

#AMTAConv22

## Teacher's Day: Beyond Business Plans and Vision Boards

*Demara Stamler*

AMTA  
2022  
NATIONAL  
CONVENTION  
August 25-27

Cleveland  
OHIO

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### Our Roadmap

- Teaching from experience
- Tools and principles for creating a thriving practice
- Tools and principles from the visionary mindset
- The art and science of transformation
- Designing your dream (vision) for your practice
- The most common things that stop our progress
- Understanding your mindsets, limiting beliefs and barriers
- Creating an Organized Plan
- How to bring this to your students

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### Business Plans

- Business Vision (# clients and income year 1, 2 and 3)
- Mission
- Target Market
- Day to day operations
- Equipment and Supplies
- Finances
- Marketing
- Goals

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**Vision Boards**



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**The Language of Success**



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**Have you ever achieved  
a goal or a dream?**



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You are  
capable of  
far more than  
you know.



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Our goals and dreams  
are often born out of  
the challenges we face.



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## Two Signals for Growth

Longing

Discontent



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**It's all about the size of your frying pan**





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**Living a Full Spectrum Life**



Health and Wellness



Love & Relationships



Using Your Time and Talent



Time & Money Freedom




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**How the Brain works**

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**There are only 2 things  
you need to know  
to create your vision:**

**1. Where you are**  
**2. Where you want to be**

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**Taking Stock of where you are:**

Health and Wellbeing:	1 - 5 ____
Love and Relationships:	1 - 5 ____
Your Work in the World	1 - 5 ____
Freedom of Time	1 - 5 ____
Freedom of Money	1 - 5 ____

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**Mindsets, Limiting Beliefs and  
Barriers**

**#1 Most Common:**

**Your relationship with money**

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### Do I have a relationship problem with Money?

1. I'll have trouble raising my rates
2. I'll be easily talked into a discount
3. It will be a challenge for me to pay attention to how much money I make each year
4. I don't think I would increase my rate for current clients
5. If business is slow or someone expresses concern about my rates, I'll probably lower them.
6. I'll have a policy about charging clients who skip appointments
7. I'll have trouble following my policy about charging clients who skip appointments
8. I'm probably one who will file for an extension with the IRS every quarter
9. I'm *not* doing this work for the money, making money and making a difference in people's lives don't mix




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### How to Re-Pattern Our Thinking

*"The Science of Changing Your Mind"*

Dr. Joe Dispenza




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### A Physics Point of View

*"Everything is energy, that's all there is.*

*Match the frequency of the result you want and you can't help but get that result. It can be on no other way.*

*This is not philosophy, this is physics."*

*Einstein*




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## Mastering Your Thinking

*Notice What You're Noticing*



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## Mastering Your Thinking

*Paying attention to your  
Longing  
Discontent*



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## A Historical Viewpoint



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### Thoreau's Experiment

"I have learned this, at least, by my experiment...that if one advances confidently in the direction of their dream, endeavoring to live the life they are imagining, one passes an invisible boundary.

All sorts of things begin to occur that never otherwise would have occurred.  
One begins to meet with a success unexpected in common hours.

New Universal, more liberal laws begin to establish themselves around this person, or the old laws are rearranged in one's favor.

Nevertheless, one begins to live with the license of a higher order of beings."



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## Mastering Your Thinking

*What would you love?*



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***An "Awareness" Test***



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***Dance Break!***



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**What's your Dream? Your Vision?**

***It's August 2025***

***It's all worked out just as you imagined...  
You've graduated***

***You're in practice and your practice is  
growing***

***What does it look like now?***



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**Time Machine → 3 Years**



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2:00



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**“The two most important days of your life are the day you were born and the day you find out why.”**

**Mark Twain**



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**Why is this so important?**

**1:00**



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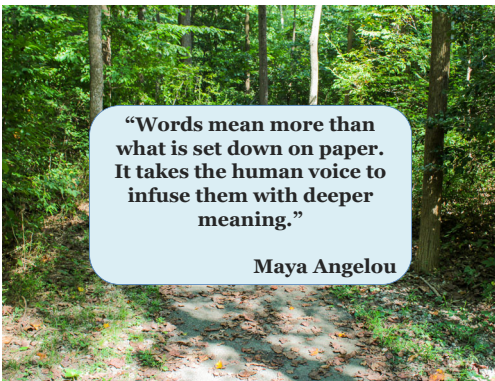
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**“Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning.”**

**Maya Angelou**



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Speaking Your Vision – 2 Min


- Introduce yourselves:
  - Name and where you're from
- Decide who is Partner #1 and who is Partner #2
- This is a monologue
- "Oh my gosh, I haven't seen you in 3 years! What's been going on in your life?"

Partner #1

- *"I am so happy and grateful now that..."*
- Speak in *present terms*, as if it's already happened
- Use the entire 2 minutes
- If time runs out – ***To Be Continued!***

Partner #2

- Be present
- Smile and nod
- Imagine with them
- You are a *partner in believing*
- Give them their full 2 minutes
- ***"You have an amazing life!"***



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Speaking Your Vision



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Speaking Your Vision #2



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1:00



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What did you learn when you spoke your Vision?

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**Stretch Break**



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### Mindsets, Limiting Beliefs and Barriers

- I don't deserve this
- I'm afraid
- I'm worried it's too risky
- I don't believe this is possible
- What if I fail?




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**What worries you?**

**What does fear look like for you?**

**Where are you doubting yourself?**

**What have you been taught to believe about what you're capable of?**

**Have you ever had a failure?**




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## The Organized Planning Process

### From "Superficial to Deep"

- Itemizing Your 3-Year Vision
- The 1-Year Vision
- The first 90-Day Vision




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## Organized Planning cont.

### 90-Day Goals Summary

Outline in brief the 90-day plan here:

#### 1<sup>st</sup> Month Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

#### 2<sup>nd</sup> Month Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

#### 3<sup>rd</sup> Month Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_




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## Calendar as an Organizing Tool




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**Organized Planning cont.**

**Goal Setting Worksheet**  
**1<sup>st</sup> 90 days**

Task/Goal	Who's Accountable?	Due Date
1 _____	1 _____	1 _____
2 _____	2 _____	2 _____
3 _____	3 _____	3 _____
4 _____	4 _____	4 _____
5 _____	5 _____	5 _____
6 _____	6 _____	6 _____

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**Organized Planning cont.**

**1<sup>st</sup> Month Work Plan**  
*Outline in brief the 30-day plan:*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Week 1 Goals	Week 2 Goals	Week 3 Goals	Week 4 Goals
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____
4 _____	4 _____	4 _____	4 _____
5 _____	5 _____	5 _____	5 _____
6 _____	6 _____	6 _____	6 _____

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**Organized Planning cont.**

**30-Day Action Plan**

# Client per week	
Social Media/Marketing	
Networking Opportunities	
Professional Development	
Client Communication	

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**Organized Planning cont.**

*Daily Action Guide and Planner*

Date: \_\_\_\_\_  
 Project: \_\_\_\_\_

I Am...(qualities you're bringing to the day)  
 \_\_\_\_\_

What I'm Accomplishing:  
 \_\_\_\_\_

How I'll Accomplish This:  
 \_\_\_\_\_



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**Organized Planning cont.**

*End of the Day Review*

- What I'm Grateful for?  
\_\_\_\_\_
- What I Learned Today?  
\_\_\_\_\_
- What things pulled me away from my Vision?  
\_\_\_\_\_
- What I Need to Let Go Of:  
\_\_\_\_\_



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**Organized Planning cont.**

*Decisions I Need to Make*

Continue Doing

Stop Doing

Start Doing

Delegate

Outsource

Eliminate



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**Your Dream Team**

***What Skills Do You Need for Success?***  
 What should you outsource?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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**Sometimes the thing that is holding you back...**



**...is all in your head.**



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**The Road Less Traveled**

- Teaching from experience
- Tools and principles for creating a thriving practice
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- The art and science of transformation
- Designing your dream (vision) for your practice
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**William H Lawrence**



**“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.”**



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**What's next?**

- Work on your plan
- Take the step you *can* take
- Use your calendar
- Believe you can do this



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**Mindshift**



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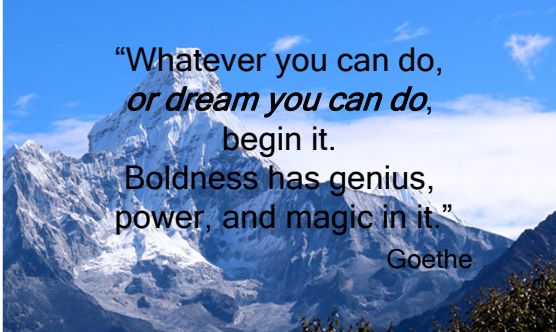
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"Whatever you can do,  
*or dream you can do,*  
begin it.  
Boldness has genius,  
power, and magic in it."  
Goethe

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*Thank you!*

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Massage Therapist  
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