

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Hailey Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations in many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We're on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Hello, friends, good morning, or good afternoon or good whatever time of day, it is that you are listening to this podcast episode. I'm really excited you are here. Because today we are doing one year from now revisited. So Episode 31 is a foundational exercise to my coaching practice. I speak on it, I give workshops on it, then the exercise is titled The one year from now vision now the podcast is called one year from now. And it's this is also the title of the group program that is coming right. So I told you last episode that I'll be sharing information up until this episode at the end of the month, next week about this new group program. And it's called one year from now the residency. So this is one year from now the podcast. There's one year from now the vision exercise, and then the group one year from now, the residency. So just like doctors have a residency program that gets them acclimated and well supported. While they really mature into their specialties. It's kind of the same thing. But for entrepreneurs that are past kind of that very beginning stage, right you have some skills, you know how to make money your business works, this is to help you seep into and gain maturity so that you can go on and build all the things that you were going to build in your lifetime. It's basically what I've learned on how to help entrepreneurs make that transition from early stage to stability and flexibility over the last two years. So all the deets are coming next week on this program one year from now the residency. But if you cannot wait, you can hop onto my Instagram. I'm at brainspace optimize. And there's a link in my bio to a first look email that I sent to my clients. So you can see the short email I sent to them. And then kind of the full details of the program. If you cannot wait, that's where you can find it. Otherwise, next episode, I'm going to tell you all about it. Okay, so two things before we get into this revisited episodes. I told you last week that I will be sharing client stories and testimonials with you leading up to this episode about the residency. And again, if you want to find out more about it, go to at brainspace optimized on Instagram and click the link in my bio. But I want to give you some insight into my practice and insight into the transformation that goes on when I work with entrepreneurs. So I want to introduce you to my amazing client, Melissa. I love her story because we actually met in September of 2020. So I was doing group coaching for a virtual assistant group at that point. And she at that time was calling herself a virtual assistant. And we quickly learned that she is far more powerful, and plays a different role in her clients business and virtual assistant. But she basically made a bunch of transformations over the last about six months together. So she heard of me and was a part of that virtual assistant group in September. She actually hired me in January, and here we are, or she hired me in March, excuse me. And then here we are in September. And it's kind of fun to see the full one ad that her business has done. So she started off as a virtual assistant. Now she's a digital marketer for black and brown own businesses. She was doing three and 4k months and now is consistently doing 6k months and landing \$10,000 \$12,000 projects. When we first got

together, we're talking about a project that was one of her first nose. Right? So when I work with my clients, yes, we're creating new opportunities, but it's just as important to say no to opportunities when they no longer fit. So there was, you know, random \$100 \$150 projects. Can you do this for 300 that kind of thing. And now like I said she's landing fairly regularly one or two a month 10k 12k projects and the caliber of clients has increased so much as she has increased and seen her value and what she actually creates for clients when it comes to marketing digital marketing strategy, and actually executing on marketing initiatives. So I think we talked earlier this week, and she just landed ongoing marketing for a top private school somewhere on the east coast near where she lives. She landed a project this fall that was for a major black business event in the DC area where she lives in the restaurant space. So she's working with high caliber clients doing really powerful work

that actually creates results for them. Right. So one of the things we talked about was, how do you know that you're effective at your work? Well, let's start to measure it. And she did. And that gave her a lot of confidence, and going to clients and saying, My rates look like this, my projects look like this, because I know I can create this for you. So she is excellent at really allowing the transformation to happen. And I just wanted to share some notes that she shared with me about the transformation she's experienced. Okay, Melissa said, I hired you. Because in one of the group coaching replays, I heard you say, you'll hit your revenue goal when you are consistently the person who creates that result. And I wanted to become that person. My favorite thing about us working together is that you get me you get how my brain works. And you've helped free me from me. And I'm grateful that this self project process has been so much faster and stronger because of your guidance and intuitiveness. It wasn't easy. However, I now have the tools I didn't have before that will continue to propel me forward. I think you do an excellent job at either lighting or realizing the vision portals in our brain that guide us to see what's possible. And that it doesn't have to be hard. You taught me that I can be in my business ups, downs, successes, failures, expansions, contractions, joys and blahs and all of it and still make lots of money and show up where needed. I have transformed. I'm proud of my former self, current self and my becoming self. I'm embracing my imagination and my multi passions as I learn how to incorporate these into my one year from now vision. I am enough. So I love that Melissa share this. I love that she I mean, we went through it, y'all, we went through it when I tell you her transformation is so vivid and is so stark, and hopefully I will have her on the podcast soon to talk about it. But it's because she was so willing to do the inward work in addition to the outward work that needed to change within her business. So like last episode, I think strategy is really important. But I also think that the introspection and the mindset work is really important. They go hand in hand and Melissa is a beautiful example of that. We will link up to her information in the show notes. But she is Melissa Gardner, you can find her on Instagram, and check out her work because she's incredible. Okay, last thing before we jump into this episode, when I first recorded the one year from now, vision, it was March of 2020, which feels like a really long time ago, but it's just over a year and a half ago. And since then I have done this as workshops. I've spoken at conferences, I've taken all my current clients through it. And here are a couple things that I want to offer as you're redoing this, this time around. Personally, I do this in my business every three to four months. And I just choose the date that it is one year ahead of time.

So when I'm recording this, it's September 21 of 2021. And so if I do a one year from now, vision, if I was to do that today, I would do it for September 21 2022. The big goal of this or the best way to make it fruitful is to think about this as not having all the answers but as coloring in a world. So you need to use your imagination. I like to think about my surroundings like when I'm getting settled to do this, I think about my surroundings. I just literally will copy paste whatever is happening today. I always start with the weather. Whatever is happening today, a year from now. So today in Central Illinois, thank you crypto my dog today in Central Illinois. It is cloudy, it is raining we are transitioning into fall, which I love leaves are just starting to change colors, it's getting a little cooler. So I just copy paste that into September and start coloring in that world, the weather outside my office space. And I color it in in a way that feels comfy and feels warm and nourishing and rich and vivid in my mind's eye. So I think about colors, I think about textures I think about what's around me. And I kind of take my time coloring the world right after that first question of when you think of your life and your work a year from now, what do you see, take a minute pause the audio color in your world. You can always tell how well this exercise is going to go by how well you color in the world at this point. So you should feel in your body a sense of kind of relief, contentment, joy, maybe excitement, but if you still feel very like tense and kind of disconnected then I would take another minute do so About world building, if you will. Okay. The other two tips I wanted to give is, first of all, when we start to ask the questions about what is your work, like, who

do you work with? I want to challenge you to be bold. I want to challenge you to really, what's the best case scenario for you? What really would you like? Like truly, and I talked about this, the first time I recorded this is that very often our brains will offer a first answer, and then we edit that answer, because we think it's too much, it's too far fetched. Go ahead and be bold. Go ahead and put in what you really desire in that section. Okay, and not just what is plausible, or what you think you can do from here. But what do you want? Be bold. Alright, and then the last tip is just to, if you find it challenging to go through the prompts, then I would suggest that you pretend you're being interviewed, you know, someone is sitting in front of you and asking you these questions like pretend you're being interviewed, and answer from that perspective, jot down your answers. So very often, when I'm coaching myself, I'll write things out if I need to slow my brain down. But sometimes I'll just like talk myself through it as if there's a Haley sitting across from me asking questions. And then there's a Haley answering the questions, and I have more genuine answers sometimes. And then I will write those things down as I go. So I will leave you to it. This is the one year from now vision revisited. Enjoy this episode, and I will talk with you all next week.

Since this episode is all about the one year from now, vision, that's what this tiny transformation is going to be all about. So you might be the person who hardly ever thinks about their business a year from now, or have put much thought into it, you might be a person that practices this regularly, I'm of the opinion that whatever comes to mind first, like the first thing you start to generate or to put out is probably pretty true for what you're actually feeling and wanting. So regardless of what camp you're in, this is going to be a useful exercise. So what I'm going to do is ask a series of questions, and I want you to answer them out loud. If you're alone or don't mind looking goofy. And really think about your answers. I'll leave

spaces between my questions so that you can do that. So let's jump in. And you think about your work and your life. What do you envision for yourself one year from now, remember, there are no wrong answers here. Just let the first things that come to your mind. Come up. So what do you see? What is your work? Like? What are your clients? Like? How do you spend your day?

What's something you're really proud you've accomplished?

What else do you see?

Now, even if you haven't done this work, before, something will have come to mind, something around all the things we just mentioned, right? your work and your time, the way you spend your time, you know what maybe your house looks like or your home office looks like. And even if it's not very clear, trust your brain and notice the things that came up. Those are the things that are powerful, and will help guide you in the work that you're doing. Now, today. So the follow up question, once you've at least got an inkling of what your work looks like what your life looks like a year from now. How do you feel right now? What is your work in your life like today? What is the gap between what you are experiencing today? And what you envision a year from now? We're all those places where the two don't line up. I'd like for you to ask yourself, you know, kind of at least vaguely what the vision is. You know how you feel now, and you can see the spots where they don't line up the question for you is, what are you doing about it? Are you actively working on any of those places? truly are you putting time or money or resources and to changing the things today That you know, are going to equal the reality you want a year from now? The answer is no, that's okay. But ask yourself why? Why is something that you know you want year from now not on her radar for things to do today? These are really good questions for you to start with. As you pursue your one year from now, fission, let me know, online, you can go to brain space optimized comm slash podcasts, what your answers were to this tiny transformation and what came up for you, I would love to hear from you. You can also find us on Instagram at brainspace optimize.com. Okay, on to the episode.

Hey, friends, how are you? If you're listening to this in 2020. And even if you're not, I'm sure it's still a note in our history. There's a pandemic going on in the world. And it's a lot. But I think it also is putting into perspective and making a lot of people ask themselves this question around what do I want for my work and for my life a year from now, right when this is over? Or, you know, when I think about my future? What is it that I want? I think that's up for question. Now, for a lot of people, even if you had an answer for this, you knew what you wanted in your business and what you wanted your business to look like, I think any opportunity to restate that vision, and especially once a major life event or world event in this case has happened, like giving yourself the opportunity to re examine that is incredibly useful. So that's what this episode is going to be. I'm going to talk a little bit about what the vision is how I use it with my clients as a coach and some ways that you can use it yourself. I hope this episode is a resource for you. So you can kind of do some of your own work as we go along here. So let's get started. The one year from now, vision hinges on this underlying understanding that even if you haven't thought of it this way before, and even if you're not doing it intentionally, we are always creating, and always becoming new versions of ourselves

versions that fluctuate with the capacity for strange versions that fluctuate with the capacity for leadership, for growth, for compassion, for directness, for different levels of communication, your skills, and communication can go up and down. This is constantly happening, and is the product of decisions that you are making. So to give you an example, right now I am working on a goal to like lose a couple pounds, right? I hope that just is what it is. Let's just be candid here. And even though a year ago, I wasn't intentionally thinking Hmm, I'm gonna go ahead and use snacking as the way I deal with stress, because that seems wise. And that's gonna really help me be the person I want to be later. Like, I didn't say that, obviously. But here I am a year later, that is a habit that I've picked up from a decision that I made to use that as a way for self soothing. So from a choice that I've made, and it is created this reality that I have today. So that's a small non business example. Another example would be in your business, if you didn't ever take the time to work with an employee and really get them like integrated well into your business. And then a few months later or six months later, the relationship is still choppy, the work product isn't exactly what you want it to be. Obviously, there's another person at play in this. But there are many decisions that were made between bringing that person on or even before bringing that person on, that were made that impact to the reality that you have right now. So you're constantly changing and constantly evolving and constantly becoming a different person. And the one year from now, vision is kind of a bull's eye to help direct that change and direct the evolution so that you know what kind of decisions you need to make now to have what you want in the future. You know what changes you need to make to your environment, to your business to your life to get there. So I say the one year from now mark is a bull's eye, which also is not new information. It's the basis of what all resolutions are, right? You have this kind of vague sense for what you want. But what I think the genius of how I use the one year from now, vision is that we really work it backwards to have what comes up so the beginning of this episode, there was an exercise in the tiny transformation segment where you had an opportunity to to think through some of your one year from now vision. I then asked what is life like for you currently, and where do you see that things are uneven or there's a disparity between where you are Now where do you want to be? Usually with resolutions, or kind of general visions, a three year, a five year seven year from now, vision that part's just not talked about, right the disparity between where you are now and who you need to be decisions you need to make to be that other person. And I chose the one year mark, because even though visioning is typically talked about at a three, a five a 10 year, Mark, honestly, from what I've seen, in my coaching with my clients, especially an online business, like we don't know, what our businesses are going to look like, or what our lives are going to look like, there's no template for this type of work. So it's pretty challenging actually, to come up with a plan, and then to be energized by it enough to make changes. One year is enough time so that people feel like there's flexibility and some dreaming, they can do. But it's also close enough to be actionable, because of the way it's been set up in the past. And because there's been no actionable piece that comes out of it. So I want to give you an example of a one year from now vision that I heard from a client this week, and talk about what we were able to extract from the bull's eye that is her one year from now vision. When I asked her the question, What do you envision for your life and for your business a year from now, she came up with a few things pretty easily. So she talked about really wanting to serve a particular subset of her current audience, and really feeling drawn to serving them through her

writing, which isn't what she was focusing on in her business, as is. So when we dug into that about what her business setup was like, and what her life was, like, she talked about earning a part time income, or at least a part time income from her books. And from her writing. She talked about getting a deal with a publisher, she talked about adding 10,000 new subscribers to her email list. She talked about self publishing some manuscripts that she already had, like lots of things came up. And it was all around this new, not new, but this subsets of her audience that she wanted to serve and really build out this piece of her business that was going to be bringing in at least a decent part time revenue, a consistent revenue for her. So at this point, the vision very much is just a bull's eye, right? Like it's just giving us a target. And the next step would be then to start pressing a little bit on some of these items and seeing like, why they're coming up and where they're coming up from. So for her the desire to write, and particularly to serve, the sub section of her audience was very genuine. And we kind of had that as our base for any changes that need to be made to her and to her strategy. And to her business, we kind of use that as a baseline, because we knew that that was genuine and true to who she was as an individual. Some of those other pieces, however, we found really were just either feeding on each other or something that she thought she should do. And so she included it. So that's the first tip about doing this work on yourself or using this as a tool. Be wary of all the places where you're trying to massage goals, because you think they should fit. So in this particular example, the adding of the 10,000 subscribers, completely neutral thing, but she put it on the list in the first place, because in her particular industry to get a book deal. That's one of the things that publishers like to see. So even though she could literally care less, that was on the list. Now, as we talked about and pushed on the book deal on the publisher, found out that she again, can care in the short term would rather get her work published, even self published and her brand built out and some of these other revenue streams in her business built out before she pursued a book deal. And so we talked about the fact that if we're going to go the self publishing route, like a that is faster and simpler, and it gives you the opportunity to really build out your brand and all that actually plays into really well if the next thing you want to do is go to a publishing company and get a book deal, right. So using her one year from now vision, we were able to look at all those pieces understand what the truth is, and all of that. And then really dig into a strategy to start to get her to how she wants to feel and what she wants her business to do and how she wants it to look. So that's the beginning level of using the one year from now vision. I think the second level that, to me is the most powerful and the most like the thing that enables people to actually get to their vision is understanding who you have to become and really digging in on what decisions need to be made now so that you can have the vision that you want so you can actually have it because I think when I talk with some people about their vision, even though it's only a year from now, it still feels like a fantasy like it still feels like something that they hope they can get or something they wish they had, whether it be like a revenue goal or the hours they worked, or the way their business look, the way it cash flow, the way your team looked, whatever that still feels like, you know, something I want, but that I can't get. And one of the things that frustrates me is when people are like, Yes, just set a big goal and then just drive hard to it without understanding that the driving hard to it is a part of it, like doing the work to get to that thing as a part of it. But the other part of it is changing who you are as a business owner and a leader in terms of changing how you make decisions, and how you let your

emotion and your mind affect the decisions that you make. And the actions that you take. I don't think that's talked about nearly enough in online business to be completely honest. So one of the ways that we're able to deeply change leaders and transform like actually make change and get to your goal is to examine that vision, and see who that person is that achieves that vision. So for example, I have a client whose goal is to make half a million dollars this year in her business in the next 12 months. And we did the one year from now vision and we found out what other pieces need to be involved. But that's the big one, the big title goal that's involved in her vision. And we talked about the disparity between where she is now how she feels about her work and her business now and what that vision is. So one of the things that came up was in the version of herself, that is making half a million dollars, she felt very calm, she felt at peace with her offerings. And the disparity was currently, she felt like she was changing them very often, and that she couldn't get very good traction with any of them. And so she would go off and try another thing. And so there's this kind of disparity between what she's doing now. And the person that is making half a million dollars in her business then. So digging into that, where you started to understand that her changes were really being driven by seeing other people do like a new year's resolution, special, or it's summertime. And here's this other special or here's this way that I'm marketing this time, because it's spring, or there were so many things that she was seeing from her peers who were growing different businesses than her but even once in the same industry that she was feeling this fear of missing out or of not keeping up with the times, she had a really tough time being disciplined to her offers and to the marketing efforts that she had already made a decision on. And so the difference between who she is now and who she is at half a million dollars, this plays a pretty big role in it and how she shows up. And so our coaching together was about that fear, and how she copes with it by kind of just succumbing to it in that way, and figuring out other healthy ways to just deal with it to manage it. And then just to practice discipline, right for her discipline always felt very harsh and very hard. But we talked about practicing discipline as a way of practicing self trust and practicing, like honoring your word to yourself. So that was a part of her journey as well. And so, again, I think that's one of the really great things about the one year for now vision is that it creates the springboard for you to have a target and then work backwards for how you get there. And it works for the very practical things of strategy for your business. But also how you need to develop as a leader for Castillo has a great saying and I'm gonna butcher it. But a better business requires a better leader is what she says. And so you can't build the business that you envision for yourself a year from now without changing as an individual. And I think that's a good thing. I think that's an opportunity for each of us to continue to grow and to mature and to change our thinking and change our responses to negative emotions and get better at making decisions and get better at holding the line and holding the boundary for our decisions. Like the only way to do those things is to practice them by going after these goals. So the two last things I want to talk about are how you can use the one year from now vision and kind of invert it and see the things that you were thinking or decisions that you've made in the past using the one year from alcohol, and some tips if you decide to use this in your own business or start to do your own work around this. So how to invert this to understand what you might have been thinking a year ago or just to help you see the reality that you've created in your own life. So all you have to do is think about your current reality as if it was like a vision or a dream that somebody dreamt up.

So whether or not you feel positively or negatively about what you have in your business or what the reality of your work is, you can trace that back to what were the decisions that I made a year ago, what were the decisions that I made that I didn't love, but I made Anyway, you can start to think about what you have now as if it were a vision and see what comes up for those decisions. So if I look at my current business, and as my current life as if it were a vision that I had a year ago, one of the things that comes up, that's very evident for me that last spring I was working very hard on was transitioning my business away from done for you services as an integrator and project manager into coaching. So there are many decisions along the way. And there are a few that I can pinpoint specifically, that, okay, these decisions were ones that led me to where I am right now, there are other negative things that I might have in my life that you might see in your life that you're going well, I didn't like, consciously make a decision. Sure, he might not have, but especially if they're negative things in your life that you don't want, you can again, invert this pretend to what you have. Now, that negative thing was a vision and kind of go backwards, work backwards and see what were the decisions that I made, or the things that I allowed, that got me to where I am right now. And that's really helpful, because you can then change those patterns. But if you don't acknowledge those patterns are those decisions are those things that you allowed, you can't change them, or you won't be able to know exactly what to change. And you might end up in the same place, you are now again, a year from now. And we don't want that to happen. So again, that's a really useful like journaling exercise or just spend five minutes asking yourself that question. If my reality was a vision that I had a year ago, what's true about this reality, positively and negatively? And how did I get those things? How did I get the results that I have now? Now, a few tips if you start to do this work? First of all, it's such a great jumping off point. And I think whether or not you hire me to do this with you or not, it's an incredibly useful tool. But what you want to make sure you do is allow yourself to just answer what comes to mind like don't do this and force. And it's kind of like those personality tests or personality assessments where they're like, take a breath and be in a room where you're focused and can think about it do that, it doesn't have to be very intense. But do that and just see what comes up. Don't try to direct it, just see what comes up is my first tip for finding some direction. And then the second is just to be really curious. It's very difficult to not judge yourself. But it's also very useful, because you will respond to yourself in your mind, right? And start to massage the answer. And maybe I don't really want that, or, I mean, I want that. But I can't have that. Just notice as those things happen, and come out of your quote unquote, mouth, even if you're, you know, doing this in your head notice. And just be curious and keep asking why? Well, how come? And why and what does that mean? And see how as you get more specific, you can get more guided answers for yourself. So those are my thoughts about the one year from now vision, that's how I use it with my clients and as the springboard for most of my work. If this resonated with you at all, you're interested in digging in and trying this out with a coach, then I invite you to go ahead and schedule a clarity call with me. It is literally exactly this concept that we start with and that we work on. And it's so valuable because even if you decide not to work with me, you still can have such a clear vision for your work a year from now that you might not have had before. So you can go to [brainspaceoptimize.com, slash clarity](https://brainspaceoptimize.com/slash/clarity). And there's a link there for you to schedule a call. It's a full hour where you can just tell me all of the things and actually get some results and some usefulness out of it that you can start

implementing in your life and changes you can make in your business like that week, the week that you have that conversation. So it's brainspace optimized.com slash clarity. Thank you so much for listening in and we will see you on the next episode.

Thank you for listening to this episode of one year from now you can find the show notes and all the links we mentioned at brain space optimized comm slash podcast and if you want to chat me up about all things entrepreneurship then head to brain space optimized calm and join my email list. This is where we have rich conversations about the experience of business ownership is thoughtful. It's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at brain space optimized. We will see you in the next episode.