



Cindy Ertman's

TOTAL SUCCESS BLUEPRINT

“Lean into your power. Redefine your story and expand your vision for what is possible.”
– ***Cindy Ertman***

My *90 Day Total Success Blueprint* is a powerful transformational tool that was created with you in mind because I believe the first rule of designing your ideal life is to make intentional choices that are in alignment with your life's purpose and vision. This tool supports you in setting goals and aligning action plans to create profound shifts in 7 key areas of your life to create your life by design. Just a few small changes in your habits, mental attitude and daily routine can have an amazing impact on the way you experience life.

It is never too late to rewrite your story. When you make the choice to consciously shake up your life and take deliberate risk for the sake of growth, amazing things will happen. I am excited you are on this journey! Here's to discovering your own defining difference and making intentional choices to build the life you desire.

To Your Success,

Cindy

Cindy Ertman

Founder of The Defining Difference



The Defining Difference
BY CINDY ERTMAN

TOTAL SUCCESS BLUEPRINT

The *90 Day Total Success Blueprint* is a powerful tool that teaches you how to master the power of intentional choice to bring your life vision to reality. This tool will help you to define 3 high-impact goals for seven (7) key areas of your life and 3 specific, supporting action steps to accomplish each goal.

Seven (7) Key Areas of Your Life

1. Career/Work
2. Health/Wellness
3. Family/Relationships
4. Personal Growth
5. Personal Finance
6. Spiritual
7. Contribution



TOTAL SUCCESS BLUEPRINT

GOALS & ACTIONS OVERVIEW GUIDE

INTENTIONAL CHOICES

CAREER/WORK

HEALTH/
WELLNESS

FAMILY/
RELATIONSHIPS

PERSONAL
GROWTH

PERSONAL
FINANCE

SPIRITUAL

CONTRIBUTION

GOAL #1

GOAL #2

GOAL #3

GOAL #4

GOAL #5

GOAL #6

GOAL #7

3 BIG actions I must
take to move this
goal forward...

1. _____

2. _____

3. _____

3 BIG actions I must
take to move this
goal forward...

1. _____

2. _____

3. _____

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2. _____

3. _____

MY ACCOUNTABILITY PARTNER: _____ MOBILE #: _____

TOTAL SUCCESS BLUEPRINT

GOALS & ACTION ITEM EXAMPLES

Career/Work Goals <ul style="list-style-type: none"> • Increase income by 30% • Increase sales by 20% • Pursue management • Build a team • Hire assistant • Annual Marketing Plan 	Career/Work Action Items <ul style="list-style-type: none"> • 5 income producing activities • Schedule lunch & learn • Call past clients & do check in • Write job description & place ad • Postcard mailings • 12 month marketing plan
Health/Wellness Goals <ul style="list-style-type: none"> • Lose 15 lbs. in 60 days • Start yoga class • Change diet – eat healthier • No alcohol Mon.-Thurs. • Give up Soda • Quit Smoking • Get physical & recommended preventative tests • 8 hours of sleep • Meditation 	Health/Wellness Action Items <ul style="list-style-type: none"> • Research yoga studios & book 2 classes weekly • Hire trainer 1x per week • Make daily healthy smoothies • No sugar – rid house of sugar • Download Deepak 15 minute meditation • Fitness band (Nike FuelBand or Fitbit band, etc.) • Run 3x per week • Plant a vegetable garden in my backyard
Family/Relationship Goals <ul style="list-style-type: none"> • Spend more quality time together • Establish traditions • Spend time alone as a couple • Memorable family vacations • Eat more meals together • Declutter home environment 	Family/Relationship Action Items <ul style="list-style-type: none"> • Schedule ‘must attend’ kids school & athletic functions • Take turns planning ‘date nights’ weekly • Family dinners mandatory Mon.-Thurs. • Set new family traditions for special holidays • Redo backyard within 60 days for kids to enjoy • Set new family traditions for special holidays • Schedule outing monthly with each child separately • Schedule family fun day monthly • Book summer vacation



TOTAL SUCCESS BLUEPRINT

GOALS & ACTION ITEM EXAMPLES

Personal Growth Goals <ul style="list-style-type: none"> • Do something each week that reinvigorates your mind • Learn another language • Learn how to play an instrument • Book a couples retreat • Take a photography seminar • Study a topic that I find interesting 	Personal Growth Action Items <ul style="list-style-type: none"> • Listen to motivational audio CD's daily on way to and from work • Buy Rosetta stone program to learn Spanish • Take cooking class • Go to live event for motivational/inspirational speaker • Buy books on coin collecting
Personal Finance Goals <ul style="list-style-type: none"> • Pay off student loan • Save 10% of income to savings • Post life planning • Learn more about investing • Save on interest charges • Take total control of finances 	Personal Finance Action Items <ul style="list-style-type: none"> • Pay off a loan within 90 days • Consolidate 1st and 2nd mortgage • Pay off Visa bill within 60 days • Refinance home mortgage • Hire a financial planner • Start 529 college plan for the kids • Hire trust attorney & prepare a trust • Create a household budget to manage expenses
Spiritual Goals <ul style="list-style-type: none"> • Study other religions • Become more mindful & present • Meditate 15 minutes each day • Explore a deeper spiritual understanding • Show more kindness, compassion & appreciation • Inspire others daily 	Spiritual Action Items <ul style="list-style-type: none"> • Go to sunday services • Sign up for a meditation class • Read book on mindfulness • Pray daily • Start a gratitude journal • Hire a spiritual teacher
Contribution Goals <ul style="list-style-type: none"> • Live my legacy & desire to contribute to others in a bigger way • Become more eco-friendly • Improve my connection with friends, relatives, etc. • Join the board of a charitable organization • Clean out closets and donate clothes to charity • Offer your talent to those in need • Drive an energy efficient car 	Contribution Action Items <ul style="list-style-type: none"> • Become a Big Brother/Big Sister or mentor • Recycle daily • Write a book on a topic that I am considered an expert • Become active in charitable cause for which I am passionate (women's shelter, soup kitchen, etc.) • Buy cards and send to those I haven't connected with in a while • Tithe 10% of my income to a charity or church monthly

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

CAREER/WORK - GOAL #1

CAREER/WORK - GOAL #2

CAREER/WORK - GOAL #3

3 BIG actions I must take to move this goal forward...

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MY ACCOUNTABILITY PARTNER: _____ **MOBILE #:** _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

HEALTH/WELLNESS - GOAL #1

HEALTH/WELLNESS - GOAL #2

HEALTH/WELLNESS - GOAL #3

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MY ACCOUNTABILITY PARTNER: _____ MOBILE #: _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

FAMILY/RELATIONSHIPS - GOAL #1

FAMILY/RELATIONSHIPS - GOAL #2

FAMILY/RELATIONSHIPS - GOAL #3

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MY ACCOUNTABILITY PARTNER: _____ **MOBILE #:** _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

PERSONAL GROWTH - GOAL #1

PERSONAL GROWTH - GOAL #2

PERSONAL GROWTH - GOAL #3

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MY ACCOUNTABILITY PARTNER: _____ MOBILE #: _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

PERSONAL FINANCE - GOAL #1

PERSONAL FINANCE - GOAL #2

PERSONAL FINANCE - GOAL #3

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MY ACCOUNTABILITY PARTNER: _____ MOBILE #: _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

SPIRITUAL - GOAL #1

SPIRITUAL - GOAL #2

SPIRITUAL - GOAL #3

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MY ACCOUNTABILITY PARTNER: _____ **MOBILE #:** _____

TOTAL SUCCESS BLUEPRINT

NAME: _____ DATE: _____

CONTRIBUTION - GOAL #1

CONTRIBUTION - GOAL #2

CONTRIBUTION - GOAL #3

3 BIG actions I must take to move this goal forward...

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MY ACCOUNTABILITY PARTNER: _____ MOBILE #: _____