

# Write, Open, Act: An Intentional Life Planning Workbook Debuts December 1, 2017

— *New Year, New Life. What if Life Were a Project?* —

\*\* Former Nike Executive's Workbook Enables People to Build Their Life Plan in Four Steps \*\*

Portland, Ore. (December 1, 2017) – “This workbook is about hands-on life planning without a lot of reading. You can build your Intentional Life Plan in less than a day using these tools to implement your plan,” says Lee Weinstein, a former director of public relations for Nike, Inc., about his lively and practical new book, “Write, Open, Act: An Intentional Life Planning Workbook,” released New Year’s Day, 2018.

Weinstein’s method in “Write, Open, Act” starts with the premise that we only have a certain amount of time to live this life. “What do you want to get done—and when will you get started? What would successful achievement look like?” he asks his readers.

With his wife, Melinda, Weinstein invented the Intentional Life Planning process in 2000, soon after they were married and discussing where they wanted to live.

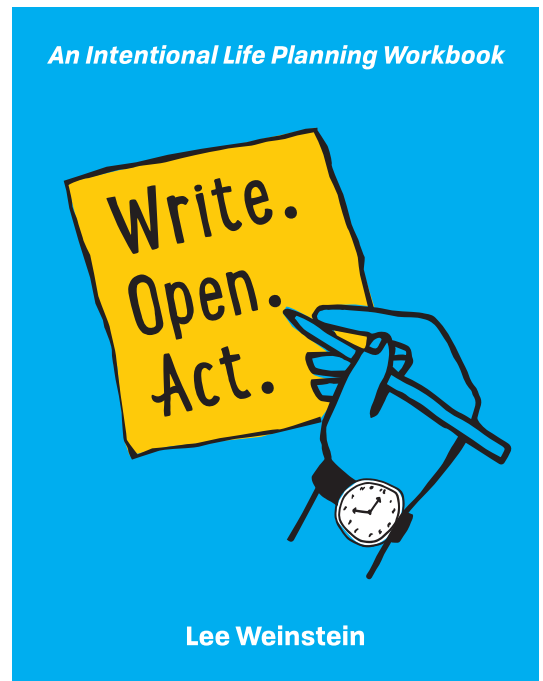
“It was clear we had another 40 or 50 years left to live. Suddenly we realized we could—and we should—plan our moves,” Weinstein explains. “If life were a project like the kind you’re asked to complete at work or school, and you knew you had a limited time to get it done, wouldn’t it make sense to develop a plan?”

This led them to create a highly visual Intentional Life Plan—a timeline filled with dreams and goals—that the couple has updated every year since.

“One year, we shared photos of our annual planning day on Facebook, and our friends went crazy,” Weinstein says. “Many asked us how they, too, could get started. And several asked us to turn our process into a workshop and a book.”

The Weinstains were stunned by how many people didn’t have a plan or a process in place. “Our friend Tracy commented, ‘This is amazing! I am so inspired to do this with my husband. This is the smartest thing ever! How do we start?’” Weinstein recalls.

Others agreed the project approach to life planning was smart, and Weinstein began to outline the process for others to apply strategic planning to their personal and holistic lives as they do in their professional lives. In short time, the workshop was being offered, with its success leading to the book.



## Get out Your Sticky Notes and Butcher Paper

“Write, Open, Act” is meant to bring the Weinstein’s Intentional Life Planning method, which they have now taught in workshops across Oregon, to a wider audience to explore on their own. “Writing down your life’s wishes opens up new possibilities that you can act on to live a fulfilling life. Our hope is that this workbook helps everyone plan for and lead their best life,” Weinstein says. The workbook can be read in an hour and is a practical, hands-on manual enabling anyone to build a visual life plan in four steps:

**Step 1: Uncover Your Life’s Wishes**

**Step 2: Build Your Timeline**

**Step 3: Turn Your Timeline Into an Actionable Plan**

**Step 4: Keep to the Plan**

“Write, Open, Act” helps readers prepare for their Intentional Life Planning Day, which can be done alone, with a close friend, or with a spouse or partner. Readers will take the results of a series of writing exercises—including the illuminating task of writing one’s own obituary—and use a Sticky Note timeline process to create their own visual Life Plan on a large sheet of butcher paper.

Readers are asked to create 1 to 10 life goals for each year. Weinstein directs them to hang their Intentional Life Plan somewhere visible where they live. “It’s important to display your plan someplace you pass frequently so you can continually evaluate how you’re doing this year, as well as see what’s coming up next year and in the next 5 to 10 years,” he advises, stressing the powerful impact a visual reminder has on the success of carrying out your plan and life goals.

Weinstein also attests to the power of writing things down: “It’s amazing: The simple act of writing goals or desires down—putting pen to paper— makes things happen. As airy-fairy as this sounds, it truly opens things up in the universe, and this process to develop your Intentional Life Plan will put things in motion for you.”

The 112-page workbook was edited by Andrea Carlos, designed by DiDi Davidovich, and includes refreshing illustrations by Clare Davidovich and special advice for couples and people 60+.

“Write, Open, Act” is published by Intentional Life Planning, LLC, under the guidance of veteran book producer Jain Lemos, and is available starting January 1, 2018, for \$24.95 (ISBN 978-0-9994118-0-3) on Amazon, Kindle, Apple Books and [writeopenact.com](http://writeopenact.com).

## About the Author



Lee Weinstein is a former Nike public relations leader who is now an entrepreneur. He has worked for a United States congressman and an Oregon governor and served on numerous nonprofit boards of directors. Weinstein, president of PR Boutiques International—an association of 40 PR boutique agencies worldwide—is an experienced facilitator and frequent public speaker. His article “The Restless Soul in the Bathroom Mirror,” about his career relaunch, which occurred because of this Intentional Life Planning approach, was published in The New York Times. He and Melinda own Weinstein PR, a boutique public relations agency based in Portland, Ore., and the Columbia River Gorge National Scenic Area.

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