



# Life-Mastery

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*“Life-Mastery enables internal confidence, courage, and clarity, which ultimately delivers extraordinary health, wealth, and love.” - Mike Kitko*

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*Rev. 4.1*

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## Section 1

# Setting the Stage

## *What Is Life-Mastery?*

Consider this scenario:

You have built a solid vision for your life. You allow yourself, guilt-free to want everything you desire. Everything in your vision creates a sense of happiness, peace, and love. When you read your vision, you get excited.

You wake up and know how to get into your personal power. By setting some time aside each morning you establish your physical, mental, and emotional health as priorities, and from your morning routine you feel truly powerful and capable of achieving your vision.

By feeling your emotions daily, including your fears, you practice release and surrender which creates detachment. Your desires begin to manifest because of your detachment. You recognize that you need nothing, and deserve everything.

Things happen in your life which create challenges, but by responding instead of reacting, and by allowing instead of resisting, those challenges pass from a state of power instead of suffering. You know that pain is inevitable, but suffering is optional.

Your immediate relationships are loving, trusting, and nurturing, and you surround yourself with only people who have your best interest in mind. Those people value growth, integrity, and love above all else, so they never withhold or shy away from truth when speaking with you. When you feel resistance you know that that is something you must reflect on and heal, not something they must do differently or withhold from you for your comfort and happiness.

Because of your personal power and ownership over your own well-being, you show up powerfully and teach your children how to live an aligned life in a state of constant growth and love.

You exit your front door. You see beauty everywhere. When something happens you look inside to determine the cause because you know internal world creates your external world.

Instead of having a job, you serve people through the lessons you've learned, you help them solve problems you love to solve, and you help them avoid the pain of not having the solution to their problems. Because you value yourself and your own well-being, you help them with their problems, you only work with givers, and they value you so much that they compensate you prosperously.

Your family is well taken care of, money is not an issue, and you reinvest your earnings to pamper yourself and your family at increasing levels, while reinvesting constantly to serve even more people more powerfully.

You are totally present with your family and together you experience many experiences. You know that their journey is their journey, their happiness is their happiness, and you own your internal state as you allow them to own theirs.

You lay your head down on the pillow at night not worried, but excited about the next day. You trust that all you desire and need will be brought to you for your well-being, because of the faith and trust that you possess, and because of the fun that you have with life.

You know that everything serves your highest purpose, and that when you are aligned with who you truly are, and remain inside of yourself, you never have another worry in your human form.

You realize and appreciate that you have a body.

You realize and appreciate that you have a mind.

You have fallen in love with the fact that you ARE a powerful, infinite, eternal, and abundant soul who cannot die.

Sound impossible?

Life-Mastery delivers these powerful results when the individual is committed to daily expansion. Self-Mastery is not for those who choose to remain in a state of mediocrity and certainly not for those who choose to make excuses and shrink from life and their current circumstances.

Life-Mastery is for individuals who choose physical, mental, and emotional freedom over their current circumstances and pain. It's for people who are motivated to constantly raise the bar on their lives, not just of receiving abundance, but in serving their society powerfully and showing up to lead others as well.

## *My Journey*

I lived like everyone else, or so I thought. I had a wife, 2 beautiful girls, a big house, nice cars, and we went on lots of vacations. I had it all. I was living like I was taught to live.

I was also a 300 lb. alcoholic who had just lost his second 6-figure executive leadership position in 20 months. Up to that point, I had lived on talent alone, with zero self-esteem, self-worth, or self-love. I lacked confidence in myself and woke up every day waiting for

things to fall apart. I was abusive to myself, my wife, and my kids because I felt like an imposter in all aspects of life and feared everything.

Thankfully, my life collapsed and I hit rock-bottom. I was suicidal.

My journey toward Mastery began when I was at the bottom; when I realized that I didn't have it all figured out. I knew there was more to life than living in a state of physical apathy, mental chaos, emotional pain, and fear that I didn't matter in a society that craves leadership and mentorship. One day, I became courageous enough to set aside my existing painful lifestyle, habits, and beliefs and began the quest for growth.

On that day – April 1, 2016 (yup! April Fool's Day) – for the first time in a long time, I chose growth over comfort. I chose integrity over comfort; I chose love over comfort. Now, each day I wake up, I vow to expand every aspect of my life. I lead and teach those who choose the same path that I have.

Currently, I work with individuals who are tired of their old programs and outcomes. I have taught and coached executive leaders, doctors, lawyers, and millionaires how to put their lives together in a healthy way by letting go of the pain attached to childhood experiences while using the intensity of that pain for good.

I have witnessed miraculous transformations. I watch my clients live their power and it is incredible.

## *We Believe What We Are Taught*

When we are young, we have no filter on our subconscious minds. That means we believe whatever our parents, teachers, and other influencers teach us. Think of Santa Claus and the Tooth Fairy. We are impressionable and adopt the beliefs of others.

Our early teachers might have caused us a lot of pain, anguish, and frustration by sharing their limiting beliefs with us as if their limitations were truth and they applied to everyone. They probably meant well in warning us, but they set us up for a hard fall.

Think back to what you were taught (either outwardly or subliminally) about your worth and may still believe today and answer this...

### **Are You Showing Up For Yourself?**

Identify what messages you received as a child. Do you believe you are worthy of love and success or is that just for others? Do you believe what you offer the world is valuable or are others better, therefore they deserve more? Were you a "C" student and told you'd never be

smart enough to be successful? The more truthful you get with yourself, the more powerful your results can become!

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## Try This!

Now, take a few minutes and check which of the following beliefs might be anchored in your belief system and how do you think they're affecting your daily life now?

Putting myself first is selfish

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Making money is hard

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My DNA/genetics determine my health and future

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Only privileged people can have financial and time freedom

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Wealthy people are evil

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There's not enough love/wealth/health/success to go around

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I need to sacrifice and work hard to earn a living

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People are out to get me

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Some people are just meant to work for other people

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I am not worthy or valuable

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I was born poor; I'm meant to die poor

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As soon as I have more money, houses, cars, stuff, I'll be happy

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I need to sacrifice myself for the well-being of others

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What do all of these have in common?

They are only true if you choose to believe them! If you believe these “truths” – any of them – it’s because they were taught to you by others or by your childhood circumstances.

To determine if you are dealing with reality or a false belief, ask yourself if this is true for everyone. Making money is easy for some, so if you believe it, it’s simply a personal view of the world which can be shifted. (I’ll explain in more detail in the [Emotional Clarity](#) document, also available on my website.)

It is not uncommon for human beings to dig a physical, mental, and emotional hole for the first third-to-half of their lives because of false beliefs then spend the remainder of their lives



trying to dig their way out. Don't put yourself in that position. If you are in that position, then it's time to start digging.

## *True Personal Power*

We've all known someone who was just satisfying to be around. We might not even know what made them attractive to us, but they radiated energy. Think back. Go as far back as you need to recall. The reason some people feel good to be around while others do not is an individual's level of personal power. They also live life on their own terms.

For this material and for the sake of alignment, I will define personal power as an individual's level of self-confidence, self-esteem, personal value, strength, prosperity, integrity, trust, and approachability in a relationship.

More refined, the higher a person's level of personal power, the more they believe in themselves, the more they want to serve you, and the less they need from you. It's from building true personal power that a person's beliefs about how the world works shifts to be more supportive and loving.

Individuals with elevated personal power navigate life in a state of abundance physically, mentally, emotionally, socially, financially, and spiritually.

When I refer to your personal power, I am pointing to your ability to show up in strength, and courage, fully aligned with your own values, and in a constant state of integrity and love. You place solid boundaries on your own well-being because you know you deserve the very best – not because you fear others or the outcome of a situation.

## Section 2

# Embarking On the Journey *I've Had Enough!*

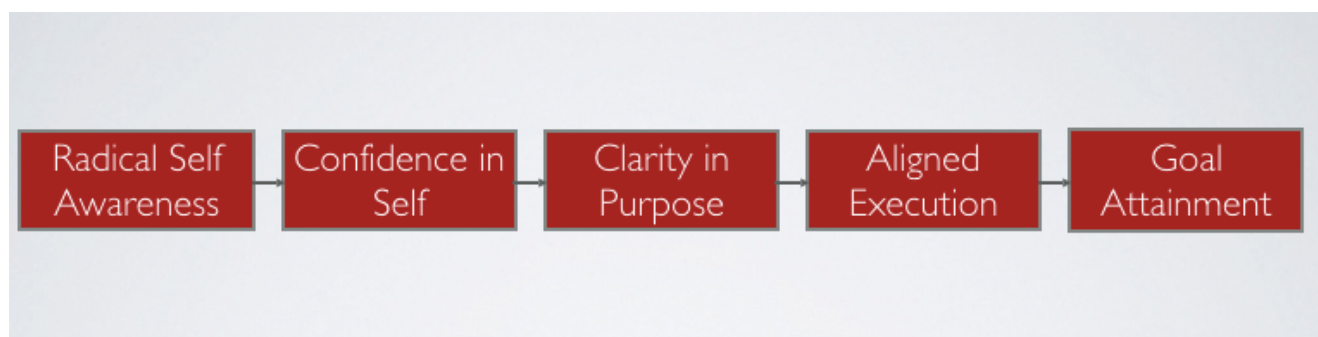
At some point, individuals with low levels of personal power might realize that they don't have it all figured out and that there is something they are missing.

During the self-mastery process, with each person and their different scenarios, we peel lives back to their fundamental elements and rebuilt them from a position of power and strength. We transform not just their beliefs, but how they show up in their lives on a daily basis.

When individuals show up internally more powerful and significant, they also show up externally more powerful and significant in the world. When individuals show up powerfully, people notice and they become more attractive to those who will support their best interests. Internal and external significance ultimately lead to fulfillment, which is what we are all really after in this lifetime.

## *Starting With The End In Mind*

We are all designed in a completely unique way, so there's likely no single process of goal attainment that is fully aligned with everyone. However, I'd have you consider that you have a better chance of having it all if you honor your differences at the front-end of the process instead of the back-end.



If you dive into radical self-awareness up front by understanding your values, purpose, and vision, you can develop into the person capable of achieving your targets – from the inside-out.

Living an aligned life means being at one with your deepest desires and truth, fully accepting yourself, creating your own vision, and carving out your own path in life, not one which is projected on you by others, including family or friends.

Your vision should enable, empower, and energize you. If it doesn't, it isn't the right vision for you. Be kind to yourself – chances are, you've spent half your lifetime living the traditional way of chasing money, chasing goals that don't inspire you, or living a life of someone else's dreams. Your vision should release you from those things and inspire you to take aligned action to live radically authentically – whatever that means for you.

## *Personal Power: How Much Water Do You Drink?*

When I hired my first coach, he asked me this question at the beginning of our first session. I was trying to rebuild my life from shambles – I had no income, a failing marriage full of abuse, and alcoholism which consumed my health – this seemed like a silly question at the time.

I now know there is a first step in the process to self-mastery. It begins with the basics (see my [Physical Well-Being Guide](#)) which we all know and recognize (and few actually demonstrate) and continues to build to align the entire human being, moving the individual past survival into purpose and connection with others.

In order to begin the process, we need to begin at square one with the basics and move into our own power.

### **Maslow's Hierarchy**

In 1943, Abraham Maslow published his theory for finding fulfillment in life. He titled it *The Hierarchy of Needs*.

Since publication, Maslow's Hierarchy of Needs has been tested, proven, and now forms the template of a life well-lived. It is taught in just about every health and psychology class as a means to attaining fulfillment and joy in life.

Maslow's Hierarchy has 5 segments: physiological, safety, belonging, esteem, and self-actualization. Maslow theorized from his life's research that unless the level below is fully satisfied, the level above cannot be satisfied.

In other words, in order for someone to feel fulfilled, they must feel internal and external esteem. In order to feel esteem, they must feel love and belonging. In order to feel love and

belonging, they must feel safe and secure, and in order to feel safe and secure, they must know and feel that their physiological needs are being met.

Maslow's hierarchy provides a logical framework for us to take action on moving into higher levels of personal power. First, we must break the elements down to actionable items.

## *Breaking It Down*



The physiological component is pretty basic and is made up of your body's physical needs (oxygen, water, nutrition, exercise, rest).

Safety and security go well beyond the physical security of environment and wealth. There are wealthy people who live behind a secure gate who feel in danger of losing everything every single day. There are also people living in poverty in the slums that feel totally safe and secure because they have found certainty in poverty and in their environment. Safety and security is more about mental discipline than environment or financial well-being.

Love and belonging is both acceptance of self and others. As people appreciate, honor, and love themselves, they will be more prepared and able to love others and receive love from others. Without self-acceptance, love and belonging are not possible. Love and belonging are emotional, so they can be better defined as emotional clarity.

Esteem is both internal and external. Esteem is really about feeling as though you matter. Without internal significance, external significance is impossible. For this material, we will equate esteem to significance. It is also in this level that significance brings service-based wealth and financial prosperity. Individuals who attain true internal and external significance find ease in attracting financial abundance.

Self-actualization can truly be felt when an individual feels purposeful and meaningful, as if they are utilizing the very best of themselves and are connected to everyone on the planet. This lines up with most spiritual teachings. When one reaches higher levels of purpose and connection in the world, spirituality increases, and so does self-actualization and fulfillment.

## Are You Showing Up For Yourself?

How are you currently showing up for yourself? Are you taking control or playing victim? The more truthful you get with yourself, the more powerful your results can become!

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### Try This!

Answer the following; go beyond “yes” or “no” and fill in why you may feel this way or if you don’t know.

Are you living your life and dreams or someone else’s?

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Do you feel safe and secure?

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Do you feel love for yourself?

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Do you feel like you matter?

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Do you feel like you are living your purpose?

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Most likely, the answer to most of these was “no.” So how do you change these things and live powerfully? How do you learn to feel secure, REALLY love yourself and others, feel like you matter and have significance, and live your purpose? By learning self-mastery!

# Serving Society Through Giving

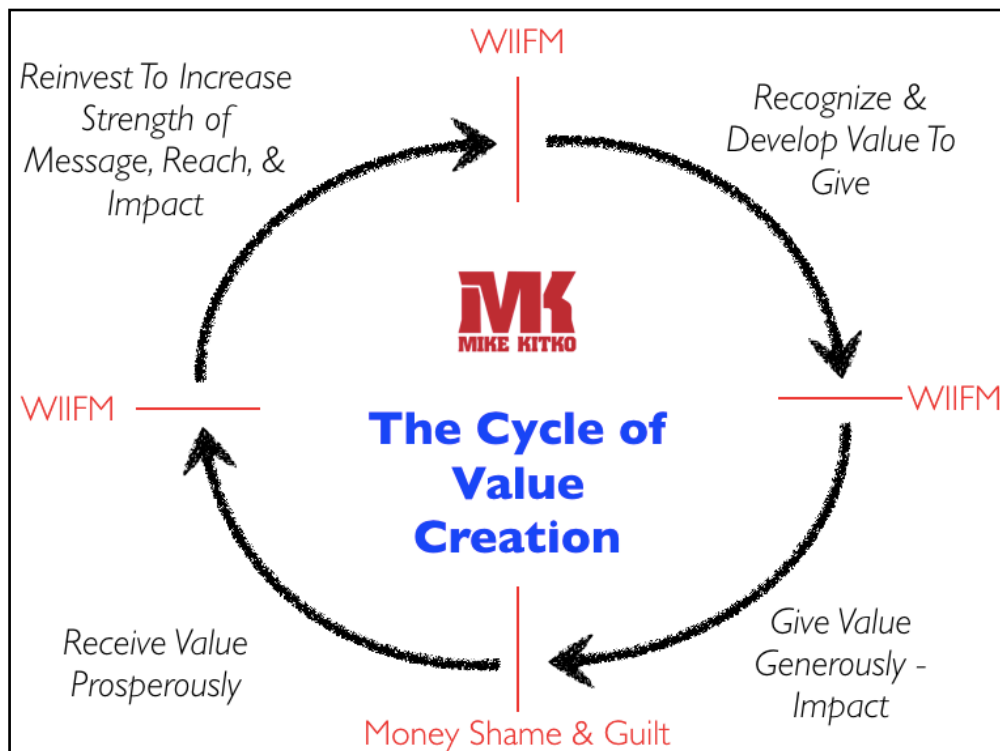
Since I was taught that money was hard, you had to fight for everything you could get, and that life had to be difficult, I left my house every day to take, but I never really learned the value of giving.

It's the feeling of scarcity, the need for accumulation, and the unending rat-race which caused me to never feel valuable, satisfied, or at ease with my life. I made it extra hard all the time.

When I rebuilt my life I learned that feeling the need to take constantly, without always considering giving first, creates pain and feelings of guilt which only go away through more sedation and accumulation.

From scratch I built a multiple 6-figure coaching business from the ground up through serving without expectation. Through service, I began to create more financial well-being than I had ever seen before - even when I was just taking without considering the value I could provide. I then began being recognized by people I didn't even know because social significance comes from giving value always. People admire those who give.

I developed The Cycle of Value Creation to show how to create all of the social and financial significance your heart desires, and the key things that will keep the cycle from starting or continuing.



In the [Service Based Prosperity](#), I go in depth about how to determine your true value, how to give that value so that you can receive massive financial abundance, and how reinvesting keeps the cycle going.

## Section 3

# 4 Elements Of Life-Mastery

## *Unifying The Elements*

Life-mastery is about determining the most authentic life for you, and becoming the person capable of achieving your soul's unique ambitions. Shifting your beliefs, getting clear on what you deeply desire in your life, carving out time each day to expand physically, mentally, and emotionally in service to others in a purposeful manner will create ever increasing amounts of personal power. These are the primary elements of the journey.

### Spirituality

What you believe matters most in determining what outcomes you will attain. The beliefs you hold about self-care and health, desiring materials, providing for others, money, living an easy life, giving to receive, self-sacrifice, sacrifice in our relationships, and how God or the universe shows up for you will determine what actually exists in your world, and what shows up for you.

Beliefs create reality. Change your beliefs, and you can change your reality. If you hold toxic beliefs, if you were taught that life had to be hard and that making money is hard, your life will be hard. When you recognize the truth in an easier life and more empowering beliefs, your outcomes will shift to create happiness, prosperity, and peace. The struggle will end. To get started you can see purchase my spiritual guide [here](#).

### Build A Unique Vision For Your Life

Knowing where you are going is the key to getting there. Most people approach life day by day and change direction like the wind. Establishing a solid vision and direction for your life will help you know what will support your long term plans and what will not.

As your personal power grows so will your vision and direction, so keeping an updated map will allow you to always know where you are headed. You can download my guide to creating a vision on my website [here](#).

### Engage in daily physical, mental, and emotional disciplines

Leverage proven Scientific methods to attaining self-actualization, and leverage the sequence of building personal power. As your confidence, courage, and clarity increase, so will the ease of overcoming challenges and the daily chaos of life.



Healthy physical, mental, and emotional presence creates an energy which attracts all which you require to sustain life. Lack of health causes an individual to play from a state of weakness. When we take control of our body, mind, and emotions, we take control of life itself. Get started with my physical, mental, and emotional workbooks [here](#).

## Create service-based wealth

When you meet the world from a place of scarcity, you will meet with resistance in every interaction. When you meet the world from a place of personal power and service, you will become attractive. People will willingly meet your needs because of the talents, gifts, and skills which you possess which serve to solve the problems that people are facing.

And people pay handsomely for the solutions to their problems.

When we identify and deploy our deepest, most powerful talents, gifts, and skills - and we all have them - we can use them to help others. And since we have already established personal power, we feel worthy and deserving of the abundance that our talents are worth. Then we are able to give generously to receive prosperously. Then we can reinvest in order to serve even more powerfully.

Find the process in my Service Based Wealth workbook [here](#).

## Section 4

# The Path Forward

## *Creating a Plan*

Congratulations! You've read the entire document, so I know that you've decided you are tired of shrinking in the world, feeling like you don't matter, or of living in doubt, fear, and chaos on a daily basis.

Personal power will increase your internal peace, happiness, and joy, while others you engage with will feel your power, as well as your confidence, courage, clarity, and ability to show up authentically.

It is in discovering increasing levels of personal power where life begins to meet your basic needs and desires without the struggle, hustle, and grind, or feeling like you need to get your power from an external limited supply.

When you unleash your power, you will never need to rely on others to meet your basic needs again since you will feel capable of depending on yourself. Your ability to trust yourself will grow to levels most never dream of.

I hope you embark on this journey! I promise that you'll experience peace, happiness, and joy that you could've never imagined before – I know I didn't and yet, here I am, living my power and my dreams authentically.

You've seen the process. Now take some action – no matter how big or small. Just never settle for your current life circumstances if you are not living in complete fulfillment in all areas.

It's just a matter of choosing growth, integrity, and love over comfort.

## *Call to Action*

I hope you are excited about the infinite possibilities available to you! This is just the introduction to Self-Mastery. Visit [www.mikekitko.com](http://www.mikekitko.com) for self-mastery content, book lists, workbooks, a [self-directed course](#) and other resources for your journey.

If I can ever be of support or service to you and provide the support and accountability required to fully embrace the journey, please feel free to [contact me](#) through my website or email. I'm always excited and eager to support others who are looking to create all that they deserve in life!

## Appendix A

# Life-Mastery Course Summary

## *Creating The Life You Desire*

Are you ready to take your personal and professional success to the highest heights with intention, purpose, and service to others?

Purchase The Life-Mastery Course from my [website](#) . Weekly content with daily activities are layered to establish and build momentum.

Weeks 1-4: Spiritual Mastery

Weeks 5-8: Detailed support for creating a vision for your life

Weeks 9-10: Physical well-being

Weeks 11-14: Mental discipline

Weeks 15-18: Emotional courage

Weeks 19-22: Service Based Wealth

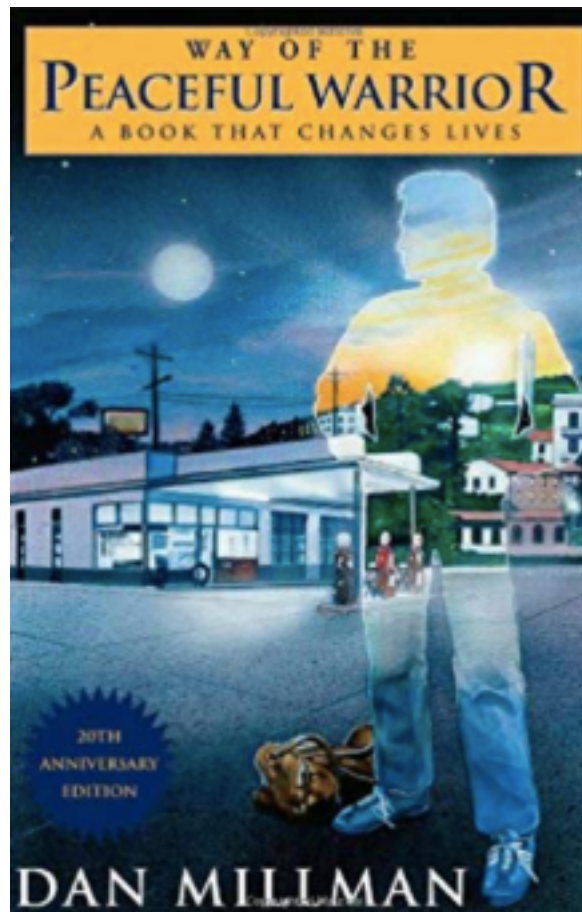
Weeks 23-24: Overcoming fear and limiting beliefs supplement, Reflection

**BUY NOW**

Appendix B

# Getting Started

## *Self-Mastery Resources*



The Way of The Peaceful Warrior, by Dan Millman dramatizes a character's realization of his true internal spiritual essence, power, & gifts of service to the world.

Order here:

[The Way of The Peaceful Warrior](#)

# About Mike

## Michael Shawn Kitko

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*Mike Kitko is an Executive Self-Mastery Coach, Business Advisor, and Speaker. He found external success in the world through attaining powerful titles, incomes, and material possessions. He ultimately fell into depression, alcoholism, and neared the collapse of his family before he began a journey of internal happiness. Mike now coaches Executive Leaders to feel as powerful on the inside as they appear to those they lead.*

