

THE EMPOWERMENT EFFECT

9 Steps to Inside-out Transformation

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WHAT IS THE EMPOWERMENT EFFECT?

What would our world be like if every person recognised that they have the potential to make a positive difference simply by being the best possible version of themselves?

What if each one of us was determined to make life better for even one other person, creating a ripple effect of transformation and empowerment?

The Empowerment Effect is a 9-step personal growth process focused on building an ever-expanding community of people reaching their full potential and helping others do the same.



Our overarching mantra is ‘The Empowerment Effect starts with ME’ because real and sustainable change must come from the inside out.

We work on ourselves first in order to become stronger and more able to inspire and support others along their road of self-discovery, if we so choose.

Imagine that you’re standing on the bank of a fast-flowing river, longing to be on the other side. The river represents life – always moving and changing.

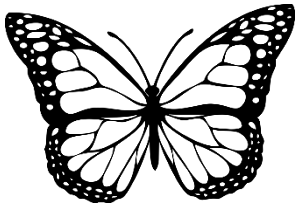
The other side is where you can be, do and have all you want. You – in all your amazing, unique and wonderful you-ness – belong on the other side. On the other side, you are living your best life, and you have the ability to guide and support others as they make their way across that river.

The Empowerment Effect provides you with 9 Steps to help you safely cross your river. These 9 Steps have been designed to support you as you begin to recognise your true value and reach for your full potential. Each Step has its own Mantra to help keep you focused.

Think of them as stepping stones to bring you across that river. Like all stepping stones, some will be bigger than others, some will be more stable, some will be harder to reach, but all lead to where you want to go.

Or maybe you’d prefer to imagine the rungs of a ladder that will bring you to a higher level?

THE EMPOWERMENT EFFECT STARTS WITH ME!



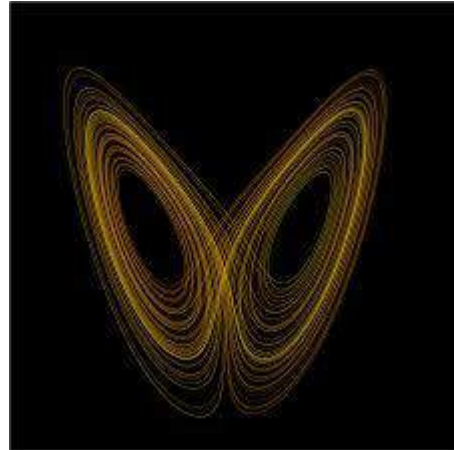
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Whatever image works for you, the 9 Steps to living your best life so you can help others live theirs are:

1. Start where you are.
2. Create your vision.
3. Acknowledge the gaps.
4. Find your strengths.
5. Ignite your Passion.
6. Love yourself first.
7. Take Baby Steps.
8. Keep on keeping on.
9. Share the love.



Each Step has its own MANTRA to help you remember and to keep you focused.

You will find some of these steps easier than others.

That's normal.

Some will take longer to complete than others.

That's normal too.

This is your personal adventure, so it won't be the same as mine or anyone else's.

And that's normal!

You simply cannot get this wrong – as long as you keep going!

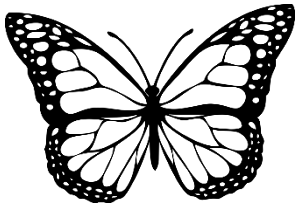
There's an old Irish tradition called Meitheal (Meh-hill) that still alive today, especially in rural areas.

Neighbours come together to help each other to save hay, or bring home turf, or complete whatever seasonal work is happening.

The Empower Effect is a bit like a Meitheal.

We each share our time, skills, experience - or whatever we can offer - to help each other.

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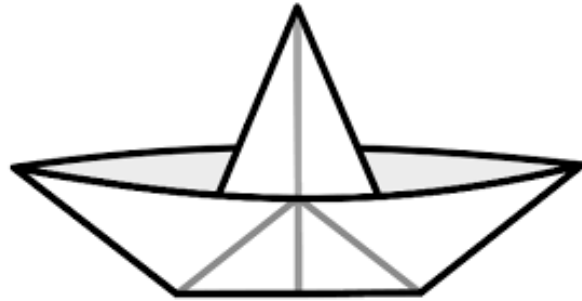
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I'm sure you've heard the saying 'a rising tide lifts all boats' but it's not entirely true.

The rising tide only lifts the boats that can be lifted.

When the tide is out all the boats are sitting on the sand.

As the tide starts to come in, the boats that are broken or waterlogged or leaking are not equal to those that are watertight.



Everyone deserves the opportunity and support to reach their full potential.

As we heal, grow, and learn is our responsibility to help those who also want to heal, grow and learn.

The Empowerment Effect is about making sure that all boats can rise.

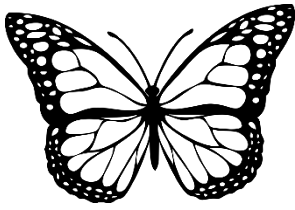
The 9 Steps of The Empowerment Effect are designed to be navigated at your own pace.

There is no right or wrong way.

All you need to do is get started, and keep going!

**SO, GET YOURSELF A NOTEBOOK AND PEN – OR OPEN A FILE ON YOUR COMPUTER –
AND GIVE YOURSELF PERMISSION TO EMPOWER YOURSELF!**

THE EMPOWERMENT EFFECT STARTS WITH ME!



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BUT FIRST A BIT ABOUT ME



My name is Eileen, and I am addicted to helping!

If you're reading this I am confident that you are one of the world's natural-born helpers too.

The desire to lift other people higher is hard-wired into our DNA.

We simply can't stop ourselves!

- ✿ We see solutions, where others see challenges.
- ✿ We see potential where others see obstacles.
- ✿ We see a way forward where others can only see despair.
- ✿ We are creative visionaries - but very often we are our own worst enemies!
- ✿ We tend to give, and give, and give without ever taking the time to replenish our own resources.
- ✿ We lose sight of healthy boundaries and become overwhelmed.
- ✿ We feel guilty for not doing enough for others.

It has taken me a lifetime to learn that I can't help anyone unless I look after myself first.

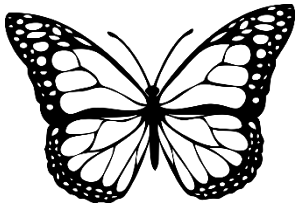
Trying to pour from an empty cup leaves everyone frustrated and unhappy!

I created The Empowerment Effect as a roadmap for myself and I am really looking forward to sharing it with the world.

Helping other people is a vital part of my life.

Helping other people to help other people by first taking care of themselves is a pure joy!

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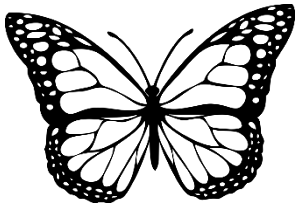
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*****RIGHT NOW, MORE THAN EVER, THE WORLD NEED NATURAL BORN HELPERS TO
STAND UP AND BE COUNTED**

This is our time to recognize our true value and reach our full potential – and to be strong, grounded and self-aware enough to guide others along the path to personal empowerment.

OVER TO YOU!

THE EMPOWERMENT EFFECT STARTS WITH ME!



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STEP 1: START WHERE YOU ARE

MANTRA: THE ROAD TO 'THERE' MUST START 'HERE'!

Take a good look around you.

What does your 'here' look like right now?

Explore your 'here' in terms of your Health,
Wealth and Happiness to get an overall
picture of your starting point.

Be truthful.

Write it all down.

You'll need this information again.

Don't sugar-coat anything.

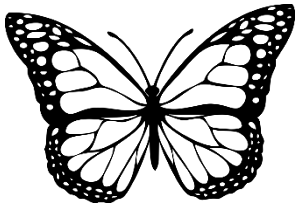
Don't be tempted to catastrophise either.

Simply state the facts so that you have a clear picture of your starting point.



Because the road to 'there' must start 'here'.

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STEP 2: CREATE YOUR VISION

MANTRA: YOUR VISION THE FUEL THAT KEEPS YOU GOING.

Dream!

Dream BIG!



In an ideal world, what kind of person would you **BE**?

Think about qualities you recognise and admire in other people.

In an ideal world, what would you **DO**?

Imagine how you would spend your time if you had no limits.

In an ideal world, what would you **HAVE**?

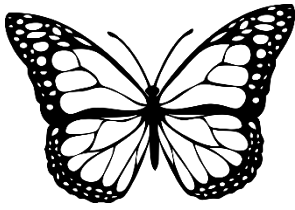
Create a mental picture of the relationships, possessions, money, connections you would enjoy in your ideal world.

Now that you have designed your ideal world, you have a vision!

YOUR vision!

Your vision is the fuel that keeps you going!

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STEP 3: ACKNOWLEDGE THE GAPS

MANTRA: NO BLAME SHAME OR GUILT. ACCEPT WHAT IS.

Make a list of everything that's stopping you getting from your 'here' to your vision.

Everything that you feel is missing from your life right now.

- Money?
- Education?
- Experience?
- Opportunity?
- Connections?
- Opportunities



IMPORTANT!

This is NOT an invitation to indulge in a pity party!

You are NOT going to BLAME anyone – especially yourself.

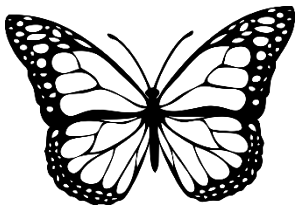
You are NOT going to SHAME anyone – especially yourself!

You are NOT going to lay GUILT on anyone – especially yourself.

You are simply and honestly going to state the FACTS about what is standing between you and your vision.

No blame, shame, or guilt. Accept what is.

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STEP 4: FIND YOUR STRENGTHS

MANTRA: BE AS KIND AS YOU WOULD BE TO ANYONE ELSE.

Because we're all human, we tend to find it easier to acknowledge our faults than to mention the good aspects of ourselves – and we all have good aspects.

Every perceived weakness, fault, defect, lack or limitation has the potential to become a powerful force for positive transformation.

A highly effective and revealing way to find your strengths is to write your own eulogy.

What would you say about yourself?

What would you tell the mourners that the world would miss about you?

What stories would you share?

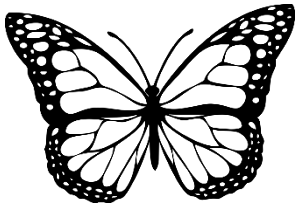
What would you like written on your headstone?

How do you want to be remembered?



Be as kind as you would to anyone else.

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STEP 5: IGNITE YOUR PASSION

MANTRA: YOUR PASSION IS THE SPARK THAT WILL DRIVE
YOU ON

Who is your hero?

What do you admire about your hero?

What motivates you?

What brings you joy?

What makes you lose track of time?

Where does your mind go when it wanders?

What makes you feel alive?

What fires you up?

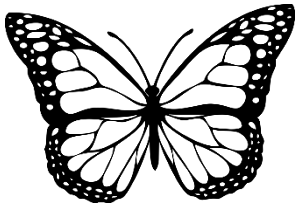
What drives you on?

What's your big WHY?



Your passion is the spark that will drive you on!

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STEP 6: LOVE YOURSELF FIRST

MANTRA: HEALTHY SELFISHNESS IS ESSENTIAL!

For many of us, Step 6 is the most challenging!

Were you taught to always put other people's needs ahead of your own?

Did you learn that taking pride in your own achievements was a bad thing?

Have you compromised your own boundaries to accommodate other people?

In any give and take relationship, are you the one doing most of the giving?

You're not alone BUT in order to be able to help others we all simply must look after ourselves first.

Like they tell you in those pre-flight videos nobody watches, put your own lifejacket on first.

You are of no use to anyone if you you're drowning!



Make a list of at least 3 self-care practices you can put in place immediately in order to love yourself first.

They don't have to be big or expensive gestures.

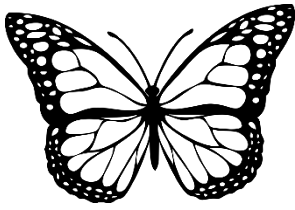
Build them into your daily routine.

For example;

Brush your hair more mindfully.

Acknowledge and give thanks for ONE good thing about **you** every day?

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Take 5 minutes peace and quiet for yourself - even if you have to sit in your car or lock yourself in the bathroom?

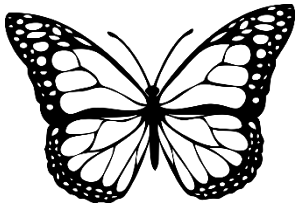
Build regular treats into your week – like a nice lunch, or cheesy movie.

Develop the habit of accepting compliments.

Be kind you yourself, always.

Healthy selfishness is essential!

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STEP 7: TAKE BABY STEPS

MANTRA: IF YOU HAVEN'T GIVEN UP, YOU'RE STILL MOVING FORWARD.

Too often we beat ourselves up for not progressing faster.

Sound familiar?

We set unrealistic expectations and then berate ourselves for falling short?

And then we give up!

We tell ourselves it was too hard.

We don't have what it takes.

We're not smart/strong/educated/rich etc enough.

We forget that baby steps are still steps!

Progress is progress!

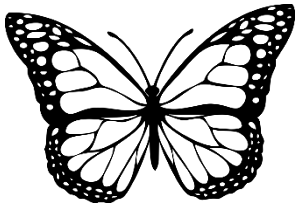
What baby step can you take can you take RIGHT NOW to move you forward?

You only fail when you stop trying!

If you haven't given up, you're still moving forward!

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STEP 8: KEEP ON KEEPING ON

MANTRA: THE EMPOWERMENT EFFECT IS A LIFELONG PRACTICE.

Our world, our bodies, our lives are in a constant state of change.

Nothing is the same as it was yesterday, or last month or 20 years ago.

Tomorrow will be different to today.

We don't really notice the subtle changes, but the sudden upheavals can leave us feeling unsettled and lost.

When life inevitably throws a curve ball at you, it's important to stay as grounded and balanced as possible.

If you get thrown off course, adjust your sails and keep going.

If you fall off the horse, get back in the saddle and ride on as quickly as you can!

Everything changes all the time.

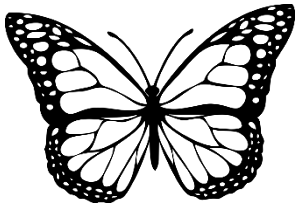
Every day is a school day!

What subtle changes have you noticed since you began this process?



The Empowerment Effect is a lifelong practice.

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STEP 9: SHARE THE LOVE

MANTRA: NOTHING IS SUPPOSED TO BE PERFECT!

If you only learn one thing from The Empowerment Effect 101 I hope you learn to fully embrace the Mantra of Step 9.

Trial and error are fundamental components of progress.



The aim of The Empowerment Effect is to transform the world from the inside out – one beautiful soul at a time.

That global inside-out transformation has to start at an individual level and every single person can contribute.

If we all wait until we feel ready it will never happen.

As adult humans we are not perfect.

We are not designed to be perfect.

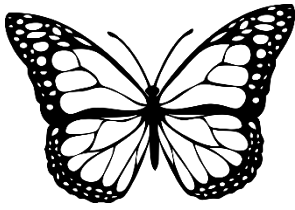
Even if we arrived in this world totally perfect, life knocked a few corners off us as we grew up.

We're all a bit bruised and battered.

But that doesn't matter.

You can still live your best bruised and battered life.

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You can recognise your true bruised and battered value.

You can still reach your full bruised and battered potential.

And you can still share the love and play an integral role in the Empowerment Effect and help transform the world from the inside out.

How are you going to do it?

How are you going to live your best bruised and battered life?

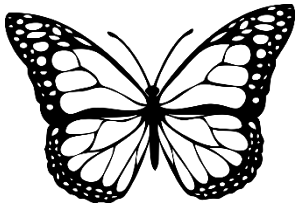
How are you going to recognise your true bruised and battered value?

How are you going to reach your full bruised and battered potential?

How are you going to share the love and play an integral role in the Empowerment Effect and help transform the world from the inside out?

Nothing is supposed to be perfect!

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THE EMPOWERMENT EFFECT STEPS AND MANTRAS

STEP 1: START WHERE YOU ARE

MANTRA: THE ROAD TO 'THERE' MUST START 'HERE'!

STEP 2: CREATE YOUR VISION

MANTRA: YOUR VISION THE FUEL THAT KEEPS YOU GOING.

STEP 3: NOTICE THE GAPS

MANTRA: NO BLAME SHAME OR GUILT. ACCEPT WHAT IS.

STEP 4: FIND YOUR STRENGTHS

MANTRA: BE AS KIND AS YOU WOULD BE FOR ANYONE ELSE.

STEP 5: IGNITE YOUR PASSION

MANTRA: YOUR PASSION IS THE SPARK THAT WILL DRIVE YOU ON

STEP 6: LOVE YOURSELF FIRST

MANTRA: HEALTHY SELFISHNESS IS ESSENTIAL!

STEP 7: TAKE BABY STEPS

MANTRA: IF YOU HAVEN'T GIVEN UP, YOU'RE STILL MOVING FORWARD.

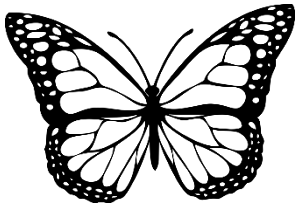
STEP 8: KEEP ON KEEPING ON

MANTRA: THE EMPOWERMENT EFFECT IS A LIFELONG PRACTICE.

STEP 9: SHARE THE LOVE

MANTRA: NOTHING IS SUPPOSED TO BE PERFECT!

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WHAT NEXT?

If you enjoyed and benefitted from THE EMPOWERMENT EFFECT 101 FREE COURSE I hope you will SHARE THE LOVE and pass it on if that feels appropriate.

There is always more to learn!

ARE YOU READY FOR MORE?

THE EMPOWERMENT EFFECT LEVEL 2 uses the concepts of Appreciative Inquiry to accelerate and embody your results.

Just like THE EMPOWERMENT EFFECT, Appreciative Inquiry is a solution-focused and strengths- based model for growth on a personal or organisational level.

Both methods are built on the belief that we already possess the skills, creativity and strengths to design our own liberation from any limiting or challenging situation.

It's all about recognising your true value and full potential – and then helping others to do likewise!

THE EMPOWERMENT EFFECT LEVEL 2 utilises the same 9-Step approach you learned in the free course, but is designed to guide you to delve deeper, reach higher and dream bigger.

Together we nurture and develop your natural ability to find solutions, overcome challenges and transform your world.

To put it simply...

Each Step provides MORE!

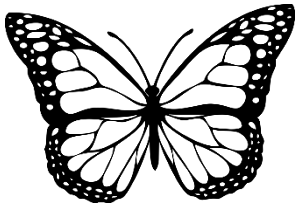
Each Step asks MORE!

Each Step empowers MORE!



**THE EMPOWERMENT EFFECT LEVEL 2 IMPLANTS
INSIDE-OUT TRANSFORMATION INTO YOUR DNA.**

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THE EMPOWERMENT EFFECT LEVEL 2 is available as a self-directed course in eBook format for €37 [here](#)

IF ARE YOU READY FOR EVEN MORE...

And you prefer a more personal, hands-on experience,

THE EMPOWERMENT EFFECT EXCLUSIVE might be for you.

In **THE EMPOWERMENT EFFECT EXCLUSIVE**, I work with a small number of select individuals on a one-to-one basis, for 12 weeks.

I am very protective of my own time and energy and have created a clear picture of my ideal working relationship.

At the very least, you need to have liberated yourself from the blame, shame, and guilt of your story. If you are still stuck in that pattern, you are not yet ready for me. I do not host or attend pity parties!

The maximum coaching contract is 12 weeks, because I am conscious of the importance of setting people free to try out their own wings as soon as possible.

If I have worked with you once, you can always come back whenever you feel the need for extra support.

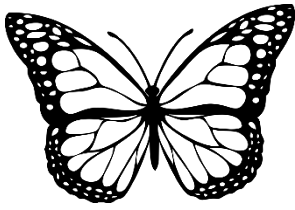
WHO ARE YOU?

In order to ensure that I use my time as well as possible, there are certain boxes to tick if you would like to apply for the personal coaching experience of The Empowerment Effect Exclusive.



- ♥ You have read and are ready to embrace the 9 Steps of The Empowerment Effect.
- ♥ You have moved beyond blame, shame, or guilt for your current situation.
- ♥ You feel drawn to help others in a real and sustainable way.
- ♥ You are mindful of and respect your own boundaries.
- ♥ You value honesty, integrity, kindness, and truth.
- ♥ You are willing to make loving yourself first a priority.
- ♥ You are ready to put in the work (often challenging, but always kind) to transform yourself from the inside out.
- ♥ You are committed to making the world a better place by continuously deepening your knowledge of your true value and full potential.

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If this resonates with you, I would be delighted to consider accepting you as an EMPOWERMENT EFFECT EXCLUSIVE client.

You'll find prices, details of the application process, and investment options below.

WHAT'S IN THE EMPOWERMENT EFFECT EXCLUSIVE?

- ♥ 12 weekly one hour+ conversations, focused on your personal experience of working through each of the 9 Steps of The Empowerment Effect.
- ♥ Daily texts or messages to answer questions or provide support for 12 weeks. (Monday - Friday).
- ♥ 12 weeks of weekly texts or message support after your initial EMPOWERMENT EXCLUSIVE ends.
- ♥ Lifetime free access to The Empowerment Experiment Private Facebook group.
- ♥ Early-bird notifications for upcoming events.
- ♥ Discounts on all future Empowerment Effect workshops, retreats and other events.



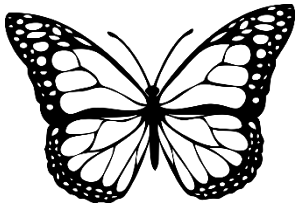
THE EMPOWERMENT EFFECT EXCLUSIVE INVESTMENT OPTIONS

12 weeks of one-to-one personal coaching as above.

- ♥ Pay up front - €1,500. This is the best value option.
- ♥ Pay Monthly - €550 per month. Paid in advance every 4 weeks – 3 payments.
- ♥ Contact me to discuss other payment options.

Limited spaces available.

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WHAT HAPPENS NEXT?

If this feels right, contact me to begin the process.

eileen@eileenbennett.com

You will receive a questionnaire that will help me to determine if we are going to be a good fit for each other.

If I genuinely feel that you will benefit from The Empowerment Effect Exclusive, we will set up a time for a chat.

If, after our chat, we're both happy to continue, we then sort out the 'housekeeping' – payment options, times and days for weekly coaching sessions, and any other necessary details.

I will never try to sell you anything or push you into agreeing to a coaching relationship.

Mutual trust and respect must be the foundation of all our dealings with each other.

And the adventure begins!

Contact me to apply for THE EMPOWERMENT EFFECT EXCLUSIVE

eileen@eileenbennett.com

MORE GIFTS FOR YOU!

Check www.eileenbennett.com for more free resources



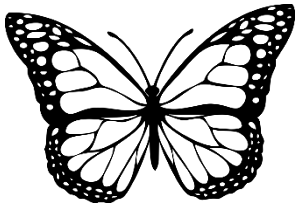
IS THIS YOU?

NATURAL BORN HELPER CHECKLIST

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- ★ The desire to lift other people higher is hard-wired into your DNA.
- ★ You simply can't stop yourself from reaching out to help
- ★ You see solutions where others see challenges.
- ★ You see potential where others see obstacles.
- ★ You see a way forward where others can only see despair.
- ★ You are a creative visionary - but very often you are your own worst enemy!
- ★ You tend to give, and give, and give without ever taking the time to replenish your own resources.
- ★ You lose sight of healthy boundaries and become overwhelmed.
- ★ You feel guilty for not doing enough for others.
- ★ You take on responsibilities that may not be yours.

THE EMPOWERMENT EFFECT can help you find the right balance, create healthy personal boundaries, and still be a kind, loving, and generous natural-born helper.

Because the world really, really needs YOU!

NOW!



THE EMPOWERMENT EFFECT STARTS WITH ME!