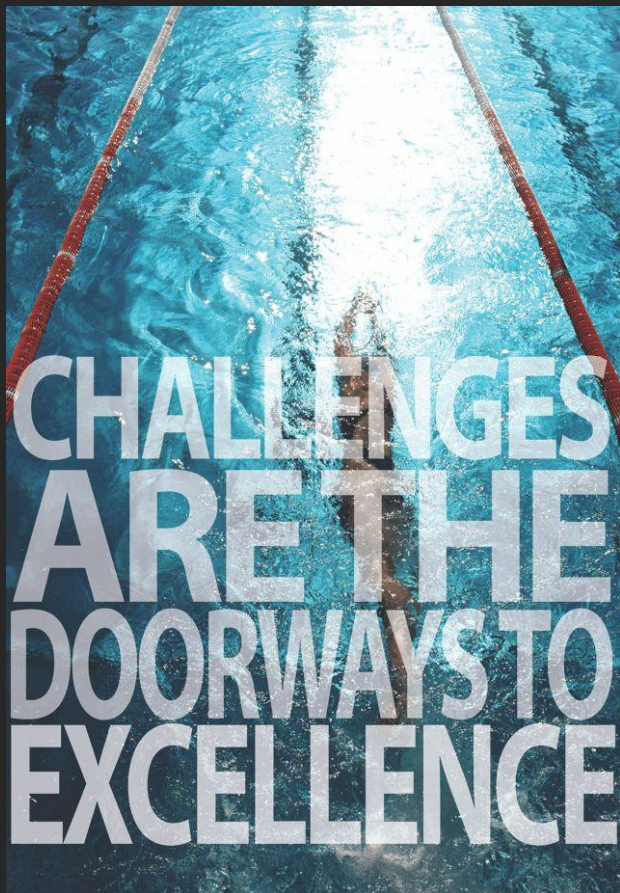
DANA VOLLMER, SWIMMING



different with your BIG dream? Your ability will grow to meet your goals, don't focus on what you can or can't do today. Just get started!!!!

One Rio Olympian swimmer said, "After

having a baby I realized a year later I was craving swimming again and decided I wanted to make another run for the Olympics...only problem was I was 50lbs heavier, hadn't trained in a long time and couldn't even make it through my warm-ups without quitting." This was USA's Dana Vollmer who lost 50lbs and ended up winning a medal in Rio. Just because you're not what you need to be "right now" to achieve your goal doesn't mean you should wait or think you can't do it. It's normal....it's called rising to the occasion. Just begin...even if you can't get through your warm-ups....you'll grow into the person you need to become.



Becoming an Olympian is about breaking through barriers, growing beyond your current circumstances, doing things you've never done before, giving it everything you have, dreaming BIG and being completely open to what you need to change. It's a game of doing, refining, doing again and continually refining your actions to meet your desired results. Creating success an inch at a time—or in the case of swimming a hundredth of a second at a time or a lap at a time. Sounds simple enough, right? But many of you don't want to hear what you're doing wrong and change it. You don't want to hear it will take time and work. Many of you hear this and agree but will do nothing, yet next week

wonder why you're not creating the LIFE or business of your dreams. You don't want to face tough challenges or the unknown. You're too busy using the excuse that it's too hard. Oh please, there's always someone who succeeded who had it harder. Step it up!

The reality is, doing what's not easy is what sets BIG IDEAS apart from just typical ideas and Olympians from just good swimmers.

Creating the life you desire and reaching your dreams is about being open to improving YOURSELF and being humble enough to realize you don't have all the answers and you're not "doing" everything right. One coach said he approaches coaching as a student and not a master because a master thinks he knows everything—he believes there are ALWAYS opportunities to learn from anyone and from everywhere.

Entrepreneurs (everyone really) need to approach whatever they do as a student, no matter how advanced you think you are. **None of these coaches were impressed**

**by their own accomplishments,** they felt they were still learning and were excited about the ideas still to come.

Nothing stays the same and you shouldn't either.

Learning, progressing & growing is about sparking your own

"awesomeness"—but this isn't a destination. We are all just a work in progress. **In life there is no real finish line, just an ongoing race against ourselves.**



**Growing into your greatness is NOT about taking these ideas and just copying them or quoting them**—it's about uncovering your own message, strengths, desires & ideas. You can be "influenced" by others who've discovered their "awesomeness" but NEVER copy or mimic. God created you to be YOU, not a lesser version of someone else. Follow your own instincts, because maybe you have ideas or dreams that have never been done before and could transform us ALL. **What if Einstein decided he should be more like Leonardo Di Vinci, instead of just be himself**—the world would've missed-out. What you have is also that special. If you finally followed that gut feeling, telling you to do "that thing", telling you to "course correct", telling you to "finally just do it".....your decision could help your

family, community or even the world. Stop trying to be unique. The world is always flooded with people “TRYING” to be unique, different or stand out.

The world just needs **YOU TO STEP UP** and be the person you were **meant to be** instead of trying to be someone you think others will view as “different” or even “acceptable”. You are exactly the perfect person to fulfill the dream you have inside and live the life you want.



Some of you are just too afraid of showing that “real” side of yourself to the world. Why? Is there someone or certain people you don’t want to fail in front of or look stupid in front of?

I had that crazy fear. I thought, what will my family and certain friends think when I really put myself out there. Will I write things that offend them or that

they won’t agree with? I also didn’t want to try this and fail in front of everyone....the possibility of being judged by them crippled me. Then I asked a question, my dream isn’t to help people like my family or friends. I’m reaching out to people like me....BIG thinkers, big dreamers and change-makers. And the bigger question was, **am I really going to give up on my dreams and the life I’ve dreamed about to “please” these people** and get them to not think poorly of me? That’s when my perspective completely changed. This is when I realized I had to STEP IT UP and have the courage to really just be ME and not a version of me that was “acceptable” to everyone around me because that approach hadn’t brought me joy, fulfillment or the best version of myself.

**We can’t be afraid to fail in front of people.** Chasing our dreams isn’t about one step, it’s about thousands or millions. You will fail on many of those steps and so you have to realize the average person doesn’t understand that, so you shouldn’t care if they judge you because they don’t “see” your entire journey. They only see one or two steps. **Don’t give up on your journey because you tripped a few times.**

# Love the Process



**THE PROCESS: TAKE ACTION NOW—EVALUATE YOUR RESULTS---REFINE YOUR ACTIONS--REPEAT**

Swimmers spend hours every day in the pool and in the gym doing the same thing over and over again. Together with their coaches, athletes review their results and performance daily. Daily they refine their actions to change the results and then practice again. There are no TV cameras, fans or audiences cheering them on but they continue anyways. Seems grueling, boring, not fun but this is “the process” that leads to their long term goal--to their dreams. All the coaches said, swimmers create their success in “slow motion” and in order to succeed they have to fall in love with making progress “in inches” or hundredths of a second. It’s during this process when swimmers tend to want to quit because they get frustrated with the tiny steps of progress, or they don’t see the progress or they simply don’t “feel” like doing the



***The key is not the will to win. Everybody has that. It is the will to prepare to win that is important.***

**BOBBY KNIGHT,**  
*coach*

daily grind. The coaches said, the athletes don't always see the progress or reward but it's the coaches job to SEE the big picture for them, remind them of their greatness and keep them on track because

they have proven they know what it takes to succeed..... so athletes have to trust the process. Do you have a support system, coach or someone who can do this for you? If you don't, find someone you can trust their process and someone you know has your back.

**“Tiny progress, is still progress,” one coach stated**

When swimmers get stuck “in” the process successful coaches interrupt their routine with actions that remind their swimmers WHY they're working so hard, what their BIG dream is and they learn how to feed their desire to reach their goals. It's the daily process that represents their long road to the Olympics—it's their belief and desire that empowers them to endure.

**No one is impressed with you if you stick with your process once.**

It takes no special talent to “do” the right thing one time or for that matter quit on your process. Champions are made when they stay FIXED on their process in good times and bad, when they are excited & when they're depressed. Champions are born when they do “their process” over and over and over and over and over and over again. Your process is thousands or millions of steps, not just a few and then you're done.

**Your process is a lifestyle, not tasks we do until we “arrive”.**

Being an entrepreneur isn't something you do for just a little while or until you achieve something. It's part of who you are and you have to see yourself being this visionary or creating your best life for the long haul. Otherwise, you're just dipping your toes in and no one creates big dreams doing that. It would be like when you become a parent not realizing that being a parent is your lifestyle now, not just something you're trying on for size.

Look at your performance and results daily. Take responsibility for what you're doing and creating every day. If you can't or don't know how to do this for yourself find someone who knows how to help you.

## Even the super motivated Olympians need a coach to help them.

Breathe, believe, and battle.' My former coach, Troy Tanner, told us that before each match. Breathe-be in the moment. Believe-have faith that you can rise above it. Battle-you gotta be prepared to go for as long as it takes.

Keeri Wahli

Having someone to help you enables you to learn how to "trust" your own process. They can also help you when you can't see beyond your current set-backs or challenges. **Many athletes say their coach is the one who kept them from quitting on themselves.** Now that's worth it right there! Don't give up on the process, yourself or your BIG IDEA. The process isn't always fun, sometimes it's

downright hard but don't give yourself permission to quit just because you don't "feel" like doing it. Sometimes your process will only give you a tiny bit of progress. That's when you stick with it, you refine it but don't quit. Understand that to give up gives you a temporary sense of relief with a lifetime of regret but sticking to something that matters gives you a lifetime of pride & joy (and a role model for the ones around you), with only temporary inconveniences. **This doesn't mean you won't WANT to quit at times, EXPECT IT-** that's when you focus on your belief, desire and

**YOUR personal WHY.** When you lose sight of your desires and WHY you're doing what you're doing, you lose the spirit to excel....it becomes

work.....instead of inspiring you, it feels like you have to force yourself to move forward. Take time to focus on your **belief and desire to “fuel you Forward”**.

THE PURPOSE OF LIFE, AFTER ALL,  
**IS TO LOVE IT,**

*to taste experience to the utmost,  
to reach out eagerly and without fear  
for newer and richer experience.*

~ Eleanor Roosevelt

## Living Based on Goals Alone Won't Work

Some people get so “fixated” on only their goals instead of their process that they can't bounce back when a goal doesn't turn out as it should. **For swimmers they have to be ready for that.** They can train months or years for one race and then fail. They have to bounce back and get back in the process to find new goals—so they can race again. Remember, this is an ongoing race against yourself, not a finish line. Also, what happens the day **AFTER** you achieve your **BIG** lifelong goal? If your life revolved around that one goal, then you'll feel lost and even depressed because you'll wonder, **NOW WHAT!?** Learn to love your process and your journey **MORE** than just the goals you set for yourself. This will give you a lifetime of joy, rather than brief moments of joy and satisfaction.

**Swimmers LOVE swimming, not just winning or getting a medal.** They crave a hot

day at the pool, early morning workouts, the smell of chlorine and even the feeling they get when they can't swim another stroke. They don't love all of this everyday but they know **HARD WORK** is a part of creating miracles in slow motion. The process gives them a sense of accomplishment (not just achieving their goals).



**What's your process?** If you hate your process you won't stick with it long enough to accomplish your goals or be able to sustain your success. Life is too short to hate the long hours of our lives or the everyday tasks we do to create our business or life's calling. Just like the coaches suggest, if something isn't working refine ...change it until you get the results you want.

It's worth repeating..... **Your process is a lifestyle not tasks you do until you "arrive" at your goal...so when one step doesn't work don't be discouraged.** This is a million step process, that empowers us because we know our failures are just tiny steps in the process. Choose the path that inspires you.



Right now there's someone else grinding away in "their" process so they can reach or live a lifelong dream...YOU'RE NOT ALONE. If you hate your process then you may be doing IT wrong, perceiving it negatively or you choose the wrong dream or you think your BIG dream shouldn't be hard. Your dream should pull you through your process. Your process will not be easy or something you LOVE all the time but the FACT is "The process" (the everyday tasks) is the way to any BIG dream. "The process" is the magic fairy dust...it's what makes dreams come true.

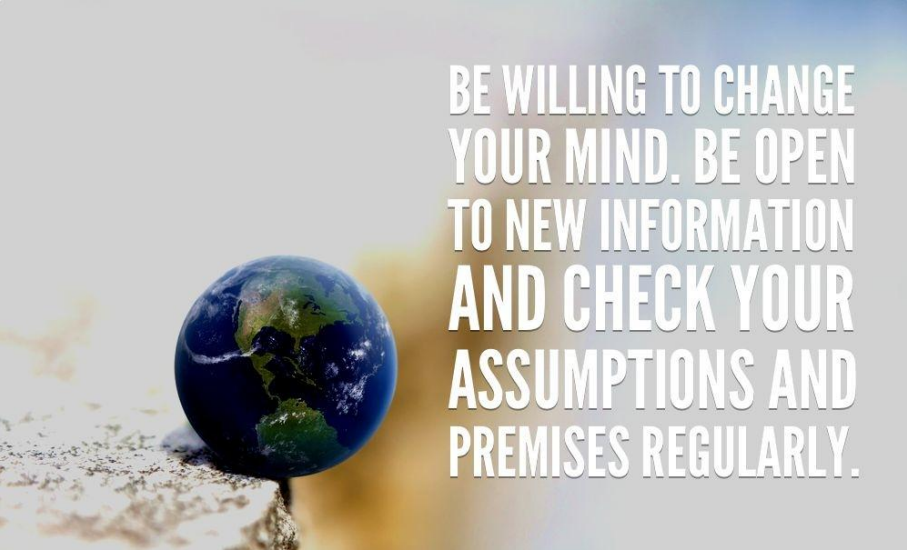


# Open to New Ideas

Some people pride themselves on being “old school” or being uncomfortable with change but finding success in anything is about evolving and not being afraid of CHANGE or doing things different than everyone else...like using the latest tools, methods and technology available to you.

One coach said his coaching has been transformed due to the increased use of video and specifically using tablets and phone apps. **I never heard any of them say, “I didn’t want to change or learn new things,”** they always said how excited they were about exploring new ideas, tools and especially new technology because all they focused on was becoming a better coach &

giving athletes everything they could to support their goals. Don’t cheat your customers, staff, industry or business (or yourself!!!) by not embracing, exploring and trying the latest ideas, tools or methods available to you—even if it’s not the “norm” within your industry,



**BE WILLING TO CHANGE  
YOUR MIND. BE OPEN  
TO NEW INFORMATION  
AND CHECK YOUR  
ASSUMPTIONS AND  
PREMISES REGULARLY.**

family, community or world.

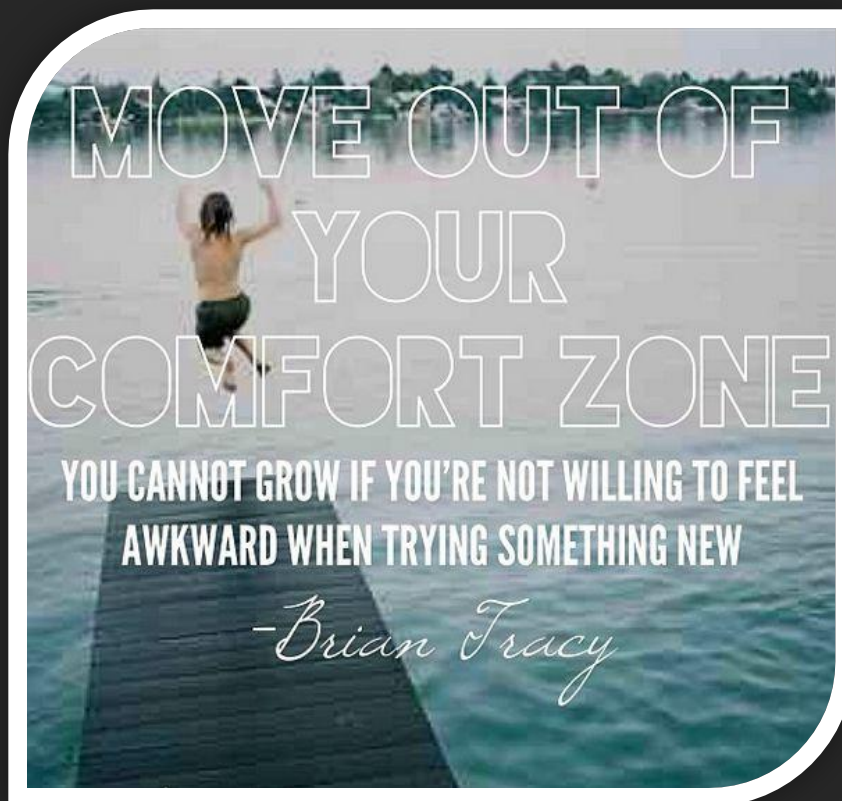
New or different ideas can help you see things differently or they can make your life easier. Never get comfortable in the way you do things. Experiment with new ideas, tools or methods to see which ones work for you.

**This concept is really saying, “be open to change” and learn to adapt quickly to change.”** Are you open to new ways of doing things, perceiving

things and approaching things? It doesn't matter if you are a master at what you do, there will always be new ways to do what you do. The market, society or the world is always changing and it won't ask you first if it's OK....it will just evolve with or without you. Of course, not all of the new ideas should be used but don't be afraid to experiment with them if they could help you become better.

**What “new” idea, tool or technology have you been avoiding or have been pushing back?** Try something new this week whether it's a new social media, new technology or just a new way to stay organized. Or what OLD idea do you hang onto but know it's time to let it go?

I have a family member who believes the best days are behind us all and he's never open to what's happening in our world today. The world has passed him by because he's still living in the past. All he sees is all the bad and everything that has changed since he was younger. **None of us can avoid change as we get older and yearning for the “good old days”, but be sure the lens through which you see the world isn't clouded by still living in the past or old ways of doing things.** I'm not saying we should embrace everything that's new, I'm just saying explore new ideas and stay open to fresh ideas. **If you're not growing and changing you become stagnant...and your spirit needs growth to evolve.**

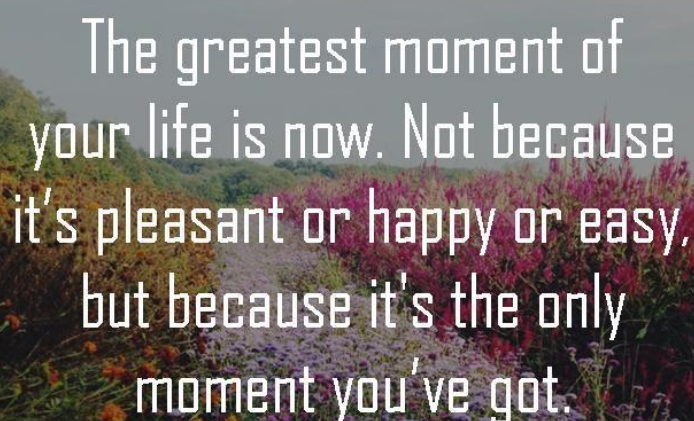


# How Can Olympians Help You Win Your Race?

In the past most of you probably watched the Olympic games in awe of these incredible athletes, not realizing you could tap into their recipe for success. **This field guide gives you a launching point to understanding how you can start moving your big ideas and dreams OUT of your head and into your REAL life.** It's about showing you that all dreams start with an idea, desire and a glimmer of belief and they grow from there until they become reality.

**Great accomplishments in the world first started with a wild WHAT IF, or someone thinking, “I want to do THAT!”** and then they took a step in that direction and never stopped—even when road blocks appeared. Your favorite athlete started just like that but so did every great leader, inventor or visionary in history. They started with just a casual thought of, “I want to do that,” or “What if I could accomplish that?”—while not knowing how it would turn out. But they started anyway. They had belief, desire and stuck with their process. They progressed inch by inch. And eventually they became presidents, doctors, explorers, discoverers, founders, Olympians, crusaders and the people who shape history, communities and the world. This is what could be in store for you...at whatever level you desire.

**What we DO is dictated by what we THINK & BELIEVE—it's that simple.**

A photograph of a field of wildflowers, primarily purple and yellow, stretching towards a horizon under a cloudy sky. The text is overlaid on the right side of the image.

The greatest moment of  
your life is now. Not because  
it's pleasant or happy or easy,  
but because it's the only  
moment you've got.

**JOHN ORTBERG**



People who think a certain way empower themselves to live fuller lives but people who think a slightly different way can trap themselves in a limited life. Yes, your thinking can have that much power.

An Olympian's mindset isn't about hoping and wishing your way to success it's about aligning your

thoughts to meet your desired results—then your actions will follow.

If you're reading this it's because you want to BE more, LIVE more and have a life that's full of significance....and you may even be contemplating chasing that dream you've never dared to think could be REAL.

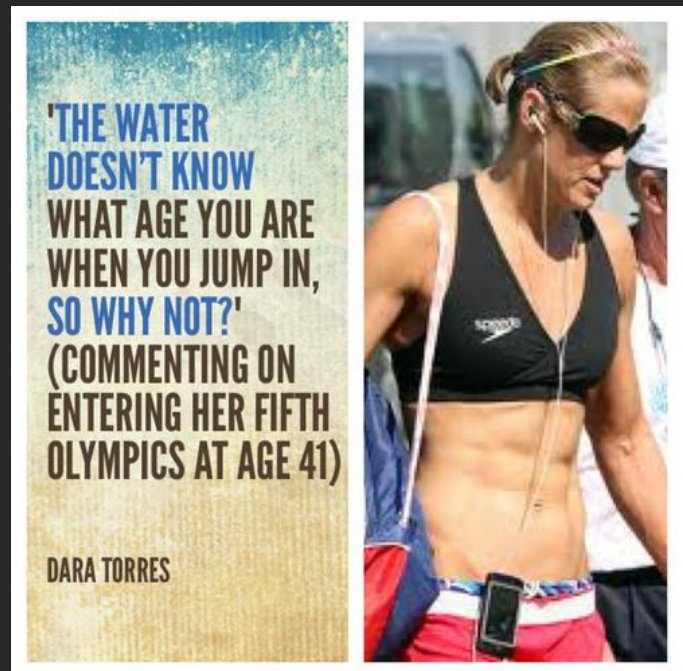
Guess what? You don't have all the time in the world to design the life of your dreams....now is your time...now is your only time.

You've put off your life and dreams too long regardless of your age.

## Your next step.....

Now I want you to re-read this field guide as a MAP for your life and not just information. The first time you read it you were taking it in, deciding what you thought about the ideas...now it's time to USE this information to further your dreams.

Read it as if all of it could be TRUE for you. You won't ever achieve your BIG dreams until you turn them into plans. If your dreams of a better life are not REAL to you and true for you, you'll never do what you need to make them REAL.



When we use a map to help us find a place we don't "hope" we'll reach our destination we just plug it into Google and boom our route is calculated. We don't think, "I wonder if I will actually take the action to get there and make this real," no we just start driving knowing for certain that we'll get there. If you want to drive from Seattle, Washington to Portland, Maine you map it out. Even though it's a long trip you don't doubt that if you follow the map you'll arrive in Maine. Sure, sometimes we might get off track or have detours but that's when we refine and rerouting takes place and before you know it we're back on track. It's changing your messaging from I hope I get there to I KNOW I will get there.

This field guide is your starting map to your dreams....don't waste it... because it's YOUR TURN to follow your dreams, accomplish them and LIVE your TRUE NORTH.

Now go *Live Big, Love deeply, and Create Significance* – Shari

# Are you ready to dive deeper?

Some of us wait a lifetime wishing and hoping for our dream life or to follow that big idea or finally make that move. Why? Why don't we just do it? I've learned that something inside of us "thinks" we can't really have all the things we dream about. Something inside of us "thinks" this is as good as it will get...while also hoping it's not. I wish I could sell magic wands that could easily transform anything you want and manifest all your dreams—but so far I haven't found those. However, I have found that what does take us to our dreams is already within us...it just needs some coaxing to get it to rise up.



Truu North was created to celebrate the daring souls who are trying to embark on their "WILD WHAT IFS".

Come join us at Truu North on our podcast, blog and explore our travel programs and our learning programs we have that help you create your lifelong dreams and the LIFE you desire. Our focus is to help you create a lifestyle that focuses on smart success....instead of



Don't put a limit  
on anything. The  
more you dream,  
the further you get.



*Michael Phelps*

workaholic success, no time for family success, tied to my business success, sacrifice your well-being success and who's got time for feeding our soul success. We help you create a portable business that gives you freedom to LIVE your life, feed your soul and make a difference. If you are ready to design a LIFE you LOVE and not just build a resume or long list of goals then you're in the right place.

*Don't Just Read This and Then Walk Away.....or Click  
Away...it's time to take your dreams serious.*

We're about helping you design your successful business  
to fit the life you desire and LIVE your TRUE North.

[www.truunorth.com](http://www.truunorth.com)



**Join our Social Adventure....**



**THE GREATEST ADVENTURE**  
IS WHAT LIES AHEAD.

**TODAY AND TOMORROW**  
ARE YET TO BE SAID.

**THE CHANCES, THE CHANGES**  
ARE ALL YOURS TO MAKE.

**THE MOLD OF YOUR LIFE**  
IS IN YOUR HANDS TO BREAK.

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J.R.R. TOLKIEN

# Living Your True North

Should feel like this...

Truu  
North

Let's get started: [www.truunorth.com](http://www.truunorth.com)