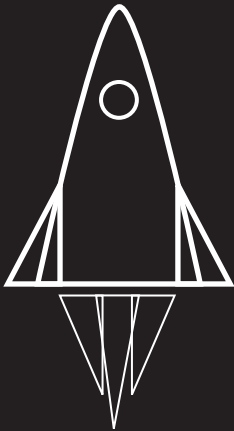


ELEVATE AND WAVE



Launch Manual

How to elevate your game
and launch into your best life.



MARK SAWATZKY

“Wherever you are, you’re there, so
while you’re there, why not give it
110% and see where it goes?

This is in line with your true value.”

Mark Sawatzky

Live that 110 Life!

CONTENTS

Introductions ...	1.
Best Life Disclaimers ...	3.
The Best Life Secret ...	5.
The Brand Elevator ...	7.
Win with You ...	9.
Recap And A Few New Insights ...	15.
Brand Protection ...	21.
Win At Work ...	25.
Goals and a 28 Day Brand Challenge ...	27.
Closing Thoughts ...	31.
Notes ...	33.

To the legacy of my dad, Jim Sawatzky ... “work hard with integrity” and to the legacy and words of my mom, Margaret Sawatzky, every person is of value and when it comes to getting things done ... “Just give’r.”

INTRODUCTIONS

Hi. I'm Mark. I did not grow up with money. When I was young we may have gone to McDonald's twice a year on trips to the city. I was 4'11" when I started high school. I experienced rejection from a number of people who were close to me and this created a time in my life when I just didn't care. I did not give my best in school. I dealt with severe anxiety and some PTSD for over 25 years to the point where some days I just did not think I could keep it going.

Why share these things with you? Why start here?

I share them to let you know that I did not grow up in the "express lane" to the good life, and this is important for people who are stuck in excuses that are holding them back.

Welcome to Elevate and Wave.

I created Elevate and Wave as a place to encourage people and help them take on the challenges that life brings so they can become who they were meant to be and live their best life.

As you go through this book, it is important to know that the journey to success in life and work begins with how you see yourself ... how valuable you feel.

Value is the performance thermostat in people.

How you feel about yourself determines if the majority of your actions are leading you up or keeping you down.

Just like the temperature in a home will not go above or stay below the set temperature for very long, the actions and habits of people do not go above or stay below their value line for very long.

Now even though I don't know you, before we go any further I need to tell you something ... you are of high value.

Why is this so important for me to say?

Because if you're like most people, your value is too low because life takes more value from people than it gives, and how you feel about yourself has a huge impact on you living your best life.

How you feel influences how you think, and how you think influences the actions you take, and the actions you take determines the results in your life.

The steps to your best life are:

- 1) Win with yourself.
- 2) Win with others.
- 3) Win at life and work.

I look forward to sharing with you the things I have learned and used to get back on the path to becoming my best when I have strayed off course, but before we go there, I want to share what I have learned about my struggles to encourage you in the struggles you face. Looking back, what I have found is that many of the parts I like best about me today, came out of the struggles, fears and the rejection I went through because I turned them into success-drivers rather than excuse-makers.

You ready to get after your best life and leave excuses and blame behind? Are you ready to elevate your game and wave goodbye to your old self? If so, read on and let's get after it.

1.

Build Winning Habits

“People do not decide their futures, they decide their habits and their habits decide their futures.”

F.M. Alexander

BEST LIFE DISCLAIMERS

Elevate and Wave is about winning at work, winning in life and living your best life.

In a social media filled world, best life is not a new concept and because of that, I need to be sure you understand what I mean by best life.

A best life is not defined by money, fame or nice things, it is defined by joy, happiness, giving, peace, struggle, the journey, and good relationships.

Having said that, I like money, nice things and stuff, but those things should not be the focus of your journey, they should be seen as possible outcomes to a best life, not requirements for a best life.

If that does not sound right to you, look at the people you see on your phone, most aren't happy as they chase more likes, more views, more money, more stuff.

The world has it backwards, it says getting is what leads to your best life when the truth is, that giving, a focus on others has a far greater possibility of connecting people to what they're really after ... joy, peace, fulfillment, good vibes.

I share this with you because chasing more always requires the chase to keep that good feeling. This is exhausting. Giving and a focus on others however, gives you that great feeling without the chase because giving is a high value action that immediately confirms what you already know deep down inside ... you are of significant value.

The outcomes of giving do not require the fine print that says ... *"Results are not guaranteed and the stories you hear are the exception."*

I believe the place in life where people find their best lives, where joy and opportunity meet, is most often found in doing a good job and delivering an experience that makes other people feel valuable (giving). When you do a good job and make others feel valuable, you will feel good and others will remember you well, and how others remember you will determine your access to life's best opportunities, those that come to you through others.

With that said, in fairness to you, I want to be clear about expectations and so I will leave you with a best life disclaimer so there can be no doubt, and here it is ... While the results from the content and ideas expressed in this book and through Elevate and Wave are not guaranteed, doing the right thing should never depend on results.

Counselling and Doctors

I'm not a doctor or trained counsellor I'm a coach. What I'm going to share with you is based on my life experiences. Given that, as you go through my stuff if you find that some of the things I cover feel right for you but you don't feel like you can take them on, consider counselling. I have gone to counselling and it was great in helping me go next level in dealing with my anxiety and PTSD. If counselling is not available, talk to people you trust. Bringing struggle into the light is a strong first step to over-coming it.

If you feel motivated to begin taking better care of yourself by beginning an exercise program, check with a doctor first. You need to know your baseline to make sure you start your health journey in a place that matches your current state. If you don't, better health decisions can be bad for you.

Okay, now that we're all on the same page, it's time to show you how to Elevate and Wave.

Giving is The Key

“Giving changes who we are,
getting provides temporary
relief from how things are.”

Mark Sawatzky

THE BEST LIFE SECRET

If I asked you to think of a brand, what would you think of?

You would probably think of something you buy.

If I went further and asked you to tell me about a brand you really like, what would you say?

You would probably tell me things that describe a feeling of connection.

In business this is called brand engagement and it works the same way with people because every person has a brand, and the height of their brand determines their access to more best life opportunities. This is the best life secret.

Just like brands, people are “buying” you every day, and you want your brand to be high ... to be the one people want to buy.

Knowing that you’re a brand, and that high brands get access to more best life opportunities, the next thing you need to know are the three things that make up every brand.

- 1) Product (What it does).
- 2) Look (Its first impression).
- 3) Experience (Its last impression).

Let’s begin where brands start ... with what they do.

All brands start here because what a product does puts it into a comparison group.

You don’t compare Coke with Apple, you compare Coke with Pepsi.

It works the same for your brand. Whatever your position is at work, or if you’re a student or in any of the relationships in your personal life, these are your “products” and they determine your comparison group and the minimum expectations for your brand in each of those roles.

At the product level of a brand, the expectation is you will do a good job whether that be based on a job description, or the common expectations for the role you’re playing whether that be a student, friend, child, parent, sibling, etc. At this level of a brand, you won’t stand out when you’re doing a good job because just like the stuff you buy, when something works, it does not make it a high brand because that’s expected and in some cases paid for.

It works the same way in people.

Anything expected is not memorable. Memorable happens when people receive something above the expected. Missing this truth is why many today who are doing a good job wonder why they’re not standing out (wondering where’s my congratulations, promotion or raise?).

Just knowing this will give you an edge in life.

Having a good and working product is the foundation for all brands. Because of this, you should see your “product” like a “ticket” that gets you into your comparison group where you can start to elevate your brand and separate yourself from others by making strong first impressions and delivering an experience that makes people feel valuable.

You're A Brand

"Your brand is what other
people say about you when
you're not in the room."

Jeff Bezos