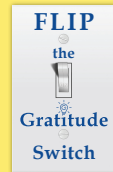


FLIP The Gratitude Switch

A Simple Formula To Change The Trajectory Of Your Life

By Kevin Clayson



The 4-Step FLIP Formula Cheat Sheet:

It is the simple, daily, consistent, conscious decision to enact gratitude at key strategic moments throughout the day by FLIPping The Gratitude Switch through the four-part FLIP Formula that is the single largest driver of success, and the single most important factor to your ongoing happiness and complete fulfillment in life.

Find The Frustration
Look For What's Awesome
Initiate Gratitude
Power-up With #Gratifuel

F stands for "Find the frustration." This is the common, frequent act of reacting to and recognizing frustrations as they arise throughout the course of your day. When something happens that is the least bit frustrating, acknowledge it, and realize you are being given the gift of initiating the FLIP Formula.

L stands for "Look for what's awesome." Now that you've located the frustration, isolate that frustration in the moment and analyze it for something that can be considered awesome. Find the blessing embedded in the hardship, the joy embedded in despair, and the success embedded in the failure.

I stands for "Initiate gratitude." Now that you have located and isolated the frustration, and found the blessing embedded in the hardship, you now get to choose to *experience* gratitude for that blessing you've located. This is the moment that the Gratitude Switch is flipped, and the moment everything changes by truly activating the power of gratitude. Face the frustration and say, "Thank you for being my teacher."

P stands for "Power up with #Gratifuel." Now that you have experienced and activated gratitude, allow the internal feeling you're experiencing to fuel you onto the next frustration or hardship you may encounter, and then repeat the four-part FLIP Formula and FLIP the Gratitude Switch again, and again, and again.