LIVE PURE ACADEMY

The Worldwide Playbook

First Principles to Advance Every Part of Life

Dr. Tia Jolie Phillips

Holistic Natural Health & Nutrition, PhD
World Entrepreneur

Level 1 · Life 101 · Version 1.0 · Fall 2026

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Carry First Principles Into Every Part of Life

I built The Worldwide Playbook on my unwavering conviction that first principles matter. The habits that make you a stronger teammate also make you a stronger spouse, parent, friend, business partner and neighbor. How you learn, how you listen, how you keep your word, how you care for your body and how you treat people when life turns inconvenient will follow you into every room you enter. Live Pure Academy gives us a place to study these principles. Life gives us the field where we prove them.

The work in these pages holds the best of what we have learned so far, and it stays open to revision as we learn more. Treat it as a living guide. If you want to give more to your family, your work, your community or your enterprise, begin by becoming more capable yourself. Build your mind, strengthen your body and feed your spirit, and you will bring clearer judgment, steadier energy and greater warmth to the people who count on you. Learn to ask sharper questions, receive useful feedback and listen before you answer, all while keeping your own judgment intact.

A principle that reads as simple at the start grows more demanding once other people depend on your consistency and character. I want these practices to make you more useful wherever you stand, more thoughtful in the relationships you treasure and more prepared for the opportunities you choose to pursue. Carry them well, and they will serve you far beyond any single business, organization or season of life.

Tia Jolie

WORLDWIDE PURE

LIFE ∞ HEALTH ∞ WEALTH ∞ LEGACY

Build Your Best Self

Every contribution starts with the person you bring to the field, so we begin there. Personal growth works best when you develop mind, body and spirit together, because each dimension lifts the others. Stronger thinking sharpens your choices, physical vitality gives you the capacity to act on them and a well-fed spirit gives the whole effort meaning. Strengthen all three, and you become more resilient, more teachable and more useful to everyone around you.

Grow Your Mind on Purpose

Growth rarely happens by accident, so pursue it on purpose. Read and listen to strong books, study online, work through Positive Motivational Audio (PMA) programs, join team calls and learn from people who already carry the skills you want. When someone has grown stronger, faster, smarter, more experienced or more accomplished in an area that matters to you, and that person will teach, listen closely. Learn from the decisions and disciplines that moved that person forward while you keep your own personality, values and life fully your own.

Bring a beginner's mind to every useful lesson. Take notes, ask intelligent questions and invite honest feedback from people who know you well enough to help. A spouse, a child, a mentor, a teammate or a trusted friend often sees what sits outside your own view. I once asked my own children what I could do to become a better parent, and their answers gave me information I could weigh and use with better judgment. The question cost me a little pride and returned something far more valuable.

Communication belongs to mental growth as much as any book or class. Learn to speak clearly, to make a point in fewer words, to hear someone fully before you shape your reply and to understand another person's goals before you offer direction. Study the subjects that shape a life: health, money, relationships, leadership and your chosen craft. A stronger mind recognizes more choices, asks better questions and tells the difference between genuine competence and confident presentation.

Strengthen Your Body So You Can Carry Your Life Well

Your body carries every dream, obligation, relationship and opportunity you choose to pursue, so give it the same serious attention you give any other valuable asset. Physical condition shapes your patience, focus, energy, mobility, confidence

and recovery, which means your daily choices reach far past appearance. Build health on inputs you can repeat: nourishing foods, plant fibers, clean water, clean air, regular movement, sensible sunlight, useful work and restorative sleep, with enough recovery to meet the next day at full capacity.

Feed your body foods that carry real nutritional value and enough plant variety to support the life you want. Drink water that keeps you well hydrated, notice the air in the spaces where you spend your hours and move in ways that fit your present ability. Walking, stretching, resistance work, swimming, gardening, cycling, sport and outdoor labor all give the body useful movement when they suit your circumstances. Fresh air and time outdoors reconnect you with the physical world in a way that screens and climate-controlled rooms cannot.

Protect your sleep, because recovery decides how much of today's effort you carry into tomorrow. Build an evening rhythm that lets your mind settle, give yourself enough hours to sleep and watch which habits help or hinder good rest. Stress, irregular schedules, late stimulation, heavy meals, alcohol, room temperature, light and noise each change how you sleep, so treat your own patterns as information. Improve one variable at a time. A friend of mine simply moved her last coffee to the early afternoon, and within a week she noticed how much sooner her mind settled at night. Let your own observations guide the next adjustment.

Set health goals that connect directly to the life you want to live. You may want more strength, better mobility, steadier energy, healthier body composition, greater endurance, deeper sleep or enough vitality to keep pace with the people and activities you love. A useful goal gives you something concrete to practice and observe, and your body's feedback helps you refine the approach. Keep the process simple enough to sustain, then add complexity only when complexity earns its place.

Within Worldwide PURE, we also invite you to become a thoughtful ambassador for the products and practices you choose. Learn what you use, read the labels, understand intended uses and pay close attention to your own experience before you describe it to anyone else. Your personal story carries real value when you tell it accurately, and health always remains larger than any single product. Food, water, movement, sleep, sunlight, relationships, stress, purpose and environment all shape the terrain you bring into daily life.

Feed Your Spirit With Meaning, Belonging and Joy

A strong life needs room for meaning, belonging and moments that exist for the pure pleasure of being fully alive. Feed your spirit through relationships that leave you grounded, through prayer or meditation when those practices speak to you and through quiet reflection, gratitude, music, nature, creativity and laughter with people who care about you. Make space for connection. Sit beside the water, walk through a garden, play a hand of cards, cook with friends, make music, dance, pray or simply enjoy a conversation for its own sake.

Human beings need social nourishment as surely as we need food. Long meals, front-porch conversations, family traditions, shared songs, community gatherings and unhurried friendship create a kind of wealth that never appears on a balance sheet. Call someone because you miss them. Share a meal, celebrate another person's progress or sit quietly with someone who has had a hard week. These ordinary acts deepen connection, and connection gives every accomplishment a context worth having.

Choose relationships that encourage your growth while they let you remain fully yourself. Befriend caring mentors and steady teammates, spend time with people who widen your view and become someone who carries encouragement into the room. Listen well enough to let another person finish a thought, give your full attention and celebrate progress while their achievement stays at the center of the story. Spirit also grows through purpose, so let your dreams mature as you do and keep tying today's work to something that matters well beyond today's convenience.

Take the Field as a Viable Teammate

Every worthwhile team depends on people who arrive ready to contribute. In our work the field moves with the team, so wherever the team gathers becomes the field. A living room becomes the field. So does a restaurant, a video call, a conference line, a training event, a community gathering or a major convention. When the team takes the field, viable teammates make a real effort to show up present, prepared and useful.

Show Up Ready to Play

Treat meaningful team events as priorities, because proximity to people and learning creates opportunity. Arrive ready to listen, bring something to write with, ask useful questions and stay fluent in the tools the team has chosen. When the team runs on Telegram, conference calls, social channels, shared calendars or Academy resources, learn them well enough to stay informed and responsive. Strong teammates make themselves easy to reach and easy to count on.

I often say that success is built on inconvenience. Meetings land on busy days, the most useful conversations arrive when you feel tired and an important event may ask for a longer drive than you would choose. Worthwhile results usually ask something of us before the effort feels comfortable, which is exactly why willingness matters so much. The habit of showing up trains you to choose the useful action over the easy default whenever the outcome earns it.

Bring curiosity into the room and treat each gathering as a chance to learn something, meet someone and grow more capable. When a new person walks in, help her feel oriented: introduce yourself, explain what comes next and answer the simple questions she may hesitate to ask. Ask about her goals and dreams before you talk about your own. A newcomer often remembers the first person who made the room feel safe to enter, and you can become that person long before any title arrives.

Lead Before Anyone Calls You a Leader

Leadership begins with useful action, and a follower count merely names who already listens. If the team is learning, show up and learn. If chairs need moving, help move them, and if someone can use an introduction you can make, make it. Study leadership as deliberately as you would study any other skill, because leading well asks for the same practice. A person with zero followers still demonstrates

leadership by noticing what needs attention, accepting responsibility and doing the useful work in front of her.

Strong leaders also make other people stronger. When the relationship, the experience and the responsibility are yours to carry, share what you know in ways that grow another person's capacity and independence. Encourage effort, name real progress and help a teammate see the next useful step. The strongest player on the field does more than display her own strength. She raises the quality of play in everyone around her.

Grow Your Friend List Forever

Build one list and call it your friend list. Business candidates, customers, referral partners and future collaborators may become subsets of that larger circle over time, and friendship stays the primary category. I recommend making one genuine new friend each day, because the practice changes both the size and the quality of your life. Learn names, families, work, interests, goals and dreams, and give people room to tell you who they are before you decide where any relationship might lead.

Approach a new relationship with real curiosity about the other person and let your own presentation wait its turn. Ask what he is building, what he cares about, which challenge he would most like to solve and which dream keeps pulling him forward. Listen for the places where you might add value through business, friendship, community or a single useful introduction. Friendship makes a far stronger foundation when your interest comes first and any later opportunity grows naturally from relevance and trust.

Build a Culture Where Everyone Belongs

Worldwide PURE carries its standard in its own name, because PURE stands for People United Reaching Everyone. We welcome people across race, age, gender, nationality, ethnicity, background and belief, because our shared work gives us plenty of constructive ground to stand on together. Open team meetings stay centered on learning, encouragement, health, enterprise, relationships and the goals that brought everyone together. Personal conversations about religion or politics belong in private relationships where everyone involved welcomes them, and the team field stays positive, hopeful and open to all.

Inclusion asks for daily practice. Learn to pronounce people's names, make room for newcomers, notice who still waits for an introduction and stay curious about

experiences and worldviews different from your own. Ask thoughtful questions and let people show you who they are. A worldwide team grows stronger when people bring their full humanity into the room and trust that the common field will stay respectful, useful and focused on helping everyone move toward their goals.

Foster Positive Relationships Through Character and Mentorship

Strong relationships grow from predictable character. Say what you mean, mean what you say and keep the commitments you make. When circumstances change, communicate early and take responsibility for your part in the outcome. Practice that standard first in private, because the choices that draw no applause still shape the person who eventually walks into your family, your business and your team.

Keep Your Word and Own Your Results

Accountability begins with you. Tell the truth, honor your agreements and treat other people with the fairness and dignity you expect for yourself. When you make a mistake, own it plainly, repair what you can and take enough from the experience to improve the next decision. Character shows itself through repetition: you arrive when you said you would, you finish what you accepted, you speak up when conditions change and you leave other people free of the choices that were yours to make.

The Golden Rule gives us a dependable baseline. Treat people the way you would want a thoughtful, honorable person to treat you, then add the maturity to see that another person's preferences may differ from your own. Respect, truthfulness and follow-through travel well across every culture, because they tell people your word carries weight. Trust grows slowly through ordinary consistency, and that consistency becomes one of the most valuable assets you bring to any team.

Consult Weekly With Your Assigned Mentor

Within Worldwide PURE, substantive coaching follows a defined relationship, so the person guiding you holds real context and a genuine stake in your success. Start with your sponsor and ask one clear question: "Who is my mentor?" The sponsorship and leadership structure points you toward the right person for your goals, abilities, experience and current needs. In many cases your mentor will be an experienced Platinum or higher in your line, and another senior leader may be the better match when a particular question calls for different experience.

Consult regularly, ideally each week while you build actively, and bring your goals, questions, priorities and ideas to every conversation. Before you pour significant time, money or energy into something new or unfamiliar, ask for perspective from

someone who has already walked farther down the road. An experienced mentor helps you focus your effort, see your blind spots and stay aligned with company requirements and applicable law, or connects you with a senior partner who knows the issue better.

Respect your mentor's time. Prepare before you meet, take notes and follow through on the actions you agree to. Learn your mentor's story and share your own, so the relationship grows past a list of instructions. Good mentorship blends perspective, accountability and genuine interest, and the student keeps full responsibility for her own choices. The purpose is simple: shorten your learning curve while you build judgment strong enough to carry greater responsibility.

Carry Challenges Upward and Shine Light Across the Team

We send encouragement in every direction and carry challenges upward to the people equipped to resolve them. Bring problems, concerns, complaints and hard questions privately to your mentor, coach, senior associate or senior partner, because those people hold context, experience and a defined stake in helping you succeed. This habit protects relationships by handing each issue to someone who can act on it, and it keeps frustration from becoming the loudest energy in the room.

Apply the same discipline when someone else struggles. Encourage teammates downline and crossline, celebrate effort and progress and answer the plain factual or logistical questions you can answer well. When a question calls for judgment about Life, Health, Wealth or Legacy, help the person reconnect with her assigned mentor or a qualified professional. Encouragement travels freely across the whole organization. Substantive coaching lives inside the relationships that carry responsibility, experience and genuine accountability for the result.

Know When to Coach and When to Listen

Good teammates tell the difference between caring about someone and taking charge of that person's direction. Family ties, sponsorship lines, assigned mentorship and paid professional relationships can create a real coaching role. Casual proximity usually does not. Before you offer substantial guidance, ask yourself three honest questions: do you hold relevant experience, has the person invited your input and do you carry a real stake in the consequences of your advice?

When those conditions are missing, thoughtful questions and attentive listening often serve far better than instruction.

Receive unsolicited advice with that same maturity. Thank the person, listen for anything useful and carry the important questions back to the mentor or coach who knows your goals and your circumstances. You can stay open to information while you keep your coaching relationships coherent. That balance protects your independence, honors the team structure and keeps one person's passing opinion from crowding out the guidance of someone who has earned the right to help you navigate the issue.

Practice Best Practices Until They Become Character

Best practices earn their value when repetition turns them into ordinary behavior. A rule you remember only during a training call does little for anyone. A principle woven into your habits changes how other people experience you. The practices below protect trust, strengthen communication and keep the field positive enough for people to learn, contribute and grow. Use them until the behavior feels less like compliance and more like character.

Shine Light Through the Team

Use uplifting, encouraging language with people throughout the organization, and let your words point toward progress, possibility and the next useful step. Carry concerns privately upward to the mentor, coach or senior partner who can address them. This approach trades gossip for problem-solving and gives every hard question a responsible destination. Healthy teams hold disagreement while they preserve respect, because members know where to bring friction and how to keep the common field constructive.

Share Opportunities and Knowledge Generously

Strong teams share useful information. Pass along business opportunities, relevant news, training, resources and lessons that help another person move toward a stated goal. Keep the line between sharing and coaching clear, so information widens someone's choices while the person keeps responsibility for the decision. You can hand someone a map, point them to a useful resource or connect two people who ought to know each other. Deeper personal direction belongs with the assigned mentor or a qualified professional.

Speak Responsibly About Health

Health communication rewards precision, because people may act on what they hear. Share your own experience as your own experience, and tell another person's story only when you can keep it factual and hold permission to tell it. Use current product facts you can verify from labels, approved company materials or other reliable sources. Teach what you understand clearly, separate education from any individual outcome and encourage people to research, ask questions and seek qualified professional guidance when their circumstances call for it.

People respond differently to the same food, product or practice, so our credibility grows when we respect those differences. Explain a benefit or a mechanism only as far as current evidence and approved materials support the explanation, and describe your personal results as personal experience rather than a forecast for anyone else. Consider a simple example: when a supplement helped your own energy, say exactly that, and let the next person test it against her own body rather than your promise. Responsible communication serves the listener and the team at once, because accuracy gives trust something solid to stand on.

Make the Field Better When You Enter It

Wherever the team gathers, arrive ready to improve the field. Welcome the newcomer, learn another person's goal, take notes, ask the useful question, share the resource and encourage the person who is stretching toward something hard. Look for the work that helps the whole room: move a chair, make an introduction, help someone find a resource, stay a few minutes to close the event well or send the follow-up you promised. Useful behavior builds influence long before any title appears.

Follow-through turns a good meeting into a real relationship. Review your notes, keep the promise you made, send the introduction you offered and reconnect with the person whose goal you said you would remember. Small acts of consistency give you an honest measure of your own growth, because they reveal whether your intentions survive contact with a busy week. People learn to trust the teammate whose actions continue after the room empties.

Deploy the Playbook Everywhere

The Worldwide Playbook belongs in your home, your friendships, your work, your enterprise, your community and every team you choose to join. Keep growing your mind, strengthening your body and feeding your spirit. Show up when the team takes the field, build genuine friendships, protect your relationships, seek qualified mentorship and keep your word. Help other people grow stronger when you hold the relationship, the experience and the responsibility to do it well, and spend encouragement freely wherever it helps someone keep moving.

Use these principles as a weekly reset. Ask what you learned, how well you cared for your body, where you made room for your spirit, whether you showed up when the team took the field, whom you encouraged, which new friendship you began

and whether your word matched your actions. Then choose one small improvement to practice through the coming week. Growth stays manageable when a large ideal becomes a specific behavior you can repeat.

Life, Health, Wealth and Legacy meet in the person living all four. Live Pure Academy gives us a place to study the principles, Worldwide PURE gives us a place to practice them together and your own life gives you the real field. Bring a stronger person onto that field, help the people around you grow stronger and keep refining the habits that make your presence useful. That is how first principles become a worldwide playbook.