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Welcome

ABOUT AYSE

Ayse has worked with multiple Fortune 500 companies around the world, saving them hundreds of millions in revenue.

She offers a unique mix of mindset and business consulting which has also impacted 1000's of startups and entrepreneurs worldwide.

Ayse has also worked and trained with some of the biggest names in business and personal development including Richard Branson, Tony Robbins, Deepak Chopra, DavidJi, Abraham Hicks, & Gabby Bernstein.

Ayse is not just professionally trained, she has worked her way from the bottom to the top in a range of roles including bar manager, secretary, commercial producer, and voice over artist she brings a unique first hand experience to her consulting.

But all that switching roles in an attempt to find something she loved and overworking finally led to life saying ENOUGH and forced her to take stock.

Ayse launched her business in 2015 after waking up paralysed and being told she was incurable. This was the moment that sparked a deep desire to take care of herself and live life on her terms.

This WTF moment led to a personal growth pilgrimage that transformed her body, mind, business and spirit.

It took just 6 months to cure her paralysis and within a year she was healthier and happier than ever, even going on to lift over 930 lbs on the leg press.

Her extensive and unique experience in both professional and personal transformation means she knows exactly how to ensure both you and your business are thriving, regardless of the circumstances and diagnosis from others.

Seven years on, running a mission-driven business that helps people manage their self-care and build a thriving business without losing themselves in the process.

If Ayse can do this with what she went through, imagine what **YOU** can do with her help.

AYSE DURMUSH
THE TRANSFORMATION EXPERT



CONTENT

INTRODUCTION

2
DAYS

3
TESTIMONIALS & REVIEWS

HOW TO USE THIS BOOK

I have created this guide to help you embed some of the essential habits needed to truly create a life of success.

Honestly, it takes less than 15 minutes of your day each morning to truly transform your day and this in turn has the power to transform your life!

Don't believe me? Try it and see how you get on, and I bet you'll see improvements you never even considered by taking the time daily to focus on you.

How many times have you wanted to do something in your life or your business, got excited about it, started the work but then life got in the way and you fell back into old habits and that thing you wanted to do ends up never happening?

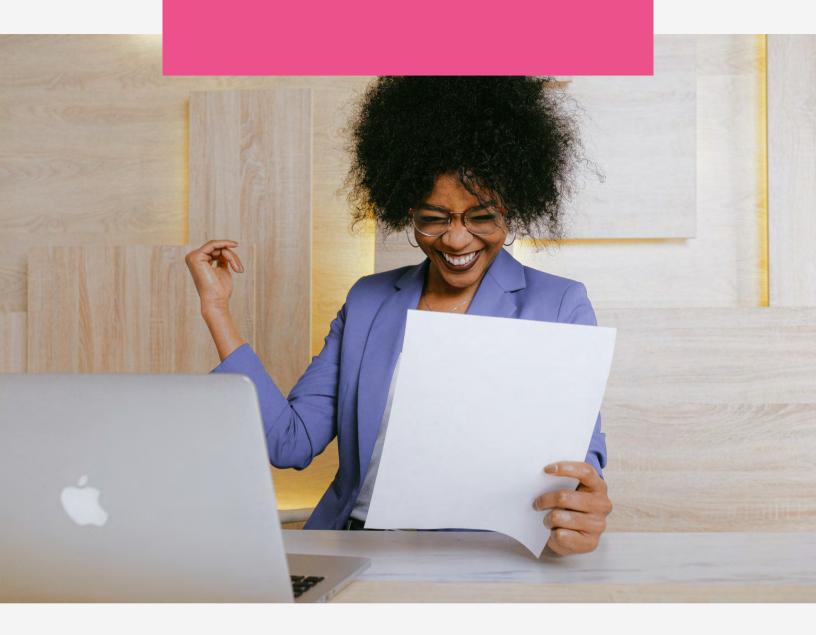
It's annoying right? In many cases it can be downright painful too. Who wants to live an unrealised life?

Now there could be many reasons why you didn't do the thing. But I believe that the first piece of the missing puzzle no matter what you are doing is ensuring you have a POWERFUL mindset.

One of the best ways to develop that mindset is by practicing strong daily rituals.



TRACKING



TRACK YOUR WAY TO SUCCESS

This is something that I learned from some of the biggest names in business. Literally every single person I know who is successful, has tracked their way to the top.

There are many ways you can track your daily mindset, and to be honest they can be quite overwhelming too. So I have broken things down into an easy to manage guide so that anyone no matter how busy they are can implement these changes and watch their lives improve.

Evidence based science is now proving the benefits of waking up early and writing down your goals, visualisation and gratitude. All these powerful tools are free and have the potential to shift your entire life. Many of these are subtle and small changes to incorporate but trust me they add up and if you remain consistent, they will come a day where you suddenly realise that things are generally better; and it's going to feel SO GOOD!

In turn this work will help you become more efficient, productive and ultimately successful.





GRATITUDE



HOW TO TRACK GRATITUDE

Gratitude is always my starting point when I look at someone's routine and assess their path to success.

It has been proven that gratitude can elevate you out of any state. Because you cannot feel grateful for what you have whilst still. feeling depressed or sad. It is an absolute essential of any daily practice and always my go to when things start to get a bit crazy in life!

A daily gratitude practice can literally alter how you feel each morning, from the moment you wake up. And by consistently thinking of things each day that you are grateful for, eventually you'll find it becomes much easier to come up with ideas and the gratitude practice will become second nature.

The point of this practice to focus on what we do have and not focus on what is missing.

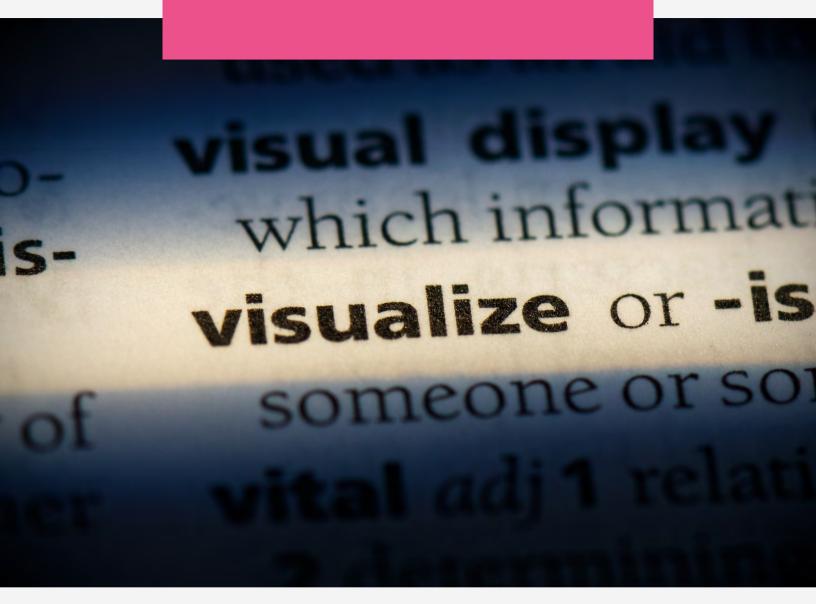
Research has also shown that a daily gratitude practice can increase goal achievement and encourage you to live a healthier lifestyle.

So you can improve your mood, reach your goals and feel better by just being grateful five minutes a day.

So grab a pen and write down 5 things you are grateful for each day. That's it!



VISUALIZATION



HOW TO USE VISUALIZATION

One of the foundations within in the law of attraction training is that what you focus on becomes your reality.

The truth is that for most people their day consists of focusing on the things that are going wrong in their lives, or looking at the problems they have rather than focusing on something they actually want.

So many people are living their lives on autopilot and unaware that this state of mind is an actual block to them having the things they desire.

But it's not just those who believe in the law of attraction that use visualization as an effective tool.

Even athletes and astronauts use visualization when they are working on achieving their end goal - why because it actually rewires your brain. Because the mind cannot differentiate between the imagined and the real. So by simply visualizing your desired outcome you help to program yourself to achieve the once believed to be impossible.



Remember you don't need to know every single step of the journey.

- Just decide what you want.
- Know that you deserve it.
- Believe you can have it, and then take one small step towards it every single day toward it.
- Rinse and repeat

So you simply write down what you want your new reality to be. Then close your eyes and visualize it becoming real, feel it, see it, smell it, taste it and touch it - the more you can incorporate your five senses the stronger the visualization will become.

Ideally the best time of day to work on your visualization is first thing in the morning. But so long as you do it daily, anytime is fine



MOOD TRACKING



HOW TO TRACK MOOD

When I ask clients to track their moods, it's often met with some skepticism. For many until they actually track what's going on on a day to day basis they have no clue what could be quietly triggering them throughout the day. It could be a call with a family member, a team mate saying something that upset you. Or maybe even boredom or anxiety. There could be a whole host of things that cause your mood to change in the day. The point of this daily tracker is not to judge but to capture.

Just note your moods throughout the day and then at the end of the day log your overall mood in the weekly tracker.

Remember to make notes of any triggers and lessons you may have in the day. This way you'll be on the path to truly understanding what is going well and what you may need to potentially change in your environment.

Remember NOT TO JUDGE, do not beat yourself up if you have low days, we all do. Just learn from them



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DAILY VISUALIZATION

Take 10 Minutes first thing in the morning.

Visualize your life how you want it to be.

How do you look, where are you, who are you with, what are you doing, what does it taste, smell and sound like and most importantly how does this make you feel?

Focus on that good feeling and know that even know you may not know how it will happen, trust that it will. Then let it go and get on with your day.

ONE THING I CAN GET EXCITED ABOUT TODAY IS...

TODAY I VISUALIZED

Monday

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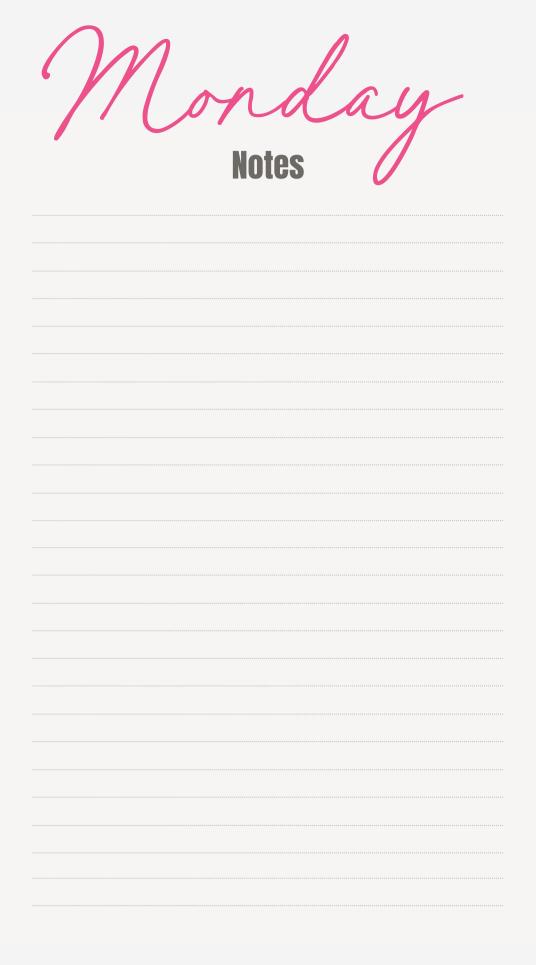


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Mood Tracker

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POWERFUL HEALING



THIS IS ONE OF THE MOST POWERFUL MANTRAS AVAILABLE

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Tuesday Visualization

DAILY VISUALIZATION

Take 10 Minutes first thing in the morning.

Visualize your life how you want it to be.

How do you look, where are you, who are you with, what are you doing, what does it taste, smell and sound like and most importantly how does this make you feel?

Focus on that good feeling and know that even know you may not know how it will happen, trust that it will. Then let it go and get on with your day.

ONE THING I CAN GET EXCITED ABOUT TODAY IS...

TODAY I VISUALIZED

Tuesday

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Mednesday

Visualization

DAILY VISUALIZATION

Take 10 Minutes first thing in the morning.

Visualize your life how you want it to be.___

How do you look, where are you, who are you with, what are you doing, what does it taste, smell and sound like and most importantly how does this make you feel?

Focus on that good feeling and know that even know you may not know how it will happen, trust that it will. Then let it go and get on with your day.

ONE THING I CAN GET EXCITED ABOUT TODAY IS...

TODAY I VISUALIZED

Mednesday

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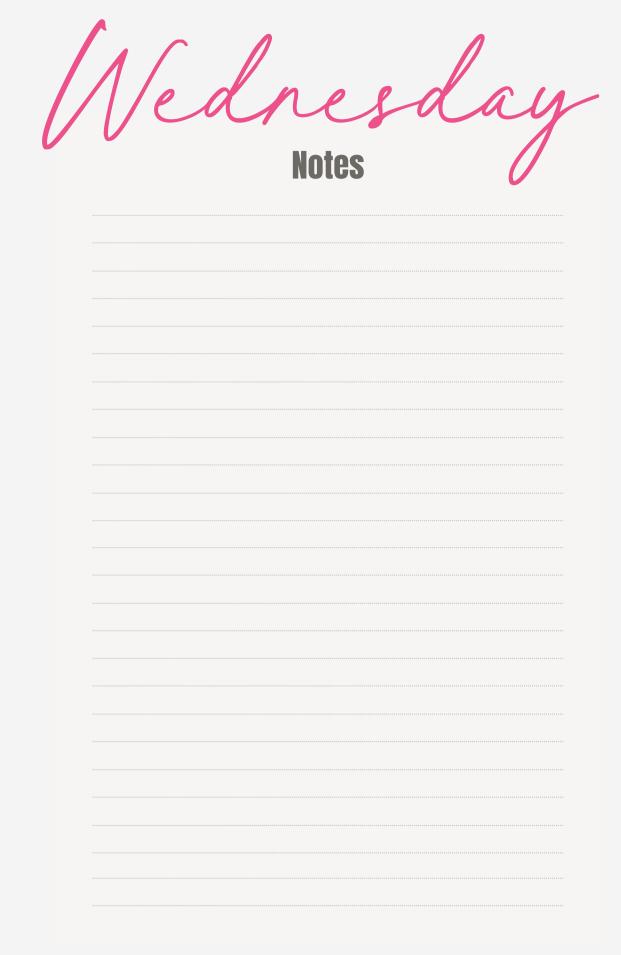
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Thursday Visualization

DAILY VISUALIZATION

Take 10 Minutes first thing in the morning.

Visualize your life how you want it to be.

How do you look, where are you, who are you with, what are you doing, what does it taste, smell and sound like and most importantly how does this make you feel?

Focus on that good feeling and know that even know you may not know how it will happen, trust that it will. Then let it go and get on with your day.

ONE THING I CAN GET EXCITED ABOUT TODAY IS...

Thursday
Gratitude

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Thursday

Mood Tracker Month: Weather: ☼ ♂ △ ♀ △ Today's Mood Morning Midday Evening What led to you feeling the way you did today? What can you continue or stop doing to improve your mood?







DAILY VISUALIZATION

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ONE THING I CAN GET EXCITED ABOUT TODAY IS...

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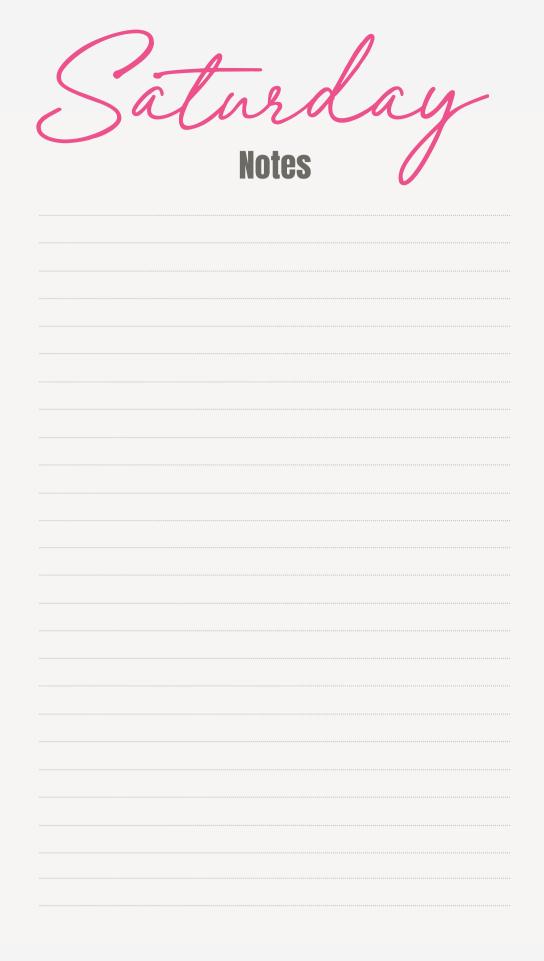
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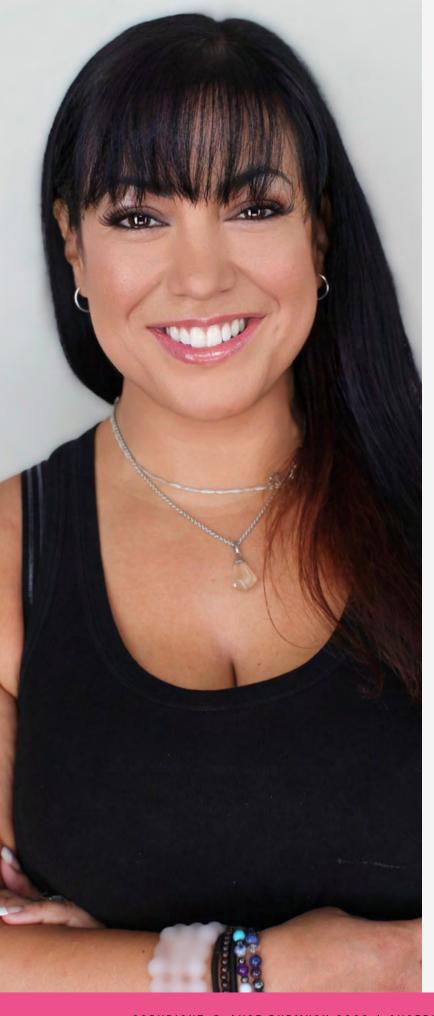
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Nothing makes me happier than seeing my people excel.

It brings me so much joy knowing that working together can transform the lives!

I live and breathe that transformation!



Ayse Durmush -The Transformation Expert

Some Client Wins



Sandra Kern, Entrepreneur

When the pandemic hit my business collapsed. I was really at a loss as to what to do. I was stressed and panicked! Then I heard about Ayse's training I knew instantly it's what I needed. I bought straight away and got to work.

And I am so happy I did. Her training helped to give me the tools I needed to manage my stress better, rebuild my self belief and fall in love with my business again.

The clarity helped me to not only focus but helped me pivot to a new business model. If you're hesitating, don't Ayse helped me through the most difficult of times.

I can't thank Ayse enough.



Sara Woolley, Executive Life Coach

Before working with Ayse, I was spinning my wheels in my business. For months I had been trying to work out what was wrong and couldn't come up with a solution. I was working all the hours God sends but money seemed to be flowing out of my business and barely coming back in. I was panicking that with that continued rate of loss I would have had to get a second job just to pay my bills.

But Ayse changed all of that. In just a few months of working with her I was able to plug the gaps in my business and come up with a sustainable plan that gave me drive, focus and clarity. Her ability to see the big picture and how all the pieces come togather was huge. She's only little but she's a powerhouse and I'll be forever grateful for her help and support.

Some Client Wins



Martina Clay, Online Coach

I had lost all hope in my business. After years of trying coaches and mentors and training I just never seemed to get anywhere. I was always in a famine and feast cycle, living from one contract to the next and it was exhausting. I came across Ayse from a meditation app and loved her approach to mindfulness.

Working with Ayse was hands down the best investment I made in my business. She helped me to restructure how I ran my operations and I went from 3k months to 6k in just 90 days. Now for the first time in 7 years I'm excited to go to work everyday and I'm already on track for my biggest launch yet. All I can say is, if you are on the fence, leap off, Ayse has a magic touch that will transform your business.



Isabella Mancini, Interior Designer

It's only looking back on where I was I realize how far I've come. A year ago I was sick, broke and miserable! Every day was a struggle for me to get up and start work, even though I was doing something I love. I started to hate my business. It felt like a chore rather than something than a pleasure and I was desperate to change that. Having someone with so much expertise and knowledge, just come in and clear so many things up for me was revolutionary.

I had a huge wakeup call. The changes I was able to make, helped me to fix my income and manage my stress. So today I am proud to say I am on the mend, I have a sustainable monthly income and I am loving my work again.



Some Client Wins



Working with Ayse has been a blessing for me and my business. She was knowledgeable and understanding and helped me get through when I was ready to give up on my business. I can't thank Ayse enough for helping me.



Hannah Van Dijk Beauty Brand Owner



Having worked with coaches and consultants for many years, I know what to expect. But Ayse was exceptional. She was professional and approachable. And helped deliver solutions which completely transformed my business.



Tomas Hansen Entrepreneur



I am so grateful to have had the opportunity to work with Ayse. Not only she help me get clear on my what my business needed. But she also challenged me to grow my business in ways I hadn't thought possible. She always found solutions to some problems I had had issues with for years and her skills are second to none and I hope to work with her again in future.



Andrea Nilsen Boutique Owner



