

5

S T E P S

T O S T A R T  
S H I N I N G

BY

V I C K Y M A R T I N E Z D O R R

# C O N T E N T S

INTRODUCTION	3
<b>OUR FIRST PARADIGMS</b>	5
FIRST STEP TO START SHINING: LEARN TO RECEIVE THE POSITIVE	7
<b>YOUR WORLD AND THE UNIVERSE OF WORDS</b>	9
SECOND STEP TO START SHINING: IDENTIFY AND ACCEPT WHO YOU ARE	14
<b>WHAT DO YOU WANT TO BE WHEN YOU GROW UP?</b>	15
THIRD STEP TO START SHINING: CONNECT WITH YOUR INNER SELF	16
<b>LEARN TO LOVE</b>	20
FOURTH STEP TO START SHINING: LEARN TO LOVE YOURSELF	21
<b>CHANGING PERSPECTIVES</b>	25
FIFTH STEP TO START SHINING: IDENTIFY YOUR ISSUES	26
CLOSING THOUGHTS	29
ABOUT THE AUTHOR	30

# I N T R O D U C T I O N

HELLO, BEAUTIFUL SOUL! HOW ARE YOU DOING TODAY?  
I am super-duper happy to land in your hands with this e-book: a thirty-page workbook aimed at attaining a different perspective on how you are currently handling the surprises and the challenges you may face in day-to-day life, and simple steps for how to start handling them differently.

Often, we may find ourselves in a complicated situation and perceive our problem to be bigger than it is, simply because we do not stop and realize what is it that we are doing. In this *5 Steps to Start Shining e-book*, I will help you find your way out of that cloud of confusion, and guide you through some easy steps to creating the life you want to live.

Will I tell you WHO you are going to become? NO! This is YOUR journey, and only YOU can discover who you truly are. What you *will* find in this e-book is a set of tools and stories designed to empower you to do the self-work required to let that true, authentic you SHINE.

BEFORE WE START, I would like to share with you some guidelines to bear in mind as you read through this book:

**1** PLEASE, PLEASE, PLEASE, read the exercises one at a time and follow the process outlined. Wait until you have completed one step before moving on to the next. TRUST ME: you will get the best results this way, and it will help you understand the reasoning behind each step.

**2** The more spontaneous your responses to any of the exercises in this workbook, the better. Don't dwell too much on having THE PERFECT answer; go with the first thing that comes to mind. Follow your intuition and connect with what your inner voice says.

**3** Last, but certainly not least, you have invested in this e-book. Therefore, I would kindly ask that you keep this investment for yourself. It took a lot of time and effort to build this material for you, and you have rewarded me by buying it from me. I am sure that you understand the meaning of working hard and being compensated for that.

WITH THAT OUT OF THE WAY - READY...  
STEADY... GO!



## OUR FIRST PARADIGMS

When we are born, we are 'imprinted' by our environment, by the people and ideas and lessons that surround and condition us. With those imprints, we start moulding our personalities and reflecting the paradigms with which we were raised.

According to the Oxford Academy, the word paradigm dates from the late 15th century and comes from the Greek paradeigma, from paradeiknunai ('show side by side'), built from the roots para- ('beside') and deiknunai ('to show'). The same academy explains that a paradigm is 'a typical example or pattern of something; a pattern or model: "society's paradigm of the "ideal woman".'

If you consider the modern world, you will see that it is littered with such paradigms, telling you to 'do this' or

'have that opinion', 'be this person', 'study that career', 'choose that job,' 'work in that company,' 'follow this path'... and the list goes on.

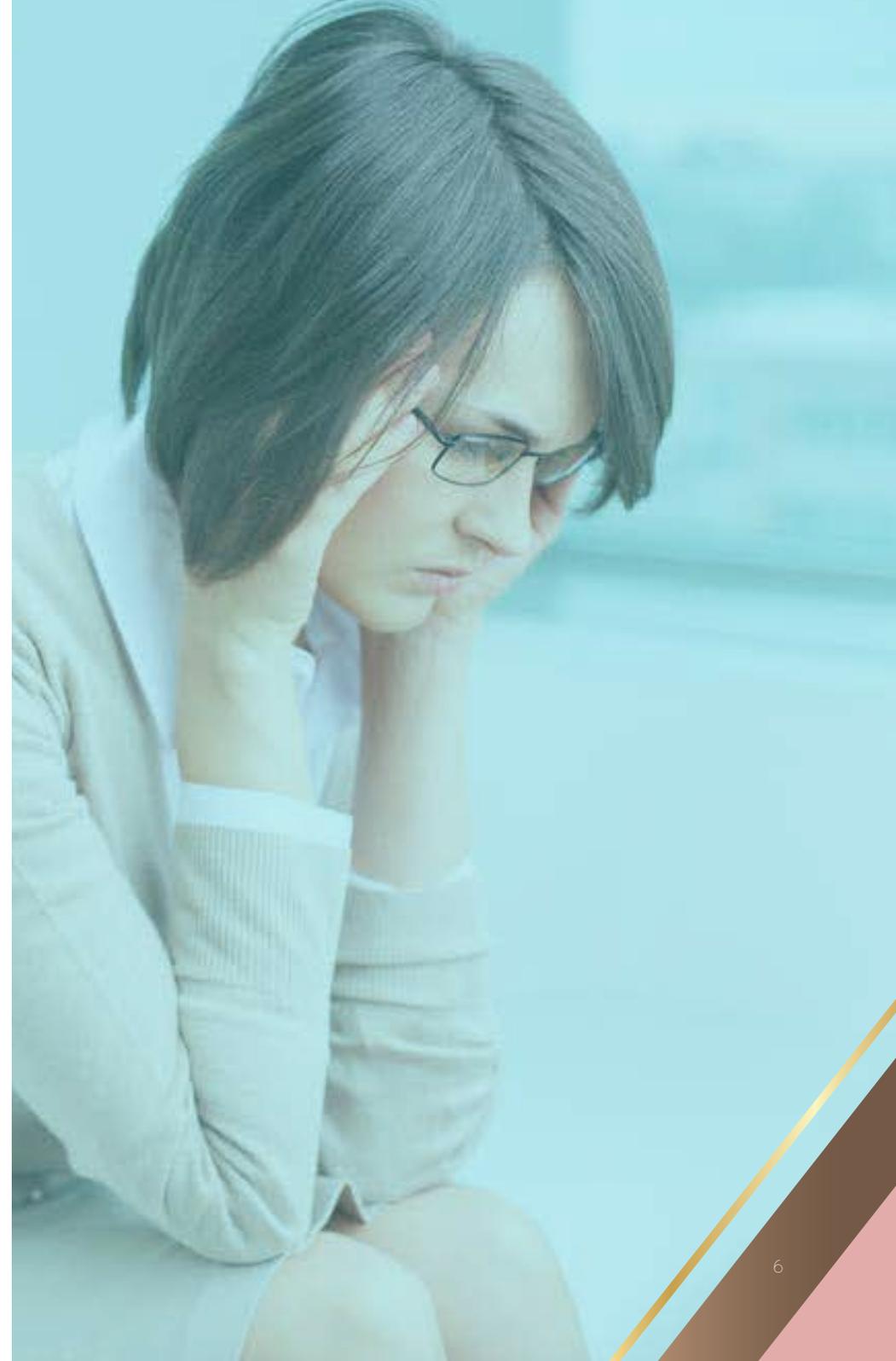
When we allow these moral and cultural paradigms, and religious rules, to dictate how we live our lives, we start disconnecting from our true self within. We silence our inner voice, in order to 'fit' into the world in which we were born. In this way, we become 'programmed' to believe in the limitations imposed on us – limitations on what we can achieve and who we can become, in work, in relationships, in careers, in love, and so forth.

So many times, in both my professional and personal life, I have heard how frustrated and demotivated so many people – especially women – are: how lost they feel,

wondering 'how the hell' they ended up where they are. Many of us have no clue.

Often, it comes down to the fact that we never learned to value ourselves, growing up, because no one wanted to 'teach' us how to do it. So, who do we blame? No one! That is not the solution. **The solution is to learn how to value ourselves NOW, to transform our futures and let that inner self shine.**

If you are dealing with poor self-confidence, self-doubt or weak self-conviction, you can start reversing this situation with the following exercise.



1<sup>ST</sup>

STEP

TO START  
SHINING

# LEARN TO RECEIVE THE POSITIVE

Ask your best friends, close relatives and/or work colleagues to write down what they see as 3-5 of your best qualities. Do NOT give them any suggestions; just explain that you're looking for a bit of feedback about how you are perceived. Sometimes we need that little boost to recognise our strong points (which, for whatever reason, we may currently be unable to see).

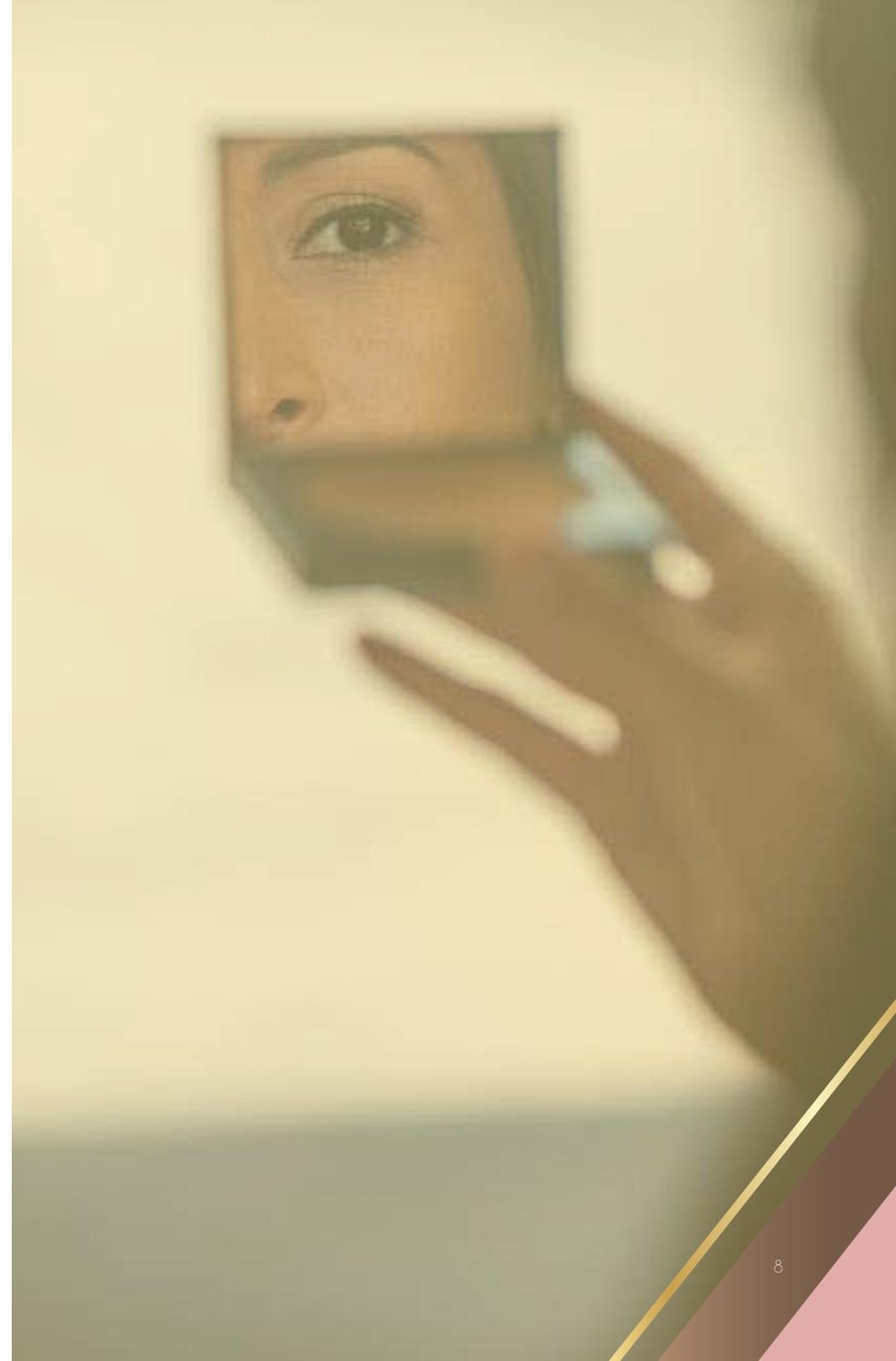
Once you have those responses, compile them into one list here below. Note which responses make repeat appearances, and group them together. Then, arrange the list with the most frequent responses at the top. These best reflect how you are perceived by the outside world.

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

DONE?

Now I ask you: does that list of qualities match your own perception of who you are? Does it make sense? Are your closest friends, relatives or colleagues seeing things you've never noticed before? Sometimes we overlook our good qualities and focus on the negative, because they are more deeply imprinted in our minds, after years of conditioning.

But I have news for you: the brain is a muscle. And like any muscle, you can train it to see the positive and focus less on the negative by applying this simple exercise on a regular basis. Go through your list every day for seven consecutive days, and start internalising the good things that the outside world sees in you.



# YOUR WORLD AND THE UNIVERSE OF WORDS

When we grow up in an environment of constant competition and achievement, we tend to forget how good we already are, at our essence, and focus too much on the 'end goals' imposed upon us. We forget that, at our core, we already hold all the precious gifts we need to succeed in life.

It's often easy to overlook these gifts, when there is often a friend, a relative or a work colleague/boss ready to undermine us (whether intentionally or not). But we don't always need to listen to what they say.

- Will there always be people eager to share their opinions about us? YES!
- Will there always be people who belittle us? YES!

- Will there be people who judges us? YES!
- By contrast, will there be people who love us, admire us and praise us? YES!

But all of this does not define who we truly are. Yet, so often we absorb these outside views and mistake them for who we are. When we do this, we fall victim to the paradigms formed early in our lives – paradigms that carry with them what I call a 'universe of words', language that programmes us to think a certain way.

For example, we might be conditioned to think, 'I am not good enough,' 'I should work hard to get it done,' 'I am not worthy,' 'This is never going to happen to me,' 'I do not deserve that,' 'I am not entitled to this,' and so forth. Every time we repeat these phrases to ourselves, we reinforce our belief in them.



But these words came from without, not within us. By reinforcing them, we become detached from the true self inside. We keep feeding a life that does not serve us and does not help us grow. The only way to begin reconnecting with the self is to change the language we use. In that way, we may become a better version of ourselves.

REMEMBER: *no one* has the power to determine WHO you are. Only *you* can decide. And the way to become more like ourselves is to become more *aware* of ourselves. To achieve this, we must spend some time *getting to know* ourselves inside. What is the universe of words that you have inside of you? What is your internal speech? Take notes of your most prominent words. What are those? Do they help you grow? Or the limit you? Analyse that. This is very important.

The stronger the power within you, the easier it is to *be* you, because you will instinctively and spontaneously BE yourself without stopping to question who you are and what you are supposed to do. The stronger your inner work, the easier it will be to connect with the outside. Conversely, the more we depend on opinions and paradigms from the outside, the less honest we are with ourselves, and this will be reflected – sooner or later – in our environment, our behaviour and our relationships.

Think again about that Oxford Academy example of the use of the word paradigm: 'society's paradigm of the "ideal woman"'.  
ASK YOURSELF: what is your current paradigm of the ideal woman,

based on the values learned from your family, your friends, your culture, your country, and/or your religion? Once you define that, you will understand WHY you are working so hard to BE THAT 'ideal woman'. It is because it was presented to you, from childhood upward, as the way you 'should be'. Consequently, you have probably spent your whole life attempting to 'fit in' with that paradigm, to be accepted within your social circles.

But what happens when those learned paradigms do not match who we truly are inside? Sometimes, if we have the strength to make that shift internally and mentally, we can move away from those paradigms and begin to work on our inner selves. However, sometimes this is not so easy, and we must *physically* move away from those paradigms in order to detach ourselves from that which no longer serves us. We may change neighbourhoods, cities, countries, jobs, relationships, and so forth. When an environment does not help you grow, it is best to remove yourself from it, if you are ever to feel like you are your best self.

You may already know that when someone withdraws from and rejects a certain paradigm, there will be those who want to pull you back. You may even find yourself naturally drawn back to that paradigm, all on your own. Why? Because simply desiring to move away from a paradigm is not enough; *you have to change.*

Every new stage of your life requires you to transform yourself. For example, you are not the same person you were when you were a child first starting nursery or primary school; and you are not the same person who jumped from primary to high school, or from university to your first job. New challenges and responsibilities came along and you had to adapt, to learn and grow, as you progressed from one 'life stage' to the next. You had to study more, work more, learn more, listen more and interact differently.

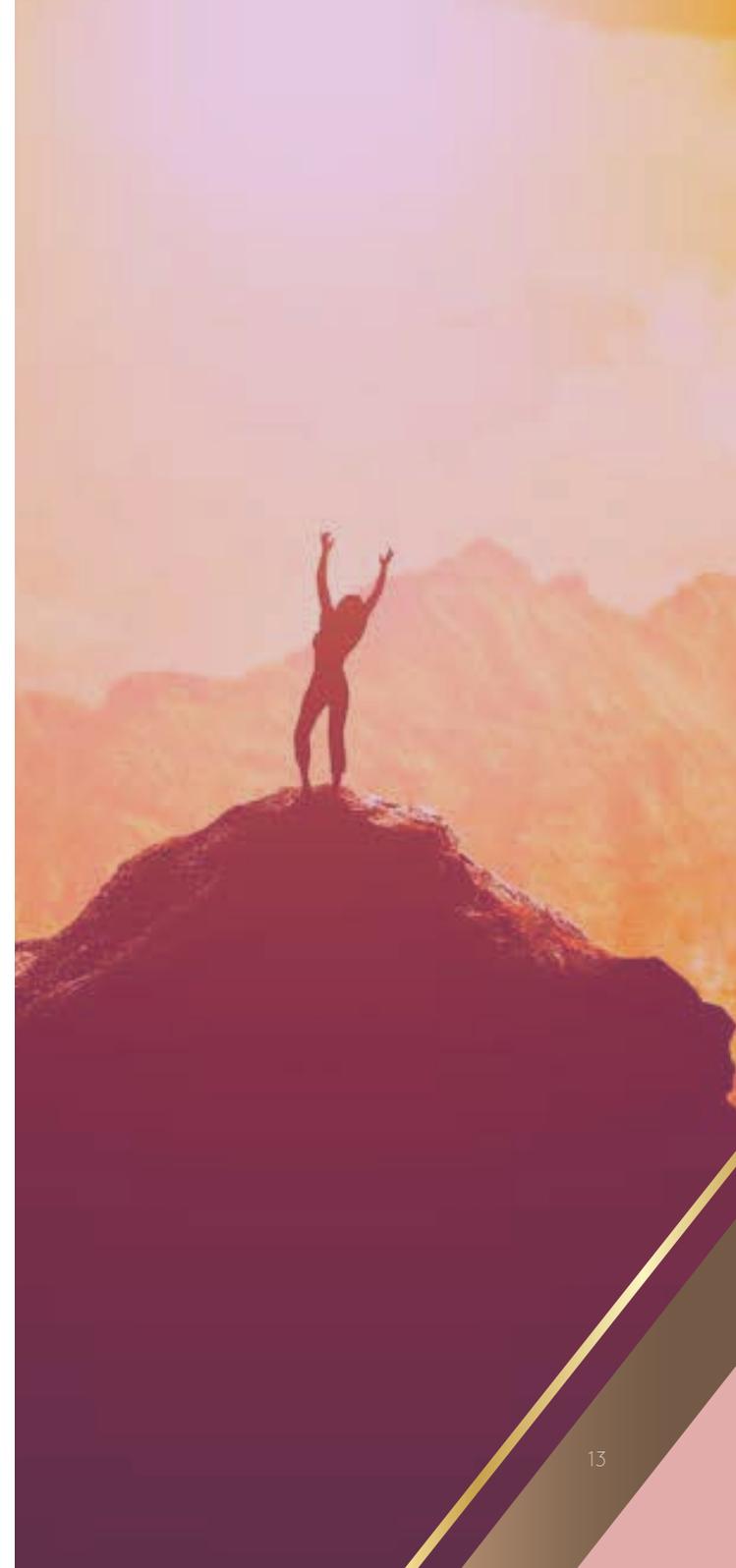
IN SHORT, YOU HAD TO CHANGE.

But not everyone likes the idea of change. For many people, *change* is a horrible word – but not for me. I love it. Why? Because change and evolution go hand in hand. Change is beautiful because it allows you to create a new, better version of yourself that brings you closer to your true self, that helps you hear your inner voice. You are a unique and wonderful being, and you can build the world that you deserve without having to ask for anyone for permission, but you need to be willing to *adapt*.

Here, it is worth remembering that famous quotation from Albert Einstein: 'The definition of insanity is **doing the same thing** *[emphasis added]* over and over again, but expecting different results.'

When there is something wrong in your life and you keep approaching the problem with the same attitude, you will always attain the same results. If you keep complaining about the 'ideal woman' persona you feel you must maintain in your community, but you do not take positive action to change that paradigm for yourself, you will continue to feel frustrated and untrue to yourself.

So, if you feel stuck in life, frustrated and lacking motivation, consider the paradigms you have assimilated throughout your life and start adjusting them, aligning with your true self and what you want from life.



# 2<sup>ND</sup>

## STEP TO START SHINING

# IDENTIFY AND ACCEPT WHO YOU ARE

*REMEMBER: Do not move on to this step until you have completed step one, in the previous chapter.*

Imagine you are standing in front of me, and I am asking you: Who are you? How would you describe yourself? What would your answers be? (Write down everything that comes to mind.)

---

---

---

---

---

Write these down, and then re-read your answers. Now, what did you put first in your list(s)? Was it your name? Your gender? Your nationality? Your emotions? What did you focus on? If you listed your job title first, perhaps status is very important to you. If you highlighted your nationality, maybe your roots are the focus of your attention.

Now look at the rest of your list and ask yourself: is there something at the bottom that you would like to bring to the top? What can you do to make that happen?

For example, when I made my list for the first time, I put: *I'm Vicky, from Argentina, and I have been travelling the world for xxx years and I work at...*

Today when I introduce myself to someone new, I just say. 'Hi, I'm Vicky, a relentless soul.' For me, this reflects who I am in a much more authentic way, which impacts the other person and helps the conversation flow better.

And now it's your turn. Who are you, inside?

## WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

There are many books, theories and papers about discovering your true passion, where to find it and how to act upon it. I have read so much of it, and I agree with some of the material that is out there. However, after exploring the lands of other people's ideas, I came up with my own, at a very empirical level.

I am very fond of this sort of 'thought experiment' that I made up a few years ago. I am a true believer that when we are young, say three to five years old, our creativity and wildness is at its peak, and inner passion is virtually limitless. We want to be astronauts, teachers, princesses (thanks to Disney), rock stars, and the list goes on. Yet somewhere along the way, we let go of many of those dreams.

When I decided to become a coach, I had to go back to my childhood years to reconnect with my earliest, strongest passions to discover what I wanted to be as an adult. To do that, I performed this next exercise.



# 3<sup>RD</sup>

## STEP

### TO START SHINING

# CONNECT WITH YOUR INNER SELF

TAKE OUT A NOTEBOOK AND ANSWER THE FOLLOWING QUESTIONS:

- What made you happy when you were a child (say, four or five years old)?  
What games did you play? What toys did you play with?
- What were you most curious about, as a child? What excited you? What drove you crazy with happiness?
- What did you want to be as a grown up?

This exercise is designed to help you rediscover who you were as a child. If you do not remember much about being that young, think about when you were a little older, maybe seven or eight years old.

Make your best effort to answer accurately. You may also wish to ask family or friends if they remember the answers to these questions. If you find objects/pictures/videos to aid your memory, even better!

## NOW ASK YOURSELF:

- What made your eyes sparkle, as a child, and are you still doing those things today?
- Are you following your earliest dreams and passions?
- How do you connect with that 'inner child' today?

Go through this exercise as many times as you need. What it is important here is to bring your best friend back with you – and that means YOU when you were a kid.

To share a personal example, when I was four years old – before my brother came into this world and I had someone to share my adventures with – I spent a lot of time on my grandparents' farm in Santa Fe, Argentina. Those days were full of creativity and fun; I dreamt up a world in which I had it all.





In those days, I was a serial entrepreneur. Every morning, I learned from my grandma the fundamentals of commerce and market exchanges. She taught me to count chickens and eggs, and to ration food from the different sources we had in the farm.

After some time, I realised being a full-time businessperson was exhausting and (for me) it was often boring (numbers were never my forte). So, I took a break from that imaginary profession and became a famous TV chef, instead. I cooked little 'chocolate' cakes made of water, soil and flowers from my granny's garden. I talked to my imaginary audience about how to make delicious cakes for family and friends. I wanted to make them *feel* what I was preparing with my hands and *taste* how wonderful I imagined it tasted. With an invisible camera in front of me, the show was in my hands; and those wonderful creations were SO real to me that I could feel the audience's reactions like they were real, too.

After the cakes were done and the show was off-air, I discarded my apron became a full-time mom. The farm cat was my baby, the cow my maid, and the horse my carriage to transport me to different places in my imaginary world.

Lunch time came, and I pretended I was a teacher, with imaginary pupils I used to call '*alundos*' (a distortion of *alumnos*, which means *pupil* in Spanish, my mother tongue). In my mind, they were really there, sitting, talking to each other, not paying attention to what I was teaching. I grew angry with them, nagged them, sent them to the corner to think about their behaviour, taught them how to behave and how to be respectful; and I taught them what little I knew about literature and geography at that age.

In that childhood world of make-believe, I created everything that made me happy. My paycheck was freedom, change and, most importantly, the possibility of creating whatever I wanted *when* I wanted. That was when the meaning of 'success' took shape for me.

Thirty years passed, and I continued to switch from one world to the other, happily sharing my creations with the

world. I went on many adventures in my life, faced many challenges and made many discoveries on my journey to unlocking my real passion. It was not easy, and in order to succeed I had to return to that little Vicky and look through her eyes, to see what I wanted to become.

Funny, isn't it? The key to my happiness was always there, in the foundations of who I was going to become – in the imaginary world of a four-year-old girl who had not yet discovered the world, but had created the world for herself, even before she could make it happen. It seems that little Vicky knew it all from the very beginning, while grown-up Vicky had to explore the outer world before making her return and reconnecting with her inner self.

SO NOW IT'S YOUR TURN. WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

## LEARN TO LOVE

So far, you have taken three steps to learning how to shine. That's wonderful! I have no doubt that if you have come this far, you are engaged in your own journey to becoming a better version of yourself. Now, let's take a fourth step toward letting your inner light shine.



# 4<sup>TH</sup>

## STEP

### TO START SHINING

# LEARN TO LOVE YOURSELF

TAKE OUT A NOTEBOOK AND MAKE A LIST OF THE FOLLOWING, IN ORDER OF PRIORITY:

- The people / animals you most love
- The moments in your life you most love(d)
- The things you most love

Each item on the list could be something from your present, a memory from the past, or an ideal you hold for the future; the sky is the limit. Be sure to think these lists through thoroughly.

---

---

---

---

---

---

---

---

---

---

---

---



DONE? ❤️

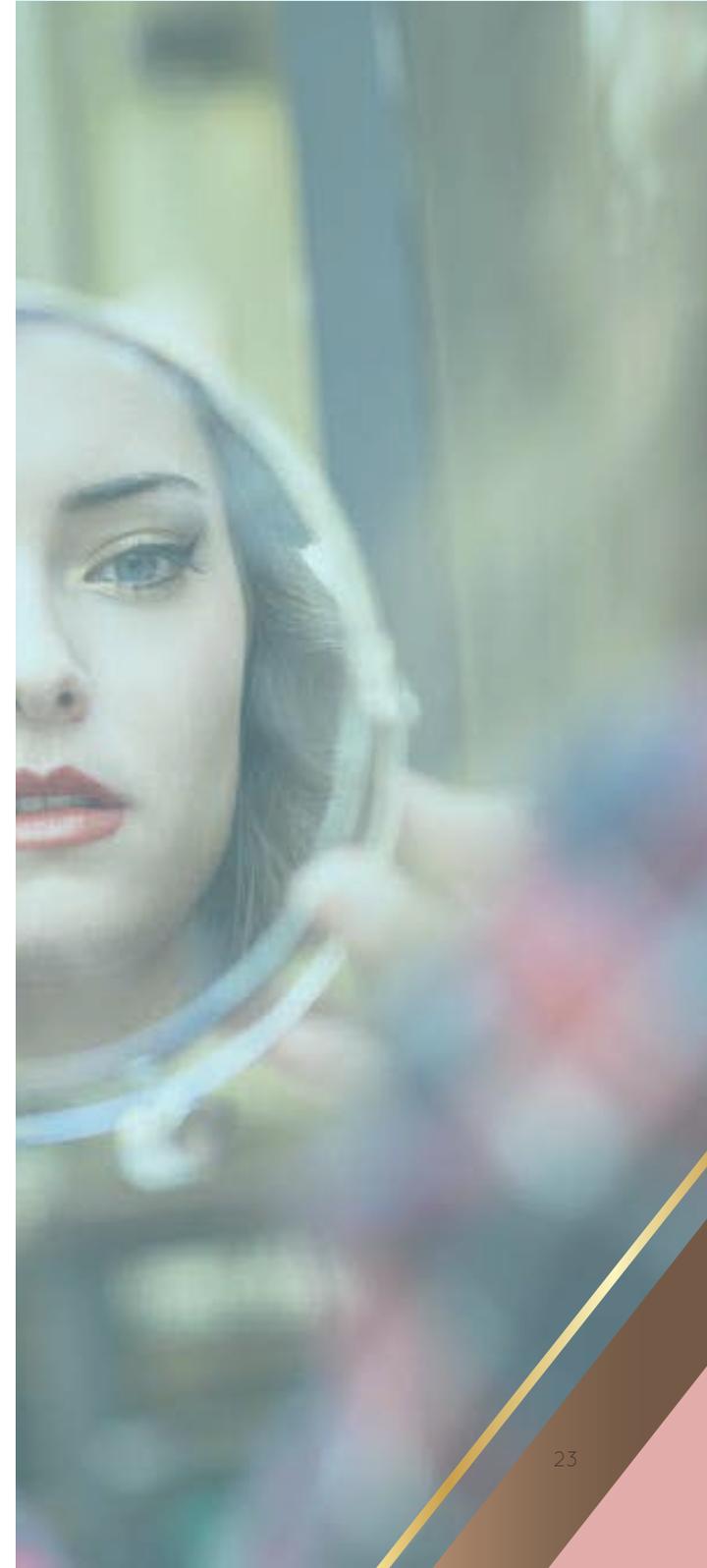
Now, I would like to ask you the following: where did you place I LOVE MYSELF in your list? Was it at the top? Was it in the middle? Was it at the end?

What I often see with clients is that they rarely put themselves first. Even I didn't put myself first, when I made my own list. This exercise is a great way of forcing us all to reflect on how much (or how little) we value ourselves. We tend to write things like 'my job', 'my family', 'my friends', 'travelling', or even lists of our favourite foods. Yet, we tend to forget to prioritise ourselves, and to love and express that love to ourselves first and foremost.

Again, this is down to the paradigms with which we were raised. Most likely, we learned early on that putting ourselves first is 'selfish'. But this couldn't be less true. It has nothing to do with being selfish. On the contrary, it is about being *selfless* – and that selflessness starts at home.

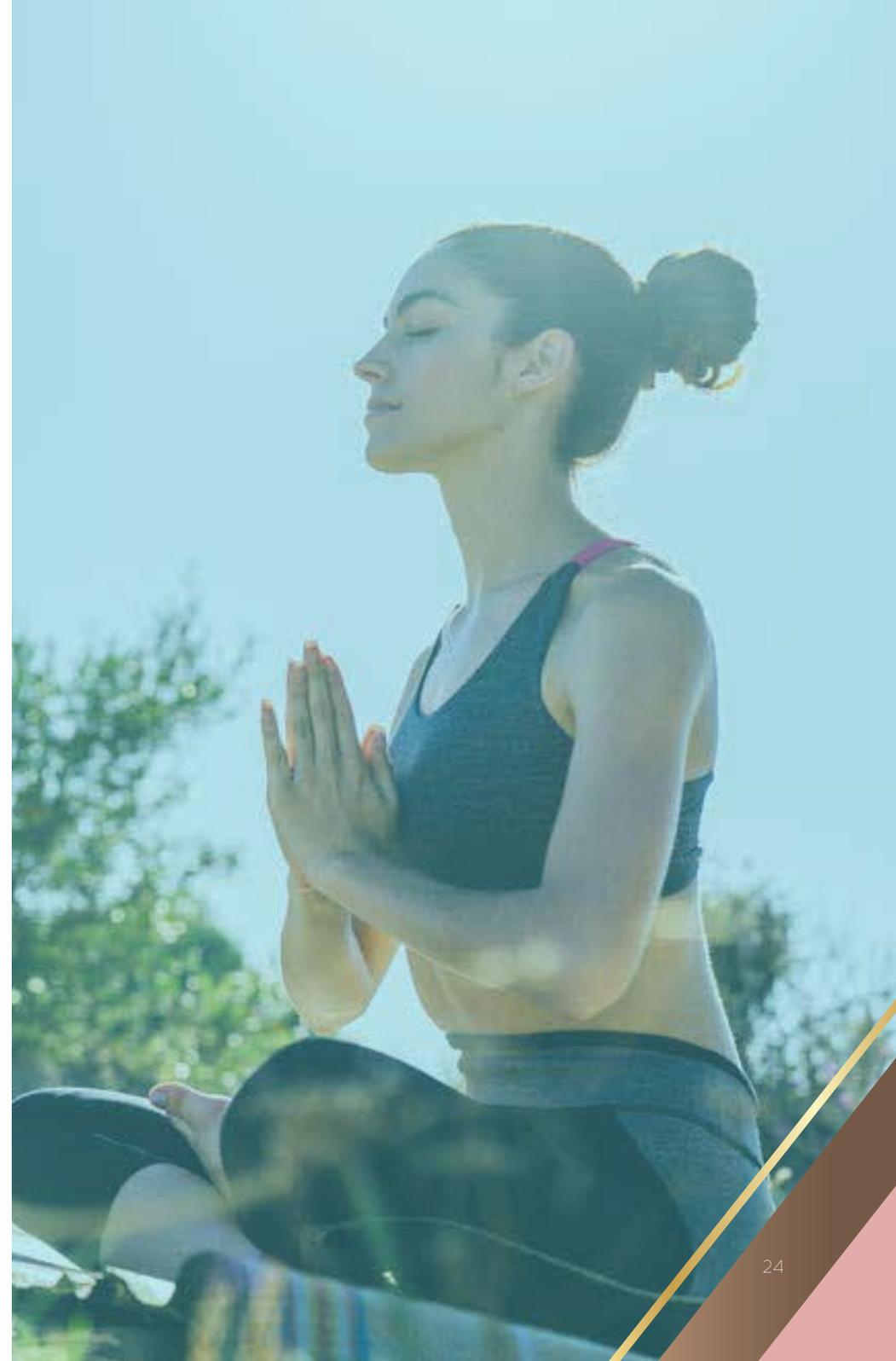
When I say 'home', I mean it starts with yourself – loving yourself, *understanding* yourself and being *compassionate* toward yourself. Only when you have a healthy relationship with yourself can you begin to replicate it in your relationships with others. By understanding your inner love, you will be able to develop more sustainable relationships based on selfless love, rather than selfishness or ego.

The very first exercise in this workbook was designed to help you see what others see in you. If you did not previously see those qualities, I hope now you have begun to recognise your good qualities, your kindness, your positive characteristics and your virtues. I invite you to continue to work on seeing your 'silver lining', rather than focusing on negative perceptions. The key of self-development is to understand you FIRST – by digging deep within, into your values and your universe of words. How compassionately do you talk to yourself? How understanding are you of your mistakes? How do you cheer yourself up when something goes wrong?



Vitality, what types of words do you use when you talk to yourself? Write down those words. Write them when you are on your way to work, and when you *are* working. Make a list of the positive and negative words that you say to yourself, and start working on deleting the negatives and strengthening the positive ones. You can also add new words to your universe of words. By identifying those you wish to keep and those you want to erase, you will become more aligned with your new self, and you will initiate a circle of positive thinking replacing the old 'stinking thinking' you once had.

This is the way to love yourself: to replace your internal speech with kind and positive words that will help you move forward with a fresher mind-set.



## CHANGING PERSPECTIVES

Now that you have reached this level, it is time to make things a bit more complicated. As I mentioned before, the brain is a muscle and needs training in order to be ready to change perspectives. Working hard is the essence of this change.

Often, we need to change our perspective on a particular problem, if we are to move beyond it and see the solutions that might sit just in front of us. With that in mind, let's move forward.

5<sup>TH</sup>

STEP

TO START  
SHINING

## IDENTIFY YOUR ISSUES

It is important to understand what issues/challenges we are having and how we are positioning ourselves towards them. Once we identify this, we can understand what our behaviour and our current values/beliefs are around those issues/challenges. After, we can start working in a different direction in order to have a different result.

Think of significant issue that is challenging you right now. Does it relate to work? Love? Relationships? Mind-set? Write it down, and be sure to provide as much detail as possible.

---

---

---



READY?

Now, answer the following questions:

- 1** WHO do you think you are **today**, in relation to that issue/challenge? Do you feel negative, unsatisfied, frustrated, sad, unfulfilled, cranky, doubly, lost, etc.? Again, be as detailed as possible.

---

---

---

- 2** WHAT do you want to accomplish, in order to change this current issue? Do you want to change Jobs? Find love? Improve relationships? (These are just suggestions. There could be any multitude of answers to this question.)

---

---

---

3

WHO do you think you need **to become** in order to accomplish that goal?  
Do you need to become more positive? Assertive? Mature? Self-confident?

---

---

---

This last exercise will help you identify the areas you need to work on and how you will have to 're-programme' your brain in order to accomplish the new goal(s) you have in mind.

REMEMBER: we cannot expect a different result if we approach an issue with the same mind-set we adopted in the past. Become a better version of yourself and you will be able to see things from a different perspective.



## CLOSING THOUGHTS

As I said at the start of this journey, no one has the power to determine who you are. Only YOU are the owner of your destiny, and you have in your hands and in your will the power to make change and forge your own future.

I am a big believer that we can ALL kindle that light we have inside and learn to sparkle from the inside out; and that by doing this, we can ALL illuminate the darkness around us.

Now that you have completed this workbook, I kindly invite you to join the closed-and exclusive community group where you can share your experiences, ask me questions and connect with like-minded people around the world who are going through the same process as you are.

*Join the Facebook group:*

*<https://www.facebook.com/groups/makingpeopleshine/>*

SHINE ON!

*Vicky Martinez Dorr*



## A B O U T T H E A U T H O R



Vicky Martinez Dorr is a qualified business coach, with certifications in NLP and TimeLine Therapy®. Her **'Making People Shine'** programme merges coaching with NLP and other creative techniques to help people re-connect with themselves and re-wire their brains, to become a better version of themselves, both at a personal and business level. Vicky is also an artist and a serial entrepreneur, and her 13+ years of communications experience in international, multi-cultural business have taught her how to 'reach' different personalities at all levels in the personal and business environment. In her work, she teaches clients to tap into that skill and 'win through' their audiences more effectively and authentically.

- You can learn more about Vicky by visiting her world at [www.vickymartinezdorr.com](http://www.vickymartinezdorr.com)
- Explore what services Making People Shine provides at [www.makingpeopleshine.com](http://www.makingpeopleshine.com)
- Follow her on LinkedIn: <https://www.linkedin.com/in/vickymartinezdorr/>
- And check out her Facebook page: <https://www.facebook.com/makingpeopleshine/>