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• HEAL WITHIN • AWAKEN CHANGE •

# A.S.K.

## A SERENITY KIT



A proven method to transform your  
unhelpful thoughts, emotions and habits

KELLY ARMATAGE

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# THE PREFACE

*“To know thyself is the beginning of all wisdom.”*

– Aristotle

When I first began my journey in counselling over 20 years ago, I was driven by a simple but profound question: why do some people seem to break free from life’s challenges, while others remain trapped in the same cycles no matter how much guidance they receive? Through years of practice and observation, I discovered a formula or method that consistently helps people shift their perceptions, release emotional blocks, break unhelpful habits and transform their lives. I realised quickly that while conventional therapy can offer support, empathy and understanding, it fails to generate profound and lasting change. There was something more – a missing element that addresses not just what people think or say but also the deeper truths shaping their thoughts, emotions and habits.

Early in my counselling career, I began to notice a striking pattern. In sessions where individuals were able to shift their pain into power, big life transformations occurred. These moments revealed to me the immense potential within each person: the ability to turn challenges into catalysts for growth. I observed that true change comes not only from talking about a problem but also from working with the cellular layers of the mind and body. These insights inspired me to ask a pivotal question: how can this process be made consistently and reliably accessible to anyone? I was inspired to develop a tool to help those who couldn't afford therapy or who needed a practical, structured method to guide their own journey of change.

A Serenity Kit (A.S.K.) is the culmination of that question, decades of professional experience and my own personal life path. Over thousands of client sessions, I've witnessed time and again that lasting transformation occurs when people are supported to confront, understand and release the blocks that are silently shaping their lives. It isn't about quick fixes or temporary relief; it's about creating genuine, enduring change that touches every aspect of life: how we think, feel and act.

The journey to developing A.S.K. was deliberate and intentional. I spent 18 months brainstorming and refining the approach before initially launching it in 2015 as small, practical kits that people could use in their daily lives. Over time – through experience, feedback and countless client sessions – the method evolved and expanded. I've now documented it comprehensively in this book, which makes it accessible to anyone seeking growth, clarity and empowerment. What began as a simple idea has become a

philosophy, a mindset, and a practical framework for living with greater insight, resilience and purpose.

The professional recognition of A.S.K. further underscores its value and credibility. It has been accredited as a qualification for therapists and coaches through the International Coaching Federation (ICF) and has reached audiences through major media outlets, including the BBC, the *Sunday Express*, *Psychology Today* and TEDx. This recognition reflects the reliability and professional grounding of the approach, which provides reassurance for those seeking a trustworthy path to meaningful change.

The importance of this work extends far beyond individual healing. Every one of us carries layers of intergenerational trauma, ineffective childhood and societal conditioning. These patterns shape our emotions, thoughts and actions. When left unexamined, they can keep us trapped in repetitive cycles that limit our growth, relationships and overall wellbeing. When approached with intention, support and awareness, however, these patterns can be transformed. A.S.K. is designed to help you navigate this transformation by offering insight, guidance and encouragement along the way.

This book isn't a manual for solving problems in isolation; it's a companion for your journey of self-discovery and self-mastery. It invites you to explore your mind, emotions and behaviours with curiosity and compassion. It asks you to be courageous, to face old patterns and to embrace the possibility of profound change. My hope is that it inspires both understanding and action, which will encourage you to take deliberate steps toward growth, healing and empowerment.

As you read, I encourage you to approach this work with openness. Transformation rarely happens in a straight line; it's a process of learning, unlearning and evolving. But it's always possible when approached with intention, consistency and self-compassion. My deepest hope is that this book helps you cultivate greater strength, success and serenity, and that the insights you gain ripple outward, not merely improving your life but also enhancing the lives of those around you.

Welcome to your A Serenity Kit – your journey toward transformation, healing and self-discovery begins here.

With gratitude,  
*Kelly Armatage*

## Chapter 1

# THE PURPOSE

*“Your purpose in life is to find your purpose and give your whole heart and soul to it.”*

– Gautama Buddha

Most people consider their **purpose** to be serving their unique gift to the world for financial or emotional reward. Your purpose could be a role as an artist, an engineer, a carpenter, a leader, a chef, a parent or any number of expressions of self. Whilst following your purpose is an essential part of life and conducive to passion, happiness and success, what if there were a deeper layer to it? What if your purpose also includes pursuing the healing of your mind, emotions and soul? In doing so, a collective healing occurs, raising the overall consciousness of our planet.

That’s the purpose of A Serenity Kit (herein referred to as A.S.K.) detailed in this book. A.S.K. provides a simple yet powerful method for people to heal from past trauma, shift unhelpful perceptions,

ease emotional pain and break free from harmful habits. A.S.K. directs individuals to learn their life lessons.

Whilst we can find purpose in using our skills and gifts in our careers, another key purpose is for us to heal, grow and awaken as individuals. Healing includes shifting painful thoughts, which in turn will elevate our emotional experience. Growing involves releasing limiting habits and adopting beneficial ones. Awakening includes learning life lessons so we can each embark courageously upon our life's next chapter and lesson.

Our fundamental purpose as human beings is to awaken. A.S.K. will help you with your awakening, your self-development as an individual and your evolution as a soul. It will guide you to identify and purify unhelpful patterns within your subconscious. A.S.K. helps you to move from pain into power.

As we awaken, we become aware of how we're thinking, feeling and acting in any given moment. Upon awakening, we become aware of our self. We're moved to elevate our minds and hearts to higher realms of consciousness. A.S.K. is designed to offer a straightforward method for us to heal adverse mental, emotional, behavioural and relational patterns, which enables growth and change. Its purpose is to transform emotional pain and behaviour from darkness into light.

As we purposefully pursue healing, an in-depth transformation occurs: past trauma starts to heal, unhelpful habits fade away and a renewed sense of wholeness comes about. Healing our core wounds not only enhances our wellbeing but also positively impacts our relationships and life outcomes. Following an intentional path to

healing empowers us to navigate life's challenges with emotional intelligence, thus setting us up for a more fulfilling and serene future.

Dedicating the same effort, energy and passion to the healing process as we would to our careers can result in a deeper joy. Professional success brings temporary fulfilment, but awakening will bring lasting peace. This dedication to healing not only improves our wellbeing but also positively impacts those around us, which fosters a ripple effect of compassion. By prioritising our journey of self-development, we cultivate a balanced and harmonious life, which enriches both our personal and professional life areas.

A.S.K. is a comprehensive therapy approach designed to create life change by using psychological and spiritual modalities. It's a cognitive behavioural therapy tool that enables a rewiring of your limiting perceptions, emotions and habits. It also has somatic healing elements, which help you to shift stored trauma. As a manifestation technique, it guides you to release emotional blocks, which allows you to align your conscious goals with universal laws. Finally, as a spiritual tool, it steers you to learn and grow from life's lessons.

With A.S.K., you can actively identify your unhelpful perceptions, pain, picked-up habits and payoffs. It guides you to shift these subconsciously, which leads to transformation. Additionally, it shows you how to find freedom from all past adversity and hardship you've endured. This in-depth change fosters personal insight and a deeper understanding of others, which develops space for life change.

In the forthcoming chapters, you'll discover psychological truths and learn why we do what we do. This knowledge will unravel the intricacies behind A.S.K. At the end of the book is the A.S.K. worksheet along with a guide that gives straightforward step-by-step instructions on how to complete the worksheet. The A.S.K. worksheet is a tool you can turn to whenever you experience emotional pain, face life's challenges, or wish to change old habits and patterns. Think of the A.S.K. worksheet as your go-to therapist. Just as you'd attend a therapy session, you can complete the worksheet to help solve your issue.

Whilst talk therapy can offer support, it may not be sufficient for creating a deep pattern change. This is because standard talk therapy focuses solely on the conscious mind, whereas deeper patterns are found in the subconscious. Simply discussing problems doesn't reprogram this in-depth conditioning. Lasting change requires working with the subconscious mind. A.S.K. is designed to access and reprogram the subconscious.

A.S.K. offers a structured process that enables you to observe your ingrained perceptions, emotions and habits – effectively putting your neural pathways on paper. By writing these down in a specific process, you gain awareness of your in-depth behavioural conditioning. Through an emotional shift, you're then able to turn around unhelpful patterns that keep you stuck. A.S.K. will guide you to produce new neural pathways and habits, which promotes new life results.

As the creator of A.S.K., I've dedicated a significant amount of time to developing it. I've been a counsellor for 20 years, and during this period, I've facilitated over 15,000 client sessions.

Through this process, I've been able to observe patterns of human behaviour meticulously. I've also walked my own path through trauma. My growth from healing these past experiences and my years of counselling people have both helped me to develop the therapeutic tool that is A.S.K.

I envision A.S.K. as a valuable modality for self-development, healing and change. It's a pocket-sized therapist to help you address any issue in your life. A.S.K. serves as a powerful tool on the pathway to your success and enlightenment.

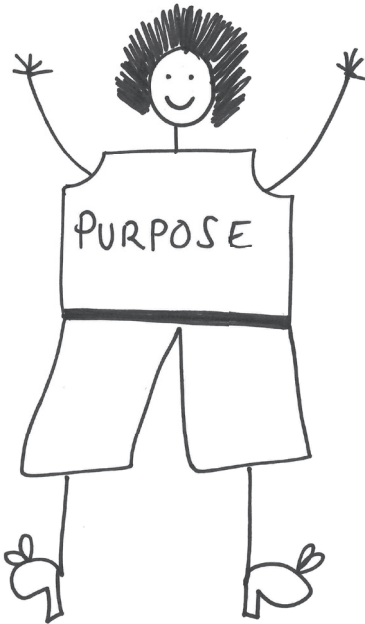
The A.S.K. methodology has been designed to be applied to any negative occurrences: conflicts, difficult situations, dysfunctional relationships, career issues, parenting challenges, financial fears, leadership dilemmas, weight issues, health concerns, negative habits and any external conditions that we may be emotionally reacting to.

The results I've witnessed are notable. In my practice, my clients have experienced significant transformations after just one A.S.K. session. They have overcome issues such as insomnia, anxiety disorders, smoking, depression, bereavement, anger, co-dependency, dysfunctional relationship habits, conflict struggles, harmful addictions and coping mechanisms. Entrepreneurs have used A.S.K. to identify and change limiting leadership habits, which has engendered increased business profits. Individuals have manifested new job opportunities and greater financial wealth. Most significantly, A.S.K. has been fundamental in helping to heal past traumas from all types of abuse.

My intention is that the content in this book alone will provide a deeper insight into the truth of human behaviour. This knowledge

will produce a deeply ingrained and continual compassion for yourself and others, and a new and truthful perception directed towards the behaviours of mankind. Furthermore, the A.S.K. worksheet is there for you to use whenever you have a life issue. I hope you'll use it again and again to help you fearlessly face the challenges of life.

So let's have the courage to dive in and explore self-awareness, self-discovery and self-awakening. As Buddha said, let's give our whole heart and soul to this purpose of healing ourselves, which will in turn help to heal the world. I hope you can have the courage to open your mind, heart and soul. Through this, you'll experience the peace of deep healing, the surrender of the old path on which you have walked and the transition to a whole new one: the path of fresh understanding and self-awareness. The path of purposeful healing; the path to serenity.



- Here's a person who's aware of their thoughts, emotions and habits.
- They work on their healing purpose regularly.
- They're happy and growing in life.

# A PROVEN METHOD TO TRANSFORM YOUR UNHELPFUL THOUGHTS, EMOTIONS AND HABITS

What if you had a simple yet powerful tool to heal emotional pain, break negative patterns and transform your life anytime you needed it?

A Serenity Kit™ (A.S.K.) is a groundbreaking method that blends psychology, cognitive behavioural therapy (CBT), somatic healing and spiritual wisdom to help you release what's holding you back. Developed by therapist Kelly Armatage, A.S.K. has helped thousands gain freedom from trauma, limiting beliefs and ingrained habits.

In this book, you'll discover how to do the following:

- Heal emotional wounds and past trauma
- Shift unhelpful thoughts, emotions and habits
- Increase self-awareness and understand human behaviour
- Set clear boundaries in relationships
- Create the life outcomes you desire

Complete with a practical guidebook and worksheets, A.S.K. equips you with tools you can use anytime, anywhere. Whether you're facing challenges or seeking growth, it's your pocket therapist for strength, success and serenity.



Kelly Armatage is a globally recognised therapist, TEDx speaker and creator of the A.S.K. method, whose work on trauma and transformation has reached millions worldwide. Her expertise has been widely featured in international media, including *HuffPost*, *Psychology Today*, the BBC, the *Sunday Express* and more.

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