



One- Day Journal

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**If you find opportunities to enhance your health
and relationships, help you realize more happiness and peace
of mind, and enable you to make a difference, will you grasp them?**

Those opportunities exist every day...

**the power to improve everything in
your life is within reach...will you harness it?**

the essence of a new day

This is the beginning of a new day. You have been given this day to use as you will. You can waste it or use it for good. What you do today is important because you are exchanging a day of your life for it. When tomorrow comes, this day will be gone forever; in its place is something you have left behind...let it be something good.

-Unknown

Welcome to better health and relationships.

Welcome to better choices, attitudes, and outcomes in your life.

Welcome to more happiness, gratitude and fulfillment.

Welcome to making your difference!

Welcome, to your Goodness Campaign

Every choice you make and action you take is important, has value, and can make a positive difference for yourself and others. From your interactions with family and friends, to that person next to you, to the ways you treat your environment and yourself; an incredible potential of goodness exists.

Look at your life closely today...

- **Could your health, relationships, and choices be better?**
- **Are you as patient, compassionate, selfless, and generous as possible—with yourself, as well as others?**
- **Do your happiness, sense of fulfillment, and peace of mind need some tending?**
- **Have you ever dreamed about making a difference in your life...and our world?**

Experience the positive power and energy you can create by choosing to share the goodness that is within your reach every day. Imagine what you could accomplish...becoming healthier, repairing relationships, helping others, restoring balance to your life and environment, and finding lasting fulfillment and happiness...the list goes on and on!

**Opportunities to make your difference
appear every second...don't lose another moment.**

Consciously immersing yourself into good thoughts and actions by making them a part of your daily routine makes life better and better, I promise! The Goodness Campaign is an easy way for you to intentionally share something good each day—for yourself, and just as importantly, for someone else. What's more, it will inspire you to notice the absolute beauty that surrounds you every day and to be thankful for it.

Over time, good gets better!

Once you start your campaign in earnest, great things will happen. In a few short weeks, you'll be stronger, healthier, and feel energized, invigorated, renewed, and happier. You will build a momentum of goodness and initiate a powerful butterfly effect that travels in every direction. Over time, your good thoughts, intentions, and actions will create positive perspectives and outcomes in your life as well as the lives you touch.

"Then, without realizing it, you try to improve yourself at the start of each new day; of course, you achieve quite a lot in the course of time. Anyone can do this, it costs nothing and is certainly very helpful." *–Anne Frank*

We cannot edit our past, but we can correct the present and write (right) our future.

Many of us have made mistakes in the past or not lived up to our full potential. These things tarnish relationships, the way we feel about others and ourselves, and make us live with regret and guilt. Consider today a fresh, blank page where you grab a newly sharpened pencil and begin writing the rest of your life's story...letting go of what you can from the past, correcting the present, and moving forward with goodness.

What a wonderful world we share; however, we need only read the news to see our world requires change for the better.

There seems to be a shift away from goodness—from being as good as we can be...personally and on a global scale. Beliefs may, indeed, vary; values and circumstances may be unique; but ultimately, we share common bonds of hope, love, happiness, and living a healthy, purposeful life. In order to realize these things, living with goodness is essential. You could almost say it is a tie that binds each of us to the other; and one by one we can make a difference by positively focusing on that binding tie.

simple — effective — contagious

I know, I know, on the surface this seems too simple, too trite; how can taking a few moments each day to care for yourself and others with meaningful thoughts and actions affect any *real* change? Sometimes we can feel so overwhelmed by all that is going on in our lives, that we may overlook the simple, daily ways we can contribute something good...and those little things, my friend, develop exponentially and ultimately find their way back to you.

The more you give, the better you will be...physically, emotionally, and spiritually. You don't have to do things that are huge or cinematic, simply genuine. I encourage you to jump-start your campaign by participating right now for just one day, and start changing your world!

Positive change is in the air.

It starts with one thought, one intention, one action.

For yourself, your loved ones, and the world...

One Goal = One Day

Remember the question I asked, "If you find opportunities to enhance your health and relationships, help you realize more happiness and peace of mind, and enable you to make a difference, will you grasp them?" Now is the time to find out!

Find a couple of minutes and a quiet spot; maybe listen to your favorite song, grab a seat in a comfortable chair, and contemplate for a moment what you can do today to complete a one-day goodness campaign. It will only take a few minutes; you'll be glad you did!

The first part of your campaign will consist of doing something for others; a family member or friend, a person you just met, or someone half-way 'round the world. You can include anything you have done to help nature as well. The world is at your fingertips; just be sincere and from the heart...the ideas will come!

Here are some examples to inspire: if you get irritated while driving, make a conscious effort to stay calm and patient. Or, perhaps you see a person struggling to carry a bag; offer to help. Maybe you can donate time or money, help a friend with a difficult situation, or say sorry to a loved one. You can smile and say hi to someone at the grocery store. Hug those close to you and tell them how much you love them—your spouse, children, family, and friends. These are just a few examples, what else can you think of?

The second element of your campaign will be to do something good for yourself—eat a healthy meal, exercise, find time to relax, offer gratitude, work on a project or goal you may have been putting off. You decide!

The third and final portion will be to take a moment and notice something beautiful in the world. This can be anything that touches your heart. Maybe you'll see a child finding comfort and solace in his mother's arms. If you happen to look up at a cloud contrasting a beautiful azure sky, take a moment and reflect on that magnificence. Maybe you are noticing healthy changes in your body from taking better care of yourself. How about those moments when laughing with your family, are you taking time to savor them? Were

you healthy today? There is so much around us to be thankful for and truly notice; what will you find?

Ask yourself these questions...

- Do I treat others with less kindness, patience, and tolerance than I could?
- Do I take care of myself, eating healthy, exercising, lowering the amount of stress in my life, and finding quality time for those important to me?
- Am I as generous and giving as I should be? As I could be?
- Can I forgive someone and take the first step to make things right?
- What am I taking for granted today?
- What can I do to make my life, someone else's life, or the world better?
- Am I truly thankful for all that is in my life?

Plenty of opportunities to think and act with more goodness are present everyday. From talking to a family member or friend you have not spoken with for a while, to simply letting that car pull out in front of you; from living a healthy lifestyle to maintaining a positive perspective, you can make good choices that will bring immense benefits to you and other lives you touch.

Sure, from time to time, we are all *less than good*, but those moments harbor the perfect opportunities to take a few moments to make changes for the better. Complete a one-day campaign today and take advantage of this great opportunity to find more goodness in your life—a chance to make your difference.

My Goodness Campaign One-Day Journal:

Good For Others: Family / Friends / Nature / Others:

Good For Myself: Mind / Body / Spirit / Emotional / Financial / Other:

Beauty I Noticed Today:

Congratulations! You are making your life better and enhancing our world. How do you feel? What did you achieve? Did you brighten someone's day, take a little better care of yourself, or make that apology you've been putting off? Regardless of what it is, you've started a momentum of goodness here that can grow into something huge and exciting. The more you give...the more will return to you! Read on to find inspiration, encouragement, and resources to make your difference. Remember, in order for this campaign to be truly successful, all you have to do is...

to laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of a false friend; to appreciate beauty; to find the best in others; to leave the world a bit better; whether by a healthy child, garden patch, or redeemed social condition; to know even one life breathed easier because you have lived. This is to have succeeded.

-Ralph Waldo Emerson

Thank You

for completing your one-day campaign. I encourage you to keep your positive momentum moving forward by completing a seven-day campaign next. If you commit to complete seven days, I'll give you ***The Goodness Campaign...getting back to good*** (200+ pages), absolutely free! I am giving it away because this goodness project is about each and every one of us making a positive difference in our lives and our world!

I've included the beginning of the book below, and there are instructions for your free book on page 24.

Thank you,
Ken Ferrara

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tidbits

from the author

Ken...

Ken, wake up.

Ken, wake up, it's time...

KEN!

Ah, the dreaded wake up call. I have received many of these in my life. Sometimes my name is spoken softly, and at other times shouted in a piercing scream. Often, these are literal wake up calls (usually from my wife or kids telling me I'll be late for work), but over and over again, they seem to be more metaphorical in nature. They trigger blinders to fall away and force me to look in new directions with fresh eyes and perspectives, completely transforming my perceptions and actions. If I'm truly listening, mindful, and aware, I can sometimes just make out a glimpse of a path I should be traveling.

With the hectic pace of the world today, and the negativity constantly bombarding us, we can become oblivious to any and all of the good we are given. When that happens, it is easy to forget or ignore our responsibility to share goodness and live with a grateful heart. Every so often though, we may get a little nudge or even a powerful shove from something or someone to remind us what is truly important in our lives.

I like to call these occurrences wake up calls. They open our eyes and encourage us to be more aware and attentive to what we are receiving, what we should be doing with our lives, and to not take life for granted. Whether or not we pick up the phone and

answer these calls...well, that's up to us. Just remember, if we don't answer now, we may have to answer *for* them later.

Wake up calls can be extraordinary things. Being a telephone repairman myself, perhaps you are thinking I'm referring to those phone calls you get in a hotel. While that would be a very interesting topic for me to discuss (just ask my family or close friends), what I'm writing about here are those moments that gently sway you to think or act a little differently than you normally would, as well as those circumstances in life that literally shake you down to your core. Wake up calls can be so subtle you almost miss 'em; so perfect you'd swear someone is looking out for you, and so loud and devastating that you would like to turn in your get-out-of-jail-free card or request a do-over.

Have you ever been gently nudged into making changes in your life? Maybe it wasn't gentle at all—more like a punch in the stomach. Perhaps you resisted change or didn't feel such encouraging was warranted. Nonetheless, I'll bet you have, at one time or another, felt someone or something guiding you to look closely at your life and draw up a new plan of action by changing the direction you were heading. Maybe zig instead of zag; take the next exit off the interstate rather than staying on your pre-planned route and completely change the course of your life...your relationships...your perspectives.

Are you in the middle of one of those nudges now? Remember, these prods often appear when you least expect them. Something in your life may not be quite where you want it to be and for whatever reason, making goodness a priority may be timely for you (actually, it's always timely). If you can change one thought or perception for the better, make one apology, become more generous, give a moment of your time to someone, and live with more health, selflessness, and balance, it will all be worth it.

One small but vitally important reminder: Do not let encounters with tragedies become your wake-up calls. Change your thoughts and actions now—do not wait until it becomes too late. Make amends for any wrongs you have caused, and live with goodness not because you are forced to, but because it's the right thing to do.

Do you think we are getting wake up calls to change? Calls for ourselves, our families, our youth? Are we getting wake up calls for our societies, humanity, and our planet? If you think we are, consider answering the calls with a campaign for goodness.

Not necessarily huge, not necessarily dramatic, just everyday people doing everyday things with a touch of goodness.

Do you hear the phone ringing? Maybe that's your wake up call...go ahead, answer the phone, I'll wait. Remember, we never know what tomorrow will bring.

*Live now, believe me,
Wait not til tomorrow
Gather the roses of life today.
—Pierre de Ronsard*

Before we go any further, my staff of advisors (okay, you got me, my lovely wife and kids) said at this point I should introduce myself. They seem to think people would want to know a little about me and where I'm coming from, so I humbly offer my hand and say, "Hi, nice to meet you."

First, please allow me to share what I hope to inspire and accomplish with this campaign. I'm a firm believer in the fact that our world needs more goodness. Each and every one of us could be kinder, more giving and generous—to ourselves, our families, those we come across everyday, as well as to our environment. Bringing more goodness into our world starts with each one of us.

Have you ever been a part of or seen something good and it sends a chill up your spine—almost as if what you've just experienced was a part of something greater? How did that make you feel? How about that glowing feeling you get when you help a person and make a real difference? What about the warmth you feel when a person simply smiles and says hello?

I completely trust that these things are part of a bigger picture—one that paints living with goodness as a primary purpose for life. Also, this painting subtly guides us to share the love and compassion that exemplify the human spirit at its very highest and best. Now, add improved health and better outlooks and attitudes, and you see the very tip of the iceberg of possibilities that come from consciously adding a touch of goodness to your life each day by noticing your blessings, taking care of yourself, and passing it on.

When you purposefully strive to live with more goodness, more of it finds you—trust me...something about it is divine. So, it is with that end, my hope is that this simple

campaign inspires us to focus on and share all the good in our lives each day as much as possible...there is so much of it after all. The following tale embodies an essence of this campaign more concisely than I could ever hope to...

**Native American Wisdom:
A Tale of Two Wolves**

One evening, an old Cherokee told his grandson about a battle that goes on inside people. He said, “My son, the battle is between two wolves inside us all. The first wolf is evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.

The second wolf is good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion, and faith.” The grandson thought about it for a moment and then asked his grandfather, “Which wolf wins?” The old Cherokee simply replied, “The one you feed.”

–Author Unknown

I love this tale because of the message it reveals. In every moment, we have a choice to notice the blessings we are given, say thank you, and focus on positive things; or, in that same moment, we can choose to focus on the negative, scary, and unknown. As the snippet of wisdom from the tale demonstrates, we can choose to feed the good wolf and bring more encouragement, love, and happiness into our lives and the world.

If I may, I would like to take a moment and share an example from my life where I fed that bad wolf and then made a conscious decision to focus on feeding the good wolf instead—moving away from negativity brought by fear, worry, stress, and anger. (I'm sure you can relate the tale to your life in some way.) I just want to warn you that I can be a haphazard type of guy, with my mind sometimes moving ten directions simultaneously, so I wish to offer my humble apology now if these next few paragraphs are a little hard to follow.

~

My boss just came out to visit me at the job site...he didn't like something I was doing...I sure hope I have this job tomorrow...layoffs all around...work is so stressful. A great friend of mine called and said his cancer returned...I feel mad, sad, and worried for him and his family, but that pales in comparison to what he is going through. Hey! That guy just cut in front of me! My blood pressure rises while I fight a powerful urge to give him a gesture in the driver's seat.

Finances are getting worse; will I be able to care for my family? I am in a fight with my dad over something petty and stupid, but we're both too stubborn to make it right. On top of that, I'm out of shape and not living as healthy as I should. The kids have health issues...I worry so much about them.

As I watch the news, violence, greed, uncertainty, and selfishness really jump out at me. Where are we headed? What's the world going to be like for our children? I see a commercial showing some poor people suffering in poverty...my heart sinks in despair...how are we going to make it? How can I help? What's next? Who's there? How will I...?

Whoa! Whoa! Whoa! These thoughts, laced with fear and uncertainty, send me anxiously into a downward spiral of negativity. Life can indeed be hard and scary, but I stop for a moment, take a deep breath, and make a conscious effort to focus positively on my life. By doing so, a comforting path appears, quietly and modestly leading me to find solace and peace in things that are good and reassuring.

I say a prayer of thanks for what I have, and remember, no, scratch that—truly realize what I've been blessed with in my life. Then, my mind begins to wander and I start thinking about my beloved grandma. She always had the knack of calming me and putting things into a positive light. She was from the old school, and spoke her mind openly and honestly. If something needed to be said, she had no reservations in doing so.

I'm smiling now as I write this and recollect her fortitude and insight. She was so wise, as are many of our elders. Life inevitably etches the knowledge of experience into a person over the years, and we should pull up a chair and an attentive, listening ear

whenever possible, so we can gain knowledge from those who have walked the road before us...we could learn so much.

I digress. Getting back to my grandma (we called her Busia [boo-sha]), she used to say, "Our world is going down the tubes." Often sitting in her favorite blue chair and crocheting away, she would offer her insights: "We (society in general) are heading in a bad direction. People are just not as grateful for what they have as they should be and feel entitled. They want too much too quickly and don't learn value. There is no patience or much concern for one another. Nothing good comes of this, and love is lost between family members, neighbors, and friends. People passing each other on the street lack common courtesy and kindness, and many people get sour and angry—just look how people drive. Things are not like they used to be."

I would sit on her bed and drink in her stories of yesteryear, about working in a restaurant in downtown Chicago circa the late the 1930's, making enormous lemon pies. Her eyes would light up as she mused over reminiscing about enjoying the way patrons would scarf down her creations. "I used to make pies that were four inches thick," she said. "Back in those days, we took care of each other, and the pies were just one small example of that. My boss, Jimmy, would actually come by and make sure I wasn't being stingy with the ingredients. Jimmy would say, 'Don't be stingy with those ingredients! Don't be stingy.'" She would speak ever softer, with a smile and a far off look in her eyes—as if she were reliving that time. "Now," she said with a frown and a disapproving tone, "hmpf, now life is a different story. Things are not like they were when I was young. People were nicer, kinder, and more generous. Life seemed simpler and much more meaningful. We took time to enjoy one another and what life had to offer."

As she spoke one day (this was probably some twenty years ago), I sat in silent disagreement. I was young, naïve, and full of optimism, thinking the world and life were great. But, as the years went on, we would have this same conversation time and again. Each time I was a little older and more *seasoned* with life and the real world. I understood a little more about where she was coming from, and when I was in my twenties, I would find myself agreeing with more and more of what she said. Contemplating her words and wisdom, I began to seriously think about what I could do to

make my difference and make changes for the better. I thought about it quite often but felt utterly powerless to do anything.

I know my grandma waxed nostalgic at times, but she was definitely onto something. Don't get me wrong, I know the past harbors scores of ills and demons right alongside the goodness it nurtured; and every moment in the present day, there are billions of actions of goodness and kindness occurring around the world, but I think there is a fundamental shift away from goodness—from being as good as we can be. Maybe I'm wrong, but almost everyone I speak with agrees in some aspect that we could be kinder, more caring, compassionate, and selfless. The underlying tone (for myself and from others) is that there is plenty of room for more goodness and kindness out there. What do you think?

Out there? I pause and ponder. Wait a second, Ken! There is plenty of room for more right here (I am tapping my heart). There is always plenty of room for more goodness in my life; I have thousands of opportunities to make my difference every day.

With every thought and action, I have the power to bring what my grandma talked about into reality; right now, today. From the way I talk to and treat my family, to realizing what I have been given, to living with a grateful heart. I can help others physically, financially, by lending an ear or wiping a tear. I can give a person the benefit of the doubt, exercise and eat healthier, and bite my tongue while I avoid making well-known hand gestures when driving. And that, my friend, is just the start...there is so much more that can be done.

Our lives can always benefit from more goodness...our world definitely needs more of it. This is exactly why I feel compelled to start this campaign in my life—to immerse myself in goodness; to take stock of what I have received and find new ways to reach out and share. In fact, every one of us can start our own campaign today doing something good—for ourselves, someone else, our kids, our families, friends, and for our planet—even a simple, beautiful smile fosters positive change.

While changing small things in everyday actions will not instantly bring about world peace, end world hunger, resolve that argument with your sister, or help you lose fifty pounds overnight, living with goodness is as necessary to our lives as air. *All* thoughts and behaviors that are good make a positive difference.

Oh, I'm sorry, there I go gabbing away and have not properly introduced myself. Hi, my name is Ken Ferrara, a thirty-something, typical family guy living near Chicago. I'm married with three kids, and continually learning that in order to be a better person, I must constantly focus on the good things in life—not necessarily the *finer* things, but the good ones.

I have been asked repeatedly why I'm qualified to write this book. My answer, "I'm simply a person trying to live a better life. I'm no more or less qualified than anyone else. I don't claim to always practice what I've written here and have made many mistakes. Undoubtedly, I will make many more. But, that doesn't mean I can't keep moving forward and do a little something to make each day a litter better"

I found it therapeutic to pour my thoughts and feelings on scratch paper years ago when I was going through some tough times. Those notes contained reminders of all the blessings in my life, how I wanted to change for the better, and what I needed to do in order to accomplish those goals. Eventually, those notes coalesced into a book.

Even though I wrote much of these words over ten years ago, I am embarrassed to say that quite often, and sometimes quite easily, I forget just how much I have been given and how much more I should be giving. But, I've learned to give myself the benefit of the doubt, because life is an ongoing work in progress in which a person can always make things better. With that, let's embark on our collective goodness campaign...and get back to good!

1

goodness starts with me

7 days to change your world

Go ahead; say it, "Goodness...it starts with me." Now take a moment and really let those words permeate your mind. Gandhi once said something similar, but infinitely more eloquent and thought provoking than I could ever hope to...he said,

You must be the change you wish to see in the world.

I believe that profound quote from Gandhi contains insight into finding health, purpose, and happiness, as well as creating more care, compassion, and goodness in your life and our world. While that is a lot to ask from a group of twelve words, they become truly powerful when authentically put into action.

I like to add a little twist to those amazing words of inspiration, "You must be the change you need in your life to be the change you wish to see in the world." When you do this with a touch of goodness, you will discover myriad benefits including better health, improved relationships, attitudes of gratitude, and a more positive outlook in every area of life. This, in turn, brings more goodness to you—it's a pleasant and nurturing cycle. All it takes is a little action...you'll see.

I'm sure you already participate in your own goodness campaign, because you are undoubtedly good at heart—a kind, caring, compassionate, and loving person. However, as I've said before, we all have our occasions where we are *less than good*, and it's in these moments and areas of life where we can consciously and actively find ways to better ourselves and become happier and healthier. Find a quiet moment and...

- **Look around**
 - **Look closely**
 - **Look deep inside.**

When you are alone with your thoughts, with no distractions, and are willing to take an honest look at life, much can be learned. Solitude can be a time of reflection to remember what you are grateful for, what you have accomplished, how you have lived, and what you still wish to change or improve. Finding time to assess your life can be difficult, which is very understandable in the hectic, busy lives we lead today. But, it has never been more important or relevant for you to make some time. How about right now?

I understand that due to life's many demands, your moments may have to be in the shower, before you go to bed, or on your lunch-break. No matter where or when, try to find a few minutes for yourself each day and truly listen to what your conscience is telling you. Then, list what you would like to start changing and transforming in your life.

Solitude is the furnace of transformation.

–Henry Nouwen

Thank you for taking a moment to do this, and if you haven't yet, try to find one thing you need to work on...just one. Everyone and everything around you becomes better when you improve your life! You may not change instantly; but you can change by applying one thought or action of goodness at a time.

I know the problems facing us today can seem so daunting and unapproachable that feeling helpless to create any sort of real, positive change can be a perfectly natural reaction. Sometimes day-to-day life seems so hard, demanding, and unfair, that you may have little time, ambition, or energy to get back to good. You may even ask, "Can I really bring about change and make a difference by doing a little good every day?"

Absolutely! And there are powerful reasons to do just that. When you consciously strive to do something good for yourself, someone else, or nature, you are

creating a subtle yet powerful ripple effect that will encompass your life and go out into the world. This ripple comes back to you in countless ways.

When you apply your goodness to the world, you may not change it as in POW...Bang...BOOM (you can tell I used to watch the classic Batman show); but you can change it for the better subtly; one person, one thought, one action...one day at a time. The more goodness you put out there, the more kindness you foster, and the more health and peace you seek, the more will find you. You can't always see it or notice it, but trust that it is there.

Every good deed done to others is a great force that starts an unending pulsation through time and eternity. We may not know it, we may never hear a word of gratitude or recognition, but it will all come back to us in some form as naturally, as perfectly, as inevitably, as echo answers to sound.

-William George Jordan

[Thank you for reading this far...if you would like to get the rest of The Goodness Campaign for free, please go to www.thegoodnesscampaign.com/book.html.](http://www.thegoodnesscampaign.com/book.html)