



ADVENTURE GUIDEBOOK #1:

OWN IT!

Who doesn't like superheroes? Superman, Supergirl, Spider-Man, Wonder Woman... they all have at least three things in common. There are the superpowers. And of course, the really great costumes. Finally, and perhaps most importantly, the superheroes we've all looked up to as kids and perhaps even now, share one unifying trait: positive energy – tons of it! No matter how many times they get knocked down, they get right back up again. When was the last time you saw Wonder Woman whining about not being back home, sulking, complaining, or pouting? It just doesn't happen. Superman doesn't let the idea that Kryptonite exists get in the way of his success or stop him from believing there IS a way to achieve what he needs to.

But here's the thing. That Positivity? It's not just for those walking around with a Lasso of Truth or the ability to shoot lasers out of our eyes. Sure, those Superpowers are pretty great – but what if you had your own? We believe you do. It's that same unifying trait that resides in all the heroes we look up to – it's the power of Personal Positivity.

Personal Positivity is an outlook, a new approach to life and to the situations we all face. It's the key that unlocks the door you've insisted is standing between you and that wonderful lifestyle you aim to lead. Through Personal Positivity, you can change how you deal with challenges and stressors; you can adjust your perspective on life itself. It helps you



see opportunities more readily and have the courage to jump on them; it gives you the energy you need to explore more of what life has to offer. It equips you to overcome fears, take more risks, and go after your dreams, goals, and desires.

It can lead to a beautiful lifestyle. Through Personal Positivity, you will have a new perspective on the world. You will be able to reach new personal heights by shedding baggage from the past that's holding you back. Instead, you'll find yourself living in the now, planning for your future with enthusiasm as you reach your full potential. Personal Positivity will propel you forward to grow and expand your interests and activities. You will enjoy more profound and more satisfying relationships and feel a greater sense of fulfillment in your life. In short, you will be happier and more productive. The truth is, Personal Positivity challenges you and allows you to get the most out of every day.

Some of you may be thinking there are a lot of wonderful messages out there about Positivity in books, lectures, articles, webinars, blogs, and so forth. Many people are discussing the impact of Positivity, so what makes this program any different?

The difference is that while these books, webinars, and so forth are quite uplifting, the well-meaning message doesn't last for very long. Sure, you will put down the book, or leave a webinar, feeling pumped up and full of Positive energy. But as you return to life's challenges, the enthusiasm begins to fade. The fact is, life will throw you a bunch of curveballs. Since the book, seminar, or webinar has not provided you with a solid foundation to build upon or helped you establish a skill set to effectively deal with such curveballs; you won't have the tools you need to deal with these challenges. It's like going on a retreat with your team at work to improve



work culture. The two or three days of the retreat are full of positive messages and team building.

Everyone leaves with smiles on their faces, ready to forge ahead as a team. However, after a few days, perhaps a week, the feeling wears off. Typical issues arise at work, and suddenly it's back to business as usual. This is because the Positive attitude is like a five-hour energy drink. You get a burst of energy and your heart starts racing. You feel great for a while, but in time you come crashing down and may even have less energy than when you started. This is because making changes, like most important things in life, takes time, preparation, and hard work. When you are genuinely committed to making positive changes in your life, you prepare for the speed bumps as you ride along the road to success and happiness. For this to happen, you have to keep working at it. Fortunately, the process detailed in the Adventure you're about to embark on here will help you prepare and keep you working, holding you accountable for those changes, and making sure that they happen. For real this time.

This Adventure is uniquely designed to guide you through a step-by-step process that gives you a foundation for long-term change. Few people looking to enjoy a more positive and productive lifestyle have trained themselves with a process that provides lasting power to face life's challenges and seize opportunities. That is what this Adventure presents: training to improve your life through Personal Positivity.

Truly successful and accomplished people put in the hard work it takes to succeed. Athletes, performers, entrepreneurs, medical professionals, among others, achieve success through dedication, repetition, and a positive attitude.



Some people are born with great natural talent and abilities. However, many of these exceptionally gifted people never fully reach their potential. They do not have the attitude or work ethic necessary to accomplish great things. Those who win forge forward, continually honing and perfecting their skills and abilities. This process is no different. It may take weeks, months, or even a year, but in the end, it will be worthwhile.

This book will take you on an adventure, and over the course of this Adventure, you will build the foundational habits for leading a life with the power of Personal Positivity. We all have the natural ability to access this power, and through this Adventure, you will find the steps to fulfill your potential.

YOU ARE IN CONTROL

What made you reach for this program? Something led you here, something pushed you to sign up, but what was the real motivation? Perhaps you have let too much negativity into your life. You may be allowing negative people to influence you and get you down. Maybe you are dissatisfied with your relationships, or you're unhappy with your physical health. You may be disgruntled with your job and your income. Perhaps you are getting bored with your current interests, activities, or the people with whom you hang out. You might be blaming your life situation on your lack of education, your parents, your culture, your lot in life, your relationships, your boss, lack of money, the economy, politics, the country, or the world.

When one, or several, of the factors above, causes us to think negatively, we often just give up and say, "There's nothing I can do about it." The truth is, there is something you can do about it, but it starts with changing your attitude.



The good news is that you are interested in making a change; you want to become more positive and effectively manage life's pitfalls. The question is, are you ready to commit to this process? Making a personal commitment starts by recognizing that this is a journey, and like most journeys, it begins with small steps. It also means acknowledging that you, and only you, control what you think. No one else is responsible for your thoughts but you. Sometimes, with the pressure of bosses, spouses, family, friends, and the media, we forget that we each have control over our own life. Take a moment to think about it, really think about it: no one, not a single person, can make you believe something unless you allow them to. If someone is making you feel inferior, making you doubt yourself, or making you think you are not the beautiful person you are, that is because you are allowing them to do so.

You are in control of your thoughts and actions, nobody else. Don't give someone else the power to be in control. People cannot control other people's minds. The fact is, the only thing we truly have 100 percent control over is our minds, our thoughts, and our attitudes. The only one who can control you is you!

Besides, only one person is responsible for your life situation, your job, your health, and your relationships, and that's you. You must understand you have the power and can change anything and everything in your life: your thoughts, your situation, your success, your happiness, your friends, your relationships, and your future. Then, and only then, will you be ready to make the changes to accomplish anything you desire. It all comes from inside of you and nobody else. That's when you can say, "I got this. I own it."



Now, stop reading for a moment and say to yourself, or even out loud, "I own it!"

By doing this, you are taking control and fully embracing the concept. At this point, you are truly in control of your life and ready to start on the Pozzam Adventure.

FROM DEAD-END JOB TO DREAM CAREER: TAKING OWNERSHIP

Consider the story of Denise. One day Denise, a 30-something mother of two living in Pennsylvania, was waiting as a friend did some repairs on her car. He started talking about a home nearby and how he wished he could own it someday. Denise, who was working in a dead-end job that she did not enjoy in the slightest, sat and listened, thinking that maybe one day she too could own such a home. Even better, maybe she could sell houses for a living. Denise had grown up in a poor, run-down neighborhood, but she always had a reasonably positive attitude about life. She wanted to believe good things could still happen for her if she was open to making changes. Denise said to herself: if something is going to change, I have to change it, I have to own it.

Later that afternoon, once her car was repaired, Denise made a very small change in her life. She bought a book on how to sell real estate to read every night. It was a very simple change, but one she thought could push her forward. So, each night after her boys went to sleep, even though she was exhausted, she sat up and read at least ten pages rather than watch television. When she finished the book, she made another change — she decided to take a class on how to get a real estate license. She did that, too. Denise soon realized the power to make positive change was in her own hands. So, with that mindset, she made another change — she decided to study rigorously for the real estate exam. She worked hard



and had a positive attitude. Rather than dwelling on her dead-end job and letting it bring her down, she took ownership of her life and found a new goal, to become a real estate agent. When one of her boys asked her if she was going to pass her real estate exam, she said, "Don't worry. I got this."

Fast-forward a few years. After passing the exam, Denise used the sheer power of Personal Positivity to sell more than 70 homes in two years and win several awards in sales. From that first conversation with the mechanic, she had two choices. She could have decided that becoming a real estate agent was too difficult and do nothing about it, or she could set a goal for herself, take ownership, and follow the path to discovering a new life. She came to believe that she and only she controlled the making of these positive changes.

When she started selling homes, both home buyers and sellers loved working with her. Where they saw problems, she saw solutions; when they got caught up in negative thinking (this house will never sell), she told them why it would sell — and she turned out to be right. The result for Denise was not just monetary success, but today Denise is happier than ever before, knowing that she did it all by herself. Denise took ownership of where she was, made no excuses, and went about changing things. She started with the first small change, reading ten pages of the real estate book each night; only she could do that for herself. It all started with her deciding: "I am in control. I own it." She possessed the Superpower of Personal Positivity.

TAKING THE FIRST STEPS TO POSITIVE CHANGE

You have to put in the work to get the most out of this process. As the saying goes, anything worth achieving takes time. Making real-life changes takes time. It also takes incremental steps, small changes, to



make significant changes. In time, you are going to make some massive changes, but you must start with smaller ones.

What better example, when it comes to taking baby steps than to think about the process babies use when they learn to walk? They don't just stand up one day and decide they're tired of crawling, so from now on, they're going to walk. Instead, they take a few steps; they hold your hand or hold on to the couch as they make their way along each day until they get the hang of walking. They will fall once in a while, but they are making a positive change, from crawling to walking, and it takes time. Such small steps are necessary for making improvements throughout your whole life.

Two fundamental parts are involved in making positive changes. For part one, we need to take control and decide on something we would like to do that involves making a small positive change. Then there is part two, actually doing it. You need to start with a minimal change that is important to you; this will be one of the exercises at the end of the chapter, so start thinking about it. From eating healthier to getting more fresh air, from engaging in an activity you simply enjoy to learning about an area of interest, you can take a small step today, and start making a small change.

For example, you might decide it's time to take better care of your teeth, so you decide to start flossing every day. That's it, nothing more. Just take four minutes and floss every day. Perhaps you'll decide to eat something healthy each day, like a piece of fruit. Maybe you will decide to have four glasses of water each day or take a daily walk. Perhaps you want to work on something that simply makes you feel better, such as making your bed or playing a musical instrument. What is something simple and positive, you would like to change? What simple change could you make starting today?



MAKING CHANGES IOI

After you decide what to change, you need to do it and then continue doing it. This is easier said than done. Many of us will do something new on Monday, and maybe again on Tuesday, but by Wednesday, we forget. By Thursday, we are so preoccupied with something else that it takes us away from making even the smallest of changes. So, what can you do to make a change last? Write it down and post it someplace where you will see it every day — like on your refrigerator or the mirror over the sink in your bathroom. You could use the Reminder app on your smartphone. After five or six days, it will get easier to remember with or without reminders.

Researchers say that it takes about three weeks — 21 days — to form a habit. These are positive habits, so whatever you choose, go for it, do it! If you skip a day, just get back to it the next day. Be careful not to let skipping days become the habit.

By starting with a small change, you will realize that change isn't so difficult after all. A small change is an excellent example of the control you have over yourself, control you might never have realized you had. Remember, the ability to make a positive change is inside all of us. We just need to start utilizing it. As you proceed and follow this process, you will see great comfort through small changes and gain the confidence that you can make changes. But I warn against setting goals that are too big or major changes just yet. You will get there, but you are not ready. Setting goals or making changes that are too big at first can be riddled with frustration. Plus, there may be setbacks, but don't worry, you will learn to deal with such setbacks in upcoming chapters. For example, running a marathon is not a small step by any means; it's a huge step that starts with many, many more modest steps, such as getting in shape, building up your stamina, running one mile each day, then two, then five, and so on. Losing 20



pounds is also not a small step; it requires a lot of work overtime, as is the case with starting a business, which can be very complicated. All of these significant changes are within your reach, but you have to build up to them.

Your small change should be something simple that you can do every day, even without seeing any immediate results. The “win” will be in doing something new, in making that first small change, which will make you feel great. The results will come. Now don’t worry, you did not invest in this program to just learn to floss every day; bigger things are coming, but for now, we just want you to experience the positive effect of change.

FIND THE POSITIVES AND ELIMINATE THE NEGATIVES

One of the fundamentals of Personal Positivity is recognizing that you have two options when it comes to your thoughts: your thoughts can be positive or negative. Therefore, a critical first step toward Personal Positivity is learning to recognize negative thoughts. You want to recognize and acknowledge such negative thoughts when they appear. These are thoughts that drag you down, distract, discourage, infuriate, frustrate, or even make you feel a sense of hopelessness and despair. These negative thoughts get in the way of forward progress. Often you are dwelling on things that happened in the past that you cannot do anything about.

After you recognize negative thinking, you need to learn how to handle negative thoughts. One method is replacing such thoughts with positive ones. This is not always easy, but you need to be persistent, and sometimes you must “bang away” at negative thoughts.

For example, you may be going about your day and suddenly start thinking negatively about your boss, or someone else you know. Perhaps you start remembering a bad experience that happened in the past. You need to push this out of your head by replacing it with more positive,



forward-thinking thoughts. Remember, it's not easy, so be diligent and keep banging away, by trying to push the negative thoughts out with positive ones. When you want to shout at your boss, instead think about the great times you enjoy with your colleagues going out after work. The same thoughts may come back later in the day, so again you need to fight negativity over and over again. At first, it will feel like a battle raging on in your head, but don't get discouraged; keep up the fight.

To push out negative thoughts effectively, you want to have some positive thoughts at the ready. Stay focused and aware of your positive thoughts. This will be hard in the beginning, but as you learn to approach every situation with your power of Personal Positivity, it will get easier.

Remember, there is always a positive approach. For instance, you might have been planning your day around going out on a boat trip, but when the day arrives, it's pouring rain and it makes boating prohibitive. The negative thoughts are the day is ruined, your plans are ruined, now you're going to have to stay home and it will be a dull day. Instead of moping and thinking about how bad the day will be, you can push out the negative thoughts with positive ones, such as now you can curl up on the couch and finish the book you've been reading, perhaps you can talk with (or text with) an old friend, or this could be a perfect day to binge-watch a Netflix show.

It's all about your mindset. You can think negatively and feel bad that it is raining, or you can take a positive approach. You must train your mind to focus on positives instead of thinking about negatives. Instead of sulking because you didn't pass an audition, or land a client at work, bang away at the negatives. Think about finding more auditions or ways to start looking for new clients. As Alexander Graham Bell is credited as saying, "When one door closes, another one opens." That's positive thinking. There's always a



positive if you look for it.

If you are having trouble finding positive things to focus on, then stop and think about what and who makes you happy. What's your favorite food? Where do you feel relaxed and happy? Who makes you laugh? What makes you feel good? Some people love their work, others love their hobbies, and many people enjoy thinking about their friends and families. Focus on the people, places, and things you like to do. You can even use outside influences to put you on a positive track. It can be something straightforward. Perhaps you saw a funny movie the other night. If you are mired in negative thoughts, focus on the movie that made you laugh.

Note that positive thoughts are not "I hope so-and-so gets fired," or "I'll get even with him/her." Revenge, or retribution, is not a positive thought or action.

It all comes down to your attitude and how you approach a situation. As you go through this process, you will reach a point where you can flip the switch from negative to positive thinking. We all have a switch within us that lets us decide to change our way of thinking. In time, the switch will become automatic, and you immediately start focusing on the positives. Always remember you control and own your thoughts. The process of replacing negative thoughts with positive is the start of taking that control and owning your thoughts.

Still, there will be times in life when you will feel sad or angry. It's perfectly natural to feel bad if you have lost your job, have a sick friend or family member, or have another legitimate reason to be upset. Bad things happen. The idea is not to ignore your emotions or pretend negative aspects of life do not exist. It's okay to feel sad when you hear bad news or when something upsetting occurs. After all, you are human.



The important question is: after feeling sad for a while, can you then find a positive way to move forward? Can you move away from the negative thoughts? The practice of Personal Positivity allows you to go through a period of sadness and return to positive thinking. Make no mistake, the feelings are your own, you own them, too, and you have every right to embrace your feelings. Later in the Adventure, we will discuss how to deal with your feelings and emotions, and how to harness their power with the power of Personal Positivity.

As you proceed along the path to Personal Positivity, by putting in the work, you will find that it gets easier to think of positive thoughts. Remember, you will reach a point where it is second nature to think positively. This is when you truly begin to control the Superpower that is Personal Positivity.

We've talked about taking small steps on the path to Positivity. There is a lot ahead of you. There are also some small actions that can help you along the way, and one of the simplest is so simple... you can smile.

SMILE

Starting to make a change can begin with a simple smile. It sounds silly, but it's true.

While smiling may not solve anything, it's hard to be too negative with a big smile on your face. Smiling several times during your day will simply make you feel a little better. You'll also find that if you smile at other people, most of them will smile back, which makes both of you feel good. People are also drawn to someone who is smiling. You can become a beacon of positive energy by doing something as simple as turning on that smile.

If you don't believe us, you might believe an article from Psychology today



from 2012 that stated, “Each time you smile, you throw a little feel-good party in your brain. The act of smiling activates neural messaging that benefits your health and happiness.” The author of the article, Ronald E. Riggio, Ph.D., explained that neurotransmitters, like dopamine, endorphins, and serotonin, are all released when a smile flashes across your face, which not only relaxes your body but can even lower your heart rate and blood pressure. So, go ahead and smile, be silly if you want. Nothing profound will suddenly change in your life, but maybe, just maybe, you will feel more positive about your day... so go ahead and smile right now.

Now that wasn’t so hard, was it?

THE ADVENTURE

As you read through this Guidebook and proceed along your Adventure, remember there is no one-size-fits-all approach. Personal Positivity enhances your life, but in different ways for each person. After all, you are unique.

The key to embracing this power is adopting a positive lifestyle. Positivity is refreshing in a world where we’re bombarded by negativity. You can be that person with a positive outlook: the one who looks for the silver lining within a situation and understands that being positive is a key to enjoying your life. As you move through this Adventure, remember that it’s not just about the great results you will reach — and you will accomplish some great things — it’s also very much about the journey. Keep in mind that the journey can be rewarding and bring about exciting changes in your life.

It’s not unlike taking a cross-country trip by car or bus. If you travel from New York to San Francisco, you look forward to seeing the Golden Gate Bridge and Fisherman’s Wharf. But the trip can be much more fun if you also stop off at towns and cities along the way to take in sights like Rocky



Mountain National Park and Mount Rushmore. An adventure is often exhilarating, and this Adventure into Personal Positivity should be no exception.

Rather than taking snapshots of sights and cities, on this Adventure you should take notes, reread sections for clarity, review the recaps at the end of each chapter, and do the exercises. You'll also want to check in with yourself to see that you are staying on course, banging away at negative thoughts. This is not a journey to hurry through. It's meant to be traveled slowly, so you let the concepts soak in and live them. This is how you will get the most out of your Pozzam Adventure.

WIN TODAY

Each day we are presented with a gift: the gift of time, time in which you can make forward progress in your goals and ambitions, large or small. To do this, you need to get out there and attack the day. Get out there and accomplish something that will move you forward in some manner. Decide what you want to achieve and do what it takes. If you have a report to write for work, an exam to study for in school, a new code to write for a software program, a house that needs repairs, whatever it is, do it! You may not finish, but you can make progress.

It's up to you to take on the challenge, to take action, and own the day.

When you accomplish what you set out to do, you win the day. And it's a great feeling to be a winner. Winning the day is not a competition against anyone else, nor is it about someone else losing; it's about the positives that occurred in your day. It's about taking on your personal or business challenges and achieving something important to you, that moves you forward. Remember, you won't accomplish significant goals and major changes in a day. But each day you challenge yourself to accomplish and



take steps forward, you can say, "I've won the day." Look at each day as a contest with yourself and be extremely honest with yourself.

Only you can answer the following questions:

- Did I focus on what I could do today?
- Did I have a plan?
- Did I move the plan forward?
- Did I take the time to focus on me?
- Did I make progress?
- Did I take advantage of the precious resource of time to attack the day, and...
- Did I win today?

EXERCISES

The end of each Guidebook will include exercises that can help you along your Adventure. Don't get stressed if an exercise has you stumped — go back to it when you are ready. Remember, the Adventure to Personal Positivity takes time. You need to believe you can do it and that you will get there; you need to embrace the process. You need to own it! But what you don't need to do is wear a Super Hero costume! (unless you want to of course)

EXERCISES FOR CHAPTER I:

Don't worry; these exercises do not involve heavy lifting.

1. Make a Small Change: As mentioned in the chapter, I want you to think about a simple change you would like to make in your daily life,



something simple you could do every day. Perhaps you want to learn a new language; you could learn a new word each day and practice it for a little while. Then you could repeat it the next day and learn another new word. The point is, make it simple, write it down, and then find a way to remind yourself.

2. **Recognize Negative Thinking:** Challenge yourself to begin the process of noticing when you have a negative thought; learn and recognize how negative thoughts slip into your mind. Make a note in writing, or mentally, when you catch yourself thinking negatively. After you start doing so, you will begin to catch yourself more often. You have to learn how your mind is working to truly control your thoughts.
3. **Create a Positive Thought List:** To push out negative thoughts with positive ones, have some positive thoughts or sayings at the ready. Make a mental or written list of five things you enjoy thinking about. They could be anything that makes you feel positive. When negativity is clouding your thoughts, you can push them out with the positive thoughts on your list — you can also add to, or change, your list as you think of other positive thoughts.
4. **Smile:** How many times did you smile today just for the heck of it? How many smiles did you give away? How many smiles did you receive? Keep a rough tally for a day.
5. **Win Today!** At the end of each day, challenge yourself. Ask yourself: Did I win today? Did I get the most out of today? Did I move forward/make progress today? Did I use the precious resource of time wisely? Did I give away any smiles? Did I receive any smiles?

