Title: How to Build a Six-Figure Wellness Business: Now’s the Time to Find the Courage to Follow Your Dream

“There are many paths to enlightenment. Be sure to take one with a heart.” Lao Tzu

LEARNING OBJECTIVES

1. Understand how to get clear about what wellness business you want to do
2. Release old beliefs about money
3. Learn a new business of support, collaboration, mentoring and partnership instead of competition
4. Develop an action plan to break through “upper limits” to become a successful wellness entrepreneur

How to get clear about what wellness business you want to do

“The purpose of a business is to ensure that every person who comes into contact with it reaches his or her highest potential.”


What happens when we get clear about our vision is, we finally listen to that still, small voice inside our heads. At last we find the courage to identify the secret dream or love or bliss that we have known all along as our passion, our calling, our destiny.

The purpose of Getting Clear about what you want is
• To help you live in alignment with your true nature...
• To help you use your core desired feelings as a guidance system for making choices.
• To help you utilize your feelings as road signs

Testing Your Dream

“Success and happiness cannot be pursued—they must ensue as unintended side effects of one’s personal dedication to a course greater than oneself.” Viktor Frankl
Mary Manin Morrissey’s 5-point test for determining whether your dream is right for you (hint: if something just isn’t clicking, you may need to adjust your dream before you can live your purpose
1. Is it enlivening?
2. Does it align with your CORE VALUES
3. Will it require that you will grow?
4. Do you need help? Do you know exactly how to make this dream come true (if so it is not big enough)
5. Is there some good in this dream for others?

**How to release old beliefs about money**

“The greater your resistance around something, the more power lies on the other side of that resistance for you.”

Barbara Staney Overcoming Underearning(R)

Where did it all begin?
What were the high points? Low points?
What were the gems?
Tell your money story in a way you’ve never told it before

**Learn a new of business of support, collaboration, mentoring and partnership instead of competition**

The “OLD” way of doing Business and the “NEW” Way
This section will focus on the business paradigm changing from business mindset of competitiveness, ambivalence, jealousy, anger and worry to flexibility, resiliency, effectiveness and magnetism. Money and success and the like are not the goals. How you want to feel when you achieve what you desire is the goal. Notice how your body speaks to you when you are off track - low energy, lapses into illness, forgetfulness, addictions.

**FINANCES 101  CASH FLOW QUADRANT**
Understanding the different methods by which income or money is generated and how it is utilized is essentially what Cash-flow Quadrant is about. Traditional schooling teaches us largely to focus on become an Employee (E) or a high-paid Self-Employed(S) individual such as a doctor, lawyer or accountant. While there is nothing wrong with this idea, it becomes a problem if your primary goal is to attain financial freedom. Financial freedom is seldom to be found in these quadrants.

**Action Plan to Break Through Upper limits to becoming a successful wellness entrepreneur**

"You don't need to take a course or buy a product. All you have to do is change your mind."
--Steven Pressfield
Dr Gay Hendricks has a PhD in Counseling Psychology from Stanford, and was a Professor at the University of Colorado for 21 years and has distilled some of the most important lessons for achieving our true potential.

In this section, we discuss Dr Gay Hendricks work about the false beliefs that we carry that hinder success. We discuss the concept of the "upper limits" of financial success and how this upper limit causes us to unconsciously sabotage ourselves. Dr. Hendricks explains that we may have one or more of four hidden barriers that activate our upper limit self-sabotage. The four hidden barriers are caused by:
  1 - feeling fundamentally flawed,
  2 - disloyalty and abandonment issues,
  3 - believing that more success brings a bigger burden, and
  4 - the perceived crime of outshining.

Dr Karen’s TOP TEN ACTION ITEMS FOR SUCCESSFUL BUSINESS

1. Be committed over the long haul.
2. Be patient
3. Act in the face of fear
4. Don't make excuses.
5. Be prepared
6. Ask for help when you need it.
7. Don't take failure nor success personally,
8. Endure adversity
9. Be self-validated
10. Re-invent yourself.

Bibliography

DESIGNING YOUR DREAM

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MINDFUL BUSINESS SUCCESS

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COACHING and LEADERSHIP

Cheryl Richardson.  TAKE TIME FOR YOUR LIFE: A Personal Coach’s Seven-Step Program for Creating The Life You Want.  (1999)
Cheryl Richardson.  LIFE MAKEOVERS: 52 Practical & Inspiring Ways to Improve Your Life One Week At a Time.  (2000)  0-7679-0663-2
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RESOURCES FROM DR KAREN (See www.drkarenwolfe.org)

1. 4 Ways to Increase your chances of success
2. Ten Traits of Underearners – by Barbara Stanny
3. Rethinking Networking
4. 5 Ways to jumpstart your business
5. Defining your target market, or “niche”

Ways to Increase your chances of success
1. Master your networking skills. Put simply, networking consists of building mutually beneficial working relationships. Effective networking will work wonders for your business in a variety of ways. You will be able to reach a wider customer base, exchange ideas with fellow small business owners, get advice from successful entrepreneurs, and even create professional partnerships. Start by contacting your local chamber of commerce, attending industry conventions, establishing your internet presence, and by getting involved in the community (volunteering, hosting events). You should consider networking to be a mandatory responsibility to the growth of your business.

2. Tune out negativity. Sometimes it is difficult to avoid hearing negative talk from others. Perhaps those around you doubt your abilities, maybe they’re trying to prepare you for failure, or it could be that they simply don’t understand your desire to be your own boss. The good news is that none of this matters. As long as you believe in yourself, you can succeed. Learn to tune out the negativity that others put out by creating positive self-talk, developing a mantra, and reminding yourself of your own strengths and accomplishments. Seek out others who share your goals and views and who will add to your self-confidence, not diminish it.

3. Keep taking risks. You’ve already taken the biggest risk of all by starting your business. You will be faced with a great number of decisions that carry some level of risk throughout your career as a business owner. Don’t be afraid to take risks just because there is a chance of failure or a setback. For example, a veteran small business owner decides he wants to broaden his exposure and market himself as an expert in his field. To begin, he has booked some local speaking engagements at vocational schools and community colleges. It’s risky for him to take time away from his business to try public speaking, something completely new. However, the potential for him to market himself as a brand can have positive impact on the business. The risk is definitely worth it. As long as you make educated decisions about your business and have backup plans in place in case of unforeseen events, risk-taking can lead to great success.
4. Hire wisely. No one is good at everything. You may be brilliant at interacting with others and face-to-face selling, but horrible with organization and accounting-type tasks. This is where it becomes extremely important to hire people who can make up for those weaknesses. If you don’t have a head for numbers, look to bring on board someone who is. You wouldn’t attempt to build a tree house if you didn’t know a hammer from a hatchet, so don’t do it with your business. Identify your weaknesses, and hire people who are good at those things so your business prospers.

**Ten Traits of Underearners – by Barbara Stanny**

1. Underearners talk as if they’re trapped.
2. Underearners give their power away.
3. Underearners underestimate their worth.
4. Underearners crave comfort.
5. Underearners are self-saboteurs.
6. Underearners are co-dependent.
7. Underearners live in financial chaos.
8. Underearners are vague about money and success.
9. Underearners are anti-wealth.
10. Underearners are controlled by fear.

**Rethinking Networking**

An important part of building a business is networking. Defined by Dictionary.com as “a supportive system of sharing information and services among individuals and groups having a common interest,” networking is a necessary activity for any business built on meeting new people and acquiring new customers. And while you can certainly network anywhere, having a strategic approach to your networking can help you maximize networking experiences and grow your business even more quickly. Here are some tips:

1. Develop a profile of the kind of person that needs what you have to offer. Instead of trying to meet as many people as you can, pinpoint who you want to meet. Write down their needs, their desires, other interests they may have, and the kinds of social events that interest them. Then you’ll know your best options for networking places, and topics of conversation that will interest the kinds of people you’re looking for. You’ll also be better able to identify a solid
prospect early in the conversation, ensuring that the time you spend networking is likely to lead to results.

2. Start by giving. While it may be tempting to enter networking situations with the sole purpose of finding prospects for your business, be sure you are also focused on how you can help others. Networking works best when you make connections, share resources and demonstrate that you’re committed to the entire group, not just yourself. For example, a real estate agent came to a chamber of commerce networking event to find new clients. However she first listened to what others at the event had to offer, and introduced some other business associates that she knew who had a need for what others sold. By making connections that benefited others first, people in the group were more willing to introduce friends to her that were looking for new homes, which ultimately helped her build her business.

3. Network in new places. It can be tempting to just stick with the same networking group for all of your networking. After all, you develop a comfort level with a certain group of people and don’t have to stretch so much after everyone knows you. But this isn’t what leads to the greatest growth. While it is important to develop strong, ongoing relationships with people, be sure you are also committed to consistently finding new groups of people, helping them while also gaining new contacts to grow your business.

4. Connect online after the initial contact. You’ve likely had the experience where you meet someone, connect online, and then don’t see them again for a year or so. However, you feel more connected when you see them again because you’ve seen each other’s photos, commented on life events and generally feel more connected than with people you don’t talk to for a year. So be sure to connect with good prospects online after the initial event, and comment both professionally and personally to keep the connection going. You never know when it may lead to a new customer or prospect for your business.

5. Host your own gatherings. In addition to seeking out networking opportunities that others provide, be sure to spend some time creating your own networking opportunities as well. The organizer role helps you to connect more deeply with participants and ensures that you will meet every single person at the event. And it also positions you as someone who is a connector and gives back, which increases your stature and the stature of your business in the community.
While networking will never replace your core business activities, it is an important task to engage in regularly to grow and expand your business connections. Try to schedule a networking event at least once per month to give yourself the contacts you need to grow.

5 WAYS TO JUMPSTART YOUR BUSINESS
1. Make sure your goals are written down, and that you plan specific, daily activities to reach those goals. Having a list of things you need to accomplish each day will help you move in a positive direction. Do whatever is necessary to keep moving forward towards your goals.

2. Stay flexible! While it’s important to have goals and planned activities, you also need to stay alert to opportunities that come. Perhaps you are offered a networking opportunity, or a chance to team up with another business to cross-promote. Be flexible and take advantage of the opportunities that come your way.

3. Realize that your business is a building process, and you may not have all the momentum you want immediately. That’s OK. The work you do today will bring tomorrow’s opportunities. Take it one step at a time, and be sure to manage your risk so that the steps that you take benefit your business.

4. Get rid of the excuses. Do you want excuses, or do you want a prosperous business? Presuming the latter, get to work and develop a “no excuses” mentality. You have a list each day…keep working until it’s done. This is what will help you build the momentum you need for a productive selling season.

5. Focus. The most successful entrepreneurs are those that stay focused on what they want to achieve. So be laser focused and unwavering. Don’t let circumstances keep you from what you want to achieve. For example, if you want to schedule 8 sales events in a month, keep making phone calls and marketing until you have them on the calendar. Persistence is what builds momentum. Don’t give up!

Defining your target market, or “niche”
• Decide why a person would make a purchase from you. People usually buy something for at least one of three reasons: to solve a problem, to meet a basic need, or to make themselves feel good. Sorting your target market into one of these categories will help you narrow your focus to a smaller group.
• Consider the demographics of those who could use your product or service. This information includes age, gender, income, education, marital and family status, and ethnic and/or religious background. You’ll be able to invest your marketing dollars more wisely if the information you gather about your target customer is specific.

• Consider the psychographics including lifestyle, social class, activities, and attitudes/beliefs. This additional information should allow you to form a picture of what the ideal prospect would be like. From there, you can figure out where they would be exposed to different types of advertising.

• When creating a target market, or micro-niche, you should make sure that it is small enough that you can be a competitive force, but not so small that there isn’t enough money to be made.

For more information contact Dr Karen Wolfe at www.drkarenwolfe.org or email@drkarenwolfe.org. Dr Karen owns a successful wellness business.