

Course Syllabus

Character, Relationship Development & Mentor Training Program (12 hours)

Session 1

- You are Not Special
- Why Talent, Good Looks, and High IQs are Overrated
- Life in Transition
- Failing Well
- Decision-making Skills

Session 2

- Grit & What It's All About
- Emotional Intelligence

Session 3

- Fighting for Others
- Negotiating Skills

Session 4

- Thinking for Yourself
- Critical Thinking
- Social Media Management
- Resume Building

Session 5

- Sex, Drugs, and Rock-n-Roll
- Conversational Skills

Session 6

- Finding a Mentor
- Leadership

Session 7

- Life is not a Spectator Sport
- Marketing Yourself
- Financial Literacy

Session 8

- Living in the Moment (calming the chaos)
- Earning Everything
- Character Trait/Soft Skills
- Wrap-up

THE MARKETING OF YOU

A GUIDE TO CHARACTER DEVELOPMENT
FOR TEENS
(AND THEIR PARENTS AND MENTORS)



LOU GATTI

Living in the Moment

The practice of fully engaging with the present, appreciating experiences as they come, and letting go of distractions.



Living in the Moment

What Does Living in the Moment Look Like?

1. Mindful Socializing

When hanging out with friends, put away your phones and engage in conversations without distractions. Instead of scrolling through social media, share stories, laugh, and enjoy the camaraderie without external interruptions.

2. Engaging in Hobbies

If you're painting, playing music, or involved in a sport, immerse yourself fully in the activity. Focus on the brush strokes, the music notes, or your movements, rather than how others perceive your talent or what's happening on social media



Living in the Moment

What Does Living in the Moment Look Like?

4. Nature Walks

Go for a walk in the park or a nature trail. Pay attention to the sights, sounds, and smells around you. Notice the color of the leaves, the feeling of the breeze, or the sounds of birds chirping. This activity can help to reduce stress and foster a sense of peace.

5. Experiencing Events Fully

During a concert or sporting event, be present by focusing on the atmosphere, the energy of the crowd, and the live experience rather than trying to record the entire thing for social media. Enjoy the music, the performances, and the crowd's excitement in real time.



Living in the Moment

What Does Living in the Moment Look Like?

5. Being Present in Learning

During classes or study sessions, concentrate on the materials being discussed. Ask questions, participate in discussions, and try to understand the concepts rather than just studying for tests. Engaging with the content can enhance retention and make learning more enjoyable. LEARN HOW TO LEARN!

6. Mindful Eating

When enjoying a meal with family or friends, take time to savor each bite. Notice the texture and flavors of the food, engage in conversation, and appreciate the experience rather than rushing through the meal.



Living in the Moment

What Does Living in the Moment Look Like?

7. Allowing Yourself to Feel

When you're faced with a strong emotion, such as joy, sadness, or excitement, take a moment to acknowledge that feeling instead of suppressing it. Journaling your thoughts or talking to a friend can also help process your emotions in the moment.

8. Adventurous Spontaneity

If an opportunity arises for a spontaneous outing, seize it!. Whether it's a last-minute road trip, a pop-up event, or an invitation to hang out, be open to new experiences and live in the moment without overthinking or making excuses.



Living in the Moment

What Does Living in the Moment Look Like?

9. Digital Detox

Dedicate specific times each week to disconnect from screens. Use this time to engage in activities like reading, crafting, or cooking, allowing yourself to be fully present in whatever you choose to do without the constant allure of notifications and online distractions.

10. Reflective Gratitude

At the end of each day, take a few moments to reflect on and write down three things you're grateful for. This habit can help ground you in your daily experiences and reinforce a mindset of living in the moment.



Living in the Moment

SET BOUNDARIES, FIND PEACE

by NEDRA GLOVER TAWWAB ([YouTube](#))

- Be conscious of how you feel
- Pattern of involvement
- Being in tune with what you want
- Push past the people pleasing
- Assertive is not being mean
- Your boundaries are not always pleasant to everyone, therefore appears mean



Living in the Moment

THE FOUR AGREEMENTS

by DON MIGUEL RUIZ ([YouTube](#))

- Be Impeccable With Your word
- Don't Take Anything Personal
- Don't Make Assumptions
- Always Do Your Best



Earn Everything

What Does Earning Everything Look Like

The bedrock for **earning everything** is your ability to conjure up the appropriate level of effort to overcome one's frustration and inner voice saying, “you can’t do this!”

Effort is the key to earning everything for:

- PHYSICAL well-being
- EMOTIONAL well-being
- INTELLECTUAL well-being
- FINANCIAL well-being.



Earn Everything

What Does Putting Effort Into Your Physical Well-being Look Like?

- **Regular Exercise**

Engaging in sports, gym workouts, or physical activities, which require consistent EFFORT, help build strength, endurance, and cardiovascular health. This EFFORT can reduce the risk of obesity and associated health conditions.

- **Healthy Eating Habits**

Making mindful choices about nutrition-such as preparing balanced meals or learning about healthy eating- requires EFFORT. This can lead to better health, improved energy levels, and enhanced mood.

- **Sleep Hygiene**

Establishing a consistent sleep schedule and creating a conducive sleep environment requires conscious EFFORT. Quality sleep is vital for physical recovery, growth, and cognitive functioning

- **Personal Hygiene & Self-Care**

Developing habits around personal hygiene and self- care routines (like grooming, skin care, etc.) involves ongoing EFFORT, contributing to better self-esteem and social acceptance.



Earn Everything

What Does Putting Effort Into Your Emotional Well-being Look Like?

- **Building Resilience**

Actively working through challenges and setbacks fosters emotional intelligence. Engaging in practices like mindfulness, and seeking support (parents, MENTORS, teachers, friends) when needed involves intentional EFFORT to maintain mental health.

- **Developing Relationships**

Investing time and energy in forging and maintaining friendships or healthy romantic relationships requires EFFORT. This includes communication, empathy, and active listening, which are essential for emotional support and connection.

- **Learning Coping Strategies**

Actively seeking out and practicing coping mechanisms (like journaling, meditation, or talking to a trusted parent, teacher, MENTOR) is essential for managing stress, anxiety, and difficult emotions.

- **Engaging in Hobbies**

Dedicating time and EFFORT to personal interests (such as art, music or sports) can enhance self-esteem and emotional expressiveness, contributing to overall happiness and well-being.



Earn Everything

What Does Putting Effort Into Your Intellectual Well-being Look Like

- **Academic Effort**

Dedicating time to studying, completing homework, and engaging in class discussions promote intellectual growth, confidence in learning, and academic success. This EFFORT builds CRITICAL THINKING and problem-solving skills.

- **Pursuing Extracurricular Activities**

Getting involved in clubs, sports, or volunteer work requires effort and commitment, offering opportunities for personal development, leadership development, and social skills development.

- **Setting and Achieving Goals**

Establishing realistic academic and personal goals and working persistently toward achieving them fosters a sense of purpose, self discipline, and motivation.

- **Skills Development**

Actively seeking opportunities to learn new skills (like artificial intelligence, writing, or public speaking) involves effort but leads to enhanced competency and confidence in various fields.



What are
your goals?

Earn Everything

What Does Putting Effort Into Your Financial Well-being Look Like?

- **Part-Time Work**

Seeking and maintaining part-time employment provides practical experience in financial responsibility and money management, teaching the value of hard work and earning.

- **Budgeting and Saving**

Learning to budget effectively and save money requires ongoing effort. This skill helps teenagers and young adults manage their finances, avoid debt, and plan for future expenses, such as college or independent living.

- **Financial Literacy**

Actively pursuing knowledge about financial management, such as understanding credits, loans, investments and expenses, equips teenagers and young adults with essential skills for financial stability.

- **Investment in Future Education**

Putting in the effort to research and apply for scholarships, internships, or educational program can significantly impact long-term financial well-being and career prospects.



Character Traits

Product

(This Is You. This Year's Model. What Do You Have For Us?)

Key Character Traits

- Courage
- Curiosity
- Conscientiousness
- Integrity
- Creativity
- Competence
- Physical & Mental Wellbeing
- Resilience
- Compassion
- Confidence
- Generosity
- Discipline
- Initiative
- Trustworthiness

What You'll Need

- Decision-making Skills
- Critical Thinking Skills
- Financial Literacy
- Communication Skills
- Social Media Management



Character Traits

Price

(Show the World You Are a Valuable Asset)

Key Character Traits

- Courage
- Curiosity
- Integrity
- Creativity
- Competence
- Physical & Mental Wellbeing
- Resilience
- Generosity
- Discipline
- Initiative
- Trustworthiness

What You'll Need

- Decision-making Skills
- Critical Thinking Skills
- Negotiating Skills
- Financial Literacy
- Communication Skills
- Emotional Intelligence
- Leadership Capability



Character Traits

People

(This is Your Board of Directors)

- Important people in your life
- Parents
- Mentors
- The people you think highly of
- The ones who model the things you'd like to become
- The ones you couldn't stand to let down.

These people will help you and ask nothing in return. Hopefully, one day you will have the honor of being on someone else's board of directors!!

Key Character Traits

| | |
|-----------------------------|-----------------|
| Courage | Resilience |
| Curiosity | Confidence |
| Creativity | Discipline |
| Competence | Initiative |
| Physical & Mental Wellbeing | Trustworthiness |

What You'll Need

Decision-making Skills
Critical Thinking Skills
Financial Literacy
Communication Skills
Social Media Management



Character Traits

Promotion

(This is How You Make it Known that You are Such a Valuable Asset)

Key Character Traits

- Courage
- Curiosity
- Creativity
- Competence
- Physical & Mental Wellbeing
- Resilience
- Confidence
- Discipline
- Initiative
- Trustworthiness

What You'll Need

- Decision-making Skills
- Critical Thinking Skills
- Financial Literacy
- Communication Skills
- Social Media Management



Character Traits

Place

(This is Where You Put Yourself Out There, How You Get in the Right Place at the Right Time, Be It Locally, Nationally or Internationally)

Key Character Traits

- Courage
- Curiosity
- Creativity
- Competence
- Physical & Mental Wellbeing
- Resilience
- Discipline
- Trustworthiness

What You'll Need

- Decision-making Skills
- Critical Thinking Skills
- Negotiating Skills
- Financial Literacy
- Communication Skills
- Emotional Intelligence
- Social Media Management

