

KATHY'S OPUS

A master in the art of living draws no sharp distinction between his work and his play; his labor and his leisure; his mind and his body; his education and his recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing, and leaves others to determine whether he is working or playing. To himself, he always appears to be doing both. L.P. Jacks

Overarching Vision: My Big Dream

Imagine a place where we can create passive income, develop deep relationships, do what we want to do, make the money we want to make, have the life we want to lead and further our own dream for ourselves, families and friends.

Purpose

What's the defining statement of my work?

To inspire all, so that we know we are smart enough to "figure it out"! To create a place where we can feel safe to be authentic and open with our failures and successes and discover breakthrough solutions in a variety of ways to create passive income so that we can live life on purpose.

Unifying Strategies

What's necessary for me to achieve this?

Personal Growth—By regularly reading books, articles and blogs that constantly stretch my awareness and force me to accept a bigger world. Meditate and reflect daily on my own experiences and how those experiences might help others. Receive mentoring and coaching relationships with an open mind so they can mentor me in both my weakness and my areas of strength and for whom I can add value in return. Keep my mind, body and spirit healthy by being intentional with my choices.

Intentional Marketing—By being in strategic places on a regular basis to network, by offering complimentary services to individuals and small groups, and to remain open to additional marketing strategies. I will strive to inspire and add value those relationships that will lead to personal coaching engagements, small group coaching engagements or teaching engagements. I will begin to write authentically to add credibility to the art of "figuring it out".

Breakthrough Solutions—Through relationship building, coaching and teaching, I will create a place that allows others to experience inspiration to "figure it out"! By designing programs that fit my passions and meet needs in others, I will strive to inspire others to build a better life and have the life they want to lead with passive income.

Scorecard for Significance

How do I know I'm hitting my target?

Personal Growth

Be Sharp—Read books, articles and blogs at least 15 minutes each day.

Stay Open—Look back at what helped me, meditate and reflect on what others are seeking help with each day.

Be Coachable—Initiate conversations and relationships with those who can coach and mentor me in both my weaknesses and my areas of strength and for whom I can add value in return.

Stay Fresh—Spend time each day to be a better me, by exercising my mind, body and spirit.

Intentional Marketing

Public Places—Meet new friends and reconnect with previous friends by making myself available. My goal is to add two names per week to my list of new relationships and potential clients and to follow up.

Networking Groups—Become a member of several networking groups and attend regularly, either weekly or monthly.

Complimentary Coaching or Teaching Sessions—Look for ways to develop a monthly “meet and greet” for individuals or small groups to learn something that adds value to their journey.

Writing—Start my own journey to publish articles, blogs and books.

Breakthrough Solutions

Relationship Building—Connect by phone call, text message, facebook or greeting card to encourage or inspire individuals.

Coaching—Introduce myself and my resources to individuals and small groups where I can add value, even though they may not necessarily add value to me.

Teaching—Develop a classroom curriculum and environment where I can provide learning streams to help others build a better life with passive income.