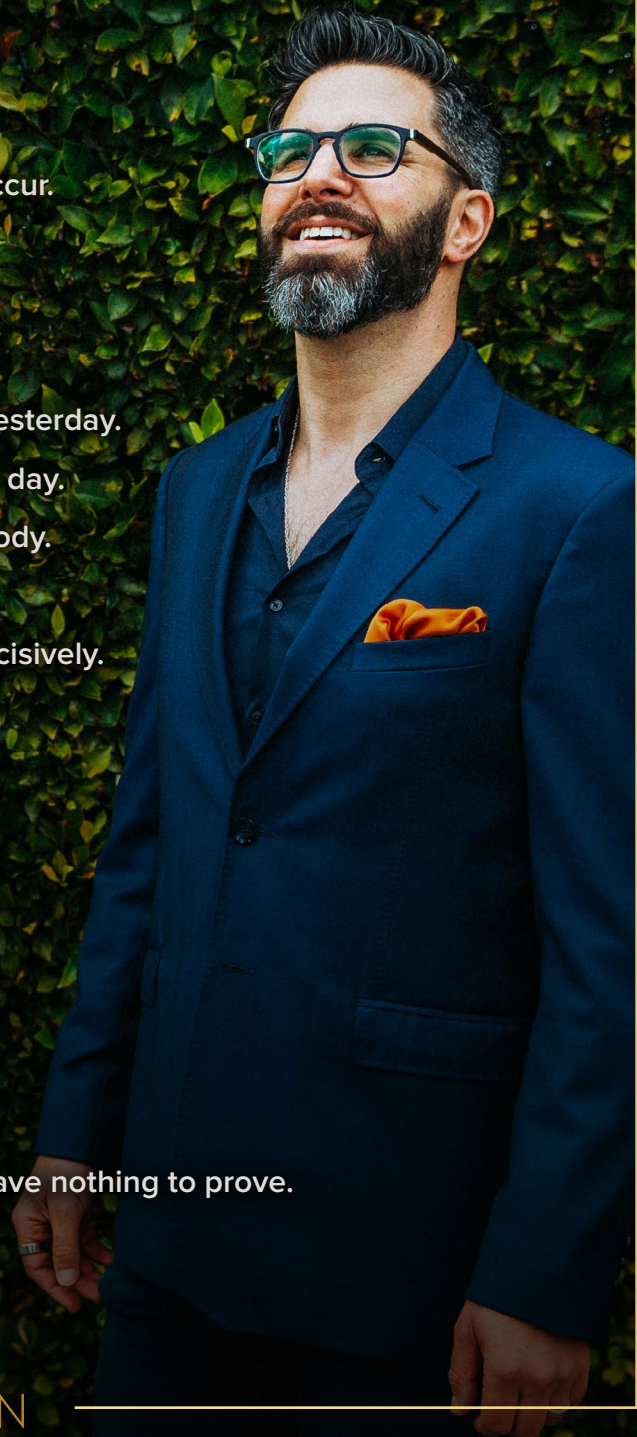


# I am Richard J. Litvin and this is my Manifesto

1. I am Richard the Lionheart.
2. I am proud of me.
3. I approve of me. I trust me. I like me. I am enough.
4. I'm in charge, not in control.
5. I don't take myself so seriously!
6. I am relaxed and confident and I know what to do in any situation.
7. Everybody loves me and everybody wants to be my friend.
8. I am genuinely happy for other people's success.
9. I am my word.
10. I create my future.
11. I create miracles. And I create the space for miracles to occur.
12. I create ripples... and I wait to respond.
13. I coach Kings.
14. I am a powerful man. I am strong from the inside out.
15. I am stronger and sexier, healthier and fitter today, than yesterday.
16. I'm an athlete. I move my body and eat consciously, every day.
17. I walk on the beach and feel proud and confident of my body.
18. I live happily and healthily to 133.
19. I have extraordinary decision-making powers and I act decisively.
20. I risk (and even seek) disapproval. I try to get thrown out.
21. I practice self-discipline and I earn my treats.
22. I set time for play and to be in nature, every week.
23. I love learning and I am brilliant.
24. Money equals service.
25. Money is the most perfect expression of my creativity.
26. Tracking \$\$\$ is fun and energizing.
27. Our passive income exceeds our lifestyle desires.
28. I am relaxed and confident in my relationship because I have nothing to prove.
29. I date Monique. And I keep my word to Monique.
30. I am Ready to meet God.







# True wisdom is following your own advice

A Manifesto is a tool for codifying your advice—to yourself. Reading it every morning is a powerful way to turn it into reality.

You have just read my personal Manifesto. I read it out loud to myself, every morning. I started writing it in 2009 and I haven't stopped working on it since. None of the statements on it are "true." Many are still a work in progress. Although most have become more true, the more I have spoken them into the world. My Manifesto helps me to live a Created Life...

## A Created Life

Most people live a Reported On Life. A life full of excuses. A life that happens *to* them. A few people learn to live a Created Life. A life that is created *by* them...

A Reported On Life is about reacting to circumstances. Life happens and you show up passively and react to its ups and downs. *My boss is mean... My wife doesn't listen to me... My industry isn't like it used to be...*

A Created Life is one where you choose how you will respond—despite the circumstances. A Created Life begins with the words you choose to describe your world. Every morning, when I awake, I ask myself 3 questions:

### 1. How will I create myself?

I make a conscious choice how I want to show up that day. e.g. *I am courageous... I am curious about my clients... I am calm and confident... I am supportive of my wife... I am present with my kids...*

### 2. How will I create you?

I make a conscious choice how I want to show up with whoever I am connecting with, that day. Instead of passively responding to who shows up, I consciously 'create' them. Instead of ending the day with, *My wife didn't listen to me... My client didn't show up on time... My kids didn't listen to a word I said...* I begin my day with, *My wife is super appreciative of me... My clients are far more powerful than they know... My kids are playful and fun – and I love that about them!*

### 3. How will I create the world?

I make a conscious choice how I want the world to be, that day. Instead of ending the day with thoughts such as, *The economy is in a terrible state... The news is so scary...* I consciously 'create' the world. I begin my day with, *I look for ways to serve people deeply... I seek out positive stories, today...*



# Success has a cost.

It is often lonelier and more painful than you think. You can be at the top of your field and still feel like a fraud... You can have everything you've ever wanted and still feel empty on the inside... But it doesn't have to be that way.

Imagine being surrounded by extraordinary top performers who believe in you deeply and who challenge your thinking, like no one else... This is the reason I founded 4PC, my community of the world's most fascinating coaches. Our inspiration is an African proverb that says, "If you want to travel quickly, go alone. If you want to travel far, go together."

## What you don't see...

What you don't see when you observe my successes is that I've spent over 10 years writing—every single day. I've spent over 15 years creating—and much of what I created was never seen by a living soul. And what you don't see is that I've spent over 30 years studying, practicing and teaching high level leadership and coaching skills.

What you don't see is that I was a fearful child, I'm sometimes a fearful man and I constantly assume that others are far more powerful than me. I relentlessly compare myself to people and feel less than. I've tried to emulate great leaders and lost myself in the process.

I celebrate my successes for about 30 seconds, before I judge myself for not doing things better, bigger, or bolder. All I ever really wanted was for my dad to be proud of me. And I've spent much of my life covering this all up by trying to look confident on the outside, while feeling deeply insecure on the inside.



But I've been a successful coach and leader because I never stop learning. I fail often but I pick myself up, again, and again and again. I make small acts of courage a daily habit. My vulnerability is a superpower. And I am committed to making a real difference in the world.

## My life's work

My life's work is to help make people's lives simpler. I am most powerful when I say less. In a world that is becoming more complex and serious by the minute, I release the pressure on people's minds and resources. I see what most people cannot see. And I say what most people would not dare to say.

And—underneath it all—I help powerful people *remember* how powerful they are.

**If that sounds interesting—maybe we should get to know one another...**

[www.richlitvin.com](http://www.richlitvin.com)