



BE A BRAND NEW YOU

JENDEE SAPO - DE GUZMAN

FOREWORD

Be A Brand New You is a beautiful book that will inspire you to become the best that you can be.

It is a product of the author's numerous encounters with life coaches, mentors, and people whom she highly esteemed and awakened her love for the nation. It propelled her in making a difference to the people around her by initiating change within as a Filipino.

She takes pride in people who opened her eyes, trained her, and mentored her to perform without compromising her values in life.

The wisdom in this book is very simple yet challenging to apply in your daily living. It will help you understand yourself and will push you to make a resolve to confront the brand new you screaming for release.



This book breathes the effects of people who influenced, inspired, and encouraged her to release her passion to empower, help others, and live a mission-driven life.

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DEDICATION

This book is dedicated to my copycat, my loving daughter, Dei Jen-Claire Sapo De Guzman. I just called you “copycat” with the hope that you will look like me when you grow older haha. Regardless, I know that you are a unique individual. May this book serve as my first step towards a legacy for you. As a mom, I know that I won’t be able to teach you everything about life in my lifetime.

I love you, baby, with all my heart.

And to my husband, Denver. I will not be who I am today if not for you. So allow me to honor you by this book.



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“Be A Brand New You”

7 Steps To Bring Out Your Version 2.0

INTRODUCTION

This book aims to remind you that there is a power within you that is meant to be unleashed. It is meant to give you a trail of your successes, skills, and talents.

As a person created out of a miracle of this universe, you have experienced different events in your life that may have led you to forget what you were created for. This book aims to remind you of your purpose.

The content of this book is a collection of my personal experiences and conversations with other people that helped



me compare how we react to things and how we can change the course of our future and be in line to our true path and greatness.

I have used Neuro-Linguistic Programming (NLP) techniques and meditation to find out what I really want in life. Thus, you will read some of the steps I personally use to uncover my purpose. Most of the powerful coaches all over the world are also using meditation to uncover their coachee's greatness.

I have also mentioned Bible verses and quotes that help me carry on when I had challenges.

My personal definition of greatness is doing what you love and loving what you do. Use this book by highlighting statements that impact you the most. Write on the activity sheets provided for you. You can also write on the pages of this book to leave personal notes. Besides, science tells us that the brain becomes more active when the hand is involved in writing something (The



University of Stavanger, 2011). Writing your own notes on the actual pages of this book can help you recall the most important learnings that impact you.

Please note that I have friends who are Christians, Muslims, and agnostics. I advise my readers to have an open mind and remember that the contents of this book are not only limited to my own religion, which is Christianity. Instead, this book is about my own personal experiences and those of people around me. Still, allow me to give praises to my God the way you respect your own universe and creator.

You are meant to read this book. I hope this book makes you feel great about yourself and unleash a brand new you.

STARTING POINT

Are you tired of your life already? Do you feel that every day is just a routine? Let me tell you something, I have been there and



I truly know that feeling. As of this writing, my purpose is to change one soul at a time. I want to let you know that it is not an accident that you are reading this book and we are meant to be friends. I would be happy to hear from you.

In a world full of negativity, my goal is for you to find a space where you will feel God's abundant love and blessings. In a world where you don't know your place, I want you to know that you have a special spot in this universe. In a world full of voices, I want you to know that you have a voice and you can be heard.

I will help you bring your Version 2.0 out into this world!

This book empowers you to finally *Decide* on upgrading yourself because you deserve to be happy.

Upgrading yourself means some changes must happen and these changes require a lot of *Energy*.



Despite being upgraded as a person, it is still possible to *Simplify* life and be grounded.

This world is full of both the good and the bad. While being grounded, *Ignore* the negativity and those people telling you that you cannot do it. Why? Because if there is somebody who knows you better, He is the one up there or a higher being as what my some of my friends call it. He believes in you—from womb to tomb.

Be *Raw*. Empty your cup so you can take in more learnings in this life. Regardless of age, you don't know any better. And by emptying your cup, you will be able to take on more significant things in this life and select those that only matter.

To sustain you, the only weapon you can bring is your *Enormous Faith* that He is the most sovereign Who has written your life to be powerful.



Above all, have a *Superhero Character*. A *super hero character* will allow you to always carry on. You must have somebody or something that will help you carry on in life. By just looking at that persona or thing, you will push and push until you become a hero in the eyes of your own universe.

There is Power Within You

“For I know the plans I have for you, plans to prosper you, plans to give you hope and a future and not destroy you. “—Jeremiah 29:11



CHAPTER I - DECIDE

Changing your life means you got to **DECIDE** to change it. Change your ways, your thoughts, your perspective, and your actions to the universe.

“The man who uses yesterday's methods in today's world won't be in business. When patterns and tradition are broken, new opportunities come together.”

- *An Enemy Called Average*, John L. Mason

Yes, you want freedom!

There are a lot of options available for you today and your reason for learning more is that you want to break free from your current situation. Could it be a search for people who appreciate you, or to move away from a painful relationship, to be financially free, or to forgive and forget? Only you know that one thing you



desire. But how can you decide if there are a lot of things in your mind?

Write and declutter.

Yes, do this for yourself. On the space below, write the things you want to do for the next 90 days. Rank them according to your priority, then decide: pick the ones that you need to do in the next 24 hours. Rank them again according to your topmost priority and act on them!



Activity 1:

Write down the things you want to do in the next 90 days.

It is all in the mind. It all starts with deciding to really do it. That urge to finally do it.

In my six years in the financial planning industry, I have been exposed to Filipinos who keep asking for help on how to become



financially free and financial planning advocates like me who keep on giving insightful ideas and wonderful steps to follow. However, some people would still stick to their old ways.

Just the same, in life, you keep on asking people around you and seeking their approval. But at the end of the day, you still follow whatever is in your mind. You fail to try out new things in life. You focus so much on the aftermath or what others will think of you. You focus on doing things just for the satisfaction of others.

Also, you do not really listen to your voice, the one that's in your heart. It is not true that you don't have a choice because you do know what you really want to do. God created everything that you would need. It is up to you to grab it.

You are unique, and you should be brave enough to let your light shine. Be bold enough to show the world who you are and how God created you to empower those around you.



Let that song be heard. Let that beat move you on the dance floor. Let that beautiful face be seen on camera. And let that piece of thought be heard by the universe. Let somebody be inspired by your light, that they too will do the same.

This is the first step. Make that DECISION to finally change your life!

My Story

In 2011, I found myself dragging my feet to work every day. I learned that I was not really used to a routine job. I was assigned to sales and marketing for five years in the company.

Don't get me wrong. I loved working for my previous employer and I learned so much from my mentors. However, I got tired of doing the same things every single day. I used to joke around and



tell my parents that I really applied as the company driver because I was always on the road.

I drove around Metro Manila and at times, in the provinces in the South to speak and visit my clients. There were times when I had to fly in and out of the main cities in the Philippines such as Cebu, Davao, Cagayan de Oro, Cotabato, and Zamboanga. I never realized the possible risks that came with my job. I was young and excited. I didn't mind the news about safety and unrest in some parts of the country because I saw how beautiful the Philippines really is.

Then, in July 2011, I got into a vehicular accident. My car got totally wrecked. God is good and nothing happened to me. In fact, I still had a bit of presence of mind that right after an SUV hit my car, I got out to check the damage. I was shaking and praying, and I can still remember, even up to this day, that feeling. It felt like everything around me froze for a few minutes and I couldn't hear



anything. I remember how I couldn't seem to finish my prayer but I kept telling God, "Thank you for saving me."

After the accident, I couldn't drive again. My then fiancé (who is now my husband) told me, "You won't be able to drive anymore if you will not be brave enough to drive today." My husband pushed me to drive again, two days after the incident.

I suffered from palpitations. I also developed the mannerism of always looking in the rearview mirror to check on the cars behind. But I braved the storm. I learned to be brave on the road again after a month.

Taking On A New Career

A few months after the accident, I was back to my old self. That meant I was sad and blue again because I was driving around and



doing the same things as before. I had been praying to God to put me where I should be.

In April 2012, my life insurance agent, Aileen G. Gaffud, CAM, RFC, who is now the branch manager of Brilliant Red Quartz of Pru Life UK, told me about an amazing career opportunity. I thought about it several times because the opportunity would bring me out of my comfort zone. I thought, “Hey, isn’t this what I want? A career change?”

I grabbed that opportunity.

In May 2012, I officially started my first exposure to the financial planning industry by becoming a life insurance agent. Little by little, I learned more about the industry. Eventually, I connected the nobility of the profession and how it aligned with what I really wanted to do: to create an impact in the lives of people through



my career. For years, I have been looking for some sort of area wherein I can be of the essence.

Because of my profession, I became exposed to diverse individuals who were able to help me find my real meaning and purpose. Through the guidance of NLP Master Practitioner Jojo Apolo, Master Coach Adette Purto of The Life Coaching Institute, and Brownroots PH founder and Creative Entrepreneur Coach Maria Celia Alamo Jacob, I became even more equipped and aligned with my life's purpose. Today, I am able to use my God-given skills and talents to empower every person I meet.

Your Story

Each of us has a different story. Your path is not my path and my path is not yours. You have your own space to create today. You just have to have that element for you to jump in. Decide. It all starts in the mind. Decide if you really want to do it.



Yes, there may be risks. But have you heard of a calculated risk? Before jumping into the freelancing world or a new career for that matter, I know that as an insurance agent, I will no longer have a fixed income. Is it scary? Darn yes, it is!

So before resigning as a Regional Manager, I made sure I sold several policies to sustain my next month's income. Can you guess why it became even riskier? I never had an emergency fund! But that is a different story about financial planning and probably a next book that I could write as a financial planner.

Where you are at right now doesn't mean you will end up there forever. Remember the hashtag #walangforever? But getting stuck could happen if you don't make that decision today.

This is your time!

My mantra is to just keep on trying things out. Try until you make it or not, but at least you tried it. If it didn't work, don't sweat it!



Just move on towards the next opportunity. God created all the possibilities you can have!

Remember what transformational coach and speaker Lisa Nichols said, “Your story must be good.”

Declutter

I know how you feel right now. You have so much on your plate and you can't really decide which ones to pursue.

A few years ago, I felt that I wasn't good at anything because I know a little of everything. If you're familiar with the term “jack of all trades”, well, I thought I was that.

I have friends who are Gallup's strength coaches. One of my top five strengths is being a learner. This means that the reason why I keep on studying a lot of things is that I love to learn! I just love



learning something new, which is good, but what really happens is that I have a lot of things on my mind and I become confused because I can't decide which ones to execute first.

What I did was to keep my focus on the present while deciphering how I will move next. Of course, with prayers, little by little, God directed me where to go.

I dug into my values and my strengths first where I drew out my life's mission. In this next activity, let me help you draft your life's mission.



Activity 2

List down your top values (e.g. respect, humility, integrity, etc.).

Guide:

1. Think of situations when someone made you angry. Which of your values was put at stake that made you angry?
2. Think of situations when someone made you so happy and joyful. Which of your values were present in those situations?



What Are Your Top Strengths And Skills?

Guide: You have strengths and skills that you're capable of showing or doing even on impulse. These are the ones you wouldn't think twice to do or something that you're good at that people are aware of.



week until I finally crafted my perfect piece. At first, I felt that something was missing or maybe I wrote way too many items even though these were related to my skills and talents.

After a few weeks and some prayer, I felt a connection to this quote and I was able to conclude my life's mission: "To use my God-given skills and talents to empower my family, my friends, and every person that I meet."



Chapter 2

ENERGY

“Passion is energy. Feel the power that comes from focusing on what excites you.”

– Oprah Winfrey

Once you decide to change the course of your life, you need to have that ENERGY to push towards the change you want. You see, whatever change you desire, it will require an effort from you.

It could be physically tiring, emotionally exhausting, or even financially draining. You must have a big and robust heart because it is going to be one hell of a journey!

Energy is like your fuel. You cannot run out of it along the way. Maybe it is a change in behavior that you want, you need that fuel



to be patient because changing one's behavior does not happen overnight. As Anthony Robbins puts it, "The higher your energy level, the more efficient your body. The more efficient your body, the better you feel and the more you will use your talent to produce outstanding results."

Why is energy crucial in your desire for change?

Energy fuels your enthusiasm to help you keep going, keep moving, and feel excited about your Version 2.0.

Look at the mirror and say, "Hi! I'm **FIRST NAME** version 2.0" a la Laida Magtalas in the Filipino romantic comedy *A Very Special Love*. Doing that probably gave you the chills and some of you might have thought, "I must have been crazy following Jendee!"



Only two things could happen if you do this: One, you feel hope emerging from your feet all the way to your head or, two, you suddenly feel embarrassed.

If you felt embarrassed, that is okay. Maybe you can try doing it tomorrow or maybe the other day. But here's the thing: Sometimes, you have to fake it until you make it.

Be ready with your Version 2.0!

Turn Obstacles Into Opportunities

Are you familiar with the story *Three Feet From Gold* in the book *Think And Grow Rich* by Napoleon Hill? The story goes like this.



Back in the gold rush days in California, there was an insurance salesman named R.U. Darby. Together with his uncle who had a license to dig gold, they tried their luck with gold in Colorado. After a few weeks of labor, they were able to find a shining ore. However, they needed machinery to bring the ore to the surface.

Darby and his uncle went back to Williamsburg, Maryland and told their relatives and a few neighbors about their discovery. From Maryland, they were able to get the needed money to purchase the machinery. Afterwards, they went back to Colorado and the first ore was mined and shipped to a smelter. The results proved that they have one of the richest mines. They've already thought of all their debts that would be paid as soon as they are able to get the gold up.

They kept on drilling and drilling and voila! The vein of gold is not there! They tried drilling again and again, but there is no pot of gold.



They finally quit.

They eventually sold the machinery to a junk man for a few hundred dollars. This junk man sought the help of a mining engineer and he told the junk man that the project was not successful because the owners were not familiar with the so-called “fault lines.” The mining engineer’s calculation is that the vein of gold is just three feet from where the Darbys stopped digging. The junk man’s advantage was that he knew how to seek advice from an expert before giving up.

Moral of the Story: Sometimes, success is just three feet away from gold. This is not the type of quitting just for the sake of stopping and quitting at all. The signs are already there, the ore. In the same manner, we should persevere and find mentors and coaches in our lives who can guide us and help us achieve what we want in life. We may not be able to do it perfectly, but having a mentor or a coach can minimize the pains and failures.



Sometimes, when you fail, you lose the energy to move on and start all over. Dear friend, fall 10 times but rise 20 times. Be ready with your next best version!

Balance

In 2014, I qualified for a travel incentive in our company to New Zealand. I remember wanting it so badly that whenever I wake up in the morning, I immediately talk to God and tell Him how much I wanted to qualify. And before the day ends, during my prayer, I would tell Him the same thing.

In 2016, I gave birth to my daughter Dei Jen-Claire and there were adjustments along the way that included priority management, motherhood, and team management. Later in this year, I got certified as a Life Coach and I've had my share of a reality check. After giving birth, there were times when I felt I didn't know anything anymore. I felt as if everything I learned got flushed out



of my system together with all the blood that came out during childbirth.

Everything felt like it was too much. But looking back, when I checked on my past activities, I realized that playing badminton three times a week contributed the most to my productivity and success.

I realized that I forgot to give time for self-care, to enrich my body. Recently, I started playing badminton again. I realized that exercise balances my activities and allows me to have a break from so much activity during the week. I also started choosing wisely the food that I eat, which is another thing that my husband and I do together.

Staying physically active energizes me during the week and allows me to do more walking without catching my breath. Exercise makes me more alert, too.



Finding balance includes choosing a physical activity or any type of exercise that you enjoy. It gives you more energy. It makes you fit. And when you are physically fit, it allows you to become more mentally awake and makes you feel things are in order. It makes you feel more “AHA Moments” and brings you clarity.

Fuel

Energy doesn't come from physical activity alone. Energy is some form of fuel that keeps you going even if you've been working on “something” for more than 12 hours straight. However, energy can only sustain you if you're really passionate about what you're working on. If you're disconnected from what you really want to do, energy can't keep you going.

So, you ask, what is that “something” I'm referring to? It may be your day job, your business, or your relationship that you've been working on for more than 12 hours or even 12 years already.



Think of it this way: You have been trying to find more opportunities. But at the end of the day, what you're doing will not sustain you in the long run because you feel like something is missing. Do you know someone who is already a senior but still trying to do something new for the first time in his life?

Fuel. It is the one thing that you are passionate about, the one thing you can recite straight from the heart and even if eyes closed. This same fuel is your energy to keep that desire burning.

Your Deepest Why

Whenever you are onto something, there is always a reason. Have you met people who have been working on a lot of things, but you just couldn't help but admire the energy flowing in their system? They have this so-called hidden "WHY". And where is it hidden? In their hearts.

Can you recall your company's human resources (HR), your supervisor, or maybe a training firm that your company hired?



Can you recall if they asked you to create a vision board? Yes?

And have you done it?

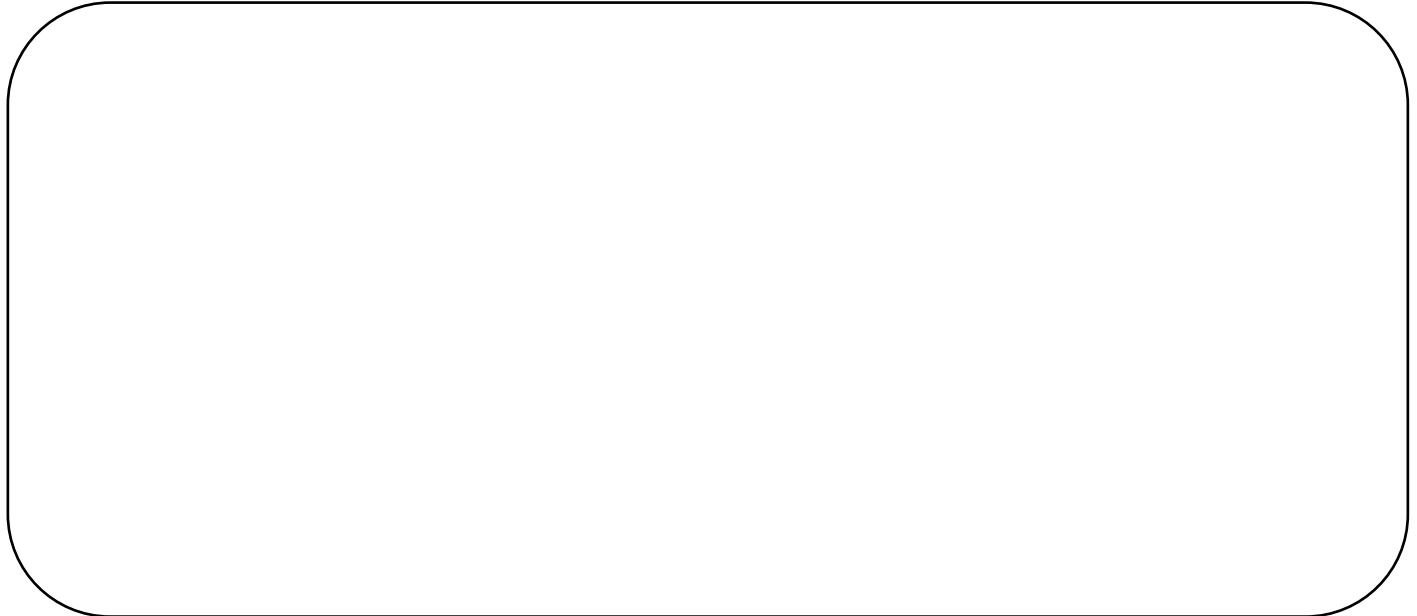
It is free to dream. You can dream any time with no deadline. On the other hand, a goal is something that you can measure.

Activity 3

Why don't we start here? Never mind if you can only draw stick figures or create artworks like Picasso. With your color pencils or crayons, start drawing your dreams for yourself, your family, your relationships, your health, your spirituality, and your wealth. Put a date when you want to achieve each one.



Don't mind if you think it is impossible because dreaming is free anyway. But let us make it possible today!



This is called a Vision Board. Please take a picture of this page and email it to me at jendeedeguzman@outlook.com to get a Life Coaching Assessment.

