



# Magie COOK

Nobel Prize Recipient, Founder  
Author, Keynote Speaker, Philanthropist

@magiecook



# THE 3R FRAMEWORK





# WHEN YOU ARE RESOURCEFUL

- 1 Craft the most effective affirmation
- 2 Future cast yourself into success
- 3 Create action boards







1

# Craft the most effective affirmation



# 1 Craft the most effective affirmation

1 I AM



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT

4 ADVERB



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT

4 ADVERB

5 ACTION VERB



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT

4 ADVERB

5 ACTION VERB

6 CLEAR/SPECIFIC



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT

4 ADVERB

5 ACTION VERB

6 CLEAR/SPECIFIC

7 OUTCOME IN NOS.



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

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6 CLEAR/SPECIFIC

7 OUTCOME IN NOS.

8 DATE



# 1 Craft the most effective affirmation

1 I AM

2 GRATITUDE

3 THIS MOMENT

4 ADVERB

5 ACTION VERB

6 CLEAR/SPECIFIC

7 OUTCOME IN NOS.

8 DATE

9 "OR SOMETHING BETTER"



I AM



# GRATITUDE



# THIS MOMENT



# ADVERB



# ACTION VERB





**CLEAR  
SPECIFIC**



**OUTCOME  
IN NOS.**



# DATE



**“OR  
SOMETHING  
BETTER.”**



# The Perfect Affirmation Structure

- I am, so grateful and thankful, now that, I am joyously and powerfully creating a complete set of products and services that inspire and transform people's lives, creating an impact through inspiration, generating \$100M in sales by January 5th, 2027, or something better.





Speaker  
MASTERY

7). By this date

6). Or something better

**MY AFFIRMATION** (Example: I am so grateful and thankful now that I am joyfully enjoying filming my life's story as a movie by December 15<sup>th</sup> 2025 or something better)

**(Write your affirmations here)**

**-My overall WHY is:**

|

**-My Speaking WHY is:**



Sun, Dec 15

🔒 Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. [Click to learn more.](#)

Hi Maggie! Dios te bendiga. My name is Bert Lopez, I am a friend of Angie Lozano. I am an actor/producer of independent films that are streaming on Amazon and Tubi. She told me about your story like 6 months ago, and I wanted to see if we can get together in the next couple of weeks to see if we can produce a film with you about you.  
my partner in this project would be Paco Farias which wrote "The Ling Game" with Dennis Quaid and Cheech Marin.  
I produced "My Rocking Chair" and was asst producer on "Tamale Season" I was also one of the lead actor on Damian Chapas new crime movie "Mexican Gangster"  
My number is   call me when you get a chance.

7:51 AM

# My Rocking Chair



December 15, 2024

RESOURCEFUL



## 2 Future cast yourself into success





RESOURCEFUL













RESOURCEFUL





RESOURCEFUL









RESOURCEFUL



# 2 Future cast yourself into success

1 Imagine yourself already there



## 2 Future cast yourself into success

1 Imagine yourself already there

2 Use all of your emotions



## 2 Future cast yourself into success

1 Imagine yourself already there

2 Use all of your emotions

3 Use your five senses (see, hear, smell, taste, touch)



3

# Create action boards







3

## Create action boards

1

Create a visual/written representation of the goal









RESOURCEFUL



3

## Create action boards

1 Create a visual/written representation of the goal

2 Apply the Rule of 3

- Create three actions that move the needle most



### **First action:**

- Practice four hours per day

### **Second action:**

- Only play with boys

### **Third action:**

- Play blindfolded



3

## Create action boards

1 Create a visual/written representation of the goal

2 Apply the Rule of 3

- Create three actions that move the needle most

3 Take inspired action

- Step into the role





RESOURCEFUL



# WHEN YOU ARE RESOURCEFUL

## 1 Craft the most effective affirmation

- I am, gratitude, this moment, adverb, action verb, clear/specific, outcome in nos., date, “or something better”

## 2 Future cast yourself into success

- Imagine yourself already there
- Use all of your emotions
- Use your five senses (see, hear, smell, taste, touch)

## 3 Create action boards

- Create a visual/written representation of the goal
- Apply the Rule of 3 (create three actions that move the needle the most)
- Take inspired action (step into the role)



# WHEN YOU ARE RESILIENT

- 1 Shift from problem to possibility
- 2 Turn adversity into your advantage



1

# Shift from problem to possibility



FROM : "PREPARATORIA POPULAR FRESNO" PHONE NO. : 5411364

Dec. 11 1996 01:44PM P01

# EL BASQUETBOL MEXICANO S.A.

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FAX

DATE Diciembre 11, 1996.

ATT'N SR. JUAN COOK LAWSON

FROM ENRIQUE ORTIZ

REF INVITACION A PARTICIPAR EN TORNEO 25-30 DIC.

TOTAL PAGES INCLUDING COVER SHEET DOS

TEXT

RESILIENT



**“IF NOT THIS,  
THEN SOMETHING  
BETTER”**



1

# Shift from problem to possibility

1

Utilize a mantra



1

# Shift from problem to possibility

1

Utilize a mantra

2

Move forward with optimism (fear/joy)





# Market Chat



News from **CAPITOL MARKET** August 2004

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## Summer Salsa Contest Results

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Thank you to all the contestants for participating in this year's Summer Salsa Contest! The Summer Salsa Contest was a great success and we all had a great day of tasting great salsas, listening to Combo Latino play Latin/Salsa tunes, The Jolly Juggler excited the audience with his performance and the kids enjoyed the face painting.

The winners are:

First Place: Maggie Cook

Second Place: Jerry Workman

Third Place: Bobby Collins

People's Choice Award: Bobby Collins

## WW Summer Produce!



3

# Turn adversity into your advantage



3

# Turn adversity into your advantage

1

Identify the problem/challenge/task



# 3 Turn adversity into your advantage

1 Identify the problem/challenge/task

2 Create a reframe



3

# Turn adversity into your advantage

1

Identify the problem/challenge/task

2

Create a reframe

3

Anchor it with a tool



# POWER STATEMENT:

I know that I didn't sign up to do this job, but I'm doing it with **great enthusiasm**, because I know that enthusiasm makes me **feel amazing**, gives me **energy**, and energy is **contagious** and **gives me visibility**.



FIND THE REWARD IN THE EFFORT,  
THEN  
TURN THE EFFORT INTO THE REWARD.



I AM DOING **\_(THE OPPORTUNITY)\_**,  
BECAUSE **\_THE REWARD\_**.



YOU LOOK AT THE REWARD TO  
CREATE YOUR INTENTION WORD.



# POWER STATEMENT:

I know that I didn't sign up to do this job, but I'm doing it with **great enthusiasm**, because I know that enthusiasm makes me **feel amazing**, gives me **energy**, and energy is **contagious** and **gives me visibility**.



# ENTHUSIASM

RESILIENT



# My Intention Ring™

RESILIENT



# RIDGEVIEW

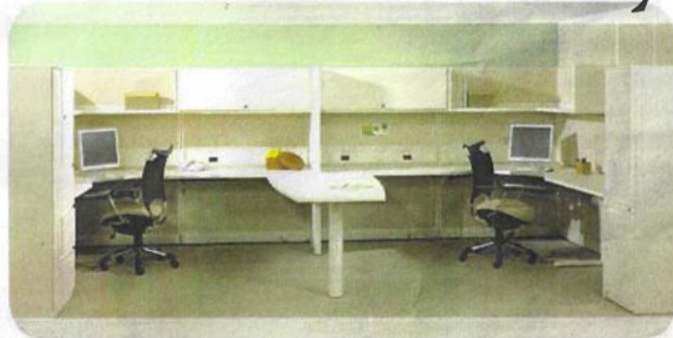
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RESILIENT



# WHEN YOU ARE RESILIENT

- 1 Shift from problem to possibility
  - Utilize a mantra or incantation
  - Move forward with optimism (fear/joy)
- 2 Turn adversity into your advantage
  - Identify the problem/challenge/task
  - Create a reframe
  - Anchor it with a tool



# WHEN YOU ARE RELENTLESS

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- 1 Learn from NO
- 2 Remove roadblocks



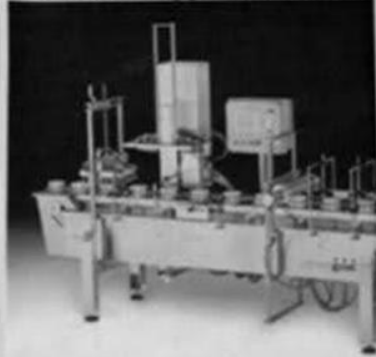
# 1 Learn from NO

RELENTLESS





800/1000 Automatic Packaging Line with a 1" Diameter Mass Flow



Positive Pick and Place Unit



RELENTLESS



ALL YOU NEED IS ONE **“YES”**  
AND  
EVERY **“NO”** IS **CLOSER TO YES**

RELENTLESS



“IF YOU WANT SOMETHING  
YOU’VE **NEVER HAD**, YOU HAVE  
TO DO SOMETHING **YOU’VE**  
**NEVER DONE”**

RELENTLESS



# 1 Learn from NO

1 Identify what is not working



# 1 Learn from NO

- 1 Identify what is not working
- 2 Stop doing what does not work



# 1 Learn from NO

- 1 Identify what is not working
- 2 Stop doing what does not work
- 3 Reframe rejection as redirection through action



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RELENTLESS



2

# Remove roadblocks

RELENTLESS



2

## Remove roadblocks

1

### Access internal vs. external adversity

- Mindset, emotions, habits vs.  
circumstances, relationships, environment



2

## Remove roadblocks

1

### Access internal vs. external adversity

- Mindset, emotions, habits vs.  
circumstances, relationships, environment

2

### Identify patterns or cycles



2

## Remove roadblocks

1

### Access internal vs. external adversity

- Mindset, emotions, habits vs.  
circumstances, relationships, environment

2

### Identify patterns or cycles

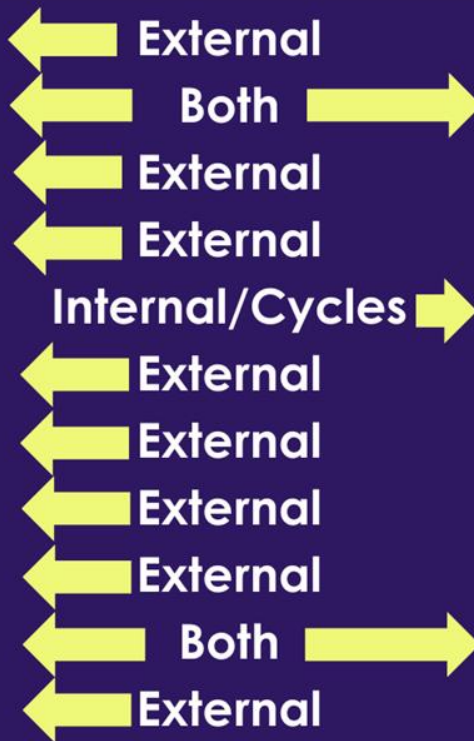
3

### Create a unique path to 'YES'



# WHAT I DON'T WANT | ADVERSITY | WHAT I TRULY WANT

Control issues/possessiveness  
Lack of communication  
Betrayal/infidelity/trust issues  
Selfishness  
Dating my parents  
Always negative  
Abusive: physically/psychol.  
Don't work on themselves  
Hate themselves  
Childish behaviors/tantrums  
They change over time  
when they get comfortable



Healthy boundaries  
Open, honest, vulnerable  
Fidelity, transparency  
Cares about others  
Stop dating my parents  
Positive mindset  
Unconditional love  
Always working on self  
Love themselves first  
Mature, conflict resolution  
They become better over  
time

RELENTLESS



# MY UNIQUE PATH TO **YES!**

RELENTLESS



# WHEN YOU ARE RELENTLESS

## 1 Learn from NO

- Identify what is not working
- Stop doing what does not work
- Reframe rejection as redirection through action

## 2 Remove roadblocks

- Access internal vs. external adversity
  - Mindset, emotions, habits vs. circumstances, relationships, environment
- Identify patterns or cycles
- Create a unique path to 'YES'



# RESOURCES

- 1 Slide deck summary
- 2 Internal vs. external assessment
- 3 My audiobook 'Mindful Success'
  - My Intention Ring™ order page
- 4 My Intention Ring™ journal instructions



**DOWNLOAD THE  
RESOURCES &  
MORE**



**[HTTPS://MAGIECOOK.COM/EANE/](https://MAGIECOOK.COM/EANE/)**





RELENTLESS

RESILIENT

RESOURCEFUL





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FOUNDATION

MAGDALENA COOK









THROUGH ADVERSITY YOU  
CAN UNLOCK YOUR  
**FUTURE IDENTITY**





# THANK YOU

