

# **21 Day Success**



**Transformation  
Challenge  
Workbook**

**Secret Sauce**

## 21-Day Success Transformation Challenge

- | <u>Day</u> | <u>Activity</u>  |
|------------|--|
| 1          | Dial in your bedroom for optimal sleep (revamp if necessary).  |
| 2          | Clean out your kitchen (see list of Frankenfoods below).   |
| 3          | Plan a healthy menu for three days. Eat clean. (See samples below)   |
| 4          | Shop for healthy menu.   |
| 5          | Make a list of all the activities you like to do for fun. (See sample below)   |
| 6          | Make a list of every thing in your life that's toxic/unhealthy. Get rid of it.   |
| 7          | Make a list of every thing you do that wastes time and money. Stop it.   |
| 8          | Figure out your Time Spending Plan and your mythical Perfect Day.  |
| 9          | Write down every thing you spend money on.   |
| 10         | Create your ideal Money Spending Plan.   |
| 11         | Make a Vision Board (slideshow).   |
| 12         | Contemplate Scarcity vs. Abundance (Start Gratitude Journal)   |
| 13         | Brainstorm and figure out your top Passions (see sample list).   |
| 14         | Plan and enjoy an epic romantic Date Night with your significant other.  |
| 15         | Brainstorm and figure out your best talents, skills and gifts.   |
| 16         | Brainstorm and figure out your dream jobs (see sample list).   |
| 17         | Figure out your favorite markets.  |
| 18         | Brainstorm for multiple sources of income (see sample list).   |
| 19         | Have a free-writing brainstorm session for your goals. No holding back.  |
| 20         | Finalize your goals and write down your top goals for each category.   |
| 21         | Build your network and support team. Include mentors, accountability partners and join our Facebook Group. Congratulations, you made it! |

On day 22 (and every day for the rest of your life) be true to yourself, be good to yourself and reward yourself. Take bold action, live fully and enjoy the ride. Share the 21-day challenge with everyone you care about.

## Ken's Top Ten *Must-Haves* for Optimal Health, Happiness & Success

1. You must nourish your body with natural whole foods. Eat clean.
2. You must stay active, fit and strong (and young at heart). Play!
3. You must get a good night's sleep on a regular basis. Rejuvenate.
4. You must figure out what it is that makes you happy and go after it.
5. You must cultivate and grow mutually beneficial relationships.
6. You must maximize/focus your energy, creativity and productivity.
7. You must master and optimize your resources, time and talents.
8. You must live within your means (and master your finances).
9. You must avoid toxic substances, environments and people.
10. You must avoid chronic stress (whatever it is, it's not worth dying for).

Bonus: You should be with the right person (your soul mate).

Note: This doesn't mean to take all the fun out of life—far from it. We all like to do things we know aren't good for us, and I'm no exception. I still eat pizza and drink wine. It's what we do *most* of the time that counts. You want to strive for these pillars as a rule; and when you slip, don't beat yourself up over it. Just get back on track and make the most of each day.

### Eating Schedule

<u>Day</u>	<u>Plan</u>	<u>Day</u>	<u>Plan</u>
1	Open	12	Clean 4
2	Open	13	Cheat Day
3	Open	14	Date Night (Chef's Choice)
4	Open	15	Clean 1
5	Clean 1	16	Clean 2
6	Clean 2	17	Clean 3
7	Clean 3	18	Clean 4
8	Cheat Day	19	Clean 5
9	Clean 1	20	Cheat Day
10	Clean 2	21	Open
11	Clean 3		

## Menu Samples

### Day One

Breakfast: Frittata, Sliced Tomatoes  
Lunch: Grilled Shrimp Skewers, Cole Slaw  
Dinner: Slow-Cooked Beef Pot Roast with Country Vegetables  
Snacks: Fresh Fruit

### Day Two

Breakfast: Poached Eggs and Asparagus with Hollandaise Sauce  
Lunch: Mesquite Grilled Chicken, Tossed Salad with Ranch Dressing  
Dinner: Grilled Salmon, Wild Rice Pilaf, Snap Peas  
Snacks: Nuts

### Day Three

Breakfast: Cheese Omelet with Sautéed Mushrooms & Leeks; Spinach  
Lunch: Pan Seared Pacific Cod with Pesto, Sweet Potato Fries  
Dinner: Argentinean Grilled Skirt Steak with Chimichurri, Stuffed Zucchini  
Snacks: Apple Slices with Peanut Butter

### Day Four

Breakfast: Baked Eggs with Sausage & Cheese; Olives, Sliced Cucumbers  
Lunch: Grilled Pork Chop, Roasted Garlic Cauliflower Mash  
Dinner: Roasted Spaghetti Squash with Ragu Bolognese, Side Salad  
Snacks: Greek Yogurt topped with Fresh Fruit and Drizzled with Honey

### Day Five

Breakfast: Scrambled Eggs with Chile Verde, Sliced Avocados  
Lunch: Tuna Salad Lettuce Wraps, Cottage Cheese  
Dinner: Filet Mignon, Roasted Asparagus, Rice Pilaf  
Dessert: Chocolate Pot de Crème

## Frankenfoods

(Better to put these in the trash than in your body.)

Partially Hydrogenated Vegetable Oils  
Trans-fats, hydrogenated fats, margarine  
Most Vegetable Oils (chemically and heat treated)  
Sugar  
High Fructose Corn Syrup  
Artificial Sweeteners (Aspartame, sucralose, dextrose, maltodextrine, etc.)  
Hydrolyzed Soy Protein  
Soy Lecithin  
Textured Vegetable Protein  
Modified Food Starch  
Monosodium Glutamate (MSG)  
Enriched Wheat Flour (and most grains)  
Artificial Flavors (and most “natural flavors”)  
Artificial Colors  
Artificial Growth Hormones  
Propylene Glycol/Parabens/Stabilizers

Not to be a spoil sport, but this is the short list. Check out the ingredients in 15 of America’s most popular grocery items in my book *Living On Purpose* (beginning on page 60). Chances are you have these foods in your kitchen right now.

Here’s the rule of thumb: Most prepackaged processed foods are bad for you. If it looks like it was made by a chemist in a laboratory, pass. If it was grown or raised on a farm and doesn’t have an ingredient list, you’re on the right track.

I don’t use the term Frankenfoods just to be cute. The problem with many of these processed foods is that your body doesn’t know how to digest them. We’re natural creatures and we are made to eat and digest natural foods. We have everything we need (such as acids and enzymes) to break down foods to get the nutrition from them. When you eat something that is already partially broken down (like enriched wheat flour) your body just doesn’t know what to do with it. In this example, *enriched* might sound like a good thing, but it’s not. The reason why it’s been enriched (with vitamins) is because they were all stripped away in the milling process. Even worse, the big companies add chemical agents to their enriched wheat flour to keep it from clumping.

Note: Although I didn’t cover the topic of weight loss in the challenge, I do cover it in detail in *Living On Purpose*. I am more of a proponent of eating healthy as a lifestyle than I am a fan of dieting to lose weight. But, rapid fat loss and body transformation is possible and I wrote about it in the book. Also, check the resources in this workbook for my favorite rapid fat loss expert, Shaun Hadsall. He and his amazing wife Karen are great people and they stay on the cutting edge of the science for rapid weight loss, nutrition, and fitness.



Sample List of Calorie-Burning Fun Activities  
(My top ten favorites)

1. Hitting the links. (I'd play golf every day if it wasn't so time-consuming.)
2. Volleyball (love beach volleyball—girls in bikinis)
3. Playing Catch/Throwing a Frisbee or Aerobie-Pro
4. Hoops
5. Hiking & Taking Walks (Discovery & Scenic Places)
6. Springboard Diving & Swimming (crazy for water parks)
7. Frolicking at the beach (did I mention girls in bikinis?)
8. I love to climb just about anything (part monkey?)
9. Hitting the gym. Getting pumped, staying strong and enjoying the high.
10. Last but surely not least—chasing my sweetie around the bedroom.

My Top Ten Passions  
(not in order)

1. Travel & Adventure
2. Food & Cooking
3. Music & the Arts
4. Women & Sex
5. Entertaining, Educating & Helping Others (My Calling)
6. Motorcycles & Fast Cars
7. Playing Golf
8. Learning & Growing
9. Reading & Writing
10. Spending time with my Friends

Sample List of Dream Jobs

Host of The Ken Holloway Show  
Drummer in a Rock and Roll band  
Glamour photographer of beautiful women (and sculptor)  
Host of a show like Diners, Drive-Ins & Dives  
Food Writer/Blogger and Restaurant Reviewer  
Celebrity Chef  
PGA Tour Golfer  
Motivational Speaker (except for living in a van down by the river)  
Movie Star (especially roles that involve love scenes with Charlize Theron;-)

## Sample List of Alternate Streams of Income

Garage Sales/eBay  
Farmers Market Vendor  
Make and Sell Widgets/Arts & Crafts  
Offer Services/Mentoring/Tutoring/Consulting  
Create and Market Educational Programs/eBooks  
Second Job/Sales/Affiliate Marketing/Clickbank  
AirBnB/Uber  
Home Services/Elder Care  
Start a Brokerage  
Stock Dividends/Market Speculation  
Creative Real Estate Investing

## Personal Budget Categories

\_\_\_\_\_ Housing  
\_\_\_\_\_ Transportation  
\_\_\_\_\_ Insurance  
\_\_\_\_\_ Utilities  
\_\_\_\_\_ Food & Cooking  
\_\_\_\_\_ Consumables  
\_\_\_\_\_ Family Home Office  
\_\_\_\_\_ Entertainment  
\_\_\_\_\_ Clothing  
\_\_\_\_\_ Jewelry  
\_\_\_\_\_ Holidays & Gift Giving  
\_\_\_\_\_ Vacations/Travel  
\_\_\_\_\_ Grooming  
\_\_\_\_\_ Membership Dues  
\_\_\_\_\_ Banking/Financial Fees  
\_\_\_\_\_ Savings/Investments  
\_\_\_\_\_ Charity/Donations  
\_\_\_\_\_ Medical & Dental  
\_\_\_\_\_ Drugs/Medicine  
\_\_\_\_\_ Veterinary/Pet Expenses  
\_\_\_\_\_ Legal Fees/Retainers  
\_\_\_\_\_ Traffic/Parking Fines  
\_\_\_\_\_ Taxes  
\_\_\_\_\_ Child Care/Babysitting  
\_\_\_\_\_ Nutritional Supplements  
\_\_\_\_\_ Education/Tuition  
\_\_\_\_\_ Music Lessons  
\_\_\_\_\_ Furniture (Indoor/Outdoor)  
\_\_\_\_\_ Collectibles  
\_\_\_\_\_ Other/Miscellaneous

## Seven Goal Categories

1. Health, Wellness & Fitness: \_\_\_\_\_

---

---

---

---

2. Relationships: \_\_\_\_\_

---

---

---

---

3. Career & Education: \_\_\_\_\_

---

---

---

---

4. Financial & Wealth: \_\_\_\_\_

---

---

---

---

5. Personal Development & Spirituality: \_\_\_\_\_

---

---

---

---

6. Philanthropy: \_\_\_\_\_

---

---

---

---

7. Personal: \_\_\_\_\_

---

---

---

---

## Big Ideas

### Desire vs. Motivation

If our actions and behaviors followed from our desires, then it's likely that we'd all be "rich, happy and hot" like Marie Forleo. As it turns out, our behaviors follow from our motivations. We do what we're motivated to do. If we are motivated to eat junk food, drink sugary drinks, buy things we can't afford and stay up too late then that's what we'll do. The obvious take-away here is to become aware of what motivates you, and change your behavior to be more congruent with your higher values. You're the architect of your life. You're the boss. Increase your awareness and be mindful of your habits. Cultivate your good habits and stop reinforcing your bad habits.

### Cost vs. Value

Just about everything worthwhile in life has a cost and a value. The cost is what you pay, and the value is what you get. One trait of a successful person is to maximize value while minimizing cost. Get the most bang for your buck/time. Everyone wants more value, even if they have more money than good sense. If you want to enjoy more value in your own life, the answer is simple—you have to create more value for others. Follow the law of Increase and give more than you take. Always leave everyone you meet with a sense of increase.

### Scarcity vs. Abundance

We create our own reality. The scarcity mindset holds that there is a limited supply of all the good things in life and that the only way you can get more is for other people to get less. The abundance mindset holds that there is plenty to go around for everyone. As long as people want to buy things, there is always going to be unlimited opportunity to create more value for others, and enjoy more value for ourselves. This doesn't apply just to tangible things that money can buy, but it also applies to intangibles like love, relationships, gratitude, goodwill, hope, philanthropy, knowledge and wisdom.

### Goals vs. Wishes

It's great to have wishes and high hopes, but unless you focus on them and set goals, they are not going to motivate you to take action. How do you know the difference between a wish and a goal? A goal has a few essential ingredients, without which most success wouldn't be possible.

1. It must be specific (the more specific the better).
2. It must have a deadline.
3. It must be actionable/measurable (track your progress).
4. It must be able to break down into sub-goals and action steps.
5. It must hold you accountable.
6. It should scare you a little and excite you a lot! Act BIG

If you believe it, you *can* achieve it—but only if you take action and do the work.

## Action vs. Reaction

Who's calling the shots in your life? Do you have a "victim" mentality where bad things always seem to happen to you and you struggle to deal with them? Or, do you have an "I'm in charge" mentality where you control the course of your life? People who are in the driver's seat don't wait around and hope that good things will happen to them, they cause good things to happen. They don't depend on luck—they hustle and make their own breaks. They figure out what they want and then they go after it. Once you decide to empower yourself, take control and be in charge, you can never go back to living like a victim. Accept responsibility for the circumstances in your life, and the results you have produced so far.

## Things that make you feel good

The human body is a biochemical wonder. We're just scratching the surface to understand how and why certain activities and substances cause us to feel good. In the case of narcotic drugs, people get highly addicted to them because it gives them a release and makes them feel good—and it doesn't require much effort. But what's not so widely understood is that we can have similar feel good experiences by natural activities and substances.

One activity that comes to mind is sex. It's great to be turned on, and then do something about it. It's a great release, and if there is anything (physically) that makes you feel better than sex, I haven't heard about it. If you have, please rush me the details. There are tons of substances, like endorphins, that trigger the pleasure centers in our brains. One sweet example is chocolate, whose intoxicating flavor profiles just happen to melt in our mouth at about 94 degrees.

Research shows that giving has been proven to make us feel good. Think of all the things you can give—love, comfort, help, knowledge, wisdom, security, and so much more. Not only will giving these things make you feel good, but even watching other people give makes you feel good. Successful people discover that the harder they work and the more they give, the more success and value they enjoy in their own life (as well as happiness and fulfillment).

## Being In Flow

Successful people ask themselves questions like, "How can I do better?" and "How can I do more?" One way to do that is to get into flow, which is a state where you maximize your creativity and productivity; in harmony with the infinite intelligence and energy of the universe. It takes time to get into flow (like maybe five to fifteen minutes) and states of flow tend to last about 90 to 120 minutes.

There's virtually no limit to what you can accomplish when you are in a state of flow. But most people rarely if ever get into flow because they allow themselves to be constantly interrupted with distractions (like emails, phone calls, errands). It's highly unlikely that you will be able to manifest the life of your dreams without being able to get into flow on a daily basis. This is why it's so important to find your calling and love your work. It stacks the odds for success in your favor.

## Inspirational and Thought-Provoking Quotes

One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular. ~ *Anthony Robbins*

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking, and don't settle. As with all matters of the heart, you'll know when you find it.  
~ *Steve Jobs*

We do not seriously choose goals that are beyond our inherent capacity to achieve. Our very choice is determined by what we are—our genetic set, we might say. But in doing that which we most enjoy, we will probably make our most significant contribution to society. And the contribution we make to society determines our rewards. ~ *Earl Nightingale*

The moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events ensues from the decision. Raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no one could have dreamed would come their way. ~ *Johann Wolfgang von Goethe*

We have only to proceed confidently in the direction of our dreams and live the life we have imagined to meet with a success unexpected in common hours.  
~ *Henry David Thoreau*

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them. ~ *George Bernard Shaw*

The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence. ~ *Confucius*

Whatever you are, be your best. ~ *Benjamin Franklin*

Master your craft. Do what you're good at and delegate the rest. ~ *Brad Swift*

Imagination is everything. It is the preview of life's coming attractions.  
~ *Albert Einstein*

If you can imagine it, you can hold it in your hands. ~ *Bob Proctor*

Believe in good fortune, divine guidance, right action, and all the blessings of life.  
~ *Joseph Murphy*

Follow your bliss.

## Recommended Reading

Think and Grow Rich, Napoleon Hill, 1937

Earl Nightingale's Greatest Discovery, Earl Nightingale, 1987

The Power of Your Subconscious Mind, Joseph Murphy, 2008 (revised)

The *New Science* of Getting Rich, Wallace D. Wattles, 2007 (updated)

You Were Born Rich, Bob Proctor, 1997

The ABCs of Success, Bob Proctor, 2015

The Art of Living, Epictetus, by Sharon Lebell, 1995

The Power of Intention, Wayne W. Dyer, 2004

Life on Purpose, Brad Swift, 2007

The Ultimate Guide to Total Self Confidence, Robert Anthony, 1979

The Happiness Hypothesis: Finding Truth in Ancient Wisdom, J. Haidt, 2006

Make it BIG!, Frank McKinney, 2002

Choose Yourself, James Altucher, 2013

The Millionaire Mind (series), Thomas J. Stanley, 2001

How To Close Every Sale, Joe Girard, 1989

The Primal Blueprint, Mark Sisson, 2009

Man 2.0 Engineering the Alpha, John Romaniello and Adam Bornstein, 2013

P.A.C.E. The 12-Minute Fitness Revolution, Al Sears, 2010

All classic self-help books

All books by Anthony Robbins

All books by Bill Bonner

All books by Robert J. Ringer

All books and products by Ken Holloway (shameless plug)

## Now What?

The first step is to complete the challenge. If you're not sure if you can do it by yourself, get a challenge buddy and do it together. Complete the challenge, and then write in to tell us what you got out of it and how you expect your life to be different going forward. Share your hopes and dreams. We all love a good story.

Write in and you will be given access to our secret Facebook group so you can share your success stories, comments, ideas and questions with me and other people in the group. Join the tribe and make new friends.

Tune in and start listening to my podcast *The Ken Holloway Show*

To reach me via email: [ken@kenholloway.us](mailto:ken@kenholloway.us)

### Email Subscriptions (people I read religiously):

Early To Rise (Craig Ballantyne and Contributing Writers)  
[www.earlytorise.com](http://www.earlytorise.com)

Bill Bonner's Diary (Bill Bonner is my favorite writer in the world)  
[www.bonnerandpartners.com](http://www.bonnerandpartners.com)

Sovereign Man - Notes From the Field (Simon Black)  
[www.sovereignman.com](http://www.sovereignman.com)

Marie Forleo (Marie TV)  
[www.marieforleo.com](http://www.marieforleo.com)

Get Lean in 12 - Shaun & Karen Hadsall (Rapid Fat Loss)  
[www.getleanin12.com](http://www.getleanin12.com)

Mark Sisson, Author of The Primal Blueprint (Paleo Lifestyle)  
[www.marksdailyapple.com](http://www.marksdailyapple.com)

Dr. John Berardi (Fitness and Nutrition science)  
[www.precisionnutrition.com](http://www.precisionnutrition.com)

### People whose work I follow:

Tai Lopez 67 Steps  
[www.tailopez.com](http://www.tailopez.com)

Bob Proctor (Proctor-Gallagher Institute)  
[www.proctorgallagherinstitute.com](http://www.proctorgallagherinstitute.com)

Cameron Dunlap (Creative Real Estate Investing)  
[www.camerondunlap.com](http://www.camerondunlap.com)

J. Kenji Lopez-Alt - The Food Lab (Cooking)  
[www.seriousseats.com](http://www.seriousseats.com)