**Session 1**

Okay, so guys, are you ready to change your life?

I just want to really make it to a point what I'm going to show you. This is all you. You will get out of this program.

It's not going to happen overnight. You're going to have to put in the work. So, I was just sitting here, literally today, thinking about where I was 5 years ago.

Before I retired from grooming, to a place where I'm making a living, just teaching. That's it. And I'm doing better than I did.

Amanda, you'll like this. I could do better as a Mobile Groomer that I am doing now. But that was a lot of work on my part understanding where I am deficient and we are all deficient in something.

There is nobody that is good at everything. When you're not good at something, you deal with it, you either get the skills or you hire somebody who has the skill so you don't do it.

So you appear like a genius. I remember there was Richard Branson who had made some sort of statement and it was something like to the effect that I don't do the details.

I am a big picture person. I don't bother with the details but the reason he's successful is because he hires people to do the details.

Here's my idea. Run with it. And I remember a lot of blowbacks from people saying, oh, I'll never go to worry about the details. All I'm going to do is the big picture.

I'm like good luck with that because that's not going to get you anywhere. Other than one failed project after another, because you're only doing part of the work.

The problem with listening to people, like and I'm not singling out Richard Branson, caliber of that level is that he's so many steps ahead of us.

That’s his advice. It's not really relatable to us. It's relatable to the people who are just under maybe one level below.

Which is why the two coaches that I personally have. We're just a little bit ahead of me. Because they very clearly remember being in my spot because it wasn't all that long ago.

And how they got from my spot to their spot and think it's to keep doing that. That's it. They keep doing that and I will keep using them as a coach.

Okay, so we do share screen and we get these boxes out of the way and present to do that.

Alright, so this is your workbook and thanks to Meg. We already know so many of the spelling errors that are there.

But again, that's going to go into my strengths, my weaknesses and my weaknesses are the little details. So, there.

Making sure I'm not jumping ahead. Okay, so that's my smiling face. Sitting there looking out from a Podium and I believe this was taken at The Landing Pad Fair.

My recommendations for everybody are to print these out, put them in the binder, and take a pen. Write the notes that you need to write in there. This is a workbook.

So next week, the point of next week's call is to go over this workbook. I am not expecting you at this very minute to fill this whole thing out.

Take some time and I'm not even expecting you to have it 100% done next week either. But you should have enough of it done so that we can go over and see where you're having trouble.

So at least, go through all of it, see where you're having a problem. So that we can go in and figure out why you're having a problem figuring it out.

And this here, I hope you printed this out framed, hung it up on your wall.

The reason is that this is a very challenging program, and there's going to be times where you're going to go, I can't do this. I don't want to do this. I can't believe I wasted this money.

You get a look at this, and remind yourself that you committed to doing this. So, I launched a Pawsitive Education back in 2011, and it failed miserably.

Okay I take it back. It's not that it failed. You can go anywhere. I knew it was a good idea but it's sometimes really hard when your business, the other business that you know is making money.

Making the time to do that. Part of it was making the time. So, I looked for shortcuts to do it. Shortcuts don't work.

I try to save money on doing it. Saving money doesn't work because all they do is take you longer to do it.

You don't have the skill set so you're just like throwing more money at something instead of just biting the bullet.

And doing what needs to be done, I want to underline here, I won't hesitate to ask for help when they need it. That is the purpose of the Facebook group.

I'm not sure what the problem is. I just made the problem go away by just putting your email in. So, both of you have your email in there. Meaning, you can't edit it but you can download it.

We're not going to go through this session one. Which all you needed was the first one downloaded for today.

Okay. So not only is that group there for you to like, tag me for questions. There are other people in that group who ask you questions.

And if someone asks a question that you can answer, answer it or if you have something similar or you have a similar question, what the group will be as good as you make the group to be.

I am very responsive. However, I do sleep. I do too. Yeah, and I do take days off. So, oh no, I take full days off. Generally, Thursdays are given every work on Thursday.

The only exception to that rule is I'm heading out to a trade show, or maybe just before, I'm going on vacation, and I got to clear some stuff out, but then I'm taking like a whole week, 10 days off.

But anyway, this clearly Thursdays are my day off and the other day off that I take is, well, it's around. And honestly at this point is that I probably only work about maybe four hours a day.

Okay, but that comes with planning. So, I just came back from Chicago for the instructor training class.

I mean, that's three days, two days of travel and it's really hard to get anything done. I can bring stuff done at the airport to get some stuff done when flying but honestly, it's not either.

I get it done before I go or it doesn't get done. However, because I am so organized in what I do, I can look at any given things that need to be done.

And I can decide whether or not it's important that it has to be done this week or if it's something that can be moved off a week or two weeks.

I can do that because I know what needs to get done. Preparation and organization is a skill because my state of being is chaos.

I'm going to take the camera off. I'm just going to pin it on my office. My office is due for a cleaning, just so you have an idea.

For those who think I am. So super organized but I'm heading into my summer office just outside, but I needed a quiet.

So, we're here in my office. After I finish my walk-in closet, I can actually not walk in my walk-in closet.

This office will get set because I have to do it on a regular basis, organization can be learned, it's a skill and you can learn it and that has been my weakness that could have totally derailed everything that I do.

Alright, so I'm on top of it and this is going to be a weakness you have and you're going to have to be on top of it.

And we will talk specifically about how I do it. However, the system I have works for me. Okay, some time and it took me years as evidenced by like the eight planners.

I have back there that I'm going to bring to the Idaho show that is totally useless for me. Never mind all the online stuff I have tried.

Okay, you might get lucky and find what works for you on the first try. I never had that kind of luck to find out something that works for me on the first try.

I think this guy to be something better but you have to figure that out. So, the way this is going to break down, there are a total of six sessions.

And each one has an accountability, a coaching call in between. So, session one and this session is all about getting started on the right foot.

There's a great deal of work that goes into setting up any type of program just as you would not build a house on shaky foundation.

Preparation and organization is key to your success. If you don't have this down, everything else is meaningless.

Session 2 will go into the different styles of learning. Session 3 is on creating content. Session 4 is the setting here, brand messaging. And you know what, you'll still learn something from this.

Yeah, there's always something to learn. Section 5 is all about the tangibles. And what I mean about the tangibles is all that supplemental material that goes along with it such as this workbook.

In session 6 is about the business. This is a business, so you need to know what your numbers are. You need to know if something is working for you.

When covid hit, one of the things that came out was like online event platforms, and they were not cheap. I had two options, the not cheap or the extraordinary expensive. I've learned, let's go with it.

Not the extraordinarily expensive option. Let's see how well it works and I thought it actually worked great.

However, what I was finding was that my speakers couldn't figure out how to do it even though I was creating videos on how to do it.

I was spending so much time trying to get them on to a new platform, and these are people for whom was an issue. Never mind the next step up.

And so, even though I thought it was a great platform, I was spending way too much time trying to get people on.

So, I ditched it and went back to the platform I was using but that was a decision that was made because time is money. My time has value.

And unfortunately, one thing you're going to have to learn is the amount of time that goes into preparing, whatever it is you're doing.

Delivering it will be the back-end stuff of it that has value and you need to count for it because if not why you are doing this, go get a job at McDonald's. Make sense.

So, some of the details we're setting up classes for at a time.

Session 1, the group call session and then we'll set up the next four. We're going into the summer and I want to make sure that both of you are here on live.

It will not be 12 straight sessions because we have the eye to see at the very least. Idaho is coming up, we're all going to Idaho, right?

Okay, but you put that and that's fine. There is so much stuff here. You're going to need time to digest it anyway.

Having that little bit of a break will give you a brain, a chance is like, oh my God, I gotta catch up. Well, I got to do this plane rides.

This brings it on the plane and works on it in the plane. For me, working on the plane is great because the person next to me doesn't talk to me.

Alright. I'm going to, why do you knock yourself out for what reason? Oh, anxiety. Okay. That's different.

Okay, so you get three one-on-one calls with me. However, I would wait to do those until you have something to discuss.

You will have nine months to schedule those 101 calls for me, so it's not like you have forever. No, you cannot have nine months, and I'm giving you one year to have access to the recordings.

So onwards. Let's go to the first one getting ready.

Just getting back to **Pawsitive Education** first launched in 2011 didn't do so well and then I realized the reason was not doing so well as I didn't have the proper education.

So, I went back and even still. It was still another incarnation before. Launched in 2018, or the end of 2017 until I got the education that I needed to move ahead.

And even still, I am still working with coaches to keep moving forward as far as long as I wish to move forward.

We're going to cover today and go over some mindset, time management, your goals, and your visions, your clients. And then we're going to talk all about you and what you have to offer.

You ready?

Okay, so let's start with mindset. This is just in here, just to make sure, just put your stuff right in your books. Okay?

Hold on a second. Let me get my notes ready now.

Okay. So, why is mindset important? Because it really and truly is a difference between success and failure.

And part of the problem I had when I was launching *Pawsitive Education* was because I just simply assumed I would do well with it,

and that was because I did really well with my mobile grooming business but realized I had a different mindset so that when I launched my mobile grooming business in 2002 is totally unheard of.

I just quit my job. My daughter was just accepted to Yale. There was no option to fail, it wasn't okay and because it wasn't an option to fail.

I was very aggressive about marketing. I mean, I went where I needed to. I drove that van to every single vet's office.

I brought Donuts. I invited them out to see it. I went to pet stores. I went to shelters anywhere that could possibly be a way for me to get clients. I did.

I said press releases out to the paper. If you call me, this is back in the land. Lies are before cell phones or the cellphones were like suitcases.

They were not the same. They were basically portable landlines, that was it. So, somebody called and they got a return phone call.

Alright, whether or not they left the message, Caller ID was wonderful, everybody got a phone call. I think clients probably shouldn't have books.

That was a lesson that was learned fairly early on, but. There was never a time I did not want as a Mobile Groomer. I did not make money. I was never a week behind the eight ball.

And so, you kind of forget that, and you just like throw this product out there and you know it's a good idea. Nobody pays attention to it.

Doesn't need the products, bad and means marketing changes. And I was not in that mindset that I needed to succeed.

It was totally different mindset so that mindset can be the difference between success and failure. Alright, so what does your subconscious have to do with this this whole mindset nonsense?

The purpose of your subconscious is to protect you and it protects you by keep you in what it feels is safe, and the unknown is not safe. The unknown might be better.

But subconscious is, have it had any experience with it, so it's bad, right? It's the reason why New Year's Eve resolutions fail all the time.

Because you're not justifying to yourself conscious, why didn't you really need this. I think you look really cute fat and chubby, I don't know what'll happen if you lose 40 pounds.

I think that cupcake over there. You really want that cupcake or you lost five pounds, have the cupcake. You deserve it. Most fears and blocks are formed in childhood.

So, if you grew up, like in my household, my father was gainfully employed. However, he was a drunk. He drank and he gambled away good deal of his paycheck.

There were things I went without in my house growing up. A lot of it was closed. And I can absolutely see how that has affected my life.

I have in my walk-in closet some of which I probably can open up a store. But you know what, the thing is, I do recognize that, so when I buy things, I'll stop and think to why am I buying this.

It's also the reason why I don't throw out and get rid of her, go to Goodwill stuff that I'm not going to use. I'm hanging on to it.

I know that it has to be addressed, you have to forgive yourself because even as a child and it's not your fault, you blame yourself.

After you acknowledge it, and if it's a problem, you cannot deal with on your own, then you get professional help for that.

Okay, there is nothing wrong with that and what I really love about things now was when I was growing up or you didn't go to therapy, you went on and there so much more openness and about how you need help.

I would love to have set my husband for a psych eval. I think he would have benefited so much for him, but the culture that he grew up in, who would eat that he would die before he goes.

His statement to me all the time is if I ever turned into my mother just kill me in my sleep and I'm like if you write that down on a piece of paper and sign it and have it notarized.

I can make that happen. You have a support network. Sometimes you have to find it. It's okay to ask help from your family, friends, and colleagues.

You are the sum five closest people. You look at the five closest people to you, where are they? Do they have the same values as you too? Are they trying to be better than they are?

So, take a good look at them. And if your friends are happy, we complaining about everything and then going to the bar every week and drink it away.

And then complaining, they don't have any money with no ambition at all. They're probably not the people you want to hang around with.

You can find five other people. Who are your crabs? There's something called a thing and its psychological term.

And what that refers to is that if I was to take a pot of boiling water and I was throw crabs in it, and a crab tries to escape. The crabs would pull them down into the boiling water.

Yes. If I can't do it, neither can you because it makes them look bad because you can do it. Why can't they do it?

And as you start to put your plans in motion, your crabs are going to come out. I guarantee it. And that they're only helping you. They're just in your best interest.

I don't want to see you fail. I don't want to see you get hurt. My husband was the king of this. But he realized that listening to him anymore, and I'm just going to do it.

But here's the thing, he was a crab and he realized I wasn't putting up with it. He's a huge supporter of everything I do.

But he had to see that a yes, I can do it. I'm going to be successful at it and it's much nicer when you have somebody there to help along and share when I first went back to work after being a stay-at-home mom.

It was the worst horrible thing that ever happened to his life. His wife was working until we had discretionary income to go to the movies every week and out to dinner all of a sudden.

When you have people in your life who are really giving you a hard time, and this can be online. I don't pay attention to anybody who has something negative to say about me online.

I don't care. Absolutely it over my head. I don't give them time my day to go back on it. If it's something legitimate. Yes, I will address it if it's a legitimate.

Good question. Yes, I will address it, but if you're just complaining just because you think that you need to bring me down to your level. That's not going to happen. It's not going to work.

You don't give those people time of the day, so if you're posting stuff and somebody is just giving you a hard time on it, your options are to ignore it.

Ignoring is worse. It does not even block. You block them. But if you just ignore them and don't respond to them, that's worse.

Very few people get a block from me, very few people you have to do something particularly bad for me to hit that block button.

But if you're just complaining about something and it's directed at how to terrible person I am and my membership is a rip-off, I don't care.

Well, you haven't been around long enough. Okay, so let it go. But here, identify them. For people who are really having trouble, what I tell you to do is go get a pot from your kitchen small pot with a lid on it.

Go to Amazon, get yourself a stuffed crab. And when that thing is giving you a hard time, put it in the pot, put the lid on it.

It's fun a little now. I don't I pay for them crab. I'm not boiling it. But you know what happened? The crab sitting on your desk. I think is just simply fun. It's similar.

Then there's decision fatigue is that you're being asked to make decisions over the course of the day. We're bombarded with Facebook ads all the time and it's always fun to see what the ads are.

Because right now, even though I haven't mentioned anything on Facebook about losing weight, if not every other ad on my Facebook feed is some magic pill that will help me lose weight.

Yeah, because they have the microphones. Yeah, I know the microphones are less you actually go in turn off the microphones.

In the background, you give the app access, and even if it's not in their terms of service that it's like a default, unless you go in who reads the term of service. You just check it. Check agree and go on.

That's a contract. That's not terms of services. I think I made an effort to read like a couple terms of service and I got to like page five.

I'm pretty sure all that stuff is on page 6 because they know you're going to give up after. Sometimes making the decision can be really difficult when you are bombarded with a lot of stuff. It can put people into overwhelm.

Because it’s making a decision. Make a decision to make a decision. So, the exercises that you're going to do is you're going to make a snap decision on something.

I don't care what it is. Have you ever gone into a diner? Not a restaurant but a diner where they have the menus that are like 40 pages long.

That's the how you would decide. You make a snap decision. My snap decision when I'm faced with a menu like that, I don't even look at the menu.

My snap decision will always be, look at something from the today's special. So, the things that you have hundreds of decisions on I needed to get some dresses.

And I don't like going into the store. I'm there too long. It takes me too long. I really do hate clothes shopping because you go into the mall and there are 20 different stores with hundreds of dresses.

All I wanted was a couple of dark blue dresses. So, I went online and even online. Macy's good quality store.

Put in blue work dress, blue office dress, bunch of stuff came up which is still quite a lot, but you're able to weed out some of them.

Read the sizing chart and I ordered two, one is perfect. When I think I'm going to get the dress him because it's a little longer than I thought.

But I made snap decisions. Okay, I need a pretty plain blue dress. I will dress them up with the pink shoes I have.

I have yellow. Yeah, and I have chunky crystal necklaces so I don't need a dress. That's busy. I want something plain blue looks good on me.

Name of role model, and why that person is a role model I can look at. Hey, you could use me if I'm a role model for you.

But I look at my entire grooming career up to here until where I am right now. I always have a role model somebody who I aspire to be like.

And I think when I get to the point where I don't have a role model, that might be time for me to consider retiring if I no longer have somebody to look up to and for how long I want to be in that top position.

I'm not sure how long I want to be there. Does that make sense? To see as many people to get to where I am.

As quickly as possible, we do not have enough. We don't have enough people in our industry who value teaching.

Not just teaching one set of skills, one set of skills is grooming, and yes, that's what we do. We need to have those but there's a whole other side too.

To grooming that has not been addressed so we need to change and that needs to change journaling. Journaling is important.

And the reason that I like books is that when you use the motor skill of writing, it makes a connection with the brain. It lights up the creative part of your brains.

So, you remember better solutions come to you better. You start off the day, I have a problem, this is my problem, you write it down, it sits in the back of the brain.

So later that evening, would you go back to look at that journal. Your brain’s been working in the background trying to figure out a solution even if you're not aware of it.

Like all of a sudden, the light bulb goes off. It's not that the light bulb just went off, the light bulb’s been on, it's just been a little dim in the back of your head until you allowed it to move forward.

So journaling meditating to tools that I recommend if I have a problem that I need to address, I will think about it before I go to sleep.

And see what comes up in my dreams. Vivid dreams are sometimes the weirdest stuff but there is like an answer there.

It's like what has Kangaroos and try to serve as rex have to do with my problem. There it is. I got it. Thank you.

Alright, what are you appreciative of and why? Think about that. What's really good in your life? It can be anything from...

Okay Meg. That's a really nice hairstyle. You got there? Who did that?

Okay, so you appreciate it. Okay, so are you appreciative of Stephanie? And why were you appreciative?

So, the point is here, is that when you start to look at what's good in your life, and then what you're appreciative of, your brain begins to focus on that because your brain can focus on a couple of things.

It could focus on all the problems and why everything is bad. Why this is not working for you or and you could focus all of that and I guarantee you, you start focusing just on that.

That is what you're going to see. However, you take the time to look at all the stuff that's around you. That is good.

Alright and you start writing this down, documenting it, you're going to start to see more of it, all of a sudden you will be one of those annoyingly optimistic people.

All right, that always sees the positive and whatever the situation is. Bad things happen to good people. It happens all the time, you'll have problems, we all have problems.

However, what is good besides that problem or what came out of that problem?

Yeah, because you do that, you notice the smile, you'll start noticing all the smiles. Not just the one.

Okay, how do you take care of yourself? Here's another part of this. This includes how you talk to yourself. How you would talk to your best friend the way you talk to yourself.

Okay, stop doing that. You know, there's a reason when you're in the airplane and they tell you to put your mask on first before you help somebody out because you can't help them.

If you exactly take care of, you're fixating, are you passed out? You can't. So, take care of yourself.

And how are you doing that? And you know what? It doesn't mean all every other day. I go to the spa. No, it means, maybe I go for a walk.

Maybe I make time to read a book. Maybe I make time at the end of the day. Maybe I put an end to my day and I call it.

You know, what day is over. And I am done and everything will be. There is nothing that can't be handled until tomorrow morning.

Looks like I missed a page. Identify and explain your excuses. Where did that page go? There might have to be added back it. Okay, I have it under time.

There we go. We skip the ones. Go back up one. No, that's nine.

How is page 10? Okay. Page 10 and I have it here. I don't know why it's not showing up here. I'll have to go take a look at that.

Identify and explain to your excuses. Where do you generally stop doing something and if you need to recognize at what point when you are stopping something, then pay attention to the reason why you're stopping.

What excuse are you giving yourself? Alright. We could use diet here. I've lost five pounds of core or you know what? I've lost five pounds and I'll need a cupcake.

And that one cupcake, the five pounds back on me. Why am I even bothering? Another excuse is it's not perfect.

Perfection is an excuse done is better than perfect. There are problems, you simply cannot account for because they won't even rear their ugly head until you're right in the middle of it.

And when I launched *Pawsitive Education* again in 2018, I say thankfully I didn't have a whole ton of signups because there's a lot of mistakes I made there and there was a lot of tech issues.

But they were things, I could not account some of them because of that whole not being detail oriented. Alright, I don't have the time. That's a big one, isn't it? I'm busy.

We will get into some time management techniques.

Another one is it cost too much. Can't afford to hire somebody. I can't afford to do this, and for somebody who has spent an inordinate amount of money in the beginning.

Going cheap has cost me way more than if I just would have done it right the first time. I'm actually going to applaud you guys because you know what, you're taking an investment in yourself.

But you're worth it, and I think that's an awesome dream to have. So, let's go on to time management.

There are slides in the wrong spot. I'll have to switch so the slides can and I just going to so whatever. Okay, so what could you do if your time was actually better organized?

Write this like, what could you do if you just had better time management skills?

What was that? Amanda.

Okay, okay.

Thanks for bringing that up. There is a reason, my office is in this house. We had the house built because we're going to retire in this house as my office.

To walk out of my office, you walk into the spare bedroom. And from the spare bedroom, you walk into the kitchen and then there's the living room there.

It could be two close doors between the main part of the house in my office. And my husband has now learned that when I come into my office, I am working and I tell them I have a workshop live stream or whatever it is I'm doing.

He does not disturb me but here's the thing too, sometimes he like texts me. But I working I'm not paying attention to the phone.

Which means if he has to physically get up off the sofa. Walk all the way over here, does he really want to do that?

He would not be above doing that. How can you improve your workspace? We all need workspace. You all need dedicated space to be able to do what we want to do.

Having a spot in the kitchen. It's not conducive to working because even if they're not disturbing you, they're going to the refrigerator, maybe they're making this up a cup of coffee.

They're in your space and something and that's where distractions occur. The reason I can work for hours and I put in a full day of work, I don't have any distractions or the distractions are of my own making.

Meaning, I will do something like I’ll play a game just to give my brain a break. Yeah, I reward myself for being good.

I just did what I wanted to do on this Summit. Never mind the other four that I got planning going on, but I've accomplished something and I'm going to move on to something else.

Okay, we're going to get talk a little bit about that momentarily. Part of it is knowing what your peak operating time is. I am not a morning person.

I am not going to get up at 6:00 in the morning. I jump out of bed, go take a shower and I'm sitting in ready to work at 7:00 in the morning.

No, it’s not happening. Now the first aid classes where we start early. Tom wants us to start at 8:00 in the morning. I'm like, no that's starting at 8:00 in the morning.

But for the instructor training, we're supposed to start at 8:00, I started at 9:00.

So, my actual peak we're tied in the morning is not it. The morning I might do like stuff that doesn't require any brain power.

That can be like returning emails, returning phone calls, cleaning something, putting something together. Something that doesn't actually require me to think about what I'm doing.

However, why were time starts really around noon? And it's like, after I might have lunch first, then I'll start working, and then I'm going to stop for dinner.

And then I'll work for a couple hours after that depending on when I start and there are days, I don't start to like 3:00 in the afternoon.

Today's a little longer day for me because I have two workshops. And even that I was finished with all the other stuff, I need to do by 3:00.

But still, you need to know when you start to work. You need to know the time is that you're going to be the most efficient at.

And you have to have an end to your day, and having morning routines are really good. My rewarding routine is to, as I get up, I cuddle with the dogs.

I'll play some games in bed and then I'll look it up. Then I'll make breakfast and then I'll sit on the sofa a little bit with the dogs and then I'll go take a shower and then maybe I'll walk the dogs. And then I'll get to work.

All right, listen.

But you know what? Well, I will get up at 7:00 or 7:30. I'm not really functioning. From not functioning with active brain cells then, you know what I need to do.

My end of day, I never work past 8:00 period. Computer goes off and then it's TV time or whatever, read a book, like that but doesn’t not work.

So that when I go to bed, all of the things that are jumping around in my brain or finish, doing the jumping jacks, we can move on and go to sleep.

So, let me tell you what time chunking is. Time chunking is when you focus on a single task, and with that does, and if you do it at a specific time, your brain gets up to speed that much faster.

For example, one of the tests I dislike doing is I will do my books per se that basically what I'm doing. I am totaling of income, totaling up the expenses.

Anything after that, that's my account but it's still something I still have to like do that part. They don't like to do it and if I just pick a day and time which is Friday, it's the first task of the day on Friday.

And I get it done so much faster because you know what, for the Fridays, I get it over and done with all. Fridays tend to be the day like I don't want to do. They tend to be the boring mundane.

But I got to do it, and so I have an entire list of that and there's an order in which I do it, is fly through the water. And so, Friday is a very active day for me.

When you consider there is nothing on that list I want to do, that's chunky time. So, if you're going to start working on things, pick a specific day or specific time.

If you're going to do it every day, pick a time and it doesn't have to be this huge period of time.

In addition, to knowing your peak operating time, how much time is your focus? Can you focus on a task for only a half hour?

Then he works for a half hour to stop because after that, you're spinning your wheels. So, instead of you do more of your work for a half hour, do something else.

You work for a half hour. We do something else. Working those half hour chunks. Does that make sense?

The reason that scheduling these important to work and I want you all to be filling out this workbook because it’s where you prime the brain to get ready.

It's like when we set up routines when we're grooming. So, we all remember that first dog and how long it took us and how much faster we are doing the same exact task, correct.

That's because the brain already knows what it needs to do, it doesn't have to think about the next step. It knows the next step. We see what the difference is.

And so, there are productivity tools that you can use. There's lots of online schedulers; *Asana*, *Trello*, *ClickUp.* *Notion* is a new one.

There are also apps when you put on, you can't like or even go into Facebook. Yeah, you have to Google them to find out what they are.

Okay, you know what? Close the social media tabs.

So now, if you're working on something during the day, like I'll be working on something to Facebook doing like specific things.

I do this, then I do that, I do this, then I do that. Someone dings me and I'm in the middle of something. Well, soon as I finish this, I'll go see what the ding is all about.

Track your time, track your day that can be measured and can be improved. How are you spending your day?

And the reason you're looking for a redundancy and just as an example, groom this dog. Which are phone calls from this dog returning. This dog return phone calls when you start seeing redundancy.

Again, this is now where Chunky time comes in. What if instead of doing that, you groomed three dogs, return phone calls. Ready for more productive because what happens is, it lets my train of thought.

Thank you, Cecil. So yeah, I know, right? He's okay, he's fine.

Okay, so you want to start saving a little bit of time in here. If you go back, the brain takes 15 minutes to recalibrate.

If you groom dogs and then you answer the phones and then you go back to grooming dogs. Again, your brain can't get into that immediately. It takes about 15 minutes and then that 15 minutes you slow down.

However, if instead you set up a routine where I groom three dogs, return calls to the three dogs which are phone calls, that's more because of habit.

So, the brain knows what to expect. When you start looking at where you're spending your time, where you can consolidate some of your time, your brain will also start to adapt to that and become much faster.

All right, this is why working here in my office, I can do more and four hours here then I can do in eight hours in my kitchen because I don't have that continually stopped because somebody walked past me.

When Spirit towards the end for spirit and he needed a lot of care event, I was working in my office and working in the kitchen.

So, I was not very productive during that time because when he needed to get up to go out, I had to stop what I was doing.

Even if I was looking for something. Get up, walk them out there. Help them. Come back in. And then start back in a middle of a task, rather than at the end of a task.

So, there's seven of these.

Yes, yes, you are. Okay.

No, you know what? Look at your entire life, see where you can consolidate your time because it's not just work, you come home and you do things.

Okay, you know, my husband is one with. This is our first. He just goes and he just washes them individually in the sink, dries and puts them away.

I would much rather wait until there's a bunch of dishes in the sink, wash them, dry them, and put away. This time that he does.

Okay, so you're going to map out to goals and it's going to very simple it's not looking for details. There was company called linear mapping, and mind mapping is the one we have the goal in the center.

It's a big circle and it's got all these Circle things off of it. All the things that have to do with that. Have you seen that?

I hate that. I can't do that. It just some people love it. I put my goal here in the center and all the things I got to do around to accomplish that are all around. It does nothing for me, except give me a headache.

All right, I much prefer linear mapping so that's how your brain works. And the reason I like linear mapping is because I was a chemistry major in college and in organic chemistry.

This is the one thing I really have taken it to my regular life. So, what are things that come with organic chemistry?

Is that you have something you want to create and you only have these ingredients?

How are you going to get there?

You work backwards. Okay, so here's what I want to do. What is that step before it. And what's the step before that?

So, you until you get to the very beginning. It's not like you're starting here. You're all over the place, trying to get there.

You working backwards. This is the end product. I'll be going to work backwards from work to work till I get to where I'm starting.

Yeah, that's just works for me. I want you to map out a short-term goal of short-term goal is something that you may want to accomplish in the next couple of months and it may very well be this workbook.

And then, I want you to think of this. I think I just have you doing a short-term goal? Oh no analog drum go through two of them.

And again, you don't have to have all the little details in there. You just need to get the basics in there. Something long-term.

No, it just wants you to get here.

Yes, so we're going to go into vision and goals. Explain to you the power of Y.

Okay. As a species, meaning we are seeking creatures. We have a need to like actually define our lives. We need a purpose, whether it's conscious or subconscious. As an example, you're backed up in traffic.

There are one of two scenarios that you're backed up traffic. One is that the construction crews have put out the cones two hours before they really needed to do so, okay. And we're angry.

Okay, pisses us off. However, if the traffic is because of a horrific accident, our anger disappears. Why I changed? It wasn't shoddy construction planning.

Somebody got hurt and mad. Okay, it's the reason why change we can. A change if we understand why.

So, when you approach people about your product you're selling, if they don't get why, they're not going to be interested.

So, keep that in the back of your head. Why you're doing is important to you? Why has it been important?

Two students that you've already had people. You've used your skill with why. That is the case. It's not what it is. You're selling, that’s because it's important to them.

You have to know what problem are you solving is. So, defining moment that led you here.

For *Pawsitive Education*, my defining moment for starting that right, I was at a lot of tradeshows, I was speaking, I realized I wasn't taking any classes because they were either. All at the time I was teaching or I was tired.

I found that all my education was being done online in other industries. This education in our industry that this easy way to take continuing education was not available to us.

That was my defining moment. My reasons for developing this. If it made sense for me, we make sense for other people. I have to demonstrate why this is important. Why you would do this?

What problem are you solving? When you think of a problem, you have to think of what the real problem is.

You think the problem is okay for marketing for Branding your social media. You might think the problem is, this is simply creating nice images. So, you don't.

That's not the problem. Problem falls under a couple different categories; Time, money, weight loss, relationships. Those are the four things.

Then for time, you saving the money and you're going to have them. Can they make buddy? Can you save them time and can they make more money?

That is what exactly the problem so it's for the product is great. Why do they need it? For that, there's a problem. You have to solve a problem.

What's your goal? Who are you helping? When you help them with, what do you want them to achieve using your product or your service?

So, let's go into your mission statement. The basic formula is, who do you help? When you help them with, what you want them to achieve?

This is a fluid changes, however you wanted to change. And if it's not working, change it. I helped pet professionals access easily and affordable online education, so that they can be successful business owners.

Alright, who I help? how I helped them and what I want them to achieve? So go over to Canva. I want you to make a nice little PDF all ice and color, print it out and color, hang it up.

Remind yourself. You want it to be pretty, you wanted to be your vision and your goals eye-catching.

What’s the reason of what you do? Get everything that you're doing here. This is going to help you in marketing down the line.

So why do you do what you do? What was it that defining moment that led you to do this because stories tell?

If you can't tell a story, I'm not going to listen to you. And what are you most excited about creating in the next year?

Also, what are your long-term goals in 5 to 10 years from now? Tell it to your clients. so, I want you to go over to this website right here, and I want you to pick 5 to 10 personal qualities.

You want to see in a client. You cannot appeal to everybody. The narrower your focus, the better your reach will be.

Alright, targeting the right clients is cheaper in the long run because you don't have the budget of coke. I don't have the budget of coke.

I don't have millions of dollars in my marketing budget target. And the more you know about your clients, the easier it becomes.

Right because there are qualities. That maybe you're not interested in having in a client. Let's go over the list and just pick 5 to 10 of what you want in a client.

Mine are going to be different than yours. So, think about that. And equally as important as what you want and what you don't want in a client.

So, it's the same deal. What qualities don't you want other things to consider. Geographical location is important.

If you only want clients in your area, geographical location is also important if you're in different countries and what the rules are for that because they could be different from the United States.

You take on coaching clients if you look at more into this integral, we get into the teaching in some of the tech side.

There are things they have to be compliant with. What age and gender you think you would like your services to go to?

And for marketing, that might be the older generation because our dollar with it and might be the busy professional.

So, who has three shops and 10 employees, what their job was to education? What income level do you want to work with? Do you want the worst of people just scraping by? Who will have an excuse?

Or value that they know that this is going to free up time for people who understand the value of time. Time is a commodity. You cannot make more of it.

You can only use it wisely. That may be a selling point that there's 24 hours in a day. Do you want to spend three of it doing social media?

Okay, other questions. If you don't know the answers to these, market research is in order and it could be something.

Market research is asking questions on Facebook. Where do they want to be in life? Where do they see themselves in 5 to 10 years?

What is preventing them from achieving their goals? Look at the answers for that. They don't have the time. They don't have the money, whatever.

What you're saying is why they can't define what's important to them. Working 24 hours a day, spending time with family going on vacation. What hobbies? What is their pain point?

I'm going to tell you when you decide on pricing. You need to be really careful with that because you don't want our bargain shoppers. You don't want the Walmart.

You don't want the people coming in because they're the ones are going to complain about it. That's one of the early lessons. I learned on the cheaper I priced my programs, the more complaints I got.

What's their pain point? Back to an example, for Meg. A pain point might be, there are 24 hours in a day. Do you want to spend three of them doing social media?

That speaks to lack of time. Something they don't want to do.

Alright, another pain point. We have to think of what they don't want to do and how you make your things easier for them.

Listen to what they say. So, if people are posting stuff on Facebook, pay attention to their responses, pay attention to what they're actually saying, in their rants, or they're complaining about something.

Measure success and that can be a very easily question. How will you know you've made it that you're a successful business owner?

See what the answers are. I always find them very interesting. Whatever I find interesting. I write it down somewhere. This could be a future blog or could be a post.

What motivates them is in money. Do they have kids? The kids going to college, they have a mortgage to pay off to, they want to buy a house, they want to buy a Lamborghini too. They want to get that third standard poodle.

What drives them to do what they do? Where do they spend their free time? Go ahead. I'm dry too.

Okay, this section is all about you. So, you answer this section is honestly as you can. What practical skills are you talented at?

This could be anything about what it is you're planning on teaching. So Meg, your practical skills might be Canva design.

Amanda, you're planning on what you would like to do. Is it business coaching or specifically mobile grooming coaching?

I'm having a little bit of trouble hearing you.

Okay, so, as far as helping business owners do with what they're doing better, what are those practical skills that you have that can help them?

You're going to write this in your workbook, okay? What are the social skills you're good at? Is it in person or is it online?

Okay, and Meg. I'm thinking yours is the opposite. So, this is introspection, you're going to have to think on this. Have you won any awards?

I want you to think how you can further your talents and what is. Spelling bee, I know. Okay. And what do you find it easy to do? What are the things that you do?

That is just like boom, boom. Is it so easy? I can do this in my sleep and what are those talents that you have that you are fond.

On this page here, what are those talents that will help you? Achieve your goals. Identify them.

Next, we go into, what does the world need? What problems do you want to solve now? Are there issues that touch you emotionally?

Okay. That might be now I'm talking the world in general. So, there are maybe it's the homeless. Maybe it's an animal welfare, maybe it's religious.

But whatever it is, is it that important to you that you feel you need to make a difference? Because what you put here, that's going to attract those people who feel the same way.

So, I make sense.

Are there any volunteer organizations that you align with? I have an automatic donation to the Pacific Northwest Food Bank.

It bothers me that people are hungry for whatever their circumstances. If you were to ask other people, what would they say that you stand for?

And has anyone ever told you that you're good with people or you're good with animals or both? I mean, yeah, we're good with animals.

So, everything you just put on this sheet here. How will your impact help you achieve what it is you want to do?

The next is, what do you love to do? What test do you absolutely get lost in that? Somebody actually literally has to remind you to stop working.

What would you do if money wasn't an option? If somebody said to you, I will pay you a hundred million dollars a year to do whatever it is you want to do. What is that?

What was that event? What do you like to do in your spare time? What really gets you excited?

And if you represent any topic to an audience, anything that someone could say to you, oh my god, I need a speaker. Can you talk for an hour? What would that be?

The next sheet is, how will your passion help you achieve your goals? The things that you're really a passion with, how is that going to help you?

What are you currently getting paid to do? Do you feel like you're doing enough? Is there any other overload overlap in any of the other aspects?

Meaning, what you're doing in all the previous things that we discussed, it is also what you're being paid for.

Is it something you love? Is it something you're passionate about? Where's that overlap? Do you use your talents and your passion in your current job?

What professional development do you have planned? And what results in your job bring you the most satisfaction?

And then, what do you currently do help you achieve your goals? There is another list right there of core values.

Pick 12, narrow it down to three. Okay, three core values for what you stand for what it is. And then you're going to put all of this all together.

You're going to write down your three core values, your passion, your mission, your vocation, few professions and then describe what you're meant to do.

All the spelling errors here Meg, okay? Okay good.

And that's it for today.

You know what, put them in the group spark everyone who took the class before to do it again.

Yeah, that's fine. Let me stop the recording. Here we can stop the share.

Okay, stop recording.

The recording will go up later tonight. Okay, it's after 8:00 now as long as video and Zoom are like not going to bed themselves, it'll be up tonight.

The transcript will take a little while because that has to go out.

If you have any questions, you know how to get ahold of me. We will meet next Sunday, 7:00.

And that's going to be the accountability call. You are not even going to get access to the second session, the pre-recorded second session until after notice.

I don't want anybody getting ahead. Do the work, spend the time doing the work rather than thinking about what the next one is.

Yeah, there might be some differences in there. I mean, it's not PowerPoint anything like that. Let me just see where I am so next time, we'll get through teaching techniques.

I thought so, for some reason. Anyway, that's okay and I want to make sure you do the time to do it because there it's really dry. Probably the driest workshop I've ever done in my life.

But a part of the beta is to figure out where once I get the material tab that I am not going to do a workshop with like kitten ears on my head or anything like that to liven it up but there is so much material in there.

So, I want critical eye. It's going to be the same thing. There's going to be a very brief PowerPoint and it's mostly the PowerPoint like QR codes to get the material and stuff like that.

Go over. How to access everything. But it's dry and part of the problem is, if I don't get a lot of life people attending, I'm not getting questions that need to be asked and that is a huge issue.

So, I have to wait for the recordings rather than, you know there. So, I know where the material is and I don't use the word sufficient because it's not deficient not as really the worded properly or explain properly.

Something somebody's not getting. Do I need to do more of a Canva tutorial before I even get started on it rather than as I'm going along?

It's a work to do it. There's this a lot of hours you're going to spend on it. Maybe instead of doing it two hours out of clip, maybe I got to spread it out over and do one-hour clips.

Yeah, so I got to figure it out. It's a lot to figure out there but that's why it's a beta program. No, I got one person and I think she was just listening in the background rather than actually paying attention.

And I'm like, this is not. So, whatever, that's what the group is there for, Eddie who thinks got to get thing. I got to give a dog Insulin.

I'll talk to you later. Bye.

By Amanda.

We're going to take care of right now.