

## Are You Ready to Build Your Legacy?

I want you to, IMAGINE YOUR FUNERAL.

Not the brightest topic, to be sure, but one worth serious thought—no matter what your age. Your family and friends have gathered to honor your life. But what do you leave behind? Beyond the contents of your last will and testament, what part of you remains on earth even after you've passed away?

### Your legacy.

But I want you to look at legacy through the eyes of the Vim Community.

When most talk about legacy, it's something you create during your life solely to benefit future generations, something you may never see come to fruition.

Just like a farmer who plants a tree knowing he'll never live to taste its fruits, a legacy is a gift you leave behind without expecting anything in return.



Think of John F. Kennedy and the space program or Martin Luther King Jr. and the civil rights movement. They died before their legacies were fulfilled, but they will be forever revered for their efforts.

We share the same vision of legacy, although we begin our legacy in the present moment via the internet. It starts with the brand we create on social media, our story and values we hold personally and professionally, and the companies

or products we represent and promote.



Just like that farmer's sprouting tree, legacies don't happen overnight—and they don't happen by accident. They're deliberately crafted over years of hard work and dedication. But you don't have to give up your worldly possessions and become a Mother Teresa to start building your legacy now.

You just need to start.....Here's how.

### Test Your Heart.

First, you need to really ask yourself if you are proud of what you are doing, building or selling? Do you feel great when you recommend a product or a service to someone? If your grandmother went online to your Facebook page or blog, would she be proud of what she sees?

Look back on your own life, and you'll see legacy-leavers everywhere, from the founding fathers of our nation to your parents, former teachers and elder family members.

All of these people left you with instructions on how to live—for better or for worse. Today, we can look at people like Mark Zuckerberg, or Oprah in awe thinking "That can't be me"!

Or we can look at a fellow we met while traveling in Panama that created a giving back project for the

indigenous communities of Bocas del Toro, Panama. It's called Give & Surf.

Neil's passion is surfing and travel, so he created a life from his passion of surfing and helping others. Neil uses his blog and email to communicate with the supporters of Give & Surf.



“Your legacy is the kind of business you create, products you represent, and even what you share on social media.”

— Unstoppable Momma

Now it's your turn to decide what kind of legacy you'll leave for posterity.

## Choose your legacy

- Financial legacies that you leave for your children.
- Supporting causes such as funding breast cancer research or a new building at one's alma mater.
- Other legacies are institutional, like when somebody funds a nonprofit or builds a business that's a positive

force in the community.

- Creating a movement that helped change the thinking of society, and change people's views similar to this Vim Movement.
- Sharing information or content with the world that moves and inspires people to do great things in their life or for those around them.
- Creating a product, service or company that makes you feel proud of what you do and leaves a lasting impression on those around you.
- Representing a business that connects to your values, that you can be proud to share and talk about not just make money.

All of these examples have their value and place in society and in business.

“The legacy we leave is part of the ongoing foundations of life, those who came before leave us the world we live in. Those who will come after will have only what we leave them. We are stewards of this world, and we have a calling in our lives to leave it better than how we found it, even if it seems like such a small part.”

— Jim Rohn

Too often, leaders put their energy into organizations, buildings, systems or other lifeless objects, but only people live on after we are gone. Everything else is temporary.

Today's assignment is to brainstorm 20 ideas of a legacy you can start building upon.

When it comes down to it, there are **5 Pillars of Legacy**.

Values and life lessons you write about in a book or on a blog

Wishes or visions you want to be brought to the world

Creations or associations of businesses or brands that are remembered by their values

Property you leave or build in your namesake

Money you accumulate and pass on to others to continue your vision or dreams.

“There’s this enormous craving, this desire for people to share what they’ve learned, to pass on lessons of a lifetime, to teach, to feel that their life experience is being invested, even planted, into the field of tomorrow’s children and society”

This is why you are doing what you are doing now, inside the VIM movement. You want to leave something that lasts, that has purpose and be connected to something you can feel great about. The same goes for businesses you are connected to, people you are associated with and what you share on Social Media.

Let’s start expanding our minds on where to start.

## Focus your legacy.

Granted, conveying the accumulated lessons of a lifetime is easier said than done. In deciding exactly what you want to put out into the world, look inward first.

## 1. Start by Identifying your Strengths

The most obvious place to look is your career or business you associate yourself with—but don’t just focus on your job title and what you have done in the past.

We are trained to think of our skills and talents as what we do at work. If you think of them as core strengths instead, you can begin to see how they are more widely applicable.

- You’re not just a business owner; you’re someone who gets things done and has vision.
- You’re not just a retail manager; you’re someone who can spot the strengths in others and suit them to the task.
- You’re not just an online marketer or affiliate; you’re someone that shares amazing stories, offers products or services that can help others improve their lives.
- You’re not just a blogger; you’re someone that provides valuable content and information to the world.

Are you starting to get the idea?

- Talk to your clients, social media followers, email your lists and have them take a survey.
- Like this one.
- Even ask friends and family members for their insights. Keep a running list and see which strengths come up most frequently. Often, others see our gifts more clearly than we do.
- Also, consider what topics and activities you’re passionate about and that you find interesting. Think about how you spend your time. Most of us tend to be drawn—either directly or indirectly—to the settings, businesses, companies or activities and people that allow us to express our interests and add to our growth.

In short, your legacy should be a labor of love—not a chore.

I have this rule: If it's not fun...don't do it. There will always be growing pains in all you do, but check your heart, and if you feel you can do this forever then you are on your way.

## 2. Create a “Life Sentence”

Writer and politician Clare Boothe Luce embraced this idea of a statement summarizing the goal and purpose of one's life. Our own statement has changed over time— from “We want to live a life with passion” to “We want to inspire people to live their life NOW” — but I think we have found a WINNER:

The Unstoppable Family Life Sentence is:

“We want to inspire and teach more families to become entrepreneurs, to create a life not a living.”

This statement is important because it not only sets the direction for your life but it also determines the legacy you will leave. Focus on your life sentence throughout your journey, and use it to keep you on track.

## 3. Live your Legacy

Now that you have a plan of action, it's time to implement it. “What must you change in the way you conduct yourself so that you live that legacy?”

Your list may include:

- Behavioral Changes**
- Character Development**
- Education**
- Business Connections**
- Working Methods**
- Relationship-Building Style and so on.**

“Only by changing the way you live will you be able to create the legacy you want to leave.”



Rhonda Swan, Unstoppable Family