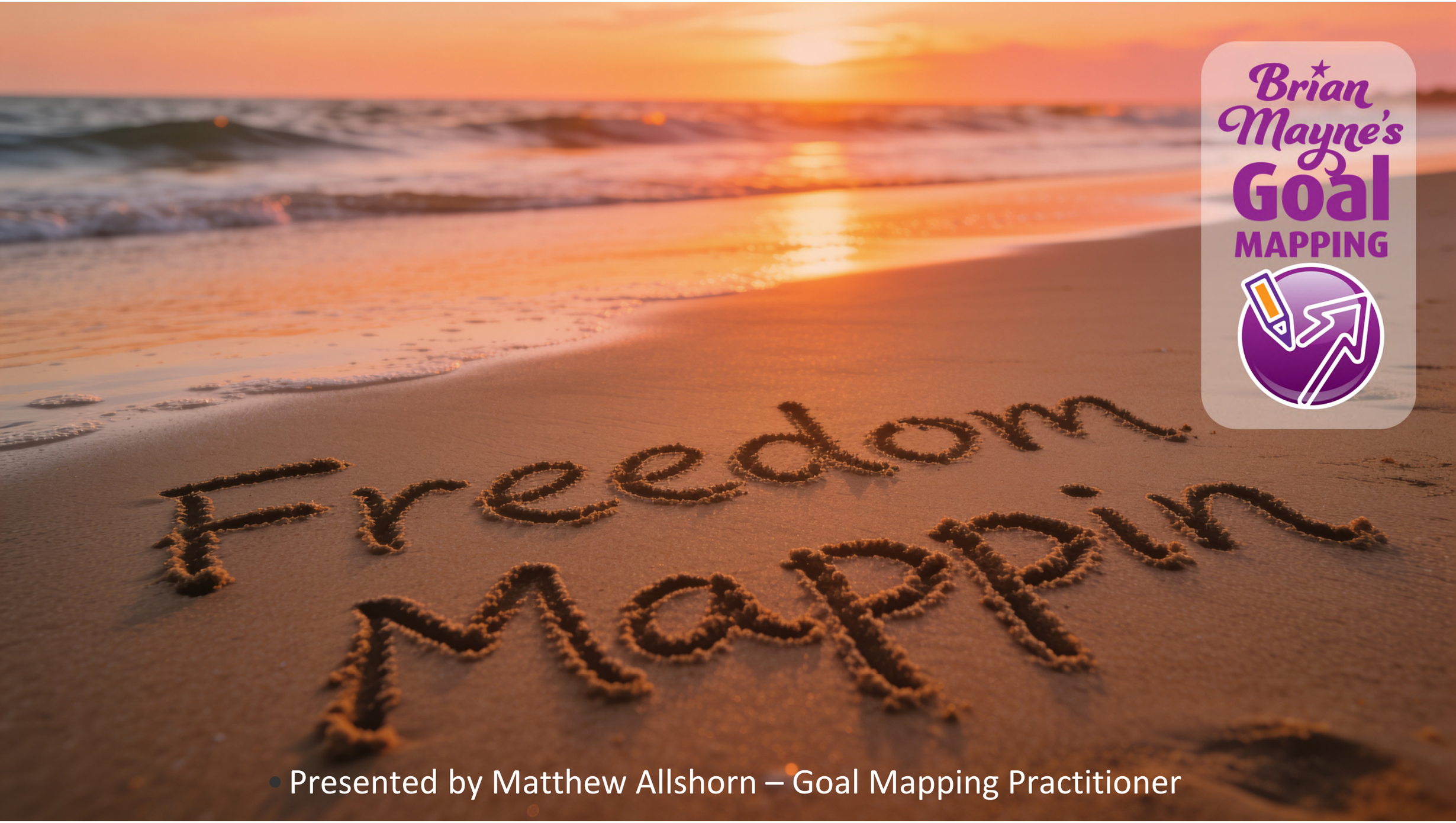



- Presented by Matthew Allshorn – Goal Mapping Practitioner

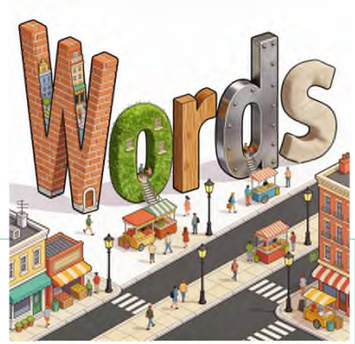
# What makes a freedom map different?

It’s not a list. It’s not a spreadsheet. It’s a living picture of your life.



## An organic, tree-like shape

The shape itself is meaningful — organic and branching, just like the way the brain naturally thinks and grows ideas. It’s not rigid. It’s alive.




## Words AND pictures — together

Words are written as affirmations — personal, positive, present tense. Images form visualisation. Together they activate both sides of the brain at the same time.

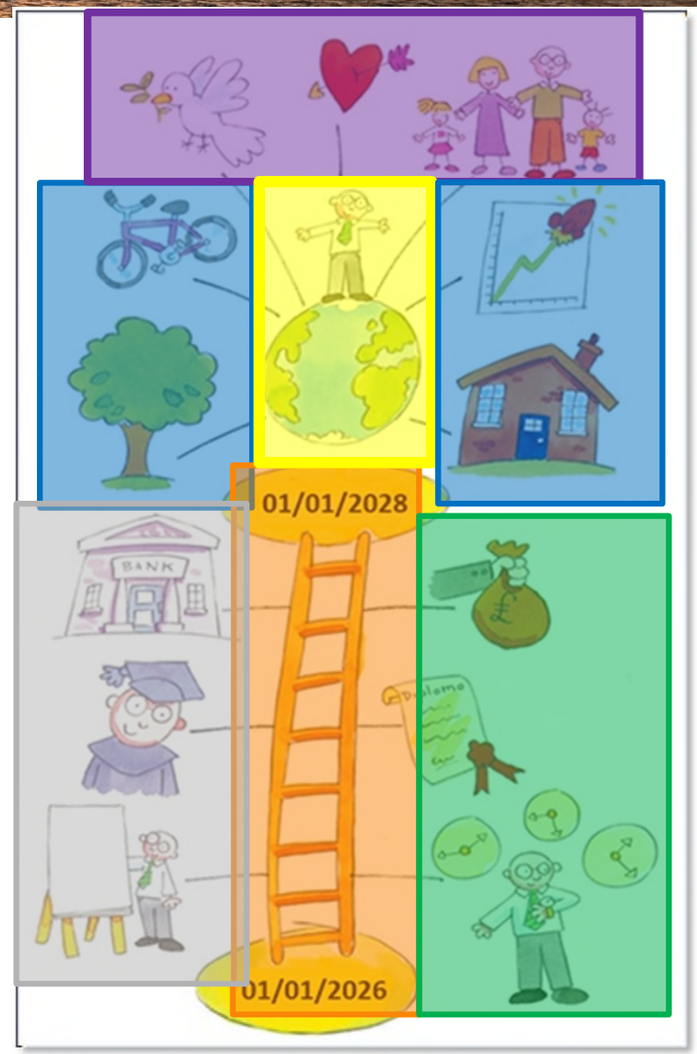
**Why this matters:** Affirmation + visualisation = whole brain activation. And whole brain activation is what turns chosen thoughts into real-world results.

# The Freedom Mappin System

## The six parts of every goal map

- **Main Goal**
- **Side Goals**
- **Why**
- **When**
- **How**
- **Who**





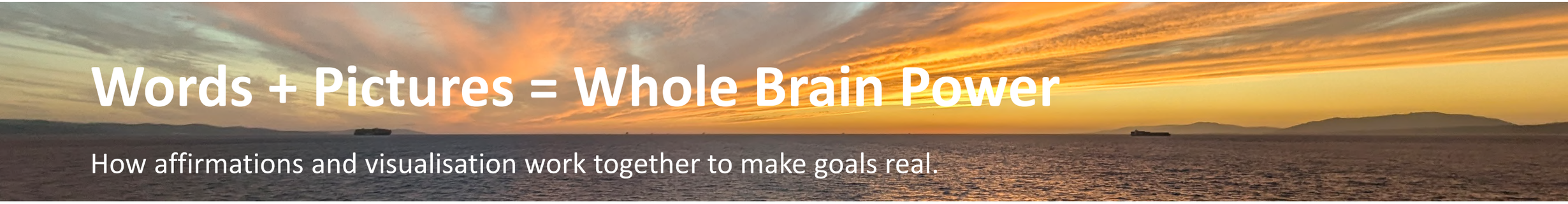
# The Seven Steps of Freedom Mappin

Seven questions that guide you from dreaming to doing.

| | | | |
|---|---|---|---|
| 1 | Dream | **What do you want?** | Right brain — use imagination. Daydream. What does your best life look like? |
| 2 | Order | **Which goal is the priority?** | Left brain — think logically. Which goal, if achieved, automatically benefits all the others? |
| 3 | Draw | **What does success look like?** | Create imagery for your affirmation. Visualisation + affirmation = whole brain activation. |
| 4 | Why | **What are your strongest reasons?** | Emotion drives motivation. The deeper the why, the more powerful the drive to achieve. |
| 5 | When | **What is your target date?** | A start date + a target date turns a wish into a goal and a goal into a plan. |
| 6 | How | **What actions will you take?** | Map the steps along your path. What do you need to do, learn, or put in place? |
| 7 | Who | **Whose help will you need?** | Name your supporters — or write the version of yourself you most need to be. |

## Why this order matters

- → Steps 1–2 start with the RIGHT brain (creative) then move to the LEFT brain (logical) — so you dream big before filtering.
- → Step 3 (Draw) locks in the picture. Imagery speaks directly to the subconscious mind.
- → Step 4 (Why) is the emotional fuel. Without a strong why, action fades when things get hard.
- → Steps 5–7 (When/How/Who) convert emotion into a real-world plan with dates, actions, and support.
- → Together, the seven steps activate both sides of the brain AND both levels of mind — conscious and subconscious.



# Words + Pictures = Whole Brain Power

How affirmations and visualisation work together to make goals real.

## Affirmations — the WORDS

### Personal

Written in the first person — ‘I am’, ‘I have’, ‘I create’. Your name and your story.

### Positive

Framed as what you want — not what you’re moving away from. Your brain responds to the positive.

### Present tense

Written as if it’s already happening. This helps the subconscious treat it as a current reality to be reinforced.

## Visualisation — the PICTURES

### Speaks to the subconscious

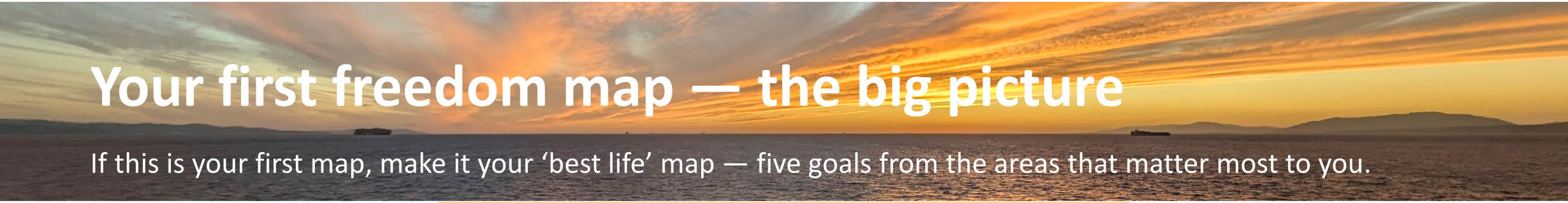
Images bypass the logical mind and communicate directly with the subconscious — which thinks in pictures.

### Creates your inner picture

What you vividly picture on the inside, your subconscious works to create on the outside. Your genie follows the image.

### Feeling is the power

What gives power to thought is feeling. A vivid picture generates emotion — and emotion generates motivation.



# Your first freedom map — the big picture

If this is your first map, make it your ‘best life’ map — five goals from the areas that matter most to you.

**WHY — your strongest emotional reasons (top of the map)**

**Health Goal**

**Work Goal**

**Main Goal**

Most important
Priority goal

**Wealth Goal**

**Relationships Goal**

**HOW — your action steps**

**WHEN — start & target date**

**WHO — your people & your being**

# My Freedom Map

