

**The Relevancy Factor™**

# The Power of Purpose

3 Steps to Living on Purpose





## The Relevancy Factor

# A NOTE FROM VERONDA BELLAMY

You have taken a huge step in enhancing your personal development. I am so thrilled to be on this journey with you. I was once where you are – trying to figure things out, feeling stuck, and unsupported and tired of program offer after program. I am here to tell you that life can be different. I am here to tell you that anything can be achieved. As long as you have the right mindset, you can figure out the rest. This quick guide will help you in maneuvering through feeling stuck and unsure.

I hope that you will enjoy the content of this e-book. I hope that with every story, you will take notes and glean your personal reflections. This is for you! Your success is personal, and it is not by accident. Your life is purposed and is not by accident. The desire for more is not by accident – it is purpose. My goal is to help you develop the right mindset to you help you move into your

full authority as an expert in your field. A sought-after business owner, writer, speaker, multimillionaire earner. I believe in you!

In the pages to come you will read 3 sets to help you walk in full authority of your purpose. You have taken the first step in owning the power of purpose and joining The Relevancy Factor™ movement. You will be included in my free tip sheet sent directly to your inbox. You may be at a point ready to take your business or personal life to the next level. If you are, I invite you to join the Relevancy Factor™ Program. There are several options available to fit your business Let's get into the main 3 sets below.

# The Power of Purpose

*The need for self-actualization. -- Even if all these needs are satisfied, we may still often (if not always) expect that a new discontent and restlessness will soon develop, unless the individual is doing what he is fitted for. A musician must make music, an artist must paint, a poet must write, if he is to be ultimately happy. What a man can be, he must be. This need we may call self-actualization. (A.H. Maslow, 1943).*

As thus, our purpose has power; for most of us, power that we have yet to tap into. Our mere existence is the epitome of both power and purpose. You matter!

Walk with me....

## I.PURPOSE SET

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I recall a moment in my life when I had to confront self-hate and embrace self-actualization. During this time, I had gained nearly 80 pounds over the course of almost 20 years. Quite a stretch in both weight gain and time, but in reality, 80lbs was a lot. I felt it in my body and my health was beginning to decline as a result. The problem is I would emotionally eat. I sought convenient foods. I hardly drank any water. I did not exercise outside of my daily tasks. I was miserable inside and my weight gain was a red flag that I stopped practicing self-care not only self-care, but also, I was yet to master self-actualization.

The weight gain was directly related to self-hate, which made self-actualization impossible. Mind you, I am a Therapist, so I totally understand and have studied Maslow (Hierarchy of Needs you may identify), self-actualization was a fancy term or a term that did not resonate with me during my years of study. A.H. Maslow was a well-respected Psychologist. Even in having studied Maslow for years, I was still challenged with self-hate.

I finally discovered the source of my self-hate and lack of living to my fullest potential. This awareness came one Wednesday afternoon after being phoned by someone who inspires me. I was shocked in that moment that she had called because we weren't friends; rather we had a business relationship. I had interviewed her on my show,

“Veronda Bellamy Inspired” and we’d had conversations after that, but a friendship never transpired. She lives miles away from me, not that the distance was a huge barrier, but I met her online and our interactions were mostly virtual. I now call her my Mentor.

Nevertheless, the question I was asked really kicked me in the gut. I literally sat on the other end of the phone and looked up to God as though He was speaking. Her words echoed my entire being. The question was asked during a time when I felt that my career was taking a dip. I was beginning to question my purpose and I honestly felt stuck in my life, as though I couldn’t go any further. The question she posed was “Veronda, how are you? I really want to know how are you? Veronda, you have so much inside of you, why aren’t you operating in your fullest potential? What do you think is holding you back?” Yes! “Veronda why aren’t you operating in your fullest potential” was a huge wake up call for me. The conversation nearly had me in tears. I had to really think about “What was holding me back?” That’s when I got real with myself. I was asked several more questions, encouraged to think about my responses, and to share revelations once I had them. It took me about a week to get clarity, but eventually I did.

I realized that molestation at the age of 5 was holding me back. It wasn’t just the molestation, but the thoughts that I identified with as a result of the molestation, which held me back. Those thoughts became my identity, my subconscious if you will. Consciously all was well because I had achieved quite a bit of success, but subconsciously I was a mess. I will hold the space to elaborate on subconscious and conscious thinking in a different book. However, my subconscious thoughts looked something like this, “I’m not good enough. I cause shame to my family and myself. I’m nothing.” How awful to tell your 5 year old self such things. The problem is, the thoughts “I’m not good enough. I cause shame to my family and myself. I’m nothing” echoed internally into a physical manifestation. Essentially, shame and insecurity was stagnating my growth, self-actualization was impossible to obtain. I had an innate spirit within to keep going despite the nasty thoughts, but I could only go so far until I shattered my subconscious thinking, and began to self-actualize.

Although, I had gone on and managed to obtain three degrees, work in Corporate America for nearly 15 years, and finally to transition into a new career all by the age of 30, those thoughts “I’m not good enough. I cause shame to my family and myself. I’m nothing” manifested into my actions. I overate to compensate, I made unhealthy eating choices and I’ll talk about Health later in this chapter. Somehow I had managed to purchase 3 homes before the age of 33, I was on the dean’s list while in college, I

had owned a Mercedes Benz, married the man of my dreams, served in leadership roles within the church, interviewed Dr. Maya Angelou, had become an Author, yet I still believed "I'm not good enough. I cause shame to my family and myself. I'm nothing" and my weight and health declined, I became an overachiever, as a result to compensate for what I could not identify. Yes, I was threatened with a prognosis of Lupus that later came back with negative test results. See, I felt exhausted every day, I battled with negative thinking; overtime my friendships dwindled, all because of what I told my 5-year-old self. Ultimately, the call from my Mentor changed my life. She challenged me to dig deeper, because as she saw my greatness, I too knew there was something far greater than anything I had ever accomplished awaiting. Once I was able to identify the root of my self-hate, I was then able to shift into any greater meaning of my life. For instance, one of the services I provide allows me to teach aspiring Authors how to develop the blueprint for their book. Helping aspiring Authors is a real passion of mine primarily because I get to hold their hands and walk them through the process of designing a book. Had I never tapped into my subconscious thinking, self-actualized if you will, I would have never had the confidence to live on purpose. In order to reach your fullest potential, you have to release the bars of your subconscious and/or any experiences that have left residue that you can't seem to tap into. What is holding you back?

**Mantra**

I am worthy of living a life of purpose. I have within me everything I need to be successful. I release anything holding me back. I ask for my greater good to come forward and to lead my life to my purpose. I ask for my teachers to show themselves so that I am able to further define my purpose. I am worthy of the life of my dreams.

Enter Your Own Purpose Set "I Am Relevant" Declaration

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## II. MIND SET

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Self-Hate is synonymous with Self-Loathing, which also means low self-esteem. As I reflected on the question posed by my Mentor, I could see how I was also attempting to redirect those thoughts of “I’m not good enough. I cause shame to my family and myself. I’m nothing” and I became an expert of redirecting until, I couldn’t any longer.

The more I reflected the more I saw my true self. I could see what had been stagnating me. Although I had accomplished quite a bit, those thoughts lead my life, subconsciously. The problem is, there is still quite a bit that I have to do in life and if I was never asked the questions, “Why aren’t you operating in your fullest potential? What do you think is holding you back,” I would have never had any clarity. I would still have the feeling of not being able to shatter the glass ceiling. It was almost as though I was in a box and I could not get out but nothing tangible was holding me back. I would often think, “Why can’t I go any further?” Why can’t I maneuver freely? Why do I have this pit feeling of shame that stagnates me?” I had to dig deeper into the question posed by my Mentor. It wasn’t until I started asking, “What is causing me to feel shame” that I was able to shatter the glass ceiling and self-actualize my brilliance. When my mindset shifted through awareness and asking self the right questions, I was then able to shift in all other areas of my life, to include my health, wealth, and spiritual life.

For years, I had humbly lived and accomplished some pretty amazing things, but I always felt that I couldn’t go higher. As I look back, I actually was moving higher to some degree but not to my fullest potential. Despite, the feeling of stagnation, I was making some progress. Even when it didn’t feel as though I was. When you look at the ocean, you see the riffs from the waves, but there is a calm underneath. That’s kind of like life. On the outside, we go through things physically, but we must have a nurturing calmness within in order to unleash the power of purpose. In order to gain that calmness, it starts with what we are feeding ourselves. The spiritual and intellectual food we are digesting.

*“Watch your thoughts. They become words. Watch your words. They become deeds. Watch your deeds. They become habits. Watch your habits. They become character. Character is everything.” Ralph Waldo Emerson*

Our thoughts control our behaviors. If you want to live on purpose, you have to begin to deal with the issues of your mind. What is causing you to be stagnate? What happened

in your life that you may have never dealt with? How did you view yourself when the event(s) occurred? How true are the negative thoughts you have about yourself? Compare them to the awesome strides you have accomplished that screamed, "I am victorious" and begin to repeat this process until your thoughts and behaviors align.

Sigmund Freud suggests our subconscious (unconscious) mind is comprised of information from biological, environmental, and learned behaviors and/or experiences. I happen to agree with him, but I believe there is a spiritual aspect of our subconscious. I believe that we have unique abilities to transition into amazing beings – despite any challenges.

In a nutshell, whatever we feed our minds is what we become. If you want to shift your subconscious behavior, you have to reprogram your mind. If your life isn't flowing in the manner you desire, it is time to shift. Shifting occurs by awareness first and is followed by action. This action can be in the form of reading materials, associates, church activities, friendships, and career...even your family. Have you ever heard the saying "Sometimes you have to feed your family with a long handle spoon?" Well the saying is very true. The problem is it can be difficult to accept the reality of acknowledging a flaw followed by implementation of the necessary changes to begin to experience the power of purpose. In order for you to become your absolute best you must reprogram your mind and make the necessary life shifts needed.

Please understand that Mind-Set is a process. Mind-Set is a process that you can master if you follow the principles in this chapter. Mind-Set requires deep self-exploration to move towards self-actualization. Mind-Set can be viewed as reprogramming to set your mind to run with and for you instead of against you.

#### Mantra

I am worthy of creating a mindset of success. I have within me the power to live the life of my dreams. I have it within me to control every negative thought that comes my way. I have it within me to live a life of purpose. I am worthy of the life of my dreams.

#### Assignment:

What is causing you to be stagnate?

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What happened in your life that you may have never dealt with?

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How did you view yourself when the event(s) occurred?

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How true are the negative thoughts you have about yourself?

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Enter Your Own MindSet **"I Am Relevant"** Declaration

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### III. INTUITION SET

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In all of the aforementioned steps outlined, you will begin to align with your intuition. Merriam Webster Dictionary defines intuition as *“having the ability to know or understand things without any proof or evidence: having or characterized by intuition.”* I have referenced the conscious and subconscious mind quite a bit throughout this reading. As a result, you have learned more about the power of your purpose and how to discover your purpose. Following the steps in this chapter has led you to a spiritual awakening. You will begin to experience more intuition. I think of intuition as a knowing. You may begin to experience thoughts that exceed your previous way of thinking as thus your actions are much better and specifically impactful. You have awakened self. Your subconscious and conscious are in alignment. Your mind is now working for and with you rather than against you. It is imperative that you follow your internal echoes.

My internal echoes have landed me in some pretty amazing situations as previously referenced. I believe that our intuition is the voice of God for those who believe. There is where your power source lies. I implore you to stay connected to your power source to fully commit to being obedient to your intuition, as it cannot steer you wrong. Sure, it will take some practice. You may have to test it out for a while and that is ok. But the more you use it, the easier it becomes to follow, so much that you are simply intuitive in all of your interactions. This means your purpose has been discovered. It is time for you to fully walk into your purpose with free will, free spirit, and boldness, in all humility.

You have set your intuition, mindset, and purpose.

You are free to go forward – Life awaits you! I look forward to hearing about all the awesome contributions you make in your corner of the world.

#### Mantra

My intuition serves my greater good, my greater self. I align myself with my intuition. I call forward my intuition to serve that which is of my higher being. My intuition will lead me to my purpose and I will follow the path laid before me. I am worthy of the life of my dreams.

Enter Your Own *Intuition Set* "I Am Relevant" Declaration

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Here are 2 ways you can work with Veronda Bellamy:

1. Feel free to join [The Relevancy Factor Community](#) .
2. Schedule a [Discovery Call](#) for guidance on moving from stuck to unstoppable.

# Veronda Bellamy

The Master's Inspirationalist  
Speaker • Therapist • Consultant

## Did You Know?

Veronda hosted one of Dr. Maya Angelou's last interviews.

### VISION

My vision is to provide inspirational, personal, and business development tools to advance those feeling stuck.

### MISSION

My mission is to change lives and develop leaders one person at a time. I provide inspirational insight that helps individuals achieve clarity to move forward to their next level.

### Who I Serve

Individual(s) with mental blocks who desire to transition to the next level of life.

### How I Serve

I provide an array of inspirational, personal, and business development services to advance those with mental blocks.

### Specific Services

1-to-1 Personal Development  
1-to-1 Business Consultation  
Therapy  
Mentoring  
Speaking  
(See Signature Speaking Topics)

Seven Figure Business Earner

Known as the "Master's Inspirationalist"

Creator of "The Relevancy Factor"

Nationally Certified counselor





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**“Purpose exist and  
awaits your  
awakening”**

*- Veronda Bellamy*

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My hope is that you will walk away believing you have purpose. I believe if you follow these 3 simple sets, you will be well on your way to carving out your unique path in life. I believe in you and the world is waiting for you to step into your purpose.