



CREATING YOUR

# Zesty Life

A fun, practical guide to finding meaning, passion and lifelong health in yourself, your career and in love.

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**HI, THANKS FOR  
DOWNLOADING!**

This is an excerpt from the  
Zesty Life Workbook.



## WHY I WROTE THIS BOOK

As a professional corporate branding expert I have almost a decade of experience building brands and uncovering the greatness within each and every company I work with.

In the corporate world, it's understood that if you don't have a succinct brand, you're putting yourself at a disadvantage—and *this logic is strikingly similar to how we thrive as people.*

Many of the decisions we make in life are based off of reasons incongruent with our authentic self—because we haven't spent the time getting clear on who we are, what we bring to the table and what we stand for.

Money and fear can be the cause of so much stress, anxiety and challenges. This book will help you unearth the torch for finding your way in career, love and life. You'll increase self-love, your purpose will become clear, and how you can be of service to others will be revealed to you.

People are often surprised at the bold decisions I make, and my ability to be dedicated to a healthy lifestyle. The reality is that I've spent the last 10+ years learning, growing, making lots of mistakes and finding out exactly who I am.

It was only when I realized that my unusual combination of life experience, interests and skills was a strength, not a liability, I was able to really begin thriving.

**Creating Your Zesty Life** is a soulful workbook full of practices, habits and processes for realizing your potential and harnessing your power to change your life—and the world.

*Rachelle*



## Harvesting your Zest

If you've got a zest for something, you put your whole heart and soul into it. The trick to harvesting your zest is to understand what activities rejuvenate you and nurture and grow those seeds of wisdom.

### EXERCISE: ZESTY RECIPE

To feel meaning in your life, you must be clear on who you are and what you bring to the table. By taking time to define your unique traits, you'll be able to maximize your strengths, make confident decisions, have a healthier outlook on life and be more resilient to stress.

### Your secret ingredients

What are the strengths that others acknowledge in me? What has always been true about you?

*Eg: Genuine, charismatic, energetic, creative, intelligent, enthusiastic, bold, trustworthy, persistent, hard-working.*

I am \_\_\_\_\_ I am \_\_\_\_\_

### Narrow it down to your three favourite ingredients

\_\_\_\_\_

### How do I "WOW" friends, family, clients, and even complete strangers?

Your approach, your skills and talents, your ability to do something or connect with types of people... etc.



**About what topic(s) can you talk endlessly?**

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**My hobbies & favourite activities**

**What do you bring to the table?**

What skills do you bring to the table? Your experience, education, accreditations talents?

**Which of these skills excites you? Why?**

**Which of these skills casues you burnout and you'd rather not be focusing on?**



### Your recipe name

Based on your responses to the previous questions, what would you name your recipe? For example, you might use words like “creative,” “relationship-creator,” or “resourceful,” “resourceful-go getter,” “tech-savvy-people-person.” “athlete” “Athlete-artist-foodie”.

YOU

**EXAMPLE:**

Kind-hearted athlete, artist and foodie, topped with rebellious curiosity.



## Passionate Purpose

Passion is a powerful thing, but it's not always strategic. The more emphasis you place solely on finding your one passion, the more unhappy you become when you don't find it. The trick is to apply passion to a unique purpose and skillset. Having a purpose in our lives is what brings meaning and happiness.

### What are struggle are you willing to endure?

Everything involves sacrifice and includes some sort of cost. Nothing is pleasurable or perfect all of the time. So the question becomes: *what is something you stick with because you care about it?* For example, many people want to play guitar, but not many will invest the long hours of practice and dedication. If you want an athlete body, you have to want the sweat, the soreness, the early mornings and the healthy food—people who enjoy the struggles of workouts are the ones who get in good shape. People who enjoy long workweeks and the challenge of the corporate ladder are the ones who move up it.

### What do you do just for fun?

We're taught that the only reason to do something is if we're somehow rewarded for it. What is something you're not doing because you want to impress people or make gains, but for the *sheer joy of it?*

### What makes you get lost in the moment?

What do you do that makes you forget to eat dinner? Examples could be: *writing, teaching someone something, building things, fixing your car or bike, solving a problem, playing an instrument, creating a recipe, playing a sport etc.*



**If money wasn't an object, what would you spend your time doing?**

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**Besides money, what is your motivation for pursuing a particular career?**

Your desire to self-direct, your desire for mastery, your desire to contribute, your desire for growth, etc.

**What is one thing you're confident you could teach people?**

**What's something you do that would be awesome if you made money doing?**



#### ZESTY TIP: GO TOWARDS JOY

If you can't find your purpose, *don't panic*. Go towards what brings you joy and what feeds your heart—that's what will give you energy and what will magnetized your purpose.

When you love yourself and celebrate yourself, you'll have more of yourself to give, and the insight into how you can be of service to others will be revealed to you.

## YOUR PURPOSE

#### EXAMPLE:

To inspire Zesters to pursue their passions and be in flow with a spirited, healthy and enthusiastic life.

### **WANT MORE?**

If you're interested in working through the full 60 pages of **Creating Your Zesty Life** please get in touch!

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