



BUILD WHAT YOU DREAM:

A MUSICAL REFLECTION STARRING YOU!

SHANNON COHEN

Founder & CEO | Shannon Cohen Inc.



STREAM
SOUNDTRACK
NOW



About Shannon

Shannon Cohen is a consultant, founder, and author of two books, “It’s Normal to Shake as You Soar” and “Tough Skin, Soft Heart: A Leadership Guide to Growing Stronger, Better, and Wiser”.

Shannon is the Founder and CEO of Shannon Cohen, Inc. Shannon Cohen Inc. is a human connections company that creates marketplace solutions that invest in the aspirations, ambition and wellness of people. We have a special affinity for sharing inspiration and strategy that ignites and uplifts difference makers - people who lead, love, and serve in transformational ways in their homes, workplaces, and communities.

**Learn more about Shannon at:
SHANNONCOHEN.COM**





"A masterclass set to music"

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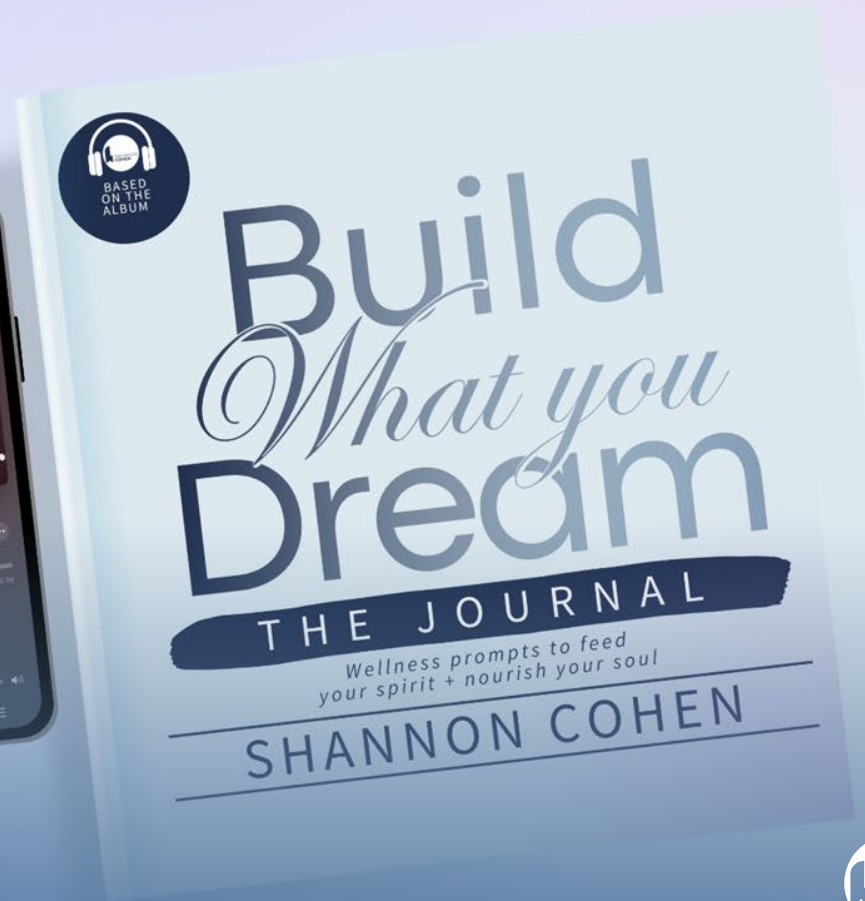
Your Soul

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THE **MUST-HAVE** JOURNAL
FOR ANYONE IN THE PROCESS OF
MAKING THEIR DREAMS **A REALITY!**

DON'T JUST
DREAM...
**BUILD WHAT
YOU DREAM**



SHARE YOUR
REFLECTION.
**ENTER
DRAWING
FOR A
SPECIAL
GIFT!**



BUILD WHAT YOU DREAM JOURNAL



Build *What you* Dream

THE JOURNAL

*Wellness prompts to feed
your spirit + nourish your soul*

SHANNON COHEN



DREAM BUILDING BUILDS STAMINA

*Fellow Dreamers:
Resist the urge to quit.
Rehydrate your resolve DAILY.
Build What You Dream!*

DREAM BUILDING DEMANDS STAMINA

Stamina is an unrequited necessity. Without it, premature landings and aborted dreams are inevitable. This journal and accompanying album provide inspiration + strategy to keep your head and heart lifted as you build what you dream!

I hope these tools help you grow increasingly adept in not allowing problems and pressures to paralyze or derail you and the process of making your dreams a reality!



BUILD WHAT YOU DREAM

Listen. Reflect. Share. Connect

Track: Intro

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TRACK: INTRO

Finishers
expect turbulence
AND DO WHAT
THEY CAN TO
PREPARE FOR IT.



TRACK: INTRO

***FINISHERS INTENTIONALLY
INGEST CONTENT
THROUGH WHAT THEY
READ, HEAR, AND SEE
DAILY THAT MOTIVATES,
ACTIVATES, AND
REJUVENATES.***

BUILD PROMPT

BEING UNSTOPPABLE IS LESS A FEELING
AND MORE A MINDSET AND DECISION.
EVEN ON THE DAYS YOU DO NOT
“FEEL” UNSTOPPABLE, REMEMBER THAT YOU ARE!
**Draw a picture or affix an inspirational quote or sticker
below that reminds you just how UNSTOPPABLE you are!**

BUILD PROMPT

PEN AN AFFIRMATION IN THE SPACE BELOW
THAT SPEAKS TO, OVER, AND ABOUT THE DREAM
YOU ARE SEEDING AND BUILDING TOWARD.

What does *your heart* need to hear?



TRACK: INTRO

**THIS ALBUM IS FOR FOLKS
READY TO BREAK-UP WITH
"premature landings".**

**TIRED OF FAINTING,
FLOUNDERING, OR
FALTERING BEFORE
REACHING YOUR DESIRED**

"finish lines"?

**THIS ALBUM WAS CREATED
FOR YOU.**



BUILD WHAT YOU DREAM

Listen. Reflect. Share. Connect

Track: Build What You See

Founder & CEO | Shannon Cohen Inc.



STREAM
SOUNDTRACK
NOW





TRACK: BUILD WHAT WE SEE

YOUR DREAMS
WERE MEANT TO BE
AWAKENED, ACTIVATED, & IGNITED
BY THE ARCHITECT
IN YOU.





TRACK: BUILD WHAT WE SEE

***NOTHING
HAPPENS
UNTIL WE BEGIN
TO BUILD
WHAT WE SEE.***

BUILD PROMPT

DREAMS TAKE EFFORT. EVOLVING FROM DREAMER-TO-ARCHITECT REQUIRES THE ONGOING EXERTION OF EFFORT. DO NOT UNDERESTIMATE THE POWER OF YOUR TRY!!

Look ahead in your calendar. Over the next two weeks, what are [2] actionable steps you can take toward building what you dream? Be specific and block time on your calendar to make it happen! Even micro action steps produce results!

ACTIONABLE STEP 1	ACTIONABLE STEP 2

BUILD PROMPT

*STOP EXPECTING A LINEAR BUILD PROCESS! BOTH THE BUILDER
AND THE VISION GET BUILT IN THE CURVES!*

Describe one recent “curve” that has helped you evolve for the better!



TRACK: BUILD WHAT WE SEE

**DON'T LET
YOUR REARVIEW
CLOUD TODAY'S
*Destiny steps.***

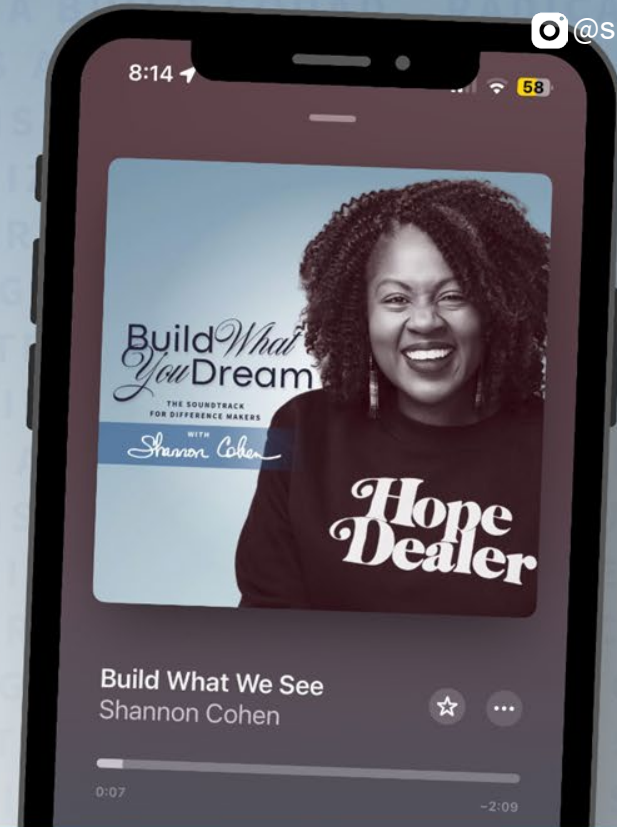


BUILD WHAT YOU DREAM

Listen. Reflect. Share. Connect

Track: You Are Ready

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NOW





TRACK: YOU...ARE...READY!

STOP
EXPECTING
“READINESS”
TO SHOW UP AS
A FEELING.



TRACK: YOU...ARE...READY!

**THERE IS POWER
IN PUTTING YOUR
CREATIVITY
OUT INTO THE WORLD.**

BUILD PROMPT

STRETCHING IS NOT JUST ESSENTIAL FOR OUR PHYSICAL BODIES; STRETCHING IS HOW WE EXPAND ADAPTIVELY AND COGNITIVELY IN OTHER AREAS TOO. STRETCHING IS CRITICAL TO EXPANDED FUNCTION, DEXTERITY AND GROWTH.

Doodle and journal thoughts around the following thought:

Don't fight the stretch 



TRACK: YOU...ARE...READY!

Don't discount your ideas!!!
Don't discount your ideas!!!
Don't discount your ideas!!!
Don't discount your ideas!!!
Don't discount your ideas!!!

BUILD PROMPT

INCINERATION IS MORE THAN DESTRUCTION OF A DREAM.
OFTEN... THE MOST INSIDIOUS THING WE DO IS ETERNALLY
SHELVE THEM!! HAVE YOU EVER EXPERIENCED SELF-IMPOSED
DESTRUCTION OF A DREAM?

What is motivating you to activate your dreams now?

Reflect deeply on both responses.

BUILD PROMPT

BIRTHING CREATES STRETCH MARKS.
IT DOES NOT MATTER IF YOU ARE BIRTHING BABIES, BUSINESSES,
OR A DREAM OF YOUR HEART – BUILDING WHAT YOU DREAM
WILL STRETCH YOU!

Examine your recent “stretch marks” - what life or leadership experiences led to their formation? Describe the emotional, mental, and physical impact of your recent stretch marks. What do you notice?



BUILD WHAT YOU DREAM

Listen. Reflect. Share. Connect

Track: Run

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NOW





TRACK: RUN

EVERYTHING
THAT SCARES
YOU IS NOT TO
BE AVOIDED!



BUILD WHAT YOU DREAM

Listen. Reflect. Share. Connect

Track: Your Dreams Aren't Just For You

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TRACK: YOUR DREAMS AREN'T JUST FOR YOU

YOUR
DREAMS
AREN'T
JUST FOR
YOU.

BUILD PROMPT

IF WE ONLY DO WHAT IS NEEDFUL WHEN WE FEEL LIKE IT -
WE WILL NEVER BUILD WHAT WE DREAM.

IDENTIFY A STEP TOWARDS YOUR DREAM THAT YOU MAY NOT
“FEEL” LIKE DOING BUT NEED TO PURSUE.

What helps you find the motivation to do what you need to do when you do not feel like doing it?



TRACK: YOUR DREAMS AREN'T JUST FOR YOU

There is a point where
**SHELVING YOUR DREAM
IS SELFISH.**

BUILD PROMPT

YOU HAVE “THOUGHT” ABOUT IT LONG ENOUGH.
How might this be your year to move from “dreamer” to “doer”?

HOPE IS HERE

HIRE SHANNON COHEN INC.
TO DELIVER A
CUSTOM SESSION FOR
YOUR DIFFERENCE-MAKERS!



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let's connect
over at:
 ShannonCohen