

CREATING WEALTH AND A POSITIVE MONEY MINDSET

Admiration Process

You may not realize this but what you admire in other people like certain qualities, results they achieve and characteristics are really the qualities that lie within you and are possible for you in your life. This exercise will help bring out the qualities that are in you that right now you may only see in other people.

It is important for you to know that these qualities reside in you in order for you to recognize them in someone else. I bring them to your attention so you can accept them as your own and practice owning them in your life. Even if you currently don't experience yourself being some of those things, you will.

Once you really understand that the qualities you see in someone else, whether it's the amount of money you are making, or how clear, powerful and confident you are as a coach or how unique you are in the world, you will be able to fully accept and own them.

Now let's do a fun process. I want you to list at least 5 individuals you admire. They can be a friend or family member, celebrity, TV personality, someone no longer alive, a person in history, a character in a movie or book or even a bestselling author. Anything goes. You're going to include the specific qualities, characteristics, achievements and/or unique abilities that you admire about them. Indicate all five people and fill in each of the ten boxes for each person you select.

Before you start, take a look at the example provided.

Name of Person: Celine Dion

1. Bilingual and can speak different languages
2. Allowed her to be a superstar
3. Married her beloved over society objections
4. Didn't sacrifice her desire to work and be a mother
5. Travels the world
6. Has a team to support her
7. Benevolent and philanthropic
8. Takes great care of her body
9. Shares the stage with aspiring singers; not always about her

10. Elegant and Glamorous

Name of Person 1:

Name of Person 2:

Name of Person 3:

Name of Person 4:

Name of Person 5:

When you have completed the Admiration Process for each of the five people you have selected, go back and review the qualities and characteristics you've listed. Use the space provided below to share your reflection on the three most important qualities you see in the people you most admire. What are the top qualities you are lit up by and see in others? How does it feel to know that these qualities can be ignited inside of you as well?

Stage Process

An experience that I have always found helpful is a guided imagery process that will reveal to you something you've always wanted to do or have or be that perhaps you've rejected or kept in the background of your mind. It's not that you should actually pick up and suddenly **DO** this thing, but to consider it is a part of you that up until now, you didn't know about or were unwilling or unable to accept. There have been times, though, that someone will choose to experience that thing.

This is how you will complete this exercise: Simply read the guidance here, then relax into a comfortable position, take some deep breaths, close your eyes, and walk through the process as if it is happening right now in this moment.

Here it is: Experience yourself standing back stage in a theater alive with people waiting for the curtains to open. You are standing on a wood floor. Look down ... what do you have on? Now you are peaking out of the side curtains to view the audience. What do you see? How do you feel? You are now walking to the center of the stage and preparing yourself to present yourself to your audience. You can feel the warmth of the stage lights shining on you.

You signal the "go ahead" to the stage manager and the curtains rise to reveal you standing there. The audience is standing and when they see you on stage, they begin to cheer! What do you want to share with them? What are you doing?

How do you feel as you're doing it? Take your time and let yourself have your moment in the limelight.

When you finish, notice how the audience responds to what you have just concluded. A standing ovation occurs! Again the entire audience is cheering, clapping and applauding you. Take some steps back and bow to acknowledge your audience. The curtains are now lowering in front of you. What are you feeling now?

I consider this as an opportunity to begin exploring what you've just experienced. Incorporate this into your life and your business. It really doesn't matter whether or not you choose to do exactly what you experienced on stage. What matters is you are now aware of the qualities you desire to bring to the world.

Now that you've visualized this Stage Experience, use the space below to write out your reflections based on what you felt and saw in this activity.

Setting Your Life Intentions

When you thoughtfully and consciously create an intention only then do you have the ability to create and manifest your desires. Your life intentions give a clear, pure focus to your energy. They represent ways of being and typically begin with the words, “to be”. We all have a different blend of life intentions that reflect our unique contributions we are here to make. They guide us and express who we really are, calling us to grow and develop. They bring joy and meaning to our lives.

Some examples of Life Intentions are:

To be a successful and highly profitable entrepreneur

To be financially successful and have financial freedom

To be making \$10k+ a month consistently

To travel the world professionally and personally

To have an amazing brand and build an amazing tribe of people who like, trust and buy from me

To have a consistent stream of clients from around the world

To be very clear on who my ideal client is

To have coaching/consulting/product packages that are unique: exciting to me and my clients

To have \$X amount of money per month to have a virtual assistant support me and the growth of my business

Life Intentions Activity

Step One: Quiet and empty your mind by bringing your attention to your breathing.

Step Two: Imagine there is no concern about money, time, and talent and list anything and everything that you have ever desired to experience or anything that has ever captured your interest.

This is a great opportunity for you to really stretch, go big, be as outrageous as you like, making sure these things are something that genuinely attract you, and are authentic desires.

Some examples:

Having a new, sports or luxury car; Owning a beautiful home; Flying first-class; Owning a sailboat, Hiring a fabulous team for the business (VA, graphic designer, etc.); Hiring a fabulous team for the home (personal assistant, nanny, chef, etc.); New wardrobe; Contributing \$10k to charity; Hire a trainer to be in great shape; Take a trip around the world; Pay tuition for college education for children; Speaking on stage, Having a list of 20,000+, Having Facebook likes of 20,000+, Turning your yearly income into your monthly income, Speaking at dental conferences with standing room only.

Write down your list here:

Step Three: Think about why you desire each of the items you've listed. What desire would it satisfy in you?

Once you've given this some thought, write those reasons down in the form of a 'to be' statement.

For example: Writing articles for specific dental journals and/or speaking at the Chicago Dental Meeting (Boston, MA dental conference) would satisfy my desire to share my message with the world. Or traveling to Venice, Italy would satisfy my desire to be a jetsetter, work internationally.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step Four: Let this list settle in with you for a few days and then go back to it, noticing how you feel when you read it, adding and subtracting phrases, as you feel necessary.

It may be helpful to share your list with another person you know well that can offer clarification if needed.

The intent of this process is to be emotionally satisfying. You have a new perspective and a clear view of your desires. Even if some of these areas seem or feel unbelievable in the moment, know that this is the starting place for manifestation. Look at these as essentially the very reason for your life's journey! You can do this and are meant for this.

Your life's intentions are reflections of your inner self, your heart and soul, and they offer a map to the kinds of actions and achievements that will bring you the most joy, your life based on your values. Read through this list daily to better connect with your path, and to give you the power to move you forward from your core with an endless supply of comfort and courage.

Understanding Your Motivation

Core Values Exercise

How often do you think about what truly motivates you and propels you forward in the way you work, live, love and behave in the world? In designing a life you love, there's not a "right" way to do it as much as "what is right for you". There's a lot of ways to do life. This is your opportunity to design your life based on your terms. It is essential to gain clarity on what your deepest values are. There is no right or wrong and all values are important because they are a deep part of you.

Core Values are the fundamental beliefs guiding your behavior and choices of action. Knowing our core values help us stay aligned with our truth and to fulfill our goals. Following are some examples of Core Values.

Core Values List

Familiarize yourself with the list of Core Values below and add any values that you believe apply to you if you do not see them listed. (Circle all that apply to you and add any additional)

Achievement	Adventure	Alone Time	Beauty
Being the best	Being Supported	Being Visible	Challenge
Comfort	Commitment	Courageous	Creativity
Community	Education	Empowerment	Environment
Family	Financial Freedom	Fitness	Friendship
Fun-loving	Health	Impact in the world	Lifestyle
Luxury	Independence	Inner Peace	Inspiration
Intelligence	Inspiring	Intimacy	Joy
Leadership	Learning	Love	Motivation
Optimistic	Passion	Performance	Personal Growth
Play	Positive	Productivity	Relationship
Reliability	Respect	Security	Self-Care

Service	Spirituality	Strength	Success
Time Freedom	Variety		

To help you narrow down your core values, here are some great questions to consider:

1. Think back to a time in your personal life where everything was going extremely well, perhaps these were the happiest days of your life or the happiest event of your life, a time that you really enjoyed.

Which core values were being honored during that time?

2. Think of a time in your personal life where things were not going well, when you felt stuck, afraid or frustrated. Maybe you felt like the world was going to end or you just couldn't keep going forward.

Which core values were not being honored during that time?

3. Now remember a time during your career or current business where everything was going extremely well, you were reaching goals, feeling confident, successful and happy, and you really loved what you were doing.

What core values were being honored during this time?

4. Now think about a time in your career, your life or current business where nothing was going well. You felt stuck and at a loss. What core values were not being honored during that time?

5. Think about your favorite book or movie. Did you resonate with one of the characters? Was it the story that you loved and did they really made you feel good? Why is this? Write your reflection in the space below and list all of the core values that represent the characteristics of your favorite character or the story that you most admire.

6. I would be totally miserable if _____ was missing from my life.
(Fill in the blank with your top 5 core values)

7. I experience happiness and fulfillment when _____ is in my life.
(Fill in the blank with your top 5 core values)

It's important to remember that a Core Value is only a Core Value *if it has an active influence in your life* and if you the business choose to live by it!

It truly matters that you know why you do what you do and you know what you do serves as a tangible example of what you believe. Knowing your motivational Core Values provides a measuring tape to monitor your actions and determine your responses to daily situations. It is a tremendous filtering device and magnet to bring your desires forward.

Notice the core values that you indicated most. Narrow down the list to your **TOP FIVE** core values and list them here.

- 1.
- 2.
- 3.
- 4.
- 5.

Your Big Why

Harnessing the Motivation and Driving Force Behind Your Business

Your big **WHY** or your motivation is the true driving force behind your life and it will be what propels your business forward. People who love their lives and build their business by starting with their personal motivation possess the ability to sustain their own success, inspire others around them and distinguish themselves from everybody else.

You are creating a business that reflects you and your big motivational **WHY**. Whatever you do must align with your personal mission, your values and goals. Your business is in service to your mission (not the other way around)!

The reason you are in business is not to simply attract people that need what you have but to exchange value with people who believe the same as you! If you talk about what you believe, you will attract those who believe the very same thing.

Your motivational **WHY** makes life and the business building process more enjoyable and is a force that makes miracles possible. It's all about staying true to yourself and connected to your desires. *Those who start with "the why" live an inspired life and have the ability to inspire those around them.*

Dig deep into your body and soul as you connect with your why. Your why will set the tone for every other decision you may in this program and in your business. Your why is an integral part of the fabric that makes up who you are and it will move you forward when you are faced with fear and obstacles. Knowing your why will make it easier to identify your ideal client, create your consulting/coaching packages and conduct discovery sessions with future clients. Devote the time necessary to really dig deep into why you desire to serve others through your business, your voice and your message.

Identifying Your Big Why

Answer the following questions and fill in your responses in the corresponding circles below. Each circle is numbered.

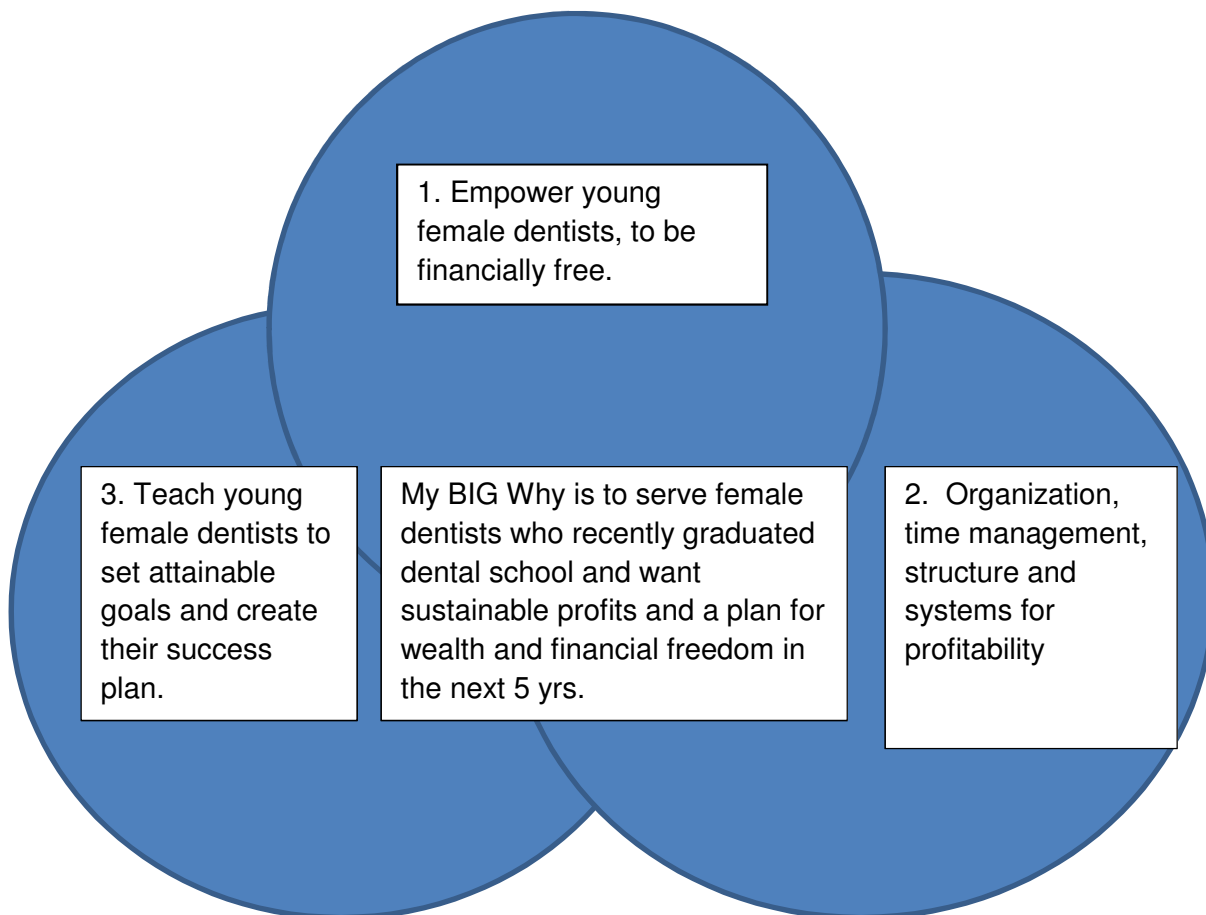
1. When you think about being of service to others through your work, where do you find the most joy, excitement and fulfillment?
2. What comes most naturally to you that you absolutely love doing?

3. What could you do all day for free and completely lose track of time?

Be honest with your answers as they are not what someone else wants for you, or thinks you should be doing, but what you most desire.

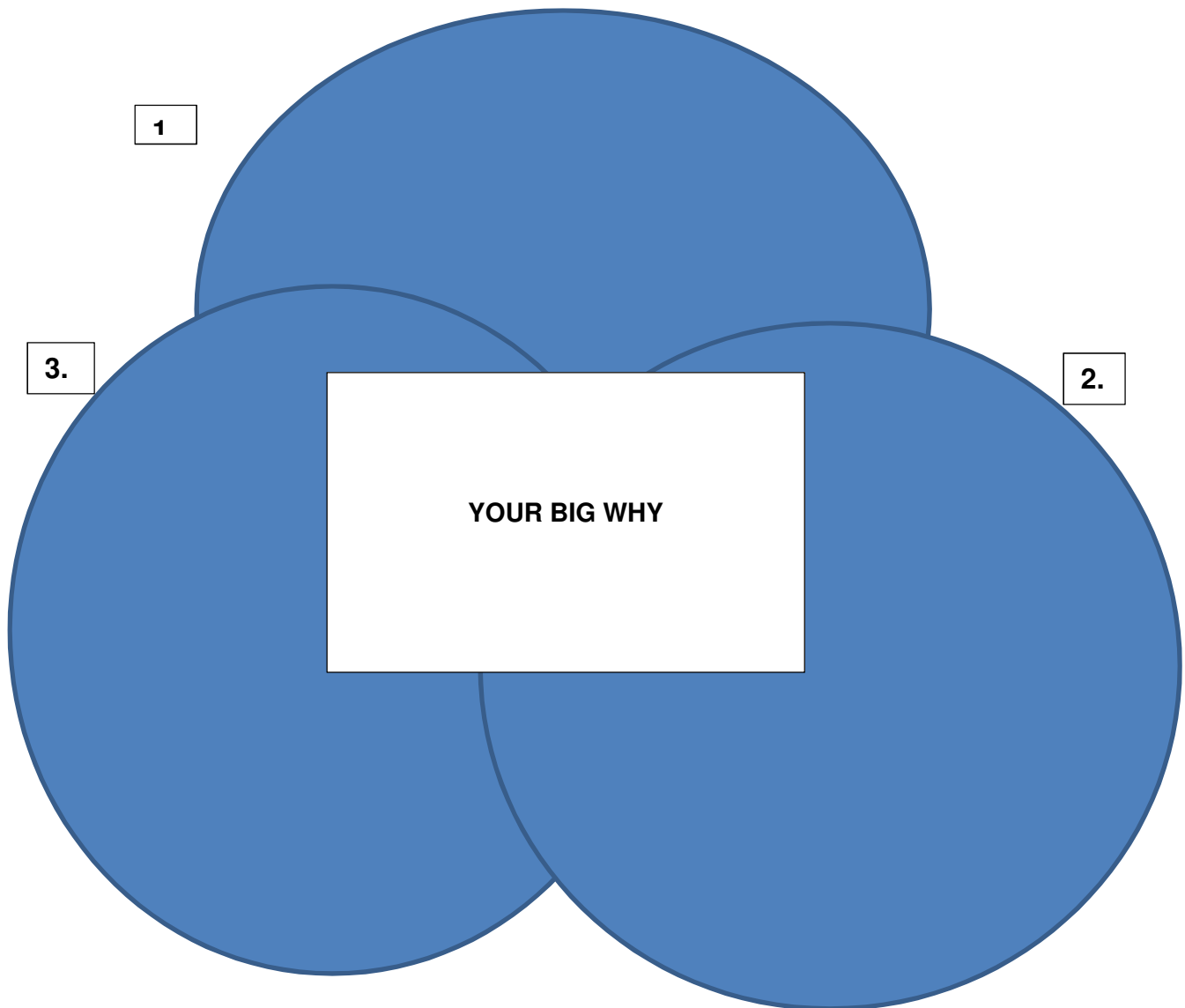
Once you have filled in your answers in the three boxes bring them all together where the diagram overlaps.

In the middle text box indicate your **Big Why**.



Look at your three passions and give some thought to “why” you picked these three. What experiences in your life led you to these three passions? In the middle of your three circles where all three intersect is where you’ll find your **“BIG WHY”**.

This exercise should help you determine your big why. Once you can articulate it, your why will help you make a commitment to your business or profession. It becomes your anchor. Don't worry about the "how" because the "how" won't show up until you've committed to the **"WHY"**.



Guidelines for Creating Powerful Goals

1. A goal is a projection of your life's intentions into physical reality
2. A goal is a promise that you make to yourself
3. A goal has 5 qualities

S = Specific Is your goal explicit and precise?

M = Measurable How you will know that you've reached the goal? For example, acquiring and moving into the 2-bedroom house with a swimming pool is measurable. You either have it or you don't.

A = Attainable The goal needs to be a stretch but not impossible. The goal is a promise that you make yourself about something that you're really going to do. Setting unattainable goals sets you up for failure and discouragement.

R = Relevant Your stated goals are from your mission and list of values. Is it relevant to who you are or what you want to be? What number would you rate that goal, 1-10? Is it a must have? Anything less than an 8 falls by the wayside, because you don't really want it. Allow yourself to pick and aim for those goals that only bring you joy and the experience of the child-like excitement!

T = Time-based Anchoring your goal in time by giving it a completion date makes a promise to yourself that you intend to keep. The definite date closes the deal you make with yourself, and helps you to take both yourself and your goal seriously. This may prove to be a challenging part of setting a goal, as feelings of vulnerability and fear may come up, but I encourage you to do it anyway. A goal is not an open-ended process, like exercising 3 times a week. It is something that is completed.

Process for Getting Clear on Desires:

Phase 1: The Brain Dump

Before I can go into my creative mode, I first need to get out of me any of the random “to-do’s” I have in my head. Allow yourself to not even necessarily make a mega “to do” list, as much as dump out of your mind and body what might swirling around and thus clouding your creativity.

Sample list of Brain Dump:

I need to make that dinner reservation

Set up meeting with VA

Write ad to hire an assistant

Hire a bookkeeper

Get/order birthday gift for Aunt Betty

Automate my contract on my shopping cart page

Take care of quarterly taxes

Plan dates for my next marketing online product launch

Email graphic designer

Take in dry cleaning

Finish website content

Pick up kids from school at 2

Make grocery list

Etc.

Use the space below to complete your own brain dump before moving on to Phase 2.

Phase 2: Journaling

This is where I allow complete stream of consciousness to flow, where I write anything I'm frustrated with, grateful for, mostly being present with whatever comes up for me. Again, all of this continues to create the space for **NEW** ideas to open up and where I allow myself to tap into new levels of consciousness. All creativity is allowing yourself to receive the guidance that is there for you. It is in this space that what before you didn't see is all of the sudden so clear.

Definitely get out any personal or professional frustrations, and write as long as you need to - it doesn't matter. The point here is to give yourself the gift of being with yourself exactly where are.

It's amazing how much clarity, forgiveness and processing we can accomplish as women, with a little bit of journaling time.

As entrepreneurs, we tend to constantly focus on what else we have to do and what we've not accomplished, so be sure to honor and celebrate and at minimum acknowledge your accomplishments.

Each week on Monday, you will receive an implementation tool which also includes writing at least five things that you are thankful for each week. Writing these things down will bring more of what are truly thankful for. It creates a higher vibration, one that is positive to bring more positive things into your life. This is not hocus-pocus but the way life works here on earth!

Each academy member is encouraged to get a journal. Please post a photo of your journal on the private FB page. Put this by your night stand or a place where you will remember to do this each day.

I have found it works great for me if I keep this on my night stand and write down something, at least one thing I am grateful for each night before I sleep.

Next, use the space below to write a page or two of all that you have, all that you are grateful for and honor specifically how far you've come and how much you have accomplished.

Phase 3: Getting grounded financially

Getting grounded financially, may seem a bit left-brained for all of our right-brained enjoyment we have going on here, however, as an entrepreneur, it's important to actually manifest your desires, not just fantasize about them. And what I've learned about: A) being an entrepreneur and B) manifesting my desires, is that they both take a considerable amount of money.

Requiring a significant amount of money is nothing to be scared of or go into "shut-down" about, it's merely expanding into what you're meant for both energetically and financially.

Plus, it's always relieving to know the facts, especially in an area you may have been avoiding.

As entrepreneurs, and as new entrepreneurs, consistent income is the holy grail of our industry. And most budding business owners don't start out that way, which can make managing finances unpredictable. That doesn't mean that it's impossible to know where you're at financially and the closer and more intimate you get with your money, the more money you will make, because you'll have a greater awareness on what needs to come in, and where there's a purpose, money flows.

So depending on how new you are, or how avoidant you've been, or how organized/disorganized you are, this next activity will take a different amount of time and energy for each person.

Keep it simple here. No bookkeeper or software program is needed right now. A journal, piece of paper, flip chart or white board and something to write with will do along with any online accounts you may need to access to determine the numbers.

Write down roughly where you stand financially; i.e. what you have coming in on a regular basis, as well as your monthly expenses as they stand now.

Approximately what amount of money is coming in on a monthly basis?

Monthly Expenses

**To honor your privacy, filling in your Monthly Expenses is optional for certification; however, it is important that you are aware of where you're at financially. You may want to use QUICKBOOKS but this is an example of what you want to look at regarding your expenses.

Current monthly income from any and all sources:

Rent/Mortgage:

Car:

Car Insurance:

Landline:

Cell phone:

Electric:

Gas:

Student Loans:

Credit Card Minimums:

Gas:

Groceries/Toiletries:

Misc. Spending (i.e. dry cleaning etc.)

Health Insurance:

Personal Development (coaching/therapy/telecourses/gym membership):

Cable/Internet:

Housecleaning:

Spending Money (eating out, getting a massage/or nails done, shopping for clothes or home or kids):

Taxes:

Virtual Assistant:

Business Development (coaching/educational cds/telecourses/seminars):

Merchant fees:

P.O. Box

Advertising:

New Projects

(setting up website, getting headshots done, computer software, upgrades etc.):

Grand Total Monthly Expenses:

Personal Expenses Total:

Business Expenses Total: \$

As you can see, there are not that many categories to keep track of here.

So hypothetically, if right now your income is \$5k and your expenses are \$5k not to worry. I know that being at \$0 each month is no fun, however it's a starting place to just know where you are at financially.

For others of you who are already selling products online, consulting/coaching packages, and you have five figures coming in monthly, and then maybe no money again for a while, we'll smooth that out during our year together. For the sake of this exercise, just look at what is your monthly average for now. For example, if you bring in \$15k in one month and nothing for 2 additional months, your monthly average is \$5k for the 3 months.

Again, just knowing where you're actually at financially will help you in manifesting your desires.

Setting Priorities

Spending time and energy on what is important to you

One of the things that can happen when there are a lot of moving parts to life and business is that you can end up spending much of your time and energy on areas that are not that important in generating forward movement. As an entrepreneur there will be a lot on your plate at times and it will be important to remain focused on your most desired outcomes both personally and professionally. Knowing what is a priority will serve you well in where you focus your own time and what you delegate to others. As an entrepreneur, you will have more opportunity and freedom to set your own priorities for business and focus on what is truly important to you. You will have the freedom to structure your business to accommodate your personal priorities and grant yourself the freedom to focus on what you truly desire.

If you want to travel, you can arrange your business in such a way that allows you to travel and work at the same time. If you want to work only four days per week so that you can spend one day on yourself or with your family, you can also do that. This freedom to spend your time focusing on your own goals, rather than your employer's is a major gift of entrepreneurship. While starting your own coaching business will provide you with considerable freedom to address your own priorities, ultimately the responsibility for addressing these priorities rests on you.

Here in The Dental Consultant Master Academy this program has been designed to move you through the process of taking your current JOB into a profitable business as an industry leader. If and when you do have your own business structure set up the academy is here to bring your business to the next level and you start a successful working as a consultant, coach, industry leader of some type and create the monthly income you desire.

If you're at the ground level now is the best time to complete all of your Academy work and commitments to your weekly schedule. Be sure to accommodate for any vacations or trips that you have planned. When entrepreneurs travel they take their businesses with them and/or have a support team completing activities for them while they are away.

Be sure to stay in places with strong Internet Access during your travels, not only to stay on track with your Academy work, but it's a necessary component to running a global business online.

Phase 4: Creating a Solid Schedule & Routine

What I've found actually gives me more freedom is having a schedule that safeguards my time. Again, we of course are entrepreneurs, and projects and tasks tend to vary, however, creating a solid, weekly schedule actually keeps you ahead of the game vs. floating aimlessly through the week.

Design a typical schedule that you would love, so that you truly are the designer of your life. Create regular times for you to work out, work with your assistants, write copy, complete your Academy homework, etc.

Your Ideal Days

It's time to get more intimate with your own life and look at how a few ideal days might look as you integrate your life and business together.

The more attention and intention you put into consciously creating your life the more success you are going to experience both in your life and in your business.

Your ideal business day needs to be structured in a smart way by focusing your time on work so that you can have an enjoyable weekend. When taking full responsibility for your success, what does your ideal day look like?

Think about what an ideal business day might look like. How would you be using your time most effectively to get the results you desire?

Keep in mind that there are different types of ideal days. Some days may be on all day in-office consult, days, other days you will work on a newsletter day, some may possibly phone coaching days and some might be more geared toward a mix of business and self-care.

Close your eyes and picture as vividly as you can your ideal day.

Write out 3 different types of ideal days for yourself. One day might look like an ideal office or client day, another might look like an in-office consult, another might be speaking at a dental conference or workshop, study club event, etc., another might be writing curriculum and another might be a self-care day.

Go through your ideal days, and write out, hour by hour what they would entail and please be specific.

Include activities, feelings, schedule, what you'd be wearing, eating, doing and include the people who'd support you. This is an opportunity for you to see clearly what your ideal days look like.

Ideal Business Day #1:

Ideal Business Day #2:

Ideal Business Day #3:

Phase 5: Ideal Business Model

We will spend more time on this in future modules, however, in terms of being creative and opening up to your desires, and from what you know right now, what is your most ideal business model, meaning, since there are limitless ways to bring in money, what excites you the most?

Sample business model A:

I'd like 70% of my income to come from high-end consulting clients

I'd like 10% of my income to come from phone coaching only clients

I'd like 10% of my income to come from selling online products

I'd like 10% of my income to come from speaking at conferences, study clubs, etc.

Sample business model B:

I'd like 50% of my income to come from phone coaching clients only

I'd like 25% of my income to come from in-office consulting

I'd like 25% of my income to come from online product sales

Sample business model C:

I'd like 33% of my income to come from live workshops I schedule

I'd like 33% of my income to come from in-office consultations

I'd like 33% of my income to come from online products I sell

Now you design a simple business plan that will bring you great joy. No need to overthink this. I've been able to create quick success by keeping my "business model" very simple.

For example, for the first 12 months of my business I only offered 1 12 month contract for in-office consulting, and then from months 13- 18, I began offering one online product. After being in business for 15 years, I then grew my business into more online coaching programs, less in-office consults and now very few days of traveling all over to speak at dental conferences.

You can see that having a maximum of 3 maybe 5 offerings to focus on will keep things very easy.

*****Business tip:** For those of you in love with the idea of hosting your own live workshops and resort type retreats for dental teams, this can be a significant part of your business model. Word of caution: Hosting your own conferences, workshops and retreats can be very expensive to produce and are not big money makers unless they are part of a larger consulting/coaching

program. If you are new and just starting out, and/or have a small list, I highly recommend you start with a few in-office consulting clients, online products and a few SKYPE or phone coaching clients.

When you have the high-end consultations, you won't need that many clients to reach your initial monthly income goal.

Phase 6: Getting to the WHY of your financial desires

I highly recommend that you select a monthly income goal that has purpose. What I mean by Many times academy members will say their desired monthly income goal of \$50k/month, and I'll say, "Great. How much are you making per month now?" Client response is usually somewhere between nothing and \$2k/month.

The truth is, it is completely possible to go from \$2k/month to \$50k/month as far as the Universe is concerned.

However, the Universe, I've found, only sends money to us when the use of the money will be **ON** purpose.

I've also been so grateful that I haven't made more money faster than I have, because each step develops me more, and I don't want to skip steps in my personal development.

In general, I suggest if you're at \$2k/month, intend for \$5k/month, and enjoy being the entrepreneur who makes \$5k/month, at least for a little while. Because once you've made \$5k/month, you can go to \$10k, and from there \$20k/month.

Action steps:

1. Write down how much you are currently making and what avenue that income is coming from.
2. Write down how much you desire to make per month.

3. Write down what you will use that number for and see if you've over reached or under reached for you being on purpose in your life.

Personal note: I once had a desire to go from \$10k/month to \$30k. And then I wrote out, how I would manage that \$30k. When I listed out all of what I would buy or use it for, or save for, my list of things only came up to \$15k. Of course it seemed be easy to say I would save at least \$15k/month, but the truth is, I would never get around to doing that. The real truth was I didn't have a true purpose for the \$30k. And until I dug much deeper into the truth about me and my desires and saw all the elements I was leaving out, it did not come to me. As soon as there was a true purpose, so there was the \$30k!

Phase 7: What are your career and financial desires for the next 12 months?

Make a list of your 10 main desires to manifest in the next 12 months, based on your value system.

Sample list:

1. Make \$3k/month consistently for the 1st quarter of the year
2. Consistently sell \$2500 a month in client contracts and \$500/mo. from online products
3. Move into and/or buy a new home
4. Hire a Virtual Assistant and Personal Assistant
5. Travel to your favorite places around the world and have shopping money

6. Fly business or 1st class
7. Buy a new car
8. Start or add to my savings account
9. Contribute money to a cause I care about
10. Be featured in the Dental Economics

Write in your 10 main desires here:

Next, take a look at what are your priorities from this list. I like to break them up into Tiers I, II and III.

Sample:

Tier I Priority:

Make \$3k/month consistently (And grow by at least \$2,500 for ten months of the 12 months by adding one client each month at \$2,500/mo = \$30,000 annual contract)

Travel to your favorite places around the world and have shopping money

Consistently sell \$2500 in-office consults (ad 1 annual contract at \$2,500/mo.) and \$500 online products

Tier I are your absolute non-negotiable. These are the elements you organize your life and mindset around to have them be manifested.

Tier II

Move into a new home

Hire a Virtual Assistant and Personal Assistant

Tier III

Fly business or 1st class

Buy a new wardrobe

Start or add to my savings account

Contribute money to a cause I care about

Be featured in Dental Economics

It's not that all of these can't get accomplished in the next 12 months, they can. It's just important for you to know what you truly care about. Because so often, we will put things like a savings account, or paying off credit cards as a top priority when it's not.

If you commit to your top priorities, you'll end up accomplishing the rest as well.

Tier 1:

Tier 2:

Tier 3:

Phase 8: Funding your tier I – tier III priorities

Now go and write down how much your priorities cost. How much money is needed for each of your true priorities? This exercise will help you get very clear on why you need to make what amount of money is necessary for you to live by your value system.

*****Business tip:** This is not the last year (God willing) you will be able to manifest. You don't need to cram in **ALL** of your life's desires in one year.

"Most people over-estimate what they can accomplish in one year, and underestimate what they can accomplish in a decade." ~ Tony Robbins

Phase 9: Making your dreams come true

Now it's time to connect the dots to your ideal life. Take a look at your true desires, how much money the cost and put some possible numbers down according to your ideal business model.

For example:

- My desires of moving into a new home + hiring a virtual and personal assistant + travel = \$20k/Month.
- My ideal business model is working with 10 clients who have annual contracts.
Therefore, if I sell 1 in-office consultation = 12 month contract @ \$2500, per month and 2 - \$500 online products each month, Now you are at approximately \$300k for your 1st year (depends upon when each of your 10 clients sign a contract but in one year from

now if you continue to have 10 annual contracts alone at \$2,500/mo. you will have at least \$300k annually).

- Imagine that if 4 people who buy an online product - 2 sign up for an annual \$2,500/mo. contract, this can support and assist you to capture over 10k/mo. You will only need 8 clients each year (\$2500/mo.) to make your goal of 20k/mo. Multiply out how much it will earn for your bank account if you have consistent clients signing contracts each month. All you need are 10 high paying clients over the next 12 months and if you figure out that each contract is worth at least (maybe the 1st five contracts – in the beginning of your business – are at \$1,500/mo. and from here on if you can keep these contracts and continue adding to your dance card now you can raise you consultation fee to be anywhere you choose) * More about setting your fees later in the Academy.

Please be sure to stay out of the “hows” at this moment. The purpose of this exercise is to start to open you to understand that it is humanly possible to have 1 new high-end client each month, and you’ll be guided both in The Dental Consultant Master Academy, as well as by your own divine guidance is “how” those clients will come to you.

You get to create what you want in your life! That is the good news. You don’t have to start at \$2,500 packages each month in the beginning. Use the formula in another Bonus Access Call to determine what you are worth per hour and figure how many hours you will need to work (take into account your prep work when discovering the right fee for your client) and calculate these numbers to accomplish your financial goals.

Phase 10: Bring it all together

For the next 12 months what are your:

Financial Desires and the Why behind it:

Ideal Business Model and the Why behind it:

Your Business/Career Desires and the Why behind it:

Personal Desires and the Why behind it:

Productivity & Business Setup

Now that you're clear on your actual desires and goals, setting up your office, business and financial structures and system will be a necessary key to your success! This is your business foundation, so have some fun setting up, organizing and strengthening what will support you manifesting your desires.

Although the following activities are more masculine in nature, it's the masculine structures that will allow you the space for more freedom and creativity to do only what you most desire in the world once they're set up and taken care of. Without the following structural and foundational pieces in place, you might run into roadblocks and obstacles more often which is not necessary. Take the time to get these pieces in order and you'll feel like a confident and empowered woman entrepreneur.

Below is a list of business structures that you'll be setting up next. Depending on where you are at in your entrepreneurial journey, you may already have some or all of the following structures in place. If you need to update any of the below items or create them from scratch now is the time to do so!

Each of these will have you feeling supported moving forward and will keep you well-organized so that you can focus on the things that you love most about running your business.

1. Debt Repayment Plan (If Applicable)
2. Track Your Monthly Income
3. Setup an Online Account Management Reference Sheet
4. Setup a Computer Backup Plan
5. Setup a Professional E-mail Account
6. Meet with a Lawyer
7. Meet with an Accountant
8. Setup a Support Team

Debt Status & Repayment Plan

Debt is nothing to fear nor be ashamed of. It's part of life and the more you develop yourself and your business, the less debt you will have. Until then, it's very often a part of the process. If you have debt, empower yourself by getting clearer about it in the exercise below.

Current Debts (Could Include: Personal Loans, Credit Cards, IRS, Student Loans, Home Improvement Loans,

Outstanding balances for professional services etc.: (create an excel spreadsheet to map this out)

To Whom	Total Amount	Monthly Payment	Amount	Interest Rate
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Monthly Money Income Worksheet

Here is a worksheet to help you keep track each month on your financial goals and what day's money comes in to your account.

I recommend either printing out a separate worksheet for each month or setting up a spreadsheet or chart on your computer so that you can easily track your money flow. Money likes being tracked and paid attention to!

I understand that you may be a brand new consultant or coach, etc., and you are just starting out your business.

Month _____ **Monthly Goal** _____

Day	Amount
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Month Total _____

The Ability to Receive Payment

I can't stress enough how much time and frustration you can save if you automate your payment system.

Hiring an assistant to set up an online payment system for you is the easiest option. This way, records are automatically kept, payments are easily made and the financials of your arrangement don't have to be a focus for you and your clients.

Even if you choose not to have an online payment system, some kind of system must be in place. Payment procedures should appear in writing for your clients.

Preferred payment methods include Visa, Master card, American Express, Discover. For this you will need to apply for a merchant account. This will allow you to accept credit cards online in conjunction with your shopping cart. I understand that based on where in the world you live there may be different ways and services to use so please do the necessary research to choose the best system for you and your business.

Even if you are just starting out and haven't started taking on clients at this point, start looking into this now.

The last thing you want to happen is you have packages ready to sell, contracts ready to be signed - people are ready to become your clients and you do not have a way to collect their payment. Get going on this now so that you are well prepared when it's time to start offering your contract and products online.

It is not required at this time to have a merchant account fully set up and ready to receive payment. I am encouraging you to start looking into a merchant account now so you're ready in the future to make a selection!

The merchant account I choose to use is:

The date I'll have my merchant account set up by is (sometime in the next 2-3 months if you are just getting started):

The person I'll use to help me set up my merchant account is:

Online Account Management Reference Sheet

This is a very handy sheet to have upon hiring a Virtual Assistant who can manage your systems and programs.

Structure and organization is necessary to support entrepreneurs in business and in life. All of the structures presented here greatly support me being highly productive and massively decreasing unnecessary stress.

Entrepreneurs typically have multiple accounts and subscriptions to keep track of as well as use both personally and professionally. The web addresses, user names and passwords can be a lot to keep up with! It's a good practice to create an account management reference sheet that is easy to access in the event you forget a password or need to share the information with your Virtual Assistant or Online Business Manager who might manage some of your accounts. Once you have this document in place you can quickly and easily share it with your support team.

For your convenience, a table below was created for you. For your safety, please keep your account or password information in a safe place.

Account Name	Website / Notes	User Name	Password
Dropbox	www.dropbox.com	xxxx	xxxxxxxx
Website	www.yoururl.com	xxxx	xxxxxxxx
Wordpress	www.wordpress.com	xxxx	xxxxxxxx
Hostgator	www.hostgator.com	xxxx	xxxxxxxx
cell phone company	www.youphone.com	xxxx	xxxxxxxx
Skype	your SKYPE name	xxxx	xxxxxxxx
audio recording service	www.freeconferencecall.com	xxxx	xxxxxxxx
Mailchimp	www.mailchimp.com	xxxx	xxxxxxxx

My Computer Backup Plan is...

Whether you're just now embarking on a new entrepreneurial journey or you've been in business for a while, you're going to be using a computer and creating files on a regular basis. Our computers hold some of most important personal and professional information and documents. Technology is a beautiful way to connect us with people all across the globe, however, our computers aren't perfect. In order to safeguard yourself and your business from losing these important files, create a computer back up plan in the event of a computer malfunction of any kind.

If you are unaware of where to even begin, contact your Virtual Assistant if you have one or contact your local computer shop for advice.

If you already have a computer backup plan then you are ahead of the game and in good hands! For those of you who need to set up a computer back up plan now is a great time to do so.

The software I will use is:

The person in charge of backing up my computer is:

The person in charge of backing up my computer is:

Other places my most important data lives include (Some examples could be: web-based backup system, my Virtual Assistant has a copy, my database is in –I like Aweber best but you may want to use: Aweber, Infusionsoft or Constant Contact, etc.):

Professional Email Accounts

To be an entrepreneur, there is a standard of professionalism that is required. A lot of consultants use Gmail and Yahoo accounts that can look quite unprofessional or serious. I understand that what you select this week as an e-mail address may be changing if you do not know what your business name is going to be at this time. For right now you can use your name. Please have this set up in this module.

This past year I have chosen to use a google account for personal reasons and I will soon be changing this to my domain email account which I currently do have set up as well as for anyone who works for me.

As a professional business owner it is important to have a professional email account associated with all of your business related communications. An example of this would be `yourname@yourdomain.com` or `team@yourdomain.com`. This does not include any accounts that end in .Yahoo, .Gmail, .Ymail., Hotmail, etc.

For those of you already in business, simply use your current domain name to create your email address if you have not already done so.

If you are new to business and do not yet have a domain name you can easily and at a low cost buy the domain name of your own name. In the event that you decide to be a personal brand, you'll want to have the option of creating a website using your own name as the URL.

For example, the domain name `www.dentalpracticesolutions.com` can be used as an email address as well at `debbie@dentalpracticesolutions.com`.

Professional email accounts active and in use are:

*****Business Tip:** If you hire independent contractors or contract employees, give them an email address attached to your domain name. Always have a copy of their emails come to an inbox or yours in addition. I have found this to be most comfortable when working "ESPECIALLY" with new employees- contracted or not (1099 or W2!)

Incorporating Your Business

It is important that you contact an attorney and an accountant to set up proper legal and accounting structures for your business. These rules will vary from country to country, state to state and industry to industry.

I advise you to contact an accountant and attorney in your area so your business is set up in a way to give you the maximum benefits to your particular region and the consulting industry.

For those of you just starting out in business it may sound too quick to consult with an attorney and an accountant, however, it's better to have both of these support people in place at the start of your business.

As you start attracting clients and bringing in more money, there will be times when you need to consult both your lawyer and accountant so go ahead and get them in place now.

For those of you already in business, if you do not already have a relationship with a lawyer and accountant, it's imperative that you get into contact with them now to properly set up the legal and financial structures you need to run a thriving business.

I want you to be properly protected and set up so that you and your clients are well taken care of. It's always best to have these two team members on hand before there is an issue rather than calling them in a crisis.

I advise that you contact an attorney and an accountant and have your business properly set up and start to create a relationship, set up a contract or simply have a conversation so that you are aware of the legalities in your industry.

Please contact and set up an appointment with both an accountant and an attorney so that you can begin to build that relationship. I am not requiring you at this time to set up any type of contract with your lawyer. At some point you will need to have that legal advice in place.

Contacted accountant Appointment Date _____

Contacted attorney Appointment Date _____

*****Business Tip:** I spent too much money on attorney fees in the beginning and I recommend that you to go www.legalzoom.com to set up your LLC or S-Corp. I found this one place that I could go to register by business, get an LLC (I may change to S-Corp soon but for now I have an LLC) and they will send in your paperwork and send notices of any fees: annual, etc., that may be due.

Who Else Can Do This?

Nobody becomes successful by “doing it all” themselves. Suggestions for Success Team

Members include:

1. Virtual Assistant
2. Interns
3. Accountant
4. Attorney
5. Personal Assistant
6. Housekeeper
7. Bookkeeper
8. MasterMind Partner
9. WebMaster
10. Computer / Tech support
11. Success & Life Coach
12. Psychotherapist
13. Personal Trainer
14. Banker

List your current Success Team, or the team that you are able to set up this week:

Nobody becomes successful by ‘doing it all’ themselves. Throughout my journey as an entrepreneur I have found that in order to continue a pace of growth personally and financially I’ve had to bring on additional support and delegate tasks that someone else can do for me. I now live by a policy I’ve created for myself and have a sticky note on my desk that says, ‘Who else can do this?’

Yes, all of you are capable of completing just about any task that needs to be done. After all, you’re smart, educated people who can figure it out, right? But if you’re the one figuring everything out and attempting to do it all, you won’t have time to do what’s most important to the growth of your business or do what your heart truly desires.

Allow someone else to come in and support you, to do the things that they are meant to do in the world so that you can focus on your own strengths and desires.

When I hired my first Virtual Assistant years ago, I brought her own for just 15 hrs. per week!
And as I grew, more money came in and I steadily increased her hours to support me.

If you want to add Success Team Members in the future, intend them by writing down the role and goal date:

For example:

Role	Goal Date
Virtual Assistant (VA)	5 hrs. week by Feb 15 15 hrs. week by April 15
Personal Trainer	1X/ week by April 15

Now complete your Plan:

Role	Goal Date
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Delegate as Much as You Can as Fast as You Can!

Things you can delegate can include:

- Setting up forms/documents/excel sheets
- Maintaining your online account management system
- Bill paying
- Customer service email/mail/phone calls
- Scheduling
- Entering business cards in your database
- Registration for Teleclasses / workshops
- Signing you up for e-newsletters, telecourses, seminars
- Receiving / paying bills
- Creating / handling client contracts
- Reformatting pictures / graphics • Creating manuals and .pdf documents
(or anything technical!)
- Working with your L.L.C. liaison / bookkeeper / accountant
- Invoicing clients/customers
- Setting up auto responders
- Hiring transcription services
- Shopping online for software, updates
- Planning business/travel logistics
- Buying/sending gifts
- Ordering office supplies
- Editing and proofing, formatting your e-zine
- Maintaining website and working with webmaster
- Sending out client welcome kits

- Sending out speaker information
- Shipping customer orders
- Designing PowerPoint presentations
- Managing your affiliate program (creating reports, sending out checks)
- Working with your bank
- Virtual filing
- Marketing
- Presentations
- Bookkeeping
- Website Maintenance (HTML)
- Blogs
- Shopping carts (including auto responders, products, links, etc.)
- Article Submissions
- eBooks (writing, editing, marketing, formatting, etc.)
- Order Fulfillments
- Travel arrangements
- Event planning
- Personal assistance (gifts, reminders, etc.)
- ANYTHING THAT IS NOT INCOME PRODUCING

– You name it, and another person can probably do it!

Since you're already busy and are taking your business to a bigger level, what will you delegate/

Your Vision Board

Vision boards are a tool to access your subconscious mind by focusing your attention on your goals with positive thoughts through images and words; they represent tangible pictures and words, symbolizing your goals. They are not a magic trick - you need to take actions to allow your goals to manifest.

Vision boards can support you to being the person you've always wanted to be and who is motivated to make things happen.

I have known many individuals who have manifested exactly what they've wanted by being devoted to their vision board!

Vision Board Activity

1. Collect magazine pictures that depict your goals.
2. Cut out and glue those pictures on a board.
3. Glue photographs of you, to associate yourself with the goals.
4. Look for words and phrases that support your goal or name your goals.
5. Create a phrase that describes your goal, being sure to put it in present tense.
6. Include feeling words or phrases that describe how you feel with the obtained goals.
7. Include the date that you will obtain your goals.
8. Breathe, and notice your thoughts, feelings, and attitudes. What are you saying to yourself? What emotions are coming up? Have they stopped you in the past?
9. Or use Pinterest to create your vision boards.

Module Completion

Check through the list below to ensure that you've completed all of the activities for this module. Read through the entire module and fill in the text boxes appropriately and in-full on each page where it is required.

- Indicate ten qualities and characteristics you admire about five different people and shared your reflection after completing the activity
- Completed the Life Intentions Activity to support you in creating clear and focused energy
- Completed the Core Values Exercise and indicated your top five core values
- Brainstormed why you decided to become a dental industry leader and create an amazing life, fill in your 'Big Why' diagram with your top passions and developed your own 'Big Why'

Completed the following exercises in the Personal Process for Getting Clear on Your Desires:

- Phase 1: The Brain Dump
- Phase 2: Journaling
- Phase 3: Getting Grounded Financially
 - Fill in the chart on discovery what an hour of your time is worth
- Phase 4: Creating a Solid Schedule and Routine – filling in each of your Ideal Days and the Weekly Calendar
- Phase 5: Ideal Business Model
- Phase 6: Getting to the Why of your Financial Desires
- Phase 7: What are your career and financial desires for the next 12 months and filling in your Tier 1, Tier 2 and Tier 3 Desires
- Phase 8: Funding Your Tier 1, Tier 2 and Tier 3 Desires
- Phase 9: Making Your Dreams Come True
- Phase 10: Bringing it all together
- If applicable, complete the Debt Status Repayment Plan.
- Filled in the Monthly Money Income Worksheet.
- Indicated your preferred merchant account, by when you desire to set it up and who will support you in the process.
- Filled in the Online Account Management Worksheet to keep records organized.
- Determined Your Computer Backup Plan.
- Setup a professional e-mail account.
- Set up an appointment with an Accountant.
- Set up an appointment with a Lawyer. (for beginning Entrepreneur's you may want to use www.legalzoom.com)
- Created a plan to bring on additional support team members this year.
- Created your Vision Board.

Your Reflections

What are your top insights for getting in touch with your desires, setting goals and putting business structures in place to assist you in creating a solid foundation for your growth and development?

What do you now know that you didn't know about yourself, your desires and goals and necessary business structures?

How confident do you feel about living out your true desires, growing your business and putting the business structures in place?

Why are you even more excited about your desires, goals and growing your business?

My team and I are always open for your comments and reflections. The box below is for you to relay any feedback you might have on your experience completing this module. (Optional. Please email any comments to my team at: support@dentalpracticesolutions.com)