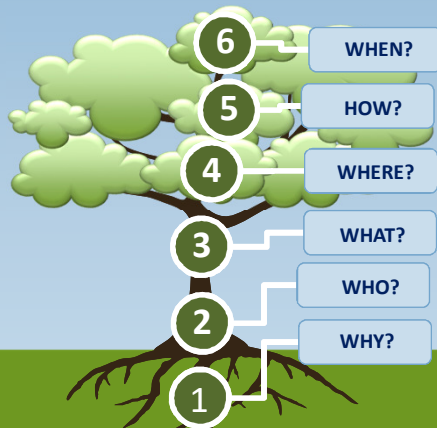


The 6 Steps to Starting and Growing YOUR Professional Family Life Practice

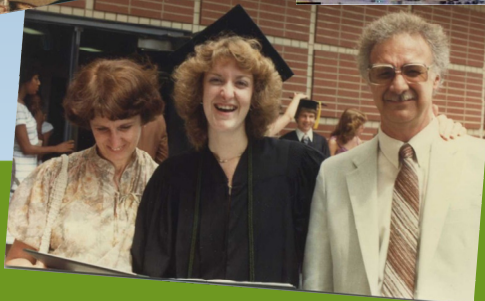


By Jody Johnston Pawel, LSW, CFLE

Welcome!

Overview of the 6 Steps

Meet Jody Johnston Pawel, LSW, CFLE



Jody's Business/Marketing Training



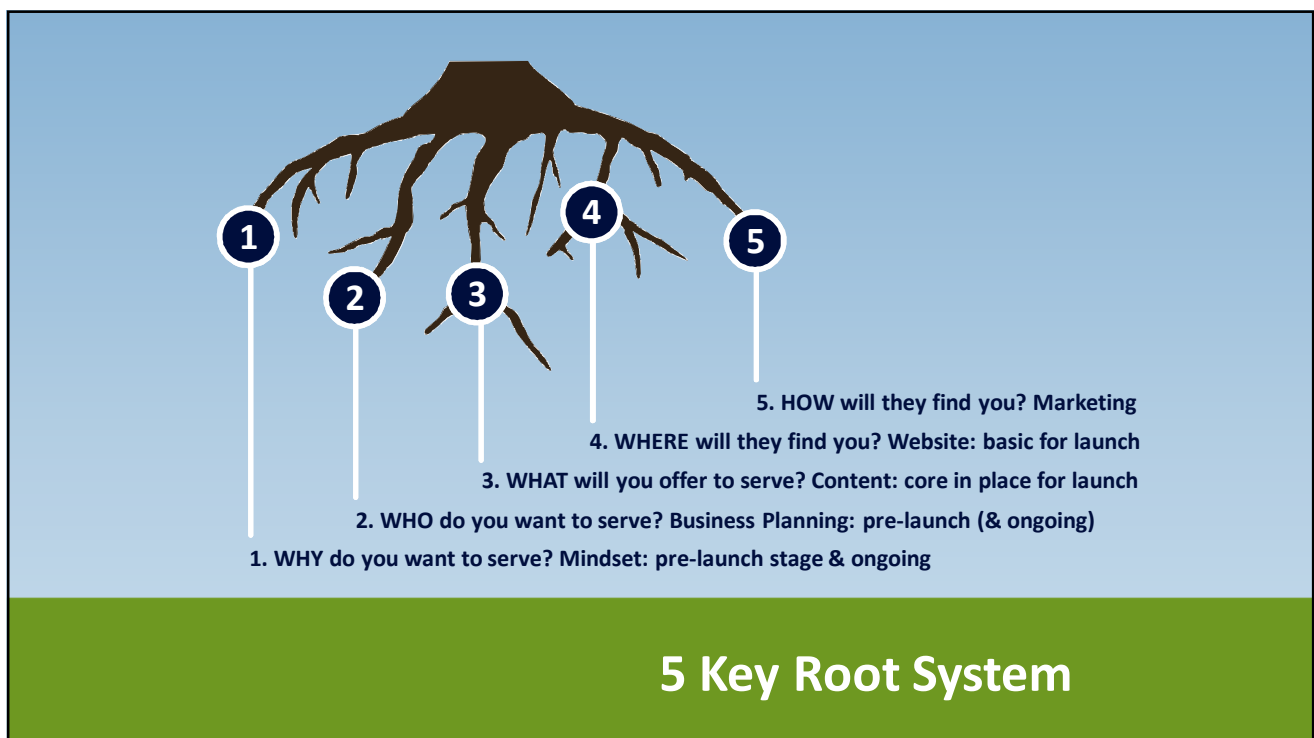
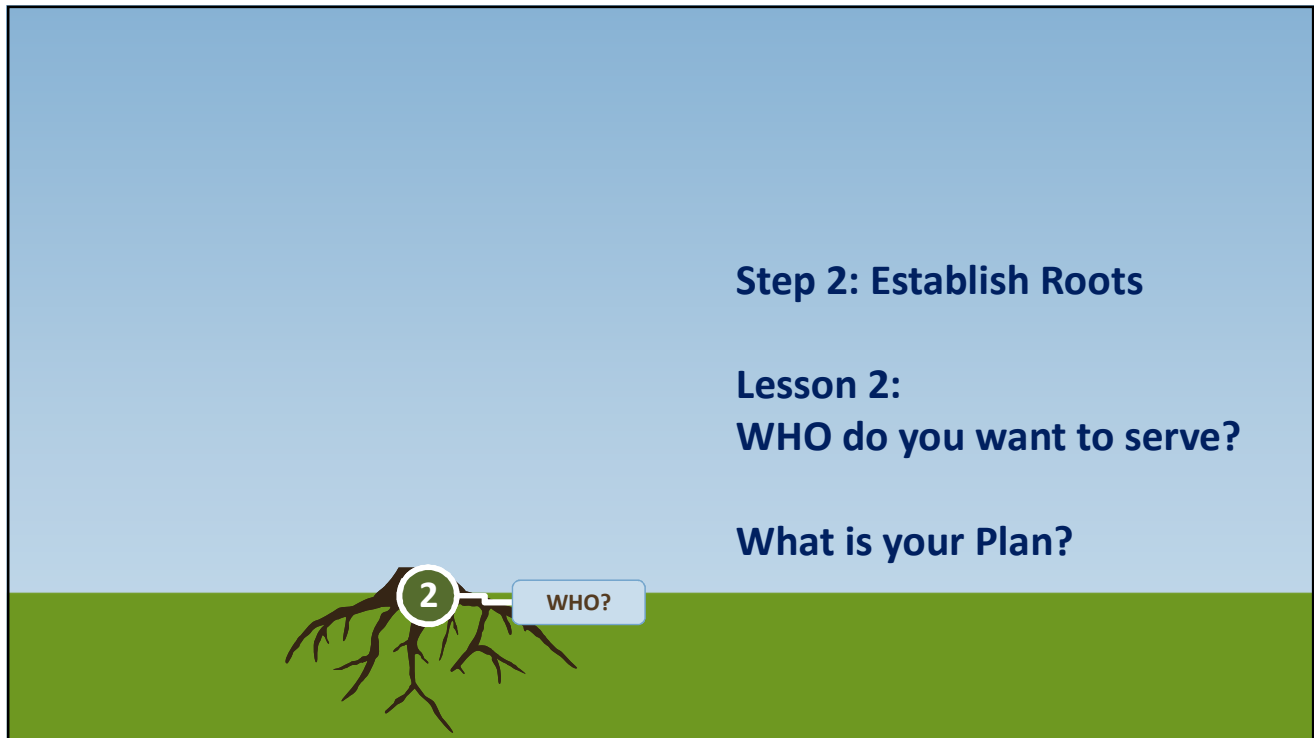
All photos are from the experts' public websites

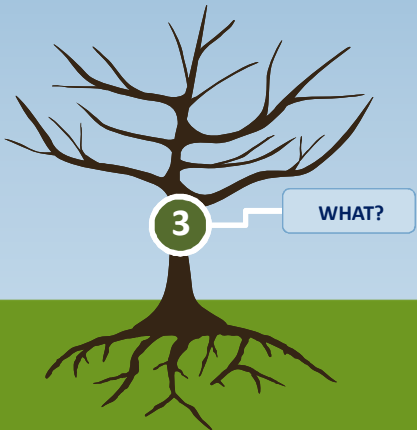
Step 1: Plant the Seed

Lesson 1: WHY do you want to serve?

What is your Vision?



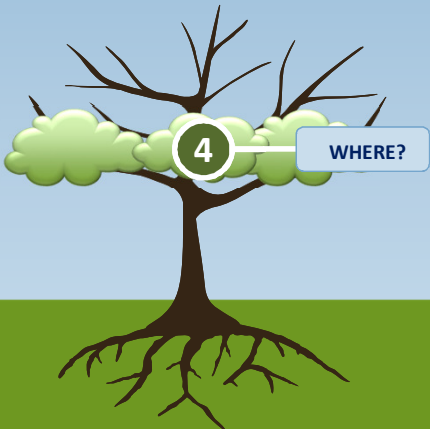




Step 3: Develop the Trunk

Lesson 3:
WHAT do you want to serve?

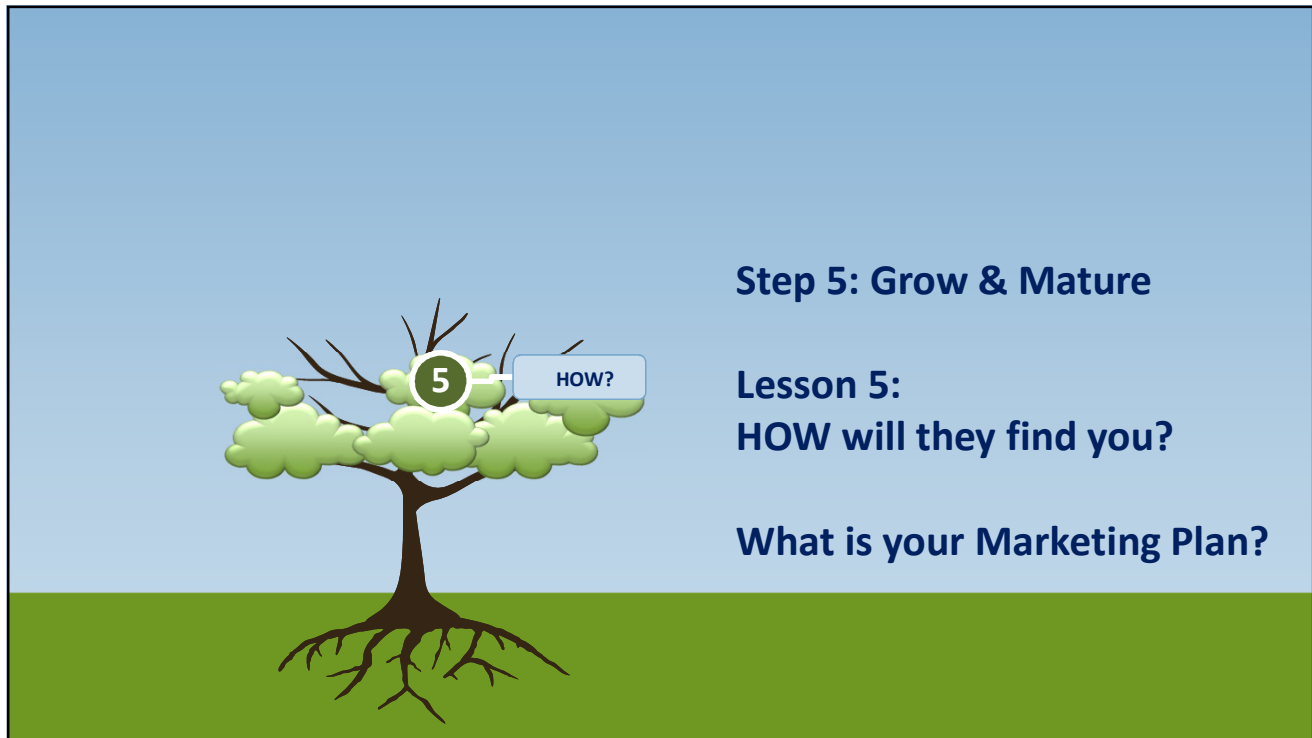
What is your Content?



Step 4: Branch out

Lesson 4:
WHERE do you want to serve?

What is your Website?






Step 6: Expand & Repopulate

Lesson 3:
WHEN will you end?

What is your Legacy?

**The 6 Steps
to Starting and Growing
YOUR Professional
Family Life Practice**



Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

By Jody Johnston Pawel, LSW, CFLE

Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. The new business model for today's global economy.
3. What is Your Vision?
4. What are Your Goals?
5. WHY you want to serve?
What's Your Motivation
6. Then align your Mindset.



Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. **What is the most important skill a business owner needs?**
2. The new business model for today's global economy.
3. What is Your Vision?
4. What are Your Goals?
5. WHY you want to serve?
What's Your Motivation
6. Then align your Mindset.



The Most Important Skills for Business Owners Today

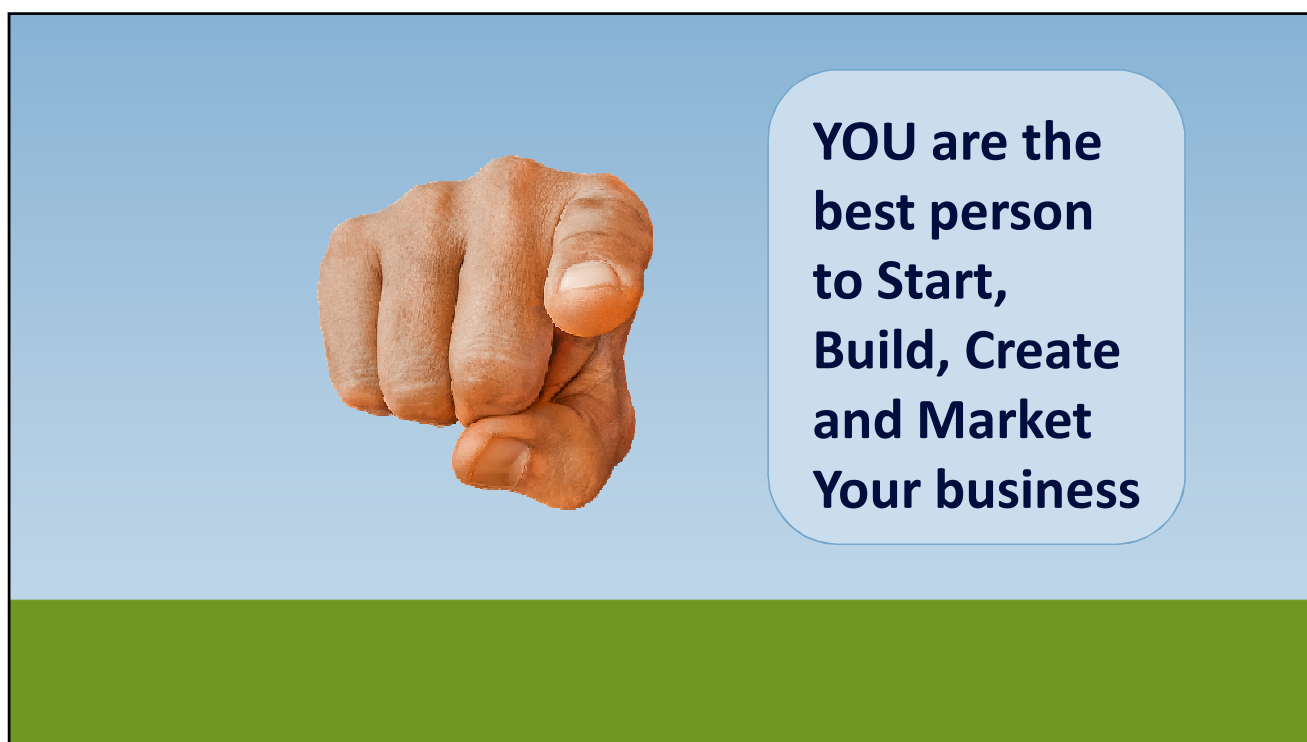
- Relationship-Building ...
- Education-based ...
- ... Services, Resources and Marketing

YOU ALREADY HAVE THESE SKILLS!

Which are you hesitant to do?

- Hard-sell: impersonal & focuses on YOU
- Relationship-focused: personal & focuses on THEM

YOU ARE ALREADY GR8 AT BUILDING RELATIONSHIPS!



Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. **The new business model for today's global economy.**
3. What is Your Vision?
4. What are Your Goals?
5. WHY you want to serve?
What's Your Motivation
6. Then align your Mindset.



Traditional Non-Profits





Hybrid: Social Entrepreneurship



Step 1: Plant the Seed

Lesson 1: WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. The new business model for today's global economy.
3. **What is Your Vision?**
4. What are Your Goals?
5. WHY you want to serve?
What's Your Motivation
6. Then align your Mindset.



What is YOUR Vision?



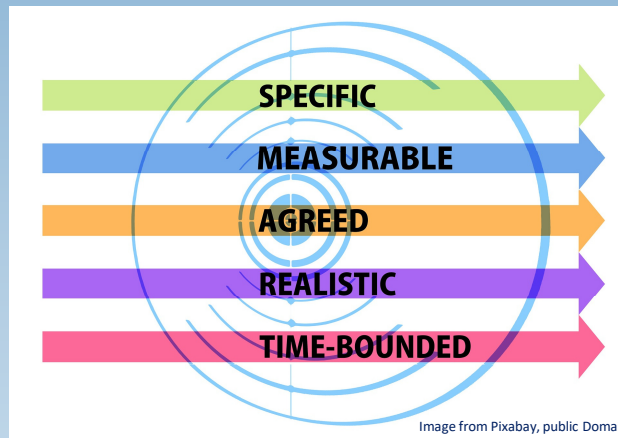
Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. The new business model for today's global economy.
3. What is Your Vision?
4. **What are Your Goals?**
5. WHY you want to serve?
What's Your Motivation
6. Then align your Mindset.



What are Your S.M.A.R.T. Goals?



“S.M.A.R.T. Goals” coined by George Doran, Arthur Miller, and James Cunningham,
November 1981, *Management Review*

Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. The new business model for today's global economy.
3. What is Your Vision?
4. What are Your Goals?
5. **WHY you want to serve?**
What's Your Motivation
6. Then align your Mindset.



Motivation

“Motivation is like inspiration;
it is an effect. It is not the cause.

If you are totally committed to something,
it’s easy to be motivated to do what you need to do,
even when you don’t feel like it.

--- Rhonda Britten, *Change Your Life in 30 Days*

Step 1: Plant the Seed

Lesson 1:
WHY do you want to serve?

1. What is the most important skill a business owner needs?
2. The new business model for today’s global economy.
3. What is Your Vision?
4. What are Your Goals?
5. WHY you want to serve?
What’s Your Motivation
6. Then align your Mindset.



Mindset is Everything

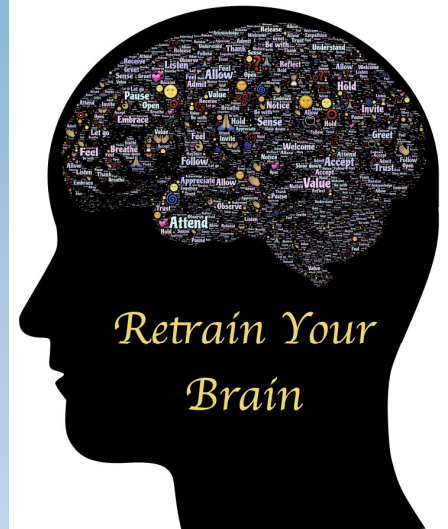


Are you still knocking around in your old, worn out childhood shoes?
Are you ready to try in some new shoes?

Common FL Pro Mindset Blocks

1. Do you have a Lack/Limitation or Abundance Mindset?
2. Moving from Employee to Social Entrepreneur
3. Moving from non-profit dependency to self-sufficiency
4. Operating out of Fear or Courage?
5. Being a Pessimist or Optimist?
6. Do you Have a Can't Do or Can Do Attitude?
7. Do you Make Excuses Or Accept Responsibility?
8. Are you Easily Overwhelmed or Open to Learning?
9. Do you Procrastinate or Take Action?
10. Do you let life get in the way?

Establish an Abundance Mindset



When to Use These Tools?

- Vision – write it once, then refine it and keep experiencing it as though it has happened
- Goals – review and update every year
- Mindset programming – constantly. Everyone has layers.

Action Steps

- 1. What's Your Vision? Your WHY?** Do a Creative Visualization exercise.
- 2. Write Your S.M.A.R.T. Goals for each growth step.**
- 3. Do the "I AM Motivated - No Matter What!" Exercise.**
- 4. Mindset Mistakes & Reprogramming**
 - a. **Write down any mindset challenges/issues** you think you have.
 - b. **Read “Goal-Setting — Creating Your Destiny”** to learn how to rewrite limiting beliefs into effective affirmations and practical tips for busting through some of the limiting mindsets mentioned in this lesson.
 - c. **Rewrite your limiting beliefs as positive affirmations that are actionable.**

Next Lesson is Step 2

- **Develop Roots**
- **WHO do you want to serve?**
- **Business Planning decisions are critical to your success & you will use them in all the remaining steps.**