



Designing Your 2016 Life and Business Plan Live Webinar Transcript

Welcome to our Direct Sales 101 Webinar, "**Designing Your 2016 Life and Business Plan: The 5 Step System Champions Use to Launch Their Year.**" The question of the moment is this: *Will you begin 2016 with a clear, concise plan to bring your greatest dreams and intentions to fruition?*

I can't wait to see what you'll achieve next year through your participation in this webinar. Here's the good news. If you're participating in our webinar live, you'll receive my entire transcription to create your blueprint. Just kick back and enjoy the webinar because you'll receive my entire training word for word.

I want to take a moment to thank our Gold members who continue to reinforce my training by producing huge changes in your lives and businesses. I am amazed at what you've achieved and am wowed by your consistent sales and recruiting and the changes you've made in your lives. Outstanding job! In fact Gold members how about sharing in our chat roll the impact the Gold Program is having in your life and business.

We have a lot to cover. Step into the moment, let go of what you were doing prior to the webinar and what you have planned afterwards because I believe your participation in this webinar could mark the beginning of an entirely new perspective and vision in your life and business.

Wow! As I was preparing for my message, I reflected on a recent call I had with our Executive Platinum Coaches. We were discussing the results and life changes our Protégé Members have achieved over the last six months and I was awestruck.

I was present with the tremendous growth that hundreds of our Protégé Member's have experienced in their lives, both personally and professionally. I have witnessed their growth, amplified fulfillment and vitality, increases in income, sales and group production

and this has all happened from the paradigm shifts that they have made internally; within themselves. Meaning, life doesn't change until we change. Our internal reality become our external outcome.

Every day I'm constantly reminded of the human potential through each rich conversation with my clients. I'm reminded of the courage, willpower and vision that each of us have within us. We are capable of more than we can even fathom.

If you're feeling that you haven't yet arrived at the level of success you wish to experience, it's never too late. The solution is decision. Just make a decision right now that you're ready for change! Commit to your and get out of the stands and step onto the court to play full out. It's a choice!

Our webinar revolves around setting up next year in a HUGE way. During our webinar I'll share aspects of how to design your ideal life and business plan. Your part to play during our webinar is to identify the two most important personal and professional intentions you have for next year.

During our time together I'll share the five-step process champions use to create a life & business plan.

I will break down my training into five sections:

- **Dream/Vision List:** An itemized list of what you desire to achieve, experience and have.
- **Intentions List:** A list of specific results you intend to accomplish in your personal and professional life within the next 12 months.
- **Values List:** A prioritized list of what you believe is most important to you in order for you to be fulfilled.
- **Action Plan:** A list of the steps within your realm of control that you must take action on in order to achieve each of your intentions.
- **Daily/Weekly/Monthly/Quarterly Activities and Tasks:** A prioritized list of the individually scheduled activities and tasks required to complete your action plan

I'm curious if you have a business plan. Have you ever learned how to create a thorough action plan for an objective/intention that was significantly important to you? Whether you want to have an ideal relationship with your spouse, become extremely fit, make \$10,000 a month or build a multi-million dollar business, a clear and concise business plan is the answer.

Section 1: Distinguish your dreams, purpose and vision.

I have heard it said that "Vision is the impulse pulling us to determine who and what we are capable of; it's the divine adventure into self-discovery where our greatest attributes are activated."

What are your life dreams? Have you ever thought about it? When was the last time you laid in bed and said, *"God, what are the dreams you have for my life? What do you desire living through me?"*

You and I are worthy of living a life of bliss, fulfillment and abundance, but unless we're clear about what that is, and unless we put our time, treasures and talents into that vision, it's inevitable that we're going to experience much of the same kind of life that we've been living. Why? Life doesn't change unless we change!

All of us on this call have had dreams and aspirations throughout our life and our job is to partner with our dreams, put feet to our commitment and step into action.

In general, your dreams fit into the following categories:

1. What you would like to have or own.
2. What you would like to do or experience.
3. Where you would like to go or travel.
4. Who you would like to be or become.
5. What you would like to contribute.

Let's talk leadership for a moment. What are some of the common dreams of a leader?

- Philanthropy: Making a difference to a cause.
- Self-actualization: Becoming the greatest rendition of oneself.
- Education: The mastery of a chosen craft.
- Recognition: For either achievements in leadership or income and sales.
- Promotions.

- Group Awards.

Let's play a game!

Locate a blank piece of paper and draw a big circle. Now make eight wedges; one horizontal line, one vertical line and two diagonal lines.

1. Financial
2. Health
3. Spouse
4. Most important relationships
5. Personal growth / spirituality
6. Fun / recreation
7. Physical environment
8. Career (two wedges)

Here's a fun exercise. Schedule an hour and give each of these areas a score on a scale from 1 to 10 based on your present fulfillment level. After you score each section ask yourself, "What would make it a 10? What would be ideal if this area was a 10?" If you complete this exercise you will discover hidden dreams. They'll permeate through the pages of your writing!

Here's what I want you to understand. Your dream/vision list is not necessarily your intentions or goals, but rather a method of clarifying what you desire, what excites you, what you think about, and what you want more of in your life.

Assignment 1:

- A. Complete your life wheel and write about what you would achieve and experience if each area was an absolute 10 based on your fulfillment level.
- B. Relax in bed during the morning or evening for the next three days and ask yourself the following questions:

What would I like to have or own?
What would I like to do or experience?
Where would I like to go or travel?
What attributes do I want to evolve?
Who would I like to be or become?
What would I like to contribute?

- C. Schedule an appointment with yourself to design a vision board by the end of the year.

Section 2: Distinguishing your top two personal and professional intentions.

Listen very carefully. Really focus on what I'm going to tell you. It's the magic potion. What is intention? It's basically what most people would call a goal. I define intention as that which we desire achieving or experiencing, and having a plan to attain it. I believe that the term "goals" has a negative connotation for most of us because it's really nothing we can control. Most of us have experienced the anxiety, frustration and the attachment that transpires when we set a goal and move toward it.

Most people get so caught up in the outcome of the goal that it diminishes their ability to enjoy the process and stay focused on the pleasurable feelings that bring the goal to fruition. Let's face it all we can control is our attitude, our thoughts and our actions. Even that can be somewhat challenging. The secret to manifestation is enjoying the process, growing from the experience and staying detached from the outcome.

Most people give the majority of their attention to whatever is happening right now. If the results please them, they feel good, but if the results do not please them, they feel bad. Think about that. It's really going about life the hard way. If you only have the ability to see what is, then things cannot improve. You must keep your mind anchored on what you desire attracting while finding the gratitude and fulfillment in your moment-to-moment experience. It's in all of that where you learn to find an optimistic disposition and gratitude in "what is," which supports the attraction process that pulls your desires toward you and improves your moment-to-moment experience regardless of the immediate result.

When you learn how to deliberately focus your thoughts toward good feelings, regardless of what is happening to you externally, it is not difficult to find happiness and maintain it even before you accomplish your deepest intentions. The feeling of struggling happens because of the continual comparison of where you are right now in relationship to the objective or intention you are striving for. When you constantly take score, noticing the distance that still needs to be traveled to reach your intention, you amplify the distance and separate yourself farther and farther from your outcome and that is why it feels like such an uphill struggle.

When you choose to care more about how you feel instead of what is happening externally and choose thoughts that make you feel happy, you then develop patterns of thought that will eventually bring your desires into fruition. Why, because you're choosing to focus on what you want instead of what you're experiencing and that's something you can control. You can't control an outcome. When you focus on an outcome you feel powerless and when you focus on what you can control you feel powerful. When you focus on good feeling thoughts you become powerful and you believe in yourself and then naturally take actions based on what you can control. It's through that process you realize that your value is not in the outcome or the achievement, your value is in what you can generate in the moment; the power to make decisions that are in your realm of control. When that becomes your greatest focus (making powerful choices), and it becomes a habit, anything you truly want will eventually come to be. It's simply law!

Here's the grand finale... If you are wise enough to follow the trail of good-feeling thoughts, you will discover that blissful path will lead you to all things you desire. By deliberately looking for positive aspects along your way, you will come into alignment with your greatest blessing and attributes and with that of which you really want. Once you do that, you will attract the achievements you desire.

An intention is becoming aware of what you want, why you want it and knowing you have a concise plan of attainment.

Think about it. When we intend on achieving something, or focus on a behavior that supports our development, or when we are experiencing something of great value, then we are in action with our commitments.

It's important to realize that you cannot control the fruition of a dream or intention. What you can control is the choices you make that support the manifestation of your intentions. Ultimately, your focus is to concentrate on your attitude, the thoughts you allow in your head and the actions you take. You cannot control your circumstances, the hand that's dealt to you; however, you can control the choices you make.

Intentions are commitments, dreams are not. Your intentions focuses on practicalities, where the fruition of a dream is an end. Your intentions are a means to an end. Your dreams and visions may take a lifetime, whereas your intentions are most likely realized within a year.

When you intend on doing, being or having something, you're in action with your commitments. What you're searching for is something that gives you passion and vitality because you'll naturally take action toward it.

It's important that your intentions are both specific and measurable. Specific means you define your intentions in terms that create a clear, concise, mental picture of what you desire. Measurable means you quantify each intention, making it objective instead of subjective. The more specific and measurable your intentions, the more quickly you will be able to identify, locate, create and implement the use of the necessary resources to attain them.

Let me give you an example. Let's say one of your dreams is to be the top recruiter of your company and you decide that your intention is to share the business opportunity with 40 new reps next year. You could write an affirmation that describes your intention.

"My intention is to mentor and empower women and men to create their rendition of an ideal life, personally and professionally. I am known as an empowering and inspirational person. My greatest intention is to attract 40 new representatives to my company this year that will experience the time of their life. I'm committed to the process but detached from the outcome. God, lead those to me that need what I have to offer. I will train and coach them in achieving their ideal objectives!"

Your challenge is to choose two personal intentions and two business intentions that you desire achieving within one year. It could be a three- month intention that's important to you now, a six-month intention or up to one year.

Your personal intentions might be discovered through your life wheel exercise.

- Ideal Health
- Ideal Income
- Ideal balanced schedule
- Ideal relationship with child, children or husband
- Ideal Environment

Your intention could revolve around character. Think about what happens when you set an intention around your character. You're focused on the inner game. Your intention could revolve around characteristics such as joy, integrity, authenticity, patience, service or esteem.

Several years ago I wrote an intention affirmation around confidence and esteem. I read my intention every day for four months. It was something like this:

“I am a confident and esteemed person. I study others who are confident; how they act, how they respond, how they carry themselves and the choices that make them feel confident. I make choices that make me feel esteemed. When I feel good about myself, I produce great results. Every Sunday I ask myself, “What choices made me feel confident and powerful this week? What choices made me feel not so confident and powerful? What did I learn? What might I change? What will I change? I am becoming confident about the person I am and how I show up in the lives of others.”

I studied confidence for a year and embodied my definition of confidence. It changed my life! How about you? What characteristics do you want to develop?

Assignment 2:

Choose two personal and two professional intentions.

Section 3: Values that relate to your intentions

Most of us set goals that focus on an outcome instead of a goal that brings us immense fulfillment. The *why* always wins over the *what*! The *why* gets you up in the morning; it’s your passion, your purpose, your values all wrapped up into one beautiful package.

Essentially, the *why* ignites your passion! And when you’re passionate about something it ignites your creativity and then the willpower kicks in. The *why* will sustain you during adverse times!

So what’s a value? Imagine you had a magic compass to guide you through the rough spots and to help you make difficult decisions and set goals for your life and work! Imagine that the compass always pointed you in the right direction.

If you have ever felt totally confused in your business or life, identifying your true values and making life choices congruent to your values will guide you in the right direction.

Navigators have always used north on a compass to guide them. Well, living by your values is your “true north” to keep you on a steady, fulfilling and authentic course.

When you choose to align your intentions with your values and refer to them when faced with important decisions or adversities, you’ll notice how natural it is to make decisions that honor what’s truly important to you.

This process requires focus and might take up to an hour in itself. I have an entire course that will take you through an entire value clarification exercise. I'll tell you more about that later.

Assignment #3

I want to challenge you to schedule out a few hours in between now and the end of the year to read the entire "Designing your 2016 Life and Business Plan." After you identify your two personal and professional intentions, identify the values that relate to each particular intention. The question you'll ask yourself is, "What values will I honor by moving toward this intention?" Let's play with the example I used earlier regarding sharing the business opportunity with 40 new representatives next year.

What values might be compatible with this intention's affirmation?

- Achievement
- Accomplishments/Results
- Passion
- Recognition
- Leadership
- Challenge
- Partnership

Section 4: Action Plan

What's an action plan? An action plan is a blueprint that supports the creation of your intention. There are two very important aspects of an action plan. First are the actions you will take to become the person you must become in order to bring your desires to fruition. Success doesn't just derive from what you do, it's who you are. The big question you will want to constantly ask yourself is, "Who must I become in order to attract my deepest intentions to my front door?" Then become it!

One half of your action plan is to distinguish the kind of person you are becoming. The second half of the action plan is the 'doing' aspect of the plan; what you will do in order to support the creation of your intention. An action plan is a list of successive steps or actions you must take, including target dates for their completion.

An action plan guides you to conceptualize and pursue an intention as if it were a single project. An action plan is like the table of contents in a book. The table of contents tells you

what you'll find in the pages of the book. Your action plan is all the necessary steps and strategies for completing your intention and it's all on one page, which makes monitoring your progress an easy task. Eventually you'll want to have each of your action items scheduled in your calendar on either a daily, weekly, monthly or quarterly basis.

Your action plan will consist of practices, activities and projects that are in your full realm of control.

Let's focus on our professional intentions and what activities, practices and projects might show up on our action plan.

The intention affirmation I've been referring to is the one about sharing the business opportunity with 40 new representatives.

What actions might you take that would support the fruition of your intentions?

Part of your action plan might revolve around identifying the characteristics and attributes that will support the manifestation of your intention. Imagine writing an affirmation that described the attributes and characteristics you desire focusing on.

For example, *"I am an engaging and connecting person. I am curious with others, spacious in conversation, and listen intently to others. I am known as a fun, joyful and confident person. I strive to serve others to my greatest capacity."*

Come on, how might that support your outcome if you read that every day for one year? What other choices might show up on the action plan?

- I will become educated on all aspects of sharing my business opportunity.
- I will interview three top leaders by February 1st who are successfully personally sharing their business opportunity to learn from them.
- I will refine and practice my offer.
- I will always use a guest care card.
- I will always bring three opportunity gifts to each party.
- I will always host a launch party for my new representatives and give them all the business from the event.
- I will host an Opportunity Celebration Event on the second Monday of each month and invite guests, hosts and all local representatives to participate.

- I will host a Facebook Opportunity Event on the fourth Monday of each month.
- I will tentatively schedule three dates for possible interviews every week.
- I will make guest care calls and follow up calls on Sunday evenings and Friday mornings every week.
- Gold members: I will study the "30 Day Recruiting Mastery Boot Camp" course.

Many of you most likely already have an action plan for part of your business, and most likely, several of the items on your action list are probably somewhat in place or perhaps something you used to do but aren't doing anymore. The advantage of a business plan is that you become more aware of what has worked in the past, what you've learned that you haven't implemented and what you've been doing that might be flat or no longer worth your time.

When you identify your two professional intentions, you'll most likely realize that you've been chasing several carrots instead of focusing on the single most important intention that's up close and personal to you. When you do, your priorities will change and you'll let go of the less important tasks or practices.

Your action plan will grow and change as you become more aware of the specific activities and practices that provide the greatest results.

4th Assignment:

1. After you clarify each intention ask yourself, "What education do I need to learn in order to support the outcome of my intention?" What might I change or enhance that would significantly increase my results?"
2. Interview two or three leaders or representatives that have achieved an intention similar to yours.
3. Distinguish the action items for each of your intentions.

Section 5: Daily, weekly and monthly activity list.

Your choices ultimately determine whether or not you'll manifest your intentions. Your action plan must show up on your daily, weekly, monthly and quarterly schedule.

Your action list is similar to a manual. The manual contains the step-by-step instructions on how to assemble a product, complete a project, or learn a new skill. Your action plan

will change through various stages as you become more educated, skilled and aware of the strategies and decisions that will manifest your intentions.

Your activity list is a prioritized list of activities that need to be done in order to meet the objectives of your action plan. Your daily, weekly and monthly activities will vary depending on what specifically needs to be completed or implemented.

Let me give you an example: I had a client who wanted to double the representatives on her team by the end of the year, and one of her action items was to offer an Opportunity Call Monday through Friday from September to the middle of December.

So she had the following items on her action list.

She listened and studied my curriculum, "Exploding Your Group Recruiting Over The top." She took my program on how to design an incredible Opportunity Call and broke each section down and designed her ideal Opportunity Call.

She study the section on marketing and successfully launched and marketed it to her team.

She added times in her calendar to study, plan and execute. She's added 1600 to her team since September. Isn't that amazing!

The bottom line is that everything on your action plan must show up in your calendar in some form or another.

5th Assignment:

Review the transcript and the last section on, "Designing your Life and Business Plan." After you clarify your two personal and professional intentions and action plan for each intention, begin adding them to your calendar as intentional or fixed activities.

Are you ready to create your ideal 2016? See it, be it, do it!

Love and success,

Steve Q. Wiltshire, CEO
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