

YOU ARE THE

CEO OF YOU

**GET ORGANIZED.
GET FOCUSED.
TAKE ACTION.**



**A JOURNAL TO BUILD THE BEST
VERSION OF YOURSELF**

MARK HANNA

WHY I WROTE THIS

I don't come from money. I've had to work hard, make mistakes, and fail more times than I wanted to get where I am today. And let me be honest: I still haven't "made it." I'm grateful for what I have, but I have a lot of work left to do. In high school, I started thinking about the family I hoped to have one day. I hadn't met them yet, but I wanted to make them proud. That purpose gave my decisions meaning. Today, I'm a husband, a father, and a business owner, still learning how to become the man I want to be. I'm sharing this straight from my heart because we all need guidance. We need someone to help us see what's possible, especially when we can't see it for ourselves. Along the way, I've learned how much taking responsibility matters. When I manage my time better, my family gets more of my attention. When I keep my word, people can count on me. When I learn from a mistake, I have something useful to carry forward. That's what I want to share with you. These pages bring together lessons I've learned and practices I'm still working on myself. Wherever you are in life, I hope this journal helps you see a way forward and gives you something useful to do next. You are the CEO of you. Let's take care of your company, one choice at a time.

Mark Hanna

HOW THIS WORKS

READ: 30 entries, at your pace. Read more if you like; give actions time to work.

DAILY: Choose one useful action. Check back on what happened.

WEEKLY: Reuse the habit tracker and board meeting after Entries 5 and 7.

CHECK: Score your departments at Entry 2, after Entry 15, and at Entry 29.

CONTINUE: Entry 30 helps you plan the next 90 days. Start with one priority.

A REMINDER FOR YOU

You can start where you are and build from there.

**DEPARTMENT: LEADERSHIP**

Take responsibility. Make thoughtful decisions.

MAKE THE COMMITMENT

Give yourself a reason to say, "I kept my word."

Let's be honest. You probably already know something you need to change.

Maybe you keep spending money you meant to save. Putting off something important. Neglecting your health. Or telling yourself you'll start when life slows down.

I've had days when keeping the business moving took everything I had. I know what it feels like to work hard and still wonder if you're getting anywhere.

That's why we're starting with a commitment to yourself.

You are the CEO of you. Your life is your personal company. Your time, money, health, relationships, and habits need your attention.

You won't control everything that happens. You will need help along the way. But you can take responsibility for your choices and what you do next.

These 30 entries give you a place to read, think, and act. Move at a pace that lets you practice what you learn.

Some days you'll feel motivated. Other days you'll be tired or frustrated. When you fall short, come back. You don't have to wait until Monday to make your next good choice.

Read the commitment on the next page. Think about what it means. Sign it for yourself, then keep one small promise today.

A REMINDER FOR YOU

Your life deserves care.

**DEPARTMENT: LEADERSHIP**

Take responsibility. Make thoughtful decisions.

MY COMMITMENT

Make a promise you are ready to practice.

I commit to building my personal company.

I will take responsibility for my choices and follow through on the promises I make to myself.

I will keep learning, keep growing, and put what I learn into action.

I will be proud of my progress without deciding I'm done growing.

I will ask for help, own my mistakes, and change direction when I need to.

When I fall short, I will return to the work.

I will remember that becoming better helps me be there for my family, my neighbors, and my community.

I commit to making time for this journal and practicing the actions I choose.

I will keep building, one good choice at a time.

SIGNATURE

DATE

Keep one small promise today. Choose something you can finish.

MY PROMISE

A REMINDER FOR YOU

Begin with one promise kept.



KEEP BUILDING.

That was the opening note and Entry 1 of 30 — exactly as they appear in the journal. The other 29 entries walk you through your time, money, health, relationships, reputation, learning and purpose, each with a practice page where the lesson becomes action.

Get the full journal:

- Digital journal + fillable companion tools — \$29.99
- Printed journal + digital included — \$39.99

youarethecEOofyou.com

You are the CEO of you. Keep building, one good choice at a time. — Mark Hanna