



Business

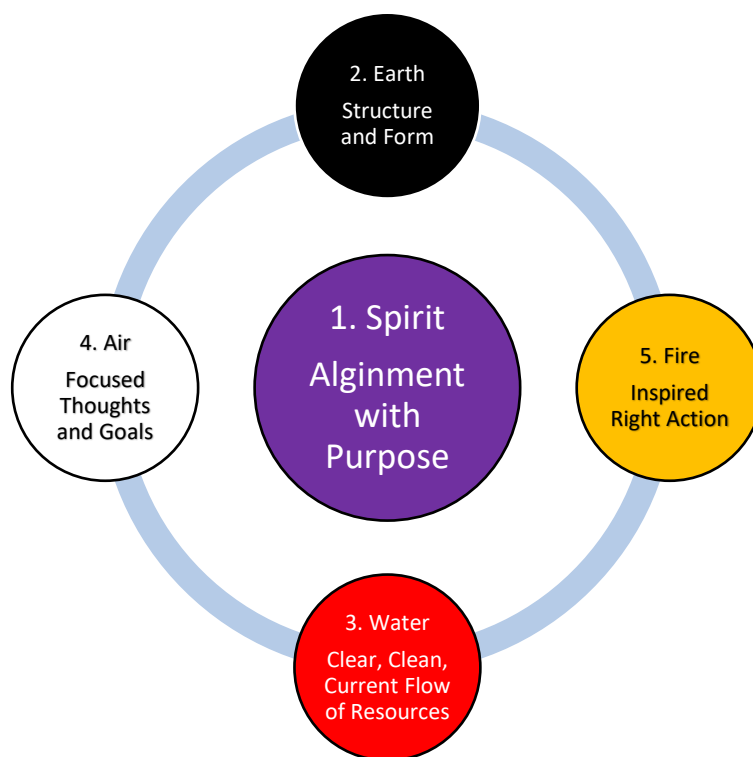
On Purpose

Part V: Take Divine Right Action

“Success is not final, failure is not fatal: it is the courage to continue that counts.”

-Winston Churchill

We are now ready to complete our circle by moving to the East – The Fire Door – Divine Right Action! Notice that this is the last door we move into after we have made all our preparations. Again, remember that just as we had a flow in our Water door that needed to be contained by the structures of our Earth door, our “Inspired Action” in our Fire door must be contained by clear and concrete goals in our Air door. If we can be crystal clear on our goals and have a clear direction for where we are going, we can focus our Mind to **Hold** our **Goals** in the West. Today, we are going to review those goals and transform them into action steps that can really move you forward.



As we begin to consider, what we need to be spending our time doing, it is very important that we don't get caught up in doing "busy work" and neglect things that are going to truly draw in more clients and help us become financially successful. Here are some ideas from pros in the field that help us think clearly about what are activities that will begin to get clients coming in...

From Katrini Sawa:

Money-Making activities are the #1 thing you should be spending time on in the day-to-day running of your business.

Don't get caught up doing administrative tasks or time-sucking tasks that will never bring you customers.

Instead sprinkle in some of these quick and easy money-making activities among your big picture marketing plan and watch how more prospects come your way!

- #1. Add (and send a personal message to) 25 people in Facebook or LinkedIn to your profile or fan page.
- #2. Make 5 follow up phone calls to connect with people in your database, previous clients for referrals or upsells, prospects for new business and more.
- #3. Email 3 people asking them if you can speak at one of their upcoming events; include creative ideas so they email you back.
- #4. Write a quick, 'how to' blog post or article for your blog, ezine or fan page.
- #5. Connect via email, Facebook or phone with 2 people who you could do an article swap with, who have complementary businesses to yours ... and a list.
- #6. Record a video tip about your expertise or something you teach in your coaching/business along with a call to action and get it up on YouTube, linking it out to your social sites and blog too.
- #7. Create a new freebie or free tele-class that will be of interest to your target audience and start promoting it for list building.

From Kat Loterzo

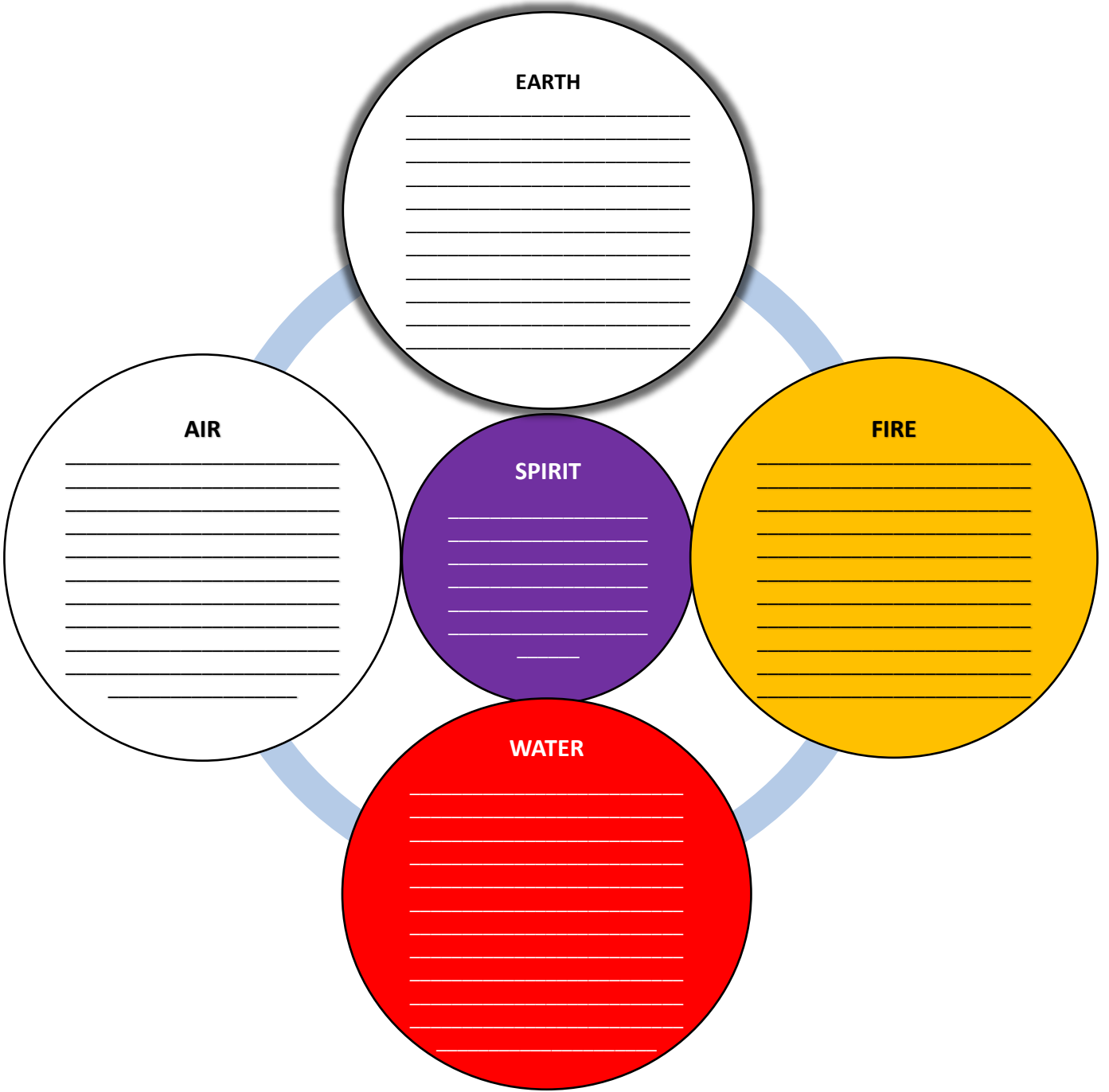
1. Blog regularly.
2. Believe big and remain committed to seeing your dream to fruition.
3. Don't wait to monetize. If you have a great idea, advertise it. Put it out there. Once it fills you can figure out the details.
4. Always be trying. Do something to bring in money everyday.
5. Don't be afraid to release something seriously expensive.
6. Offer things for very inexpensive to get peeps in the door.
7. Make freebies.
8. Know your Why
9. Mastermind

Now it's your turn. I have begun a list below of activities that can help you increase your client base and your income. Let's brainstorm some more.

1. Make a list and even a database of all your clients that you have ever seen for a session.
2. You may want to categorize them as active, saw one time, etc.
3. Contact them in some way: mass email, individual email, phone call, text.

4. Make sure you have set a goal of how many clients you want to see monthly, weekly, daily, and how many new clients you want to recruit monthly, weekly, daily.
5. Set up presentations, speaking engagements, etc.
6. Go to a trade show – the Spirit Mind Body Fair is November 4 and 5.
7. Create a brochure and distribute it.
8. Make sure you have plenty of business cards and pass them out regularly.

Today we are going to focus on a few exercises that will help you determine the right actions to take and when to take them. The first thing we want to do is get a clear picture of where we are. The wheel serves us very **well** with this because we can use it to clearly see what areas need more of our attention. Take a few moments to look at the list we have compiled above. Then I want you to look at the goals you laid out last week. Ask this question: What is the one area, that if I focus on it, it will move my business forward now? Then using the wheel on the next page, or the creation template, map them out, step 1,2,3.



So once we have all of this laid out in front of us, it may seem overwhelming. We may feel like we want to attack it in a linear fashion, one piece right after another until we complete it. That may work for some, but it will be important for us to remember that just as we called in the Elemental Forces to help us with our plan, we need them to help us as we execute that plan. They work in tandem and rhythm together and we can harmonize our work to work with them rather than be at swimming upstream.

We live on a rhythmic planet. All the energies are either "designing and directing" or "clearing and releasing." Likewise, as we work on our business, and our business works its magic on us, there are times when we will be designing and directing or clearing and releasing. This will happen in each of the doorways on our wheel. It also happens in big and small ways on our planet all the time. From the seasons to the moon cycles and everything in between. So when you think about how to move forward and what to do when, you want to begin thinking about what the energy on the planet is supporting.

For instance, we are in the perfect place to be doing this kind of planning because we are at the beginning of a growing cycle. This fallow time has been a great time to begin this type of work.

So take a look at your "to do list" wheel. See if you can categorize those things that are "designing and directing" and those that are "clearing and releasing." Be sure to indicate which doorway they live in.

Designing and Directing

Clearing and Releasing

Next we want to consider other things that may or may not be on our above lists that are things we need to be doing on a regular basis to keep our business moving. This will also help us stay in the Rhythm of our Business and keep our momentum high. It will be important for you to look closely at your goals in the Air Door. Make sure that what you are doing is going to take you to the goal you set for yourself. Look at the big picture so you can get a broad view of where you are and where you are going.

Things I need to do Yearly

Date to Begin

Things I need to do Quarterly

Date to Begin

Things I need to do monthly

Date to Begin

Things I need to do weekly

Date to Begin

Things I need to do daily

Date to Begin

Look at the items in the yearly, monthly, and weekly sections. Refer to the calendar on page 6-7 of our last class and plot these items on your calendar. Determine if they are designing and directing or clearing and releasing and do them at a time that is supportive of that kind of work.

Determining what is important

Everything we do to support our business is important. It all needs to get done. However, there are some things that will get us paid, and some things will use up our time. If you are like me, you may want to do all of it yourself. That is not humanly possible. Take a moment to consider what daily tasks, that if you did them every day, or at least on a very regular basis, would make you money.

Money Making List

Now, compare this list to all of your other lists. Are there things on here that are on the other lists? If you take the time to do these things, how are you are going to get all the other stuff done?

DELEGATE!!! There are many ways you can do this. There is a website called www.fivers.com where you can find help with just about anything for as little as \$5! I would encourage you to hire or trade someone to help you with the details of your life and your business.

Take a moment now to review your lists and determine if there are things you can delegate. Notice that I put a date on this list. I did this to encourage you to take action on delegating some of your work!

Things I can delegate

Date of contact

So if you don't have a planner or a regular calendar you use on a daily basis, it would be time to invest in one. This is really the only way you are going to be able to stay organized. Using your phone is ok as long as you use it!

8 points a day

I borrowed this title from the book The Slight Edge, by Jeff Olson. In this book, he points to the "compound interest curve" and shows you how to use it to create anything in your life. He asks the question: What are those tiny little practices that if you do them every day, day after day, week after week, will make big changes down the road. Our businesses don't magically happen overnight. We work at them and practice at them diligently over a long period of time. Take some time to really think about this one. What are those important significant things, that if you committed to do them every day, would dramatically change your business over the long haul. See if you can list ten. Be sure to include things like learning, taking classes, nurturing yourself as well as the "daily grind" things. Give them a numerical rating as to their importance.

Now, commit yourself to 8 points a day.

Moving forward...

It will be important for you to keep your notebook handy and review it to keep your energy and momentum high. Look at each of your goals in each door way and see how you can move forward on each one. If you need help, or find you are stuck, you can contact me or one of your other classmates for support. I would encourage you to get buddy and call each other once a week or once a month to check in and report your progress. Make yourself accountable so you can grow.