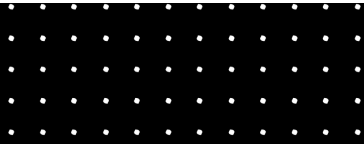


# Welcome to the **UPGRADE MY LIFE** **& BIZ CHALLENGE**

**Dr. Allana Da Graca**

**Turning On the Lights  
Global Institute (TM)**





# DR. ALLANA DA GRACA



Founder of Turning on the Lights Global Institute LLC., Graduate of UMass Amherst,



Emerson College and Capella University Subject Matter  
Expert of Communications and New Media Design



Created the International Women Build Confidence Conference TM Coached and Taught  
Graduate Students, Executives, and Governmental Leaders



Communication Practice and Interpersonal Skill Development at institutions like  
Bentley University, Walden University, Lesley University, Kaplan and Northeastern U  
Completed Business Fundamentals Certification at Harvard University

Leading a National and International movement that helps entrepreneurs earn  
thousands of dollars from their passions



Founder of Women Build Confidence Coaching Series, Kickstart Your Social media  
Blueprint, Spark Your Talk and make thousands and Business Communication Mastery  
Author of Tomorrow Can't Wait, Chronicles of A Poet, Tomorrow Can't Wait, Sidonia's  
Chronicles and Upgrade My Life and Money.



Contributing Author of Sage Encyclopedia of Online Learning UMASS Board of Directors  
WMUA, WERS Radio



Day One Activate  
**Get Clear**

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**Disorganization +**

**Stress=**

**Missed**

**Opportunity**



# CLEAR CLUTTER



- ✓ Stack Your Knowledge
- ✓ Design Your Boss Folder
- ✓ Put a Timer to 60 minutes and begin to TRASH all
  - *Outdated handouts*
  - *Miscellaneous items*
  - *Old Business Cards*
  - *Create your new 10X Goal*
- ✓ Itemize Your Time Spent to Produce Your Service
- ✓ Include every Subscription and Cost of Good

Day Two

# FACE YOUR GIANTS

Fear of  
Failure

Not Having  
Clients

Self-Sabotage

Financial Resources

Fear of  
Opening Bills

## **BOOST YOUR WALLET:**

How can you monetize your knowledge? Write down 25 Fast Track Hints for Wallet Growth (Ex. Short course, E-Book, Speaking, Guest Hostingetc)

## Day Three

# WIPE THE SLATE CLEAN

Transformation is a result of the small changes an individual makes to alter his or her character. The small decisions occur on a day to day basis. The choice to reach a new goal has to be intentional. I also know that personal responsibilities and a hectic schedule can feel overwhelming and make us doubt change can ever happen. Let me encourage you to hang in there. I am confident that when you are able to take care of yourself, you will feel and look better.

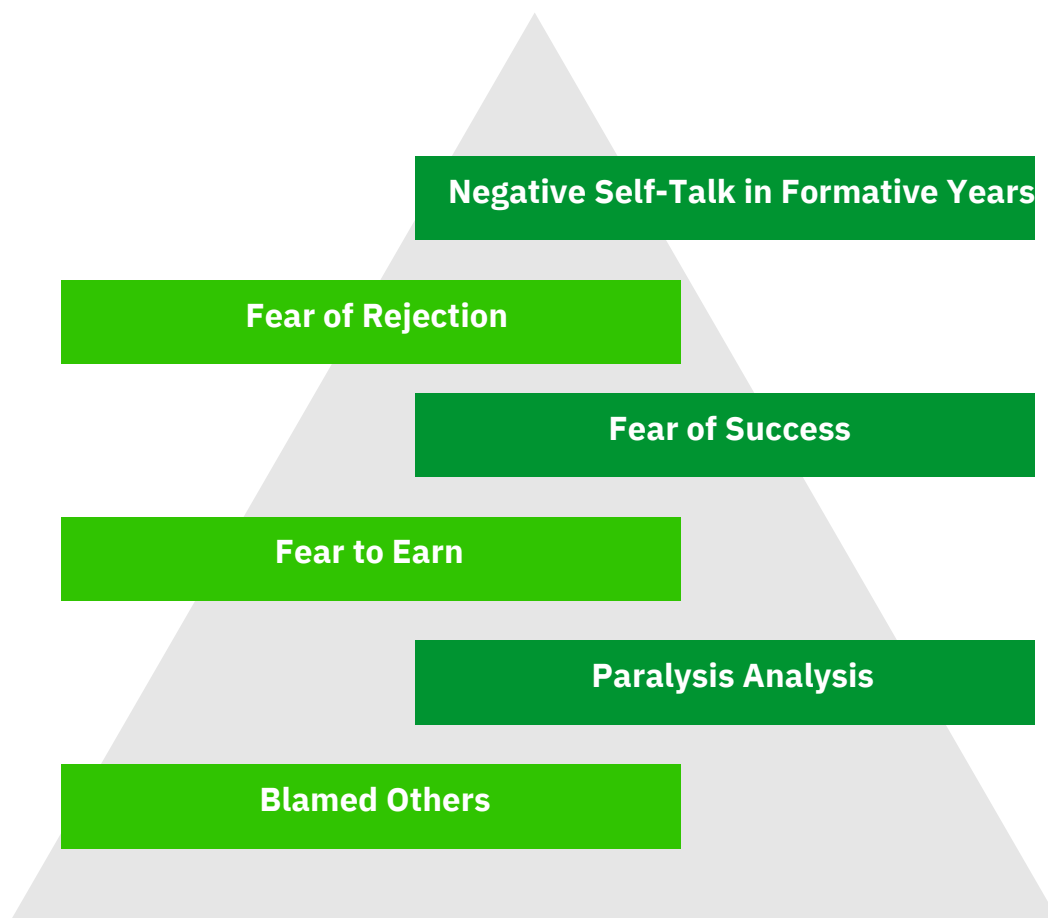
## CALCULATE WINS

- Re-visit Day one and Day Two.
- Calculate the number of actions you have done so far. What surprises you?
- Analyze your ROI on the amount of time done on these activities?
- Did you give it your all? • Did you complete something for the first time? • How did you feel? • Do you feel your level of confidence increasing? • How many people responded to your call or email?





# FACE YOUR FEARS





# CHANGE SELF-TALK

**FEAR—an unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat.**

1. What are the messages you tell yourself about reaching this new milestone?  
.....
2. How has this impacted your ability to be productive?  
.....
3. What are two new HABITS I need to create to counter this belief?

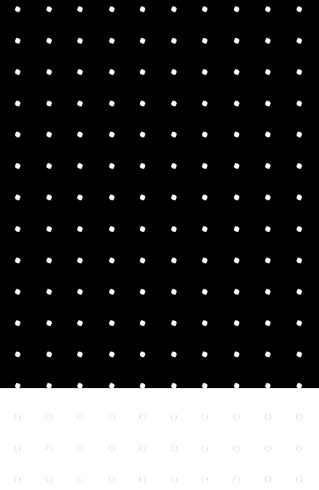
## Overcome Self Sabotage

Self-sabotage is the action we take to thwart our own best intentions and goals. We do it because we want something, and then we fear that we may actually get it, that we won't be able to handle it, and so we ruin everything—be it getting a promotion, finding the perfect relationship, or starting a business



Day Three

# RESULTS



**In 12 months you can**



- **Author Book**
- **Design a Workshop**
- **Work with 10 individuals**  
**in a coaching program**
- **Launch a New High Level**  
**Offer**

## Day Four TECH DAY



5.45 Billion  
ONline Users

Day Four

# GET SOCIAL



**Short Form Video**

**LinkedIn Audio Events**

**Long Form Content**

**Photo Videos**

**Collaborations**

**Flashback**

**Invisible Quote Posts**

**5 Second Quote Reels**



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## Day Four

# GET SOCIAL



### Select Social Media of Choice

- Comfortable Use
- Established Presence
- Create a Calendar
- Less is More
- Share with your Community
- Free Event Tools
- FACEBOOK Private Page

## Day Four

# GET SOCIAL

- Pick a Cause
- Focus for 30 Days
- Clear Message
- Locate Need
- Draw and Engage
- Measure



### STEP ONE

- Incubation
- Self Discovery

### STEP TWO

- SWOT SELF
- SWOT INDUSTRY

### STEP THREE

- Beta Launch
- Social Media Brand
- Spark Your Talk

# FOCUS

- Leave Time Robbers

- » Set the Agenda before a meeting
- » No Agenda=No meeting
- Set Intended Outcome to Steer Convo
- WEAK SPOTS (Plan to FAIL)
- Understand the Target
- Take time to ABSORB their Challenge



# Time to Execute

## Jonah Complex

We fear our highest possibilities. We are generally afraid to become that which we can glimpse in our most perfect moments, under the most perfect conditions, under conditions of great courage. We enjoy and even thrill to the godlike possibilities we see in ourselves in such peak moments. And yet we simultaneously shiver with weakness, awe, and fear before these very same possibilities. So often, we run away from the responsibilities dictated, or rather suggested by nature, by fate, even sometimes by accident, just as Jonah tried in vain to run away from his fate.

## Abraham Maslow



## Day Five

### JOURNAL ENTRY

People need to hear your story. Decide to focus on one platform for the next 11 months. Why have you selected this platform? share a post with 1 paragraph about your new focus or goal for the next ten months.





Day Five

LAUNCH TIME

1.

For one week analyze how you Spend Your Time
2.

Insert 1 Social Post Image that Highlights your Brand
3.

Mission or Core Theme.
4.

Share a Heart to Heart Message with 10 People about your new mission, message, or service
5.

Upload a Video of your Drastic Action within the #IWBCC group
6.

Commit to Day Two!
7.

Join the #IWBCC Turning On the Lights Course
8.

Complete the Wipe the Slate Clean Excerpt



# LETS REVIEW

## UPGRADE MY LIFE CHALLENGE

### INTENTIONS (Plan Execution)

- Get Clear about Goals
- Make New Connections
- See Obstacles
- Kickstart New Habits

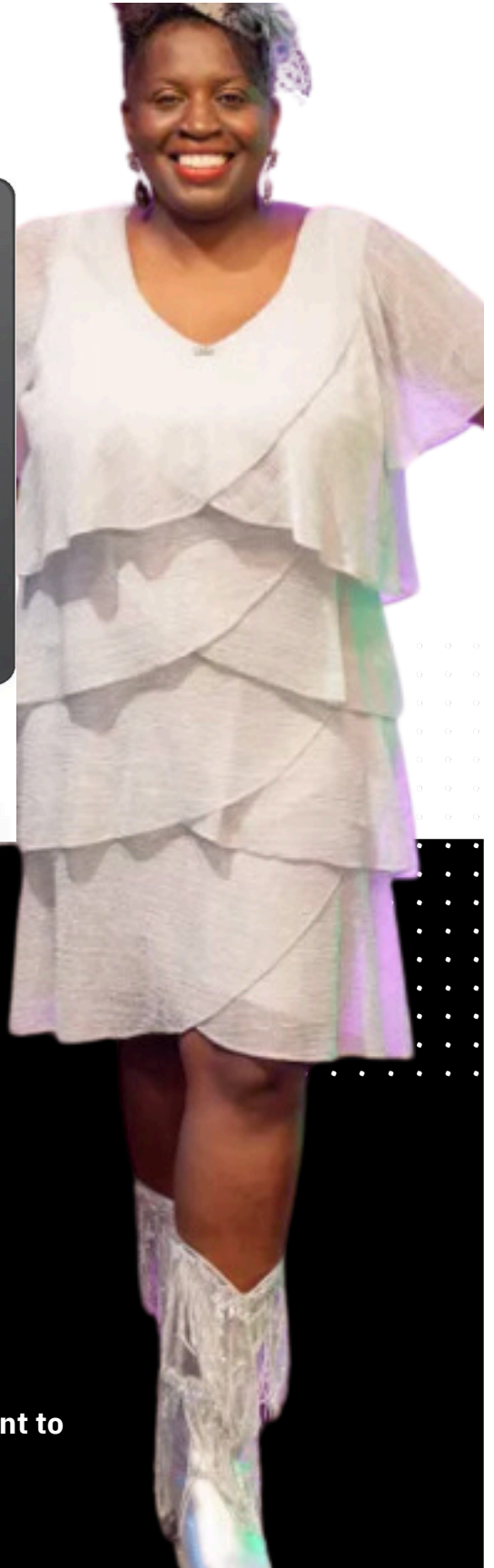
### Upgrade My Life Challenge Actions

- **Monday** - Sent 10 emails
- **Tuesday** - Clarified 10x Goals
- **Wednesday** - Cleared Clutter
- **Thursday** - Connected with one person from tribe
- **Friday** - Signed up for program

### Outcomes

- Received emails back about more information
- Set an end date for new project
- Identified 11 month goals
- Have 30-60-90 day goals





# CREATE YOUR FIRST BLOG OR VIDEO ABOUT YOUR CORE VALUE, SERVICE OR THEME

JOURNAL ENTRY

**What will your video be about? Why is this important to share? Who will you tag?**



# Notes

# Notes

# Notes