

The *Magical Guide* to
ASTONISHING
YOUR COMMUNITY



travishellstrom

INTRODUCTION



I'm Travis

The *Magical Guide* to
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As a thought experiment I wondered...

**What would Harry do if
he wanted to inspire and
empower others online?**



Real Life Community Magic





1

TRUST IS EVERYTHING

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ONE
**Trust is
Everything**

TWO
**Know Your
Values**

THREE
**Apprentice Yourself
to Greatness**

FOUR
**Define Yourself
By Service**



LEO BABUATA
ZENHABITS

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LEO BABUATA
ZENHABITS

**Breathe, Go Slowly
Maintain Your Integrity**

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HOMework
YOUR INSPIRATIONAL DREAM

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Your Inspirational Dream

Creating Your Secret Weapon of Focus and Purpose

What Is An *Inspirational Dream*?

Your Inspirational Dream is 20 words or less that clearly explains who you are, what you want, who you are helping and what you want to create in the world. Seem difficult?

It's challenging, yes. But it's fun and it's worth it.

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Three Simple Rules

Bob shared three simple rules as advice for me personally and they are very important. As you look back at your draft Inspirational Dreams above, please note these rules.

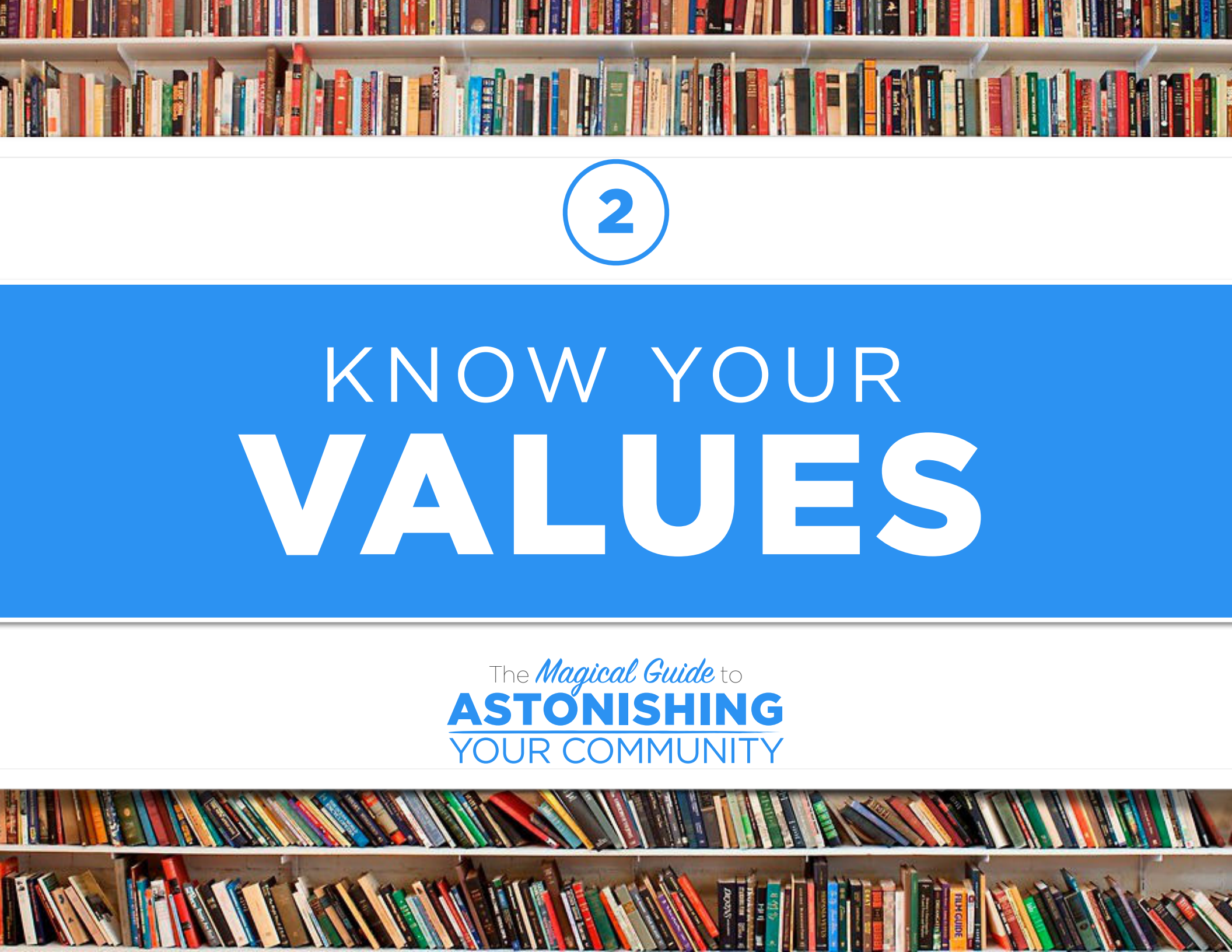
Rule 1: Each answer should excite us.

Rule 2: Each answer should be uniquely us.

Rule 3: Each answer should be easy to memorize.

As you craft a final Inspirational Dream below, make sure it passes these rules.

Your *Inspirational Dream*



2

KNOW YOUR VALUES

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JENNY BLAKE
MOMENTUM

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JENNY BLAKE
MOMENTUM

Uncover Your Values and Memorize Them

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FREE EXERCISE

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3

APPRENTICE YOURSELF TO **GREATNESS**

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MENDE AMARTAIVAN
ENTREPRENEUR + TEDx

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MENDE AMARTAIVAN

ENTREPRENEUR + TEDx

**Ask “How Can I Help?”
Even to The President**

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How to Be a Business Rockstar in Mongolia *with Mend-Orshikh Amartaivan*

Mende is Founder and President of [The New Media Group](#), the first Certified B Corporation in Asia. He is a passionate social entrepreneur who possesses a strong desire to create new solutions to social problems. He is also a Global Shaper, TEDx Ambassador and organizer of the first TEDx event in Mongolia.

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DEFINE YOURSELF BY **SERVICE**

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CHRIS GUILLEBEAU
WORLD DOMINATION SUMMIT

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CHRIS GUILLEBEAU
WORLD DOMINATION SUMMIT

Make Service a Big Part of Your Story

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5

TREAT PEOPLE **SPECIAL**

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FIVE
**Treat People
Special**

SIX
**Know Your
Enemy**

SEVEN
**Prepare Your Army
To Fight**

EIGHT
**Love Is The
Best Magic**



NATHAN BARRY
AUTHORITY

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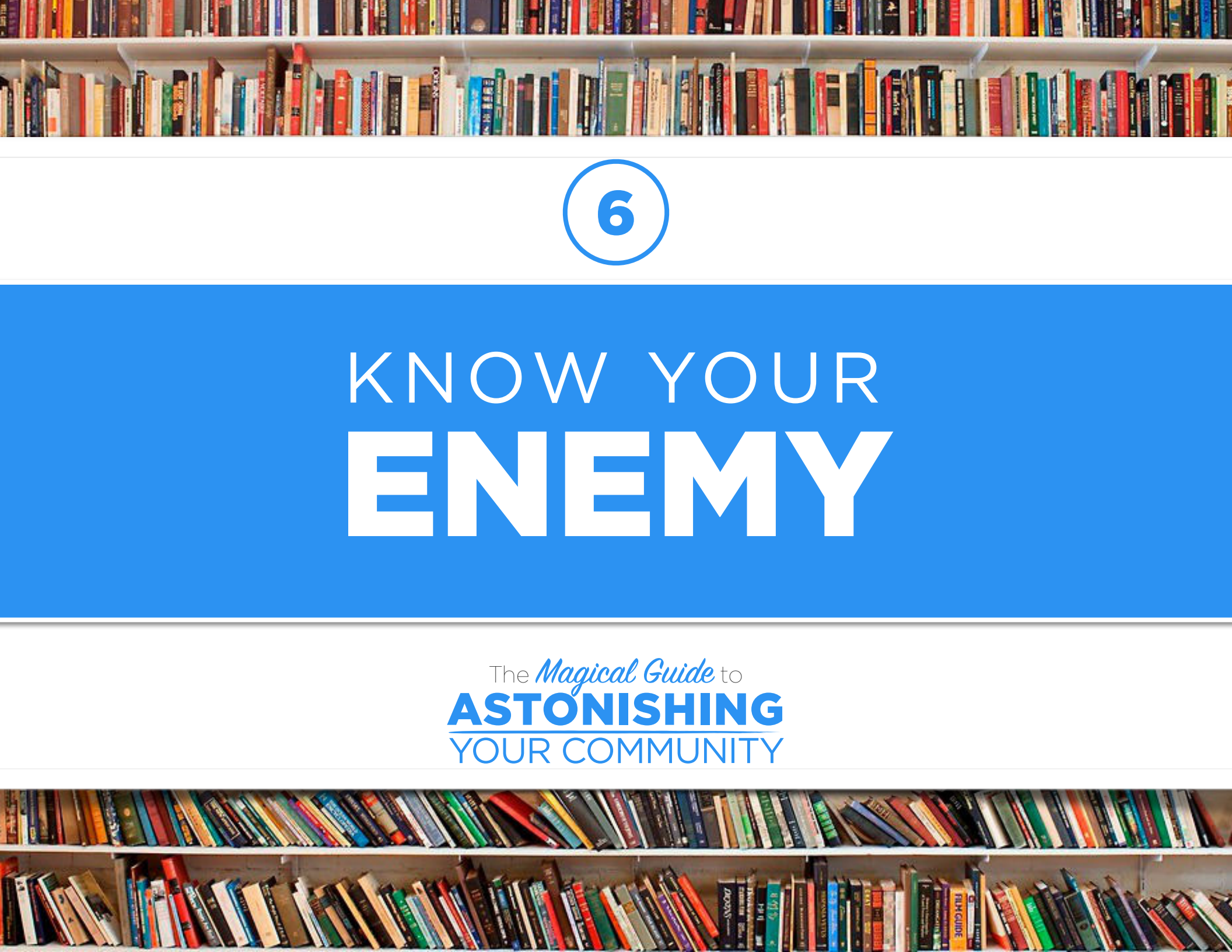
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NATHAN BARRY
AUTHORITY

Give Personal Attention and Create Solutions

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KNOW YOUR ENEMY

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GAVIN AUNG THAN
ZENPENCILS

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GAVIN AUNG THAN
ZENPENCILS

Inspiration over Fear and Laziness

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Starting ZenPencils
with Gavin Aung Than

Gavin Aung Than is a freelance cartoonist and creator of the amazing [Zen Pencils](#). After 8 years of working in the corporate graphic design industry, he quit his unfulfilling job and focused on his true passion, drawing cartoons.

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PREPARE YOUR ARMY TO FIGHT

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BRIAN JOHNSON
PHILOSOPHERSNOTES

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BRIAN JOHNSON
PHILOSOPHERSNOTES

Teach Everything You Know

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Giving Your Greatest Gift to The World

with Brian Johnson

Brian Johnson is the Philosopher & CEO of [en*theos](#), a company that creates cool stuff to help people optimize their lives. He authored [A Philosopher's Notes](#) and loves inspiring and empowering people.

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LOVE IS THE BEST MAGIC

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TRAVIS HELLSTROM
PEACE CORPS

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TRAVIS HELLSTROM
PEACE CORPS

Be Willing to Remove Self-Imposed Barriers

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How Tunga Changed My Life

I came into Peace Corps open-minded in just about every way, except for one: I was determined not to be in a relationship. I made it a rule that I wouldn't date anyone while in the Peace Corps.

Our trainers and Peace Corps staff members quoted numbers to us, the average number of Volunteers in every group that have relationships, get engaged, get married, and on and on. I zoned out during that part of training. I had too many plans, including (among other things) eventually becoming President. Seriously. I wasn't about to be sidetracked.

READ THE STORY

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