

FRE=UP

CREATING A DYNAMIC SYSTEM TO
DRIVE HIGH



PERFORMANCE, PERSONAL-WELLNESS & POTENTIAL



My overall system was REALLY poor (Common in America)

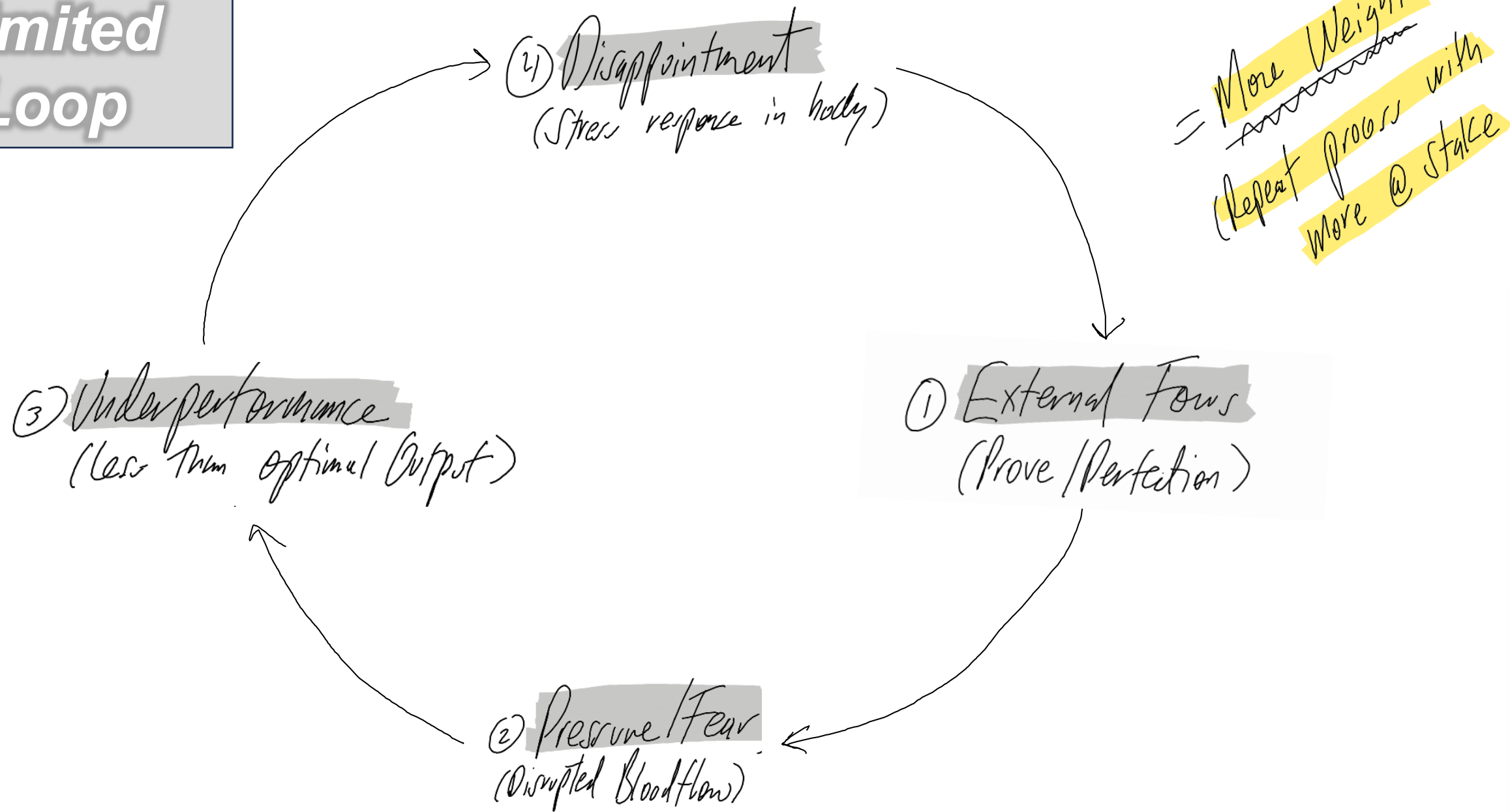
- 1 – Heavy external focus driving my process
(prove/perfection/prestige)
- 2 – Nerves for challenges when outcome uncertain
(blood away from Prefrontal Cortex)
- 3 – Disappointment when I missed lofty standards
(not enjoyable + consequences)

= Cumulative weight x loop of undesirable emotions



*I was
struggling, but
it was for a
reason I could
actually
control*

Limited Loop



AN INTRIGUING IDEA

Sometimes everything can change if
you are just able to create the right type
of change in one key area...

Assumption for this session

Chris Cooper

Limitless Loop

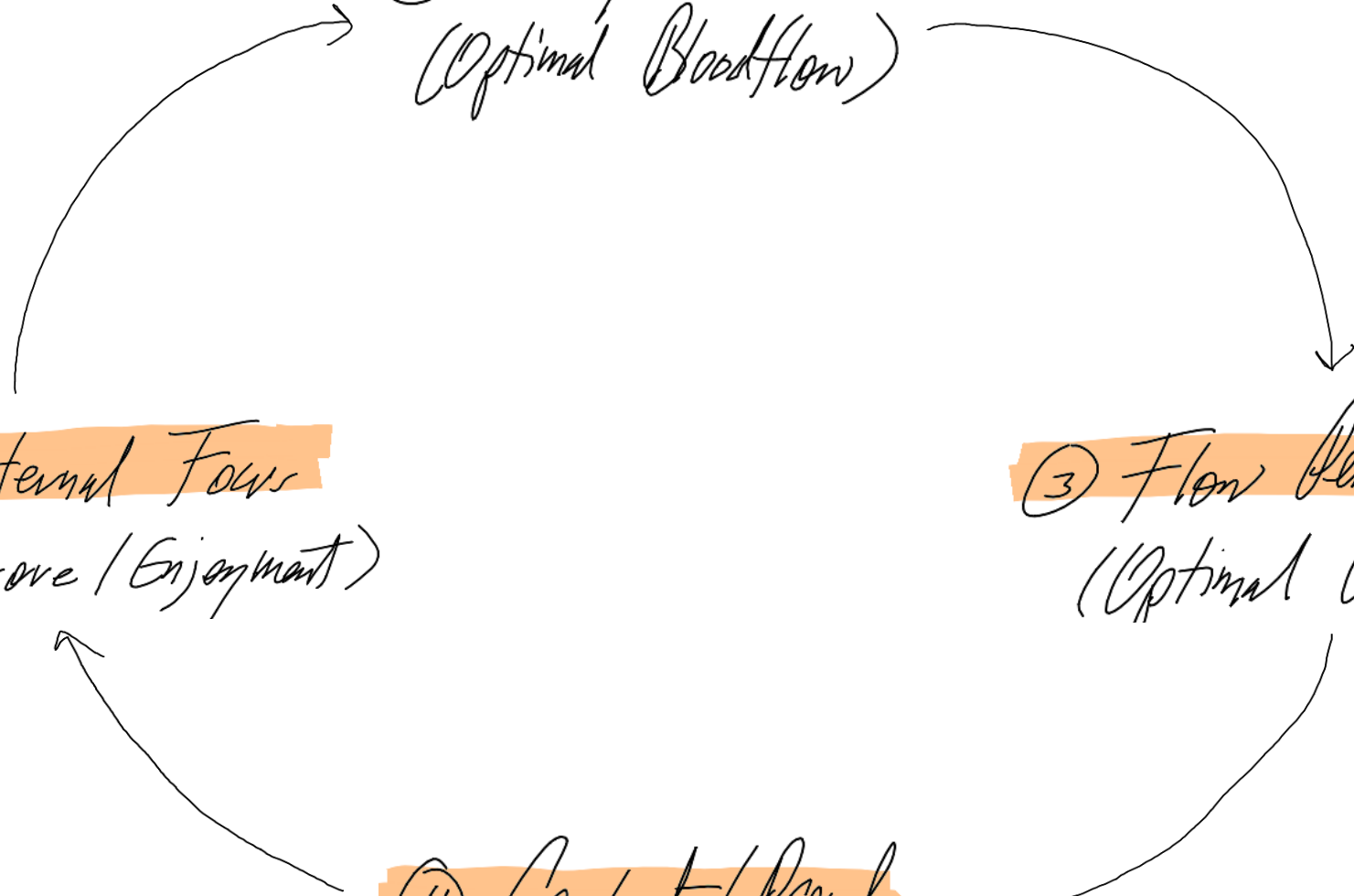
① Internal Focus
(Improve / Enjoyment)

② Intrigue / Excitement
(Optimal Bloodflow)

③ Flow Performance
(Optimal Output)

④ Content / Proud
(Relaxed response in body)

= ~~Less~~ Weight
(Repeat process with
opportunity @ stake)

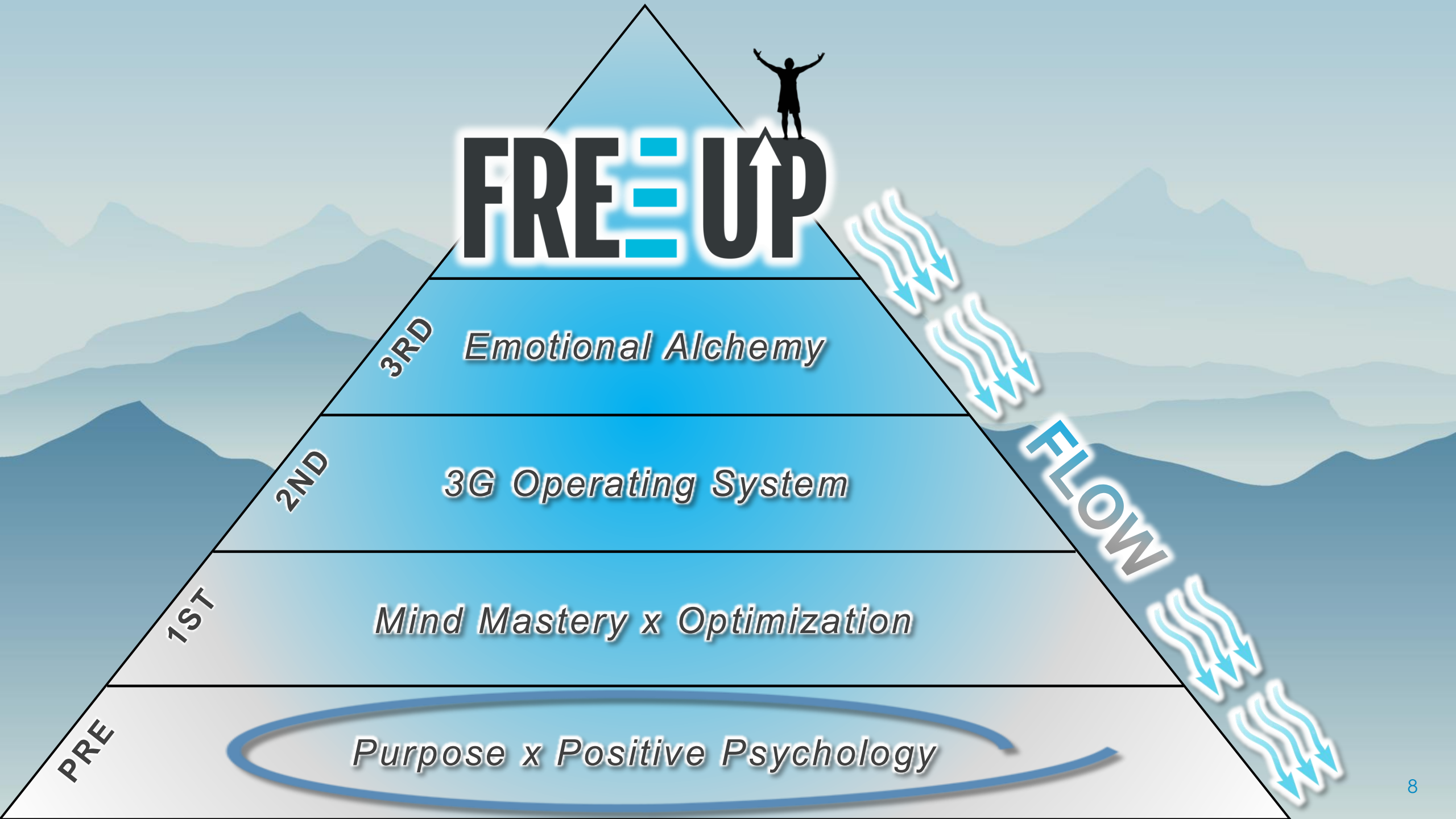




What is **FRE=UP?**

To cultivate the capacity to consistently cut loose and bring your absolute best in the areas of life that matter to you most in a natural, free-flowing manner that brings you fulfillment.

Corey Cooper



FRE=UP

A pyramid diagram with four horizontal layers. At the top of the pyramid is a silhouette of a person with arms raised in a 'V' shape. To the right of the pyramid, there are three sets of wavy blue arrows pointing downwards, each set containing three arrows. The word 'FLOW' is written vertically in large, bold, blue letters along the right side of the pyramid. The background features a range of blue mountains under a light blue sky.

3RD *Emotional Alchemy*

2ND *3G Operating System*

1ST *Mind Mastery x Optimization*

PRE *Purpose x Positive Psychology*

Introducing... **THE AVATAR CREATOR**

FRE=UP

The creation of a compact, dynamic vision that sets the tone for you to be truly FREE in your life...



When you get the right vision in place and work around it, the shifts you experience feel like MAGIC!

Corey Cooper

CREATE A *Free Up* SYSTEM

METRIC:



METRIC:



METRIC:



AVATAR **FRE_≡UP** *CREATOR*

GOAL/QUEST

WHY/PURPOSE

METRIC:



METRIC:

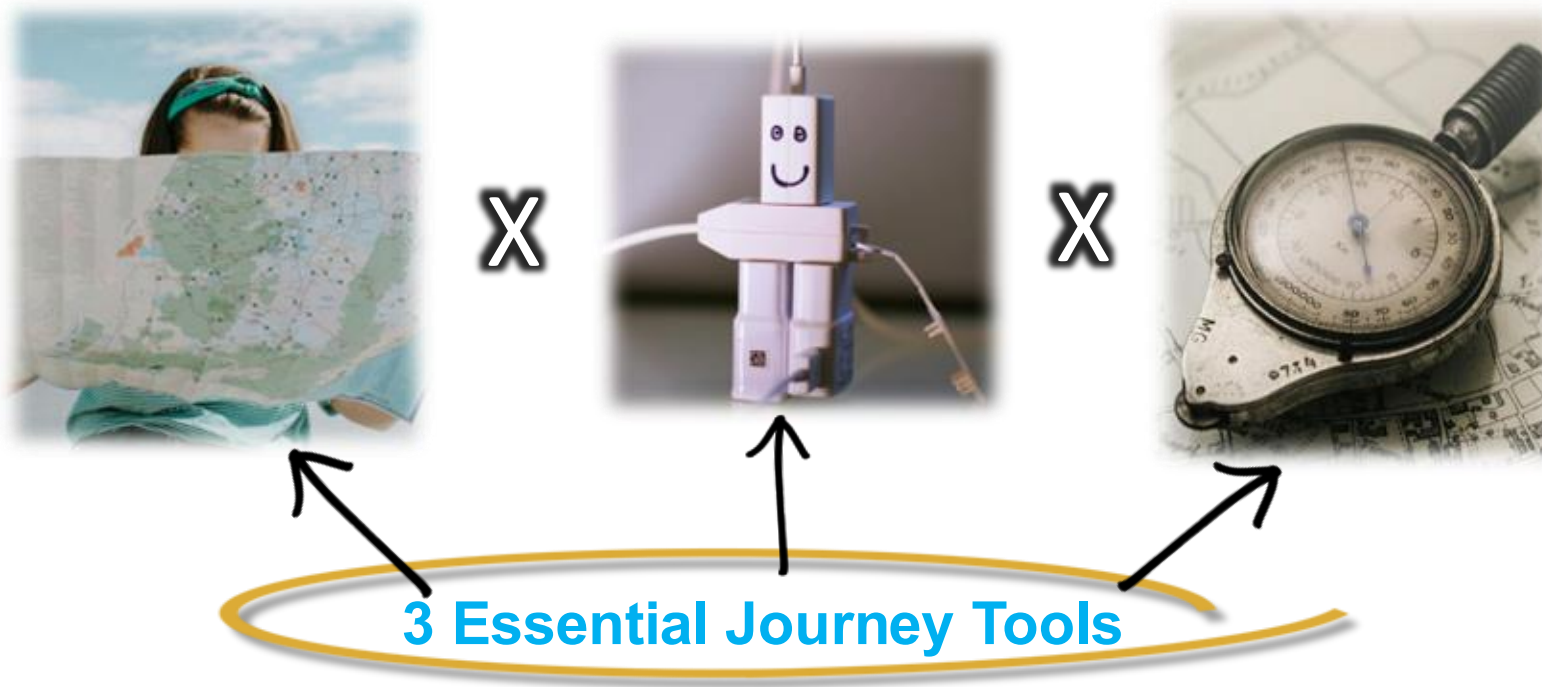


METRIC:



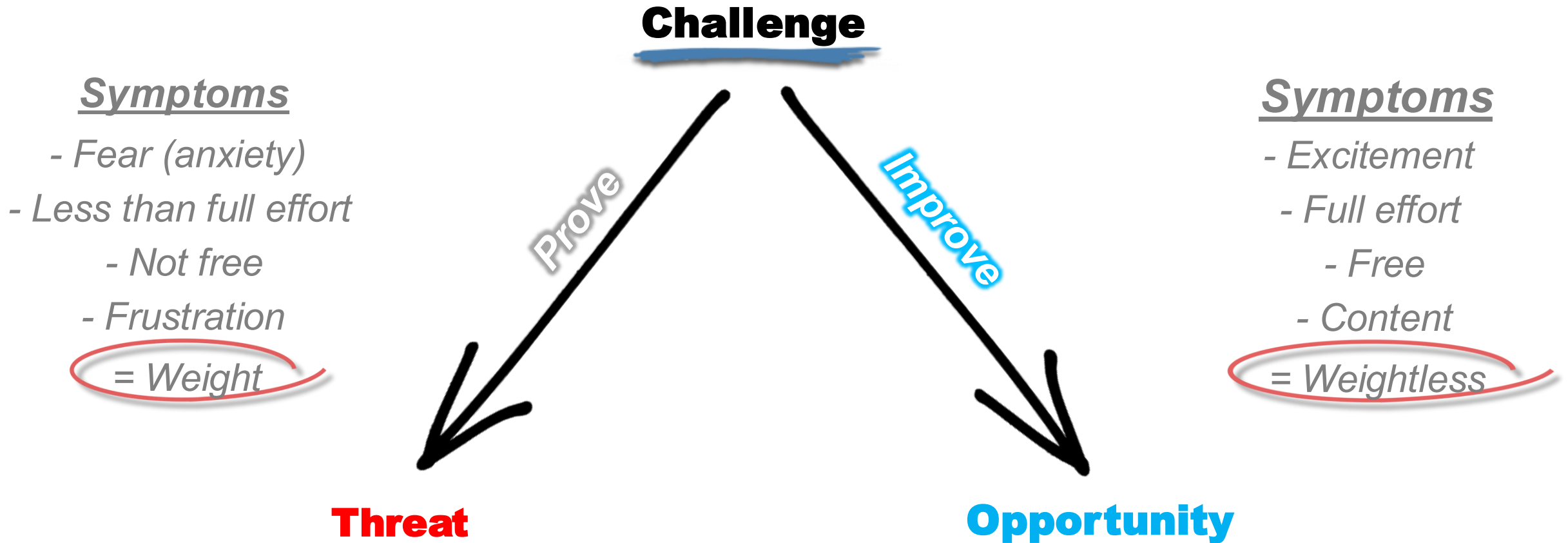
(1) PURPOSE

The deeper inner reason(s) that are driving why you are pursuing the key areas of your life (+ life overall)



*Most people
never give
deep thought
to this...
default to
norm in
society*

PICK YOUR PERSPECTIVE



ONE MORE THING...

The frequency you feel behind your purpose matters a lot!

*Test it in challenging situations to check for agility
(and ability to rise-up in "big" moments)

ACTIVITY SPACE #1

FRE[↑]UP



*To kick off this
transformational process...*



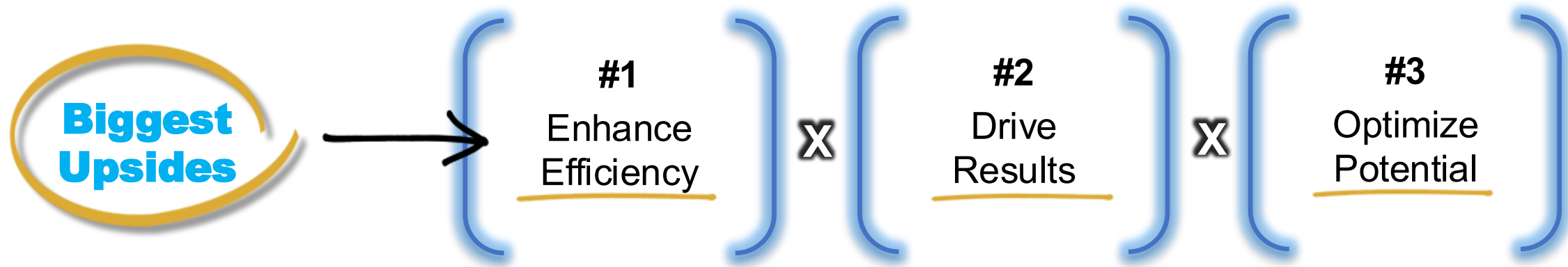
Brainstorm purpose points that would allow you to rise-up and embrace challenges in a more agile manner moving forward.

SCAN OUT

2 METRICS

Matters Most (Mastery)

Attributes you are excited to develop to become a person you are proud to be + highest version of yourself in career/life



*Who you becomes matters more than any external outcome you achieve...
(Good news...not an either/or proposition)*

Corey Cooper

Attitude

Enthusiastic

Reverence

Wonder

GRATITUDE

Present

Calm, Clear, Composed

Effort

All Out, Hard Work, Relentless

Creative

Clever, Innovative, Imaginative

Fun

Enjoyable, Exciting, Joyful

GIVE

Adaptable

Agile

Evolve

Progress

GROWTH

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ENERGY

Liveliness, Vitality, Vibrancy

LOVE

Care, Reverence, Serve, Passion

Master

Metrics

PROACTIVE

Committed, Dedicated, Disciplined, Take Charge

AUTHENTIC

Genuine, Real, Be ME

ACTIVITY SPACE #2

FRE=UP



*Building on your initial purpose,
progress to the next step...*

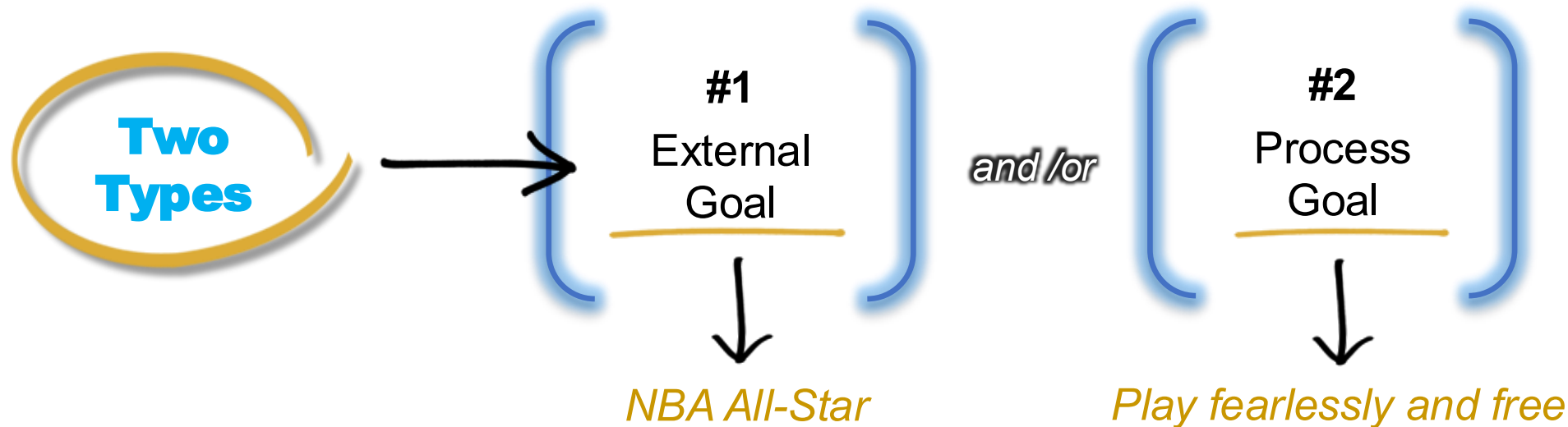


*Brainstorm 2-3 metrics that you want to master in the
upcoming year...if you have time, write down a brief definition
for each one.*

SCAN OUT

(3) GOALS

The set outcomes you are pursuing that will allow you to maximize who you are (metrics) and be authentic to purpose.



**You can pursue any "reasonable" goal productively with the right purpose behind it*

Corey Cooper

NCAA Champion

Sweet experience x allow me to maximize growth and who I am!

Client Acquisition (+5)

Allow me to master approach x impact more clients x serve family

Promotion

Optimize impact to organization x maximize performance

*If evolving as a human being is your central priority, you can
pursue any productive external goal in enhancing manner!*

ACTIVITY SPACE #3

▶ For final step, lets add a third layer that compounds our efforts...



Brainstorm a goal that will allow you to activate and optimize your metrics/purpose + enhance experience.

METRIC: CREATIVE

Trying new things, being willing to “reach” and possibly fail, knowing I’m going to grow.

METRIC: COMPOSED

Being of clear mind, calm emotions, and grateful for the opportunity in front of me.

METRIC: GROWTH

I give my best effort no matter the outcome, and I am always looking to improve something.

AVATAR **FRE=UP** CREATOR

I am able to enter a big tournament or match with utter faith in my body and mind to wrestle well -- and then go and do it, no matter the outcome.

GOAL/QUEST**WHY/PURPOSE**

I push my limits in every direction.
Seeking my best self possible.

METRIC: FUN

Loving all aspects of wrestling and finding the joy in solving puzzles during training, matches, weight management – everything.

METRIC: ADAPTIVE

Taking what my opponents give me and making it do work for me.

METRIC: CLEVER

Being sneaky in my setups for moves, faking them out in multiple ways, and then taking easy points.



Let's take a 15-minute break! See you back here for session #2 soon!



Bring your purpose points/metrics and be ready to build on your efforts so you can make serious jumps when you head home!

FREE↑UP

THE 3P FREE FORMULA



Corey Cooper

CREATE A POSITIVE PSYCHOLOGY THAT FORMS FLOW

THE BIG IDEA...

- ☐ You could perform/lead/live at such a high level that you blow yourself away by what you are able to accomplish.

**Do you
believe this
statement?**





Critical Next Step... **INTENTIONALITY**

The most effective (and fulfilled) professionals and people on the planet are intentional with moving on what matters most to them.



They create a structure that moves the needle on a consistent daily basis...

Optimize Efficiency With... **UNIVERSAL HABITS**

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Habits with the potential to drive mastery in all your metrics x bring your purpose to life.

1 – Vision Infusion (Purpose/Metrics)

2 – Meditation (Mindfulness)

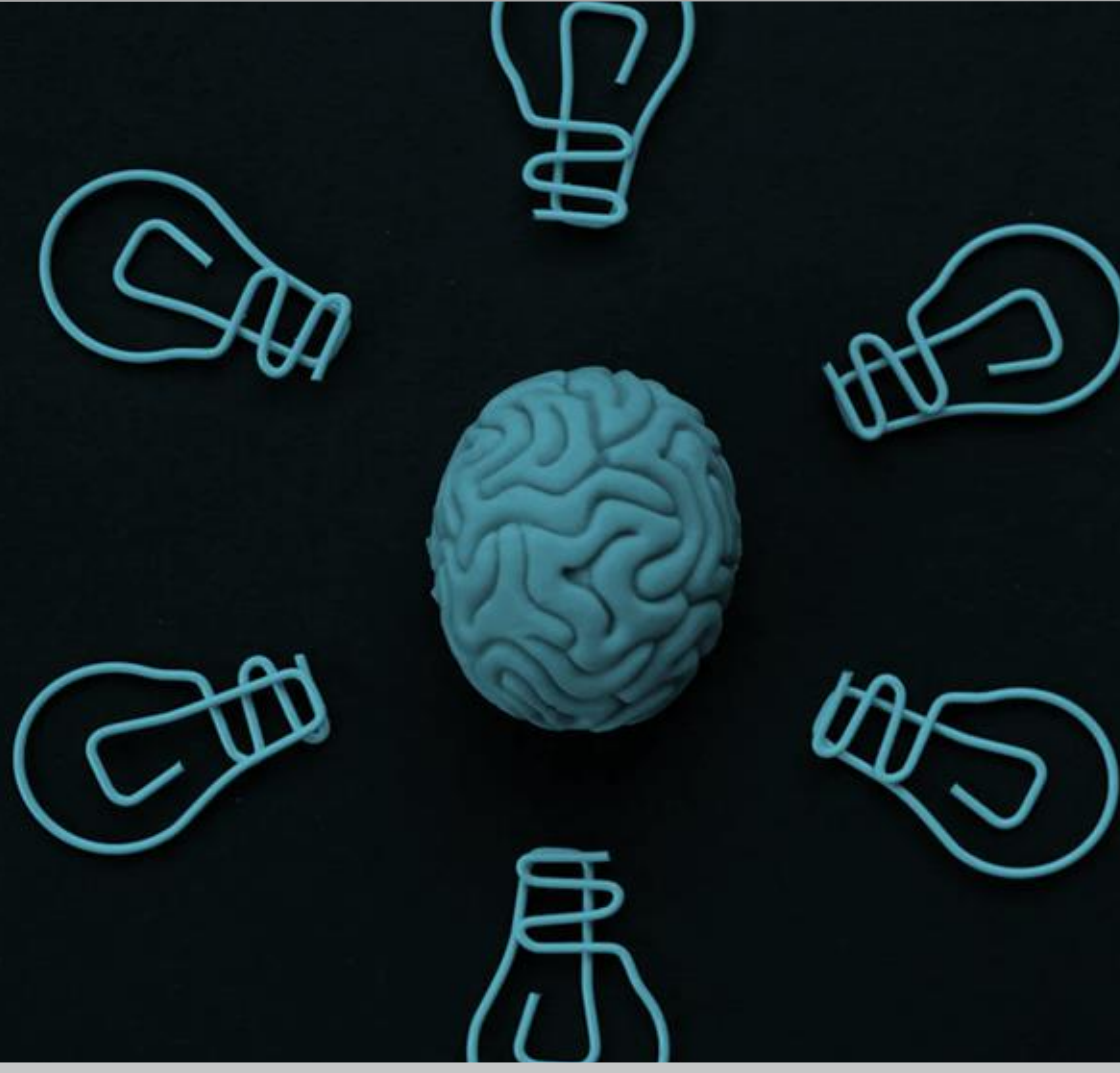
3 – Journaling (Reflection)

What if I told you to “just go do it” now? How do you think it would go?

Corey Cooper

WHAT'S THE BIG IDEA?

You can have the best strategy in the world (habit), but it won't matter if your approach (psychology) isn't right.



How you do something matters as much (or more) as the actual thing you are doing.

Corey Capron



Force

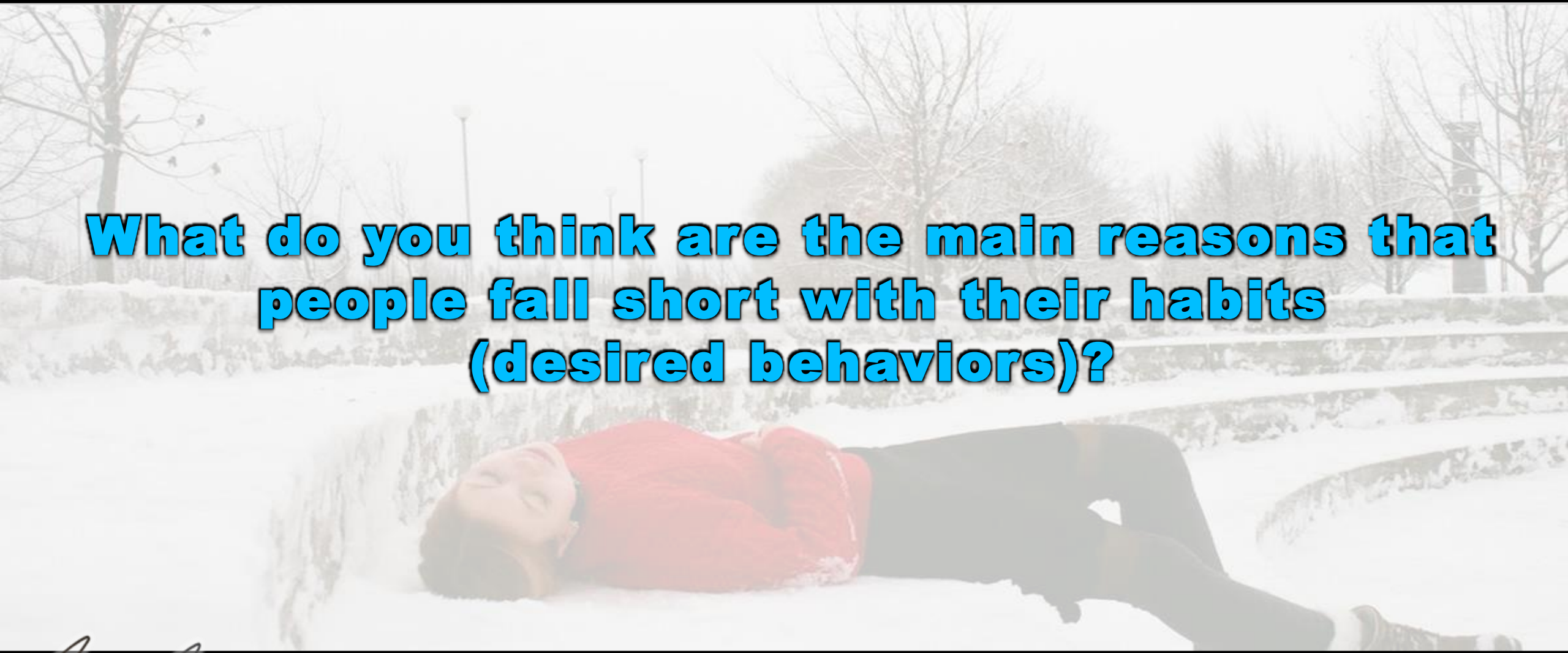
FLOW

Meditation

JUST WONDERING...

FRE³UP[↑]

What do you think are the main reasons that people fall short with their habits (desired behaviors)?



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The **3-P Free** Formula

WHY PEOPLE

Fail to Create Desirable Change

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ONE REASON: Their approach is wrong!

- 1 – **Counterproductive Purpose** (*Prove = Pressure*)
- 2 – **Poor Priming** (*Lack of = “Have to” mentality*)
- 3 – **Unreasonable Plan** (*Perfection + No clarity*)
- 4 – **Debilitating Conditioning** (*Self-critical = Pain*)

The Good News...

Changeable!!!

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WHAT IF *You Could...*

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- ☐ Naturally gravitate towards your desired habits with ease!
- ☐ Enjoy habits so much that they became lifestyle!
- ☐ Minimize ENERGY leakage and maximize clarity, focus and productivity through CHARGING mechanisms!
- ☐ Create a process you LOVE and are excited to wake up to each morning!!!

NOT FORCE...

FLOW

Corey Cooper

OPPORTUNITY =

The 3P Free Formula

FRE=UP

#2

Plan

#1

Priming

#3

Praise

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The **3-P Free** Formula

BRAIN'S PRIORITIES

FRE[↑]UP

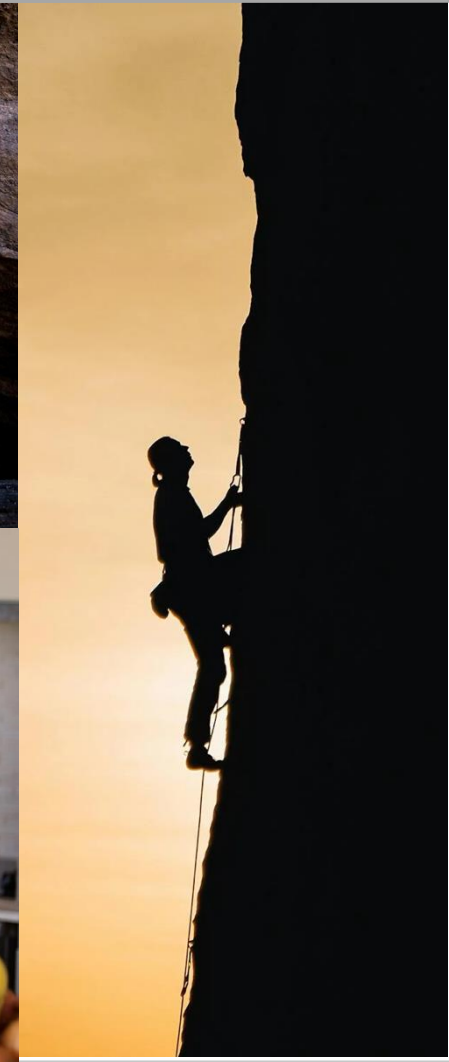
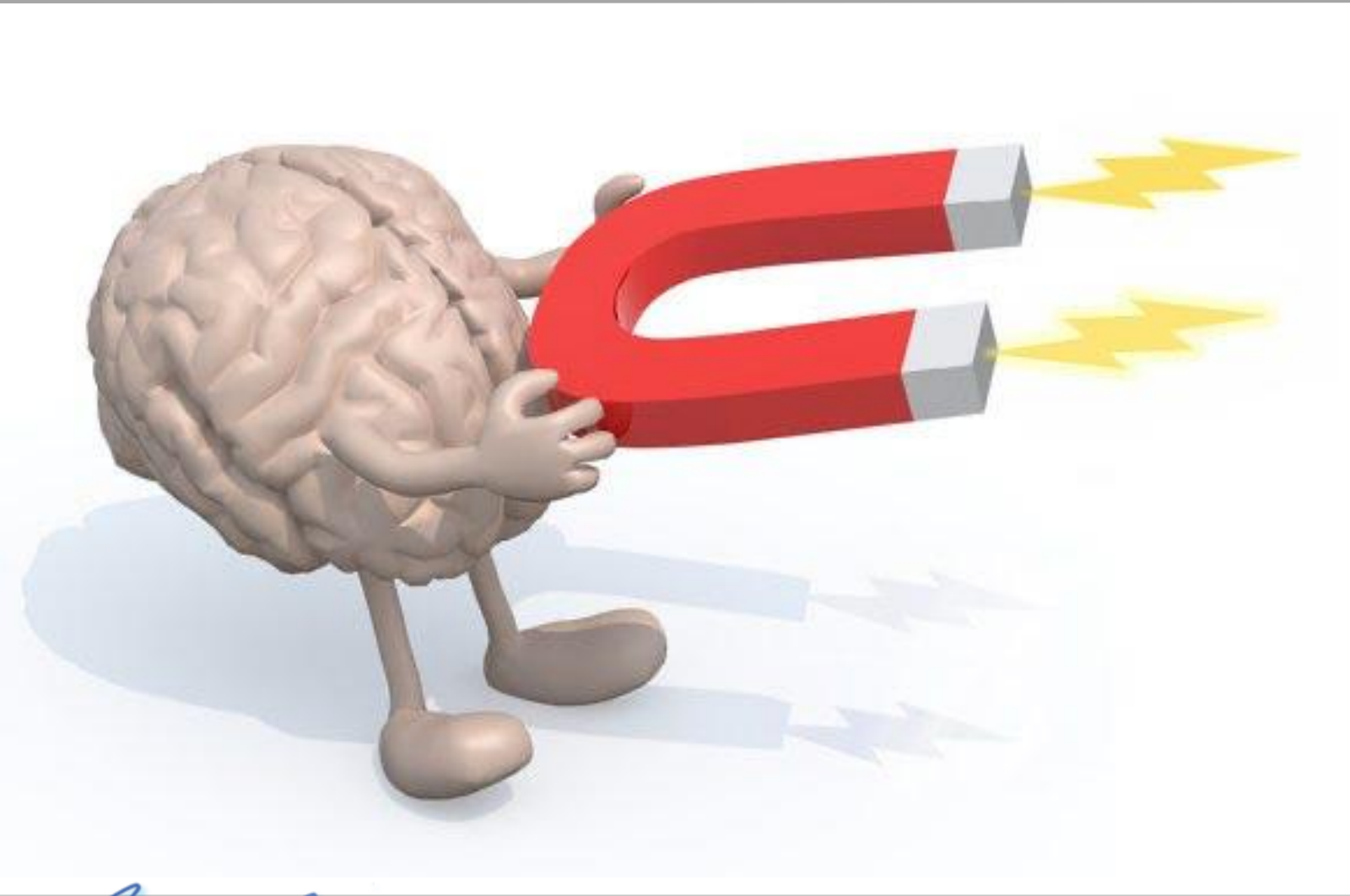


Cooper Cooper

The 3-P Free Formula

MAGNETISM

Pull Over Push



Cooper Cooper

The **3-P Free** Formula

Priming

Train your brain to see and feel OPPORTUNITY in your desired behavior so it gravitates towards it with ease.



Make a list of benefits associated with behavior that intrigue and inspire you to make it a must!

GENERAL

- Broad benefits that intrigue you

Lower stress, increase focus, improve energy



SPECIFIC

- Specific benefits that drive key value areas

Enjoy days while being able to bring my best efforts

ACTIVITY SPACE #4

FRE=UP



*To kickstart our 3P FREE
Formula process...*



*Brainstorm the benefits that Purpose can have on your life
that intrigue you (or for ritual of choice)...*

A handwritten signature in blue ink, reading "Cory Cooper".

Cultivate a simple plan that maximizes benefit so that your brain conditions pleasure with it...

- 1 What:** small specific investment with high chance of success
- 2 When:** set time with minimal distractions + maximum benefits
- 3 Where:** set location...same as #2

Enjoyment

Intentionally engage a feedback mechanism designed to make your behaviors and process pleasurable

CELEBRATE

- Tap into physiology by engaging movement to release feel good hormones in the body

(Clap, fist pump, flex, nod, smile)



CREDIT

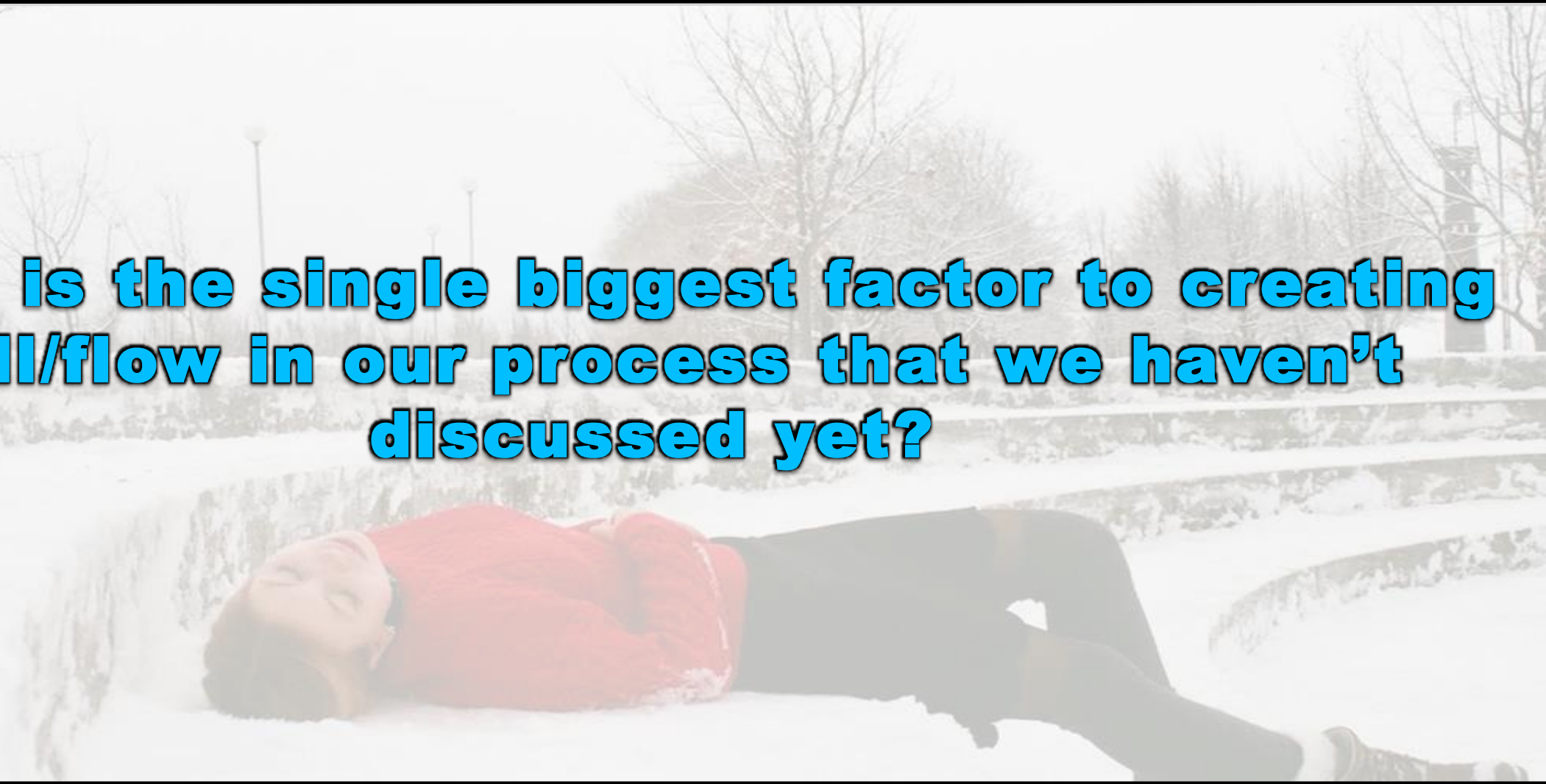
- Reinforce hormones x drive confidence by connecting to growth + closing gap on highest potential

“One step closer to” → tie to credit items

ONE MORE THING...

FRE³UP[↑]

What is the single biggest factor to creating pull/flow in our process that we haven't discussed yet?



Cory Cooper

The 3-P Free Formula



Force

Flow

Meditation



HOW CAN I HELP?

FRE³UP

Thanks so much for listening! Any questions?

Email: coytecooper@ollinliving.com

Website: www.thrive365coaching.com

Cell: (919) 699-3420

