



IT'S NOT ROCKET SCIENCE:

THE REINVENTION WORKBOOK

BY SUZANN PATERSON

WELCOME

Hi There!

Welcome to It's Not Rocket Science! This workbook is designed to help you take control of your life, overcome obstacles, and create a future that aligns with your values and goals. Through guided exercises, reflections, and practical strategies, you will gain clarity, confidence, and the tools needed to navigate life's challenges.

I built my own life from the ground up, facing childhood struggles, financial uncertainty, and doubters who told me I wouldn't make it. But I did. My journey has taken me from foster care, where I learned resilience at an early age, to working multiple jobs as a teenager to survive. I moved out at 16, built a successful real estate career when people told me I couldn't, lived with a billionaire, traveled the world, and now reside on a Caribbean island running a boutique guesthouse. Every hardship taught me something valuable, and this workbook is my way of passing those lessons on to you.

If you're feeling stuck, uncertain, or lost, I want you to know that transformation is possible. I am living proof. Let's embark on this journey together and unlock your potential.

With love and fire,

Suzann

ABOUT ME

Suzann is the founder of It's Not Rocket Science—a brand built for women and men seeking purpose, luxury, and true personal growth. After decades of transformation and coaching experience, she now guides others to do the same with practical tools and soul-led support.



SECTION 1:



SELF-DISCOVERY & MINDSET RESET

EXERCISE 1:

IDENTIFY YOUR CORE VALUES

01

What are the top five values that guide your life?

02

How do these values influence your daily decisions?

03

Reflect on moments in your life when you stayed true to these values despite challenges.

Example: When I was placed in foster care, my independence and resilience became my guiding values.

EXERCISE 2:

OVERCOMING LIMITING BELIEFS

01 Write down three beliefs that have held you back.

02 Challenge each belief with evidence that proves it wrong.

03 Rewrite each belief into an empowering statement.

Example: I was told I would never succeed in real estate, but I became one of the top agents in one of the richest areas in Canada.

EXERCISE 3:

YOUR PERSONAL SUCCESS STORY

01 Describe a time you overcame a significant challenge.

02 What strengths did you use to succeed?

03 How can you apply these strengths to your current goals?

Example: When I left home at 16, I worked multiple jobs to support myself. I never gave up, and that same work ethic helped me build a business from nothing.



SECTION 2:

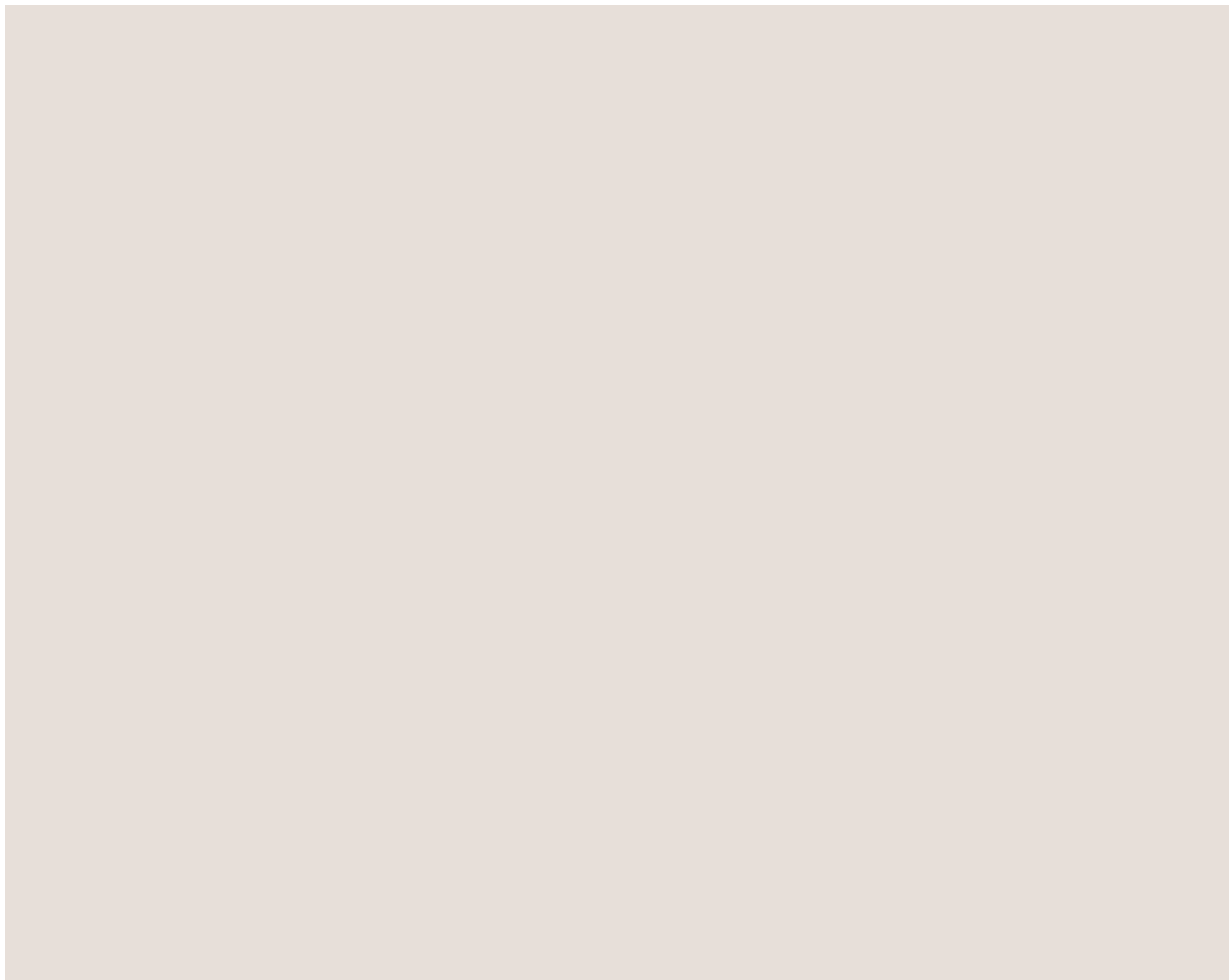
GOAL SETTING & VISION BUILDING

EXERCISE 4:

CRAFTING YOUR LIFE VISION

Imagine your ideal life five years from now. Where are you? What are you doing? Who is with you?

Write a vivid description of your future self.

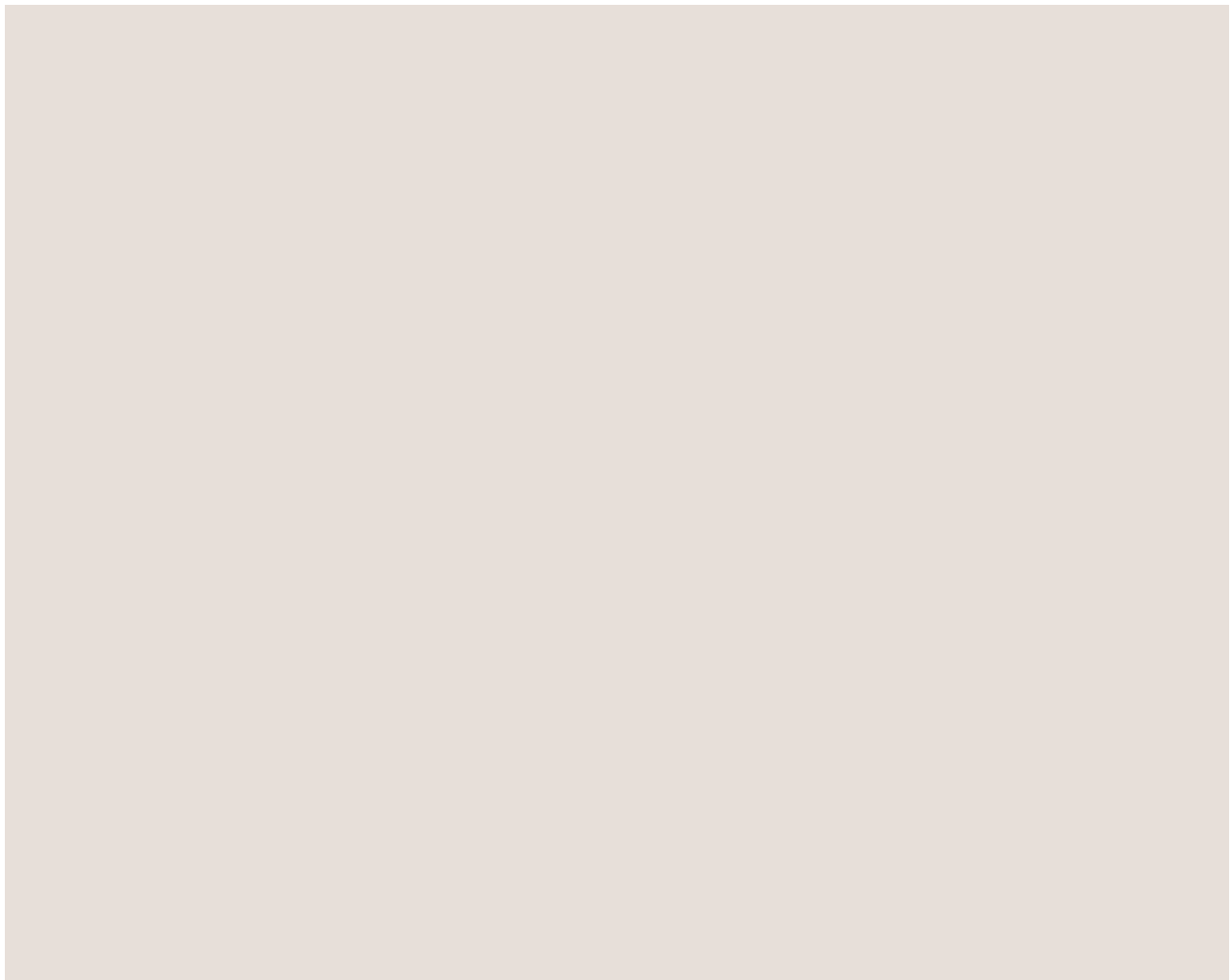


EXERCISE 5:

SMART GOALS

Set three specific, measurable, achievable, relevant, and time-bound goals.

Break each goal into actionable steps.

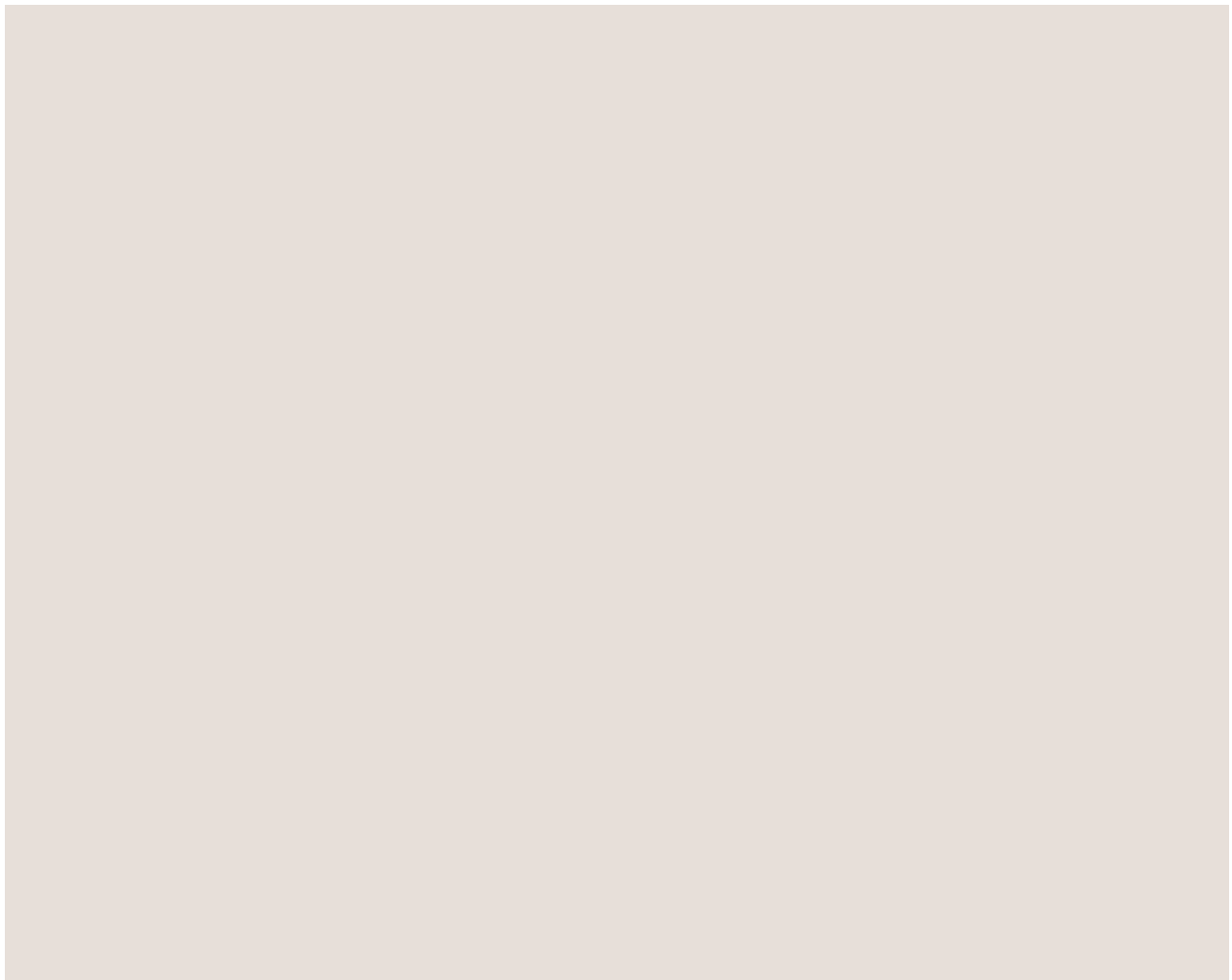


EXERCISE 6:

VISION BOARD CREATION

Find images, words, and symbols that represent your ideal life.

Create a vision board (digital or physical) and place it somewhere visible.



The background of the image is a composite of two textures. The top half features a light-colored, possibly white or cream, surface with several dried, brown leaves scattered across it. The bottom half shows a dark grey or black textured surface, likely the cover of a book or folder, with a gold-colored metal clasp visible on the right edge. A semi-transparent, light beige rectangular box is centered over the image, containing the text.

SECTION 3:

**FINANCIAL
FREEDOM &
INDEPENDENCE**

EXERCISE 7:

MONEY MINDSET



What are your earliest memories about money?



How do these memories impact your financial habits today?



Write a new, empowering money belief.

EXERCISE 8:

FINANCIAL CHECK-IN



List your sources of income and expenses.



Identify areas where you can cut back or invest smarter.



Set a financial goal and outline a plan to reach it.

SECTION 4:

RELATIONSHIPS & BOUNDARIES



EXERCISE 9:

EVALUATING YOUR RELATIONSHIPS

List the people who uplift and support you.

Write your answer here

Identify any toxic relationships and determine how to set boundaries.

Write your answer here

EXERCISE 10:

SETTING HEALTHY BOUNDARIES

Identify areas in your life where you need stronger boundaries.

Write your answer here

Write out a boundary-setting script to use in conversations.

Write your answer here

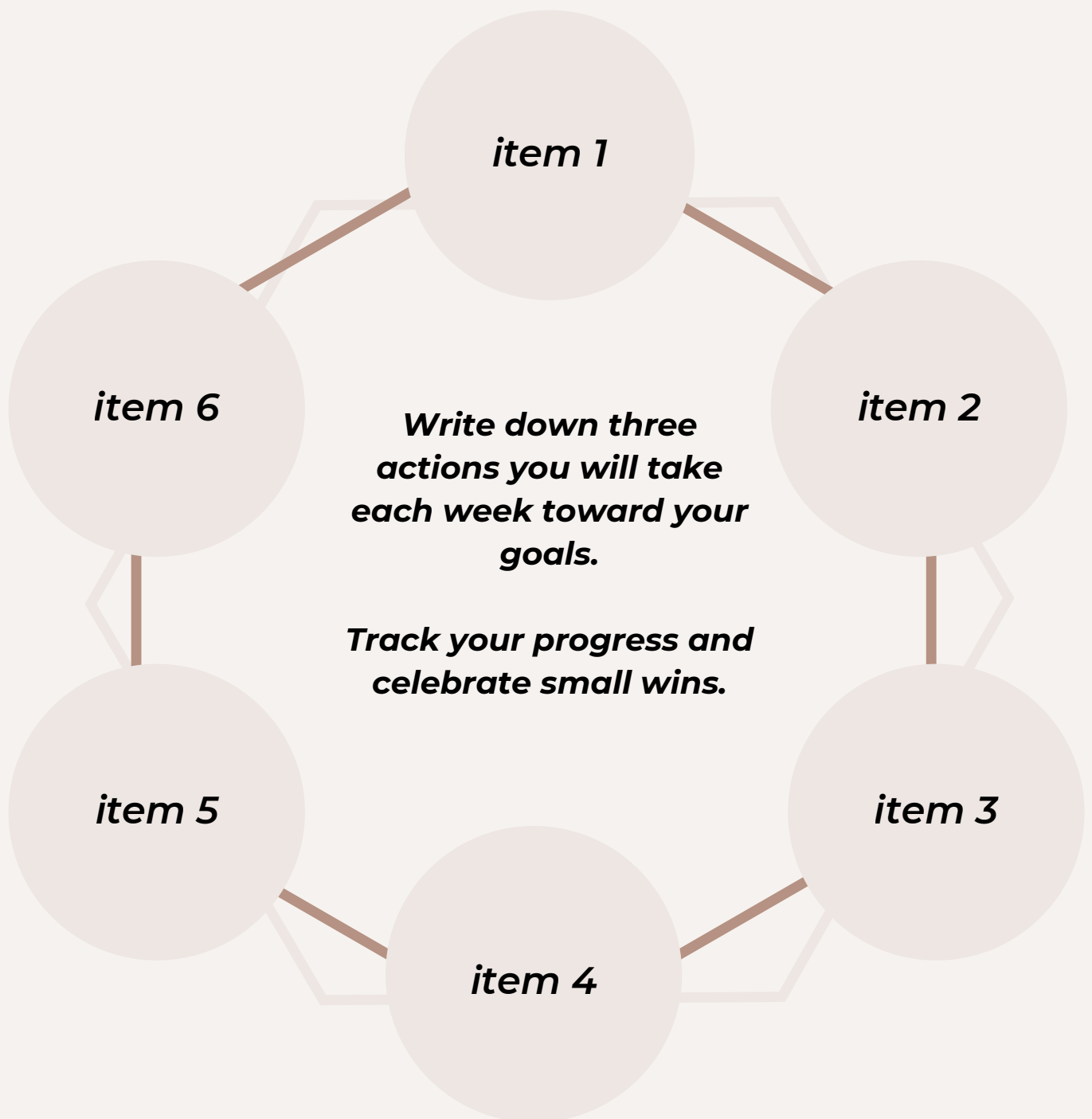
SECTION 5:

ACTION PLAN & ACCOUNTABILITY



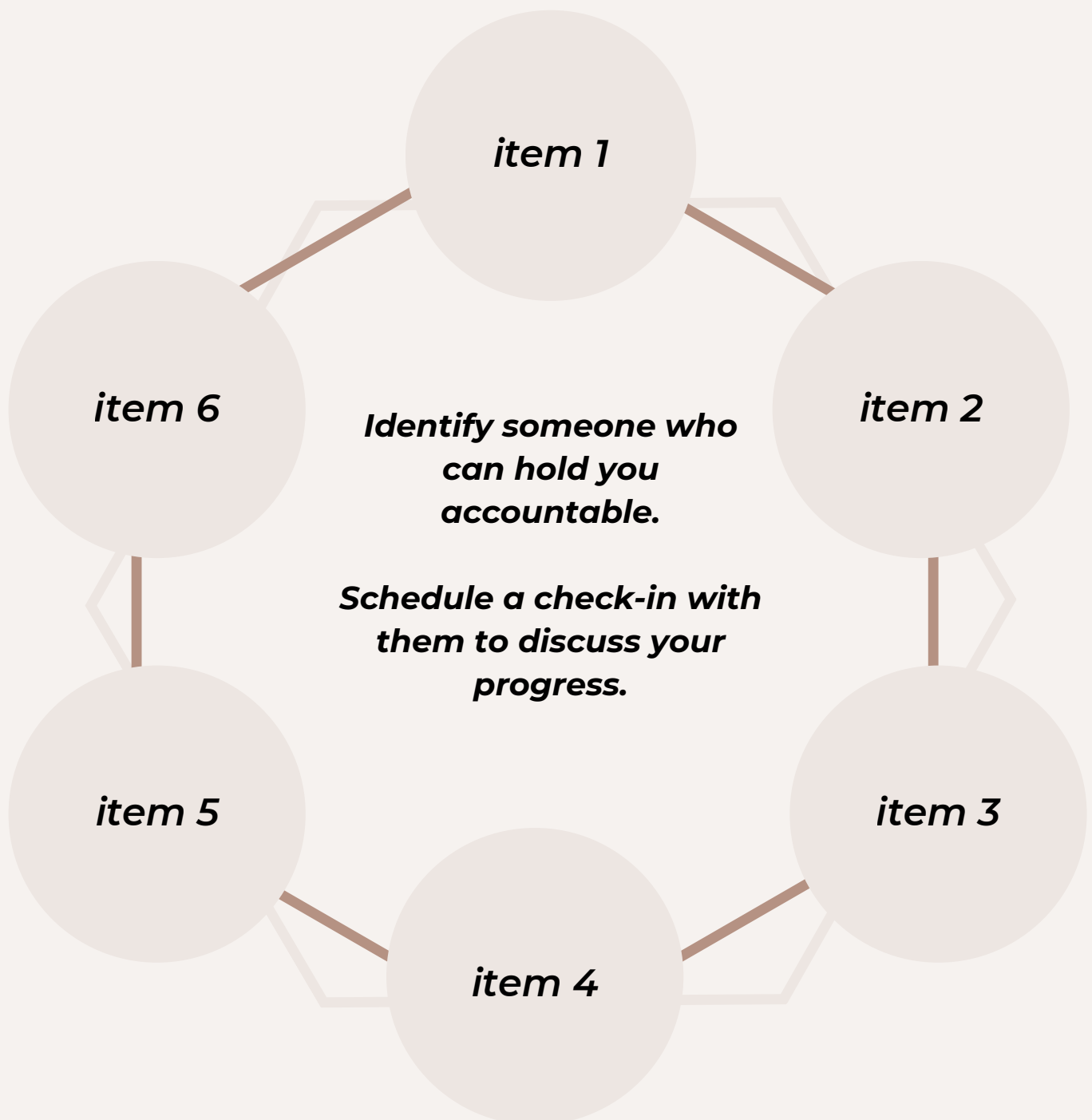
EXERCISE 11:

WEEKLY ACTION PLAN



EXERCISE 12:

MENTORSHIP & SUPPORT



REFLECTION

- What is the biggest lesson you've learned from this workbook?
- How will you continue applying these principles moving forward?

DEFINE YOUR DREAM LIFE

What does your luxury lifestyle look like?
Use this page to outline your vision.

What do you want your
daily life to look like?

01

What kind of income do
you want to generate?

02

Who do you want to
impact?

03

Where do you want to
live/travel?

04



WANNA LEARN MORE?



This workbook now incorporates my full life story—
from foster care, working multiple jobs, breaking
into real estate, to building financial freedom. If I
could do it, so can you!

SCHEDULE A CALL