



DISCOVER YOUR TRUTH

A High-Touch, High-Impact Guide to
Unlocking Your Unique Genius and
Designing a Business That Reflects Your
Visions & Values

By *Deb Burger*



Letter from Deb!

The Power of Truth, Grit & Resilience

There was a time when people saw the highlight reel, successful companies, sold-out projects, thriving clients. What they didn't see were the rebuilds...the late nights...the times I wondered if starting over again was worth it.

I learned the hard way that strategy alone isn't enough. What carries you through the fire is grit, resilience, and an unshakable commitment to truth.

I stopped chasing what everyone else said success should look like and started designing life and business from the inside out, anchored in my values, driven by my vision, fueled by my unique genius.

That shift changed everything.

This guide is your invitation to do the same. It's not theory; it's a roadmap forged from 35 years of experience, setbacks, struggles and extraordinary comebacks.

Let's begin your reset, your return to truth.



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CHAPTER

01

THE TRUTH SHIFT

Every entrepreneur meets the moment when everything looks fine on paper but feels wrong inside.

That's not failure; it's feedback.



01 / THE TRUTH SHIFT

Truth Shift Principle #1:

Alignment Precedes Achievement.

When you realign with what actually matters, progress accelerates.

For example, early in my career, I chased high-profile real estate deals that looked impressive on paper but clashed with my core value of authentic connection. The stress was overwhelming, late nights felt like drudgery, and results were mediocre. Once I shifted to projects that honored my vision of sustainable, value-driven design, opportunities flowed effortlessly. Clients sought me out, and my business grew 30% in the first year. This isn't just theory; it's the difference between surviving and thriving.

Ask Yourself →

- Where am I out of sync with my values?
- What truth have I been avoiding?
- What would feel effortless if I stopped forcing it?
-

Avoidance points to the very thing that needs healing.
Step toward it.

“The Paradigm Shift program has been truly life-changing... it redefines how you approach life.”

— Stephanie Nelson

CHAPTER 02

DISCOVER YOUR GENIUS

Inside every entrepreneur lives a signature mix of skill, story, and spirit. **Your Genius Zone.**

You don't need to find it; you need to remember it.



02 / DISCOVER YOUR GENIUS

Exercise 1 - **What Lights You Up**

- List the tasks that energize you vs. drain you.

Exercise 2 - **Strengths Others See**

- Ask three people what they count on you for or what they think you are great at. Patterns reveal purpose.

Exercise 3 - **Impact Inventory**

- What changes for others because of you? That's your true value.

Take a moment to reflect: For each item on your list, ask why it matters to you personally. Is it tied to a past experience, like overcoming a challenge that now empowers others? Jot down one small action to amplify this impact today, perhaps sharing a tip on social media or mentoring a colleague. Remember, your genius isn't static; it evolves as you connect with like-minded people who reflect and refine it.

Truth Shift Principle #2:

Your genius is the bridge between passion and profit.

“This 5-Day Challenge was transformative... I’m thrilled with the results and ready to make 2025 a year of meaningful achievements.”

— **Sally G.**

“The Paradigm Shift Training was eye-opening... My mindset is stronger and I’m more confident about achieving my goals.”

— **Lidia T.**

Connection Fuels Genius

Your genius thrives in connection. The right people mirror your brilliance and help it grow.

“You were never meant to blend in. You were meant to break through.”

CHAPTER

03

DESIGN YOUR ALIGNED PATH

Truth without structure = chaos.
Structure without truth = burnout.
Freedom lives between the two.



03 / DESIGN YOUR ALIGNED PATH

The Truth Blueprint

1. **Vision:** What future excites you enough to stay consistent?
2. **Values:** What principles guide every choice?
3. **Vehicle:** Which business model best expresses your genius?

Consider a client of mine, a creative consultant who valued freedom but was trapped in rigid corporate gigs. By clarifying her vision, a flexible online coaching model, she aligned her values of creativity and autonomy. The result? A boutique business that scaled naturally, without burnout. Start small: Sketch your blueprint on paper today and revisit it weekly.

“The TIR Program is life-changing. It taught me to value myself without guilt and realize the unlimited choices available when I free my mind.”

— **D. Auer**

The Power of Community

No vision thrives in isolation.

Community brings accountability, encouragement, and collaboration.

Conviction + Connection + Community = Momentum.





CHAPTER

04

FROM TRUTH TO FREEDOM

Freedom isn't about doing more, it's about doing what's aligned.



04 / FROM TRUTH TO FREEDOM

Deb's 3 Principles of Freedom-Focused Business

1. **Purpose Before Profit** – Money follows meaning.
2. **Impact Before Image** – Authenticity attracts authority.
3. **Simplicity Before Scale** – Refine before you expand.

“Before the Paradigm Shift Training, I felt stuck... I now have clarity and a renewed sense of purpose in my business.”

— **Kanako Asaka**

Grit + Resilience = Results

Every time the world said no, I designed a new yes.

Resilience is built in the rebuilding.

Grit is grace under pressure.

“Conviction grounds you. Connection lifts you. Community sustains you. Resilience keeps you rising.”



REAL RESULTS & TAKEAWAYS

Real People. Real Shifts. Real Results.

Stephanie Nelson



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Sally G.



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“The Paradigm Shift Training was eye-opening.”

D. Auer



“The TIR Program is life-changing.”

Kanako Asaka



“Before the Paradigm Shift Training, I felt stuck.”

KEY TAKEAWAYS

- Truth is your most powerful strategy.
- Grit turns obstacles into stepping-stones.
- Connection accelerates genius.
- Community multiplies momentum.
- Conviction keeps you consistent.

YOUR NEXT STEP

**Your Truth Is the Bridge Between Where You Are
and Where You're Meant to Be**

*You've read the guide, now it's time to live it.
Let's design your path together.*

BOOK YOUR VIP DISCOVER CALL NOW!



*"Join a community of entrepreneurs and leaders
designing their businesses from truth, not trends.
Together, we rise through Connection, Community,
and Conviction."*



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About the Author

Deb Burger is a High Touch|High-Impact Strategist and founder of Arch Designs, Inc.

With over 35 years of experience in real estate, construction, design, and business strategy, she helps leaders design boutique businesses that reflect their deepest values and unique genius.

Her mission is simple:
To help you discover your truth,
design your unique vision, and build
a business that reflects your vision
and values.

**“Design Your Best Business to Live
Your Best Life.”**

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