

VISUALISING YOUR

Dream Business



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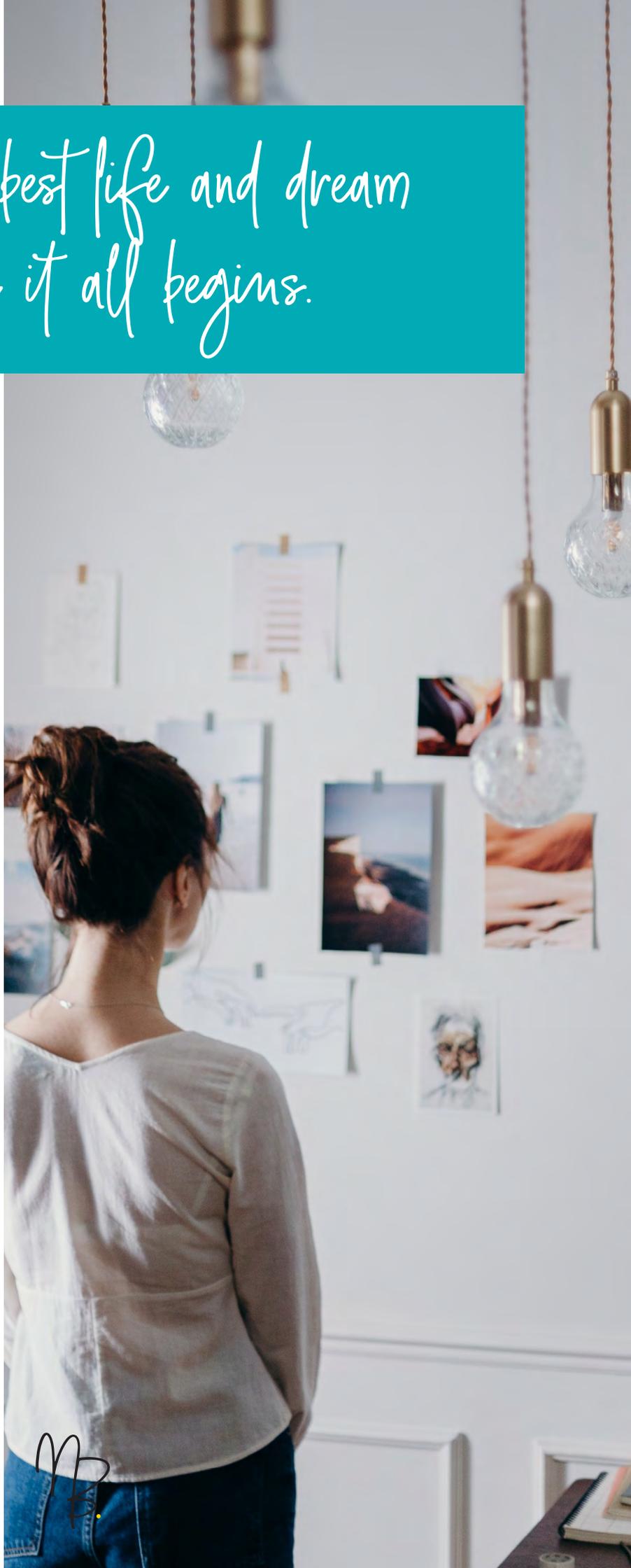
Visualising your best life and dream business is where it all begins.

It's the first crucial step towards acting on and manifesting your ideas. Once you've got that down pat, you'll then be on your way to making it your reality.

Why am I so enthusiastic about the power of vision boards?

My own personal experience! I know how incredibly powerful having a crystal-clear vision was for me when I was on a mission to achieve my business goals (which I did, twice over). Without it, I would have been directionless and unsure of where I was heading. I would never have taken the brave, bold steps required to leave my job, pack up my husband and then 1-year-old daughter, and move to Phuket, Thailand to set up my first dream business. But I digress, you don't have to take my word for it.

"Those who create a vision board (or a less formally organized collection of images and photos) that relate to their goals are almost twice as confident they'll achieve them than those who don't visualize their goals in some way." Eilene Zimmerman - Forbes.com



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What Exactly is a Vision Board?

The most basic definition of a vision board is just this: It's a collection of images, quotes and symbols that have meaning to you and bring out feelings of joy, peace, love and happiness. They represent your dream life.

Vision boards come in many different formats, both digital and physical. We'll talk more about that later, but for now, let's take a look at the types of content that make up vision boards.

Images

By far the most common item to find on vision boards, images can be photos, drawings, mind maps, sketches or anything else that has some meaning for you.

For example, if travelling the world is one of your goals, you might include photos of historic landmarks you want to visit, aeroplanes or ships (imagine the feeling of freedom associated with those). If you dream of retiring young, then a photo of you and your family relaxing on the beach will serve as a happy reminder of what life could be like when you no longer have to work.

Motivational messages

You've seen those motivation posters that say things such as, "Challenge: Always blaze the trail; never follow the path." For some people, these messages can be extremely powerful. When you face a rough patch, simply remembering that phrase can be enough to get you back on your feet and fighting again. Your vision board might include messages you see posted on social media, phrases you read and jot down in your journal, testimonials from

your clients, or even nice things others have said about you.

Inspiring quotes

Inspiration is different for everyone. For some, the greatest source of inspiration and words of encouragement come from trailblazing industry leaders or historical figures. You can have fun with these, too. Maybe your best inspiration comes from the notes inside a motivation deck of cards or an Instagram quote. Whatever makes you smile or brightens your day is a good fit for your vision board.

Everything else

What else inspires or motivates you? Becoming a published author of your blogs? A small vial of sand from that secluded beach you'll retire to some day? Your daughter's baby shoes? Vision boards can include these treasures as well, you might just have to be a little creative when it comes to adding them.

We'll talk about the materials for creating a vision board in a later section. But first, let's look at the reality of how vision boards can change your life.



The Power of a Vision Board

Whether or not you're a fan of the bestseller, *The Secret*, one thing is undeniably true - "the law of attraction". Put simply, it surrounds the principle that whatever consumes your thoughts is what you will eventually get in life. The more you focus on something, the more you'll be able to attract it.

If you spend all your time worrying about money, the more it'll seem to slip right through your fingers. If you obsess over your weight, the pounds stubbornly hold on. On the other hand, if you constantly daydream about relaxing on a tropical island, well, the law of attraction philosophises that you're a lot more likely to find yourself on a beach chair in the near future.

This isn't some airy-fairy make-believe, either. We've known for decades that daydreams have power, and that purposeful visualisation is the key to greater success in every area of life. Top athletes practice endlessly, not only on the field, but in their minds. They actively visualise that perfect shot, winning the race, or mastering that stunning backflip. They concentrate on the minute movements that make it possible, how their muscles will react every second, and how they will feel at the end of a stellar performance. This type of visualisation creates neural pathways that are virtually indistinguishable from those caused by completing the act itself.

The result? *An almost replica of the actual, physical practice.*

It works the same way for you. When you visualise your ideal business, your beautiful

home life, your dream holiday, and even your biggest financial goals, you're primed to achieve them.

And you'll meet those goals much faster, and with fewer stumbles, than if you simply list your goals (and deadlines) on a calendar.

Like anything though, effective visualisation takes practice. As kids, we spend much of our time daydreaming and play-acting, but those are skills we lose as we get older. A vision board can help kick-start your creative visualisation skills again.

Here's another benefit of creating a vision board: It will boost your spirits when you face life's inevitable struggles.

Having a bad day? Spend some time working on your vision board, and you'll feel noticeably lighter at heart.

Feeling overwhelmed? Take a look at your vision board for an instant reminder of why you're working hard now, and what you stand to gain from it.

Struggling with credibility? Read through some of the beautiful things that your clients have shared about their journey with you. You'll be immediately reminded about how valuable you are, and why you do what you do.

But vision boards aren't just for improving your business. They have uses far beyond your monetary goals.



Vision Boards work in every area of Your Life

Before we get into how vision boards can affect all the aspects of your life, let's take a minute to look at the most common mistake people make when creating them: They focus on the actual goal rather than the result.

Imagine you have a goal of visiting England. You could express that by simply writing "England" on a whiteboard. But so what? The word itself is unlikely to evoke feelings of joy or anticipation. In fact, the more you see that word, the less meaning it will have.

As a vision board item, it's pretty weak.

Imagine instead, a photo of Stonehenge. The sun is just peaking over the horizon, bathing the scene in a golden light. Thick mist clings to the ground, the ancient structure rising out of it like a circle of ghosts. You can almost hear the voices from 5,000 years ago, as they worshipped their gods, healed their sick, and buried their dead.

When you look at the picture, it doesn't just say "England." It instantly transports you there and immerses you in the moment. It's a feeling. Not a goal.

When you create your vision board, regardless of which of life's aspects you're focusing on, be sure to look for images and words that make you feel the way you imagine you'll feel when you achieve your goal. It's not about what you want to have. It's about how you want to feel.

Business

Business—and the related lifestyle—goals is probably the most common topic of vision boards, and with good reason. Chances are you started your business with the goal of creating a better life for you and your family. It's likely one of your driving motivations, so it's natural to seek out tools that will help you achieve the outcomes you desire.

Vision boards are the perfect choice.

When you're building your business vision board, consider the following questions:

- How do you want your day to go?
- What clients do you want to work with?
- What projects do you love?
- What do you want your typical workday to look like?
- Where will your "office" be?

Look for images and other items that represent your ideal business day, your perfect client, and your ultimate dream job.

Wealth

Here's another favourite topic for vision boards, and if big financial goals are part of your life plans, it's an area you should pay close attention to.

The reason many people don't reach their financial goals is because we let those negative internal voices hold us back. You know that voice. It says things like:

- "You'll never earn that much."
- "No one will pay you to do that."
- "You've always been financially irresponsible and you always will be."
- "You're just not good with money."
- "They'll never accept that price increase."

We let this voice create our income cap, and unless we take steps to silence it, we will never earn what we're truly worth.

A creative vision board can help. Start by asking yourself...

- What does financial freedom mean to me?
- How can I change the world if I earn more money?
- What charities will I support when I start earning \$xxx?

Then find the images that represent the feeling of fulfilment and joy you'll have as you achieve these goals and more. Maybe that's a photo of needy children you wish to support, or an animal rescue organisation you love. Or maybe it's just a big pile of money so you can retire young and live on a yacht. It's your dream, and it can be anything you want it to be.

The point is, your vision board is the perfect vehicle for finally silencing that negative voice in your head and move you towards achieving your financial goals.

Self-Care

How's your health? For many online business owners, it could be better.

We spend far too much time inside, sitting down, staring at a computer screen. We don't exercise enough. We don't eat right. We don't drink enough water.

How can a vision board help? By making it clear how much better you will feel (there's that word again) when you DO eat healthy, work out, and stay hydrated.

A vision board filled with images of fun activities in relaxing locations is just the thing to remind you—the next time you reach for another slice of pizza—that you're working toward an achievable goal.



Family & Friends

We don't often think of vision boards as being helpful with building relationships, but maybe that's just because we don't put enough emphasis on setting goals to improve them.

Creating a family and friends vision board just might change all that.

Think about...

- What kind of relationships do you want to have?
- What's most important to you as a wife/partner? Mother? Daughter? Friend?
- How do you want your husband/partner to feel when they see you?
- How do you want your kids to feel when they're teenagers?

Fill your vision board with items that represent the best relationships you can imagine, and soon enough, you'll begin creating those bonds in your own life.

Remember to Have Oodles of Fun

Here's where you can really go crazy. You might not be able to afford an around-the-world cruise (yet) but there's no reason you can't put it on your vision board. No matter what silly, unrealistic adventure you're dreaming of, create it on your fun board.

BAHGs (Big Hairy Audacious Goals)

Here's where many of us falter. Maybe you have a few goals. Say you want to increase your income by 15%. Or run 5k. Or holiday in Brazil.

These are all fine, respectable goals, worthy of your vision boards. But what if you turn them up a notch...or put it in on blast?

Instead of increasing your income by 15%, increase it by 150%.

Rather than running 5k, run a marathon.

Instead of a holiday in Brazil, move there. Just like how I dreamed of moving to Phuket, Thailand and setting up my own tourism business, which I ended up doing!

When your vision board is populated with meaningful images, thoughtful and motivational quotes, inspirational messages, and plenty of creativity, even the BHAG's suddenly feel much more attainable.

And you know what? As we said earlier, that which you can visualise, you can achieve.

So don't be afraid to start a vision board for your biggest, most intimidating goals. You might not get there tomorrow or even next month, but if you keep your focus, you WILL get there.



Visualisation Exercise - Lets get started

I want you to dream BIG like there are zero constraints and you simply cannot fail.

Go wild - imagine if money, approval, security and any other roadblocks weren't an issue. Don't sanction yourself. There are no rules here. I encourage you to dream your biggest, brightest and most amazing future vision. Whatever it is that brings you maximum joy and fun and totally sets your soul on fire (the good kind, not the scary kind).

Unleash your imagination

Here are some tips on where to start, but just quickly, before you jump in and let your imagination loose, grab a pen and notebook. Find a quiet, comfortable place to sit, where you won't be disturbed, then close your eyes and make a start.

What does your heart really desire? Imagine yourself in 12 months from now...

- Where are you?
- What are you wearing?
- What are you doing?
- Who are you with?
- What are your surroundings like?
- What can you smell in the air?
- How are you feeling?
- How much are you earning?
- What impact is your situation having on you, your family and your life?

Capture every drop of this juicy goodness

Once you've dreamed big and have a tangible vision for your dream life and business, it's time to capture it in your notebook. Start brain dumping. Don't worry about spelling or grammar. There are no rules in this process. Bullet points, unfinished thoughts and single words are all perfectly fine. Don't let anything stand between you and your thoughts.

Work swiftly, while you're in the moment and everything is still fresh in your mind. Don't think too hard, don't overanalyse or second-guess yourself. Write freely from your heart, your soul, and your imagination, until the inspiration comes to a natural end.

EEEEK... O-M-G! I'm so excited for you! I love this process and trust me, it's served me so well on many occasions.

How do you feel right now? How awesome is it to know that you've just taken your first steps towards creating your best life and dream business? Pretty mind-blowing, right? Go ahead, give yourself a well-deserved pat on the back before we jump back into it.

Creating your vision board

The next step is the fun, creative part. No rules here either. You're going to use everything you've dreamed about, and captured in your notebook, to create your very own vision board.

Your vision board will serve as tangible evidence of what you want in life and business. It's such a great way to bring your dreams into the physical realm, serving as constant inspiration (a beacon if you like) as you move forward with initiating and launching your dream business.

In addition to images, now's the time to revisit your visualisation journal. Identify and highlight 5-7 keywords that motivate and inspire you, and incorporate them into your vision board too.

You could start by dividing up your vision board into sections e.g.

- Business
- Wealth
- Self-care
- Fun
- Wealth
- Family & Friends
- BHAG (Big hairy audacious goals)

Tools and Materials

So now that we know what a vision board can do for your future goals and your present state of mind, let's talk about the actual building blocks.

Creating a vision board can be as simple as cutting photos out of a magazine and tacking them up on your office bulletin board, or it can be as complex as a hand-made frame with personal photos and trinkets.

Digital: Created with software designed for the task, with Photoshop or some other image-editing tool. Ease of use is the obvious benefit with this kind of vision board, because you can quickly add and edit your board.

Physical: Paper, bulletin boards, whiteboards, or even a wall in your home with hanging pictures. Your creative options are endless here, but your vision board will be less portable.

Mobile: Created on an app made for tablets and phones. The advantage here is that you'll have your vision board with you everywhere you go.



Have Fun With It

Remember when you were a kid in art class? Your vision board materials can be just as much fun—especially if you're creating a physical board to hang on your wall.

Start by gathering a selection of materials to work with:

- Swatches of fabric and ribbon
- A stack of old magazines (hit up your local library for their outdated copies)
- Coloured pencils and markers
- Construction paper
- Poster board
- Crayons
- Glue and tape
- Scissors
- Stamps & ink pads

Then begin to flip through the magazines. Resist the urge to get sucked into the articles, and instead, concentrate on how you feel as you see the photos. Do they make you happy? Do you smile at a particular shot? Does it bring to mind a particular goal or dream? Cut out the images that speak to you in some way.

Don't worry about organising them or categorising them at this point. For now, just make a stack of images that have meaning for you.

Next, take your board—and it can be a single piece of paper, a full-size poster board, or even the bulletin board in your office—and begin

arranging your images, quotes and other materials.

You can have a single board with areas devoted to each aspect of your life, or a different board for each. Your board can be a hodgepodge of random images, or a carefully laid out plan that progresses naturally from one to the next. It can be colour coordinated or not. Ultimately, it has to please no one but you, so let your creativity flow.

Don't be afraid to use your pencils and markers to decorate your board, draw attention to certain images, or divide it into distinct quadrants. You can add dates and dollar figures if you like, or the names of people you want to think of as you work with it.

Most importantly, just have fun.

Creating Digital Boards

For those of us who love computers and the speed and efficiency they give us, digital vision boards are just the thing to get your creative juices flowing.

Digital boards have the advantage of being portable, so you can enjoy and be inspired by them anywhere and any time. Plus, they're easy to recreate and reimagine as your goals, dreams and values change.

And let's face it—they're a good deal less messy than the physical kind.

There are several web-based apps that will help you create your boards.





One favourite is DreamItAlive, which not only provides the tools to create your “dreamboard” (as they call it) but also a community of like-minded dreamers to support and encourage you.

Best of all, DreamItAlive is free to join.

Another popular option is Jack Canfield’s Success Vision Board app for the iPad. This ultra-portable solution lets you take your vision board with you wherever you go.

Ultimately, it doesn’t matter how you create your vision board, it only matters that you do create one (or ten).

Having this tool in your arsenal makes achieving your dreams much more likely, as well as virtually ensuring your dreams will be larger than they were before you began your vision board adventure.

So, quick recap, here are the most important things to remember about your vision board.

It’s yours. There is no right or wrong way to create your dreams.

Dream big! Your vision board should not be filled with things that you could easily attain next week. A new cell phone has no place on your vision board.

You have to spend time with it. A vision board is a living document, and it will work better when it has your attention for at least a few minutes every single day.

Whether you choose to create a stunning collage of individually framed images you carefully collect over the course of a year, or you build it on your iPad from stock photos, give vision boards a try. You might just be pleasantly surprised at the power they can wield in your life and your business.



So whats next?

Make sure to place your vision board in a prominent position in your home or office and revisit it frequently. This is important as it ensures that what you've created still motivates you and brings you joy.

Alternatively, you could make an online version of your vision board on apps such as Pinterest, Canva, PicMonkey or Corkulous and look at it regularly.

Feel free to update your vision board as much and as often as you'd like.

Then turn your mind to the next-level fun steps... Business Ideation. This is where you start to bring your business concept to life. It's all about research, planning and action.

Once you have your vision board, it's time to start planning your next steps. Here are 3 bonus exercises to move your thinking forward.

Why do you want to have your own business?

On a scale of 1-10, with 1 being 'not much' and 10 being 'HELL YES MAKE THIS HAPPEN NOW', how important is creating your dream business to you? How does that make you feel?

What actions will you commit to taking in the next 2 weeks, 1 month and 3 months to move your business planning forward? 2 weeks | 1 month | 3 months

Feel free to jump onto my Facebook page and share your next steps for accountability - I'll always be cheering you on.

Not sure how to proceed?

Still feeling overwhelmed by all the detail and messy possibilities of creating your dream business, or struggling to nail your vision? I would love to help!

Book a free 15-minute virtual coffee to explore how we could take these steps together, so you feel supported and confident.

If not now, when? If not you, who?

Hillel the Elder

BOOK A CALL