



The University
of LIFE

Everything
You Wish
You Learnt
AT
School



Let us ask you this question:

“*What if in this moment, you took your very last breath?*”

What would you think?
What would you feel?

You've likely seen and read this question somewhere in our world already.

In fact, these are the very first words that you'll read on our home page.

Now, we don't know about you but we are not cool with getting to our death bed and thinking...

'what if?'

Does anyone ever think “oh, I wish I watched more ‘friends’ re-runs...”

Or...

“I wish I had moaned a little more about things that were not



that important really..."

Or maybe...

"I wish I had spent more time sitting with my phone in my hand scrolling through Facebook"

Seriously??

You're here because you know there is more to life.

You're here because you know that your life can be different.

Remember this:



*We say it as it is here. We're (sometimes)
brutally honest. We don't faff about.*

Expect profanities - never in a vulgar and aggressive way but in the funniest and most hilarious way most often!

We shine the fucking light for you, we light up your path. It's like holding up a flash light and lighting up all places you never even thought of considering.

And then we stand by your side and watch you take steps that you never even thought you could before.

But there is a caveat to that...

We can't ever take any of those steps for you. We will support you, we will hold the light up.

We will be the lighthouse.

But it has to be YOU, who chooses to steer your ship into the harbour.

Our aim is not to point fingers on what's 'right' or 'wrong' but to bring your awareness to the very real fact that there are only 2 CERTAIN outcomes in this life.

Birth and death

That's it...

Isn't it fascinating?

And as you are reading this, you can already tick off one of those, so the good news is YAY, you are here, the 'bad' news is that death is on the way.

Now that the rather 'depressing' (or in fact super exciting – it's all about your perspective after all) part is over, let us share with you how and why we believe that you CAN live your very own Unlimited Life.

And how in fact, it may be much closer than you think it is right now for you.

The philosophy of the Unlimited Life at its core is really quite simple!

It stands for **BEING THE VERY BEST VERSION OF YOURSELF** without sacrifice or apology. Each and every moment, all day every day, always and in all ways.

And when you understand that you're always being the best version of you – even if it doesn't feel like it, as you can only do what you can with what you know in each moment.

The mystical bubble of perfection bursts.

Because there are only 2 ways to go about it.

Everything is perfect just as it is, and if it looks like a shitstorm of overwhelm and confusion – you understand that clarity always follows chaos.

OR

Perfection doesn't exist – so stop trying and understand that everything is the way it is in each moment simply because there is a reason for it.

Either way when you embrace and understand that – life becomes easier quite swiftly!

We want to break some more news here for you, right before we move more into what the University of Life even is about.

If you are here – you're likely after ABUNDANCE.

Whether it be more love and fulfilling relationships in your life, more health or more money. Whatever it is that you want to have an abundance of, remember this – you've likely misconstrued the concept.

And that's by no means a fault of your own – it's what society taught us.

And as our deepest desire is for you to feel liberated - let us begin your University of Life journey for you right now in this moment, before you even get the chance to fully embark on this journey.

Your lesson one is right here for you:

ABUNDANCE – is not some magical thing that you strive to achieve one day

ABUNDANCE – is simply your ability to do what you need to do, when you need to do it!

So...

Wait...

Are you ready for this...?

You are always ABUNDANT! There's just no other way about it.

Now, doesn't it sound exciting?

Can you see how much easier it gets when you bust the societal myths we've been burdened with for generations and lifetimes?

Our job here at the University of Life is to keep bursting those bubbles of societal delusion. We assisting you in creating your own bubble – delusional or not – it is your own perspective of life that you're creating and nobody else's!

And how do we do it you may ask?

Well...

It's by following these 6 main aspects of long term success and lasting change. Where you don't just jump up and down and hope for the best.

You actually do something about it!

1. YOUR STORIES

Motivation to change is one thing.

Yet when you don't understand what drives and fuels where you are and what you think of yourself at the moment, you're likely to crash and burn quickly.

Ever been to a seminar or lecture, where you left so pumped and excited. You felt like your whole life was about to change. Only to just a few short days later, realise that you're going nowhere as the same old story just repeated itself.

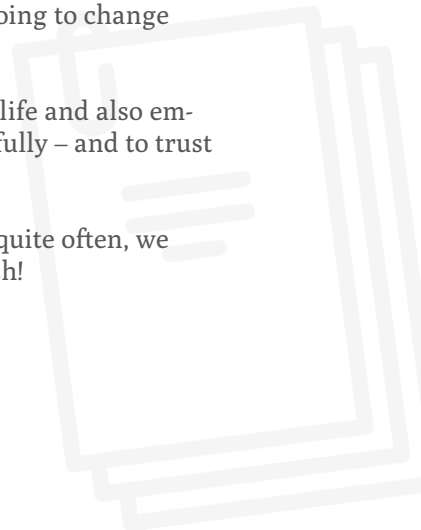
And you feel drained, sick and tired of the deadly loop of hope that something's going to change and then when it doesn't - feeling defeated.

Our ultimate objective is to help you feel not just motivated but in control of your life and also empowered. To be an AUTHORITY of your own and to trust yourself completely and fully – and to trust yourself in the things that you want and prefer to actually believe in.

As when you look closer – we are always trusting – sometimes and to be honest – quite often, we trust in things that we don't prefer – we trust and believe in a whole pile of rubbish!

I am not good enough

I just can't do it



I am unlovable

I will always be broke and probably broken

Have you ever heard any of these rattle around in your head?

Of course you did...

And so did we, that's why we are so passionate about it!

Everyone is walking around this earth drowning in self-doubt and self-judgment really! Yet it's not many of us that can admit to it vulnerably.

And this is what our intention is for you - to shift those stories and those perceptions into your new truths and your new stories!

That then becomes your reality – as remember – if you can imagine it – it is REAL and can become your life easily.

Wouldn't it be just so much better to be able to say to yourself and actually believe it:

I always do the best I can and I am proud of myself for it!

I can do what I want as long as I commit to it, believe in the outcome and have solid support on my way to it.

I am surrounded by love and have supportive relationships in my life and more than anything I accept myself and support myself fully.

I create my own wealth and success consciously! I grow and expand with each and every moment.

Now... How much better do these sound than the first round of stories?!

It's not just figuring out what the stories are that you keep telling yourself that keep you stuck in your life. There's so much more to it!

It's FEELING and BELIEVING in the new YOU, while you know that as you're creating yourself anew there's always a supportive community to guide you through it!



2. YOUR ENVIRONMENT

Unless you live in a cave on a deserted island (and that would only be cool if that was your personal preference), you're in an environment that involves other people, social interactions, conversations, points of view... you name it!

The truth is that when you embark on a path to your Unlimited Life, to living life by your own rules and to live happy, full of joy and fulfilment. And to embrace change and challenge with an open heart even more so...

You're going to hear and in some instances, hear it quite often:

'You live in la la land'

'Get off your high horse'

'It's ok for someone ...'

'It's easy for you to say because...'

And that's ok as this is how you know that you're changing.

Yet you might find it challenging to deal with at first.

It may hurt or you may question yourself a little.

And that's why it's important to understand how to navigate it. How to choose an environment that supports your growth, that is inspiring and that you like living and being in.



3. PRACTISING SUCCESS

And then, once you've started creating your new truth, when you're in a place where you know it is YOU who is creating your story.

Here comes an important aspect of this path – PRACTICING SUCCESS as without it, it's just way too easy to slip back into your old ways.

You've been living that way for so long after all...

When the going gets tough - PRACTICE is what gets you through!

Practice is what allows you to see a different end to this and a different outcome.

It's when you realise you're beginning to focus on finding solutions, rather than feeling like you're drowning in your everyday problems.

Practice makes perfect as they say... and we've already covered perfection! So, whichever way it suits you to interpret this aspect,

Remember this:

Your new conscious behaviours, habits, thoughts and desires take up about 5-10% space right now. And when shit hits the fan – your subconscious takes over – 90-95% of the time, you'll want to revert right back to who you used to be.

And that's also ok as it's part of re-writing your story! This is exactly where your practice comes in. As you learn to spot and recognise your triggers – you can easily implement new responses and new actions.

4. YOUR BODY AND HEALTH



And here, we're taking it all to a big fat new level!

Have you ever heard of someone who is fulfilled and happy in a sick body?

Sick body = sick mind!

Sick mind = sick body!

While we begin with performing an emotional surgery on you – where you're the actual surgeon yourself.

In this part of the University of Life journey, we introduce you to the depths of understanding, how you attach your emotions to food and sabotage and numb with it.

How your body speaks to you and guides you towards those emotionally shut down areas that you may have not been able (up until now) to discover.

We show you how to interpret those signs and how to learn to listen and communicate with your body.

So, you can both work together!

Remember:

You are NOT your body! You chose to live in your body – and how you communicate and look after each other is simply crucial for you to be able to embrace the next part of this wild ride! Are you ready?

5. EXPERIENCING CHANGE

How do you even know that you've changed?

Is there a tick off list for that?

A flow chart to follow?

Well... not quite! Yet right in this module – we show you exactly how you know that change happened.

And not just that! We show you so much more...

How you embrace the things that changed. How to deal with comparison and judgment. How to create amazing commitments and agreements with yourself that STICK and not just something that dies a miserable death on a random page on your journal.

Do you follow?



6. LIVING YOUR NEW REALITY – NOW!



And now...

We can't even contain our excitement!

Can you think of how alien, how weird this whole new you may sometimes feel to you?

And those around you?

Oh my gosh... can you feel the energy of it?

The excitement mixed with a touch of fear?

The desire to run straight back to being just average, and live a mediocre life as it feels safer?

Have you ever experienced change where a week or so later it just disappeared and you felt like you've gone 10 steps back. Almost as if a giant elastic band snapped you right back into where you started or further...

Ouch!

Isn't it painful?

Yeah... we know! We have been there!

And that's why, there is a whole separate part of the Uni of Life that's dedicated to it.

Living your new reality – NOW!

Not someday.

And not tomorrow.

Not even a minute later...

And just as you're jumping up and down and can't wait to get started. There's something else that you need to remember!

All of this, all of what we've just shared with you is always and in all ways connected to this:

The ARA way of life

If any of the steps of the ARA are missing - everything you've learnt will remain just like that cool seminar you went to or the lecture you've heard that inspired you deeply, yet you did nothing with it, shelved the event folder and your notes stayed inside it rather than seeing daylight of your day to day Unlimited Life put into practice by you living boldly.

Let us show you here why we believe it's important.

When we reverse engineered and looked back at the last several years of our journey, all the money we have spent, the thousands of hours dedicated to looking inwards and changing our thoughts, beliefs and behaviours.

And in turn our results – living our Unlimited Life rather than feeling meh, mediocre and broken.

This is what it all ALWAYS comes down to.

The 3 magical (not really) steps that get to follow each other:

A is for AWARENESS

Without awareness, you have NOTHING and there is nothing you can look to change, build upon or improve.

You don't know what you don't know and you can't change what you don't know about, right?

Some call it ignorance, some bliss and others naivety.

Whatever it is, that's not what we focus on! And if you're here – you'll agree with us, that if your life is not where you would like it to be – there is a gap – and it can only be filled and understood through AWARENESS!

That's why it simply must be the very first step in transforming your life from where you are so you can go where you want to.

How do you gain awareness?

Look at your results, are they the ones that you desire?

Yes? No?

If it's a no you get to move on to the next step...

Being honest, MOST never get past this step and it results in often HUGE amounts of personal pain.

Awareness of what you want and what you don't want without the next step is where we see so many people that struggle. Can you imagine knowing what you would like to change, how you would like to grow and live a better life but not doing anything about it?

Not knowing how, not knowing why you should be even looking in a new direction.

That's why we take your hand and lead you to one of if not the most POWERFUL yet often forgotten steps to the life that you've always wanted.

And that is step two:

R is for RESPONSIBILITY

Here's where you take radical personal responsibility...

And here's the important thing, most people jump from step 1 to step 3 and it leads to a lot of frustration, anxiety and often leaving people questioning themselves and even feeling like fraud or a failure.

Consuming self-help books, buying courses that sit on hard drives, attending seminars that give you a glimpse of what life could be for a week or two maybe, until the magical sparkle dissolves...

And that's when you get frustrated, feel burnt out and defeated...

Have you ever felt or said any of these maybe:

That coach didn't work for me...

That book was good at the start but then turned out rubbish.

That method isn't any good.

It's ok for them but not me...

That diet just doesn't work.

The list could go on.

This is what happens when you jump from AWARENESS to ACTION, skipping the middle step - you STILL often play the victim card and think life happens to you and not for you!

Our belief is that EVERYTHING can work when YOU work it!

But to avoid the constant roller-coaster of emotions and a crazy boom and bust cycle we feel these 3 steps get to be done in order.

AWARENESS comes first

Then RESPONSIBILITY follows

That only then can be followed by ACTION

Without it – you're going nowhere fast!

Whether you can accept it right now or not, you have created everything in your life down to the last little detail that you can think of.

It may be a challenge to grasp it right now and that's ok! Take a deep breath and just consider, just play with the idea that this may actually be true.

And in all the good ways – as it will often teach you, all the things you wish you learnt before.

It takes vulnerability, commitment and passion to be radically responsible for every part of your life and that's why we guide you. You're not alone in this!

We have all been there!

Take Cliff for example that was quite the 'ouch moment' when his medical file read thicker than a good fiction novel....

Yet the more he blamed the medical world, his genetics and played out the victim story, the harder his life seemed to get.

It was the same with Marta too. Depression, panic attacks and looking at her dad drinking - a perfect set of circumstances to blame her life for dealing her a shit hand and doing nothing but moaning about it.

When we both faced that we simply HAD TO go through what we did to BE the people we are now, we took responsibility for our lives.

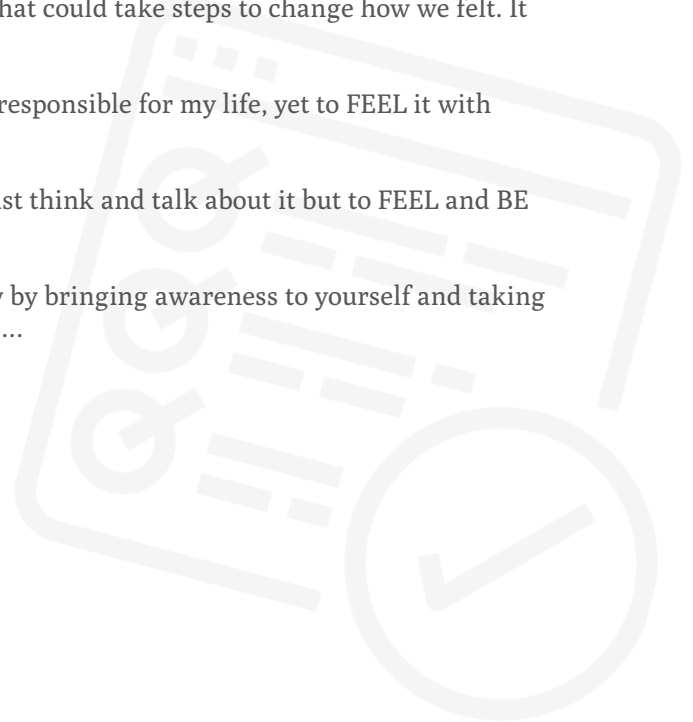
We realised and understood that it was only ever us that could take steps to change how we felt. It was only us who could do something about it.

And it's EASY to say it in words, yeah, of course I am responsible for my life, yet to FEEL it with every ounce of your being is quite the next level!

And that's exactly what we invite you to do. To not just think and talk about it but to FEEL and BE it fully!

You WILL see great shifts in how you FEEL day to day by bringing awareness to yourself and taking responsibility for the life you have created right now....

What adds rocket fuel to this concoction is this....



A is for (Aligned) ACTION

Now we've covered RESPONSIBILITY – the often missing link that allows you to create lasting change and transformation, we can move to the last step of our way of life, which is (aligned) ACTION!

We all know it's obvious that we need to take action...

Stuff's just not going to magically shift on its own, is it?

Yet what does aligned action even mean?

It's pretty simple really – it's acting on your desires in a way that goes in line with your values, that your intuition is whispering in your ear is the 'right' thing to do in that moment.

It has to feel GOOD to you, even if sometimes it also feels scary.

When you commit to taking aligned action out of a genuine place of excitement you will create more than you ever imagined.

Honestly, every time we allow ourselves to just follow what feels good fully, magic unravels.

Now it didn't start this way for us.

But the steps we took lead us to this place right here, being able to share this with you, to help you realise and believe that with commitment, consistency and passion – your life can also change and be even greater.

And we can hand on heart tell you that the ARA Way of Life is the reason why we can say we live our Unlimited Life and each day we look over these three steps and see where we can expand in each area - our life just keeps getting greater!

We ask ourselves these simple questions:

How can we be even more honest with ourselves about our results?

How can we really feel at a deep inner level how much we believe in ourselves?

How can we best serve ourselves and the world today?

The easier it gets – the easier it gets!

Have you ever heard this saying?

Because if you are anything like us then you really want to leave this world with a smile on your face that is genuine.

Not some fake smile that is empty of any fulfilment, not a smirk of ignorance and definitely not with a sad look of regret on your face when you exhale for the last final time, in your last final moment.

The amazing thing is that it IS SIMPLE.

The challenging thing is being WILLING to FACE YOURSELF.

Most won't.

Yet we don't focus on most.

We focus on the soul mate clients that KNOW they are here for their Unlimited Life and to live greater.

They know that there is more to life than what they are currently experiencing.

They know they are in sacrifice mode and it hurts like hell to stay there.

They also know something else that is more important than any of the above.

They are in a place of KNOWING that life can and indeed WILL BE different when they make a POWERFUL decision.

Are you one of them?

As we can't wait to meet you!

YES that is me, I am ready!

Read more about Cliff and Marta