Welcome to the very first session of Create That Program.

This one is getting ready - the workbook. If this is the first time you are watching any of my programs, I've been teaching online since 2011 when I first launched Pawsitive Educational Training. So that's not just 12 years of experience online, but I continue to teach and keep up with the ever-changing landscape of the internet so you really don't have to. I've been teaching in-person since 2006. I have been recognized by my peers for leadership and contribution to the industry.

This workshop is broken up into several parts, starting with our goal. The goal of this workshop is for you to create a program and get out of it, what you put into it, you want to put out to the world.

There are six pre-recorded modules.

* Mindset
* Teaching techniques
* Go-to Tech
* Branding
* Learning Materials
* Business

Each pre-recorded workshop includes an accountability call (that’s six calls) that last 30 minutes to 1 hour. There are six additional accountability calls after the workshop

This program is 6 months

Make sure you join the private Facebook group. The group has people like yourself who are creating their programs. They're going to be a great resource to network. If you have questions in between accountability calls, tag me so I see your posts and can easily answer your questions.

This particular session is about getting started on the right foot. There is a great deal of work that goes into setting up a program.

Just like you wouldn’t want to build a home on a shaky foundation, preparation and organization is the key to your success.

I set up Pawsitively Pretty, my mobile grooming business in 2002. I was very sure the business was going to succeed. I put the work in the organization and the mindset into doing that. Fast forward to 2011 when I first launched Pawsitive Educational Training. However, unlike my initial launch, I wanted clarity, because I had forgotten the amount of work it takes to get a new business up and running.

Some recommended supplies you need:

* Three ring binder
* Loose Leaf Paper
* Three RIng Hole Punch
* Colored Stick On Tabs
* Print each workbook out in color if possible!

Use the color tabs so that you can easily find things. Create a new tab for each section we cover. This way when your notebook fills up, you can just go to the color tab and find it. You will use your loose leaf paper in each section for mind maps and brain dumps.

Ensure you fill out the workbooks and complete all the assignments.

You must complete your workbook before you book your accountability call with me after the session.Then you will have everything you need to complete your homework assignments.

**Start with Mindset**

Why is mindset so important? Because mindset is the difference between success and failure.

Mindset is why New Year's resolutions fail all the time. It's because our subconscious sabotages us. The job of our subconscious is to protect us. What is known to your subconscious is considered safe so If your subconscious mind doesn't have any experience with what you're trying to do, then that thing isn't considered safe.

So imagine, for example, you're on a diet. And it's great - you just lost five pounds. So you want to reward yourself. That's awesome, you should reward yourself because the brain also recognizes prizes. However, the subconscious will sort of seep in there and say, ‘You know what, you just lost five pounds, you deserve a cookie.’ Eating cookies is a comfort to your brain. So that's the first thing it's going to reach for and then you eat that one cookie. And you know the game’s over right? You just eat more and more!

Most fears and blocks are rooted in our childhood. So if you grew up poor, you might have money blocks.

Personally, my father was an alcoholic and tended to drink part of his paycheck away. So there weren't a lot of extras in the house. We constantly shopped at Goodwill, there were hand-me-downs, it took me a long time to realize that all the clothes that I have, and that ever going to wear, some of it have a close for border.

Those fears need to be addressed, acknowledged then forgiven, so you can move on.

Acknowledge where the problem is, and then deal with it and move on.

It's the only way to get past the block. Sometimes you might need help with addressing these problems. And there are many ways you can do that. Hire a coach, get a licensed therapist to help you. If that's what it takes, then that's what it takes, you need to acknowledge that, right?

If you're running, if you're working full time, and you're trying to get this program up and running. And then you still have to clean the house and do the dishes and make dinner because nobody in the house is helping you delegate some of that responsibility out.

Who is your support network?

It's okay to ask for help.

It's okay to delegate responsibility.

**Who is in your Circle?**

You are the sum of your five people closest to you.

Humans are very social creatures. So look at your family, your friends, the people you associate with. Take a look at your five closest people. We tend to connect with people who are most like us. Where are they? Are they motivated? Do they help you? Or do they pull you back down?

Have you ever heard of the “crab effect”? If you put crabs into a pot of boiling water some of the crabs try to escape... But the others will pull the escaping crab back down into the boiling water.

It's easier for people to tear you down too. You know how sometimes they say “It's in your best interest. I'm only trying to protect you.”

It's easier to keep you where you are than it is for them to keep advancing.

So when you look at your close circle of friends, you may need to set some boundaries. And you may need better friends.

Do you want people who bring you down, or do you want people who will encourage you and give you the help and assistance to get where you want to be?

**Decision Fatigue**

One of the things I talk about is decision fatigue. We are bombarded all day long. Even if you're just on Facebook we get bombarded with commercials. It's just so much information out there.

Because of this sometimes people have a hard time making a decision.

So instead of making any decision, they make no-decision.

When you are designing programs you don't want a lot of options for people to choose from.

Give them one option to choose because they're in the same boat you are, asking them to continually make decisions all day will result in making no decisions.

There are good decisions, there are bad decisions. Good decisions help you grow. And you learn from bad decisions.

To help with decision fatigue - practice making snap decisions.

Some simple exercises you can do to practice snap decisions:

Go into that restaurant with that 14 Page menu and just pick something in 30 seconds.

Go to the mall, and get exactly what you came there for. And then leave.

And you're also going to want to develop a thicker skin, especially when you start putting yourself out there on Facebook.

We will discuss in another module Becoming the Expert. So people will come to view you as the go-to person for what it is that you're teaching. But that is going to require a thicker skin. Because again, the crab effect, it is so much easier for people to pull you down than it is to help raise you up.

I also want you to look around and see who is your role model. And you can have more than one role model. Who is your role model? Why is this person your role model? What do they do that makes you look up to them?

**Journaling**

Journaling is really important and there are several reasons why it is an excellent exercise. First of all, there is a correlation between writing and the creative side of your brain.

It's a motor skill. So when you write, it actually lights up the area of your brain that deals with creativity.

I have several journals that I use regularly.

The first one helps with imposter syndrome. So I did this years and years and years ago. Get a one-subject notebook.

And in this notebook, write down everything you're good at. And I mean everything. I can tie my shoes, I can make mashed potatoes. I can get a high score on Pac Man. Whatever. You start writing everything you can do and everything you are good at. Every day work on filling this notebook.

And keep it someplace handy. So, when you're feeling down - saying things like 'I'm not good at anything.' Pull out that notebook that is filled with everything that you are good at. Remind yourself of what you're capable of and you're good.

I have a gratitude journal. The gratitude journal helps train the brain to see the good things in your life.

So in the beginning, it might be a little difficult to list more than 3-5 things. But once you start doing it, you're going to realize by the time you get to page 30. As you fill up the pages, you're beginning to see positive things in your life, rather than dwelling on what's wrong and what's negative.

If you have problems, use a daily journal. In the morning, write down the problem you're having.

Write it down and give those creative parts of your brain space to mull over it in the background, throughout the day.

The glass journal is a ‘where do I see myself? ‘What do I want’ type of journal in it?

The phrasing is really important. So the phrasing is as if it's already happened.

I love sitting outside of my gazebo.

I love making $10,000 a month.

It's in the phrasing. Whatever it is, write it as if it already happened.

When you phrase it, “I would like to make $10,000 a month”. It's very vague. When exactly would you like to make that? Today? Tomorrow? Four or five, six years from now? Be specific.

And that journal should be as if it already happened.

So in the workbook, what are you appreciative of and why? Use the following pages, how do you take care of yourself? How do you talk to yourself? Would you talk to your best friend the way you talk to yourself?

There's a reason airlines will tell you when the mask drops, to put that mask on first. Because if you don't take care of yourself, you can't help the others around you.

 If you are running on empty, it's gonna reflect in your program, it's going to reflect how you approach and interact with people.

So how do you take care of yourself?

Then, I want you to identify and explain your excuses. We all have them. There's a place we always stop. We start something and then we stop. You need to learn how to identify the stopping points. Pay attention to the reasons you're telling yourself. Because now you know your subconscious trying to protect yourself.

When I was just beginning to do live streams, I was still nervous and still uncomfortable doing it. I found myself talking out loud making it an excuse not to do the live stream that evening.

My husband pointed out to me, “You're stopping again. You're stopping doing something that you want to do”

And I do, as I was making an excuse, on not doing a live stream, because I felt uncomfortable.

There is no such thing as perfection. Perfection is an excuse. I will tell you, done is better than perfect. There are problems that you can't account for because they're not going to rear their ugly head until you're right in the middle of it.

So trying to account for every little thing is not going to help. It's gonna keep making that excusable. It's not done, it's not perfect. So I have a way to get more education, do more work on it. Stop that.

This is the reason we launch Beta programs. Before I launched this, I did a beta, got it. So I went through the whole process, figured out what the problems were, and corrected them for the real release.

**Other Excuses**

I don't have time, that's probably a big one. And we'll get into organizing our time in just a bit. It costs too much. I can't afford to hire help.

You can't be good at everything. You simply can't. There are things I do really well. And there are things that I don't do really well. I'm really good at technology. I'm really good at organization.

Do you know what I'm not good at? Copywriting and image creation.

And I tried to do that because you know, I should be able to do it right?

HIRE. Is there something that you don't want to do? Or somebody does way better than you hire that person to do it?

In the long run, you will save more money, and you will have better results.

**Time Management**

What could you do if your time was better organized??

What would you do with your free time?

What do you use for those things?

I'll tell you what I would love to do in my free time. I want to expand my garden, not only do I want to expand my garden, I want to create a meditation garden. That is going to require free time.

So what would you do? If time wasn't an option, what would you like to do?

You might be out in your garden like me. If you might want to read a book, maybe you want to do a hobby, maybe you want to go chain and you want to do pottery, maybe you want to play sport, whatever it is, What would you do if you had better time or organization?

**Improving your Workspace**

 I have an office where I use closed doors to make great boundaries. So when we moved out here, and I had this house built, You have to go through a door, into a little den, and then out to another door in order to get to my office, which actually can lock. So I've set boundaries.

There needs to be a start and an end to the day, meaning I have a routine to start my day. Then I have a routine to end the day.

When my workday is over, my office gets locked. I'm done. The computer goes off, I might play games... it doesn't matter. But I'm done working.

You need to have a start and an end to your day because your brain needs time to decompress in order for you to fall asleep. Because if you can't fall asleep, you're exhausted. It's just simply not going to be productive, have any kind of productivity or have a really good end product. So sleep is really important.

Getting into the swing of things is equally important.It's important to know when your productive time of day is. If you're one of these people who gets up at four o'clock in the morning, hit the ground running, and are done by 10. Kudos to you.

That's awesome. But that will never be me. I have zero brain cells that operate at five o'clock in the morning. So I start walking on new work around eight, and then I'm done. I'll also stop in between for breaks and to have a meal. So it gives my brain an opportunity to reset itself.

Make sure to take breaks so that you're not just constantly working, working, working, the wheels are going, and then nothing is happening. Your brain never has an opportunity to have time to decompress.

Just like sitting in a chair for eight hours is not good for your body. Working eight hours straight is not good for your brain either.

What do you say if you don't have an office? What can you do to create an area in which you can set those boundaries? Because if you're working at your kitchen table or your dining table, people are coming in and out. Especially the kitchen, they go into the refrigerator, they're popping out the jar of mayonnaise and the cold cuts and making a sandwich while you're trying to work.

So, an inexpensive way to make a home office still has those boundaries. one that’s maybe about 200 bucks online on Amazon. One of the things that I would suggest is getting a foldaway table - a little rolling cart. Something that you could put all your stuff in. And so that when you get to work, everything's in the cart, you just need to pull up the cart and everything.

So you have your table. A screen privacy screen can be helpful. The cheapest I have seen them has been 50 bucks on Amazon. I'm sure if you went to a Goodwill, you could probably get them for less money than that. And you set a quarter you produce, set your table, and a chair or good comfy chair while you're rolling cart, put their privacy screen. Then you can make a ‘Do Not Disturb’ sign and enforce those boundaries that you need time to work where you are interrupted consistently.

This is why it's important to have that workspace when we go from task to task to task. so I'm working on this. And then I get distracted, and I gotta go do this. And then I'm trying to come back over here and work. And then my kid comes in wondering what's for dinner. And then I tried to go back to work, the brain actually needs 15 minutes to keep resetting itself to the new tasks. And in that 15 minutes, you're not productive. It takes that much time. So rather, a task that will take maybe two hours to do second your three hours.

Time chunking is when you focus on doing a single task at the same time. Doing it at the same time primes your brain to get you up to speed faster.

For example, between 9 and 10 in the morning is the time I return phone calls and emails. I do that every day at the same time. When I sit down my brain already knows it’s for returning phone calls and emails, it's already ready to go.

 If I'm doing my books, my finances, I tend to do that Friday at two o'clock in the afternoon. Because I always do it then my brain is looking forward to it. It's getting ready. It's a task I don't particularly like to do but it gets done fairly quickly because now I'm ready and primed to get the job done. My finances are in my planner every Friday, two o'clock. It's physically scheduled in my planner.

If you are looking for a planner - there are plenty of planners that are out there. I like to use physical planners you can write in.

But there are also planners that you can use online. And they all have free and paid versions. Try out their free versions and if one actually works for you, then move on to their paid version.

There are way more features and actually worth the money.

For other management systems you can use Asana, Airtable, Trello, or ClickUp, they all work just a little bit differently and our brains all work a little bit differently. So find the one that works for you. And that's how you do it.

Schedule tasks into your planner so it becomes a habit

**Creating the Habit**

It takes about 21 days before something becomes a habit. Once it becomes a habit, the brain kicks in and primes itself so that you're ready to go.

In the workbook, you will become aware of your time. There are seven pages to track your time over the course of the week. You can use more if you need it.

But the purpose of this is so you can see where you're spending your time.

Are you stopping? Are you starting? How long do tasks take you?

I want you to be aware of everything you do, write it down, and how long it's taking you to do.

And if you stop, that's okay. Write that you stopped, you did something else. And then you went back and you started that task again. Be as detailed as possible.

**Setting your goals**

There are different ways you can map out goals.

There is linear, and then there's mind mapping. Mind mapping is where you see the goal in the center, and it's got all these lines coming out of it with all the things that you have to do in order to get to that goal.

So linear mapping is, instead of the end goal being in the center, and all the little arrows going off of it, the end goal is at the end of the line. Then you work backward. This is the end goal. What is the step before? What is a step before that when it's a step before that. Map it all the way out.

Both methods work - whether it's linear, or it's mind mapping, they always have an end goal to it. The brains work differently.

 When you map out a goal. You know where you're going, you know what needs to be done. It's also easier to make adjustments.

For example, let's say I want to make an omelet. so using the linear method, the end goal is that the omelet is on my plate.

So what's the step before that? Taking the omelet out of the frying pan and putting it on the plate.

And what's the step before that? it's cooking

And the step before that is mixing the ingredients together.

The step before that is gathering the ingredients.

So I start now that I have a map. Now I have to get the ingredients. I have to mix them up. I have to cook it and put it on the plate. And then I can eat it. So I've mapped out the goal for it. And if I look at it that way, if there's something I want to add to it, say Cheese? Now I decided I want to achieve that goal. I know exactly where on the map to add the cheese.

Your homework is to map out a short-term goal. Then, after that, I want you to give consideration to mapping out your long-term goal. Your long-term goal might be this program. Whatever it is, map it out. Exercise doing that.

**The Power of Why**

As a species, we are meaning-seeking creatures. We have a need to define our lives, we need a purpose, whether that's conscious or unconscious.

Think about when you're backed up in traffic. There's basically one or two scenarios.

There's road construction, and the cones are a mile ahead, the necessary and we're angry,

Or there's a horrific accident, our anger dissipates, because the why changed. With the why went from “We are backed up because of poor planning on the road construction”, as opposed to “Oh, my God, this horrific accident.”

Why changed. And because the why changed, your emotions changed. We can accept a change if we understand the reason why.

So when you approach people about your program, if they don't get the WHY they're not going to be interested. Keep in the back of your head.

Some questions to ask are - Why has this been important to you? And how did it change your life?

Your potential students have to see the why.

You gotta start off with, what problem are you solving?

This is gonna be a problem. So what was your defining moment that led you to want to do this?

My defining moment in Pawsitive was in 2011. I was speaking at a lot of trade shows, but because I was teaching them... I was not taking any classes. And the reason I wasn't taking any classes was either that I was tired (teaching is exhausting) Or the classes were at the same time that I was teaching. That was a problem. And then I realized that most of the continuing education I personally was taking was all online.

And there wasn't that much online education that was readily available in 2011 within the professional pet industry. So my defining moment was my problem. I wasn't getting the education or the treasures I should be getting. The defining moment was I realized that I was getting a lot of continuing education, but it was all online. Outside the pendant is sitting outside the pet industry. Then Pawsitive Educational funding was born.

Want to know what your goal is? Who are you helping and what do you help them with? What do you want them to achieve? That's basically your mission statement.

**Creating your mission statement**

So right there in the manual, so we're gonna put that together, who do you help? What you help them with and what you want them to achieve.

So my mission statement is - I help professionals access easily affordable online education. That's how I help them and what I want them to achieve so that they can be successful business owners.

Go over to Canva or Word doc or piece of paper, it doesn't matter. canva.com has a free membership and a paid membership. All you need now is a free one. And you can make up something pretty, but it can be a simple statement.

This is your mission statement. Who you help, what you help them with, and what you want them to achieve.

 Design a flyer with a good, pretty background. So let's add real quick put some elements there. choose your colors. then add the text. Just print out the ‘who you help, or help them with what you want them to achieve’. Print them out and get them laminated if you have a laminator so you can keep it handy when you're sitting down in your writing.

**Visions and goals.**

Why do you do what you do? you need to know where you want your business to be. You want to plan for the future.

So in the workbook, what was your defining moment that made you want to do this? What are you most excited about creating next year? What makes you happy? What puts that sparkle in your eyes? And then what are your long-term goals? Think five to 10 years.

**Finding the right clients**

There are qualities you do want, and qualities you don't want the clients to have. You cannot appeal to everyone. In fact, the narrower your focus, the better your reach will be, targeting the right client is way cheaper in the long run.

When my kids were little I think three, five, and six. We'd play a game in the car identifying vehicles. So I say, “Oh, hey, look, coke, soda shop” and my other daughter corrected her and said “No, that's a Coke truck”. So Coke’s marketing budget was able to reach six-year-olds to differentiate between a soda truck and a coke truck. Most of us do not have the budgets that Coke has.

So the narrower the type of client that you want, and know what you don't want. So you have an assignment here, pick between five and 10 qualities that you want in your clients to see what appeals to you...

For me, I like self-starting and motivated, committed. These are some of the qualities I want, but you also want to know what you don't want for clients. And then your second assignment for this one is to pick five to 10 qualities you don't want.

You can also have these qualities printed out really pretty and hung in your office.

Now there are other things to consider.

If you're at a physical location doing live classes. Sir geographical location that to clients vividly? What about age or gender? Are you going to appeal to people in a certain age group? Are you looking for older? Are you looking for younger people? What's the target mark? What is the target? And it's not that only targeting these people with a narrower focus? And that's who you appeal to. Are you going to have better ones? What kind of education or job do they currently have? What kind of business income or income do they have at this point?

The reason that a lot of surveys ask questions like, how much money do you make? Because that's all part of marketing.

Where do they want to be in life?. If you don't know the answers to the following questions, a little market research is in order.

Pay attention to whatever excuses that they have. Because if you post something, say on Facebook in any of the 1000s of groups 'Where do you see yourself in five years?' Someone will say “Okay. It is important to listen to the excuses.” Those excuses will need to be addressed in any kind of marketing.

You personally just need to be a couple of steps ahead of your students so that they can uplevel themselves. So you don't have to be this great guru who knows everything. You just have to know what you're teaching, what is preventing them from achieving their goals? That's a really good question. What is stopping you?

Why do you think you can't get to where you are? Find out what is important to them.

Important, this can be a really open-ended question. So think carefully on this one.

It is not always to make a certain income... It is other things, other things in their life that are important to them. That goes past a dollar figure. It might be earning enough so that they could spend more time with their family. So it really is important to spend time with their family. It might be so that I can learn how to cook Chinese food. Freeing up time is important to them so that they have time to do something that's important to them.

so it's not necessarily a dollar figure on an income, you have to figure out what is actually important to them as a person that your program is going to help them achieve.

What is their pain point? And the pain point is something that is a problem for them. Something that really resonates and hits home.

For example, Their dog is not well. But they can't go to the vet because they can't afford the vet is a pain point.

You should be really careful when you think about pricing when you're pricing your program. You don't want bargain shoppers. Bargain shoppers are not loyal. Bargain shoppers don't want to do the work that is necessary. Bargain shoppers are more likely to complain.

Pay attention to how people talk. What is it that they say? What is it that they're complaining about? What is it that they're ranting about? How do they measure success? Again, this may not be dollar value. How I measured success was that I was able to move out to the Pacific Northwest, buy land, and build a house. That, for me, was my measure of success.

Everyone's gonna have their own thing. Do I feel successful in my life? Again not necessarily the dollar value that they are making? What motivates them? Is it their family? Is providing for their family their motivation? Is it providing for vacations that motivate them? Is it buying property out in Washington and building a house? Is that what motivates them? And where are they spending their time? Where, where can you target that they will be?

We're living in a digital world.. Are your potential clients in a particular group on Facebook? Do they follow a certain person? Are they on Facebook? Is there a place that they hang out in the town if it's geographical? Are there places they like to go to? Find out where they are spending their time so that you can spend your time there as well.

**Who YOU are**

And so we're gonna move into all about you. so we're gonna start off with, there's a system. It's called a kanji, a Japanese term. And this is to try to figure out a little bit about you and what you're good at..

So this is where we're going to learn all about you. So the first page is what practical skills are you talented at? What social skills are you good at? Have you won any awards? How can you develop your talents? What are you using to develop your talents? And what is it that you find really, really easy to do? And then after you fill that out, look at it.

Which of those talents will help you achieve your goal? Then the next one is, what does the world need? What problems did you solve? Are there issues that touch you emotionally that are like your defining moments? Are there any volunteer organizations that align with you personally? If people were to ask other people what would they say you stand for? And that could be a really simple thing. When you think of me, what do you think of posting on Facebook? Has anyone ever said you're good with people or animals?

And then the next page of the workbook is how will your impact help you achieve your goals after that. What do you love to do? What would you do if money wasn't an option? What do you like to do in your spare time? What gets you really excited? And if you were to present any topic to an audience, what would it be? then it's how will your passion help you achieve your goals? The next page in the workbook What are you getting paid to do? So do you currently earn money? Do you feel like you're doing enough? Is there any overlap in other aspects meaning, is what you're doing at work, does that overlap anywhere else in your life? Are you using your talents and your passion in your professional development? Do you have plans? And what results give you the most satisfaction?

So then how will what you currently do help you achieve your goals?

The last thing we're going to talk about is what are your core values. In the workbook, there is a link, and its content sparks calm, it's a big list of core values.

I want you to go look at the list, pick out 12, and then narrow it down to three. and then your assignment is to go over to Canva and make a PDF and hang that up in your office as well.

In order to move forward into the next session, you will need to have this workbook completed and attend the group call. In the meantime, if you have questions, join that Facebook group and tag me in the group