



The “I” Factor

The “I” Factor is the ability for you to be “aware”. Aware of yourself such that you keep your mind in a “state” that allows you to be in control, rather than being controlled or affected by outside or external factors or undesired states. The “I” Factor allows YOU to be in control and take action directed at reaching your goals.

Awareness: It is the awareness of your current state, including where you’re at and where you want to go or what goals you want to achieve.

Control: Know that YOU are in control of your situation and in control of your thoughts and actions.

Action: Enhance your thoughts and actions and enhance your life. Set your specific goals, make out a plan on how to achieve them, and TAKE ACTION!