



Creating the Good Life How to Have a Six-Figure Income Working Less & Living More

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Speaker Net News Teleseminar, September 17, 2002

*There is a time
for everything,
and a season for
everything
under the sun.*

King Solomon

It's Half Time!

Halftime is the opportunity, after some our life has passed, to evaluate what has taken place during the first half and to choose which new goals and dreams we may want to pursue during the second half of our lives.

Bob Buford

*Halftime: Changing Your Life Plan
from Success to Significance*

Is it time for you to . . .

1. Revisit your

- A. _____
- B. _____
- C. _____

What's important to you at this time in your life?

i.e. Fame, fortune, faith, family, etc.

Have changes occurred in your life that caused these to shift?

i.e. Marriage, divorce, death, children, grandchildren, a big contract, loss of business, a move, etc.

2. Clarify your _____.

Does it fit with your value system?

- A. Build a _____
- B. Build a _____

*When your
values are clear,
decision making
is easier.*

Roy Disney



*Structure
is for
function.*

Elizabeth's
anatomy teacher

3. Create the structure and systems to support your goals

A. Determine your CMS

C _____ M _____ S _____

The key quantitative indicators that measure your success. The numerical factors that tell you how you are doing. For example....

- How many days do I want to work?
- How much income do I want/need on an annual and monthly basis?
- What is my fee structure?
- What percentage of bureau work do I want?
- What days of the week do I want to work?
- What is the split in the type work I want to do?
 - How many speeches, consulting, etc.
- What kind of hours do I want to work?
- How much/% of my income am I going to save?

B. Develop a tracking system to measure outcomes.

C. Have a smooth booking process and a system for managing details.

4. Build a marketing plan that _____

** Philosophy: Keep your pipeline full with a variety of activities*

A. Find the audience that _____

B. _____ your data base.

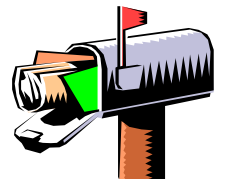
C. Develop a consistent process for _____

- Newsletters, Neighborhood letters, "what now" letters, etc

D. Make personal _____

E. Use _____

F. Write!



*When we look
back on the
twentieth century,
the thing that is
going to have
greatest impact is
not going to be
technology, as we
now assume.
Rather, it will be
the fact that we
have an infinite
array of options.*

Peter Drucker

5. Change your business as you change and grow

- A. What new learning have you experienced to deepen your expertise?
- B. We are “experts who speak professionally.” How else can you use your expertise? For example....
 - executive coaching
 - musical show
 - Master of Ceremonies
 - consulting
 - writing



6. Celebrate successes and balance your life

- A. List all the experiences you want to have in your life before you die.
- B. Attend to the 7 F's for a balanced life. It's not likely that you can address each of these every day, but you can be balanced in the larger picture. It just takes planning and scheduling.
 - Family and friends
 - Fitness
 - mental
 - physical
 - Finance
 - Faith
 - Fun
 - Free Gifts
 - Focus on career

*You CAN
have everything
in life you want.
You just can't
have it all at
one time!*

Elizabeth Jeffries



Tips for living more and working less

1. Live by your own inner compass, not someone else's
 - Check your calendar and your checkbook to see if you are truly living your values
2. Pay attention to the signals that call for your attention
 - What is your body saying to you?
 - What are your spouse or friends saying about your relationship with them?
 - What are your clients saying about the quality of your work?
3. Pause regularly for reflection and revisiting your goals
 - Once a year, perhaps on your birthday, set aside a day to do this in depth.
4. Set boundaries.
 - Say “no” if you really don’t want to do something or it isn’t right for you.
 - Say “yes” if something excites you and you are willing to take a risk and learn something new.
5. Have a “cause.” Something bigger than yourself where you can give yourself away and expect nothing in return.
6. Get rid of anything or anyone in your life that no longer serves your purpose, that depletes your energy, or doesn’t fit you any more! (That includes clothes, furniture, equipment, and people!)
7. Have an “eternal perspective”
 - My attitude: “I can handle anything. I don’t live here. I am a citizen of heaven, on loan to learn some lessons and do a job for a short time.”

*I want to be
thoroughly used up
when I die. For the
harder I work,
the more I live. Life is
no brief candle to me.
It is sort of a splendid
torch which I've got
hold of for the
moment, and I want
to make it burn as
brightly as possible
before handing it on
to future generations.*

George Bernard Shaw