

HAVE THE LIFE YOU WOULD ABSOLUTELY LOVE

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HAVE THE LIFE YOU WOULD ABSOLUTELY LOVE

A PRACTICAL GUIDE TO BREAKING FREE
FROM CIRCUMSTANCES, PARADIGMS,
AND PROCRASTINATION - AND
CREATING A LIFE THAT LIGHTS YOU UP

ALISON GOUWS COACHING AND CONSULTING PTY LTD



ABOUT THE DREAMBUILDER PROGRAM

Imagine a simple system for discovering what your dream is AND the confidence your need to go after it with joy and inner peace

Do you feel stuck playing small - holding back your opinions, procrastinating on goals, or shrinking in relationships or at work? Is your lack of self-trust draining your energy, confidence and opportunities?

Most people do not give themselves permission to dream, let alone take the steps required to build a dream, because they've been trained to let circumstances decide what they can or cannot have.

Everyone of us has a dream inside of us. What is your longings and discontent? Clarity is POWER. You need to DECIDE for New Results.

Befriend your FEAR. It means you can have fear, but you don't have to let fear have you.

The author of the book *Think and Grow Rich*, Napoleon Hill said, "The value of your decisions depends upon the courage you have to make them."

And no sooner have you have decided "Yes, I am doing this - another part of you says "That's not going to happen" or "You don't have the time or money or resources to do that." These are simply old patterns - paradigms - that are trying to pull us back to our comfort zone. You need to master your paradigms to achieve NEW Results, and to achieve your dream.

DREAM BUILDER[®] COACH

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ABOUT YOUR DREAMBUILDER COACH



Alison Gouws has four decades of professional experience spanning people management, operations, lecturing and consulting. Drawing on her expertise in operations, project and change management — alongside a Master of Business Administration, multiple degrees, courses and coaching studies — Alison weaves together practical wisdom with the power of mindset to create meaningful strategies for personal growth. As a mother of two daughters and a lifelong learner, she's has compiled courses and certified as a Dreambuilder Coach with the Brave Thinking Institute. The Dreambuilder Program is one she is a huge fan of because of the impact it had in her life.

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The Four Quadrants of Life that we address in DreamBuilding are: Health & Well-Being, Love & Relationships, Vocation, and Time & Money Freedom. The Spiral of Life beckons for each of us with our dreams.

WELCOME TO HAVE THE LIFE YOU WOULD ABSOLUTELY LOVE

If you're reading this booklet, something inside you is already reaching for more. More clarity. More joy. More alignment. More freedom from the patterns and circumstances that have kept you circling the same mountain year after year.

Inside these pages, you'll discover why capable, intelligent people stay stuck — and how to break free from the paradigms, habits, and invisible beliefs that quietly shape your results. You'll learn how to recognise the two competing voices within you, and how to strengthen the one that calls you forward into expansion, possibility, and purpose.

You'll explore the invisible Laws of Success that govern transformation, and you'll learn how to work with them — not against them. You'll be guided through practical tools to repattern your thinking, align your actions, and build the identity of the version of you who already lives the life you would absolutely love.

This booklet will help you:

- Understand the paradigms that keep you stuck
- Recognise the moments when life is calling you forward
- Align with the laws that shape your results
- Repattern your thinking and expand your self-image
- Take small, aligned actions that compound into big change
- Test your dream to ensure it is worthy of your time and energy
- Make the powerful decision that shifts your entire trajectory

By working through this guide, you will begin to see yourself — and your life — through a new lens. You will gain clarity, confidence, and momentum. You will learn how to move beyond procrastination, fear, and old stories, and step into a future that feels vibrant, meaningful, and deeply aligned with who you truly are.

This is more than an ebook. It is a doorway.

And as you walk through it, you'll discover that the life you long for is not only possible — it's waiting for you.

Welcome. Your next chapter starts now.

ALISON GOUWS



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01

THE QUIET REALISATION: “THERE HAS TO BE MORE THAN THIS”

Does this sound familiar?

You're moving through your days, doing what needs to be done — but inside, there's a whisper. A longing. A sense that life could feel more expansive, more joyful, more aligned.

Maybe you've thought:

- There's never enough time.
- I'm overwhelmed — always thinking about my to-do list.
- My work is thriving, but my health or relationships are paying the price.
- Life is good... but I know there's something more.
- I've had this desire for years, but I still haven't made it happen.
- I'll be happy when...

If any of this resonates, you're not alone. And you're not broken. You're simply standing at the threshold of your next chapter.

As Mary Morrissey, founder of the Brave Thinking Institute, writes, *“Life itself is seeking to have a freer, fuller, more expanding expression through you.”*

That longing you feel? It's life calling you forward.

This ebook is your guide to answering that call.



02

WHY SMART, CAPABLE PEOPLE STAY STUCK

Most people don't stay stuck because they lack intelligence, talent, or desire. They stay stuck because of paradigms — the invisible patterns of belief and behaviour that keep us repeating the same year over and over again.

"Your paradigms are the habits that protect the status quo... the fears that tell you that if you try, you will only fail."

Paradigms are sneaky. They show up as:

- I don't have time.
- I don't have the money.
- I don't know the right people.
- I've never been able to do this before.

They keep you safe — but small.

And when you finally decide to change, paradigms deploy their "3 stealth weapons":

1. Distraction : Suddenly the laundry matters. The inbox matters. The new season of your favourite show matters.
2. Dissuasion : Your mind whispers: "Maybe this isn't the right time... maybe you don't really want this."
3. DEFCON 1 : Your nervous system goes into full alarm. You freeze, panic, or retreat to the familiar.

These reactions don't mean you're failing. They mean you're growing.



03

THE MOMENT YOU REALISE YOU ARE MORE POWERFUL THAN CIRCUMSTANCES

Every person has moments when they glimpse a bigger life — a life that feels vibrant, meaningful, and aligned with their deepest gifts.

“There are moments in life when we may sense that more is possible... a life whose allure is so powerful that it calls to us when we least expect it.”

These glimpses matter. They are invitations.

But almost immediately, the old voice rises:

- *Where will you get the money?*
- *What if you fail?*
- *Who do you think you are?*

This is the moment where most people turn back.

But this is also the moment where your life can change.

Because the truth is:

You are stronger than circumstance. You are stronger than fear. You are stronger than your past.

And you have access to a power that is greater than any obstacle you will ever face.



04

THE INVISIBLE LAWS THAT SHAPE YOUR RESULTS

Success operates by invisible laws, just like electricity.

“Electricity has ALWAYS existed; we simply learned how to work with it... The invisible Laws of Success work the same way, every time, no matter who you are.”

You don't need to invent the power that creates your dream. You only need to learn how to **plug into it**.

These laws respond to:

- Your thinking
- Your imagination
- Your willingness to take aligned action
- Your ability to hold a vision
- Your decision to grow beyond your comfort zone

When you align with these laws, life begins to reorganise around your intention.

As Thoreau wrote: *“If one advances confidently in the direction of their dream... one passes an invisible boundary... and begins to meet with a success unexpected in common hours.”*

This is not poetry. It is a description of how transformation works.



05

THE BATTLE BETWEEN TWO VOICES

Inside you, two voices are always present:

The Voice of Expansion

- *I can.*
- *I will.*
- *I choose to.*
- *This is possible for me.*

The Voice of Constriction

- *I can't.*
- *I don't know how.*
- *It's too late.*
- *It's too hard.*

This Cherokee story expresses it perfectly:

One evening, an elderly Cherokee Chief told his grandson about a battle that goes on inside people. He said, "My son, the battle is between the two wolves inside us all. One wolf is evil. It is angry, envious, jealous, sorrowful, regretful, greedy, arrogant, self-pitying, guilty, inferior, dishonest, prideful, superior, and egoic.

The other wolf in this battle is good. He is joyful, peaceful, loving, hopeful, serene, humble, kind, benevolent, empathic, generous, honest, compassionate, and faithful."

The grandson thought about it for a moment, and then asked his grandfather, "Which wolf wins?"

The old Cherokee replied simply, "The one you feed."

Energy flows where attention goes. Where you place it determines your future.



06

STEP ONE: NOTICE WHAT YOU NOTICE

The first tool for transformation is awareness.

“Notice when your thoughts, feelings, and actions are not in alignment with your dream.”

Begin observing:

- When you shrink
- When you doubt
- When you procrastinate
- When you distract yourself
- When you talk yourself out of your own brilliance

Awareness is not judgement. Awareness is power.

Because once you see the pattern, you can choose differently.



07

STEP TWO: RE-PATTERN YOUR THINKING

Your dream requires a new internal environment.

Everything is created twice — first in thought, then in form.

To re-pattern your thinking:

1. *Five-sensorize your dream:*

What does it look like? Sound like? Feel like? Smell like? Taste like?

2. *State your dream as an approach goal:*

Not “lose weight,” but “live at my ideal weight.” Not “get out of debt,” but “live in financial abundance.”

3. *Put on the dream:*

Ask: Who is the version of me who already lives this life?

How do they:

- Walk into a room?
- Speak?
- Make decisions?
- Treat their body?
- Spend their time?
- Respond to challenges?

You are rehearsing your future self.



08

STEP THREE: TAKE ALIGNED ACTION

Action is the signal that tells your subconscious mind: *We are doing this.*

“Do what you can, with what you have, from where you are.”

You don't need the perfect plan.

You need the next step.

Examples:

- Make a phone call
- Research something
- Sign up for a class
- Transfer \$10 into a savings account
- Write one paragraph
- Walk for ten minutes
- Send the email

Small actions compound into identity shifts.

Identity shifts compound into new results.



09

TESTING YOUR DREAM

Not every desire is a dream. Some are distractions, compensations, or “shoulds.”

There are five powerful questions to ask to test your dream:

- 1. Does it give me life?*
- 2. Does it align with my core values?*
- 3. Does it cause me to grow?*
- 4. Does it require a power bigger than me?*
- 5. Does it include good for others?*

A dream that passes these tests is worthy of you.

And you are worthy of it.



10

DECIDING FOR YOUR DREAM

This is the turning point.

Dreams don't manifest because we want them. Dreams manifest because we **decide** for them.

"Are you ready to make a commitment to your dream? Are you ready to sign your name to it?"

Decision is the moment you become bigger than your circumstances.

Decision is the moment you stop negotiating with your limitations.

Decision is the moment you step into the life you would absolutely love.

"You cannot get to your dream — you must come from it."

Your dream is not a destination. It is an identity.

When you begin living from that identity — even in small ways — life reorganises around your new frequency.



WANT TO KNOW MORE ?

View more on the Dreambuilder Program at:

www.alisongouws.com

(You may book a one-on-one strategy session through the website too)

or email: alison@alisongouws.com

The Dreambuilder Program is a simple system for defining your dream and the Confidence to go after it with joy and inner peace.

In this program you will receive:-

- A Complete System for Gaining Clarity on Your Dream
- 12 Live Coaching Sessions
- The Proven Dreambuilder Program with videos to watch and meditation audios
- More Joy, Self-worth and Confidence in Your Life



TESTIMONIALS

What others are saying about the Dreambuilder Program.....

"I now have more than one avenue of income doing work that I really enjoy" - Judy Steward, Lake Forest, CA

"The Dreambuilder program had everything I was looking for and more!"
- Ann Boreman, Phoenix, AZ

"Dreambuilder is more than worth the investment in yourself" - Peter Calabrese, San Francisco, CA

"Dreambuilder" is a wonderful step to creating the life you want to live!"
- Tammy Braswell, Ann Arbor, MI

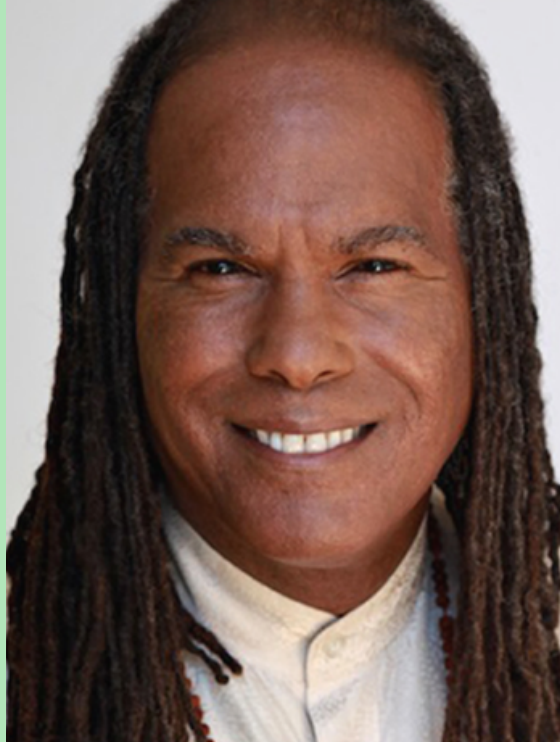
"This program has been one of the best decisions I have ever made" - Arturo Ovies, Puerto Vallarta, Mexico

"I manifested the right home in the town I wanted to live" - Wendy Vitalich, El Segundo, CA

Alison Gouws guided and inspired me, giving me the confidence through her Dreambuilder course, to start my own business of selling art prints. She was encouraging and listened to what I had to say. I highly encourage you to take your journey with her. - Karen Cochlovius, Cape Town

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"WE ARE OFTEN PUSHED BY
PAIN UNTIL WE ARE PULLED
BY A VISION" -
REV DR MICHAEL BECKWITH





"THERE IS A SINGLE MENTAL MOVE YOU CAN MAKE, WHICH IS IN A MILLISECOND, WILL SOLVE ENORMOUS PROBLEMS FOR YOU. IT HAS THE POTENTIAL TO IMPROVE ALMOST ANY PERSONAL OR BUSINESS SITUATION YOU WILL EVER ENCOUNTER ... AND IT COULD PROPEL YOU DOWN THE PATH TO INCREDIBLE SUCCESS. WE HAVE A NAME FOR THIS MAGIC ,MENTAL ACTIVITY. IT IS CALLED....DECISION!"

BOB PROCTOR





"WHATEVER YOU CAN DO, OR
DREAM YOU CAN DO,
BEGIN IT.

BOLDNESS HAS GENIUS,
POWER, AND MAGIC IN IT."
GOETHE

"YOU BLOCK YOUR DREAM
WHEN YOU ALLOW YOUR
FEAR TO GROW BIGGER THAN
YOUR FAITH."

MARY MORRISSEY

MYCHECKLIST

Make any notes of items that you noted you need to still do or reinforce

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CONTACT US



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