

# HEED YOUR CALLING

The MANifesto & Ultimate Navigation Map



***Transform & Transition from a Lifeless Career to Thriving, Purpose-Driven "CALLINGPRENEUR™"***

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# Welcome




The *“Heed Your Calling”* MANifesto is a public declaration and actionable navigation plan designed and created for one purpose: To Optimize, Equip and Empower God seeking men on a mission to crack your Personal Calling “Code”. To Discover and Live Out the life only you were created to live . . . in service to others and to experience the true joy, peace and fulfillment that comes from responding to your calling. And to experience True Success and Significance while building an honorable legacy in our second half . . . as men, husbands, dads, servant leaders and entrepreneurial breadwinners . . . or what I refer to as a *“CALLINGPRENEUR™”*.

— Jim Schubert, Author, HEED YOUR CALLING MANifesto

## WHO IS THE “HEED YOUR CALLING” MANIFESTO FOR?

This MANifesto serves men who find themselves stuck in the maze of midlife malaise...or an epidemic struggle of what I call RSS (Restless Soul Syndrome). This ailment often goes undetected and undiagnosed in the hearts of most men. So, how do you know if you are currently suffering from RSS? Do any of these triggers and related scenarios hit home with you?

- #1** Your life clock is ticking by fast, you feel there is no “time freedom” for priorities. You are frustrated and unfulfilled, restlessly seeking and striving to become the man you were created for and called to be.
- #2** Your job is slowly draining your soul and you hear the entrepreneurial call but you keep asking what, when, or how.
- #3** You lament over your less-than-ideal family life, you’re missing the mark as the warrior husband and father your soul longs for.
- #4** You feel a nagging anxiousness about your uncertain financial future.
- #5** You are in a never-ending search for purpose, significance, and creating your legacy. Do you find yourself in the continuous loop of identity confusion or full-blown identity crisis?
- #6** You are burnt out, struggling emotionally, sick and tired of feeling sick and tired. You crave good health, vitality, and thriving.
- #7** You feel constant pressure to level-up your leadership skills, capacity, and effectiveness to compete, remain relevant, and survive.



Big journeys begin  
with small steps

YOUR PERSONAL

# CALLING MANIFESTO

What the heck is a manifesto anyways?

*"A written declaration that publicly communicates the intentions, motives, and or views of its issuer . . ."*

Or this more relevant definition of a Personal Manifesto applies to our interests herein.

*"It is a public declaration of your core values and beliefs. Your vision, mission and purpose of what you believe you were created for and to be in your various roles, and how you intend to live your life. It serves as a statement of principles, a call to action and a blueprint for living it out . . ."*

## DEFINING YOUR CALLING

Here are a few dictionary definitions.

- Those who have a special *calling* to minister to others.
- A profession or career which someone is strongly attracted to, especially one which involves *helping other people*.
- *A strong inner impulse* toward a particular course of action especially when accompanied by conviction of divine influence
- *A strong urge toward a particular way of life;* career; a vocation . . . .

All of these definitions are only parts of the whole.

Your "Calling" is not simply something you do, who you think you are, or a mysterious final destination.

*Your calling is so much more about who you are becoming, where you are going, and how you are living out this life!*

*It's the manifestation of your authentic eternal self, courageously embarking on your life's mission as the human being only you were created to become.*

## THE CALLING

For centuries many have attempted to define and articulate the concept of “Calling” and there are thousands of articles, blogs, books, videos, sermons, courses, etc. addressing this subject.

Some offer profound and valuable insights, some not so much, and most are just repackaged versions of the same basic underlying concepts, attempting to solve this insatiable, driving quest to discover; my life’s purpose, what was I created for, how do I leave my mark on this world, and what’s my true destiny?

One of the most accurate and influential books on this subject, which I can endorse with confidence, and highly recommend, is “The Call: Finding And Fulfilling The Central Purpose Of Your Life” by OS Guinness.

It should be rightly noted, for the record, that the Holy Bible is the earliest known origin of this term and the source of over 100 references to God “calling’ us back to Him . . . “Call”, “Called” or “Calling”. Just saying . . . maybe the most reliable, accurate and true explanation of “Calling” is in there somewhere.

THIS MANifesto is not yet another attempt to claim some new wiz-bang definition, or mystical aha-moment of clarity, shower epiphany or prophetic revelation to the mystery of “Calling”.

But rather, the **“HEED YOUR CALLING MANifesto”** is a Transformational Mission—filled with Self Discovery, Revelation, Clarity, Freedom and a Personalized Navigation Plan To Experience True Success & Significance . . . once and for all . . .” In each of your Primary Leadership Identities as a God Revering Man, Husband, Dad, Servant Leader & Entrepreneurial Breadwinner.





Big journeys begin  
with small steps

## Where Are You Right Now . . . ?

Do any of these five *undesirable but highly likely life seasons* strike a painfully familiar exposed nerve for you?

**1** *You're currently self-employed, mostly making it, but really in bondage to a job where you report to you. You feel hopelessly stuck with no compelling future, legacy, or significance.*



**2** *You're stressed out, suffocating and desperately searching for a way to break free from your painful, unfulfilling day-job to finally venture out on your own, to pursue a lifelong dream to scratch your entrepreneurial itch. You have a vision of finishing strong as a successful "tentmaker" (entrepreneur) in your second-half adventure.*

**3** *You're fed up and frustrated with your 'employee-to-entrepreneur-to-employee' merry-go-round. You've been self employed before, maybe more than once, but due to circumstances you "needed" to go back to work for someone else. Once again, you're chomping at the bit to get back out on your own but are afraid it won't work and you don't have a successful never-look-back plan.*



## Big journeys begin with small steps



**4** *You're currently employed but don't have a clear runway in sight for a 10-15 year exit strategy, and you are afraid of becoming irrelevant, obsolete or replaced at 50-something . . . With few options to reboot, revive or relaunch . . . You need to optimize your performance levels or look at other income options.*

**5** *Your business is good and you're living the entrepreneurial dream . . . BUT, your family life is Less Than Ideal, or your wellness is dangerously at risk – you're bored and your soul is slowly decaying from no real sense of purpose or meaning in your life.*



The “*Heed Your Calling*” MANifesto is for men treading along this Pilgrims’ path, seeking to discover and experience true success and significance. If that’s you then . . .

**YIKES . . . If any of these scenarios are striking an exposed nerve, then it’s no coincidence you are here, reading the HEED YOUR CALLING MANifesto at this moment, in this pivotal season of your future forward life.**

**YOU KNOW IT IN YOUR GUT. . . YOUR TIME IS NOW . . . DON’T DELAY ANY LONGER.**

**So, If you are brave enough to accept the most amazing mission of your life...**

# Let’s Get Started!





# PERSONAL CALLING C.O.D.E

WHAT CAN YOU EXPECT TWHEN YOU DO THE WORK, COMPLETE YOUR PERSONAL CALLING MANIFESTO. And, Finally Cracking the Code on Your Personal Calling to Unlock True Joy, Success, Fulfillment & Significance is Closer Than You Think . . .



**JIM SCHUBERT**

Author *CALLING MANifesto* & Podcast Host *Heed Your Calling*

**Video “Personal Calling CODE” Explanation:** <https://vimeo.com/328489396>  

## **C = CLARITY, CONVICTION, COURAGE & COMMUNITY:**

Get crystal clear, about your Compelling Calling future – with a vision, mission, purpose, script and navigation plan—that only you were created by God to Live. Cast off the murky midlife maze of malaise and tap into your inner courage and capitalize on the power of a like-minded community to champion you along your journey—locking arms with the HYC brotherhood.

## **O = OVERCOME & OPTIMIZE:**

Overcome Obstacles, Obstructions & Objections. Expose and Obliterate Limiting Excuses. Optimize yourself for maximum effectiveness in the Primary Leadership Identities.

MINDSET MAKEOVER—Removing the toxic gunk that’s getting between you and the full Manifestation of your Personal Calling. Beliefs, Thoughts, Behaviors, Habits & People—Break-through, Break Free out of the self-imposed prison you may have built around yourself over the years.



## **D = DECIDE & DECISIVE ACTION:**

You will come to a critical decision crossroads to Do This and Dedicate once for all to take Decisive Action and Don't look back. It's Time to Demolish Doubt and Indecision or risk continuing on your current path, and likely getting the same results.

## **E = EQUIP & EMPOWER:**

This journey will transform you, never to return to your old-self. You will emerge Equipped and Empowered with New Resources, Resolve and Relationships . . . Battle ready to Execute Your Plan, Experiment and Experience your True Calling Life that's there waiting for you.

Start strong with a Free 30-Minute "CALLING MANIFESTO" Strategy Session with Me to Ensure a SUCCESSFUL LAUNCH into your new, True Calling Life.

Let's build momentum together . . . BOOK YOUR FREE "MANIFESTO MOMENTUM CALL" TODAY—CLICK ON MY SCHEDULE BELOW and I'll look forward to having the conversation that will shift your trajectory and set the foundation for Experiencing Your True Calling Life.



**I'M YES READY TO LAUNCH!**

<https://calendly.com/heedyourcalling/30min>



## How Do I Know If I Have Cracked The Code And Am Living In My Personal Calling?

You may be wondering . . . So, How Do I Know If I'm Heeding My Calling, Living In or Out of My Calling Path . . .? Great questions but it's not that cut-and-dry since it is so personal and unique as your fingerprint. Obviously, our lives are not linear, and our paths are never a straight line, so you're likely crisscrossing and making 2-degree adjustments along the path. The key is to recognize it quickly and make course corrections as needed.



However, as you intentionally start executing your navigation plan, risking, testing, trying, experimenting and seeking wisdom and practicing, you will begin to discern the difference.

One of challenges is that we overcomplicate it because of the Ultimate Identity Theft Crime . . . most people have been living a life other than who they were created to be—living someone else's calling. This tension then creates the struggle but we ignore it and grind through, eventually giving in to becoming less than we're called to be.

It really is simple, but just not easy to start as you begin to unwind your false-self, remove the masks AND BREAK-THROUGH THE FEAR. In addition to referencing your 8-Essential Thrivability Factors, which you will encounter later in the MANifesto.

As you embark on your discovery journey on the following pages—patterns will emerge, you will start aligning with your true-identity, personality, interests, giftedness, talents, passions, opportunities, resources, etc . . . you will really start to dial it in. It's an amazing thing to be set free from false-self bondage, to get your identity back and be released to live your Personal Calling Journey.

As a quick emotional and spiritual litmus test, here are some attitudinal and heart-check guidelines.

Other than obvious clues and warning signals when you just know something is not right and you know you're not in alignment with living in your calling . . . like your body tells you when it's hurting.



Apply this simple but revealing exercise for your Primary Leadership Identities: Ask Yourself and Others who will be honest with you, which of the scenarios apply to your Current Life, "Most Of The Time . . ."

In Alignment With Your Calling	Out Of Alignment With Your Calling
I'm Joyful, Peaceful, Content, Confident	I'm Angry, Stressed, Anxious, Confused
Believe My Life Has Purpose / Meaning / Value	Constantly Wrestling With My Purpose / Value
Come Alive With An Eternal Perspective	Just Struggling To Get Through The Day
I'm Grateful, Positive, Encouraging	I'm Bitter, Negative, Discouraging
Solution Focused—Welcome New Challenges	Problem Focused—Grumble About Life
Hopeful, Optimistic, Compelling Vision Of Future	Hopeless, Despair, Apathetic Over Future
Wake-Up Enthusiastic—My Days Are A Blessing	Hard To Get Going—My Days Are Drudgery
My Work Is Enjoyable, Challenging & Energizing	My Work Is Boring, Unfulfilling & Depleting

This can serve as a valuable check-point for you as you progress and start noticing some conversion of your response. This will be quite empowering, invigorating and "addicting" in a positive way. Start Now!

# Define Your Calling

*Before we begin this journey let's take a heart check with what's stirring in your soul right now . . . to project what's on the other side of the bridge of transformation. Ignore your preconceived paradigms, biases, conditioning, lies about your true identity, etc.*

**Use the spaces below to define your optimized "called" self in  
Man's 5 Primary Leadership Identities.**

---

**1 Human** *E.g; The Optimized Man—true / authentic whole-self, optimal health & personal productivity—leveraging and maximizing your God given gifts, talents & personality to your highest potential for delivering the most value to others and greatest return on your life. Winning, never-give-up attitude & positive perspective.*

**2 Husband** *E.g; The Optimized Husband—Selfless Servant Leader—unconditional love, fidelity, honor and respect. Champion and advocate for his bride's calling in becoming the woman she was created to be. Protector, provider and gentle warrior in times of plenty and need. Understanding, kind, patient & compassionate.*

**3 Father** *E.g; The Optimized Father—leader, trainer, teacher, coach and Dad. Unconditional love, worthy role model. Champion and advocate for his Children's calling in becoming the men / women they were created to be. Available, listening and encouraging mentor who takes this awesome role and responsibility seriously.*

# Define Your Calling

*Before we begin this journey let's take a heart check with what's stirring in your soul right now . . . to project what's on the other side of the bridge of transformation. Ignore your preconceived paradigms, biases, conditioning, lies about your true identity, etc.*

**Use the spaces below to define your optimized "called" self in  
Man's 5 Primary Leadership Identities.**

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**4 Servant** *Eg.: The Optimized Servant—Fearless and wise servant leader to others in his spheres of influence. Generous and charitable with his gifts, skills, time and resources to invest in friends, family and others—caring for those less fortunate and in need. Champion and advocate for others in pursuit of their calling.*

**5 Breadwinner** *E.g: The Optimized Breadwinner—Courageous, wise and relentless in pursuing his vocational calling. Leveraging his giftedness and skills to produce the results and satisfaction at the highest level. Invests the necessary time required to master his craft to become a leading industry authority and expert. While having a positive impact amongst his peers. He is a creative and responsible provider for his family.*



# Calling Manifesto

Use this custom acronym "**C.A.L.L.I.N.G.**", to implement our powerful 7-Step-System as a navigation map to "Crack Your Calling Code" and create your own **Personal Calling MANifesto**. This manifesto will serve as a blueprint for charting your mission and courageously treading along your own unique pilgrim's path to experience true success and significance.

**C**AUSE

**A**UDIT

**L**EGACY

**L**ISTEN

**I**MAGINATION

**N**AVIGATION PLAN

**G**IRD-UP & GO ALL IN



## CHAPTER ONE

# Cause

Get ridiculous clarity on your “cause” catalyst. What’s your compelling purpose-driven ‘WHY’ that is propelling you forward?

### DEFINING YOUR CALLING

Write down why it is urgent and mission critical for you to “Heed Your Calling” in each of the 5 Primary Leadership Identities that apply to you now, but also as you envision your future identities.

#### **1 Human**

#### **2 Husband**

#### **3 Father**

#### **4 Servant**

#### **5 Breadwinner**





## CAUSE *(Continued)*

### PAIN AND SUFFERING

An equally compelling argument is “Why can’t you **NOT** heed your calling?” Explain the pain and suffering of burying your life’s purpose. What emotional responses are triggered when you think about your divine assignment not being completed on this side of heaven?

### PULLING THROUGH

What’s going to pull you through the ridiculously challenging times you’re struggling through today, or inevitably will experience as you tread your pilgrim’s path along this “Hero’s Journey” . . . What are the challenges, what are the opportunities?



# CAUSE *(Continued)*

## I'M CALLED TO . . .

Without thinking about it too deeply, What are the First 3 Things that come to your mind and stir your soul when you complete this statement: ***I Believe I'm CALLED TO:***

**1** I believe I'm called to . . .

**2** I believe I'm called to . . .

**3** I believe I'm called to . . .



# CAUSE *(Continued)*

## VISION, MISSION, PURPOSE & CORE VALUES

Now it's time to cast your compelling Vision, Mission, Purpose & Core Values

Remember, there are no wrong answers, so identify and demolish your blinders, filters, old and irrelevant paradigms. Challenge your mindset and beliefs to make sure they are not limiting, false and simply not true.

This will not be easy and it's not a "1-And-Done" exercise. You will go through numerous iterations. The key in this initial phase is to start the process as we venture out on your new journey to transformation.

### **VISION:** What is it and Why

### **MISSION:** What is it and Why

### **PURPOSE:** What is it and Why

### **CORE VALUES:** What are they and Why







## CHAPTER TWO

# Audit . . . Know Thyself

Know thyself! It's time to take a deep dive in courageous self discovery. Get uncomfortably transparent and pull the veil back, mess with your head, heart, and soul. Take the CSI approach to *Asking Yourself Penetrating and Provocative Questions* as you embark on an authentic assessment of your life.

### THE RAW FORENSIC APPROACH

Take a raw, forensic approach to audit your Life, to assess where there NEEDS TO BE authentic and genuine transformation. Essentially, conduct an autopsy to identify your "Old-Self" that's being mortified and transformed.

*"Transformation: a dramatic, permanent change in form or appearance."*

Be honest and journal your past, present and current beliefs and behaviors. How are they serving you in your new future forward Calling? What are your dreams (childhood up to your present reality), goals, successes and "failures"?

How is your relational health, physical wellness, spiritual wholeness, life-lessons learned, professional experience, strengths, traumas, pain and suffering, victories and defeats?

Looking forward, what are your perceived fears, threats or weaknesses that you will try to use as an excuse for not crossing the bridge of transformation?



## **AUDIT** *(Continued)*

### **CELEBRATE WHO YOU ARE . . . WHOM OUR SOVEREIGN GOD OF THE UNIVERSE CREATED YOU TO BE?**

- 1 Describe yourself in terms of personality, character traits and how you show up and roll. . . . how would others describe you?**
  
- 2 Describe yourself in terms of God given talents, strengths, weaknesses, gifts, passions, etc.?**
  
- 3 Now describe This Version of You vs The version that Actually shows up? What masks are you wearing that need to be cast into the fire?**



## AUDIT *(Continued)*

### MINDSET, LIFE LENS, EXPECTATIONS & SELF TALK

From the minute you awaken to the moment you drift off for the night, how do you perceive your life through your lens. What story is playing in your mind, heart and soul about life, events, yourself and other people as your day unfolds?

What is your Perception and what are your Expectations? And are they based on—providence, hope, faith, truth/trust, positivity, abundance and potentiality OR stuck in the muck of scarcity, odds, bad luck, karma lies, negative past / experiences, etc.

And, are they grounded in viable, facts and truth foundations or based on old paradigms, opinions, limiting beliefs, negative habits or some form of Confirmation Bias?

**So for example:** Imagine an anticipated opportunity doesn't go according to your hope, plan or expectation, what are your Natural Triggers—Responses / Reactions / Perceptions / Thoughts / Emotions / Behaviors:

- A).** Frustration, Anger, Negativity, Bitterness, Defeat or Failure . . .? Which then triggers a Reaction / Behavior = Discouragement, Giving-Up, Blame, Negative Self Talk, Wallow in Self-Pity, etc.
- B).** Patience, Encouragement, Appreciation, Positive, Opportunistic, Abundance . . .? Which then triggers a Reaction / Behavior = Enthusiastically Own It, Gratitude For New Information, Recover Quickly, Pivot, Try Something New, Etc . . .

**In The Box Below**—Be Honest With Yourself—Take Inventory Of Your “Mindset” & “Heartset”. Answer the Question Relevant To Your Life Lens—Perception & Expectations: “Most Of The Time . . . When Life Happens . . . My Response / Reaction Is. . . . .” Is this Healthy and in alignment with your Calling Life?





# AUDIT *(Continued)*

## ASK YOURSELF

Ask yourself powerful, revealing, and provocative questions:

**True Success: What's Your Definition & Why?**

**True Significance: What's Your Definition & Why?**



## **AUDIT** *(Continued)*

Keep asking yourself until you have exhausted the question and there are no more answers, and then explain your WHY for each.

**What** do you really want? Why?

**Who** do you want to serve? Why?

### **MAGIC WAND**

Do the “Magic Wand” exercise to identify necessary priorities and pivotal areas of change. If you could wave the magic wand over any area of your life and have it change, what would it be and why? What would it look like?



# AUDIT *(Continued)*

## 10 KEY LIFE-GIVING ACTIVITIES OR EXPERIENCES

Think back and try to identify 10 key Life-Giving Activities or Experiences from your childhood up until today where you felt like you were in your 'zone', totally alive and lost in your "calling" but

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



# AUDIT *(Continued)*

## ASSESS DAILY TIME ALLOCATION

Create a simple TIME TRACKING LEDGER – and start accounting for your days in 15 Minute Increments. You will be blown away at how much wasted time there is in the margins of in-betweens that could be reinvested in pursuing Your Calling . . .

BE BRUTALLY HONEST ABOUT WHERE YOU “SPEND” YOUR TIME – And determine if it is in alignment with achieving your Calling. How bad do you want it, need it . . . What are you willing to sacrifice to go after it and experience the sweetness of reaching your Calling Summit?

What do you need to eliminate from your current life path once and for all to make room for *your new journey*?

### **Time Suckers** List the Top 5 Things You Need to Elimiate Today!

**1**

**2**

**3**

**4**

**5**



# AUDIT *(Continued)*

**Negative Habits** List the top 5 that you need to eliminate today!

1

2

3

4

5

**UNFORGIVENESS & BITTERNESS ARE WRETCHED SINS AND POISON TO THE SOUL AND COULD BE ONE OF THE PRIMARY BARRIERS KEEPING YOU IN BONDAGE FROM EXPERIENCING YOUR TRUE CALLING.**

List People You Need To Forgive To Set Yourself and Them Free

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List People You Need To Seek Forgiveness From—Go To Them This Week And Reconcile (PS. I have a great tool for this—email me at: [Jim@HeedYourCalling](mailto:Jim@HeedYourCalling) and will email it to you)

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# AUDIT *(Continued)*

## BE FEARLESS (PART I)

List the top 10 limiting beliefs, negative language and procrastination excuses that keep you in bondage and your current “prison cell”.

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**



# AUDIT *(Continued)*

## BE FEARLESS (PART II)

Now replace the 10 limiting beliefs, negative language and procrastination excuses with an affirming truth.

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**



## **AUDIT** *(Continued)*

What are you absolutely passionate about? What inspires you? What really gets your heart pumping? Unpack your deepest desires, dreams, and ambitions.

**Dream Job:** Vocation / Career / Life Work (What would you be doing and why?)

**Why Not?** What's Holding You Back From Pursuing This?

**Fired Up:** What gets you super motivated?

**Worked Up:** What gets you upset, brings you to tears?





# AUDIT *(Continued)*

## WHAT'S YOUR WHAT?

Tell us about yourself. Don't be shy. Remove any "humility" filters—just be honest. Celebrate what God has blessed you with! What are your core competencies, gifts, skills, and talents?

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**



# AUDIT *(Continued)*

## THROUGH THE GRAPEVINE

What do other people say you're good at? What do others say you are gifted with? What do others encourage you to do more?

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



# AUDIT *(Continued)*

## COUNT YOUR BLESSINGS

List the top 20 things you are most grateful for and content with in your life today. Pause for a moment and meditate on these things and give thanks. It will fill you up!

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**



# AUDIT *(Continued)*

## COUNT YOUR BLESSINGS (PART II)

Continue to list the top 20 things you are most grateful for and content with in your life today. Pause for a moment and meditate on these things and give thanks. It will fill you up!

**11**

**12**

**13**

**14**

**15**

**16**

**17**

**18**

**19**

**20**



## **AUDIT** *(Continued)*

### **HIT PAUSE TO SHARE YOUR GRATITUDE . . .**

Call, text or email at least 3 people who have had a positive impact on your life and let them know you appreciate them. Do it now and then write down who impacted you and how.



**1**

**2**

**3**



# AUDIT *(Continued)*

## TRANSFORMATIONAL EXPERIENCES

List at least five different life-impacting events or experiences that have significantly impacted you, molded your character, and have influenced who you are today.

**Top 5** Briefly describe how those experiences impacted you and why.

**1**

**2**

**3**

**4**

**5**



# AUDIT *(Continued)*

## DREAM 50

What’s your dream 50? Take off the blinders, filters, and other peoples’ opinions. Grab a note pad or use a white board for this exercise. Use color pencils, crayons or markers—sketch pictures and take time to dream about the “Top 50” things you want to do, accomplish, or experience.

**PS:** It doesn’t matter if you “think” you can.

## GAGE & MEASURE

Gage and measure your current “calling” status (not your ideal self) using the 8 essential benchmarks of thriving, success, and significance scale below. Don’t over-think your responses, go with your first impressions.

Assign a **1-5** rating to each category with **(1)** being “Flat Lining”, and **(5)** being “Crushing It”. Humble yourself and be brutally honest. Some may require two or more rating scales if your measurements aren’t the same for each subcategory.

*For example, for ‘Relational Wealth’ you may score a 3 in marriage but a 2 with kids.*

<b>Spiritual Wholeness (Walk with God)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Relational Wealth (Family/Friends)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Wellness Thrivability (Health)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Business/Career</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Community Service</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Leadership Effectiveness</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Financial Health</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Personal Resource Management</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>



# AUDIT *(Continued)*

## EVALUATE IT

### **True Success:** What's Your Definition & Why?

***PS:** If you genuinely scored at least a 4-5 in all of these and do so on a consistent basis, it's likely you're already "heeding your calling" nice work! You may just need some tweaking to optimize accordingly.*









## CHAPTER THREE

# Legacy

Now describe the generational future of your calling being lived out—starting today. Time to “Legacy Cast”—project yourself into the next 12-36 months and beyond. How will it impact and influence future generations?

### 5 PRIMARY LEADERSHIP IDENTITIES

What is your vision for your second half? A high performance Human, Husband, Father, Servant, and Breadwinner. Reference your 8 Essential Thrivability benchmarks and create the vision for your second half!

#### 1 Human

#### 2 Husband

#### 3 Father

#### 4 Servant

#### 5 Breadwinner



# LEGACY *(Continued)*

## OLD WAYS WON'T OPEN NEW DOORS

Think Upon This Accurate Definition of Insanity" = Doing The Same Things And Expecting Different Results.

Now envision your life in the next 12, 24, 36 months if you don't take massive, intentional action to course correct . . . how will this inactivity impact future generations? Is it in alignment with your calling, and is that the mark you want to leave as your legacy?

Where will your "8 Essential Benchmarks of Thrivability, Success and Significance be if you wait another day, week, month or year? Use this space below to paint that picture and get motivated!







## CHAPTER FOUR

# Listen

Meditate, pray, and listen to the voice of God for truth. Seek clarity, wisdom, discernment, direction and confirmation of your Calling Manifesto.

As you prepare to start drafting your Calling Manifesto, take time to seriously reflect and process everything you've courageously developed up to this point. Listen to your truths—heart, mind and soul. Review, Revisit, and Revise as necessary.

### WHAT ARE YOU HEARING?

*Caution: Be utterly cautious with opinions of others—receive only as neutral feedback; especially well meaning friends and family, then use discernment to process.*



## CHAPTER FIVE

# Imagination

It's time to bring it all together to complete your first draft of your Hero's Journey Adventure Script. Imagine you're writing a screenplay for your amazing life story entitled, The "Your Name Here" **Calling Manifesto**.

### THE 7 ACTS OF YOUR HERO'S JOURNEY

There are seven acts in your hero's journey to experience discovery and adventure in pursuit of your calling. Vision cast your character and use your full imagination. Remove any blinders, limiting beliefs or boundaries. Get creative to write your own personal "Hero's Journey", the compelling screenplay/story of you living out your unique Calling Adventures!

- 1 The Ordinary World** Your current life of restlessness.
- 2 The "Calling" Mission** on your life to depart and set course on a new path, vision, mission, purpose.
- 3 Encounter the Mentor** who comes alongside—inspires, equips & trains you for achieving victory.
- 4 Crossover to 'The New World'**  
Entering the valleys of the shadow of death, facing your fears, difficult trials, challenges, defeats, and temptations.







## IMAGINATION *(Continued)*



- 5 Victory & Reward** Overcoming the uncertainty and darkness you experienced when leaving the familiar, for venturing out and entering new territory and emerging with your new “treasure”.
- 6 The Transformation** with reward in hand, to complete your mission, you must pass through the valley once more for a final purifying test of transformation, resolve, courage, and faith.
- 7 The Ordinary World** You, the hero, return “home” a new, transformed man, husband, father, servant leader, and entrepreneurial victor—prepared for your next Calling Mission!

The “Hero’s Journey” was originally conceptualized by Joseph Campbell in 1949, in his writings titled, “The Hero With A Thousand Faces”. Search online for many references and examples.

This framework serves as the foundational story telling model for many of our most inspirational films, that likely resonate with your soul and anxious “Hero” inside . . . such as “Rocky”, “Braveheart” and of course, “Gladiator”, to name a few.



# IMAGINATION *(Continued)*

## BRAINSTORM SESSION

Think creatively, dream courageously, write fearlessly and have fun in the box below. Start crafting a story board concept for your Hero's Story—who's your character and write a short synopsis with a plot, character arc and other elements to a good story structure. One resource you may find helpful for this process is a book titled "Save The Cat", or go to [www.SaveTheCat.com](http://www.SaveTheCat.com).







## CHAPTER SIX

# Navigation Plan

Once you've drafted your personalized "Heed Your Calling" hero's journey script, it's time to start mapping out your **Navigation Plan**—your treasure map, timeline, and game plan for your journey.

### CHARTING YOUR COURSE

Let's start charting your course to launch and embark on your amazing journey of transformation. Prepare to heed your calling!

### 3 BIG, HAIRY, & AUDACIOUS GOALS

**1 One**

**2 Two**

**3 Three**



# NAVIGATION *(Continued)*

## S.M.A.R.T. DESTINATION GOALS

The SMART acronym stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. List some SMART destination goals below.

**1 One**

**2 Two**

**3 Three**



# NAVIGATION *(Continued)*

## **BARRIERS & GAPS**

Use the box below to write in all the barriers and gaps that need to be overcome. This can include resources, relationships, skills, experience, etc.

## **STRATEGIES & SOLUTIONS**

Use the box below to create a sequential timeline outlining the strategies and solutions to solve for the barriers and gaps.



# NAVIGATION *(Continued)*

## STRATEGIES FOR ACHIEVING GOALS

Use the box below to write in your strategy for achieving your goals.

## ACTION STEPS

Use the box below to list out all the action steps and *include realistic dates* for yourself.





# NAVIGATION *(Continued)*

## MILESTONE OBJECTIVES

List out all your milestone objectives and include dates for each milestone.

## ESTABLISH A FIRM TIMELINE

Use the box below to create a complete timeline of everything.



## CHAPTER SEVEN

# Gird-Up & Go All In

As General George Washington famously said, “Burn The Boats”—Resolve to not retreat! You know you need to do this and now is your time! What are your options? Lasting transformation or more of the same insanity? The choice is yours.

*“For the man who knows where he’s going,  
the whole world will get out of the way.”*

— Matthew Kelly

### COUNTING THE COSTS

Count the costs associated with this mission. Identify changes and sacrifices you will need to make, conversations you need to have with certain family members and friends—to let them know you’re on this journey which will require time sacrifices—and for them to be able to encourage you.

What Changes Do You Need To Make to Armor-Up & Get Battle Ready to Heed Your Calling?  
This includes your Heart, Mind, Soul & Body.

### YOUR IDEAL SELF

List out and describe the traits and characteristics of your ideal self in the boxes below.

#### **1** Spiritual Wholeness

#### **2** Personal Management (Time/Schedule)



## **GIRD-UP & GO ALL IN** *(Continued)*

### **3 Physical Wellness / Lifestyle**

### **4 Relational Health**

#### **TRUE TRANSFORMATION**

True Transformation requires dramatic, lasting change. Lasting change starts with desire, planning AND empowering decisions to leave the familiar and brave the new and unknown.

All efforts are futile and feed the frustration loop if we don't set our hearts and minds on disciplined and consistent new actions to replace "Old Way" thinking, patterns and habits.

Let's establish, or at least change-up some simple but powerful daily routines to help forge new, success paths and foundations. Fill out the time allocation sheet on the next page.



# **GIRD-UP & GO ALL IN** *(Continued)*

## **MORNING FORTIFY WELLNESS**

Wake-up, exercise, diet, prayer/meditation, gratitude, planning, etc.

**Time**

**Activity**

**Time**

**Activity**

**Time**

**Activity**

## **DAILY AGENDA**

Actions you can do to support your calling.

**Time**

**Activity**

**Time**

**Activity**

**Time**

**Activity**



# GIRD-UP & GO ALL IN *(Continued)*

## **EVENING REFLECTION & PLANNING**

Reflection, course correction, next day planning, etc.

**Time**

**Activity**

**Time**

**Activity**

**Time**

**Activity**





## **GIRD-UP & GO ALL IN** *(Continued)*

### **EXPERIENCE TRANSFORMATION: 7-STEP-SYSTEM IN 7 WEEKS!**

Draft your Calling Manifesto, Hero's Journey Script, Navigation Plan, and go for it! Below, we've provided you with a proposed timeline to help chart your path and progress.

All efforts are futile and feed the frustration loop if we don't set our hearts and minds on disciplined and consistent new actions to replace "Old Way" thinking, patterns and habits.

Let's establish, or at least change-up some simple but powerful daily routines to help forge new, success paths and foundations. Fill out the time allocation sheet on the next page.

#### **Cause Week 1**

- Planning and making necessary changes in your schedule to prioritize the time required to follow-through on this journey. (AT LEAST 1 HOUR PER DAY)
- Conversations with important people close to you, to pray for you, have grace, challenge and champion you. Let them know your time priorities are going to shift for the next 50 days or so.
- Complete your first Milestone "Cause"—Define your why!

#### **Cause Week 2-3**

- Get bold! Courageously pull back the veil on your life and get vulnerable and transparent. Do a complete Autopsy while plunging into "Audit".

#### **Cause Week 4**

- Cast your vision for future generations as you progress through your 3rd milestone "Legacy". What will history write if you sheepishly ignore the Calling Adventure!?

#### **Cause Week 5**

- Time to pause, pray, and reflect at Milestone #4, "Listen". Be still and listen to the voice of the Lord speak to you about His miraculous calling on your life.



## **GIRD-UP & GO ALL IN** *(Continued)*

### **Imagination & Navigation Week 6**

- Having done the deep dive into authentic self-discovery and embarking on meaningful spiritual discernment - it's time to get creative, explore the possibilities, and write your story as we progress to milestone #5, "Imagination". Start writing!
- Now it's time to set your course, determine and draft your game plan to reach your summit. Boldly chart your path and get to work on Milestone #6, "Navigation Plan".

### **Gird-Up & Go All In Week 7**

- It's game time men! Finish strong and launch into your calling adventure with milestone #7, "Gird-Up & Go All In".



### **EXPERIENCE TRANSFORMATION: 7-STEP-SYSTEM IN 7 WEEKS!**

Resolve to get on your transformational path by starting your personal Calling Manifesto today! Find a reliable accountability partner to champion and challenge you—to come alongside you and co-journey with you. It's time to get serious about your new future forward before another year of discontent and frustration. Take action **NOW!**



# COMMIT!

## MAKE THE COMMITMENT

Set specific and firm timelines to start and finish your MANifesto.

**MANifesto** Set a firm start and finish date to complete your MANifesto.

**START:**

**FINISH:**

**Heed Your Calling** Set a firm start and finish date to take action and commence your journey.

**START:**

**FINISH:**

**Personal Commitment** I commit to completing My Personal MANifesto and embarking on this journey to Heed My Calling once and for all—No retreat!

**START:**

**FINISH:**

Signature

Date

Commitment Partner

Date



Complete your Personal & Amazing "Calling Manifesto" and Share it with me. Please send a personal email to [Jim@HeedYourCalling.com](mailto:Jim@HeedYourCalling.com)

**Connect: T: 602.617.7439 / CLICK HERE:**  <https://calendly.com/heedyourcalling/30min>  
**To Book a Free Strategy Coaching Call**

**My Personal Commitment To Serve You!**

*Jim Schubert*

James P. Schubert, HEED YOUR CALLING MANifesto, Founder – Heed Your Calling & Chief Calling Coach / Host of the "HEED YOUR CALLING" Podcast





## Time to pause (not too long though . . . 😊) and Celebrate Your Success!!!

Congratulations, Kudos, Way to Go . . . hardly seem like adequate words to celebrate the gargantuan victory achieved just by taking on this mission and completing your MANifesto assignment.

You have done a massive amount of courageous self-discovery, planning, preparation up to this point and now you're ready to launch. But, Before you start we need to pull it all together, in your own premier *Personal "CALLING MANifesto Proclamation"* *This is your announcement to the world, your line in the sand to stake your Calling Claim . . . your Declaration of Freedom to Live In Your Calling!*

This is the final phase and refining process of filtering through all the information and drafting Your MANifesto Declarative Statements of fact, intentions, and commitment. Think of it as your True-North Compass to keep you focused, intentional, motivated and inspired during the inevitable seasons of doubt. Remember, this does not need to be "perfect". Give yourself some flex as you move through it, be open to making changes as needed.

I've seen some "short form" creative designs that fit on one page. And, converted into "Wall Art", posters or plaques, using elements such as varying fonts and different font sizes, colors, icons, photos, etc . . . Actually, a very cool idea if I can ever get mine narrowed-down enough 😊 So, have fun with it, and allow yourself the freedom to be creative in alignment with your personality and wiring.

**Important Note:** Your Calling MANifesto is a living and breathing document - meaning that as you live in your calling, you will be continually be transformed and so will your manifesto be transformed alongside, as you continue to become man you are called to be.

The MANifesto you draft now, as you launch into your journey, will be different in 3, 6, 9 12 months so just relax and start writing from your heart and soul. And, if you stay the course for years to come, it will likely continue to transform as you do along your calling path until your last breath.



Here is my current Personal “CALLING MANifesto Proclamation Declaration”. This is ONLY meant to serve as an example, not a “model” in word or form. Make YOURS - Your OWN. It may be longer, shorter, more specific or less detailed, etc.

## **JAMES PAGE SCHUBERT—“CALLING MANIFESTO”**

**C: CAUSE = Your Compelling Calling “WHY”:** I was created and spared by the living, sovereign God of the universe for such a time as this to serve Him by courageously, passionately and obediently heeding my calling in my Primary Leadership Roles—as the man, husband, dad, servant leader and entrepreneurial breadwinner I’m called to become—each day He gives me breath. And, to ignite a movement that will transform culture as I steward my calling well by faithfully championing, equipping and coaching entrepreneurial Christian men to boldly heed their life’s calling.

**A. AUDIT = Know Thyself To Know Your Calling:** God has designed and equipped me perfectly to heed my calling with courage and great zeal to ultimately achieve His purposes. Everything about me and my life path have been ordained by His hand of grace in pruning, molding and refining the character only I’m capable of and responsible for living out. My past does not define or determine my future but was allowed and is available to be leveraged forward in my calling to serve others in their amazing calling journey. Knowing I’m weak in my flesh, I’m fully aware and on guard that while in this earthly tent I will miss the mark at times. I’m committed to quick repentance and course correction to remain in Christ—seeking his will and not mine.

**L. LEGACY = Your Calling Life Will Bear Fruit For Generations:** I’m called to live a life in my Primary Leadership roles that produces healthy fruit for future generations. Acutely aware that all that I am will have a rippling, generational impact and influence on others. I take this truth and responsibility seriously, and therefore steward my life accordingly, increasingly mindful of the high calling on my life for which I will give an account.

**L. LISTEN = Pray To Hear God’s Voice For Calling Guidance:** In the chaos of life’s distractions, I’m attuned to deceptive voices tempting to lead us astray and into the snare of worldly cares and false callings. I know my eternal Calling is from the Holy Spirit speaking directly to me and through others. Therefore, it’s mission critical for me to be still frequently and listen to the voice of God speaking to me, feeding me His truth and wisdom and granting me discernment to make wise choices in all that I hear, say, think and do in pursuit of my life’s calling



**I. IMAGINATION = Cast Your “Calling” Vision:** My calling life story is an amazing adventure, unfolding every day as I take steps, receive direction, trusting and walking by faith. The beautiful truth is that my calling journey is more magnificent than I could ever imagine. I’m heeding the voice of truth to create my calling life and forge the unknown path with zeal, enthusiasm and positive expectancy. I look forward to the trials, challenges and inevitable dark valleys of adversity and affliction. Knowing all along that these experiences are the Lord’s way of meticulously removing the dross of my flesh, to make way for new growth and capacity to be used by Him—all the while remaining in my Calling Life!

**N. NAVIGATION = Map Out Your Calling Journey:** My eternal destination is on my radar and my present Calling path is in my sights today, coming more into focus with each action I take, knowing that small consistent adjustments and iterations are required for accurately reaching my ultimate destination. My True North Compass is set with my vision, mission, purpose, goals and objectives defined and my destination for the next 90 days is clear. I will go as far as I can go to steward and wisely leverage the resources I have been entrusted with, in my capacity. My calling is in God’s hands and therefore, I will remain open and available for providential course corrections.

**G. GIRD UP & GO ALL IN:** I am *Heeding My Calling* all-day, every day I have the gift of life. Since this is an eternal Calling Life, I’m cognizant that new growth and meaningful transformation is required to successfully engage with my future calling life. I’m prepared and welcome radical changes—in my heart, mind, soul, body, time allocations, habits, thoughts, skills, and relationships—trusting the Lord will provide a way as a lamp unto my feet and sustain me each step. Every day I awake battle ready, cloaked in the full armor of God and prepared to fight the good fight. I fully acknowledge there is a war waging on for the souls of men and to thwart God-revering men from victoriously Heeding Their Calling. I’m all in, for the Glory of God. Amen.

Your **HYC MANifesto Proclamation Declaration** should be written down, read often and aloud to solidify your intentions, resolve and commitment to Heed Your Calling.



## **NOW IT'S YOUR TURN . . .**

Remember, just start writing—do a brain / heart dump. Get it all out first, then go back and clean it up accordingly.

**C CAUSE = Your Compelling Calling "WHY:**

**A AUDIT = Know Thyself To Know Your Calling:**

**L LISTEN = Pray To Hear God's Voice For Calling Guidance:**

**I IMAGINATION = Cast Your "Calling" Vision:**

**N NAVIGATION = Map Out Your Calling Journey:**

**G GIRD UP & GO ALL IN = Armor-Up All That You Are To Get "Calling Ready" & Launch With Resolve:**

# Notes

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