



Benefits of Play for Adults

There is much research on the benefits of play for both children and adults. We recognize the benefits for children but when we get older, we tend to believe we don't have time for trivial things like play. However, that may be detrimental to our health.

Psychologists and social workers have much documentation on the benefits of play for adults. Have you been overwhelmed with life's busyness, hit a "mental wall" at work, or had trouble solving problems that once came easily to you? That may be a sign of too much work and not enough attention to self-care.

Play, or leisure activities (away from electronic devices), activate the creative area of the brain and produces dopamine and endorphins which serve as a source of relaxation and mental stimulation. Play stimulates your imagination, increases creativity, improves emotional well-being, and enhances your problem-solving abilities. It also increases our self-esteem and reduces stress. Play comes in many forms and has the greatest benefits when done with others. Play can be with a pet, in your garden, goofing around, sharing jokes, or laughing with

others. Playing games or sports also develops emotional control, social skills, cooperation, and intelligence. Heck, play just makes life more fun!

With all these wonderful cognitive benefits, why don't we

play more? Are we afraid to appear juvenile or foolish? Have we just forgotten how to play? Whatever the reason, it seems that our productivity and happiness are reduced by not taking time off to play.

Regular play triggers endorphins that reduce the risk of age-related diseases, improve cognitive health, ward off depression, and make us joyful. The key is to make play a habit or regular part of your schedule. So as summer comes to a close, and children are back to school, carve out time to add play into your routine.

Here is a simple way to transition into play. In honor of Play

in the Sand Day (August 11th) say farewell to summer by going to the beach. Researchers say the tactile experience of just digging in the sand and letting it flow through your fingers has therapeutic benefits that release stress and anxiety. Allow yourself to be just in the moment and soon be on your way to better health. ♦



*"We don't stop playing
because we get old, we get
old because we stop playing."*

-George Bernard Shaw

The Good News

"But if we walk in the light as He is in the light, we have fellowship with one another, and the blood of Jesus Christ His Son cleanses us from all sin." — 1 John 1:7

What Can A Business Owner Learn from the Wright Brothers? Lots!

The annual EAA Air Show in Oshkosh, Wisconsin is one of my favorite summer events. For one week Oshkosh becomes the busiest airport and brings over \$170 Millions of dollars to the surrounding communities. I have always had a fascination with planes, particularly military aircraft. I enjoy the War Birds and all their history, yet the Harrier II, a more modern aircraft, is my favorite. It's a plane that takes off and lands like a helicopter and flies at supersonic speed.

It is hard to imagine what it was like for the early pioneers of flight. I'm in awe of the Wright brothers' story; their courage and ability to survive several crashes just chasing a dream are inspiring. This year EAA honored the Wright brothers' contribution to aviation. Many tried to win the Race to Flight, but the Wright brothers were the first to man a flight in a heavier-than-air aircraft. Their journey reveals many valuable lessons for business owners.

The Wright brothers had plenty of competition. Most notable was Samuel Pierpont Langley, a renowned scientist in astronomy and Secretary of the Smithsonian. Langley longed to make his mark on science and be famous. He had notoriety, connections, and funding for his flying machine called the Aerodrome. Langley only attempted two manned flights in 1903. The Aerodome was catapulted off a houseboat and proceeded to crash into the Potomac River. Humiliated, Langley ended his endeavor. His pride was stronger than his work ethic or tenacity to achieve greatness.

Another competitor was German immigrant, Gustave Whitehead. He claimed he flew two years before the Wright brothers, but the only report of the alleged flight was published in a newspaper several days later on the fifth page next to articles of witches flying on brooms. One of the named witnesses in the article was interviewed years later and referred to the event as "imaginary." None of Whitehead's investors believed he got in the air. Gustave lacked credible witnesses. He lacked documentation and the ability to promote his accomplishments. While one of his designs has been proven airworthy, there are no records of

Whiteheads' flight or failures in that craft.

The Wright brothers were methodical. They conducted their test flights with only a couple of witnesses to protect their inventions. They documented everything (even failures). These self-taught engineers did not take failures personally but used each experience to improve their prototypes. Their insatiable curiosity to solve problems kept them from almost abandoning their endeavor when they could not get enough lift. They persevere, and their breakthrough for the lift problem –curvature of the wings. Once they proved their aircraft was viable, they became masters of publicity and promoted their planes winning a military contract and starting their plane company.



Here are the key business lessons from the Wright brothers' journey to flight. While they were not well-funded or trained engineers, they were continuous learners and designed controllable aircraft. They bootstrapped their endeavor in the early stages and bought on investors after their business was operational. They overcame many challenges. They had the courage to face the unknown. They were driven by curiosity and tenacity to solve problems. They documented their results and processes. They took care in protecting their idea. They chose to learn from their mistakes, and they were not afraid to boldly promote their aircraft.

While your business may not create a new industry or be "cutting-edge," these characteristics are important when starting or growing a business. Which of these characteristics do you believe is the most important to your situation? What else would you add? Please share your thoughts with us on our Facebook page, www.facebook.com/designlifesjourney. I look forward to hearing your thoughts! ♦

Design Life's Journey, LLC is a registered investment advisor. Information presented is for educational purposes only and does not intend to make an offer or solicitation for the sale or purchase of any specific securities, investments, or investment strategies. Investments involve risk and, unless otherwise stated, are not guaranteed. Be sure to first consult with a qualified financial advisor and/or tax professional before implementing any strategy discussed herein. Past performance is not indicative of future performance. Advisory services are provided by Design Life's Journey, LLC and is a registered investment advisor. Tax advice and preparation services are provided by qualified tax professionals as an additional service.

NEW BUSINESS OWNERS DO NOT LEAVE YOUR SUCCESS TO CHANCE.

So you are following your business dream and committed to putting in the time. You are ready to do whatever it takes to create a successful organization and live a wonderful life. **But are you *really* ready?**

Almost every business owner starts with the same enthusiasm and dedication yet nearly half will fail before their 5th anniversary. So how do you set yourself apart?

To get your new venture off to a good start you need to have a clear, concise business plan with strategies to get you there. You need to protect your ideas, locate ideal clients, and profitably price your products or services. These are a few of the things you need to do as a new business owner.

Jumpstart Your Launch: How to Start a Profitable Business will help you grow a profitable business. A version of this program has been around since the 90s and updated to incorporate my experiences as a business owner, working with investors, and developing solutions with business clients as their financial and tax advisor for 20 years.

When you enroll in this online program, you become a member of an elite group of business owners dedicated to taking massive action to ensure the financial success of their business. The next 6-week program starts the week of October 3rd. For more information go to www.designlifesjourney.com/jumpstart.

CALENDAR OF EVENTS

Women, Wealth & Prosperity Mastery Series: Living Life Boldly!

Thursday, September 15th at 5 pm

500 W Franklin Street, Ste E, Appleton, WI

Learn how to build our wealth even in turbulent times.

Join us for a fun evening of learning, empowerment, laughs, and wine!

Seating is limited so registration is required. www.designlifesjourney.com/WWP

What Everyone Should Know About Social Security & Medicare

Learn about Social Security Distributions strategies and about what Medicare covers and what it doesn't. Come get your questions answered by our Medicare expert who will clarify the pros and cons of the advantage plans and supplements.

Wisconsin: 500 W Franklin Street, Ste E, Appleton, WI • September 21st at 5 pm or September 22nd at noon

Georgia: My Studio Spot 101 Colony Park Dr, Ste 100, Cumming • October 5th at 5:30 pm or October 6th at 1 pm

Register at www.designlifesjourney.com/medi



Jumpstart Your Launch: How to Start a Profitable Business

The next session starts the week of October 3rd!

If you are a new business owner or planning to start one, this program is for you. To learn more read the summary above or go to www.designlifesjourney.com/jumpstart

End of Year Tax Strategies Workshop

Special session for Business Owners on Friday morning.

GA: My Studio Spot 101 Colony Pk Dr, Ste 100, Cumming on Oct. 27th at 5:30 pm and Oct 28th at 7:30 am

WI: 500 W Franklin Street, Ste E, Appleton on Nov. 10th at 5 pm and Nov. 11th at 7:30 am

For more information and to register go to www.designlifesjourney.com/eoytp

Prosperity Days Retreat

Are you a business owner who has trouble finding time to work on your business defining your annual business goals and strategies? Do you need time to develop better strategies to be more profitable? Would you love to have a dedicated weekend where you can get it done (or at least most of it) and incorporate your own personal life goals? Attend Prosperity Days Retreat to make 2023 your most profitable year by getting your plan in place before January 1st and having a jumpstart on your competition. See insert for more details or go to www.designlifesjourney.com/prosperitydays

WI: Nov. 18th- 20th at the Landmark Resort in Egg Harbor, WI

GA: Dec 2nd-4th at the Amicolola Falls State Park & Lodge in Dawsonville, GA

INSIDE THIS ISSUE:

- Benefits of Play for Adults
- The Power of Guiding Lights
- What Can A Business Owner Learn From the Wright Brothers? Lots!
- Calendar of Events

“The only person you are destined to become is the person you decide to be.”

– Ralph Waldo Emerson

The Power of Guiding Lights

Lighthouses have served as a guiding light for ships at sea since Pharos of Alexandria was built around 280 BC in Egypt. Their light warned ships over the centuries of rocky shores and guided them safely to harbors. Today lighthouses have become less important while other technologies, like GPS, become the primary guidance system.

Guiding lights are as important in our personal lives as they are for those on the sea. While fortunately, our guiding light may not always be a life-or-death situation, they tend to enhance the quality of life we live. Their impact can be powerful, helping us find contentment, peace, and joy in life. Do you allow guiding lights to direct your life or are you adrift at sea? Do you react to what life delivers or are you able to respond in ways to leverage situations or keep yourself out of trouble?

When we live by our values, our values become our guiding light. Making decisions that align with our values keeps us out of most storms. Occasionally, we will be overcome by outside circumstances, but following your guiding light will give you the strength and courage to deal with the storms without losing your integrity.

The beacon of light for a business is a business plan with clearly stated goals. The business strategies support the plan by stoking the flames to keep the light shining bright. If challenges arise, the business

can more easily maneuver through the dense fog of uncertainty and changes caused by raging seas by following the light of their plan.

For an athlete, the guiding light is the next event. The training program fuels the light by preparing the athlete for peak performance on the day of the event.

An investor's beacon of light is defined by the life one wants to live and the legacy one chooses to leave behind. The fuel for this light is the strength of your desire for those goals and the strategies you implement to get there. Economic winds or personal storms may blow you off course, requiring some adjustments to safely reach the harbor of your goals. The key is to stay true to what is most important to you and follow your plan to get there. If you keep hopping on and off a boat (your financial plan), you may eventually reach your destination, but it will take more time and money to get there.

How you live your life and treat others can make you a guiding light to someone else. Your example becomes their beacon, and the fuel is their desire to be more like your or to follow your guidance. And what's amazing about this type of guiding light, it also fuels you to shine brighter with feelings of purpose, accomplishment, and appreciation. So never underestimate your potential impact on others. It's one of life's most rewarding experiences.

So stand tall and shine brightly on the world today! ♦

Attention Business Owners

You Are One Weekend Away from A More Profitable 2023!

As a business owner, it can be hard to find the time to strategically work “on” your business. You know should, but your daily tasks have you pulled in so many directions you are stuck working “in” the business. Your business is doing well, so you don’t worry too much about it. However, ***inside you know you could be doing so much better*** and the long hours have you exhausted at the end of the day. You think, “there has to be a better way.”

What if you DID make the time? And what if that small investment in time increased your profits and improved your efficiencies so you had time to do the tasks you enjoy? Fantasy? NOT AT ALL! Big business executives and fast-growing small businesses know where to focus their efforts to develop profitable businesses year after year. It starts with the commitment to put time aside annually to create next year’s business plan detailing specific goals, strategies, and action steps.

The Prosperity Days is a weekend retreat where you will be able to **focus your attention on growing your business** and designing the life you desire. Business owners who want to help more clients, build strong teams, have more time for themselves, and improve their business’ profitability, need to be at this retreat. Dedicate one weekend to developing your business prosperity plan and you will have a jump start on your competition.

This program is NOT for people who are looking for an easy get-rich-quick scheme. It is not for those looking simply for a motivational session that does not produce results. Nor is this for people who won’t make sacrifices or take risks to achieve their goals. To successfully grow any business, you must be willing to take calculated risks, follow through on your action plan, and learn from setbacks along the way. It can be tough at times and that is probably why only 50% of businesses reach their fifth anniversary.

While Prosperity Days is not a motivational event, many will find it motivational. But we know you need more than temporary motivation to get you through the next year. Prosperity Days is designed to empower you by putting you in control of your business and time, rather than reacting to what comes your way. Your 2023 strategic business plan will make running your business easier, it will help you recognize new growth opportunities and help you prepare for unexpected or negative economic conditions.

Getting the most out of your weekend is important, so there will be a pre-retreat virtual call to make certain attendees are ready for the first day, and know what information they should have with them. If you are struggling with some area of your business, you will have an opportunity to get feedback through a mini-mastermind session.

You will also receive **3 post-retreat BONUS CALLS!** The purpose of these calls is to make certain all participants are ready to implement their plans by the first of the year. It is unlikely that everyone will have all the details completed by the end of the weekend. There will be strategies or tactics that participants will need to discuss with their management teams, employees, or even spouses before they finalize their plan. These discussions are likely to generate new ideas or challenges. You can use these calls to address these new concerns, or to answer other questions.

We make it easy to commit. All you have to do is arrange your travel to and from the retreat. From there we have you covered. Prosperity Days is an ***all-inclusive retreat***. It runs from Friday at 5 pm through Sunday evening. It includes retreat materials, instruction, pre-retreat virtual orientation, three bonus calls, lodging for Friday and Saturday night, a welcome reception, dinner on Friday and Saturday nights, daily snacks, and breakfast and lunch on Saturday and Sunday. The cost for everything is only \$2750, but if you **register by October 10th**, you can **save \$250** and pay only \$2500.

November 18th – 20th, 2022

Landmark Inn

4929 Landmark Drive, Egg Harbor, WI

December 2nd – 4th, 2022

Amicalola Falls Lodge & State Park

418 Amicalola Falls Road, Dawsonville, GA

Our locations were selected for their quiet serene surroundings so attendees can focus on getting their work completed in an inspiring atmosphere.

If you are determined to have a profitable 2023 make certain you sign up for one of the Prosperity Days retreats.

Go to www.designlifesjourney.com/prosperitydays.

Space is limited at each location so register right away and save \$250 if you register before October 10th!

If you need to make special payment arrangements call our office at (920) 944-6020 or (678) 471-9744.

You're invited to join us for a complimentary workshop

Facts? Myths? Strategies? What Everyone Should Know About Social Security & Medicare

There are many myths and misinformation circulating regarding Social Security and Medicare. Believing some of these myths can be very costly, so join us as we dispel the myths and summarize important facts you should know. Just because you were not aware of all your responsibilities during your Medicare enrollment period, will not prevent Medicare from charging you a penalty for the rest of your life. Unfortunately, I see it happening too often.

You may have already received several mailings or phone calls letting you know you qualify for a particular program or benefit. While these mailings look official, most are sales material. Make certain you have all the information before you sign anything.

The What Everyone Should Know About Social Security & Medicare workshop is a great place to start. During this 90-minute program, we will cover information about both government programs. Here are a few things you will learn.

- 1. We will look at many of the misconceptions**
- 2. Explore the pros and cons of different Social Security withdrawal strategies**
- 3. Provide an overview of how Medicare is structured - its different parts and what each cover**
- 4. Show you what options are available in your state.**
- 5. Discuss what happens if you move to another state.**

The end of the program is dedicated to answering your questions. We will have a Medicare specialist with us to answer the more detailed questions.

Wisconsin

500 W Franklin Street, Suite E, Appleton
Thursday, September 21st at 5:00pm
Friday, September 22nd at noon

Georgia

My Studio Spot
101 Colony Park Dr, Ste 100, Cumming
Wednesday, October 5th at 5:30pm
Thursday, October 6th at 1pm

Our seating is limited so you much register for the workshop. You can register by going to www.designlifesjourney.com/medi or you can contact us at office@designlifesjourney.com, or call us at (920) 944-6020 or (678) 471-9744.