

# NEW YOU

## Your Great Comeback



Hi, I'm Martin Formato and here's my story...

I worked as an engineer for about 24 years. However, in the last few years I noticed that my enjoyment had started to decline.

I felt frustrated, stressed, overworked, burnout, underpaid, undervalued, stale, unmotivated and unfulfilled.

My skills and abilities weren't being utilized.

[MartinFormato.com](http://MartinFormato.com)

I wasn't learning or growing.

There was no career progression/advancement.

My work environment was toxic and I felt stuck, trapped and depressed. As a result, I would often go home feeling drained, not having the energy to do anything but eat and go to sleep, only to repeat the process the next day. That is no life!

I had become a person who valued image (ego), position (title), power, control and money, and as a result, I felt unhappy, unfulfilled, stressed and my life lacked meaning and purpose.

My unhappiness came from feeling stuck. When we are not progressing we feel unhappy. We need to make progress to feel happy. Would you agree?

I knew that if I didn't make a change, sooner or later that fire inside of me was going to burnout.

Doing nothing meant having regrets later in life, which would be hard to live with.

I couldn't go on like that, something had to change. I deserved better.

The truth is that no-one was coming to save me.

I needed to stop playing the victim, complaining and instead take full responsibility for my career and happiness.

My career direction was in my hands and it was time I became the hero of my own story.

In regards to changing, the first problem I needed to solve was what to do instead of engineering. In other words, I needed career clarity.

I did some introspection and realized that I had a passion for personal development and for helping people improve their life.

Corny as it sounds; I felt that if I'm not making someone else's life better then I'm wasting my time.

I wanted to understand how people work, what drives them and what makes them successful. So I started studying personal development and psychology.

In 2013 I went back to school and became a professional certified life and workplace coach, speaker and author. In other words, I developed my competence and confidence in coaching people which was the second step.

The third step was creating an offer (products and services) which helped my clients and then putting that offer out into the marketplace.

In summary, the 3 problems I had to solve were:

1. Career Confusion (I didn't know who I was, what I had to offer or my purpose)
2. Self-Doubt (I lacked competence and confidence in my new career)
3. Transition Confusion (I didn't know how to make the change)

As a result, the 3 solutions were:

1. Career Clarity
2. Self-Confidence
3. Transition Strategy

Today my values are God (Jesus), health, family, friends, minimalism, learning, contribution, freedom and fun, and as a result, I feel happy, fulfilled, inspired, inner peace and that my life has meaning and purpose.

I now use my knowledge and experience to help stressed, burnout and underpaid professionals change careers.

Deep down many people are unhappy in their career and want to make a change.

These people may feel that the world doesn't see, hear or understand them. They themselves may not even know who they are and what they have to offer.

These people:

- Know that they are meant for more.
- Are feeling frustrated, stressed and burnout.
- Want to do work they enjoy, earn good money and make a difference in people's lives.
- Are action takers.

To solve this overall problem I created a personalised coaching program called "NEW YOU: Your Great Comeback".

"NEW YOU" is an inspiring and empowering program designed to turn unhappy professionals into fulfilled employees/entrepreneurs.

The 3 major key steps in creating a NEW YOU are:

1. FIND yourself
2. DEVELOP yourself
3. GIVE yourself to the world



In regards to your successful career change this aligns with:

1. Career Clarity
2. Self-Confidence
3. Transition Strategy



## Career Clarity

Here you discover who you are, what you have to offer and your purpose.

Your passion is your fuel, your personality is your vehicle and your purpose is your path which sets your direction and destiny.



## Self-Confidence

To move forward you need to remove any self-doubt and develop your competence and confidence in your chosen field.

Role models, mind control and energy are the keys to self-confidence.



## Transition Strategy

For successful career change you need an offer, branding and networking.





In summary, these 9 steps all play a key role in creating a new you for your great comeback:

1. Passion
2. Personality
3. Purpose
4. Role Models
5. Mind Control
6. Energy
7. Create Offer
8. Branding
9. Networking

My “NEW YOU: Your Great Comeback” coaching program contains about 40 key lessons as follows:

### **FIND Yourself (Career Clarity)**

1. The Trinity Of Life
2. Know Your Values
3. Your Personal Vision Statement
4. Find Your Passion
5. Discover Your Gifts
6. What’s Your Personality Type?
7. Choose Your Niche
8. What Problem Do You Solve?

9. What's Your Purpose?
10. What's Your Mission?
11. Your Elevator Pitch
12. Your Message To The World
13. Find Your Work

## **DEVELOP Yourself (Self-Confidence)**

14. Find Your Role Models & Tribe
15. Secrets To Success
16. Goal Setting
17. Motivation
18. Your 2 Opponents
19. The One Thing That Controls You
20. How To Be Confident
21. The Importance Of Focus
22. The Power Of Your Word
23. Physical Energy
24. Nutrition
25. Exercise
26. Breathing
27. Music

## **GIVE Yourself (Transition Strategy)**

28. Your Ideal Client
29. Choose Your Idea
30. Create Your Offer
31. Create Your Brand
32. Attract Your Ideal Client (Marketing)
33. Promote Your Offer (Sales)
34. Messaging

[MartinFormato.com](http://MartinFormato.com)

35. Measure
36. Adjustments
37. Celebrate

Remember for things to change, you need to change.

My “NEW YOU” program can help you change from who you currently are into who you were meant to become.

As a result you will experience joy, fulfilment and peace.

This program will change your life for the better.

This program is for you if...

- ✓ You know you are meant for more.
- ✓ You feel frustrated, stressed and burnout.
- ✓ You want to do work you enjoy, earn good money and make a difference in people’s lives.
- ✓ You are an action taker.

## What Others Say About Me:




**Paul L. Lagattuta** · 1st

Optimizing Operations & Performance Through Critical Thinking and Project Management Strategies | Certified Lean Six Sigma | Certified Project Management Professional  
August 19, 2022, Paul L. was Martin's client

It's been fantastic working together with Martin Formato. Strong, experienced and responsible professional certified life, workplace and career coach. Martin Formato is extremely enthusiastic about his work which is infectious. He had vision to see the benefits and the passion to turn that into a competitive advantage for those in career transition. Besides being a joy to work with, Martin Formato is a take-charge person who is able to present creative solutions to complex problems and communicate the benefits to his clients. He is a truly phenomenal individual.



**Jaye Frizza (MAHRI)**  · 1st

Just your outgoing neighbourhood HR/IR guy | Enjoying the adventure, one day at a time

Martin has been instrumental to my professional & personal development. As I was facing some challenges, Martin was attentive, and thorough with our sessions, always following up and checking in. He has never failed to give excellent guidance & advice on development strategies & techniques, aimed at improving my own understanding of myself, and striving to be better.

I look forward to many more sessions, and hopefully taking on more challenges, with Martin helping along the way.

Thanks, Martin!



**Shannon Flynn** · 1st

Seeker of Part Time Remote Mental Health/Special Education Research Position/ Developer of The Artful Path at The Artful Path  
May 28, 2021, Shannon was Martin's client

I hired Martin as a short-term career coach, as he came extremely highly recommended. He did not disappoint; from the beginning, Martin impressed me with his patience, wisdom and creative strategies to help me market my fledgling coaching practice. I'm ready and eager to put the brilliant ideas he promoted for my autistic adults-focused coaching practice, into implementation. I'm also very willing to hire Martin again if I ever need to brush up on my marketing skills in the future. In short, I give him my highest recommendation.




**Susanne ~ Sam Gray** · 1st

Today is a good day to have a good day!  
December 8, 2020, Susanne ~ Sam was Martin's client

I asked Martin to assist with my career path. Martin was very thorough and detailed on the questions he asked to fully understand my situation. After listening to my background he suggested some additional career opportunities that I hadn't considered. It was a breath of fresh air and has me looking at my path differently. I recommend Martin to anyone that may be stuck or that needs a new perspective on existing situations.



**Jim Choinoski**  · 1st

Senior Data Engineer at New American Funding  
June 7, 2020, Jim was Martin's client

Martin is an excellent career coach and I would highly recommend him. I reached out to him earlier this year when I was unemployed during the pandemic/recession and job opportunities were scarce. Martin gave me great advice and helped me re-establish my motivation, confidence, drive, and ambition during difficult times. Following his advice, I was able to substantially improve my interviewing ability and land multiple lucrative job offers. I am now working for a great company doing work that I enjoy, and I am much better off. Thanks, Martin!



**Anoop Trivedi** · 1st

MBA from Brunel University, London | Client Management | Operations | Business Development | CRM | Sales  
June 22, 2019, Anoop was Martin's client

Martin is very thorough in his approach to solve people's problems. He deep dives into probing questions to get to the bottom of problems and to find their possible solutions. He's a genuine problem solver and I wish him all the best in his endeavours.



**Erik Slotness** · 1st

Finally, a career with a growing company that is a benefit to society!  
May 28, 2019, Erik was Martin's client

Martin helped me by listening to my situation and giving me quite sound advice and input. He allowed me to talk through what was going on personally as well as professionally and gave me several options to take it to the next level. I would recommend Martin to anyone who needs help in either area!



**Ramil Marcelino** · 1st

Senior Technical Project Manager  
August 15, 2018, Ramil was Martin's client

I hired Martin as a coach to give me some clarity on my career goals. And it was an absolute pleasure to work with him because he really is very knowledgeable in what he's doing. I can really feel his authentic desire to help me get to the next level. He really gives his all to ensure that every coaching session meets or surpasses my expectations. Such a wonderful human being!



**Zoe Horner** · 1st

Helping Your Child Thrive  
August 7, 2018, Zoe was Martin's client

Martin has been great to work with as he helped me to gain clarity in my vision and helped me to be able to express that more clearly to others. He also has an ability to help people identify not just a new career path but helps others to pursue their true calling which is a powerful place to work from. Thank you very much Martin! I recommend his services!!



**Casey Condran** · 1st  
Power BI Development/Business Intelligence  
July 3, 2018, Casey was Martin's client

I had the pleasure of dealing with Martin at a time when i was at the cross roads of my career and I was looking for some motivation and direction to stimulate my enthusiasm in getting my career moving in the right direction. Martin is a genuine individual and has great passion in what he does. I would recommend him to anyone who is looking to progress further in the career. Thanks again Martin.

## **Two important questions to ask yourself:**

1. How is it impacting me to stay stuck right now?
2. If I don't make a change where will that leave me?

Your life's direction is in your hands.

You are not your past, your mistake or your struggle.

It's time to stop playing the victim (I was there a long time).

It's time to be the hero of your own story.

Your setback has set you up for a comeback.

You are the leader of your life and can choose where you go from here.

Let's talk to find out what's possible for you!

Email: [martin@martinformato.com](mailto:martin@martinformato.com)

Book your FREE breakthrough call now:

<https://bit.ly/2YaHadK>

Know that I am here to encourage and support you.

I'm looking forward to meeting and speaking with you soon.