

MORK& PLAY BOOK

Uncensored

The Rock Bottom to Rock Star Action Journal



"A rock star is anybody who embodies the qualities of success and lives a life that lets them own their own stage."

– Ryan Blair

How to Use This Journal:

You won't need to complete every exercise in this workbook to go from rock bottom to rock star. Some parts may not fit your path, or might be better to do at a later date. But as you read the book, use this as a guide to start putting what you're learning into action.

The last 3 pages of your Action Journal are an open space for notes. Use it to jot down any topics you might want to dive into further later. As a rock star, your work—and play—will continue far beyond these pages...

So let's hit "Play"!

Conceived by Shannon Constantine Logan and written by Madeline B. Schussel as a companion to Rock Bottom to Rock Star by Ryan Blair.

READ THIS FIRST

1. Rock Bottom (page 3)

Are you there yet, at the bottom? Are you still there? Or have you started crawling out of the hole?

Describe (in detail) your biggest rock-bottom moment of the last few years—that time you got fired, wound up in the hospital, went through a breakup, had to borrow money, or in any way saw life repeating its usual cycle of major bummers.

What happened?		

2. Potty Mouth

No need to take any personal responsibility just yet. Whose fault was all that mess? Where should you have been by now, and what unavoidable (or avoidable) events are to blame for the rock bottom you hit? How pissed off are you about it? And what actions are you going to take to get yourself out?

Here's a place for you to vent all that colorful language (and don't hold back):			

3. Round of Applause

Now that you've identified your worst moment, let's focus on a happy thought—your biggest rock star moment: recall a time, even from your distant memory, that you were recognized for a job well done in class or at work, or someone thanked you for your contribution to their life, or you looked back to see your pastor, mentor, or parents smiling at you with pride.

What did it feel like to be a rock star—even for just a second?

4. Rock Star Rules (page 5)

Get familiar with the rules you'll need to follow to be—and to stay—a rock star.

Rule 1: Don't listen to the noise. What negative feedback from others comes to mind when you think about your rock-bottom moment? You're no good? You're too old? You're a failure? You did this to yourself? You'll never succeed? Write those discouraging messages down here:
Rule 2: Don't believe your own hype. In that moment when you felt like a rock star, remember hard work was what got you there. Recall your moment of greatness, then dig a little deeper—what was it like before that happened? Were you grinding it out, studying, putting in extra hours at the office, going out of your way for someone, or in some other way earning that respect? What have you done—or gone through—to get to that moment where you shined your brightest?

Rule 3.	Practice	That's	what this	workhoo	k is forl
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All rock stars have to master their craft—whether it's an actual musical instrument or something else. What will it take to become the best in the world at what you do? How hard are you willing to work?
Rule 4: Surround yourself with the right musicians. You have to constantly assess the people you choose to hang with or take advice from. Are they helping you move forward or are they just along for the ride? Are they building you up, or tearing you apart?
Who should you be listening to? Who's got their shit together, knows you well, and always has something encouraging to say to you? Write 3-5 names down here:
-

Rule 5: Always remember where you came from. We each have a story we tell ourselves and others about who we are that starts with our earliest days. What's yours? Where are you from (literally and figuratively)? Who made you who you are today? What was it like growing up in you shoes?			

CHAPTER 1: BE A BOSS

5 Responsibility Time (page 11)

OK—so now I've got to level with you. There's *always* at least some part we play in what happens to us, or in how we've been navigating our lives.

It's all right—we don't have to yell and scream (or curse) at our fate any more. We just need to be objective.

Considering your biggest rock-bottom moment of the past few years, how did <i>you</i> get there? What was your mentality on the way down, and with hindsight, what <i>might</i> you have done a little differently? (I'm sure you already thought about this, so now it's time to wail it out—no one else has to listen to this jam but you.)

6. The Formula (page 12)

As my first mentor used to say, "Do more than what you're paid for, and you'll get paid more." What are *you* going to do to be a "Boss" in your WWchosen field? You don't have to literally climb the proverbial corporate ladder to become more valuable to yourself and others—just start adding value.

already have?	antages do you
l am a	
My responsibilities are (in priority order):	
1,	
2	
3	
5	
Some perks of my job are:	
1	
2	
3	
4	
5	
How could you expand upon what you're already doing, or on what's already what would "going the extra mile" look like for you, in your current position? one task you could add to your routine, and describe it here:	Think of at least

7. Rock Stars Break Rules (page 13)

Everybody has their own set of rules, and their rules don't need to rule you. What's one rule at work or in life that you consistently question, at your core?
What's one way that you could (or already do) challenge this rule, in action?
Now, think about the bigger path you're on <i>right now.</i> Where are you headed in your career? Are you satisfied with the direction you're going in you life? (page 21)

otherwise shake up the existing conditions in order to get what we really want.	
Think about the status quo and how you, as an individual, could change itfor your benefit. What might you do—different from what you may have planned, or from what others have always expected of you—to change your current course?	
	•
	•
	•

There are exceptions to every rule, and sometimes, we need to leave school or quit our jobs or

8. Letter to You, Competitor (page 24)

You are your own competition—and you're losing. Decide where it is you think you should be by now in life that you're not, and write *yourself* a slightly upset letter about it (well, don't tell yourself off, but *do* tell it like it is).

RE: Why I'm Not				
Dear:				
I sought	rather :	than		
I wanted to	rather	than	·	
I am busy with				
I am acting				·
Kindly Cease and Desist	, so that I can			·
Yours Truly, Me				
P.S. Who else in your life	e do you think you	u might be competing	with, and why?	
	·			

9. Your Excuse Department (page 27)

There are no consolation prizes in real life. It just isn't fair,	is it?
Let's think about why you're not where you want to be in li	ife in another way. Take your "RE:
Why I'm Not	
Excuse Department—sing a tune or two:	, , , , , , , , , , , , , , , , , , ,
and a special series of the se	
I could have been	
BUT	·
Now, shut it down! Fire that whole Excuse Department and	•
"I COULD have shown up to those meetings with confidence	
to school on time"For each "BUT" you thought of above,	write a counter-thought below about
something <i>you</i> could have done differently:	
I COLII D bayo	
I COULD have	·
I COULD have	
I COULD have	
T COOLD HAVE	•

10. Like A Boss

Now, let's play a new game! Add the words "like a boss" to the end of each sentence in Exercise 9 about everything you could have done, and let's put it in the future tense (because we can't go backwards): "I CAN show up to future meetings *like* a boss," or "I CAN get my son to school *like* a boss":

I CAN	like a boss.
I CAN	like a boss.

CHAPTER 2: QUIT DIGGING

11. Rule of Holes (page 35)

When you're at the bottom, you have to quit digging. Stop asking questions like, "How did I get here? I'm a good person, why did this happen to me?" It's time to fight! Now, you have two options: Find someone or something to prove wrong, or vow that you'll never go back to your rock bottom place. Hell—let's do both!

Who are you going to prove wrong?		
I solemnly swear that I will never again	!	

12. Rock-Solid Planning (page 38)

It's time to make a new plan. You're going to get where you want to go! But where is that, exactly? What ranks will you rise to? What list will you be on (Forbes is my favorite), what job will you have—what will your life look like? Picture it, and describe that vision in detail here:

Since you're on your way up now, you need a game plan. What overall strategy are you going to employ to get back to the top?

But slow your roll—you also need to consider your game plan in terms of the likelihood that nothing will go according to plan (this is life after all). Most successful timelines look like "hockey sticks"—long periods of slow growth or no growth, before sudden spikes in success.
Ask yourself honestly if your strategy is based on your past experiences with ups and downs. Can your plan withstand a 52-week dry spell? Do you have enough in your bank account to weather it? Will your family be able to hang in there with you while you realize this dream? This can be vague—a brainstorm. We'll firm it up later on!
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CHAPTER 3: PAY ATTENTION TO YOUR TIME...LINE

13. Connect the Dots (page 43)

Your time is what you do today, this weekend, this month—and your timeline is the accumulation of what you've done for many years.

What does your career timeline look like? Where did it begin, and where has it led you to so far? Were you already working or planting the seeds for future work in your childhood? Did you help out at mom or pop's shop, run a lemonade stand, watch *Law & Order* and dream of being an attorney? When was your first real job? Your first promotion or career-change? List below the moments that have really counted in the story of where you are now (ending with your "I am" from Exercise 6):

/hen I was a kid, I	
/hen l was a teenager, l	
was years old when l first	
oday, I am a	

14. Pay Attention (page 44)

Think about how you spend your time—today. Every day. Washing dishes? Browsing Facebook? Examine your hobbies, your obligations, your pastimes, and all of your other preoccupations. List all of those habits here:

1	
2	
4	
5	
6	
7	
8	
0.	

15. Play Intention

Now, think about where you're trying to get to—tomorrow. Is there anything on the list in Exercise 14 that could get in the way of your rock-solid game plan?

For each numbered item, ask yourself: *How is this going to get me to my goal?* You will need to transform these hobbies and habits to match your rock-star life—or else, get rid of them altogether.

Below, reframe each behavior from Exercise 14 by modifying it to accommodate your game plan. For instance, if your goal is to become a successful businessperson, and you spend much of your time right now working out, you can consider going on hikes with business partners or influential people. If your #3 hobby was "watching football," you can rewrite it here as "throw a Super Bowl party (once per year) and invite clients and associates". And if your #5 preoccupation was "washing dishes", you can list it here as "get a dishwasher" or "ask my spouse for help with cleaning"...

Modified Habits List:

1	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10	

16. Cut It Out

Ask yourself again—honestly—if these *modified* pastimes or time sucks will help or hinder your game plan. If one still doesn't make the cut on the road to your goal, CROSS IT OUT.

CHAPTER 4: FIND YOUR SUPERPOWER

17. Your Super-Brand (page 54)

What are you already best in the world at? There is at least one strength that has always come naturally to you, but it may be beneath the surface of trained talents you're more aware of (like how Ryan's "strategy" superpower lay beneath his more obvious sales skills). What have friends, loved ones, or coworkers always praised you for? What do you know you're good at—and if you think about it, what core quality lies beneath those tricks of the trade? (If you get stuck, go to StrengthsFinder.com and sign up for the test—then come right back here!)

18. Staring Contest

Now that you're aware of your secret superpower, how can you use it in new ways to achieve your big career goal? Remember, we're always looking to break the status quo, just like rock stars do—if you've realized you're a strategist, what new strategies could you explore beyond the sales department? If you're a connector, where could you go, besides the usual networking events, to meet new people?

Life is also full of bullies—competitors, haters, distractors, naysayers, micromanagers—so think about how you can use your superpower to "stare them down." If you're actually a master at prolonged eye contact, go ahead and challenge them to a staring contest—or just think of new ways you could use your super-strength to make the bully "submit."

CHAPTER 5: YOUR FAILURE QUOTIENT

19. Rock-Bottom Jobs (page 61)

List your 5 lowest rock-bottom	jobs! (This could	include the job	you're in right now.):

1	
2.	
3.	
4.	

20. Big Set...of Stairs (page 62)

You can see your career as a roller coaster of peaks and valleys, or you can see it as a set of stairs going upward. I prefer to take the stairs. So, think about how each of these jobs did you a favor (somehow), even if it was just to show you what you *aren't* willing to do ever again just to make ends meet. What did you learn about efficiency from being a busboy? Did being a garbage woman give you the courage to launch your law practice? List a takeaway below for each rockbottom job in Exercise 19:

1	
2	
3	
4.	
5.	

21. For-Get Your Goals! (page 67)

So, you set a big goal in Exercise 12. Now— fahgettaboudit! Well, not entirely. But let's focus instead, for a moment, on your <i>desires</i> . Desires can only grow, and ultimately, they bring us toward our most important targets. What do you feel you <i>have</i> to do in the next five to ten years? What are you obsessed with, engaged in, and entirely devoted to getting done? What do you believe is your <i>purpose</i> to complete?	
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CHAPTER 6: IDENTIFY YOURSELF

22. Get the Band Together (page 74)

In Exercise 17, you worked to identify your superpower. Define it in one phrase here:
My superpower is
With this in mind, you also need to be aware of your weaknesses. Name a few essential skills o qualities <i>you feel you lack</i> (this will be another one of our little secrets):
1 2
3
But who's a master at the things you're bad at? Can't play the guitar? No sweat! Find someone who can, so that <i>you</i> can focus on being the lead singer. You need to surround yourself with people who can offset your weaknesses. So, for each skill above, list someone you know who has that one covered:
1
3. 4.
5
What <i>kind</i> of businessperson are you? Take into consideration both your superpower, and you "not-so-super" power. If your superpower is building and designing, but you're not so good with people, are you an expert engineer? If you're great at hiring and firing, but horrible with numbers, are you a human resources genius? Define your ideal career title here (using an adjective to describe its high quality):
l am a[n]

Knowing this, where do you belong on a team? What roles and responsibilities ought to be yours, and more importantly, what gigs are you not suited for? What do the wrong opportunities look like for you, exactly, and how can you say "no" more often to those jobs and tasks you are not suited for?

24. Going Up? (page 78)

You just stepped into an elevator with the angel investor of your dreams—what will you say?

Let's write your best elevator pitch yet! Draft an email to somebody you admire so much you wouldn't want them to dismiss you—i.e. Warren Buffett, Bill Gates, Mark Zuckerberg, Marissa Mayer, Elon Musk—anyone you respect and would do anything to have involved in your career. How would you describe who you are and what you do in just a few sentences? What would you say to this person, knowing that they're busy and probably have no time whatsoever? If you were only allowed this half page below and had to leave a lasting impact, what would you write?

Dear	:		
Regards,			
-0			

25. Interrogation (page 80)

Think about the career path ahead of you, and answer the rapid-fire questions that Tony Robbins threw at Ryan during their 10-minute talk on a private jet:
Why are you pursuing what you're pursuing now in your career?
What decisions would you make differently if you already had what you're pursuing?
What do you love about what you're choosing to do?
Go deeper: What do you love about what you love?
Go all the way: What do you do, specifically, to do what you love about what you love? (Or <i>how</i> , specifically, do you do it?)

CHAPTER 7: BEFORE YOU LAUNCH

26. Tipping Point (page 90)

We're about to take that loose game plan you thought up in Exercise 12 and give it some wings. We're all looking for that coveted tipping point (thanks, Malcolm Gladwell), so let's build an **action plan** to get you started. Think about the first thing you would need to do to launch your rock-star goal, and answer the following questions:

١.	and early adopters, then number them from most to least likely to help your cause.
	Identify those on your list in Question 1 who have the most influence, and write their names below. Note that these "mavens" will take the most work to win over—but you're going to call them, anyway, once you've gotten some initial momentum going.
	ow will you first tackle the "cold market"? Will you take out an ad, post shareable content, or ask around for leads? Describe your first move here:

6. Have you figured out yet who your biggest fans are? Who's in your target audience of supporters, buyers, or backers?
7. If you feel you haven't made any progress, "rinse and repeat" this process (#1-6).
CHAPTER 8: FUNDING FIRST
27. Take Responsibility (page 98)
Not all of us are entrepreneurs, so fundraising might not be a responsibility of yours, but all rock stars have a number one priority just as important as making sure there's enough money in the corporate bank account. Take your number one responsibility from Exercise 6, and rewrite it here:
1
How focused are you on accomplishing this task? How vital is this responsibility to your job? What would you be willing to go through or sacrifice in order to see that it's done? If someone asked you why you do it, could you explain it to him or her in meaningful terms? Why do (or should) people trust you to handle—and go the extra mile with—this responsibility? What's the payoff for them if they do?

CHAPTER 8: FUNDING FIRST
CHAPTER 9: BUILD AND REBUILD
28. Greatest Hits. <i>(page 116)</i>
Your rock-solid game plan (Exercise 12) is going to take you into your next reinvention. Your action plan (Exercise 26) is going to get you started. Your super-brand (Exercise 17) and the specific love of what you do (Exercise 25) are going to get you through all of your ups and downs (hockey-stick heads, handles, and rock-bottom holes) on the way to your goal
But let's distill it all down to this challenge: In ONE WORD (e.g. "Legacy", "Service", "Brilliance", "Fortune"), what will be the title of your next great hit? This word should describe, in a nutshell, what you're reinvention will look like:
Title of My Next Great Hit:

CHAPTER 10: THE RIGHT SOLUTIONS

29. Take the Stage! (page 122)

This next exercise is not for the faint of heart. Now that you have the title of your next reinvention (Exercise 28), you're going to write a 4-page narrative on the subject of your hit song—a dramatic retelling of your pending reinvention. Remember all the elements of a good narrative: setting, theme, plot, characters, point of view, tone, and imagery or symbolism. You, course, are the main character, and your motivations (desires from Exercise 21) matter a great deal!	

CHAPTER 10: THE RIGHT SOLUTIONS

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CHAPTER 11: THE WRONG KIND OF SUCCESS

30. Nobody Steals Your Milk (page 136)

When our egos are being baited, it can be hard to listen to our guts—but deep down, we often know when someone is trying to steal our milk.

Think back on your last great rock-bottom moment. How was your ego at play? What warning signs were present and clearly telling you that things were about to go south? How can you apply your knowledge of the red flags you missed that time around to future scenarios? What tends to bait you, and what are the known results of taking bad bait?	
	_

31. Reprise and Revise (page 139)

Sometimes, our rock-bottom moments were *actually* the results of good decision-making—we just couldn't see it yet.

Thinking back on your last big rock-bottom moment, in what ways were you doing (or trying to do) the right thing? Which decisions would be worth making again, in spite of the consequences you suffered at that time? In what ways did you show integrity in the face of adversity, and in what ways were you and/or others actually lined up for future payoffs because of what went down?

CHAPTER 12: WORK BACKWARD

32. Worst Case (page 150)

Business is all about learning from your big mistakes, and from the big mistakes of others. Before you initiate your reinvention, ask yourself: What's the worst thing that could happen? Actually, think of a few worst things—and describe them in gory detail here:			

33. Work Backward (page 151)

Decide which of the nightmares in Exercise 32 is <i>most likely</i> to occur. Then, working backward, problem solve—what comes immediately before that negative outcome, and immediately before that, and immediately before that? Can you identify the first droplet in the waterfall? If so, what might you do to prevent the whole cascade?			

CHAPTER 13: WHO DO YOU WORK FOR?

34. Goin' So-Low (page 172)

Not to deter you...but if your goal will require a solo effort on your part, think first of Mick Jagger and *The Rolling Stones* (after four failed solo albums). Before striking out on your own, consider (carefully) the following questions:

it in the environment you're in now?	you iii
. Have you invested everything in what you're currently doing? <u>yes/no</u>	
fyou split, will it be based on personal motives, like a lack of chemistry between you and your "band"? Is this the smartest thing you can do for your career, or is this Examine what's driving you, and be honest.	

	etter on your own, or are you the type of person who needs a Be honest with yourself.)
	
	
	
CHAPTER 14:	SO YOU WANNA BE A ROCKSTAR
35. Befriend Your Foe <i>(pc</i>	age 185)
relationships. Think of someon responsible for some of the ne you thought to use your super kindness? Or otherwise shock don't want to), and how might	elf, you can also reinvent your working (or not-working) ne who always seems to stand in your way—perhaps, someone egative messaging we briefly touched on in Exercise 4, or a "bully" rpower on in Exercise 18. Could you, instead, kill this person with his/her expectations? What could you apologize for (even if you this affect his/her behavior? What could swallowing your pride— litimately do for your trajectory toward success?

CHAPTER 15: WHAT WEARENS TOO STRENGTHENS TOO
CHAPTER 15: WHAT WEAKENS YOU STRENGTHENS YOU
36. Get Out of the Basement <i>(page 195)</i>
As you think about your future career, consider how fear can plunge us into the dark side. How might your superpower from Exercise 22 be used for evil, rather than for good? What would be the consequences of using this strength in such a weak way? Considering this, how might you keep out of the ugly basement of competition and greed, and stay basking in the sun of your business balcony?

CHAPTER 16: SURVIVAL SKILLS

37. Your Fuck-It List (page 199)

Even as you develop pragmatism, you have to be willing to go after what you want with wild abandon! List here any place you'd want to be right now, anything you'd want to try if you could, and any other extravagant fantasy you'd fulfill if there were no practical boundaries.

0	
7	
8	
9	
10	
38. See Where It Goes (page 201)	
Sometimes, going with the flow can change your life! If your gut instinct is re to say "yes" in certain risky situations. Think about a time when saying "yes" ipaid off. Describe it here:	

39. The Temple *(page 208)*

what message about your life's journey would you feel compelled to inscribe on a Temple—whether it's a sculpture at Burning Man, or any other sacred place you can think of? Would you ask someone for forgiveness, or say goodbye to someone you miss, either dead or alive? Whatever it is, do it now—keep it short, yet powerful.
Dear,
I love you,
riove you,

40. Why You're Here (page 211)

Now, write a letter to someone who's crucial to your life *in the present*. What would you do without him or her? What do you want him/her to learn about your mistakes? And don't be afraid to make it a wish—a request of this person to honor something that is important to you, and to be there for you in a certain way when you need it most.

Dear,
am writing you because
·
hope you
Thank you for
love you,
CHAPTER 17: YOUR TURN
41. Final Questions <i>(page 226)</i>

Every rock star that ever walked out onto a stage was fulfilling their life's purpose. You

brainstormed on this all the way back in Exercise 21, but now you're ready to sum it up. What is

your Purpose Statement?

It is my purpose to _____

What is your instrument for delivering that purpose?
Who's in your band? Are they the same people you got together back in Exercise 22 to offset your weaknesses? Now that you've thought so much about it, list only the best players:
1
2
3
4 5
And with all this new perspective you've explored, what rock-bottom moments will you still be singing aboutwhen you're at the top?

NOTES		

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Did you enjoy Rock Bottom to Rock Star? Review the book on <u>Amazon.com</u>, follow Ryan Blair on Twitter: <u>@RyanBlair</u>, Instagram: <u>@RyanViSalus</u>, <u>Facebook</u>, or <u>LinkedIn</u>. Or join the conversation by posting your takeaways from the book on your own social media along with the #RB2RS hashtag! Thanks for supporting the book!