



*My Living List*

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*I have time  
I have passion  
I have love*

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Fulfilment living list

1. Taking a bolder approach to entrepreneurship in the wedding industry
2. Step out of line and go against the grain of normality and conditioning
3. Step away from what is mandatory and live in my business in a joyful, connected and consistent way
4. Watching people grow and develop, but not doing the work for them
5. Learn to work with my values and feelings in place
6. Tune into myself and give from that place
7. Create a legacy with disruption and collaboration
8. Celebrate progress, feel worth of celebration, be proud of achievements and be committed to my personal growth and sense of self

Boundary living list

1. Create awareness (what needs to change)
2. Take responsibility (I create my reality)
3. Value my wellbeing (stay true to myself when there is external pressure)
4. Apply forgiveness (release shame and blame)
5. Embrace peace (allow myself to feel safe)
6. Acknowledge growth energy and clarity (have rituals), habits and take clear action)
7. Apply joy (acknowledging and celebrating it every day)

Selfcare living list

1. Stop living in "doing mode" find balance
2. Reserve my power
3. Give myself space to live happily around my routine/work and commitments
4. Prioritise my needs
5. Honour promises I make
6. Say anything that needs saying and don't be consumed by negative feelings
7. Forgive myself and try again
8. Act, live and work in alignment with my values, goals and feelings
9. Plan my life, and live/work joyfully

Stop hiding living list

1. That I am vulnerable and human
2. That I have an important message
3. That I have a legacy to create
4. That I am proud of where I am
5. That I am worth of celebration as is my journey
6. That I am scared of failing
7. That I have limits and boundaries

Promises living list

1. To live within my means and have a clear financial plan
2. To treat myself with respect at all times
3. To build a complete routine and life plan
4. To keep my boundaries on and protect myself
5. To have the year of my life
6. To live to my values and work to my goals every day

**My Stop, start, continue living list**

Stop

1. Giving away my control
2. Overextending myself
3. Stop the codependent behaviour patterns
4. Stop seeking appreciation and approval from others
5. Take responsibility for my life and work
6. Stop reducing my own confidence
7. Stop working for free
8. Stop being at everyone's beck and call
9. Set clear times to do tasks and how long takes should take
10. Take control of my time in my life and business
11. Stop not factoring in my needs and requirements

Start

1. Ground myself in my plan
2. Support others from the fullness of who I really am
3. Ask what they need before I offer
4. Be more curious
5. Let go of the bad stuff
6. Get on top of my client management
7. Put down yesterday and move on
8. Live and work gently
9. Take the attitude of action over anxiety
10. Use my intuition over expectations
11. Always be aware of my resilience
12. Be aware of the demands on my empathetic attitude
13. Integrate my plan into all parts of my life

Continue

1. Be generous but with absolute clarity

### **Personal Goals living list**

#### Enjoy my life

1. Create the space I need to be who I am
2. Live respectfully of my individuality, creativity and talents
3. Embrace a positive mental attitude, resilience and vulnerability - be me, do me, and live me
4. Allow inner rest, recognise any pain or dysfunction and always emotionally support myself

#### Develop my life and business

1. Offer what I want to do to people I love
2. Let go of imposed requirements and learn, live and observe what creates joy, satisfaction and connection at all times
3. Don't live passively anymore, giving up my thoughts and projects to adapt to others requirements and opinion is not ok
4. Focus completely on what is important
5. Imagine what I want to achieve, and be optimistic and hopeful at all times
6. Refine communication tools, positive listening and practice active listening

#### Surpass my previous year

1. Find my individuality and originality, the things I am passionate about and work on only those things. Do not people please
2. Acknowledge and grow positive experiences from 2019, discover my strengths and qualities and work using those primarily
3. Pay attention to positive messages, pleasant experience and allow joyful adventure and experimentation. This is my life, determined what I want it to do for me

**Lifestyle living list**

1. Love myself for who I am
2. Stop people pleasing
3. Prioritise myself and my down time
4. Use my daily planner
5. Create a morning routine that works for me
6. Get/plan support from Martin
7. Do my Victoria hypno every day, extend my sessions with her to once a month
8. Finalise a family eating plan (for after my operation)
9. Deal with my needs ahead of others
10. Set and apply clear boundaries
11. Be real with who I am and be proud of that
12. Acknowledge that I am not loved because of the things I do for people
13. Honour my longings, what do they look like?
14. Continue to see the dignity and humanity in myself and others (learn these things from my strength work and journaling)
15. Plan a gentle and easier life

**Business focus living list**

1. Engage my gut instinct at all times
2. Get on top of my empathetic tendencies and use them to benefit me as well as engage other people
3. Work out a more intentional daily plan
4. Clear out the worrying
5. Create a 12 month action plan
6. Create a monthly focus
7. Reality check the business and grow it without second guessing myself
8. Create a full business structure
9. Create a clear financial plan and budget
10. Mentoring - what does that look like for me
11. TCS by June 2020
12. Make time for growth and pitching CWC
13. Find a virtual EA
14. Events map for 2020 (take things online as well)
15. Social media map and plan
16. Start a must do plan (3 things a day)
17. Start could do plan (1 thing a day)
18. Anything that take 5 minutes or less, to it straight away
19. Create VERY clear boundaries
20. Create routine
21. Apply pillars and funnels across the business and my life
22. Batch organise my work

### Overall goals living list

1. Become a thought leader connecting both sides of the wedding industry.
2. Create and launch **Love, unedited** (blog), **Against the grain** (Blog) and **Grace Knows** (advice column) as well as curating **#wisdomfromtowe** and the **#quintessentially** hashtags.
3. Continue supporting couples and creatives alike, alongside each other. Ensuring the brand's messaging is always clear, insightful, magnetic and empathetic.
4. Create a heartfelt blog supporting the healthy side of the wedding industry. Step out of line, talk with soul and engage creatives. Teaching them how to change their mindset from supplier to entrepreneur.

### Detailed goals living list

1. Increase and make sales to make this a more impactful and successful business.
2. Establish my thought leadership for the community and wider audience.
3. Launch new products and services to grow the business.
4. Increase my reach and engagement significantly.
5. Create a funnel of sales into the community from both creatives and couples.
6. Create a clear process for research and insight across the businesses, and using the creatives in the membership to grow the group and create natural engagement
7. Further build, grow and elevate the communities.
8. Create perfect, modern and thoughtful PR for the members. Make sure everything they create is insightful, magnetic and empathetic. Content has to fit with the brand moving forwards. Create an online blogging group which comes together to brainstorm and create collaborative content.
9. Drive traffic to the new website, and blog. Use strategic social media to create this.
10. Elevate my messaging, to my ideal creatives. Enlightened stoic, entrenched cynic, harmonious modernist and verbal malcontent.
11. Elevate my messaging, to my ideal couples. Effervescent showgirl/showboy, family orientated provider, second time around pragmatist, and style it yourself idealist.
12. Create and build a newly engaged and mapped out network.
13. Improve my industry relationships, identify ideal clients based on above criteria and talk to them directly. Work out a pathway to them and embrace selling, engaging and discussing creative-hood with them.
14. Create a clearly defined collaborative space, that is engaged, progressive, sensible, respectful and maintained.
15. Grow the Couples community
16. Grow the County community for creatives
17. Embark on a mission to change the way creatives see themselves in the wedding industry - influence the change from submissive supplier to enlightened modern creative wedding entrepreneur.
18. Clearly map out my digital ecosystem, activate a social listening process and engage every day with that network.

CWC living list

1. Empower wedding creatives to see beyond traditional supplier boundaries
2. Magnify the extraordinary voices present in the wedding industry
3. Influence our incredible industry to behave and think differently
4. Discuss, influence and replace outdated, irrelevant narratives
5. Teach wedding creatives to embrace a community, start up and mission drive business approach
6. Offer and provide an exceptional and aesthetically pleasing platform for them to safely provide solutions and advice to couples marrying with integrity and cohesion
7. Be a non discriminatory, open minded and dedicated leader
8. Continually look for ways to provide success, inspiration, wealth and innovative teaching

Detailed living list for CWC

1. We will never behave in a toxic, patronising, or belittling manner towards anyone in our industry
2. We will make every effort to encourage couples to our inspirational website. We will share our expertise, create stories, research and write case studies, vibrant and innovative how-to guides, exceptional content and energetic advice.
3. We will talk about all subjects without bias, negative opinion or judgement.
4. We will always focus on providing strength, promoting community, and defining the magic our industry is capable of demonstrating.
5. We will build trust every step of the way, on our journey as individuals and as a community.
6. We will ensure every prospective customer and couple sees your worth immediately, making sure they have no choice but to engage with our offering and mission immediately, and without question or reservation.

**My values living list**

Understand and explore my strengths

Courageous  
Attentive  
Creative

Supportive  
Visionary  
Empathetic

Work with my core desired feelings every day?

Gently - pace of life, work and commitment

Effective - cohesive, planned effort

Intentional - every action has a reason, and every reason has a plan

Human - I am a human being to be respected and loved

Liberated - I am free of expectation, I am allowed boundaries, I am respected and respectful, everything has clarity and reason

What are my absolute deal breakers?

Spineless toxic behaviour  
Childishness  
Unprofessional behaviour and gossip

Lack of effort and laziness  
Maliciously disruptive inconsiderate behaviour

What's the one constant value that runs through everything?

Empathy

What are my core values and how do they play out in my business?

Enjoyment  
Collaboration  
Unedited passion  
Commitment

Productivity  
Persistence  
Consistency

### **My USP living list**

#### What makes me unique? List as many as possible

1. I am an authentic, ambitious campaigner
2. I am a comforting, community host
3. I create a gentle yet innovative, welcoming environment
4. I am exuberant and passionately uplifting
5. I work with absolutely integrity and commitment at all times
6. I adore substantial, entrepreneurial, focused discussions
7. I always see the best in people, and offer comfort and empathy
8. I long to see uncompromising effort from my community, and always hope for the loyalty I demonstrate to one day be directed back to me, the club and its messaging
9. I am an eternal optimist, focused on growth, inspiration, change and passion
10. I believe our brand and approach only attracts ethical and authentic businesses

#### What's 'really' unique?

1. With our recent rebrand, and huge amounts of personal and professional work, we provide a game changing community for an industry that is stagnant, deeply emotionally and financially affected and needing revitalisation
2. We support you to create a truly unique approach, inspire you to make incredible effort and replace doubt and weakness with passion and strength
3. We ask you to look outside your industry for inspiration and invite you to collaborate to change our market and industry completely
4. We ask you to challenge assumptions, and understand you can be unique, vocal, inspirational and profitable
5. We ask you to see your business as limitless, and invite you to strip away all your preconceived notions, lack, procrastination tendencies and replace them with bold, modern, positive behaviours befitting an modern wedding entrepreneur seeking success and clarity

#### What are the benefits of approach for my customers?

1. You set your investment level, you have complete control
2. We believe in what you do, and will always encourage you to think in a bolder, more committed way
3. We will teach and inspire you if you ask
4. We love seeing businesses grow and thrive, and take a prominent and vocal place in the community
5. We support your emotional, intellectual and financial goals
6. We want you to all be a business and wedding industry leaders, dynamically committed to each other as well as your clients and personal growth

My framework / roadmap / process living list

1. Create our identity
2. Define our purpose
3. Identify members
4. Demonstrate our values and abilities
5. Create our vibe
6. Verbalise rules and expectations
7. Define what success looks like
8. Create and deliver our brand
9. Provide an experience
10. Attract members
11. Transition members
12. Employ a team
13. Create shared experiences and build engagement
14. Capture hearts and minds
15. Create rituals and tone
16. Bravely create exceptional, educational and exceptional content and experiences
17. Inspire couples and new members
18. Continue to build structure
19. Demonstrate excellence
20. Grow financially and regionally
21. Create new channels, bigger platforms and new offerings
22. Employ a team

Embrace and add in this USP living list to the CWC

1. This is a big, new idea perfect for a bewildered and lost industry
2. We sell community and clarity
3. We bring magic to your business
4. We provide credibility
5. We are storytellers
6. We are creating legacy for couples and creatives alike
7. We will influence change
8. We know our spot in an inspiring industry
9. We have no limits
10. We can embrace all styles, all approaches and can support all brands and businesses
11. We know who are customers are
12. We love everything about our new brand, style, attitude and mission

### **Self belief stealers/ Excuses list**

#### Negative beliefs - these are what I think about every day

1. Who the fuck are you to do this?
2. Will anyone actually care?
3. What if people judge me?
4. What if I get rejected, fail and fall flat on my face?
5. Oh look - they are better than you!
6. My story and mission does not matter!
7. I am not ready for this...
8. I don't have enough experience...
9. I am not educated enough
10. I am not bold enough
11. I am not a good enough writer
12. I don't have time to pull this off
13. I have too many demons to do this
14. I don't have enough money
15. I am not enough
16. I feel afraid and unsure about the next right steps all the time
17. I won't make the positive difference in our industry I really want to
18. I am alone and unsupported in this mission, striving to play big on other people's terms
19. I can't allow myself to experience less fear, self-doubt, worries about what others think, or tentativeness around your ideas. So I should just give up

#### My rewritten positive beliefs

1. I understand now that it's not my feelings that are the problem, its my relationship with them and how I let them define my action, attitude and mindset
2. My ideas are innovative and unique, and if a person doesn't "get" them, they are not my ideal client
3. What I do doesn't work well with certain creatives, so either I need to tweak my behavior, or they don't have a place in the club and community
4. If I don't have knowledge I need to make time to do the work, and learn. I am capable of this, and need to simply plan and execute a different approach
5. No one else is going to build the life I want for me. No one else will even be able to completely understand it. I will encourage the most amazing creatives to show up to cheer me along. I am in this for the long haul, I am my own supportive friend present for every step in the journey
6. I am perfectly capable of achieving a knock-the-ball-out-of-the-park life. No goal is too unrealistic, frivolous, or crazy? If I start envisioning it, research it, and plan it. Only I will get in the way of me having it, delivering it and earning from it
7. I will never be able to silence my fears and tough inner critic but I can learn from its repetitive, irrational, mean ramblings and I have the power to conquer my fears.
8. I have to learn that sometimes, people will throw insults, opinions and behave in a toxic way. I can think like a true leader and innovator and learn from both the enthusiastic fans and harsh critics? I am used to both wins and losses, praise and criticism, of getting a call back and being ghosted. I do not need to be liked and I don't need to please people.

9. I have such high standards, and I feel every part of your idea that is not quite perfect. However while I am waiting to be ready, training to gather more experience, sitting on my ideas, I am missing out to self anointed industry visionaries, missing out on taking my place, and missing seeing my ideas and worth come to life in the world. They are no more ready than you, and perhaps less. I am ready to find out just how ready I am, and ready to take my space among the other community leaders.
10. I no longer need to be praised, anointed, and validated. I am not going to wait for people to give me permission to lead. I don't have to wait for someone to invite me to share my voice. I don't need someone to discover me. I am therefore starting on this bold, consistent journey into leadership, I will be sharing my voice, and doing things that scare the hell out of me
11. I am humble and open to guidance, I can gather feedback and advice in a healthy way. I do not need to feel threatened by opinion. I know some creatives will only want to interact with the club because it is helpful to them in a selfish way, whilst this is not ok it only confirms they are not my people. I can interpret feedback carefully.
12. I can stretch out of my comfort zone regularly, and I can also do things that feel safe, cozy, and restorative. I will however always watch my energy reserves, and ensure I will always respect myself, and when it's running low, I will stop, respect, recover and restore.
13. I will always let my community and members know the brilliance I see, and why it's so special. I will call them to be accountable and encourage them to take action. I will educate them to see when they are ready. I will always watch for the same negative self-talk that I have grown away from being demonstrated by my members and support them to identify, investigate, embrace and grow.

I am stepping out of line... will you come with me?

*What is great about me*

1. I am following my calling
2. I am using my voice
3. I understand myself
4. I am launching a new business and way of life
5. I embrace every moment in my life with full presence and commitment
6. I care and can trust myself
7. I am on the verge of huge growth and I am worthwhile of this
8. I am no longer upper limiting myself, there are no limits to how happy or successful I can be

## **Role modelling Living list**

### Who are my role models

1. Amber Rae
2. Fiona Humberstone
3. Natalie Franke
4. Melyssa Griffin
5. Lindsey Eryn
6. Brene Brown

### What are the strengths and perceive characteristics

#### **1) Amber Rae**

- a) Passionate
- b) Revolutionary
- c) Exciting
- d) Motivational
- e) Relatable
- f) Empowering
- g) Extraordinary

#### **2) Fiona Humberstone**

- a) Exceptional
- b) Eloquent
- c) Inspirational
- d) Educated
- e) Pioneering
- f) Expert
- g) Awe inspiring

#### **3) Natalie Franke**

- a) Empowering
- b) Inspirational
- c) Revolutionary
- d) Rare
- e) Devoted
- f) Brave
- g) Go getter
- h) Massive hearted

#### **4) Melyssa Griffin**

- a) Impactful
- b) Genuine
- c) Gentle
- d) Guiding
- e) Educational
- f) Extraordinary
- g) Committed

**5) Lindsey Eryn**

- a) Articulate
- b) Inspirational
- c) Eloquent
- d) Emotionally invested
- e) Breathtaking
- f) Invested
- g) Larger than life
- h) Romantic

**6) Brene Brown**

- a) Extraordinary
- b) Powerful
- c) Wise
- d) Hilarious
- e) Deeply connected
- f) Insightful
- g) Awe inspiring
- h) Courageous

Channel these words living list

Articulate	Create the content I have been scared of creating for too long, and asking others to do for me!
Awe inspiring	Drive this community forward the way that it needs to and deserves to
Brave	Re-launch, refine and not listen to the criticism
Breathtaking	Talk about the subjects that need to be talked about bravely
Committed	Drive the business and community forward, in the only way I know how passionately and with complete commitment
Courageous	Break down the walls and reluctance of those who appear to not want to get involved, get people to understand what changes they need to make to thrive and change
Deeply connected	Work my way through the work that I need to do to understand my industry and community more every day, there is not point sitting there making assumption anymore
Devoted	Without a doubt the approach I must make every day from this point
Educated	Show what I understand and why it's so important
Educational	Give at every opportunity and journey point, there should be no break in process or journey path. I need to be constantly committed to giving people 100% at every touchpoint
Eloquent	Gracefully connected to the tone of voice and I am choosing for this club. I can not and will not rely on others for blog posts anymore, I have to influence their investment and willingness to be involved
Emotionally invested	This is me every day, but now I understand the business more from this piece of work, I can no longer coast and assume the busy gene is ok
Empowering	Every day, every touch point, every piece of content. Without fail.
Exceptional	This is where I need to take this blog, it has so much capacity and so much potential, I am doing myself a massive injustice not moving it forward on a daily basis
Exciting	I feel this because of this work - I have said it's finally coming together for too long
Expert	Me as a community leader
Extraordinary	As above
Gentle	Me in my mentoring role, I must employ more gentle listening to my time with clients
Genuine	What I look to provide to this community on a daily basis
Go getter	What I want to be seen as in 12 months time
Guiding	The approach I will be taking from this point onwards
Hilarious	The way I will allow my personality to still be seen in my business
Impactful	The no hold barred approach I will take with the writing I am creating and planning
Insightful	As above
Massive hearted	Reserved for every part of this community, for every soulful member for every bride needing advice and creative needing guidance
Motivational	As above
Passionate	As above

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Pioneering	This is a new and revolutionary idea, this will not change me, and I will not deviate of my plan
Powerful	The endless possibilities this club and community has
Rare	The commitment have to this cause
Relatable	The way that the content I will be putting out will make people feel
Revolutionary	The changes I will influence in the wedding industry
Romantic	The eloquence that will put out to the industry and its clients
Wise	The way we will be seen to inspire

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All the other good stuff living list

Please keep it in mind that these are personal, but I wanted to share them with you

**Travel**

Winter and Christmas in the snow (Italy, France or the US)  
Family trip to Italy (when recovered from surgery)  
Moroccan Riyadh trip with the girls (when recovered from surgery)  
Weekend away with Abby's girlfriends and mum group  
Rugby tour and England Ladies match watching weekends

**Skills and knowledge**

Coaching course by 2021 end  
NLP training 2022 end  
Pinterest accreditation by end 2021  
Brand Stylist retreat  
Freshly implemented with Amber Mccue  
Complete Amy Porterfield training (August 2020)  
Complete Jenna Kutcher training (August 2020)  
Complete Ashlyn Carter training (August 2020)  
Find high level business coach and engage for 12 months August 2021

**Experiences**

2 LOOOOONNNNNNGGGG Spa weekends by June 2021  
Cookery masterclass weekend  
Limewood cookery masterclass  
Work with nutritionist post op

**Finances**

Make high 5 figures by 2022 start  
Expand the CWC to 8 counties  
Debt-free  
Accountant  
Angel CWC with grants for creatives by 2024  
Scholarship programmes for new creatives by start of 2021  
Grow into a bigger and better office

**Relationships and family**

Quarterly trip for Dad to us (mum in care, he needs a break)  
Sam - London based TKS school  
Sam - out to US for study time  
Sam - great colleague and uni, back on track after covid  
Sam - confidence, weight loss and mindset - support and inspire  
Abby - Rachael Burf academy, and Hampshire rugby trials  
Abby - Rachael Burf one to one mentoring  
Abby - great confidence on the things that she needs to work on  
Abby - Academic along sports excellence

### **Physical feats**

Have my surgery

Get physically fit

Have any plastics done I need doing post weight loss

Full self care routine, that does not feel like a "treat"

Abby absolute care of health needs and support with cycle at all times

### **Expand CWC team**

1. Full time EA
2. Social media team
3. Paid and retained writing team
4. In house design person
5. Retained website developer
6. Brand consultant
7. In house photographer on retainer
8. Senior school interns (Perins) - By Sam's year 11
9. Senior school work experience opportunities - By Sam's year 11