

# Life on Your Terms

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**You want to be free from constraints of the life you were born into to the life you can decide for yourself now.**

**Work where you want and when you want, helping people achieve their goals.**

Before we start into how we are going to help others, we need to think about what we want. Like on the airplane, we need to put our mask on first, then help another.

Do you want to make \$100,000 per year? Travel? Work remotely? All of the above?

**If you want to make \$100,000 per year,  
you will need to have people buy:**

10,000 of a	\$10 product
5,000 of a	\$20 product
2,000 of a	\$50 product
1,000 of a	\$100 product
100 of a	\$1,000 product



### Or if you setup a monthly subscription you'll need to get:

5,000 people to pay	\$2 per month
2,000 people to pay	\$4 per month
1,000 people to pay	\$8 per month
500 people to pay	\$17 per month
300 people to pay	\$28 per month

This can also be a mix of web training, Skype video calls and phone consultations. On site work as well. The limits are only your imagination as to how you could help others.

Not only is this possible, but people just like you are doing this every day.

All by sharing their knowledge. Some are also doing it by making physical products or software.

Think for a moment. What do you do really well that you could share with the world? Music, math, basket weaving, basketball?

**Outline what you do best.  
And start to think about the processes  
that you do and start to fill in the blanks.**

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*I'll choose basket weaving as an example (love you mom!).*

1. Identify the design of your basket.
2. Know the materials you will need to create the basket.
3. Measure the materials you will need to make the basket.
4. Order the supplies you need to make the basket.
5. Write out the instructions on the first step:
  - a. Soak reed in water for 1-hour
  - b. Take reed out and start your first pattern
  - c. Have your scissors ready to make the cut to the reed
  - d. Have clamps ready to hold the first section
  - e. Check alignment with each row as you progress
  - f. Adjust rows to make sure the basket is concentric

Now this is a simple example and with each section you can expand and drill deeper into the process. Knowing that you can go as detailed as possible to leave no steps missing, these are the elements that would go into helping someone.

You can also expand on this, by having the steps documented in a photo or video format.

Most people believe that this is too simple and everyone knows this. While this is true, what is more accurate is that people generally don't take the time to document every step of the process. Why, because it is tedious work and time consuming. It also can be a little overwhelming. Meaning we often don't know where to start. And when you start, you don't know where to end.

My sense for all teaching is to first start high-level and then break down as many steps as you believe your student would need to be able to do something without you there. When we know how to do something, we often take for granted what we know and it is a habit. For others, they are not coming from this point of view. They are beginners. Some might have some exposure to your area of expertise, but not all the details.

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## Having said this, consider the following

We first need to look at some simple things first:

What do your customers want?

Where do they want to be in their business or life?

Are they wanting to:

- ▶ Hire more people?
- ▶ Market their business?
- ▶ Be more efficient?
- ▶ Get more clients?
- ▶ Be happier?
- ▶ Make baskets?

What is the thing that they want that will help them the most?

Pick 3 simple things that are the most difficult for them and outline the steps to alleviate this challenge.

What are the simple steps that they can take to improve and clarify those processes?

- ▶ What do they really do well?
- ▶ What comes easy to them?
- ▶ What are their talents?

How can you be a teacher or mentor for them?

And how can you take your process and simple steps and help them with their business?



## **We all are not good at everything**

We want and need people to do the things we aren't good at and don't enjoy doing. To help take these things off our hands and do them for us. We feel better because we know it will get done. They feel better because they will be able to do this for us. Both of us will have a sense of accomplishment and contribute to the goal. This increases satisfaction in our work and life simultaneously.

The first part in doing this for your prospective clients is use a list of questions as described above and apply them to their situation. And how can you take your knowledge and help them get there faster and save them pain of learning something that could take them months and years?

What I like to do is ask a lot of what and how questions. Some people have said it is more like an interview in the first steps of building this relationship. But ultimately it is diving deeper into their problems and asking good questions. Listen with intention and echo back what you've heard.

And to extend your questions, it is always vital to ask about what they really want in the future.

- ▶ Do they want to have more money?
- ▶ Get married and start a family?
- ▶ Become an architect (insert occupation here)?
- ▶ Be a better musician (insert creative pursuit here)?

What is the thing they want and more importantly, why?

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***Let me Give you an example from my life  
and show what I wanted at one time and how it has evolved.***

There was a time in the 90's when I visited Costa Rica and went to the rainforest. Was saddened to see the giant logs coming out of the rainforest. Thought of how I could help the planet. Got involved in solar, learned everything I could. Took courses and did volunteer work to get proficient in the many aspects of the industry.

In the late 90's my father passed away and before he left, he encouraged me to pursue my dreams.

With that I embarked upon a journey to Hawaii to start a solar company and change the world. What happened was I changed as a result of the journey and it was what I became in the process.

The learning, the people, the business and the processes to build a company. Knowing how to identify talented people, let them do what they do and get out of the way was pivotal.

After the sale of the business, decided to continue to help people locally in Hawaii and expanded beyond its borders.

The message isn't about how awesome I am, but to illustrate that people that you can help will want to achieve something, for some reason.

Perhaps mine was to multifold. Prove that I could change the world (or my inner world). Maybe it was to show my father that I could do it, even though he wasn't here anymore.

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**Remember with all people:  
motive does matter**

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We see this in every great novel or movie. Star Wars had Obi One and Yoda.



**People need a guide.**  
**You are that guide.**



Break down the steps that someone will need to do in order to accomplish their goals.

- *Keith Cronin*