

Some of you will be familiar with the Future Letter, from the 90 Day Challenge. You may have already done a future letter this year but now is a stunning time to review it and tweak or add new things in the New Year energy.

Your Future Letter is the key that unlocks the subconscious thoughts you have around your business.

The Future Letter Exercise

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 Abundant Private Practices 90 Day Challenge 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 organization 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 specialize 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 organizations 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

Pretty cool, huh? Don't you get jazzed just reading this? Well, imagine how you will feel after you write your own! If you want to have a look at mine, it is here.

Many of the things in Sally's letter can be in yours and you can feel the same sense of pride and joy in your business as she did. Sally is a coach but you can see how she was setting up her systems and getting clear on her *who* and *what*. Find some time now to get clear on what your business and life will look like in twelve months.

I wish you all a stunning 2007 and I look forward to seeing your growth and being part of your success in the New Year.