



5 Sure Life-Hacks

To Identify Your
Life's Purpose

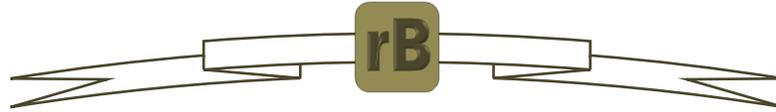
reBranding
The Real YOU

By Alex Colón

5 Sure Life-Hacks To Identify Your Life's Purpose

5 Critical Life-Hacks To Identify Your Life's Purpose- reBranding The Real YOU
Copyright 2014 Alex Colón. All Rights Reserved.

You may distribute this report freely without making any changes
Claim it as your own or sell it.



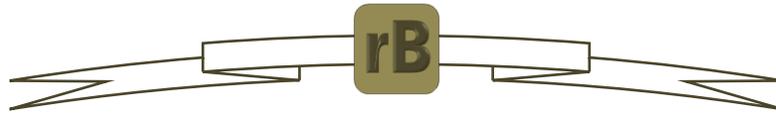
Regardless of where you are in your life now as business person, entrepreneur, college student, mom, dad, minister, coach or whatever your position is in life is, this book will help improve the quality of your life.

I want to share with you some of the things I learned while in the journey of branding my life. We are all in the branding process.

By “the re-branded life” I don’t mean to generate a certain brand whereby others remember to buy from you. It isn’t about establishing a brand for others to recognize your product, your business, or your blog. It isn’t about doing something as much as it is about becoming.

The truth is that you have to be before you can do and you gotta do before you can have. It is in your becoming that your doing flows from. People will buy from you or listen to you as they like you and more importantly, when they trust you.

Life has a way of shaping our lives in such a way that by the time we reach our 20s, 30s 40s and even 50s we see areas of our lives that we



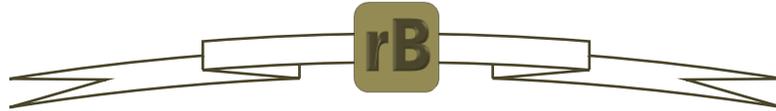
like. On the other hand, there are also areas that we are not pleased with and change is of the essence.

Let me break it to you this way - **You are you and there is nobody like you.** Did you get that? There is nobody like you. The mold was destroyed after you were made/born 😊

You were brought to this earth with a purpose and with the opportunity to build a life and a lifestyle conducive to your calling.

You have also been given the ability to choose the life you feel beating in your heart. That passion, that vision, that dream and that calling will be shaped, molded or designed in a certain way. That is what I call: The process of rebranding.

You have been handed a God-given YOU that the world needs in order to be a better and more profitable world. But it is up to you to brand it!



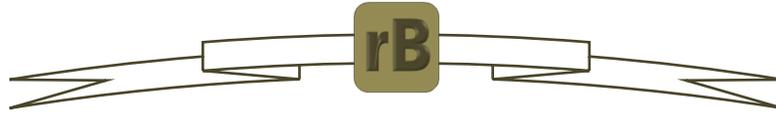
So, there are basic yet profound principles that will take you to another level of quality in your life. You may already be enjoying a tremendous life – and so I congratulate you for that. Yet, I'm also aware that the world around you continues to change and so an “upgrade” or an “update” of your brand is necessary.

Why?

Because it is!

Because if you don't upgrade or update your brand, then your effectiveness and influence in life will fade – guarantee.

I know of a businessman that recently bought a new business joint. This place has always thrived over the years. The new owner, however, came from another type of business. His mentality is more old fashion.



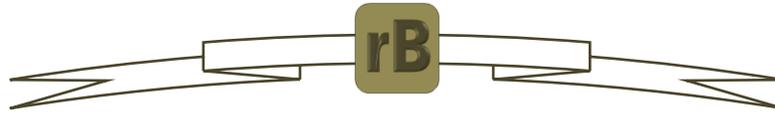
Don't get me wrong, old fashion is not always bad, sometimes is perfect, but when it comes to running a business, is yet another story altogether. His style means that you operate based on note pads, pencils, old equipment and a flexible schedule.

Spare of the moment discounts to their clients, and no necessity for consistency. Flexibility is then the name of the game. This sounds relaxing, but the problem with that is that his workers are blowing their gaskets. They can't handle this because they also have their own private lives.

If that wasn't enough, they have a website because it was already there when they bought the place. But the website has not been updated for almost three years.

The reality is – he needs to upgrade and update his business. And it needs more than just a facelift. It needs an overall overhaul.

He's losing money every day due to the lack of implementing new methods of operation. An old website, no blog for his business (that right there is losing him money), no consistency and moldy trims



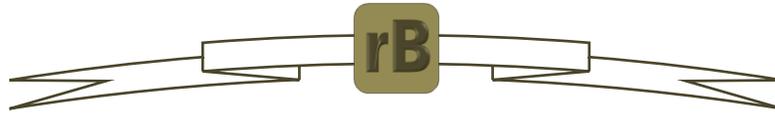
around the doors of his business. If he's not careful, he will lose his business.

Likewise, if you allow the mold to grow around the perimeters of your life, letting things fall apart and not keeping up with the times, your personal branding will fade away into the horizon.

I believe that there is always room for improvement. No matter what we do in life, there is always room for improvement. By the same token, I also believe that we have gracefully been given an opportunity to make the best of ourselves as we possibly can, meanwhile, invest ourselves in others in the best possible ways we can.

You are where you are because of what has gone into your mind by way of your five senses. This is a fact! The truth that you obtain will take you to another level in your life every single time.

Rebranding your life or establishing a new brand takes time.



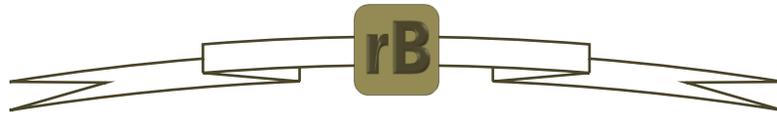
Why?

Because, like it or not, you've already been branded a certain way by society. Does that make you mad? It did me.

Unless you are totally comfortable, confident and satisfied with who you are, the money you're making, the lifestyle of freedom (way beyond having money in the bank), your peace, your love, your relationships, and so on and so forth, then this book may not help you much.

Don't misunderstand me, I'm not insinuating that you need help and I have what it takes to get you there. That is not what I'm saying at all.

What I am saying, however, is that you, just like me, have been marked, molded, shaped in your thinking, your belief system, your views, values and skills and unless you have reached the "perfection level," then you need to rebrand.



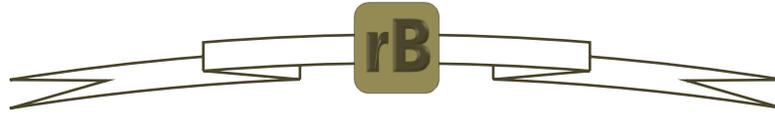
I know that life is not perfect. I know that we can never reach perfection, but excellence is something we must all strive for. And just like an excellence company needs to improve their excellence with the changes of society, so do we in order to influence those around us, especially our children and our grandchildren – not to mention our very own lifestyles.

Our personal branding, just like any other company, takes a reshaping, a remolding, a remaking due to the changes of society and the impact that company wants to make in society.

Likewise, our lives are in constant improvement – if not, then you might as well be dead. Somebody once said that if we're not busy learning, we're busy dying. I believe that.

Life is a learning process – a journey into the unknown that once we get there, it becomes known to us, only to challenge us to keep pressing into the unknown.

Let me put it to you this way. You are you and you always wanted to be you. Unfortunately, “you” became shaped, molded and branded by



society and those around you. Thus “you” acts and behaves like “the rest” or like “others.”

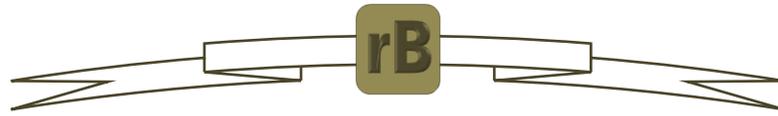
Does that bother you?

I remember the days when everyone wanted to be different – unique. Commercials and the media were driving that point home. On this premise, Gatorade created a commercial with a line: “Be like Mike.” The commercial originally aired in the summer of 1991, [right after the Chicago Bulls won their first of six titles](#).

Incidentally, (and I was unaware of this at the writing of this book) according to [Huffington Post](#) and [ESPN](#) Gatorade is gearing up to bring a remake of this commercial in order to celebrate their 50th anniversary.

The funny thing about this is, that 35 years ago I while in High School (wow, I just reveal my old age) everyone wanted to be unique and

different. Eventually, most kids, especially boys, ended up branded by wanting to be like Mike.



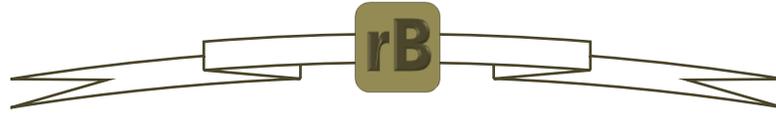
Even Nike ended up selling more shoes with their Jordan Brand and every boy in my circle wore them. Everyone looked and acted alike. How sad!

Sure it was a fun time. But the point is, society and the media has a way of branding and rebranding you. It is time to rebrand your life.

I have gone through some of this and have overcome it. Let me bring you in a little closer. I have a great life! I didn't say a "perfect life," but a "great life."

My family and I are living what many consider the American Dream – yet different. My wife and I did not set out to have a life filled with toys – but rather, we decided to focus on the quality of our private lives, our marriage and our family. This takes work – a lot of work! But very much worth it!

From living in the suburbs of Chicago to end up in the country, right smack in the middle of the Amish community, in a 330 sq. ft. log home (a dream to many).



Is that crazy or what!

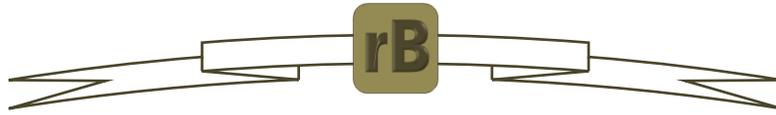
We love the quietness, with plenty of land, to do almost whatever we want.

We also home-educate our four children. Two in college and two in the making.

So we have a great life – yet, there is still room for improvement. We know that making every meal from scratch takes a long time, especially when you eat out of your garden most of the year. Yes, we garden, we can beans, corn, tomato juice, etc.

We make our own black-berry jelly, grape jelly, zucchini jelly (which is to die for) and much more. **We continue to figure out how to spend less (time and money) and end up with more (quantity and quality of life).**

So there's still room for improvement. We are constantly tweaking our time, efforts, income streams, and find the time to spend with the



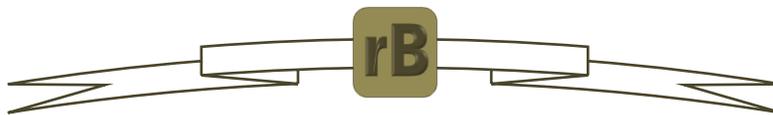
family, each other and alone during our quiet times. With a family the size of ours takes a lot of effort, room, finances, patience and love to make it happen.

We schedule family meetings in order to get everyone on the same page. We all have a calendar to work off of. We all have “to do lists.”

Imagine four different personalities, four ways of thinking and seeing things. And if that is not enough, we also deal with four different attitudes, not to mention mine and my wife’s as well for a total of six.

So are we perfect? Not by a long shot! We still deal with dirty laundry, bad attitudes from time to time, laziness at times, broken hot water heaters, sickness, and such. So we keep up with the importance of being a quality home.

You must be thinking that we had life handed to us in a silver platter. Yeah right! My wife and I both came from very insecure and broken homes.



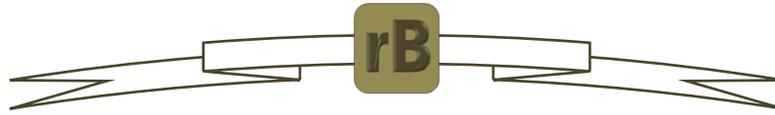
I was raised without a father (which created a lot of fear when considering being a father myself) and both came from financially strapped homes. We were blessed in many ways, but very needy in many others.

Our lot (destiny) in life (if we would've allowed ourselves to stay branded by our circle of influence) was to fail within five years of marriage. We were definitely branded unfairly. We don't blame anybody. That was society and our circle of influence. But we made some changes.

We determined ourselves to change, to upgrade to update and to rebrand our lives. I know what I'm talking about when it comes to rebranding and choosing a different path that others expected me to take.

I know how hard that is. And I know how difficult it is for you to change your direction or to simply use some Windex in the window of your life to remove the smudges, the stains, or the finger prints from those negative brandings.

Perhaps is not even that. Maybe all you need is a simple touch-up to



make the way clear through the path of rebranding. Whatever it is,

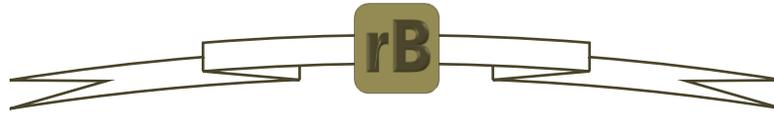
therebandedlife.com is here to help.

So let me share with you some simple and quick ways and approaches to life we have taken in order to become the people we were designed to be.

One of the things we do is we **look for the best and key resources that will help us in pursuing our vision, our passion and the rebranding of our lives.**

“Oh no” you might say, “people are the ones that branded me in the first place.” True, but in some ways, without people you still can’t get rebranded. Keep in mind that your vision will, more than likely, involve other people. So you still have to work with people and don’t be afraid or bashful or too proud to ask for help.

This is a good place to be.



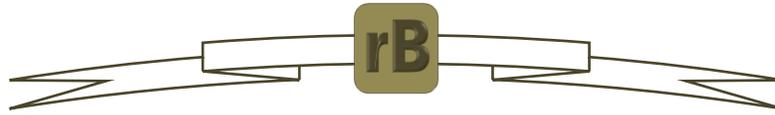
By asking for help puts you in a vulnerable position, where there is little or no room for pride and much room for growth. Therefore unselfishness gets thrown out the door.

Meanwhile make sure the help you asked for is still going to make a difference in your project. This makes the party who helped you successful, which in the process makes you successful. I love this procedure because everybody wins.

By the way, when looking or asking for help be sure to cover these five steps in your search:

- 1. The right people** – friends, relatives, and in some cases, strangers. Ask how your approach, your personality or the knowledge of what you are trying to convey is good, strong, positive or convincing. Find the right people for the right project, questions and input.

Remember, these people are not only an asset to your future, but they are the key that will help you gauge your future. Most of all be sure to have a good and trustworthy relationship with these



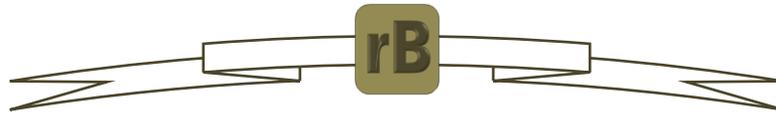
folks – very important.

At the same time, watch how the quality of relationship with these friends will actually increase and take a whole different turn for the better.

I have done this a few times, and every time I have asked a friend for their input in key areas of my life, our relationship has increased in wonderful ways. Not to mention, their input was a tremendous blessing to my life.

2. Knowledge – get books, articles, periodicals, blogs, etc. to help you improve yourself. This will give you the knowledge and the different angles to become a more YOU! Research is of most important when rebranding your business, and especially your life.

You have heard it said before, “*readers are leaders.*” If you want to lead – and you always do, whether you want to or not – you will need to become acquainted with information and be able to lead someone intelligently.



3. Place – sometimes you need a quiet place to pray, reflect, read, study, and put into practice **who** you are becoming. If you're in the middle of the “rat-race” of life, you might want to find a quiet place.

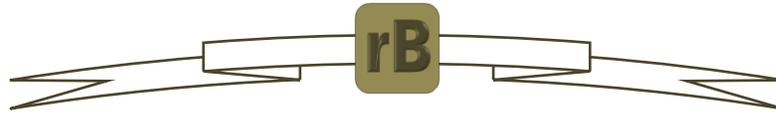
Go for a walk in the woods, the park, a lake or someplace quiet. This will help you refocus on what you're doing and more importantly on what God is doing in you.

Want a real secret that many people don't realize? God wants to be intimately involved in every area of your life.

Think about that.

He's not one big boss up in the sky trying to run this world in some way. He's actually very interested in your life, your lifestyle, your emotions, your relationships and even your entertainment. Trust me – he does.

Give him the day of day and ask him to be involved as your

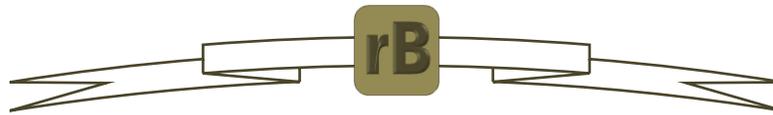


partner in life – you will be amazed at what He will do. He will take you to a place that you've never been before and will give you the insight nobody else could give you. I promise.

- 4. Journal** – write down what keeps coming to you. You don't have to journal like every night either. But write some things down. Write your improvements, your feelings in the process, the progress and the new discoveries.

This would be good, but you might just need to jot some things down on a notebook to keep in mind what is taking place – how your thoughts are changing, how your optimism is improving and how your excitement to be a more incredible You is molding.

Believe it or not, one day you will help somebody with the same process you're going through. Even more, one day you might turn that journal into a blog that will impact others around the world – imagine that!



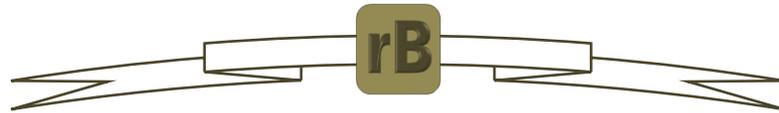
5. Evaluate - Evaluating your past, your present and your future. This is one of the most important things you can do in relation to your rebranding.

In other words, where did you come from? How has the last 10 years or so of your life been? Where do you need improvement, adjustment and plain old change?

What would you like to see yourself doing a year from now? What would you like to be five years from now?

It is interesting to note that in order to develop a vision for your future, you must adequately know your past. In other words, evaluate your past, present and future.

This process takes work, but it is essential to the rebranding of our lives. If you don't know how to get somewhere, you must find direction. You can't get adequate directions if you don't know your starting point – your point of reference. This is where this step will make a big difference in your rebranding journey.



Take the initiative. Take these five exercises seriously and move forward with the real YOU! It is about you, but not for you, yet for others to enjoy the real you in order that they could become who they were designed to be.

So be the real You. Enjoy the process and the journey will be much more fulfilling and your influential capabilities will take you all the way to the top.

Someone once said that the difference between a big shot and a little shot is that a big shot is just a little shot that kept on shooting. And as the saying also goes: “*practice makes proficient.*”

I hope you enjoyed this book. I am in the process of publishing a book that deals with more on this topic. I'm not sure what to call it yet. Maybe you can give me your input and ideas as to what to name my new book. You can send me your suggestions and ideas or even comments on this book to: therebrandedlife@gmx.com



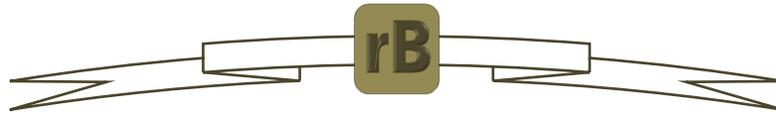
On the subject line write “Book Idea,” that way I know what the email is about.

There is way more in that book that deals with this topic and even as I have learned much more and continue to learn, I want to put those in a book that can help others succeed in their journey of rebranding their lives.

If you wish to learn more about this topic and discover your God-given vision and/or your life's purpose – the reason why you were created in the first place, then get my book, [Discovering Your God-Given Vision](#) on Amazon. This is **not** the same book I mentioned above.

Again, I want to thank you for signing up to my blog. I trust that it will be a great asset to you in your journey of rebranding your life.

You may know somebody who may need this book and this blog.



Please feel free to direct them to the blog: therebrandedlife.com

You can also contact me at: therebrandedlife@gmx.com

Be sure to follow me on Facebook at:

<http://www.facebook.com/therebrandedlife>

You can also follow me on Twitter at: @therebranded

I look forward to connecting with you and share with you more tips, insights and hopefully some wisdom to help you live your life with purpose.