

# THE PURGE

2024

5 DAYS TO ELIMINATE WHAT  
NO LONGER SERVES YOU



The **Truth**  
at **Work**



WRITTEN BY  
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# THE PURGE

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## INTENTION

This is your handy-dandy, sure-fire method to clear your path and allow for better stuff to enter your life and work.

The Purge is pragmatically mapped out as a 5-day mental and physical adventure, but in reality it's the doorway to a new way of being. You can follow the instructions in a checklist manner and not go deeper. Or you can do The Purge with a mindset of curiosity about discovering which areas of your life need more ongoing TLC.

It's very common to experience a healing in one area of your life when you also give loving attention to another seemingly unrelated area in your life. For example, organizing and repainting your home office can lead to winning new clients and making more money.

Either way you win because it's that powerful. And of course, you can always do it again...

## PURGING 2023

This is my 8th year of producing and hosting The Purge. Astounding! 8's are all about abundance and our journey into infinity. And, oh boy, did things ever expand more, and in ways that we never expected in 2023.

With everything seemingly going up – from the price of eggs to the cost of a home – it's more crucial than ever before that we systematically know how to push out what has become bloat and make unobstructed space for new sacred priorities to enter our world.

The 2020's has proved to be a decade with little comparison in history for its socioeconomic, geopolitical, and world health crises.

We've all been deeply impacted in ways we can't quite comprehend yet – it will take generations for true perspective.

Sometimes I wake up in the morning and can barely recognize my life - It's entirely different. It's been an exhausting and traumatizing global emergency; one that requires us to take a careful strategic approach to rebuild our society and ourselves.

As I was considering what to bring forth to you, I wasn't entirely sure if we needed more or less in our lives for 2024.

But then I saw 2023 as the year that expanded everything – the good and the bad – and now it's our task to prune so our beautiful garden can grow.

I believe that 2024 will be a time to re-calibrate – like turning on the right amount of hot and cold water with luxurious soap so you can have a cleansing and healing shower.

We don't know what's ahead. All we can trust is that the Volume Is On High on global, national, local and personal levels.

In the U.S., we'll experience a Presidential Election, our Housing Market will be anyone's guess, and there may or may not be a Recession.

Due to these Inflationary effects, all my clients are encouraged to do The Purge during their coaching program with me - no matter which program they do and what their professional goals might be.

Here's what I have the honor of consistently witnessing in my clients:

**They 10x their results when they do the work of The Purge, no matter what.**

If there's a silver lining to Post-Pandemic living, it is we must fight for our core values to successfully navigate the rapid rate of chaotic change and onslaught of crises.

The Purge is an ongoing process that lovingly supports us through our next challenge - whether it be a Big Birthday, the loss of your health, a cross-country relocation, or a Dream Job.

During the last 3 years, we dealt with huge life changes AND a Pandemic. This double whammy has exacted a toll on our body, minds, and spirits.

In 2023, I grieved the sudden illness and death of family members, experienced 6 months of intense physical pain due to a kidney stone and the resulting surgery, bought our beloved new home in Philadelphia, and said a tearful goodbye to beautiful Brooklyn.

Yet, I know I can rely on the fact that discarding the old alleviates persistent emotional pain, anxiety, and depression to bring forth a more powerful future.

## A DEEPER CLEAN

The Purge combines my two favorite coaching techniques.

1. The Wheel of Life
2. Releasing the Past

The Wheel of Life is the very first coaching technique instructed to student coaches.

It's number one because it gets at the crux of life – there are multiple areas of our lives that need care and feeding, and we can manage or ignore them at our own risk.

Areas such as health, love, money, work, spirit, home, community, and play. All that mumbo-jumbo we hear about “work-life balance” is alive and well, but there's a lot of misperceptions and lies we tell ourselves.

Ultimately, we are the boss of what we pay attention to BUT that doesn't make the rest of it magically disappear.

We need to be grown-ups by making decisions and dealing with outcomes we created (e.g. not blaming others for our choices and problems).

Secondly, Releasing the Past is a crucial strategy to build a better future. Our negative thoughts are like comfy lifelong friends who deal us an unexpected backhanded compliment when things get too good.

You own your negativity, and you determine if it enters into your mind. The Purge calls bullsh\*t on these thoughts. The beloved and departed Louise Hay, author of "You Can Heal Your Life" astutely noted our thoughts as the core human problem.

Our negative thoughts boil down to: “I'm bad” (wrong/defective) and /or “I'm not good enough” (unworthy/alone)

There's endless variations of how we reinforce these common beliefs. They don't feel "common" to us but there is comfort in knowing. Feelings of guilt, shame, fear, anger, etc. protect us when we're not ready for what's REALLY going on inside.

Is it super easy to let go? – no! – but any change is good change in The Purge. It all counts in this game. We're looking to create momentum and un-jam the logs.

## LET'S GET GOING TO LET GO

The Purge is a 5-Day bootcamp to get you started down a new street.

Each day provides focus on an area of your life that may or may not be functioning optimally. If you've been “crushing” an area of your life lately, then it's time to up your game with a more exciting goal.

If you've been utterly ignoring an area of your life for a long time, then this is your opportunity to re-address your relationship with it to see what benefit you can gain.

Best,

Kelley A. Joyce, MBA, CPC





## HEALTH

Welcome to The Purge: The Inflation Edition.

Thank you for your openness in joining me on this journey to decidedly close out 2023 and begin 2024 with strong positive intention.

Before every new life adventure, I prefer to tie up loose ends to give myself an awesome start. It feels so AMAZING to have the support and everything the way I want it.

This week I'm going to guide you through my process to get ready for change!

Day 1 is all about Self Care for your body.

Most of us can get off track with our nutrition when our daily routines are altered - whether it be due to travel, holidays, illness, or a new job.

The Pandemic was a massive disruption to our eating and exercising habits. As a global culture, we are still shopping, cooking, and eating differently than “the before times.”

2021 and 2022 slowly reintroduced access to many “regular” services such as teeth cleaning, hair cutting and coloring, and having a restaurant meal, but it was a massive backlog.

There's plenty of local businesses that never re-opened and recovered.

I anticipate that 2023 will become to be known as the year when Mental Health finally came into the limelight. I am truly grateful for this shift in the global conversation.



It's our mental health that urges us to hit the gym, eat more celery, and sleep. Unfortunately, our thoughts and mood can also keep us stuck, overwhelmed, and stressed out. This is why good mental hygiene is critical for our joint success.

In 2024 consider adding meditation to your daily or weekly routine, because it matters.

Self Care is Day #1 because it is the foundation of every other day of your life.

Take some simple steps today such as: rehydrating with 1-2L of water, eating timed and balanced meals, walking yourself and/or the dog, cleaning up the house, and getting your regularly scheduled night of sleep.

Start to visualize the positive state of health you'd like to foster. Health is Wealth. Every single year and day. If you are not healthy, nothing else matters.

Without health you won't be able to pursue that new job or hot promotion you want. So, take good care of yourself today. Have some water, crunch on an apple, and get some ZZZ's tonight.

What's the ONE positive health habit you'll re-engage with today?

### Today's Self Care Action Is:

Drink 1 liter of water for each 50 pounds of weight you have on your body.



## MONEY

Today we're talking about money. I want to acknowledge the Post-Pandemic inflationary climate has been financially devastating for billions on a global scale.

There's been more monetary pain than since the Great Depression, and increased prices have been felt on the dinner table, in the car, and upon retirement. None the least, the loss of the American Dream to have your own home.

I witness the personal stories of job loss and life change, and its negative impact on families on a daily basis – no one is excluded from potential loss. The Pandemic magnified how fragile our financial positions truly are, and how it's a matter of survival to build a better foundation for the future.

Getting our 2023 financial house in order will create a stronger 2024. When we drag old money habits into the new year, we'll continue what has plagued us. Now is the time to break away and have more financial freedom in 2024.

Here's the top 10 money clean ups I recommend to my clients so they can financially benefit before they start job hunting and/or business building:

1. Open and pay outstanding bills.
2. Cancel credit card automatic payments.
3. Build a monthly budget.
4. Balance bank accounts.
5. Own Real Estate.
6. Consolidate student loans.
7. Call credit cards for a better rate
8. Set up or max out 401k, IRA, 403b, SEP, or other retirement vehicles.
9. Create an annual tax paperwork file.
10. Call your Tax accountant for year-end advice on your specific tax situation.

Do not overwhelm yourself, pick just 1 action item.

I realize some of these are huge tasks.

Start somewhere to build momentum.

For example, I turned 50 recently, which means that now I can participate in larger "catch up" contributions to my IRA and 401K. Pretty neat!

Job seekers and business owners who manage their money get higher paying jobs and clients that pay more, because they believe they are ready for more money.

Are you ready for more money in 2024?

### Today's Money Action Is:

Select 1 of the 10 Money Clean ups and take the first step forward (you don't have to fully conquer it in one day – just get started).



## TIME

You can always make more money, but you can't make more time!

Time is our most precious commodity. If so, why do we abuse it so much?

However, 2024 is your opportunity to take charge and clean up your boundaries around time management.

Today we will pinpoint our top 3 time sucks and decide what to do about them with a commitment.

If you don't already know your time blockers or wasters, just look at the last 3 months of your 2023 calendar. How did you spend time?

Does time you spent match with what you claim to be important to you?

Do you say getting a new job, losing weight, and dating is priority to you?

But your calendar proves that you constantly work unpaid overtime at your current job, you haven't hit the gym at all, and you haven't been on a date in months?

This is our chance to get honest with ourselves.

What 2023 time wasters are you leaving behind?  
What are you making time for in 2024?

Block off your calendar for 2024 goals now! (Color code if you must!)

### Today's Time Action Is:

What are your 3 time wasters to Purge?

## PURGETORY

Feeling stuck in Purgetory? It's totally normal.

Not every area of life is "your thing" but rest assured there will be at least one area that gets your goat.

Keep going and trust the process.

Did you scan ahead and say to yourself "I've got this covered"? Hmm.

Likely do you didn't take action. Go back and take action. It's all in the doing.

## SHE CAN'T BE SERIOUS

Of course I'm serious! Hello...this is why we're here!

Listen, I don't have this all "nailed down" with my "perfect life".

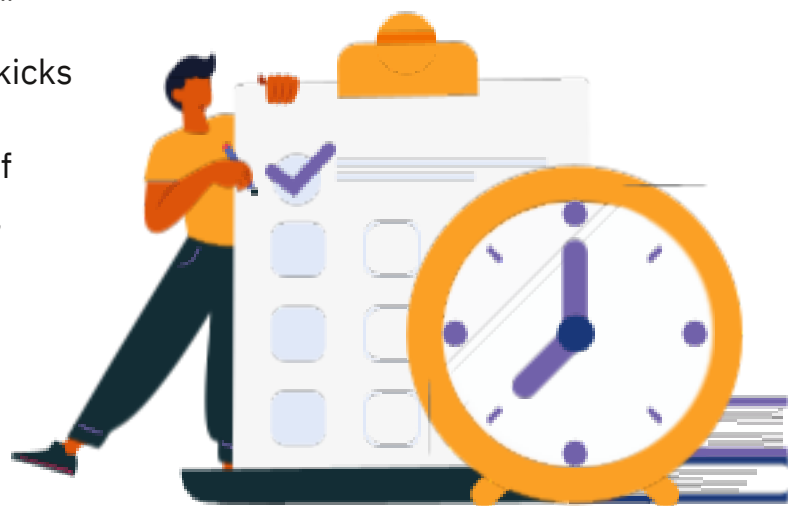
The Purge is a way of life, a tool to be revisited over and over again.

Whenever I move up to a higher, cooler version of myself and business, all this same head trash comes tumbling down upon me anew.

As the saying goes..."New Level, New Devil."

Indeed, it's incredible the way all this stuff kicks my arse all over again.

So, I'm right there with you donating bags of clothing, saving 10% of my monthly money, and tracking my days in a row of meditation or less calories.



## SPACE

Day #4 of The Purge 2024 is all about Tidying Up Your Space.

The Office has gone through a massive transformation. At this point, many of us have 2 offices- one “at work” 2-3 days per week and one “at home” the rest of the week.

With billions of square feet of unoccupied office space, the commercial real estate industry isn't going to give up easy on corporations walking away from their leases.

During this epic battle of empty cubicles, my best advice is to focus on your workspace's ability to best support you in staying healthy, productive, and happy.

In 2024, create as much ease as possible from your workspace. For example, have 2 of everything – have an iPhone charger at your “work” desk and your “home” desk.

Invest in a decent and functional workbag too. There's nothing worse than having your bag strap break and drop your laptop down the subway tracks into a million pieces.

Lastly, get emotionally clear on where you stand in the Hybrid Work debate. Are you a “never to return to the office” person, do you like the variety of 2-3 days per week in the city, or are you dying to befriend your colleagues and hit happy hour once again?

**COMFORT:** Does your body fit and function in your space? Do you need to purchase a standing desk, new chair, cushions, or better window shades? Try ergonomics.

**CLEANLINESS:** Is it cluttered and filthy? Are there moldy coffee mugs, food crumbs, and dirty floors? Is there a mountain of paper, boxes, and books?

**BEAUTY:** Have some sources of inspiration. Put up photos of family/friends/pets, buy artwork, and get a plant or rock garden or two.

**HEALTH:** Make sure you take care of your body – stretch every once in a while, (chair yoga is awesome), have good lighting for your eyes and mood, and dress for business.

**TECHNOLOGY:** Buy an updated ring light, put on some noise cancelling headphones, get more memory for your “home” computer, and recycle "techno trash" like copiers, faxes, pagers (?!), cameras, monitors, etc.

**SPLURGE:** On something that makes a real difference to you, like having 2 monitors on your desk so it's easier and faster to do your tasks.

**PET:** Don't have an emotional support animal yet? What are you even waiting for?!? LOL. We inherited 2 tuxedo cats in our backyard alley and we absolutely adore them.

What are you trashing from your office? My boyfriend just bought an electric powered standing desk from IKEA and a very fancy Herman Miller chair he's crazy about.

### Today's Space Action Is:

Pick one area to dig into and let go of!





## PEOPLE

Day #5 of The Purge brings the toughest challenge yet!

Wait for it...Yes, today we're purging people.

Did you know you're the average of the closest 5 people in your life?

If you surround yourself with negative people, you will become negative.

Today we are strategically upgrading your average by saying no.

But HOW can I do this KELLEY???? Isn't that horrifically mean?

Nope, it's an act of self love AND you'll automatically upgrade your influence circle. This is how you will get to network with a higher quality of person.

Sort your people into 3 categories:

**Toxic** = Brings negative energy into my life

**Healthy** = Brings positive/neutral energy into my life

**Keep** = I cannot or will not break ties (e.g. certain family members, current bosses, etc.) right now.

Your contacts to purge are social media, email lists, phone contacts (including Exes), biz cards, clients/partners, and family/friends.

Seek to eliminate at LEAST 10% of your contacts, if not 20% (for the benefit of the 80/20 rule).

I purged nearly 50% of my LinkedIn contacts in 2017 and then I enjoyed much bigger financial success with a smaller, quality list of followers.

If you need further inspiration, know that my former boss Mara used to FIRE 10% of our PR client portfolio on January 2nd like clockwork.

It was her favorite day of the year!

We always brought on bigger, better clients because of her purge.

### Today's People Action Is:

Who's on your 10% list?

I'll be "releasing with love" all my unopened email list contacts in early 2024.





## COMMITMENT

2024 blessings to you and your family and friends.

As you're finishing up The Purge, let's set our intention for the rest of 2023. (and beyond!).

No, this is not goal setting I'm talking about.

Goals are about Doing. Taking action.

Intentions are about Being. How you are.

Who are you going to be this year?

Really sit with this for a while.

Meditate if you need to or go for a jog or do yoga.

If it helps, think of your intention like if it were a movie title or a newspaper headline. What would it say?

Many powerful intentions are just one word.

My intention last year for 2023 was First and Double

My intention this year for 2024 is Content (both the feeling and information).

What's coming up for you when you ask your inner self what you need?

I'm here to support the way you are in 2024.  
How are you going to commit to your intention?

If your intention is related to discovering your career path or landing your dream job in 2024 we should talk.

Or is your intention about launching a business and making more money? If so, let's talk about building your business to serve you better.

**I offer a FREE 45-minute career coaching consult for interested and earnest professionals who are ready to figure out what they want and willing to do whatever it takes to get it.**

Is that you? [to access my appointment booker 24/7](#)

Or by visiting [www.thetruthatwork.com/consult](http://www.thetruthatwork.com/consult)

I hope to hear from you soon.

