

PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

Achieve Remarkable Business Results

The Step-by-Step Marketing System
to Help Grow Your Natural Therapy Business

Decide Believe Dream

Module 01A

Table of Contents

Introduction 3

Decide 4

The Importance of Making a Committed Decision 4

Definition: To Decide 4

Benefits of Making a Decision 4

What a Decision is Not 5

Assignment 1 – Make Your Decision 6

Assignment 2 - Build Your Commitment 7

What is Commitment? 7

The Defiant Decision 9

Believe 10

The Importance of Belief 10

Assignment 3 - Create Your Belief Narrative 11

Assignment 4 - Create Your Belief Statement 13

Belief + Action = Success 14

Dream 15

Importance of Identifying Your Dream 15

Mistakes to Avoid 16

Assignment 5 – Write Out Your Dream/Vision 17

Summary 23

Key Points 23

Bonus Assignment – Make a Tape Recording 23

For Inspiration 25

Attitude of Gratitude 26

Gratitude Sheets 27

Copyright © 2007 by Margaret Gill. All rights reserved.
 This E-Book is part of the curriculum of Abundant Private Practices and is non-transferable. It may only be used if you have enrolled in a paid teleclass or seminar.

Introduction

Dear Therapist,

Do you want to “make it” in the natural therapy industry? Well, you have to be fully committed, because it isn’t easy. You have to really believe that you can do it. (Chances are your belief isn’t as strong as it needs to be. It’s normal and I’ll show you how to change that.) And, you have to take the time to identify what you really want and then get it down on paper!

You know how you can’t construct a building without first laying a solid foundation? The same is true for your business. The success of your natural therapy business is directly related to the strength of your foundation.

In this class you will:

- Make a committed Decision about your natural therapy business that inspires you to take action.
- Increase your belief in yourself by creating your Belief Narrative and Belief Statement.
- Write a clear, inspiring, vivid Dream for your business and life that will literally pull you forward.

Before I continue, I want to be frank. I know that there are a couple of things that can happen right now. You can skim through the material or you can set aside time, roll-up your sleeves and get serious about building the business (and life) you really want.

I strongly recommend you choose the latter. I want you to succeed! Be a “True Business Owner” and treat this module as importantly as it is.

Schedule time right now to start building a solid foundation for your natural therapy business and dedicate quality time to do the assignments.

Embrace how critically important these foundational pieces are to the success of your business and develop and implement new habits that will help you build your belief, connect with your vision and strengthen your commitment.

It’s really that important!

Be Remarkable



abz change x x
😊

Decide

“To get new results you must take new actions
and all actions are fathered by a decision.”

~Anthony Robbins~

The Importance of Making a Committed Decision

The first step in building a successful natural therapy practice is making a decision to do so!

I want you to think about that for a moment. The first step in achieving a successful natural therapy business is to make a decision to do so. I bring this up because so many therapists jump into the profession and immediately focus on how to get clients, how to make money, how to market and how to close sales before they have fully committed to having a successful natural therapy business to begin with.

A committed decision is one of the three foundational pillars upon which your successful natural therapy business is built.

Definition: To Decide

The word decision comes from the Latin root *decidere*, which means to *cut off from*. When you make a decision you cut off all other possibility. Think about that. According to the definition, if you make a decision that you are going to succeed as a natural therapist, it means that you are cutting off the very possibility of not succeeding.

That's powerful! And that's the kind of committed decision you have to make about your natural therapy practice.

For example, you could decide to do whatever it takes. You could decide to build a successful natural therapy business or to make a meaningful impact in the world. One of my favourite decisions is beautifully simple: Commit to being a successful natural therapist. Decide to be a successful natural therapist!

Unfortunately a lot of natural therapists who are “trying” to grow their business haven't made a committed decision to succeed as a therapist. They are feeling things out, waiting to see what happens, hoping to get clients, waiting for a sign from the Universe. There is no real commitment or determination. Don't let this happen to you. The first step to go from “trying” to “succeeding” is a decision.

Benefits of Making a Decision

Building a business is not easy. If you don't fully commit to doing what it takes, you won't succeed. It's that simple.

When you make, and connect with, your committed decision, you will have more focus, clarity, purpose, inspiration and motivation. Let's face it, obstacles will arise! If it was easy to build a successful and profitable natural therapy business, everyone would be a natural therapist.

Your decision will remind you of the reasons why you became a natural therapist and why you want to succeed in this business. When you deeply connect with your decision and your reasons, you will be inspired to take the action necessary to succeed.

This may sound contradictory, but the decision, in and of itself, means nothing. It is the inspired action that results from you making a decision and connecting with it every day that really matters.

What a Decision is Not

A Decision is Not a Goal

I think goal setting is great, but the power to achieve them comes from the DECISION. The first step is to make a committed decision. THEN you set goals that are congruent with your decision. But the decision comes first.

Decision: Declaration, commitment, in general, comes before the goal

Example: To have a successful natural therapy practice.

Goal: Where you want to be, specific, measurable

Example: To have 100 new clients in 6 months.

A Decision is Not a Mission Statement

I don't want you to turn your decision into a long, flowery, descriptive mission statement. There is nothing wrong with having a mission statement for your business or life, it's just not what I recommend right now!

I want you to make a decision that stirs up your emotions. Your decision should connect you with your passion for natural therapies. Your decision should strengthen your commitment, inspiring you to take action even when it isn't easy.

Decision: Clear, Concise, Memorable, Inspiring

Example: My life purpose is to be a natural therapist. It is who I am.

Mission Statement: A narrative description of a purpose or aim

Example: I endeavour to manifest my destiny by enabling people to come to balance and achieve optimum health in the mind, body and soul.

My committed decision is to do whatever it takes to bring peace to the planet. I do that through every single person that takes my courses, that gets one more client, which helps one more person come to balance. People who are happy and have lives that are in balance are at peace within, are at peace with everyone and everything on the planet. This is how I will bring peace.

We have a lot of work to do together to get anywhere near bringing this to reality. I am really committed so please get on the peace train, we are ready to pull out of the station.

Assignment 1 – Make Your Decision

Make a conscious decision, a real declaration, about your commitment and desire to build a successful natural therapy business.

Ask Yourself: “What decision can I make right now that will spur me into action and help me stay committed to being a successful natural therapist?”

Examples:

“I commit to building a successful natural therapy practice.”

“I’m doing this and not giving up!”

“I’m an amazing therapist with a successful practice and great life.”

“I commit to being a masterful therapist, having a thriving practice and living the life of my dreams.”

Elements of a Powerful Decision

Clear

It should be easily understood by a 12 year old.

Concise/Memorable

You should be able to easily recite your decision from memory.

Evokes Feeling

The actual sentence isn’t as important as the feeling behind it.

Inspires Action

The best decision you can make is one that inspires you to take action, even when you don’t feel like it.

Are You Ready? Take time RIGHT NOW and make a powerful decision that inspires and motivates you. This is a critical piece of the foundation upon which your successful natural therapy business is built.

My Decision:

Assignment 2 - Build Your Commitment

Now that you have made a decision, the next step is to get fully committed. The key is desire!

What is Commitment?

“An obligation, promise, etc, that restricts freedom of action”
~Collins Concise Dictionary~

When you commit, it means you don't go all flaky when the challenges come or when you get put outside your comfort zone.

Most people are TRYING to get their small business happening. There is a huge difference between commitment and trying.

For instance some years back I committed to ride my bike to work each morning and so had to ride it back home again. Before I understood what commitment was all about, each time it rained or it was cold or the wind was blowing the wrong way, I simply decided to take the tram. Guess what? I didn't get the results I was looking for. I was TRYING to ride my bike to work, I wasn't really COMMITTED to riding my bike.

When I realised what commitment really meant, I understood that I had to get on that bike when it was raining. I had to get on the bike when it was cold. And most certainly I had to get on the bike when I truly didn't feel like it. I also had to put a system in place so that I rode home and didn't just get on the tram and go back home the easy way.

Failing to plan is planning to fail.

One more thing I realised was that I needed to plan. It was imperative that when I rode in the rain, that I had a raincoat. I needed to arrange a locker at work so I could store dry clothes. I also had to leave time to be showered and ready for work as normal, so I had to get up earlier.

The old Mz Margz would have deemed this all too hard and forgotten about riding the bike. But the new more committed Mz Margz got all those things organised and went about riding in all weather conditions. The more I rode the fitter I got, the more I saw results and the more I naturally WANTED to ride the bike.

Your business will be the same. The more you plan, the more you act and the more you simply do things when you don't feel like it or when it hurts or when it's uncomfortable, the more results you will see. Once you start seeing results, you will of course naturally want to do the things that help grow your business. You will overcome the fears. You will overcome the discomfort of talking about what you do to strangers. You will learn to “sell” what you do and make it sound so attractive that people want to use your services and pay you money to do that.

Until you really commit to building your business, it will always be an uphill grind. How do I know. Well I've been there myself and I can promise you, if you put

The Defiant Decision

OK – now that was all very positive but I’m going to share a BIG dark secret with you. Please don’t tell any of those wafty positive souls who never let any dark thoughts or words pass through their being.

I love my positive statements but to be totally frank and honest the thing that makes me do the really hard stuff like pick up the phone when I really don’t want to is my Defiant Decision.

Do you remember the wonderful little cartoon of the defiant mouse that did the rounds a few years back? There was a cute little mouse standing on a barren cliff face with no where to go. Flying towards him was an enormous eagle with a massive wingspan and talons & beak ready to swoop in and rip him apart. The little mouse was standing there knowing he was seconds away from being eaten but he was defiantly giving the eagle the finger. The caption was “the last act of great defiance”. This is a funny but memorable message that has been etched into my brain as I defied the odds and got my practice happening.

My defiant decision statement is the thing I’ll do ANYTHING to avoid and it is:

“Do this or you have to go back to corporate”

There it is my ultimate driving force. When everything else fails and I’m faced with doing something I really don’t want to do and all the positive affirmations aren’t working I simply say “well Margaret if you don’t do this and make a bit of money you’ll have to go back to corporate to pay the bills”.

You would be amazed how defiant I can become and how quickly I go into action when faced with the thought of going back to corporate. The reason is that as humans we relate better to pain than pleasure (as weird as that sounds). So when I weigh up the pro’s and con’s of what it means to not be working for a boss again and not working on soul destroying projects with people who have sold their souls to the machine against the freedom of my own business, then it becomes an easy option. The reason is because I know what working for the machine feels like is because I can evoke that feeling in every cell. Peace on the planet is a wonderful thought but as yet I haven’t fully experienced it so I can’t always use it fully to motivate myself.

So what is your defiant decision?? Write down now what you will have to do if you DON’T take the correct actions. My Defiant Decision is:

If I don’t do this I’ll have to:

Believe

“If you can conceive something in your mind
and believe it to be true, then you can achieve it.”

~*Napoleon Hill*~

The Importance of Belief

Who is the greatest miracle in the world? YOU ARE!

Most of us have not begun to tap into our true greatness and all that we are capable of achieving. Want to know the secret for unlocking your greatness? It is in your mind.

In Brian Tracy's book, Maximum Achievement, he tells the story of a young boy who graduated from high school with straight A's. He took the SAT college entrance exam and received a report stating that he scored in the 99th percentile.

He thought being in the 99th percentile meant that 99% of the kids who took the SAT scored better than he did. (As opposed to the other way around!)

That year the boy began college. He struggled and his grades were awful. So his advisor asked, “How could you get straight A's in high school and do so poorly in college?” The boy said, “Well, I'm not as smart as I thought; 99% of the people who took the SAT did better than I did.”

The advisor immediately explained to the boy that in reality he had scored better than 99 percent of the people.

The next semester began and guess what? The boy started getting A's again.

The power of our mind is truly amazing. When the boy believed that he wasn't very smart or capable, he behaved that way and got the corresponding results. Once he was told and once again believed that he was gifted, intelligent and capable, he got A's.

Most people doubt themselves. For some it's occasionally, for others it's often. We also tend to put other people on a pedestal. The funny thing is that the people we idolise often doubt themselves as much as we doubt ourselves. We all have problems, insecurities and challenges. What distinguishes the truly happy, successful and fulfilled people is how they handle problems and challenges. Belief is the best tool!

The more you believe in yourself and your abilities, the more likely you are to accomplish your goals and reach your dreams.

Assignment 3 - Create Your Belief Narrative

This is an important assignment designed to help you identify and embrace all of the reasons *WHY you believe* you will succeed as a natural therapist. Think of it as a resume times ten! I have heard that this is not the easiest assignment. So if you sometimes struggle with acknowledging your gifts, talents and skills, NOW is the time to get over that!

Instructions:

Write an exhaustive list of the reasons why you believe you will have the life and business of your dreams. Include your skills, talents, education, philosophies, experiences, personal characteristics, etc

Use complete sentences and the word "I."

Write as much as you can. Notice as your feelings and emotions begin to swell. Write until you can't think of anything else to write.

Stop, take a break, and then come back to your Belief Narrative and start writing again.

Do this three times! This serves two purposes. First, when you take a break and then return, you will be able to go much deeper and uncover things that aren't right at the surface. Second, each time you continue working on this assignment read what you have already written. Not only will it help get you in the proper mindset, it will also enable you to start fully integrating everything you have written!

Example:

"I will have a successful natural therapy business because I'm an excellent therapist and completely believe in the value of natural therapies. I use the therapies myself and I walk the talk around my therapy. I really care about my clients and their health and well-being. I'm a great listener and my positive, energetic and motivating personality inspires and encourages people. I have a great attitude, I'm persistent, committed and motivated....

I also have excellent sales and marketing skills, critical for growing a business.

I've planned for this and have enough financial reserves to live on while I grow my business. I have supportive friends and family, a great coach and a network of colleagues who I can learn from...

Perhaps most importantly, I have already been successful in virtually every major endeavour I've undertaken, starting in high school and continuing on until today... (Elaborate here on past accomplishments and achievements!)

I have successfully completed my training program and have already treated several people. I'm committed to continual learning and will never stop improving and growing.

Okay, you just read this example. Take time RIGHT NOW to start your Belief Narrative. I have included space to write it here or if you prefer, get out a note pad or do it on the computer.

Belief + Action = Success

Chances are that you will experience challenges as you build your natural therapy business.

As with any other business endeavour,

- You will be rejected
- You will make mistakes
- You will fail more often than you like
- And you will doubt yourself

It is your response to these challenges that determines your success. When you notice that your belief is waning, use it as an opportunity to deepen your commitment!

- Think about your Decision
- Re-read your Belief Narrative
- Meditate on your Belief Statement
- Get in touch with the feelings you had when you initially did these exercises and your belief in yourself will increase

Each time you do this, you add a layer of “muscle” to your belief.

And sometimes, the best (and only) way to build belief is by getting into action. Lack of action is usually caused by fear. And you know what brings about the fear? Shaky belief. Fear stems from lack of belief!

So when you take action, your fear diminishes and your belief comes back!

I am not saying that these assignments will stop any doubt from creeping in. But, doing these will create a solid foundation.

One of my colleagues in the USA has a daily practice, which I love. Every day for two minutes before she starts work, she connects back to her vision, values and beliefs and focuses on her dream. Two minutes is all it takes. We can all do that and it is hugely powerful.

What is your daily 2 minute practice?

COMMIT to building your belief on a daily, weekly and monthly basis because it really is an ongoing, never-ending task. Virtually nothing is more important than belief.

If you believe, you will take the action necessary to build the business of your dreams!

Dream

“Nothing happens unless first a dream is created.”

~Carl Sandburg~

Importance of Identifying Your Dream

Now that you have made a committed decision and built your belief, the third step is to create a compelling dream or vision of what you want your natural therapy practice and life to look like.

Why is this so important?

Perhaps Stephen Covey explains it best: Begin with the end in mind. Having a clear, specific, vivid and inspiring vision for your business and life is critical to achieving it.

I have had two clients who have taken out major national awards. Both told me the very first time that we met that they had a dream. They wanted to be recognised as the best. They had clear pictures in their mind of what that meant to them and they went about creating it.

It's funny; as someone who helps others, I am sure you know how tremendously powerful and effective creative visualisation can be; to bring an idea from the ethers into the mind, into a picture, into writing, into words, into action, into reality. This is the process of manifestation. We may guide the process for our clients, but not fully utilise it ourselves. Well now is your chance!

Start thinking about your vision:

- How many people do you want to treat?
- Who are you treating?
- What are you treating?
- Are you travelling and speaking to audiences?
- Are you meeting with clients in person at a clinic or working from home?
- What is your treatment room like?
- What is your waiting room like?
- Do you have a view from your treatment room?
- Have you become a specialist in your area?
- Do you have a media presence?
- Are you working on Tuesdays and Thursdays so you can spend incredible time with your family or travel with your spouse?
- Are you reaching out to thousands of people who might read the books you write or attend programmes you design?

How vividly can you paint your dream?

How clear can you get?

Mistakes to Avoid

There are several ways to identify your dream or vision. Following are three exercises you can choose from. Pick whichever feels right to you. In the interim, here are some “mistakes” I sometimes see when people are working on their vision or dream. Don’t fall into these traps!

1. Dreaming Too Big

Some people have a tendency to create grand visions without any intention or desire to take the actions necessary to achieve their dream. There is nothing wrong with dreaming big; the key is believing it and then demonstrating your belief by acting!

2. Dreaming Too Small

On the flip side, some people are afraid to dream big, so they settle and dream small. Don’t go to this extreme either! Think about what you really want. You can have it!

3. Basing Your Dream on “Shoulds”

Sometimes we base our dreams on what other people want for us or what we feel that we “should” do or have. Obviously a big no-no! Your dream needs to be perfect for you.

4. Worrying About “How”

As you work on your dream or vision do not worry about how you’re going to achieve it. Have you ever heard the saying, “When the why is big enough, the how will follow”? The same applies to your dream. If you identify what you really want and believe you can have it, the “how” will show up!

5. Choosing the Wrong Time Frame

I used to instruct participants to write about their vision for their natural therapy practice when it reached its pinnacle, which might be three to five to ten years in the future. If you can “see” that far into the future, great! If not, pick a time frame as far into the future as you can see.

6. Don’t Beat Yourself Up

I know from personal experience that it is very hard to manifest anything when the bank manager is knocking down your door, or your creditors are phoning daily asking for money. Dream big by all means but make certain you are in a head space to be able to believe what you dream in your current reality. There is huge pressure from books and movies to dream up a storm, but remember most of those people struggled hugely until their dream came true.

7. Focusing on What You Don’t Want, Not What You Do Want

We are very grand at knowing what we don’t want. This is what most people focus on – the things they don’t want in their life. Energy follows focus. Whatever you focus on is what you get more of. So in focusing on what you don’t want you are just writing out a purchase order to get more of those things.

It is really important to understand what you WANT and only focus on what you want. Leave anything else out of your thoughts.

Assignment 5 – Write Out Your Dream/Vision

On the following pages are three exercises that will help you uncover, clarify and articulate your dream for your business and your life. Start by doing the exercise that feels most right to you.

Your goal is to identify and write down what you *really want* your life and business to look like. Think about the best vision you can imagine. Don't worry about how you're going to make it happen. Instead focus on what you REALLY desire for yourself and your life, both personally and professionally. Be as specific as possible!

Before I present the exercises, here are some questions to spur your thinking:

In Your Natural Therapy Business...

- What are you doing professionally? (One-one treatments, teaching, speaking, live workshops, authoring books?)
- How many clients do you have?
- What are your clients like?
- What kind of impact are you having on your clients and in the world?
- What kind of income are you earning?
- What is your reputation in the industry?
- What is your work environment like?
- Are you working alone or with others?
- How is your office set up?
- Do you have an assistant or other systems in place to support your business?
- How many hours per day/week/month are you working?

"visualising your results is the key to realising your results."

~James Arthur Ray~

In Your Personal Life...

- What qualities do you possess?
- What are you learning?
- What skills have you mastered?
- Where are you living?
- How are your days spent?
- What are your relationships like?
- How is your health and wellness?
- How do you express your spirituality?
- How active are you in your community?
- Are you engaging in some type of service?
- What do you do for fun and recreation?
- What do you really love doing?
- How do you want to be remembered when you are gone?
- What causes do you support and how are you doing this?

As you work on your dream ask yourself:

- Is my dream a reflection of what I really want?
- Is my dream congruent with my values and priorities?
- Does my dream inspire and excite me?
- Have I been as specific as I can be about my dream?
- Does it incorporate and balance all the important aspects of my life?
- Is it a dream I REALLY want and am willing to work to achieve or is it a "pie in the sky fantasy" that is as likely to happen as winning lotto?

"You have to decide what your highest priorities are and have the courage -- pleasantly, smilingly, nonapologetically -- to say 'no' to other things. And the way to do that is by having a bigger 'yes' burning inside. The enemy of the 'best' is often the 'good.'"

~Stephen Covey~

Next, review the following three exercises and then do the one you think will be most beneficial in helping you clarify your dream/vision of what you really want for your business and life.

Exercise 1 – Identify Your Ideal Day

Isn't your life just a series of days? This exercise is designed to help you become clear about your ideal workday and ideal non-work day. When you do this you will be a lot closer to identifying your dream.

Instructions:

1. Write out, in as much detail as you can, your ideal day.
2. I recommend starting with an ideal workday and then doing an ideal non-work day.
3. Be as specific as possible, focusing on things that make you feel great!

Example:

I wake to the sound of birds by my window; I'm well-rested and excited about starting my day. I begin by doing my morning yoga practice and get excited and motivated to take on the world. Next, I have a healthy breakfast with my family and have some quality time together before I start working. At 9 o'clock I go into my office, where everything is ergonomic – I have a comfortable chair, my massage table is adjustable and set up the way I like it. I have all the systems and technology I need to support me in my business. At 9:30, my first client of the day arrives. She has been doing all the things I have recommended and her health has improved dramatically. The change in her makes my heart sing.

(Keep going and identifying every aspect of your ideal work day!)

Exercise 2 – The Critical Areas of Life

Another way to identify your dream or vision is to look at the key areas of your life. This is similar to the Wheel of Life tool. Some people love this exercise; others find it too overwhelming. It's up to you! This is just one of three suggested exercises to help you identify your dream.

Instructions:

Identify what you want for each of the following areas of your life, being as specific as you can!

- Love
- Family
- Business/Career
- Finances
- Health/Fitness
- Peace of Mind/Spirituality
- Physical Environment
- Recreation

Exercise 3 – The Future Letter

This exercise was originally created for the 90-Day Challenge, and since it worked so well for people it is included here as well!

Instructions:

Dedicate a solid, uninterrupted block of time and write a *Future Letter*.

Pretend that it is one year from now and you are writing a letter to someone you care about who would want to celebrate your success. Share what has transpired and what you have accomplished during the past year in your natural therapy business.

The goal of this exercise is to **identify your objectives for the year**. This format helps connect with what you really want, not what you think you should do. While you can certainly write whatever is compelling to you, important areas to address are:

1. What your natural therapy business looks like (number of clients, type of clients, revenue generated)
2. How you have developed your skills and talents
3. Your business infrastructure
4. Marketing strategies
5. What your typical work day looks like
6. Anything that is important to you regarding your business

Use the example below as a model. For maximum effectiveness, balance **what you would love to have happen** in your business and **what you believe can happen**. During the course of the Practice Building Success System you will be utilising the scenario you describe in your *Future Letter* to start “seeing” yourself as achieving it. You want to balance what you *currently believe* is possible with what you *could believe* possible.

For example, let’s say part of your long term vision is to write a best-selling book on your specialty and you haven’t yet written a word and aren’t even sure about the way to make it happen.

Better to write about what you believe you could accomplish (i.e., I’ve written the outline, have gone to a writers conference, have a lead on an agent, have written 4 amazing chapters and have sent 30 query letters) **than something that is a huge stretch for your belief** (i.e., I am a best selling author). Of course, if you want to have a best-selling book in contract within a year and believe you can do it, then don’t hold back!

Example

Below is an example of a *Future Letter* that Sally the coach might write to her aunt. As always, however you do this assignment is perfect, simply use this to spur your thinking and get you started!

Dear Aunt Jane,

It is New Year's Eve 2003 and I am taking some time out before going to a NYE party with John to share some of the many wonderful things that have happened in my natural therapy business during the past year. You have always been so supportive of me so I knew you would enjoy hearing about my success.

I started off the year with a solid commitment to make 2003 my best year ever, both personally and professionally. And you know what, it has been! I got really focused during the first 90 days and added 8 new clients by April 1st. My coaching practice grew throughout the year and I am currently working with 18 wonderful clients and earning \$6,000/month. I feel so blessed to be doing the work I love and sometimes can't believe I get paid to do this!

In addition to my 1-1 coaching, I have formed a partnership with a coach in the area named Helen. We met in January at a local coaching chapter meeting and created a "buddy system" as part of this great 90 day business building challenge I both participated in. We really hit it off and ended up doing several workshops together throughout the year. We have a lot of fun together and our workshops are one of the ways each of us acquire new individual coaching clients. I feel so fortunate to have found a way to beat the isolation that might have otherwise occurred if I did everything on my own and did all of my work from home.

As you know, I'm a firm believer in continuing to build my skills as a coach. So this year I attended two powerful seminars and successfully achieved my coach certification. I love the sense of competency I have as a coach and know that I am on the way to achieving true mastery. Of course, as I continue to refine my skills it benefits my clients, which is the real measure of my success as a coach.

One of my other huge accomplishments during the past year was making the transition to a "True Business Owner." Early in the year I realised that my success would be contingent upon really treating my coaching practice like a business, and I have. The guest bedroom has officially become my office and it is set up exactly the way I like. I invested in the necessary technology, including a comfortable headset, a beefy laptop computer, a broadband connection to the internet and of course, I had a separate business phone line installed.

Since organisation has never been my thing, I hired a professional to come in and help me set up my files and my accounting software. Once I got the systems in place I've been able to keep everything up-to-date. I also got set up to take credit cards (and now most of my clients pay that way, which simplifies the billing process tremendously.)

This year I also launched my website. I had it professionally designed and learned how to do simple updates myself. I love how it turned out! I didn't want anything too complicated, so it focuses on providing value to my visitors by providing a number of helpful resources, such as book recommendations and downloads of some articles I have written. People can also sign up for my free "More Energy Thru Healthy Living" E-zine.

Speaking of my E-zine, I launched it in the summer and have 350 subscribers! As you know, I specialise in coaching people who want to have more energy and lead a healthier life. I have so much fun writing the monthly articles and from the feedback I've received, the tips, insights and strategies I share have been really beneficial to my readers.

A key component for making this year great was creating a schedule that works for me. It took a while to make it happen, but I'm now really pleased with the way my typical month and week looks! I generally coach my clients the first three weeks of the month. My coaching days are Monday – Thursday and I use Friday for marketing, admin and complimentary sessions. During my week “off” from coaching I write my newsletter and engage in other activities that help me grow the business, such as working on my alliance with the health club, contacting organisations about speaking engagements and meeting with Helen about our workshops.

Going back to the idea of being a True Business Owner, I finally realised that a business like this requires me to do continual marketing, so I picked specific things to focus on to build my business and have really created a system that works. The best part is I no longer feel like cousin Joe who is always prospecting for his multi-level marketing business. Remember when I first started coaching I thought everyone I met was a potential client and I felt like I was pitching my coaching to people I met at grocery stores, on planes, etc.? Well, once I figured out who I coach and what I coach on I was able to develop specific marketing strategies that directly target people who want to have more energy and live a healthier life!

I've also continued to learn more about the sales, marketing and business side of coaching and really feel like my skills in this area have grown exponentially. In fact, much to my surprise, I love learning about these things and feel great knowing that it's key to my long-term success as a coach.

One of the other big factors in my success was really leveraging the power of my thoughts and feelings. While I've always known the importance of making a committed decision, writing out my goals and believing in myself, I had never really taken it to this level before. And, boy, did it pay off!

In closing, I want to share the gratitude that I have for you and the many other people who have supported me in this endeavour. I appreciate it!

Happy New Year and hope to see you soon!

Love, Sally

Your Turn!

Okay, RIGHT NOW begin working on your dream! Too many people don't do these types of exercises because they make it *such a big deal*. It doesn't need to be a big deal! In fact one of my clients made is Future Letter fit in two paragraphs and it was an incredibly powerful Future Letter.

And it does not need to be PERFECT! In fact, there is no perfect.

Something I have found in my real world experience is that as you manifest things, the Universe always throws in something that is a little better than you originally thought would arrive. A bit of a cherry on the top. This can often send your original plan into hyper drive and what you thought would be the outcome of a certain scenario looks nothing like what you expected. A real world example was when my client won the Telstra Young Business Woman of the Year. I knew she was good and was destined for great things when I first met her, but in my wildest dreams I didn't imagine this happening within 18 months. I hadn't even thought about her winning a national award. It threw both of us into a tail spin because neither was ready for it but both of us have benefited from it. That award put both of us up into a new category that we had not foreseen.

I guess what I'm trying to tell you is, don't take this too seriously nor spend months trying to design the perfect dream or outcome, because something can and most likely will happen that will change your plan – for the good.

Our dreams are a “work in progress” and always will be. But the universe rewards focus, intent and action. Pick one of the three exercises and spend 15 minutes on it right now!

I bet you'll either be so into it you keep on going, or you'll want to come back and complete it as soon as you can!

Summary

Congratulations! You have completed the first class of the Abundant Private Practices - Practice Building Success System. I know this class covers a lot of material, so here is a brief summary of the key points.

Key Points

You must make a committed decision to succeed as a natural therapist, otherwise you won't.

Believing in yourself and your ability to grow your business is critical. Building your belief is an ongoing process. Read your Belief Narrative and say your Belief Statement regularly. And stay in action!

You must clearly identify what you want for your business and life to get it! When you have a dream and can “see” yourself living it, it starts becoming your reality.

Bonus Assignment – Make a Tape Recording

I list this as a bonus exercise, because I don't want you to stress out if you don't have a tape recorder!

The goal of this bonus assignment is to help you keep strengthening the three pillars of your foundation. You need to connect with your decision, your belief and your dream every day! Listening to a tape recording is one method. I've listed others below.

Instructions:

- Read your Decision, Belief Narrative, Believe Statement and Dream into a tape recorder.
- Listen to this every night before falling asleep and every morning when you wake up.
- Do this listening for one full month!

If you do this I GUARANTEE you will be blown away by the results. The pathways you burn into your subconscious will become so deep and strong that your commitment will be unshakable, your belief will skyrocket and you will literally find yourself starting to live your dream.

Here are some other things you can do to keep your foundation solid:

- Post your Decision where you can see it.
- Do a ritual around your Decision.
- Speak your Decision to others.
- Wear a piece of jewellery or use some object to symbolise your Belief.
- Say your Belief Statement out loud 10 times in a row 3 times per day.
- Read your Belief Narrative once each day.
- Do a daily visualisation to see yourself living your Dream.
- Create a collage as a visual representation of your Dream.

It doesn't matter what avenue you choose, the key is to get in the habit of:

- Speaking/thinking about your Committed Decision.
- Continually taking action and building your Belief.
- Visualising/seeing yourself living your Dream.

“Opportunity dances with those who are already on the dance floor”

~*H. Jackson Brown, Jr.*~

For Inspiration...

"When I have been truly searching for my treasure, every day has been luminous, because I've known that every hour was a part of the dream that I would find it. When I have been truly searching for my treasure, I've discovered things along the way that I never would have seen had I not had the courage to try things that seemed impossible for a shepherd to achieve"

~Paulo Coelho – The Alchemist~

"Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now."

~Johann Wolfgang von Goethe~

"Whenever you see a successful business, someone once made a courageous decision."

~Peter Drucker~

"Find a purpose in life so big it will challenge every capacity to be at your best."

~David O. McKay~

"Find a job you like and you add five days to every week."

~H. Jackson Browne~

"The minute you begin to do what you want to do, it's a different kind of life."

~Buckminster Fuller~

"Doubt is often the beginning of wisdom."

~M. Scott Peck~

"Every thought you have makes up some segment of the world you see. It is with your thoughts, then, that we must work, if your perception of the world is to be changed. Nothing but your own thoughts can hamper your progress."

~A Course in Miracles~

"As soon as you trust yourself, you will know how to live."

~Johann Wolfgang von Goethe~

"Somehow I can't believe that there are any heights that can't be scaled by a man who knows the secrets of making dreams come true. This special secret, it seems to me, can be summarised in four C's. They are Curiosity, Confidence, Courage, and Constancy, and the greatest of all is Confidence. When you believe in a thing, believe in it all the way, implicitly and unquestionably!"

~Walt Disney~

"The first and most important step toward success is the feeling that we can succeed."

~Nelson Boswell~

"Live in your imagination and not your memory."

~Steven Covey~

"Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails.

Explore. Dream. Discover."

~Mark Twain~

A Native American elder once described his own inner struggles in this manner: "Inside of me there are two dogs. One of the dogs is unhappy, insecure and full of doubt. The other dog is joyful and confident. The unhappy dog fights the joyful dog all the time." When asked which dog wins, he reflected for a moment and replied, "The one I feed the most."

Thanks to previous students who have suggested some additional authors on this subject

- "Ask and It is Given". by Esther and Jerry Hicks with the Teachings of Abraham
- "The Seven Spiritual Laws of Success". Deepak Chopra
- "The Dynamic Laws of Prosperity" by Catherine Ponder.
- You'll See it When You Believe It - Wayne Dyer
- Everyday Enlightenment - Dan Millman

Attitude of Gratitude

Every spiritual guru tells us that Gratitude is the key that unlocks the abundance in The Universe. One of my colleagues in the USA told me that we need to develop a list of at least 100 things we are grateful for and when things aren't going so well, we return to our gratitude list to be reminded about all the things we have to be grateful for.

A list of 100 items sounds like a huge task, so let's start chunking that down each module. If you find seven different things each module to be grateful for, then at the end of this course you will have your Gratitude List with over 100 Items to review. (Your worksheet is on the following page)

Gratitude of that proportion floating out in The Universe can only generate good things and return good things so I suggest you get a separate folder or journal for your Gratitude List to grow into as you will have one of these sheets to add each module.

There are no hard and fast rules around your list – it's about what feels right for you. It can be business, personal, family, friends – you name it and it can go on your list. Just keep the list positive and in the now moment. You can be grateful for things that haven't manifested yet but the wording will need to be in the present moment, for example "I am so happy and grateful that

Gratitude Sheets

I am so happy and grateful that:

1.

2.

3.

4.

5.

6.

7.