

“15 Power
Moves That Will
Change Your
Life”

Da'Nielle.I.AM

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DEDICATION

This book is dedicated to my children Roshann and Jerriah and to my niece Rachel. In life, may they know as long as God is in it, then there is absolutely no limit.

You can truly achieve all that you dream. And remember, when you change, so does the world around you, but it **MUST** first begin with **YOU!**

For any business and/or branding products and services visit Da'Nielle.I.AM's company website at www.GoUBME.com

To schedule Da'Nielle.I.AM for a branding workshop, speaking engagement, and/or to host an event, visit her personal website at www.DaNielleIAM.com

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ACKNOWLEDGMENTS

Thank you to the following individuals who without their contributions and support this book would not have become a reality: To my husband, for allowing me to work many late hours so that I can continue to strive and reach for my dreams, to my friends, my TRUE friends, you ABSOLUTELY know who you are, I say with gratitude, thank you for supporting me, pushing me, praying with and for me as I take this journey of transformation to change for the better, and to my family, those of you who have also encouraged me along the way, I love you all so much, and thank you for believing in me, and last but never ever least, a huge Thank You from the bottom of my heart to my parents, you have instilled in me the power of prayer, hard work ethic, and a drive to succeed that is out of this world! Thank you for not giving up on me, and allowing me to find my own path, my own way.... to allow me to be me, has been the best thing you could have ever done for me.

I love you ALL dearly.

1 REFLECT ON THE CHANGES YOU
WANT TO MAKE



The first thing you must do is say out LOUD that I want to CHANGE! I am READY for a SHIFT! I finally recognize that I am STUCK and am ready to start living and being the BEST me that I can be! Then, start saying OUT LOUD the specific changes you want to make. Be honest, specific, and realistic with these changes. Where do you see yourself one year from now? Five years? Ten years? Will you be married? Will you have kids? Will you own your own home? What kind of job or career will you have? Once you have first acknowledged those changes out loud to yourself, then begin by envisioning those changes ALREADY made! Imagine how your 'CHANGED' self will be. Play the vision out in your head. Envision it EVERYDAY! You have to SEE IT before you can BE IT! Remind yourself every day of the changes you want and desire to make in your life.

2 CREATE A GAME PLAN FOR MAKING THOSE CHANGES



If you make plans to change without making a map as to HOW you plan to change, then you've already failed before you even start. Think about it. Write down your goals and plans to change, but also make them realistic and attainable. You can become and transition into anything you choose, but you have to make sure that the plan matches the goal and that you are willing to do whatever it takes for you to succeed with your plan. Remember, when you don't make realistic plans and/or set realistic goals, often times you will fail. This can make you feel like a failure, when that's not the case. It is important to create a 'game plan' as to how you want to or should go about making those changes.

3 STAY MOTIVATED



Staying motivated is very important because you are definitely going to need that motivation in order to see your re-creation, re-inventing and/or your re-branding process through. There is nothing overnight about this process, which is why it's called a process. There are steps that you have to take. One at a time! You can't leap over a few, because you'll miss some very important life changing moments/milestones that will make a huge difference in your overall change. Remember to pace yourself. Your goal is to become better than YOU were the day before, not better than someone else. Take it one day at a time. Even if you miss a step, or haven't reached a milestone in an expected time frame, don't feel down or bad on yourself. You only have something to prove to yourself and no one else. Rome wasn't built in a day!

4 SHARE YOUR PLANS TO RE-
CREATE, RE-INVENT, AND/OR RE-
BRAND YOURSELF WITH OTHERS



In order for your re-creation process to be successful, you're going to have to build a support team. You're going to have to surround yourself with like-minded individuals that share a common passion and interest to make positive changes and/or those that will do their best to support you on your journey and mission to change! Either way, since re-creating yourself takes time, you're going to need all the people in your corner cheering, rooting, and believing in you that you can get. It is also important to share your plans with others because that will help hold you accountable if others are aware of your journey to change. If others are aware, and genuinely have your best interest in heart and mind, they will encourage you to keep to your commitments and see it through until the end and until you are satisfied with the changes you've made to your life.

5 IMPROVE THE WAY YOU THINK



If you change your mind, then you change your life!
It's THAT SIMPLE! Start seeing and looking for the good in things and in people. We know all things and all people are not good, but that's not your issue, nor for you to go looking for. If something is meant to be revealed, then please trust and believe me when I say, when it's time, and not a minute later, you will know what you need to know. Until then, live your life from now on looking at the positive side of things. Speak positive about your life and what's going on in and around your life.

Your improved thinking may not change your situation, but it sure will change how you view or feel about that situation. Thinking positive will improve your life, and relieve unnecessary stress.

Life is all about 10% of what happens to us, but 90% of how we react to it. When YOU change so does the world around you! When you improve your thinking and how you see things, it improves your total outlook on life for the better, thus allowing you to grow into your much more purpose filled, positive life.

6 IMPROVE THE WAY YOU INTERACT WITH OTHERS



If you're a shy person, start challenging yourself to speak more around other people. If you're a talker, try challenging yourself to listen more. When it comes to improving the way we interact with people, trust plays a major role. So many of us are carrying around tons of emotional, mental, and spiritual baggage that gets in the way of how we interact with others or with how we run our businesses. This same baggage can also hurt our personal and professional relationships. We've all been hurt before, lied to, cheated on at some point, stolen from and more, but you're going to have to stop looking for the bad and the dishonest and learn to just go with the flow and take a risk.

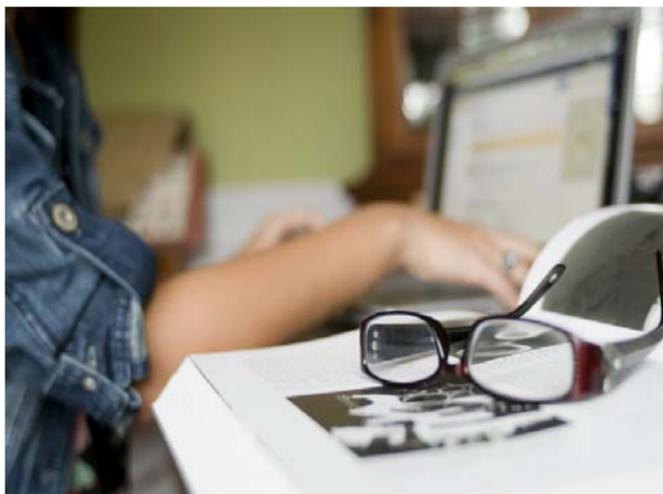
Another key to improving how you interact with others is to open up a little. You'll never know if someone can relate, or understands you, or can give you excellent advice if you're not honest in your interactions. You don't have to go too deep or even get too personal, but just open up enough to be able to build honest relationships, friendships, and acquaintances that can be beneficial to you and your new, more purposeful life. When you position yourself for a change, you will need to step outside of your comfort zone and personal circle in order to network with the new people in your life. You have to learn to be flexible, confident, and--most of all-- be yourself in your interactions. Let the new you shine through. People will notice – and so will you!

7 IMPROVE YOUR HEALTH



Improving your health is important because how you feel health wise can determine other factors in your life such as stress, obesity, your attitude, your skin complexion, etc. Make sure you drink PLENTY of water. Staying hydrated has a major impact on your health. Amazingly, drinking plenty of fluids, and not just fluids but water, can be key to improving many unhappy areas in your life. While you're working on your health, find time to include exercise into your daily schedule. When you feel good, you react better, you think better, you look better, and you just do better. When you don't feel at your best, you don't operate at your best. Improving your health should be one of your top priorities as you build and maintain a healthy lifestyle.

8 IMPROVE YOUR EDUCATION



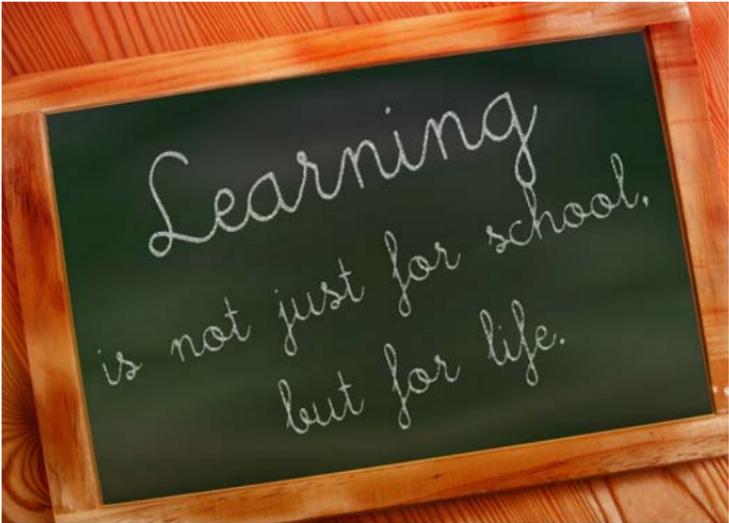
If you don't do anything else, please take the time out to educate yourself. What you don't know NOW in this day and time is your own fault but you can improve. As long as there's the internet and you have access to it, either through your phone, tablet, laptop, desktop, etc. There is absolutely no reason why you should be left behind when others are improving their minds and their lives. If nothing else, you should educate yourself in your own industry in business and in the areas you're aiming to change in your personal life. From books to articles, to how-to-videos, etc, there is always an opportunity to learn. Never stop educating yourself. Your education will always be with you. Try to make a goal to learn something NEW EVERYDAY! It's important to improve your education because it makes you a better asset in both your professional and personal life. Education also gives you credibility and earns you respect.

9 READ MORE



Reading more goes hand in hand with improving your education. Reading is truly fundamental. It improves our conversation, it builds our vocabulary, it can give us more insight into situations, it's relaxing, it's rewarding, it allows you to expand your thinking, and most of all, it builds your confidence! Take the time to read every opportunity you get. You'll be surprised at how many things come back to you during your conversation with others as well as when you need to remember something the most. You'll have the knowledge because you read more.

10 LEARN FROM OTHERS



Always be willing to learn from someone else – especially from someone who has done what you're trying to do. You can always learn one or two things from everyone. Sometimes it's as simple as learning what to do or what not to do. That's called learning by example. You are never too old to learn from others. One of the best ways to learn from others is to communicate with them. Get out of your shell and/or comfort zone, and interact with others, have fun, and soak up any information and lessons you can. If you are in a shell, it's for a reason. You may not be confident in some areas, and that may go back to you not being educated in certain areas, which can be due to a lack of reading.

Everything is interconnected. When you don't have confidence, you don't feel like you belong. You may sit on the sidelines of life watching everybody else play. Get in where you fit in and surround yourself with others who can teach you something positive. One thing to remember is if you're the smartest person in your circle, then it's time for you to find a new circle! You should want to grow in some area of your life every day. Knowing how and when to learn from others is a great start!

11 LEARN TO FOCUS



Being focused is a learned behavior. It takes self discipline. You have to learn to de-clutter your life of all the people and things that are holding you back or dragging you down. Whoever and whatever it is, if they or it aren't adding to you, they are simply taking from you. You need to focus and determine what things and people may need to be removed by figuring out which are distractions and causing you to stunt your growth for change. Stop making excuses to keep them around. Learn to clear your life of clutter so you can focus on the tasks at hand.

That is a challenge within itself, because we are pulled in so many directions, and so many things and people need our attention. You're going to have to find balance in all that you do, so you can stay on your path to re-create, re-invent and/or re-brand yourself with ease. Write things down more, and place the goals you plan to reach to achieve your re-creation around you DAILY so that you can remain focused and be reminded of the journey you're on. It's not an easy path, but it is definitely one worth being on.

12 CHANGE THE WAY YOU LOOK



In terms of our brands, we should change the way they look at least once every ten years. Changing the look means the visuals as in the logo and the overall look of your company. This is done so your brand can stay up to date and modern in terms of its image. Your company's core values and core message doesn't change, but you can't keep your same logo from 1985. It needs a little sprucing up. The same thing goes for your personal life.

When aiming to re-create, re-invent, or re-brand yourself, you should also re-create a new look. As we grow, change, and mature, so should our look. Sometimes a good makeover, a change in our look and appearance, can be just what the doctor ordered. When we look good, we feel good, and when you feel good, so do others around you because that's the energy you give off. Positive energy attracts positive change and positive people. With a NEW look, comes a NEW attitude.

When we begin to change how we think, we begin to change how we live. If you desire to loose weight, gain weight, tone up your body, color your hair, cut your hair, hire a personal stylist to assist you with changing your wardrobe, update your website, your logo, your company's color scheme, or whatever that change is for you, either personally or professionally, make sure you stay on top of that and as often as needed because it's

important for your overall morale and it boosts your confidence. We attract how we feel. If we're tired of seeing our same old look, then imagine what others are feeling. When you feel great, you perform great!

13 CHANGE YOUR HABITS AND YOUR
ROUTINES



Changing your habits and your routines are an essential part of your total re-creation! If you've been doing the same things day in and day out, isn't it crazy to expect something different in return? You have to change your attitude and your mindset in order to get something different in return. If you're trying to save more money, you have to change the way you save and/or spend, and change your financial habits and routines. If you're trying to lose weight, you must balance your calorie intake and add some exercise to your daily routine. Change will NEVER come without a change! The changes we want to see must begin with us first! You won't lose weight without a change in your diet. You won't gain friends if you never show yourself to be friendly first. The same goes for re-creating yourself. You can't re-create yourself, your thinking, your life, or anything in it if you never break those old habits or break out of your same old daily routines. Try something different.

Trying something you've NEVER done before can really be exciting as well as rewarding. As an example, try driving a different route to work. You may just find you could have been saving time on your daily commute. If you are shy, volunteer to speak at an occasion. You may just find you're pretty good at public speaking. If you're buying a car, try buying a color you've never had before. You'd be surprised at how good it looks on you.

Sometimes just doing things different, can assist you in re-creating yourself. It allows you to see and explore things you didn't even know about yourself.

Deciding not to change your old habits and routines to ensure the ultimate re-creation, re-invention and re-branding of yourself, is like not putting gas in your car when you know you're about to drive a great distance. You will find yourself unprepared for the journey up ahead.

14 CHANGE YOUR ENVIRONMENT



Changing your environment to reflect the changes you desire to make is just as vital as changing your thinking. It plays a MAJOR role in your journey to re-create, re-invent or re-brand yourself. If you desire to be rich and wealthy, then you're going to have to be around the rich and wealthy so they can show and tell you how they made their fortune. No one has ever become rich by hanging around those that are not. If you are on a journey to elevate yourself and create positive change, then it is imperative you place yourself in environments that are conducive to your change. You have to GO where you can GROW! Those are words everyone should live by.

Another aspect of our environment is the company we keep. If the people around you are not on a continual path to better themselves, or at least support you while you better yourself, they are NOT for you. If something or someone is not for you, then they are against you. Change your environment to reflect the changes that you want to see within yourself. You have to associate yourself with those whom you desire to be, not with those where you are. Doing so builds a support group of like-minded individuals that you're going to need to help, encourage, and motivate you along the way.

15 LOOSE THE PROCRASTINATION



If you make a plan, map out how you're going to attack that plan, make sure you have all the tools and people in place to get all that you need accomplished in that plan, but NEVER act on it, then you will NEVER change ANYTHING and NOTHING will ever change you! Time is the biggest illusion you face. We think we have so much of it. We continue to put off for tomorrow what can simply be done today. When tomorrow comes and something else comes up, gets in the way, or we simply forget, the important things we meant to do never gets done. It becomes another item on your to do list that you never check off. If you are going to take your journey to re-create, re-invent and/or re-brand yourself seriously, then you are going to have to get up, grow up, and get a handle up on your business.

This is YOUR life. You only get one shot at it! There are no do over's or come backs. Once you are aware of the changes you need to make in your life, then it's up to you to act upon those changes and the plans to make those changes, or you will be left behind. The only way to not be left behind is to simply catch up. That's it and that's all! Don't procrastinate. Face what needs to be done and check it off your to do list today – not tomorrow.

CONCLUSION

Remember re-creating, re-inventing, and re-branding yourself is a process that requires steps, not leaps or jumps. Pace yourself, be true to yourself, treat yourself, and stop cheating yourself. If you follow the fifteen steps outlined in this book, you will be well on your way to turning your dreams of change into reality. Life is precious, and so is time. So remember, when YOU begin to change, the world around you changes. Commit to living the best life possible and being the best you can be. The journey is long, but you'll be happy you took the first step.

YOUR PERSONAL LIFE AREAS ASSESSMENT SHEET

**Assess the 16 areas of balance in your life on a
scale of 1-10.**

Write down the reasons which explain each score.

Life Areas:	Assessment Score (1-10)	Reasons for this Score:
1. Personal Development		
2. Career		
3. Health & Fitness		
4. Relationships (both Personal & Professional)		
5. Social Life		
6. Financial Status		
7. Quality of Life (Leisure, Travel,		

Fun, Adventure)		
8. Spirituality		
9. Family Values		
10. Communication with Others		
11. Time Management		
12. Time Spent Reading		
13. Knowledge & Education (in and out of Your Field or desired Field)		
14. Resistance to Trying NEW Things		
15. Level of		

Positive Thinking		
16. Contributions Made to Help Others (Time, Money, Energy, Prayer, etc.)		

MY PERSONAL 15 POWER MOVES GOAL SETTING WORKSHEET

(Can be used for your 3, 6, 9, or 12 month goals.)

Questions About My Power Moves:	Answers About My Power Moves:
1. What changes do I desire to make?	
2. What's my game plan for those changes?	
3. What will I do to help stay motivated to make those changes?	
4. Who can I share my plans with to recreate myself that will encourage me during my change?	
5. What goals can I set to improve the way I think?	
6. How can I improve the	

way I interact with others?	
7. What goals can I set to improve my health?	
8. What goals can I set to improve my education?	
9. What goals can I set that will assist me in reading more?	
10. What goals can I set to ensure that I learn from others?	
11. What goals can I set that will help me focus more?	
12. In what ways and areas can I improve the way I look?	
13. What goals can I set to assist me in changing my habits and routines?	

<p>14. What goals can I set that will assist me in changing my environment for the better?</p>	
<p>15. What goals can I set to assist me in not procrastinating with making these changes or any change for the positive?</p>	

<p>My Action Steps I Plan to Take to Make My Moves:</p>	<p>My Resources/Support I Need to Help Me Make My Moves:</p>

MY PERSONAL 15 POWER MOVES CHECKLIST

(Can be used for your 3, 6, 9, or 12 month
evaluation.)

My Power Moves:	List Progress Made:	Were Goals/Objectives Met or You Still Need a Little More Time:
1. Changes I've successfully made were:		
2. I stuck to my game plan for making those changes by:		
3. Things I did to help me stay motivated:		
4. I shared my plans to recreate myself with		

others to encourage me during my change, and it helped me by:		
5. I improved the way I now think by:		
6. I improved the way I interact with others by:		
7. I've started to improve my health by:		
8. I have definitely improved my education by:		
9. Things that have helped me read more have been:		

10. Things that I've done to ensure that I learn from others were:		
11. I have now learned to focus more by:		
12. I have now improved the way I look by:		
13. I have definitely improved in changing my habits and routines by:		
14. I have changed my environment for the better by:		
15. I no longer		

procrastinate or as much with making these changes or any change for the positive by:		
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Power Thoughts By Da'Nielle.I.AM to help
EmPOWER & Motivate You to Change
Your Mind to Change Your Life:

“I.AM the CHANGE that I want to see, it must
FIRST begin with ME.”

“I.AM FREE to be whatever God says that I can
be.”

“I.AM MORE than a CONQUEROR, every chance
at a NEW day, I AM Winning!”

“I.AM NOT what happens or has happened to me,
but simply what I CHOOSE to be, my past does
NOT define me.”

“I.AM strong even when I am weak, because
GREATER is He that is in ME!”

“I.AM EXACTLY where I'm supposed to be and
right where God wants me to be.”

“I.AM who I am, nothing more and nothing less,
and there's NO mistake there!”

“I.AM the CHANGE, it's already here, I just have
to EMBRACE it.”

“I.AM STILL at my BEST, even at my worst!”

“I.AM spending time MORE wisely, now that I
know it's priceless.”

“I.AM BEAUTIFULLY flawed, and I love and
embrace every bit!”

Write Your Own Power Thoughts for
Motivation on Your Journey to Recreate
Yourself:

“I.AM_____”

ABOUT THE AUTHOR

In just a few short years Da'Nielle.IAM also known as Da'Nielle Veasey has made a positive name for herself and is still creating an impressive dent in the marketing and business industries. Da'Nielle has utilized her Bachelor's Degree in Business Management and Administration and Associate's Degree in Marketing, and launched UB4ME Business Consulting & Marketing Firm (known as UBME) in 2007. Over the last 7 years, Da'Nielle's firm has proven to be versatile, able to adapt services to various corporate and entertainment environments. Under her leadership, UBME, a one-stop shop for ALL Marketing, Advertising, Branding and Promotional needs, has earned the reputation of being business savvy and dependable. With such a wide range of services offered, UBME has had the pleasure of working with some of Dallas' most elite and prominent business owners, CEO's, leaders and venues.

Born and raised in Dallas, Texas, Da'Nielle is no stranger to the spotlight. Originally setting her sights on the entertainment industry, UBME came about as Da'Nielle was pursuing a singing and acting career. During that time she realized the investment and time it took to market, promote and brand. She dived into the tasks and eventually became a proficient in the industry and soon gained recognition for her work.

In line with her love of the entertainment world,

Da'Nielle was a female radio personality on the “Deuce and Soundz Show” of Fishbowl Radio Network and gained the title 'Da'Nielle the DonDiva' delivering the best in daily news, and celebrity gossip with her titled segment “Da'Nielle's Dime.” She currently hosts a radio show with “Tha After Party Radio” entitled the “Bosses Brunch,” and a show with “Jam Vibes Radio” titled The “iBRAND with Da'Nielle” Radio Show, providing valuable tips and tricks of the trade to business owners and entrepreneurs.

To add to her repertoire, Da'Nielle is the co-partner of Quality Events Dallas, a marketing and promotions company that hosts and sponsors one of Dallas' most longest-running Comedy Show Series titled, “We Got Next” along with a host of other events from poetry shows, to open mic contests, to celebrity bowl-a-thons and basketball games.

Her latest addition to her career path has been motivational speaking, brand coaching and presenting workshops in areas such as brand awareness, business and motivational empowerment which has prompted her to be the creator and founder of the “I.AM the Change Movement” which empowers individuals both professionally and personally to understand that any change desired must first begin with yourself. And currently, Da'Nielle is working on her second book due to be released and also published the end of 2014, as this current book is her first of many to come.

Considered to be very genuine and easy going, Da'Nielle's favorite quote is "I am who I am" and is known for her forthright personality. She has a love for giving and enjoys volunteering with the North Texas Food Bank, nursing homes, homeless shelters, the Scottish Rite Hospital and the Annual Muscular Dystrophy Summer Camps for Special Needs Children.

She is a self professed "food lover" and thoroughly relishes in eating, reading, writing in her journals and of course singing and acting and enjoying time with her family and friends as well as mentoring others.

A few of Da'Nielle's latest accomplishments have included being selected in the Class of 2014 "Who's Who Among Women in E-commerce" for the "WE Magazine", as well as selected for the "Innovative Woman of the Week" for the "Today's Innovative Woman Magazine". Da'Nielle has also had the pleasure of being featured in the "Women's Voices Magazine" as well as have had her articles featured and published in several magazines which include the "Women in Business and Industry Magazine", and the "Southern Dallas County Business and Living Magazine".

Da'Nielle expresses that her ultimate goal for UBME is to be considered one of the Top 5 Marketing and Advertising firms in the DFW area and to become a frequent name in business conversations, within other companies and to be known as "That firm that GETS THE JOB DONE!" Her personal goal is to be known as a force to be reckoned with in the field, and to GET RESULTS!

You can always expect to see and hear major moves coming from Da'Nielle. She truly brings a breath of fresh air, a new face of motivation and determination to the business world.