

You're The One Newsletter

2014 - YOU - FRESH & BRAND NEW

Issue 9 Vol 1: January 2014

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What's New With Karen

Welcome to January 2014. In December, (apart from the beautiful Christmas celebrations), I listened & related as wonderful people shared their feelings of "2013 boredom & burnout" - reflecting how in the past 12 months they had become "jaded/uninspired/bound by routines/slaves to work." Aha - what a perfect time to bring out my yellow-sticky note (where I had jotted down a headline as I passed a fashion magazine stand some weeks earlier) with the words: "Rebrand yourself in 2014." Whilst working hard to achieve our goals is important - we equally want to feel vital, energised, alive, happy, inspired and having fun along the path of our lives! So, what a perfect time at the start of a New Year to take an inventory of the outdated sides of our lives/thoughts/beliefs and instead lift our lives to a new altitude. This newsletter is dedicated to share with you some techniques and ideas about how to make the authentic YOU - FRESH & BRAND NEW in 2014! Rebrand You in 2014! Love Karen xxx

Mojo Tip: Who Do You Want To Become?



ARIA Award Winning Singer & Actor, Samantha Jade

The 1st step on your mind-blowing Mojo mindset for 2014 is to let go of the jaded, bored, outdated sides of your life. We are talking here of a BRAND NEW YOU - Rebranding means really one thing - changing the perspective of the way you are viewed!! Smart Mojo-esque people are ahead of the pack when it comes to their own brand!! Once they have decided to live at a new altitude/attitude they start immediately behind the scenes working on their own reinvention/transformation of their identity. They are switched on to knowing who they no longer want to be, and what they have outgrown. This starts with their own personal inventory of what they no longer feel resonates with the new them - in a sense what they no longer like about themselves. The way these Mojo-esque role models lift themselves to a new altitude is by exploring the question "who they want to become." In this time they brainstorm and get clear on who inspires them, what excites them, what are they passionate about, what are their interests and dream ventures. People with Mojo brainstorm in ways that are big, bold and brave - letting go of the past parameters they have put on themselves! I've even heard of such amazing new launches that they give themselves their own personal mission statement, vision or logo. Once that is done, they change everything else that does not fit with this new way of being.

They are fresh - with energy, vigor, vitality - newly transformed! As they move forward with their new identity - they leave the old identity in its wake - not stopping to crawl back into the safe cocoon - this stage it all about transforming into a beautiful butterfly. When I think of a perfect example of a Re-branded person, let me introduce the Australian singer, Samantha Jade. Watching the 2013 Australian ARIA Awards recently and watching her perform she had the spark I am talking about. A talented, lovely, singer and actor - she is the "it" girl at the moment - attracting accolades and attention like moths to a flame. Studying her journey, she is our perfect example of a person who has had to REBRAND and reinvent herself. When I looked back through her blogs and bio I noticed she has been re-invented. What struck me was how much she reminded me of Kylie Minogue, and the story is she will be playing Kylie Minogue in the new IN-X-S movie. If you get a chance, watch her on You Tube and see how invigorating her performance is. When I watch Samantha Jade, she inspires me to reach further - go beyond what we think we can do and who we can be. I read on her Bio that had almost given up on her music career, when she decided to go into X-Factor 2012 and that decision has led to her living the life of her dreams. She is inspiring to me as a breakthrough performer, someone who has re-invented and reinvigorated herself and now she is at the top of her game. This is an example of how powerful rebranding really is. She can act, sing and seems to be a lovely sweet person also. Her song, "Soldier" is amazing - an example of a song with vigor, vitality, and energy (3 magical components of how we feel when we witness someone who has successfully rebranded themselves). So as we step into a New Year, make time to consciously decide WHO YOU ARE BECOMING AND LAUNCH THE NEW YOU FOR 2014!! You'll be in the flow of life, energised, inspired, happy, alive and from this new way of living the sky is the limit! Set your take off date as January 1 2014, and REBRAND, REINVENT YOU!!

Life Coach Tool: 5 Steps to a BRAND New You!



ReBranding YOU

In my research on rebranding, I've discovered an inspiring person - Amanda Rose. Amanda Rose has her own brand, her own logo and is living a happy and successful life in Sydney, Australia and her passion is for connecting people to lead successful lives, and teaches about re-branding. On the subject of rebranding, Amanda Rose gives a 5 step process to help you change your identity and transform the way people think of you, without spending a cent, which I invite you to do yourself (below): (check out her website www.amandarose.com.au):

Step One: who do you not want to be?

Are you trying to move away from the identity you created in university? Or your last job? Is the way people describe you professionally still current - and in line with your future plans? You must first work out what it is about yourself NOW that you don't like before you can make the change.

Step Two: who do you want to now become?

Your true (new) calling? What excites you? Where are your passions, interests, dream venture if failure wasn't an option? Don't hold back here, you must be as honest and open as possible. Dream and dream BIG.

Step Three: be bold and be brave

Give yourself a mission statement, a vision and even your own logo (LIKE I DID!). Don't hold back, don't be subtle and don't scrimp on the new you! For people to know you have changed you need to make it a big one.

Step Four: change everything else

You need to change your pictures, your wording, your position on social media, on email, with your database, emails and more. Consistency is key. Don't confuse people.

Step Five: stick with it

You may have people questioning your change, doubting your ability to change with comments like "that's not really you" or "what do you represent exactly" - don't worry, just stick with it. Don't defend the new 'You' but defend your right to rebrand and evolve. They say - adapt or die. This applies in business too. Even the longest-running most stable companies re-brand often to stay on top of their game. Make no apologies for change and growth, ever.

It takes honesty to admit that we are bored with parts of our selves, and our lives and it takes courage to decide to do something about it. If you've played it safe in 2013, perhaps now is the time, to take your life to a new level as a new rebranding of YOU!! Isn't this how life is supposed to be - where we are living, loving, learning and growing and evolving so that life becomes exciting, energised and fresh and new. I really hope you take the time to do this simple 5 step process so that you can step into 2014 fresh and revitalized. I really do have a sense that 2014 is about stepping into new energy, new opportunities, a NEW YOU!! I can't wait to hear what happens to you in 2014 as you soar at a new level!! After you have done this, start your Vision Board - and watch yourself evolve in 2014.

Be Inspired Article: 10 Questions with Matthew Vella!

Who is the real Matt?

I am a very shy introverted person and in my devotion to dedicating myself to being an artist, means a lot of time spent in isolation. I need this space, for time and reflection, and for creating and exploring ideas. I am a true believer in beauty and my fight for beauty and equality is what drives me.

Which 5 words best describe you?

Observative. Eccentric. Creative. Curious. Optimistic.

What is your first job and what path have you taken since then?

Working in the creative department of Cengage during school holidays from 14-18 years old. Since then I have been working in a supermarket Deli whilst studying full time and slowly expanding my art practice + body of work.

What's your proudest achievement?

Creating a portrait of both of my grandmothers, whom i really admire for their 70th birthdays, and experiencing first hand the power of art and beauty.

Who inspires you?

Salvador Dali, Andy Warhol, David Bowie, Lady GaGa, my family and New wave music+visuals.

What are you passionate about?

Art, photography, music, pop culture, equality.

What's the best lesson you've learnt?

To treat people the same way I would want to be treated and to never judge a book by its cover.

What's been your best decision?

Going back to Uni to complete my degree and following my dream to be an artist.

What dream do you still want to fulfil?

To live, travel and study in Europe.

Which person living or dead would you most like to meet?

Marilyn Monroe.

What are you reading?

1984 by George Orwell.

Daily Hint: Do A Personal Inventory of Who You Want to Become

Thank you! Your Daily Hint this month is to schedule some alone time to work through the 5 steps of rebranding above. Before you get started, reflect on the past year's highlights/challenges and learnings. Then start on your 5 steps above to rebrand the New You! Then create a Vision Board from your new perspective. Wishing you and your families a Happy New Year - your best one yet!!

I am so looking forward to more of your feedback, suggestions, or

what you would like to see in this newsletter! I'm thrilled to introduce you as a Fresh start for 2014 to my only Generation Y interviewee (I believe) so far. Matt (my nephew) is a person who is easy to admire, respectful, diplomatic, non-judgemental - Matt is a wonderful person to talk with out re-invention, because of his love and study of humanity and the visual arts. Love Karen x

"Do it badly; do it slowly; do it fearfully; do it any way you have to, but do it."
Steve Chandler

*"Write down 10 things you would do in your life if you had absolutely no fear.
Then pick one of them and do it."*
Steve Chandler

"Help me to believe the truth about myself, no matter how beautiful it may be."
Steve Chandler

Yours sincerely,

karen vella

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**A New Year's Eve
Ritual:
(how to finish off
2013 and move with
clarity into
2014)!**

A New Year's hint from yto for you especially! A great ritual to end the year is to write down on 3 pieces of paper, your challenges, your highlights and your learnings. Pop them in 3 separate envelopes and prior to midnight pop them in the bin. This is a great way to end off the previous year and move freshly into the New Year! Happy New Year - may it be your best yet! (please pass this suggestion on to your friends/families/colleagues (& remember to mention yto!).
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Offer Expires: 31st January 2014

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