

# **JOE** BERNSTEIN **COACHING**

**Losing 150 lbs Did Not Make Me Confident  
and Happy...**



**Aligning Life with My Values Actually Did.**

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

[joe@dropthearmor.com](mailto:joe@dropthearmor.com)

Hi,

I'm Joe Bernstein.

If you aren't familiar with me, I'm a personal and professional growth coach and the owner of [Drop the Armor Coaching](#).

I have lost over 150 lbs and kept it off, survived and began to thrive in response to a painful divorce, overcame crippling anxiety and fear based living, and ended a successful 14 year career as a high performing corporate manager to follow my passion for helping others by creating a thriving coaching practice.

I'm currently helping clients who are on a mission to create transformative growth in both personal life and business. One of my clients is focused on improving his 23 year marriage and doubling the value of his business. Another is working on building the confidence to date again and go after new passions and more income with her business. Another client is committed to losing 200 lbs, in a healthy way, no matter what it takes.

If it takes overcoming fears, and expanding your limits, I am 100% committed to helping you transform and go after what's possible in life. These are a few examples of how I serve my clients.

My clients are done running, hiding, blaming others and looking for quick fixes. They are ready to make a full commitment to an amazing life and nothing will stop them. They are ready to end the excuses and really feel their personal power.

If you are receiving this you must have heard my conversation with Katherine on the World Confidence Summit. You probably heard me talk about how creating a life in alignment with my

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passions and values not only helped me lose my weight, it's the reason I keep it off, and is what truly makes me feel inspired, empowered, confident and happy.

### **The Obstacle**

When you are unclear about what is truly important to you, you have a tendency to chase what doesn't make you happy. You are often looking for the quick fix or short cut to the thing you think you want.

Inevitably that leads to a cycle of stopping and starting, blaming ourselves, and **losing confidence in the process**. The application of this "yo-yo" way of being is clear in diet and exercise, but for many people it is a cycle that is pervasive in other parts of life too.

This same pattern and mindset shows up in relationships, career, money and sex. One of the ways to break this pattern is to get clear on what WILL really make you happy and on what is truly important.

That is why one of the first growth assignments I give to my new clients is a core values exercise. It doesn't matter if we are working on health, income or sex life, this is where we start!

### **The Path to Confidence**

When you begin to go after what will align your life with your values, you begin to truly find happiness and confidence. Choices around food, body, money, health, career and family all get much easier.

All growth and change follows the arc of a hero's journey. Imagine that your journey is you on a boat in the open ocean. Think of your goal as a destination. Your plan is a map. Your body, your mind, family, friends, job, and environment is the boat. **Your values are the compass and the stars in the night sky.** Without being able to see the stars, and read the compass, you won't get to that intended destination.

So I encourage you to do this exercise of identifying your values and then answer the "integration questions".

Then participate in the challenge that I give you towards the end of the exercise.

Feel free to send them to me for review when you are done. I'd love to know that you are that much closer to creating a life of happiness and personal power.

**continued on next page**

## **Identifying your Core Values**

This practice sets a foundation of success in expanding our authentic confidence and self worth. When you are clear around what is important to you, it's easier to create a life with values as a map and compass to orient you towards what you want.

I will model by sharing my 6 core values.

**Passion**  
**Auth-integrity** (combining Authenticity and integrity)  
**Humor**  
**Service**  
**Mindfulness**  
**Growth**

**Now its time to select yours.**

**[Here is a list of values to choose from.](#)**

You can also make up your own. Don't let the list overwhelm you.

Create a list of your six core values and put it up on the wall or a note on your phone or an index card in your wallet or all of them.

Check in often and ask if you are living your values and if you are surrounding yourself with people who represent a few of those values. As you go into work or social situations, focus on 1 or 2 of those values at a time.

To take a deeper dive do the "integration questions" below.

## Integration Questions

**For each of your 6 values, write a description of this value in your own words. Then paint a picture of what this looks like in real life. Example below.**

**Courage**-I don't let fear stop me from taking action. When something brings up fear in me, and I know that it may result in me growing or coming closer to what I want in life, I feel the fear and do it anyway. This looks like how last week I was upset by something a friend did, and rather than holding it in and resenting him, I called the next day to tell him what I was upset about. I did this because I knew I value the friendship and want it to grow.

### Your turn!

Value #1 \_\_\_\_\_

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Value #2 \_\_\_\_\_

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Value #3 \_\_\_\_\_

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Value #4 \_\_\_\_\_

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Value #5 \_\_\_\_\_

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Value #6 \_\_\_\_\_

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**“Integration Questions” continued**

Which 2 values do you feel that are already living in alignment with?

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Which 2 values do you feel that you are least living in alignment with? These are still aspirational for you.

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Who in your life lives most or all of your values?



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## The Challenge

Now that you have clarified your values, I challenge you to deepen into them. We do this through conversations with others and we do this with actions.

What is one small action you can take today or tomorrow to be more in alignment with your values?

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Over the next 7 days, challenge yourself to share your list of values with at least 3 people important to you. Create a conversation about values and see what happens. My clients report that they have some of the richest and most eye opening conversations when they take this challenge.

Thanks for reading this and doing the exercise. This can be a starting point for a big lifestyle change or transformation. All change starts within. When you are done with this workbook, send

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[joe@dropthearmor.com](mailto:joe@dropthearmor.com)

it to me and show me how much clarity you've gained. I'll share a thoughtful response.

If you want to know more about working with me as your coach, you can [click here to find out more.](#)

### **Here is what some of my clients have to say about our work together.**

*“Working with Joe has been a life changing experience. I trust him enough to share things I don't share with others, while knowing he will call me on my bull shit in a compassionate way. **Not only am I spending less but because Joe helped me see my value, speak my truth and stand up for myself, I now make \$30,000 more a year in the same exact position!**”*

*I used to hesitate and over analyze. Now I have more courage to examine my life and go after what I want. I'm more passionate, curious, grounded and adventurous. If there is anything in your life that you want but don't have in wealth, career, health or mindset, Joe will help you reach the next level of success.”*

*Dave Standish - Senior Technology Consultant*

*“With Joe's help I got a promotion with more responsibility, less stress and was more exciting to me. I took the lead with my new bosses. I told them when I'd start, what my key objectives were and what the plan was for my role...not the other way around. **Because of our work together, I now stand in my bold leadership energy consistently. I know I am an expert, and I feel like I'm in charge at work and in my life.** I would recommend Joe to anyone who is ready to make serious changes with food and health or anyone who is ready to step up in career or business.”*

*Jeff Coulter - Senior Instructional Design Specialist - GAO Learning Center*

*“My whole life I would talk about the things I wanted to do and usually not get them done. Now when I say I want to do something, it gets done at least 90% of the time. Now I am more of the man I want to be. I get up early and get shit done consistently before work. I'm not negotiating with myself; **I commit to a goal and take action. Now I exercise daily, step right into difficult conversations, and I'm disciplined. I am a proactive participant in my life; I'm intentional about what I do. I've sharpened my clarity on priorities and no longer procrastinate.**”*

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*Work with Joe if you want to be in integrity with yourself, create new habits that will empower you and improve your relationships. If you care about your growth and you have ever felt “stuck”, hire Joe.”*

*Damian Popkin - Community Sports Director*

If you made it this far and have done the work to identify your values, I want to offer you a complimentary coaching session to help you understand how to live life with more calm and confidence.

Simply email me at [joe@dropthearmor.com](mailto:joe@dropthearmor.com) to claim your session.

In Service,  
Joe Bernstein



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