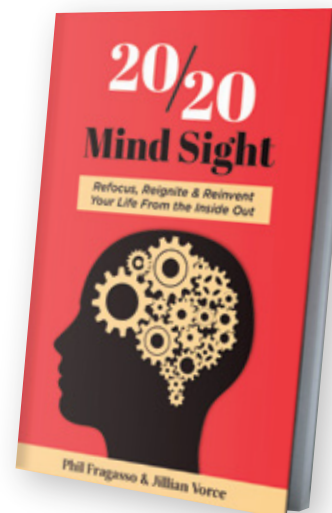


## Chapter 18: “*The Fear of Being Simple*” Cut It To the Core

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### Sight Line Worksheet

This worksheet is provided as a supplement to **Chapter 18** of *20/20 Mind Sight*. For maximum benefit, please read the chapter prior to completing the exercise.



AVAILABLE AT:



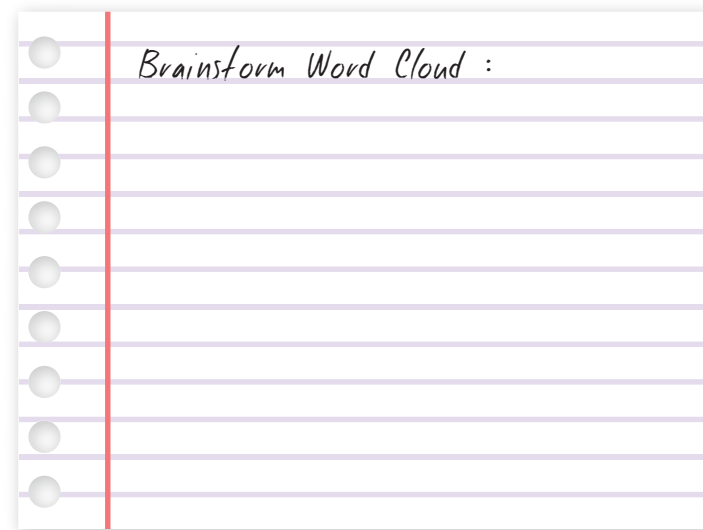
# 20/20 Sight Line: The Six-Word You

The next step is to create a six-word story about yourself. These are the rules:

- You must use exactly six words.
- You must tell a story or make a definitive statement.
- You must reveal an important aspect of your character.

Here is some inspiration to get you started. These are examples created by some of Phil's students at Boston College:

*Clear eyes, full heart, won't lose.  
I get the job done, period.  
Believing in myself makes me unstoppable.  
Living to make an impact locally.  
I am a catalyst for change.  
Combining traditional values with modern intelligence.  
Warming your heart, winning your favor.  
I am a human Rubik's Cube.  
My deep complexity coincides with simplicity  
Pint-sized person. Jam-packed personality.  
Born with silver spoon. Want plastic.*



This process can be quite intimidating for some, so you may want to start by writing a six-word story about someone else – a celebrity, a close friend, a colleague or family member. And once you're ready to write your own story, don't stop at one. We're all many-sided creatures, so explore all the crooks and crannies of your being, your character and your brand.

And here's a final bit of six-word inspiration:

***Stop procrastinating your personal brand articulating.***