

DISCOVER YOUR

COLLECTION OF REASONS

3 EASY STEPS

to become

HAPPIER & STRONGER



**Did you know  
you have a**



**COLLECTION OF  
REASONS**



**that make you happier  
and stronger?**





Hi guys, I'm Luke Canham founder of a new Australian motivational brand called **Veralany** and I've got a powerful new strategy that I combine with a fashionable wearable that will give you the reasons that will drive you to achieve your goals.

**In just a few minutes** my 3 easy steps will motivate you to live life with more purpose, passion and drive resulting in a **happier and stronger YOU**.

I'll share personal moments that allowed me to arrive in the happiest spot of my life and offer you an easy path to achieve anything you want.

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## NEW STRATEGY + SOMETHING YOU WEAR

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"You'll find a way to achieve your goal when you back it with a

COLLECTION OF REASONS

**strong enough** to make success the only option"



*Luke Canham*

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# LET'S START WITH WHY

If you're ready to be happier and stronger in your relationships and start achieving your goals in 2021... this is for you!

Not that long ago, life was flying past me so fast I didn't notice I'd lost my way, I was going around the hamster wheel and my **passion for life was suffering**.

On my journey back, I discovered a way to **build and maintain a positive mindset**, regain control of my negative self talk and live life with more purpose, passion and drive resulting in being **happier and stronger**.



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It immediately changed my life and gave me so much extra drive to achieve everything I dreamed of.

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I'm so passionate about what I'm going to share with you because it's truly changed my life and I know it will do the same for you if you adopt the 3 steps. I'm now driven even more by the heartfelt stories of the people lives I've already impacted with my strategy.

Welcome to Veralany...You're about to **discover the magic and power of anchoring**.

There's two influential **world thought leaders** that compliment my strategy that I'd love pay tribute to.

#### Simon Sinek

In 2009, Simon Sinek started the **start with why** movement to help people become more inspired.

#### Jim Rohn

My favourite thought leader, amongst many other things he's famous for this quote (right)

Using the power of your reasons is not new, we're just not yet taught to start with them.



# WHAT IS A **COLLECTION OF REASONS?**

Have you ever noticed how a young child can chisel down any question or peice of information by continuing to ask "WHY" and get to the core of the truth?

I told my 3 year old son I loved him and his reply was "why Dad".

I said "because you make my heart very happy"

He replied "why Dad"



We continued on this path for a few minutes while I put my feelings into words and tried to simply verbalise all the reasons why I love him. I drilled down to a clear list a 3 year old could understand and then he replied "I wove wou Daddy and wou make my art appy too"

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**"I realised something magical just happened  
and you can do it right where you're standing now  
and feel the same magic"**

.....

In just a few minutes we created a **COLLECTION OF REASONS** to support and explain why I love him, simply by asking "WHY" and taking the time to really answer the question clearly.

Asking why provided a stronger foundation for my statement and my son and I continued on with a new sense of strength and happiness within our relationship.

But...**what's really powerful**, I know if my son needs my love and support in the future he can remember the **collection of reasons** we made and rely on it.

**The feeling this gives me reminds me of the protection a male lion shows his cub.**

What a powerful experience!

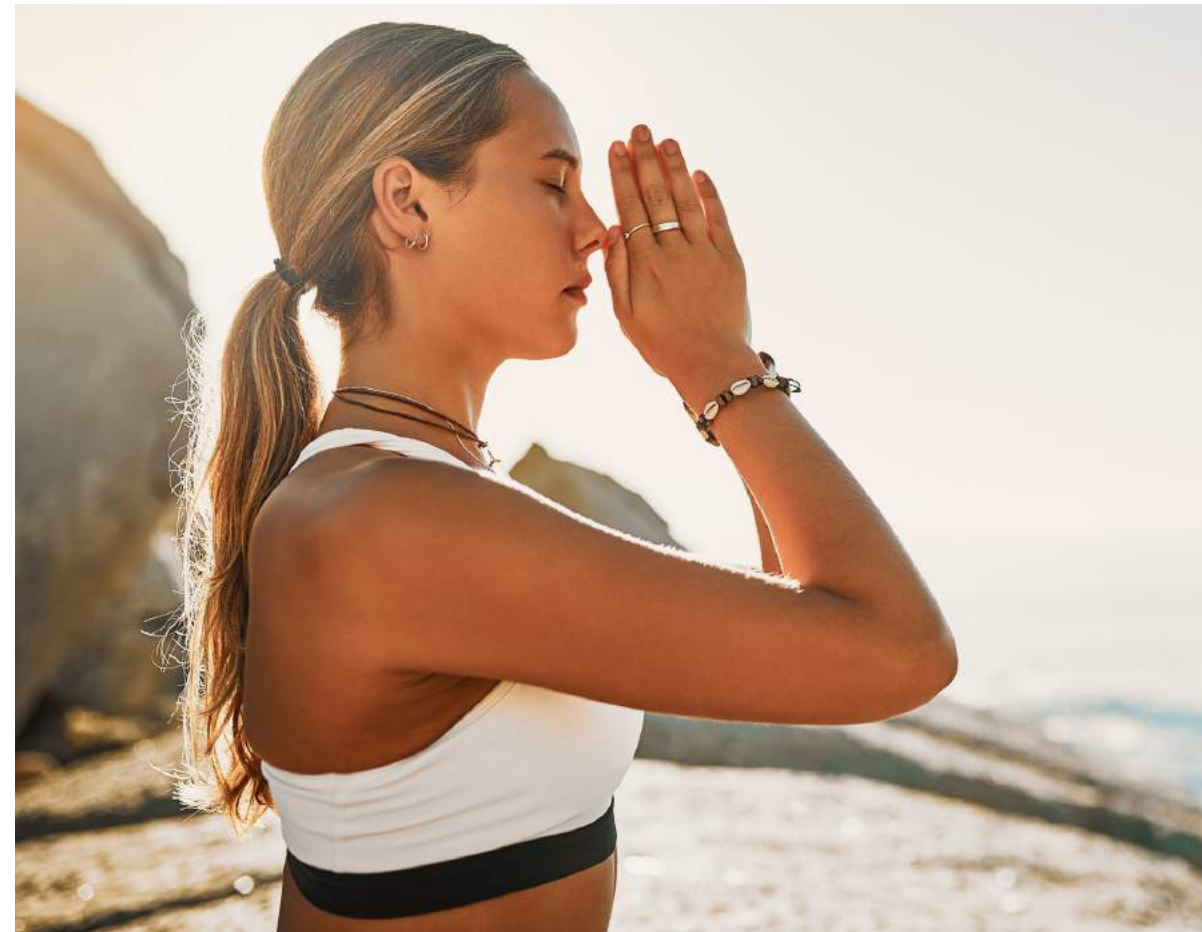


# WHAT IS A **COLLECTION OF REASONS?**

I've highlighted the relationship with my son but this powerful strategy can be **applied to any relationship** to make it more solid and stable than you ever dreamed of.

In fact, it will even work with the most important relationship you'll ever have, the one between YOU & YOURSELF.

**But this strategy isn't limited to relationships either.**



Science has proven you are **39% more likely to achieve** a goal if you write it down.

So if you're an influencer or climbing the business ladder, sports person or aspiring entrepreneur, penning your goal and a **list of reasons why you want it** is extremely powerful if you're serious about stepping up in 2021!



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**So... A Collection of Reasons is:**  
**'The list of reasons that drive you to achieve your goal'**

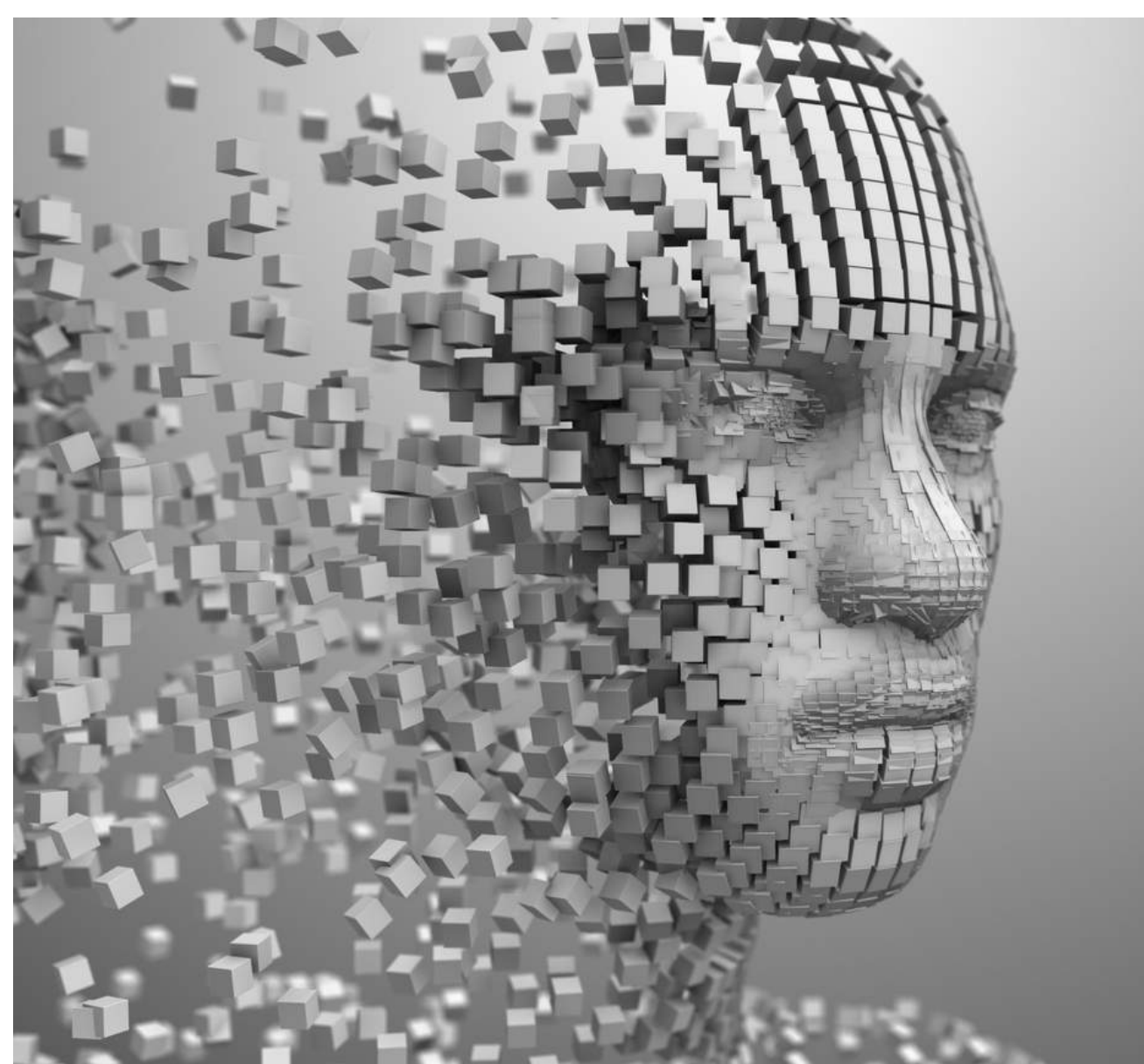
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Imagine your list of reasons as the millions of pieces that make YOU who you are.

Common reasons are:

- Loved ones names
- The title of the goal or dream
- Motto's
- Positive quotes
- Photo's
- Special places
- Your passion
- What drives you
- Your purpose

It's life changing to make a collection of reasons so I invite you to start today.



## HOW DOES IT MAKE ME

### Chapter 3

# HAPPIER AND STRONGER?

Think about that **awesome** person you are most of the time. Making a collection of reasons will make sure that person is around **all the time**, less dips in concentration, better decision making, controlled reactions and emotions and will make a huge impact on your negative self talk **making you happier and stronger**.

It's 3.30pm on Thursday and it's been a huge week, 1 thing after another... you're about to have a meltdown but you see the motivational sticky notes you left for yourself.

You settle, breathe and return to a calm state of mind and take control of the situation. Winning!

Consistent daily reminders **will** help you control your reactions and emotions making you **stronger and happier** on the way to your goals.

We can't control what happens but we have full control of the way we react.



What do you tell yourself when you need one more REP?

**I can do it or... I'll stop here.**

That's the difference between someone who has put a list of reasons behind their goal and someone who hasn't.

This quote from Friedrich Nietzsche says it all. **“If you know why your life is important, and you know that your goal is a positive one, you can suffer through almost any defeat without giving up or quitting”**.

A strong collection of reasons will give you the drive to achieve anything you want. **This is massive!**

Your collection of reasons is a true navigational tool just like a compass, your reasons are the coordinates that align with your North Star so following them will naturally guide you towards your goals.



# THE 3 STEPS - STEP 1

Depending on where you're at on your journey, you may be collecting your reasons for the first time.

If you've got a few years under your belt you may well be re-discovering your collection of reasons after the bumpy journey of life has thrown you off course and if that's the case... it's totally OK, that's how I discovered mine.



You've come this far so you must be curious and that's exactly what's needed to take step 1. **You simply need to ask questions.**

You have a collection of reasons for everything in your life. So first you need to pick the thing you want to feel happier and stronger about and start there.

For example if you wanted to feel happier and stronger about yourself, you could discover what drives you personally, and start at Step 1.

## STEP 1

### COLLECTING YOUR REASONS

It all starts with asking questions:

- Why do I get out of bed each day?
- Who relies on me?
- What am I passionate about?
- What am I scared of?
- What do I think about when I need to dig deep?
- What did I love to do as a child but don't do anymore?
- What are my big dreams?

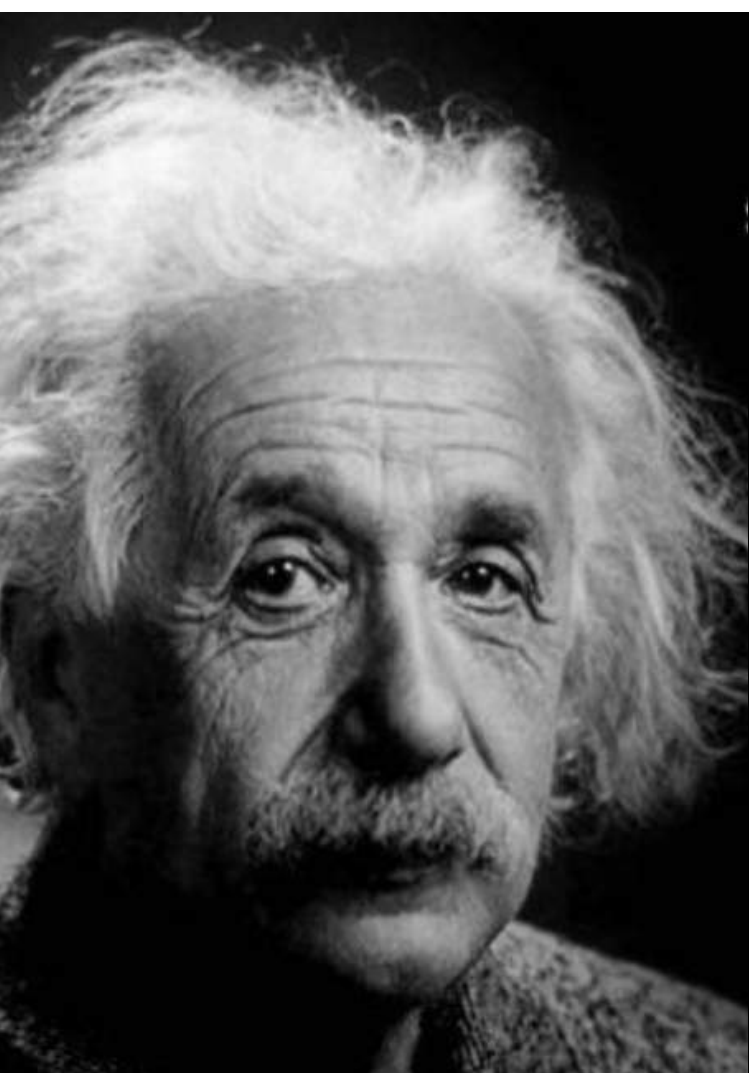


This list may seem simple but I challenge you to answer each question in detail and then ask 'WHY' 2 more times to each answer.

Each answer should get shorter than the previous, with each "WHY" you'll sharpen your reasons just like focusing a set of binoculars and seeing clearly for the first time.

You'll be left with your first reason that will become the start of your collection.

**Something tells me you're in for a big surprise.**



The important thing is not to stop questioning. Curiosity has its own reason for existing.

— Albert Einstein —

# THE 3 STEPS - STEP 2

Your **curiosity and heart rate will spike** after step 1, you've just stripped a few layers off and unleashed the courage to take an important step towards your goal.

**Gaining awareness of your reasons is a powerful mindfulness exercise but step 1 must be backed up by step 2 to keep the momentum going.**

I would like to explain the definition of anchoring in regards to communication so we know exactly what we're dealing with here.

**Communication:**

"Anchoring is the association of a word, phrase or gesture with a particular concept, state of being or experience in a way that allows the concept, state of being, or experience to be restimulated and recreated by the repeated offering of the word, phrase or gesture"

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## STEP 2 ANCHORING YOUR REASONS

Asking why 2 or even 3 more times should trim your list down to a short phrase, loved ones names or even one word that captures the power of your list. This will become the trigger to ignite your anchor and recreate the powerful feeling when ever you need it.

Just like when you hear your favourite song and your body starts to move and a smile wraps around you face, this will trigger your mind to make decisions and act in a way that will align with your collection of reasons resulting in you becoming **happier and stronger**.

The method of anchoring that works for me every time is to write my reasons on a physical object that I can have in my line of sight each day.

### POSITIVE DAILY REMINDERS

You can simply use your phone (don't get addicted though) or a sticky note (don't lose it though) make sure it's right there all day everyday that never leaves your sight.

I describe it like "having your positive self with you at all times"



# THE 3 STEPS - STEP 3

This is where the real magic happens and your new found reasons become your **secret superpower**. First, we need to go a bit deeper into the psychology of anchoring so you understand what to do with your new cape.



### Psychology:

The anchoring effect is a cognitive bias that describes the common human tendency to rely heavily on the first piece of information offered (the “anchor”) when making decisions. During decision making, anchoring occurs when individuals use an initial piece of information to make subsequent judgments.

As human beings **we thrive on achieving goals**. We get a nice little hit of dopamine, the happiness hormone, when we achieve something. Research has proved time and time again that we are at our happiest when we are improving.

**In Tony Robbin's words:** “I always tell people if you want to know the secret to happiness, I can give it to you in one word: progress, **progress equals happiness.**”

**So this is where it gets real**, if you do these first 2 steps you will subconsciously start to move in the direction of your goals with little effort at all. It seems too simple to be true doesn't it...you have nothing to loose so I suggest you get started making your list.

But.. you don't just want to move in the direction of your goals... you want to get there fast and grab your dopamine hit and go get the next one and the next one... RIGHT?

**Welcome to step 3... the easiest but most critical of all!**

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## YOUR SERCET SUPER POWER STEP 3

You would think such a claim would suggest this is where you have to do some work...but it's much the opposite.

All you need to do is: **Keep your collection of reasons in your line of sight all day everyday.**

You will literally be carrying the reasons that will **drive you** to achieve your goals.

**IMAGINE HOW POWERFUL  
YOU WOULD BE**



# I WANT MORE

That's awesome, because today, I want to give you more!

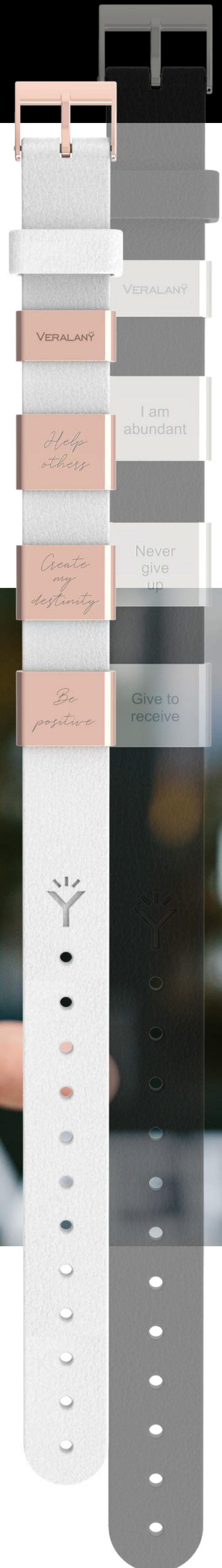
Purchase one of my secret superpower, one of a kind

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