Workshop Workshop 1

OK. So welcome to workshop. This is the workbook. You're going to notice that there is no PowerPoint with this and that this was done intentionally. Ok, you don't need to have PowerPoints if you don't think it's what you need, but we are going to make a PowerPoint for this and one of the other lessons. So let me just go over a little bit of what we're going to go over. Ok. So my name is Mary Oquendo, I think everybody here. Knows who I am, but I'm just going to reiterate I started teaching in 2005 right after I became a pet tech instructor.

I've been online teaching since 2011 OK, I was really fortunate that before I got started that I had a good foundation in teaching right off the gate, right out of the gate. I think that got me, gave me a leg up among other instructors because I had that background for me. And so I was literally no one and can coming up against people who were somebody in the industry and it was that background that helped me level the playing field. This particular module, so this whole thing is 4 sessions.

Ok. It's going to be broken up into four months, four weekly sessions and then one, one-on-one call. Ok, so what's the goal? What is that I'm hoping that you will get out of this entire program is that you get your program out of your head and ready to present. Ok, like I said, it is broken up into four sessions. Today is all about getting ready. This is mindset. This is getting out of your own way, OK, in session 2. We're going to talk about all the different styles of learners, all right? So that how you can create a program that's going to account for everybody, all right? So no matter how they learn.

You'll be able to reach them as an instructor, OK. Session three is all about being professionals, going to set you up for success on how to be professional and how to present. How to approach the trade shows OK. And the last session is all about what I like to call the tangibles, right. The tangibles are all those supplemental things that go along with whatever it is you're teaching.

So one thing I want you all to know is that you are your knowledge. You and everything else that's supplemental, that's tangible, that's your PowerPoint, that's your workbooks. That is well, supplemental material. Ok. I so and I would normally say that every single session is as close captioned. However, apparently Ava and Zoom are not talking to each other at the moment. They had a little bit of a tiff and I will figure that out before next week. And there is a transcript. That will go along with this. If you have questions, please put them into the chat.

All right. And I will answer as I go along. Ok yeah you know, here's the thing with technology, all right? Technology is wonderful until it doesn't work, all right. And then you got to work around it, right. So like I said. There will be a transcript that will go along with this and the recordings and the transcripts will go up. By the end of today, right? So you will have access to that. And I will figure out what the problem is here. Ok, so anyway, so let's start off with mindsets. Before we even start, I want to talk about the very first class alright that I ever taught.

And it was right after I became a pet for bait instructor. And needed to get you know that those classes underneath my belt because I really wanted to take the first day classes to the trade shows. So, but here I am and I grabbed my friend Beth and I literally made two of my clients take the class. Ok, one was a nurse and the other was school teachers, the mother and daughter. And Beth and I sweated bullets throughout the entire thing. We're sitting there, you know, with our notes, and we're going through everything.

And, you know, we thought we were horrible, OK, but. What we found out, what they that she came up to me later and she said goes, hey, the only reason I took this class because you made me all right, because, you know, I didn't want to have to find another groomer. And she said she loved the class. All right, so mindset is really getting out of your way. You have the knowledge, you just need to present it right and get out of your own way. Right, because you are way better than you think you are hey. So I'm going to touch a little bit on first of all on just what mindset is all right it is not.

Life is not like the Field of Dreams where you just build it and everybody just really come running over to you, OK? It kind of doesn't work the way and the. Thing that gets in your way most is you. I bet right now you can put in the chat group. All the reasons why you're not teaching at this very moment, alright. And I would kind of like to see a couple of them. So tell me, why don't you think you could just go tomorrow and just teach a class, all right? umm. But like I said, it's because haven't planned it, you're not or it's not been organized into OK stage fright.

Ok. And really what? It is all right. Is your subconscious, your subconscious, AKA your ego. Ok, so Stephanie struggles to market market. Themselves filling classes is hard. Amy's not organized, OK? And we're gonna all help with all of these situations. Ok, filling classes. Let me just put your mind at rest here, Stephanie. Ok, so when Beth and I were first teaching pet first aid. Now to fully grasp this is that Beth and I are both mobile groomers. We're the prima donnas of the grooming world literally do not get out of bed for like less than 500 bucks a day is like not worth our time.

And this is Pooh bear, by the way, who always comes to say hello. And Beth and I were literally splitting hundred and fifty bucks for the day OK? Marketing is a another. There's something that we can we can discuss. It's not necessarily in the scope of this particular class, but we definitely will touch in on getting out there and making sure like you're viewed as the expert in your field. ok so. There is. The reason a lot of people just, you know, not getting out of your way is because a you haven't set a goal, you haven't made a plan, and it's making that plan is what gets you from point A to point B.

All right. So there is something called the three Y I'm just going to touch real briefly on this with the three Y's is why are you doing this? What's your reasoning for it? Right so, and I'm just going to use a really stupid example. Ok, Umm, I'd like to lose 30 pounds. Ok, why do I want to lose 30 pounds? Ok, really want to lose 30 pounds is because I feel fat. Ok. And why do I feel fat? It's none of my clothes fit alright.

So why don't any of my clothes fit? Because I'm not eating healthy. I'm not exercising. You see how when you question what it is you're doing why? Why, why? You really start getting down to the root of the problem, why you're doing something, why you're not doing something. Ok, so real quick. In the chat box, why do you want to teach? And there's no.

Not valid reasons, OK. Ok, Meg, to give back an income on the road, OK. So you want to make money and you want to share your knowledge to very valid reasons, OK. Amy enjoys it, OK. And Maria loves to teach and she would like to share her knowledge. And Stephanie is I want to have people to have a successful career. Ok? Now for each of those reasons, you can go deeper into them and that'll be an exercise on your own.

But let's talk about part of what's getting in your way and that's it's called it's your ego. Ok. What's your egos job? It is to protect you, OK. And how part of the house protects you is that what is known. So what is known is safer than what is unknown. And it's honestly it's personally why I think a lot of some women really don't leave abusive husbands, because that abuse is known. What's not known is what'll happen if they leave.

And you could see where the internal struggle comes in. Because, again, it's the ego's job to protect hey. So there to keep you safe. Alright, So what are you worried about? See, think about and try to dive a little bit into why you are worried about teaching. Ok, is it? Are you going to be viewed as you don't know what you're talking about or why you? Ok, I literally was flat out told I could never be an educator, full-time educator in the field because a wasn't feasible and B because I wasn't a competitor.

All right. I've never competed period alright. But there's that thing that floats around. Alright, am I good enough? Alright, so I'm here to tell you you're good enough, right? But me telling you that it's not the same thing as a you believing it right and having a really good supportive network. All right, so a supportive network is people who are closes around you, are they supporting you? Alright, so that could be your significant other that could be friends and you are the sum of the your five closest people. So if you look at the five closest people around you, you're a some of those parts.

All right, so take a look at them. Are they supporting you? Or are they hindering you? All right. And if they're hindering you, all right, they are what I'm. I like to refer to as the crabs in your life. Ok, so there's an actual psychological term right it's called the crab effect. And if you were to put a pot of boiling water and put crabs in there, and one crab tries to escape, the other crabs will pull that crab down into the boiling water. Like, if I'm going to die, so were you. If I can't do it, neither can you.

All right, those are the crabs. Those are the people where it's easier to tear you down than it is to build you up. So I want you to take a good look around the people who are surrounding. And are they helping you? Or are they telling you know what, I'm only looking out for you know, I don't want to see you get hurt or any of the other excuses that turns it away from them onto you. So on the first page.

Of your workbook, which you should be filling out, right? Technically it's page 8 down there all right, so I want you. At the end of this is I want to either go along with the workbook and fill it out or do it later and before we get when we start the second session next week, I want to go over what your answers are. Ok. There is also something called decision fatigue, right? That's where there are so many options.

You can't make a decision. I mean literally if you ever gone to like a really a diner where they have the menu is like a book and just like 40 pages of things to pick on, all right. We have we are so bombarded in our lives right that sometimes it can be really hard to like pick something right so. That's an excuse. All right. So it can be an excuse not to do because you can't pick right you can't. I want to do this. I want to do that. I want to do this.

Ok. Decision fatigue. So it's a bit of an exercise, but I want you to start making SNAP decisions. So we like when you go to that diner, right? so. Pick something, I mean. 15 seconds. So my rule is like when I go to like a diner and they have that 40 page menu, I go to the specials and I pick a special. That's it. I don't even look at the rest of the book because I will be there for hours trying to pick something. Ok. So whatever it is that when you find yourself like. Trying to pick between this and that make a decision. All right, there are the road is littered with squirrels who couldn't make a decision to go right or left.

Ok. Make a decision. Practice that is something that you're gonna have to spend a little time on. Yeah, Amy, I over researched everything, so here's just a little Side Story on that. Sometimes it's not a bad thing, OK, but in the course of a presentation. Most presentations, especially at trade shows, are generally an hour in length. So you can't teach everything right. You pick something to teach a thing. Ok. Stephanie likes to do a random number generator to decide that's actually not a bad idea. So let's just let the universe pick for you, right? So you got to practice. Making snap decisions. The next thing I want you to do is I want you to think of who you admire and doesn't have to be in this industry.

It could be any industry, right? Who's a role model for you? And then I want you to ask yourself why. Is this person a role model for you? What it is about them, OK? I want to touch on journaling. Alright, So what journaling is, journaling is when? I mean journaling, I mean pen and paper. And it can be a really fancy journal book. It can be a one subject notebook. It doesn't matter. All right, what's important about journaling is that a, that you do it and B that you write it.

I mean, you grab a pen or pencil. Glitter patterns. This doesn't matter, but there is a motor connection. So writing is a motor skill, right? When you write, it lights up part of your brain that deals with creativity. So the more you write. The more creative you will be and when we get in towards the end of today's and we're going to touch on. Getting your thoughts down? Ok, but one of the things that journaling is really important for. Is for trying to figure out problems. The brain is this amazing supercomputer. Ok, so if in the morning, all right, you have something that that's on your mind, something you need to deal with, whatever it is, you're right.

This is my problem. I need a way to figure this out. How to fix this? Close the book. Let your brain in the background work on that. Alright, you would be surprised at how many solutions will just. Come to you and they come to you because you prepped your brain. Find a solution right there was if you're so my kids had a game that you play when they were little and it was they would pick a car, pick a red car. I see a red car, I see a blue car, whatever, right? So when you're looking for something.

Tend to find it. So my kids are looking for red cars. They're gonna find red cars. Do you know what they're going to find? They're not going to find blue or yellow cars because they're not looking for them, right? This is the same thing when you are looking for something, you are more likely to find it than if you're not right. On Page 10 of the workbook. There is. What are you appreciative of, NY alright. So what are you appreciative? What's really good in your life? I just believe in a space for four items. But again, it's what are you looking for? When you start looking for things you are appreciative of, you got to find a whole lot of them.

Ok. Page 11. It's how you take care of yourselves. And there's just four of them there. Ok. So that's the little exercises there in mindset, OK. So before we go on to time management. Any questions? So we're going to start off time management, all right, because we don't all have, I mean, yes, there are 24 hours in a day, there's 14. Our fourteen hundred and whatever minutes in a day. And yes, we all have those same number of hours and minutes however. It doesn't mean that time means the same to me as it means to you, right? There are other things that go on in your life that kind of impact that.

So when people say, well, yeah, everyone's got the same 24 hours, that's not exactly true. It's true that, yeah, there's 24 hours in a day, but it's not the same 24 hours. Ok, first of all, how many people are taking care of either? Children all right, toddlers. Ok, teenagers. I don't see much difference between toddlers and teenagers as far as the amount of time you need to spend on them, OK. A significant other or family member that might be sick that you need to care for a chronic medical condition you're dealing with.

All right. Single being a single parent right not having supportive significant others. So, yeah, 24 hours in a day, but they're not made necessarily mean that you have the same 24 hours. I do, all right? Right now, I have no kids in my house. I have dogs. I do have a chronically ill husband, OK? But in my 24 hours is not your 24 hours so. Page 13 is identifying. Explain your excuses alright, and maybe I might change that word. Excuses, right? One of the reasons why you're not doing something.

What's the reason that you not getting things done by identifying what the problem is? All right, you can figure out a solution to get around it because there's a solution to get around everything. At one point, all right, I was taking care of a my father who was not well, and then my husband who got sick, 3 teenage daughters running a business and then running a second business. Those 24 hours were not the same 24 hours I have now right so identifying them, knowing what is taking a toll on my time and figuring out a way around it. Ok, so that's on page 13 now.

If your time was better organized, what do you think you could do with that time, right? So let's just say 3 hours magically appeared in your day. What would you do with those 3 hours? Well, what I would do in my 3 hours? I probably go outside. Yeah, I'm going, I'm teaching, I'm learning. I'm relearning photography. It was a hobby I had many many years ago and I would like to get back into photography.

All right, so Meg would like to focus on learning how to draw. So if you found those 3 hours. That's something you could do. Maria would do a craft or a passion project. All right. Stephanie would go hiking. So I'm going to help you find those three hours, OK? And Amy is learning videography and video editing. That's awesome, by the way. Ok. Alright, so now we're gonna look at your workspace, alright? How can you improve your workspace? So when we had this house built alright my office was I intentionally decide how to design so that there are literally 2 closed doors between me and the rest of the house, right? So there's the main part of the house, and there's a door that closes that goes into the spare bedroom.

Ok? And then there's another door that goes out into my office. So if anyone wants to come out and see me, they have to get up and walk through 2 closed doors. That really cuts down on a lot of people just coming in and seeing what I'm doing. All right, I can lock this door here. Ok, so I was fortunate that I have a really good workspace for me, right? And I don't have to work on my kitchen table. Of course, I also have my outside office for the summer time so I can work outside, which is really nice. Amy just cleaned her office and so she could prepare for this class.

Ok, so having a workspace, a dedicated space to working in the problem would not. Having that dedicated space. Let's say that you're working out on your kitchen table, all right? If you're in the hub of your house, OK, kitchen is sort of where people go and make sandwiches. Ok? It's much easier to interrupt you when you're sitting right there. Right now, the brain is like this again. This whole wonderful thing. All right. But if you stop a task, start a task, stop a task, start a task, your brain needs time to make that switch.

It's not an instantaneous switch. In fact, it could take as much as 15 minutes to get back into gear. So you're working on something. Somebody comes into the kitchen, they sit down, they make a sandwich. Even if they're not talking to you, it's still a distraction, all right? So now you're slowing down, and then now you have to gear back up again. And it's why stopping and starting doing things is very counterproductive. If a task would just take you say 20 minutes if you just sat down and did it, but now it's taking an hour because of that stopping in the starting. That is why workspace is so important and one of which you are not disturbed.

And there's cheap ways you can do this if you do not have the space for an office at home. It can be as simple as I'm going to Amazon getting one of those screens, this privacy screens all right and a little 5$ do not disturb sign and be really be clear about it. Meg moved their bedroom. To her dining room and made our one bedroom or office closed door for the win.

Seriously, cannot overemphasize how great a closed door is. And there are lots of options besides your house. All right, if you're working at a shop, you're off. You can stay an extra hour and get things done. There would be far more productive than trying to do that at home, because then again, once you get home, there's the whole family stuff that is there, all right? Your significant others. Do you have kids? Do you have dogs? All of these things are a distraction and the closed doors is not so much to keep my husband out. It's really to keep the other dogs from coming in and coming out because you know what? They are extraction yes so Amy, you have young children.

All right. So yeah, it's not easy working around them. But then again, that's where the whole boundaries. I at one point when I thought even though I had this nice office here, I thought that I would not be able to get Wi-Fi here. It was kind of a shock coming from like an urban area. What do you mean I can't get Wi-Fi? On the option came the cooping space in town, which I would have to actually go to have a space there to work, but then I would have to be really consistent with working there. Ok. So there are options yes so Stephanie, I know is setting up her school.

I'm very proud of you, by the way. So yeah, going to work, right? Yeah, we're very excited. Stephanie, who went through the create that program is opening up her grooming school. And so I've been watching the marketing you've been doing has been very good and the speakers you got for the school is really great. So good job. Ok. So wherever it is, you're working, all right? Think how you can approve it, OK? umm. There's even now how I can improve my workspace. I am what I would like to.

I affectionately call myself that I work. I've organized chaos here, right? So my natural state is a. I've always just like to sit here. I could sit here and literally do nothing and just all this stuff would just like pile up around me. I don't know how it happens, but that's organized chaos. I have to keep on top of things. Alright, so yesterday I spent like an hour. Going through all the paperwork that I have for my business. And shredding all of it.

I don't need it. I'm not using it. You need to get rid of it. It's a task for me. To keep my space organized. But I know that. And I will tell you absolutely, you can learn organization all right, because I've had to. He was definitely one of my weaknesses. But I've had to learn the skills to stay organized. Ok. And I'm going to share some of my organizational tricks with you that have kept me on point.

Ok yeah so, Maria, you understand? Total organized kate hey, Amy you your comments are coming just to me. All right? So Click to everybody when you're leaving messages. All right, then there is again that whole 24 hours, but we don't all work the same at the same time. I am not a four AM in the morning. Get up hit the ground running as not me, not how I operate, but if you make me get up at 6:00 in the morning to do anything, I will probably sit here for four hours staring at the screen and get nothing done because it's not my peak operating time.

It's not when I work best. Ok, I work best, generally speaking, that if I have things that things that I that I like to call like don't require, like full brain power. I could do those at like 10:00 in the morning. I can take a business call. I can do a podcast, I can. Check accounts, I can return email all right, but what I can't do? Is sit down and work on anything that requires my focused concentration because it's not my operating time. Ok, So what my operating time for me basically is that anywhere between starting between twelve and one and i can work really well up until about. 7:00 at night. Ok. We've really focused on there.

Ok. So, but after 7:00 at, night you know the brain cells start going. You know it's time for bed pretty soon, isn't it? Don't you want to go to sleep? Right and in the morning. Ok, so Stephanie, six to ten PM. For you alright. I have friends who literally their peak operating time is like between 10:00 and two o'clock in the morning. I die, I die if I have to work between ten PM and two o'clock in the morning and just yeah, right there is. Something called time chunking, right? so.

Ok. So this is my current planner. Ok. And it's smaller, but I'm not grooming. Ok. When things are time specific like. Ok, here's today. Time specific. Three O'clock, workshop at 6:00 i have a podcast that's time specific. Ok, that just doesn't go on my To Do List because I have to do that at a specific time right? When I was learning how to be organized and watching my time, right? Didn't realize things are not getting done. I would schedule in my planner.

Chunks of time. That I would do this. Ok, so for me things that I dislike doing is you know what? I really OK, I did. I'm not a detail oriented person. I am a big picture person. Ok. So doing the little details, that's what trips me up all the time. Ok. So I would have to and I know that. So there are things that are going to detail that I don't necessarily want to do because I find it tedious and that's, you know. Certain things you hire out to do it because TV said I don't want to do it right, but time chunking, I would set times in my planner.

All right, that Friday 4:00 Books my finances. All right, that means that Friday at 4:00 i would go through the week and I would do the finances for the week. So I kept up on it. And did that and time chunked that until it became a habit. Now they say it takes six weeks to make a habit. Honestly, I think it takes way longer than six weeks. I think it takes six weeks. For you. Like to recognize that? Yeah, you're supposed to do it.

Ok. And but I think it takes longer for it to be like second nature, right? And I will tell you, it probably took Me 2 years. All right. Of doing that little time chugging and scheduling the task for it to become something that I didn't have to do that for anymore, that it would just became a habit. I just needed to do it. So would several important you need to set a specific time for it. So you want to work on your workshop, all right.

And if you think, oh, I'll just do it on Wednesdays, yeah, it's not going to happen. Schedule the time in your planner to work on it. Make an appointment. Just like we make appointments to groom our own dogs. All right. Schedule a time that you're going to work on this. Ok. Now there's lots of Productivity Tools. Now I prefer. And the book, right. I have tried using all the online stuff, right? There's a sauna. There's Trello. Oh, God, I hate Trello. Ok, there's OK. So you got to Santa, you got Trello, you got notions, you got click up.

There's all of these organizational tools online. And for some people, they work phenomenally. All right. And for people, they do nothing, right? And they all work differently, right? So if you've tried one and it didn't work for you, it just simply may be that didn't work for you. Try a different one before you give up on it, all right? I've tried them all, and I always go back to the planner that's in my hand, OK. And another tool that I use. It's called they're remarkable. And I guess I did get the cover for it.

All right. And when we get into templates and stuff like that, I'll pull this back out and say why I did absolutely adore this thing. Ok. Alright, moving it along. So in your workbook I have included seven pages. The thing is, you are not going to see where you're wasting time until you start tracking it all right, so you can use way more than this if you want. But you need to start seeing where you are spending time. From the minute you get up to the minute you go to bed. Write down what you're doing, how long you're doing it. Who's in? Some cases.

You gonna take a look at it and you gonna go, why am I returning phone calls six times a day? All right, that's wasting time. Why am I doing scheduling four times a day? Wasting time? Those are going to be the easy ones to pick out, right? The harder ones are going to be. Trying to figure out how to move things together to group things together so that they're like tasks so you can get them done faster. Also to see where you can outsource a little bit and what I mean outsource.

All right. That could be taken in a couple of ways. Ok. Outsourcing, meaning hiring someone to do something you don't want to do. Or outsourcing having family members step up to the plate. Ok. Ok, so for Stephanie Chunking didn't work for her because she couldn't push herself to do the thing. When I she scheduled it, she found out if she gave herself a due date and tell her it's for someone else because you know she's a people pleaser. She will get it done now. One of the other tricks I would do is like right so 4:00 on Fridays is gonna do my books. Ok, I would set an alarm.

A three fifty five alarm would go off and go like crap 4:00 i gotta go do my books. Ok. Sometimes you need that little extra push. Figure out what works for you, all right? And Stephanie if working for making it feel like if you're working for somebody else that's going to do it for you, then do it for you until it becomes a habit. Ok. So track your time. Ok. We are on to vision. Vision and goals page 24 in your workbook OK. All right. So yeah, we're going to go again a little bit into the power of Y. All right? Basically, perceived truths dictate actions.

If you think this is the way you're going to do it, if you think, then that's what you're going to do alright. So understanding why you're doing something now example would be all right so. As an example. Alright, so boss calls you up and says. You gotta cover for Judy for tomorrow. Ok now. Here's where perceived truths come in. If you think. That you're covering for Judy because she's a flake and or boss's pet or whatever, and why the hell you got to cover for her going have a different attitude? however.

If the reason why you're covering for Judy is because she just lost her father in a car accident or whatever. That's a different perceived truth. So how you see things? Alright, and when you are talking about your problems about your program, this is the same thing. Why does someone need to take your program why? What's the perceived truth that it is all right, so as an example. Let's do Meg Meggie wanted to teach classes on social media.

Ok, so Meg needs to know these, understand what the perceived truth is around what it is she's teaching. Ok. And how does that dictate how people are going to perceive her program? Ok, that goes into what? What problem are you solving? Ok. Meg, what problem are you solving? We're going to give it a little hint. Ok, there are a couple things that will drive people to what the problem really is.

Ok, it's what you they think is the problem. People are not having enough time or knowledge to do their own social media posting, alright, so why is that important? Right it comes down to I'm in money. Alright, is whatever your teaching. Going to help with time, which is a commodity. You cannot get that back. So you are what are you doing that's making something easier for somebody, so it's making something easier.

Was making the money. All right. So Meg says people not having enough time or knowledge to do their own social media posting. I'm showing people systems that will make it more plug and play right, make it easy for them to do it. All right. When we get into like design elements, when we get into it, actually put together a PowerPoint. I love templates make my world go round. They make my life easier.

And if I want to do any kind of social media, I buy templates because then I don't have to think of this stuff. Takes time. It's costing me money to buy the templates, but it is saving me so much time. All right. Time is money. Time is a commodity. You can't buy time. The only thing you can do is. Make it more efficient. So now let's talk about you. So at chapter part four of that there is a couple of pages back here and it is based on a Japanese technique and it's called I a caggy or cagy anyway.

So it is basically in like in their guidance, all right? When they're helping people figure out what it is, what they do, this is the questions that they ask. Ok, first on page 28 what are you good at? Ok, what practical skills are you talented at? What social skills are you talented at? Have you won any awards? And how can you develop your talents and what it is you find easy to do? Ok. Awards are nice, OK? You don't have to win anything.

So we look back here, we can see all the things that I am nominated for. I have not won anything. Ok but that's social proof. Ok. Makes my time is coming, yeah, I manifested to Meg. All right. They're going to call me one day and I'm going to be sitting in the chair because I'm not expecting it. It's like, what, me? Are you sure? All right. So think of everything that you're good at and I'm going to tell you, OK. Don't be shy here.

What is it you're good at? And if you don't know or you think you're not sure what you're good at? Ask people around you because you know they're not hung up by your insecurities. They'll tell you what you're good at, right? So what are you good at? right. So based on what it is that you're good at? All right. What are those talents that will help you achieve your goals? Ok, write them down here. Now next page is what does the world need? What problems do you want to solve? Ok. Are there issues that touch you emotionally what? What's your soapbox? Right so well, I tend to like stay off the soapboxes.

Every once in a while I will get up on there. I will stand proud. I will be loud, OK. One of which is Sandy Hook. Ok, please do not come at me and say that you don't think Sandy Hook happened. Because you'll get an earful from me. And but as a general rule, but what is important to you? So for like for me, another one of the things that will get me up on the soapbox is anything to do with safety, OK.

When you go up on your soapbox, OK, they're going to be people who are absolutely will agree with you. All right. And then you might touch a nerve on some other people. And when you touch that nerve, all right, they're going to take it personally, right? And for that, which I say, there's the thing I can do about it. Really sorry, I cannot please everyone. So if something is really important to you, don't be afraid to get up on that soapbox, because you want to attract the right people to you.

Ok, and if they're not the right people, let them weed themselves out. Ok. Are there any volunteer organizations that you that align with you? Like for me, I make a monthly donation to the Pacific Food Bank that people need to have food, OK? And I make another yearly donation to something else. So like for this year was the United Way right so what are the volunteer organizations that you align with, because that could also help you like. Figure out the people that you wish to attract, OK? If someone was to ask you, alright. What is it you think I stand for? Ok, ask that question. See what people come back and say what it is that they think you stand for, OK? And has anyone ever said you're good with people or animals or either one? Yeah, we're all in the pet industry.

We're all going to say we're good with animals. However, are we also good with people? no. Alright, so how will your impact achieve your goals? Ok. After that is what do you love to do? Ok, what task can you sit there and just do? Ok. Get totally lost in time. All right, what would you do if money wasn't an option? Ok. Or what do you like to do in your spare time? So these are not like just hobbies, OK, they can be hobbies, but not necessarily hobbies, right? Well, what gets you really excited? It's like you could sit down and get to do something. What makes you excited to do it? Ok.

For me. So I am doing this Saturday. I'm doing a free workshop planning for accidents. So one hour workshop. And it's going to be given to all the associations, and it's because a pet died in a shop here in Washington. And they pretty much that the shop didn't handle it well. But when I approached Barkley about, you know, maybe send out an email about, this, they're like no, but if you turn that into a four hour class, we'll put you up on world groom.

And you know what? That got me excited. Right, because now I'm taking a one hour class and making it a four hour class and there's a lot that goes into making a one hour class of 4 hour class. But now I have but I have the outline for it. So that got me excited. All right. But also gets me excited as I sit down and I make. The stuff with crystals, very excited about doing that and I will never make any money doing that because I don't want to make any money.

That's a hobby, OK? And if I you were to present right now, if I told you tomorrow you're going to present something for an hour to this thing, what is it you would teach that you could teach in an hour and not even like an eye Dylan? And then the following pages would be how would your passion. Achieve your goals? Ok, so. But let's look at all right. My hobby which is playing with crystals. Ok, how does that achieve? How can that possibly achieve my goals? And that has to do with creativity.

Ok, so if the creative juices are going, I'm looking at color schemes of seeing what matches there is an intensity and a focus. Those are skills, all right. And again, take those skills, put them someplace else. So when you look at your hobbies and thinking, well, it's just a hobby. All right. There's skills that you have because of that hobby or you're doing the skill because you you're doing that hobby because you have those skills. All right. And then what are you getting paid to do right now? Do you feel you're doing enough doing that so you're everyone here is a groomer, do you feel? That that's enough for you, OK? And is there overlap in what you're doing now that you're getting a physical paycheck for? And how does that overlap into creating programs, right? Are you using your talents and your passion again now? This is all in your paid job, right? And what professional development do you have planned? And I give everyone here kudos for investing in themselves, to make to do what it is that they want to do.

Professional development is important, OK? I spend a couple of thousand dollars a year. On continuing education and various fields, OK. And it is important that even if. Something that I take that realize that hey, that's great, I learned something, but it's not going to help me. It still keeps the wheels turning in my brain OK. And what has? And your job has probably given you the most satisfaction.

Ok. So then that goes to the question what? How will what you're doing currently doing? How will that help you achieve your goals? So let's answer that question a little bit here. Ok, so Amy, Amy's a competitor. Alright, So what you're doing right now. Ok, you have. You have a network to fall back on, OK? Meg has been doing social media. In her grooming career now wants to take that and teach it and start off with a business.

So that's what I mean. So what are you doing now in your paid job that's going to help you achieve your new goals? Ok, and this is now a fun exercise, there's anyone here not familiar with Canfield? If you're not familiar with Canada right now and there, OK but. I love Canva. Oh my God, I have. And I pay for the professional for it. But for a long time I did not have it and it was fine. Ok. And Amy, just so that you know.

Meg is teaching a class. I know she's going. She's doing it for Tacoma on a class. I'm working with Canva, and she's also going to do that class or the business summit for positive Ed, which is in May. All right, there is and I'm glad that Meg is teaching that class so. Hold on a second. I'm gonna go over to. Let me get. Hand up just want to. Can't let me just get cleaned up. Ok.

Ok, so let's do a quick share screen. So this is canned. canva.com OK. It's a place where you can create images and make all sorts of stuff. I do now the reason I have the paid version. Is because look at all my folders. I got a lot of folders here. ok powerpoints. I can create PowerPoints in here. And you know this one here where it says women are tile? The blue one next to me that that's templates from Etsy. This one was like 2$ and this one was like 10$ OK.

This particular one here. That's a template off of Canva, so you can create things here. So I've got my PowerPoints I can create here. My workbooks which I create here. These some of them are paid, some of them are freebies off of Canva. But this is where you design social media posts. I have a membership where I get. Social media templates every month. And they are easy to edit. Canva is really good. If you're starting off, go with the free version. You can go over to Etsy, you could buy templates, you could talk to Meg about templates.

That would be more specific to the pet industry. And I can edit all of these. Ok, so this is not going to be a can of class. I'm just showing everybody what Canada is. So the point that I make mention of that right now. Is that I also want you to think about what your core values are. All right, you can Google core values in the workbook. There is. A link and it should be. Probably not clickable in the workbook. But you can Google core values OK. I want you to narrow it down to 12 and then I want you to pick three. Ok. And the reason for that is that whenever it is that you're thinking about doing something.

Is it in alignment with your core values? You don't have to do everything. You don't have to work with everybody. The core values are important. Ok. So that's A and then go over to camera, make something pretty and hang it up. All right. My core values. Right, I have one two three four five six seven eight nine ten, but I'm going to tell you just work with three four right now. Ok. So on the last page. You're gonna put what you just did all together, OK? What are your core values then? Your passion, your mission, your vocation, your profession, and describe what it is meant to do, OK? I would also print this out.

Hang it up. So that. You're always keeping it in alignment with what your values are. Ok. And today we're coming up to. The checklist. Ok. So today, alright. I'm going to talk about. A couple of things. On this checklist, which you need to start thinking about all right? So we're not going to go over the whole entire thing. Couple of things. So we'll do the top first three. Want you to think about when you name your program. Ok, when you name your program, you want to try to avoid QT if you can, all right? So the title should be.

Very clear. All right, so yes, workshop is cute. But there's not anyone here who saw the title think it. What knew what this program was about? ok umm. So let's just, let's just like do stupid names, OK? So when I was a mobile groomer, there was a shop that I used to pass all the time. It was called Calico Corners, but that was it for all it's it calico corners. Then it was a retail.

It looked like a retail, OK. I didn't know if it was like a quilt shop, or it was maybe a fabric store, or maybe they sold curtains, or maybe they was a daycare. I didn't know. Right, because there was nothing indicating. What it was, the name was vague. All right. Couple years down the line, they added up a little sign that said quilt shot underneath it. Ok, which they should have done right from the get go. So the point I'm trying to make is when you name program. Just make it clear as to what it is the program is being taught, OK? And then you set the goal and the expectation for the class.

Now if you go back to the very beginning of the class. The first thing I said. Was I set the goal for the program? The goal for the program was to get all that knowledge out of your head and into a program. That's the goal, right? So your program. Has to have a name. And it has to be a goal. So workshop. For you to get the program out of your knowledge, out of your head, and into a working program. Ok. And then you could just start with I like to call the overall brain dump.

And for that. You can either grab one subject notebook or this wonderful. Thing called the remarkable it would an overall brain dump is OK, and usually I will spend about a week doing it so. I will take and I will just put my put my thoughts down right. Where is it? I like the remarkable. And so here we have organized chaos. And I don't have the pen for it. I have my taxes on my task. It's probably the kitchen over the last place I had it anyway. You create notebooks in here and you write on it.

Ok, again, that whole thing about. The motor skill of writing. To paper. Ok, so this takes the place of notebooks. All right, so. I got a new workshop coming up called manage your time. And this is the first page of my brain dump. As it goes into a second page right. So you just write down your thoughts. It doesn't have to be in any order. It just you have to spend the time. And The thing is, once you start writing, you'll write a lot the first day and what you want to think about, all right, but you're going to find over the next couple of days, because now this is in your brain here, you're going to start adding to it.

I give it at least a week alright and then after the week, I'll take it further and we'll go into that in the teaching topics next week. But what I want you to do is whatever the program that you are currently thinking about doing. Get that one subject notebook out. Open it up, start writing things down. What do you want to teach? Ok. And whatever the program is, if it's more than one program, then you need separate ones. But I would concentrate on one thing at a time. Pick a program.

So like Meg, you're doing something on social media with that and you just that one notebook and that's all you do is you worked out everything you want to cover in that. It can be way more than one program in that there anything too, because then we'll go into how do we organize this and figure out what we're keeping, what we're not. Ok, Meg is running out to walk her dogs.

Ok, so. Next week. We're gonna go into teaching techniques, right? So how we put together a program so that everybody in different learning styles can follow along, right? Poopoo this poo. So any questions? If you do have questions, tag me in the group, OK, because if you have that question, probably somebody else does too. And I will figure out the closed captioning and what I did with the pen for my remarkable. This whole setup.

Grammy a little over 500$ That's a new remarkable with the cover on it, because you know we're going to set something on top of it right. Everything goes to the cloud, so if I was to like lose that, I still have access to my stuff. Ok. We'll give it a minute for questions. If not, this will process. This will be up on the website with the transcript later tonight. I'm gonna stop the recording.