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## Embrace Your Uniqueness!

While I am writing about gratitude this month, I thought I would encourage you to be grateful for your own natural talents. Everyone has a gift, ability, or expertise that others don't have. This talent should be embraced, celebrated, and shared. Unfortunately, many of us downplay our gifts because they come so easily, and we think everyone can do what we do. But they can't!

If you are not certain what your gift is, or you are thinking you don't have any special talents, then you may have minimized its importance, or you have not recognized how to use it in a meaningful manner. Here are a few ways to uncover your talents.

1. Consider what you enjoy doing
2. Consider what others compliment you on or say you are good at
3. What do you like doing in your free time?
4. Ask your family, friends, and business associates.
5. Take a skills or personality assessment like Myers Briggs, DISC, or MAPP.

Do not disregard what you discover on this search as insignificant. Accept the fact that you have a talent many others do not have. If your gift is not serious in nature but is a fun, quirky gift that entertains and makes others laugh, embrace it! You are a fun person to be around. Your talents are an integral part of who you are. They are part of what makes you unique, so learn to appreciate your skills and talents!

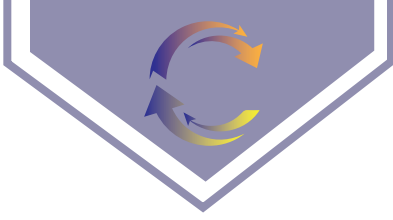


Someone has even created a holiday to honor your talents. It's "Celebrate Your Unique Talent Day." So how are you going to celebrate your talents on November 24th? Share your thoughts on our Facebook page. I would love to see your responses. ♦

## The Good News

**"The good men perish; the godly die before their time, and no one seems to care or wonder why. No one seems to realize the God is taking them away from evil days ahead." — Isaiah 57:1**

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# Take Back Control and Achieve the Life You Desire



**T**ime is one of our most precious gifts. It is non-renewable and no one knows just how much time they will be blessed with. However, we are all given the same 1,440 minutes a day to use as we wish. The choices we make will fill our time with activities that either bring us closer to the life we desire or send us in different directions.

If your world is feeling more like a rat race or an out-of-control roller-coaster ride, you are probably filling your time with activities that are not supporting the life you have envisioned. It's time to regain control. It is easy to get sidetracked when you don't have clarity on what you really want or where you want to go. The lack of direction promotes the notion that we can do everything we want without consequence. Yet the busyness has us exhausted, and we are not enjoying each day. Instead, we feel like we are caught running on the hamster wheel or living our own version of Groundhog Day.

Something needs to change. Nearly 27% of U.S. adults are dealing with **disabling** stress, another 19.5% are fighting depression and 28% suffer **constant** burnout. Over 70% of adults experience less severe

levels of these conditions. If you are experiencing any of these emotions, you know how hard it is to be grateful for each day.

Many factors lead to these conditions. Fortunately, we can eliminate, or lessen, their impact by taking control of our lives. The best way to take back control is to create a plan to achieve the life we want. It will give our goals clarity and help us rid ourselves of distractions.

A life plan works like a GPS. It efficiently leads us to our desired outcomes. Without a plan, we often fall into a defensive

position constantly stuck in a reactionary mode. This is highly stressful. Other consequences of living life without direction include broken relationships, deteriorating health, anxiety, etc. Our schedules become filled with urgent matters and we feel like we are always putting out fires.

A well-designed life plan is flexible and articulates our life vision to make it easier to communicate our needs to others. We become better decision makers because we know what must do and in what order. This helps us recognize opportunities and avoid "big" mistakes.

Saying "no" to others becomes easier because we recognize a "yes" means saying "no" to our priorities. We reclaim control

over our life, knowing exactly what we need to do and why. We develop realistic expectations as our plan is based on what we want, and the limitations of our time and financial resources.

Today we have so many life choices, that having a plan is essential if we want a more fulfilling life. Life plans help us focus on choices that will enhance our lives. Life becomes simpler and we escape unnecessary stress, depression, and

burnout. With our plan in place, we can use these three questions to help guide our decisions.

- What will I have to give up by doing this?
- Is this something I will receive satisfaction doing even if it does not help me reach my goals?
- Will the time to do this take away from what I really want?

Make 2023 the year you start living your **ULTIMATE LIFE!**  
Create your life plan. ♦

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back control is to create  
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# Exceptional Client Experiences- Part 2

Last month we talked about the importance of providing an excellent customer experience by finding out what your clients think about your industry and how it delivers its services. Their responses will tell you what service and/or product areas are most important to them. Address these concerns while delivering a “rockstar” experience and you will keep those clients coming back.

They have also told you what services or products they wish your industry offered. Review these suggestions. Are any complementary to your existing offerings? Can any of the suggestions give you a competitive advantage? If any of the ideas will make your business more profitable, develop a rollout plan and implement it.

Crafting an exceptional client experience that sets you apart takes time. Be patient. Improving your client conversion and retention rates will be dependent on the consistency of the client experience across your whole organization. Start by documenting your current operating procedures. Assign this task to whoever is doing it now. Then together review the process. Next, discuss what improvements to make and start implementing them. Create a file with all your new standard operating procedures (SOPs)

so your team members can easily access them. Training will be key to achieving consistent results, so assign the right person to do the training.

Another way you can ensure your customer service is being delivered as you expect is to hire a secret shopper. They will uncover any inconsistencies and other service issues. Business owners are frequently surprised to learn that their marketing did not stop working, but office inconsistencies left prospects and clients turned off. There are many reasons why this happens. The secret shopper’s report will expose problem areas and help you determine if you need better training, staffing changes, automation, or if operational issues are hampering your capacity to grow.

Keeping up with the ever-changing market and client demands is tough, but it is essential to business survival. Be open to change and be flexible in your responses to show your clients you care and are listening. Be persistent in your desire to provide an exceptional client experience and you will be rewarded with a thriving business.

Next month we will explore the opportunities and challenges of automation and the power of a promise. ♦

## Shop Local for the HOLIDAYS

The Christmas shopping season is upon us, so I wanted to remind you that November 28th is Small Business Saturday!

If you are not familiar with Small Business Saturday, it falls on the Saturday following Thanksgiving. It’s the day after Black Friday which focuses on the large retailer’s results. Small Business Saturday was initiated in 2010 to highlight the importance of small retailers to our economy.

Small businesses are the heart of our communities and economy. They are responsible for nearly 50% of the US economic activity and are an integral part of our local communities. They provide jobs and keep money in your local area. They bring new ideas to the marketplace, and their direct, and often personal, connections with their customers enable them to respond more quickly to clients’ needs. They sponsor and support youth sports, school events,



scouts, and local charities, and are often active members of those groups.

Small businesses deserve our support, so won’t you consider shopping locally this holiday season? When you do, you will keep your community’s economy vibrant. ♦



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***“The real measure of our wealth is how much we’d be worth if we lost all our money.”***

—Benjamin Jowett

# Feeling Thankful

When I was a little girl, I loved the story of the first Thanksgiving. The Pilgrims had much to be thankful for as they overcame many challenges. They safely crossed the Atlantic Ocean, the Native American Indians welcomed them, and they had a bountiful harvest. I tried to picture what life was like in Plymouth back in 1621. I would imagine how challenging life was without electricity and running water. I wondered how scary and difficult it was to leave everything behind to start a new life in an unknown land. Yet, for some reason, I felt connected to their story, like I belonged there.

Years later after college, my aunt’s father-in-law presented his findings regarding my mother’s family’s genealogy. We had ancestors that came to America on the Mayflower! “Wow! I thought, “I **am** connected to the first Thanksgiving. I have a personal connection to history!” This gave me more to be thankful for each Thanksgiving. Just think, if they had not survived, I would not be here.

What I admire most about these early settlers who had so many challenges, is the fact they chose **not** to focus on their hardships but to be grateful for what they had. Today we don’t seem to have time for gratitude. We are busy acquiring more, seldom stopping to reflect and be thankful for what we have. Who could blame us? We are

bombarded with messages suggesting life would be better with the latest product or service. The news highlights all the negative in the world, leaving us unsettled, unsatisfied, and distrustful. Hard to be thankful with that frame of mind. But what if thankfulness is our path to contentment and peace?

I consider myself blessed. Yes, some days that is hard to say, but then I will see amazing people doing remarkable things for one another. I cannot help but be grateful. I want you to know I am thankful to all of you for reading my newsletter. I appreciate your ideas and feedback. I especially appreciate this opportunity to stay connected with you. Thank you for being a part of my life’s journey. For some of you that have been a lifetime, for others only a brief period of time. Yet there is more to our stories....

This Thanksgiving I hope you find yourself surrounded by loved ones, laughter, and more blessings! ♦

*(I am particularly grateful that the election season has ended!!!)*



**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, you’re growing, so you don’t worry too much about it. However, **inside you know you could be doing so much better**, or 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.

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, define your exit strategy, and help you prepare for unexpected economic conditions.

Deb, your event host, will be facilitating the process so you get the most out of your weekend. There will be a pre-retreat virtual call to confirm 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 group calls to address these new concerns, or address other parts of the process.

**We make the planning process easy!** All you must 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 wine 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!

Join us at one of our peaceful and inspiring locations. They are certain to keep you focused and motivated!

**December 2nd – 4th, 2022**

**Amicalola Falls Lodge & State Park • 418 Amicalola Falls Road, Dawsonville, GA**

***You have nothing to lose – See our Money Back Guarantee!***

***Are you ready to make 2023 your best year ever?***

Sign up today at [www.designlifesjourney.com/prosperitydays](http://www.designlifesjourney.com/prosperitydays).

Space is limited at each location so register right away!

If you need to make special payment arrangements call our office at (920) 944-6020 or (678) 491-9744.

# STARTUPS: DON'T LEAVE YOUR SUCCESS TO CHANCE!

Are you following your business dream and ready to do whatever it takes to create a successful business? Then get the training you need to develop a thriving and profitable business! According to the Small Business Administration, 17% of new businesses will fail within the first year. Over 49% will not see their 5th anniversary. Don't let this happen to you!

Creating a successful business that doesn't take over your life requires a clear, concise business plan. This is not a business plan developed off of templates. This is a customized plan with strategies and action steps that will guide your work, monitor your progress, and help you delegate tasks. You will protect your ideas, identify your ideal clients, profitably price your products or services, and market your business as you begin your entrepreneurial journey.

When you enroll in **Jumpstart Your Business Launch: How to Start a Profitable Business** you are participating in a program that has successfully launched businesses for over 20 years. The initial version of this program is still being run by a local community college. Jumpstart is an updated version of this program and focuses on tactics that help businesses be profitable business from day one, build a business they can sell, learn how to bring on business or financial partners without loss of control, and manage the challenges of a digital economy. Participants will develop a sustainable business by getting the basics right and creating a roadmap that guides their daily operations based on their specific goals.

As an enrollee of this six-week online program, you become a member of an elite group of business owners dedicated to taking massive action to achieve success! Learn more about our next class at [www.designlifesjourney.com/jumpstart](http://www.designlifesjourney.com/jumpstart).

## CALENDAR OF EVENTS

### Prosperity Days: A Planning Retreat for Business Owners

Is it hard to carve out time to work on your business plan? Or if you find the time, do you struggle with what you should do next? If you do not have a plan you are most likely working harder than you have to and you are not making the money you should.

Let us help! Join us for an insightful weekend focused on YOU and your business. Enjoy the beautiful surroundings as you work on creating an extraordinary life and more profitable business. The event host, Deb Matz, will facilitate the process, so you can complete your plans over the weekend and develop a strategic roadmap that will make managing and monitoring your successes easier. Imagine having all this done before the holidays! How will that feel?

To make 2023 your most profitable year AND get a jumpstart on your competition, register for this life-changing event! If you register before November 10th you will save \$250. You have nothing to lose- see our Money Back Guarantee!

To learn more, look for the insert in this newsletter or go to [www.designlifesjourney.com/prosperitydays](http://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

Check out this month's Prosperity Insites Podcast with Ann Marie Koleske with Hands to Heart, a corporate first aid training organization at

<https://www.designlifesjourney.com/news/>