

Hi

Can I share a very personal secret with you?

'It is the 1st September 2007 and I am feeling so proud. I am showing my photographs in Metcalf Gallery in Clerkenwell, London and receiving excellent critical acclaim.

I have just sold my first print for £95!

My decision to take a digital manipulation course and a course in digital photography techniques at The London Academy of Media, Film & TV has really made a big difference.

For 3 hours each week I go out and photograph all the things that inspire me which really keeps my motivation high.

I find that digital photography is a great outlet for my creativity and I now feel rewarded and fulfilled . . .'

What on earth is this all about? Well this is just one of my 3 new goals for 2007 that I worked through last week with my Life Coach - Richard Lockyer.

To be honest, I was a bit sceptical to begin with. I mean, I think I'm already a pretty well motivated person and I have tried hard to make sure I get the right work-life balance. So I waited for my telephone call with a little impatience . . .

As it turned out, the hour turned out to be a total revelation!

You see, I could never have articulated my goals in such detail by just working through a manual or workbook. It's not until you actually have to express your inner most desires to someone else, that you realise what you really want.

Richard first asked me to select the 3 areas I wanted to focus on. These included career, family, partner, health, personal development, money, spirituality etc.

I was then asked describe the ideal state for each of the areas. I then had to say how close I was to achieving this ideal state on a scale of 1 - 10.

Most were around the 6 or 7 mark.

We then went on to draw out a scenario where I had turned these into perfect tens. What were the specific results of achieving this goal? How did I feel? Also, how would I feel if I failed to achieve these goals?

We then worked on creating a statement for each of them.

If you go back to my goal at the beginning of this email you'll notice how it is expressed in the present tense and as if the goal had just been achieved. It reads as if I have already got my first exhibition and sale. Why is this so important? As with all goals it has to have a concrete result.

Instead of expressing it as a future possibility, I am visualising myself enjoying the benefits of my achievement and combined the result with positive emotions.

Why not take 5 minutes and jot something down yourself. Here are 6 questions to ask yourself:

Is it SPECIFIC? Take a look at mine. I have included locations, exact prices and times.

Is it MEASURABLE? My goal is measured by an actual event (the exhibition) and the purchase of a print.

Is it ACHIEVABLE? When I made this goal, I was asked on a scale of 1 to 10 how achievable I thought it was.

Obviously, I said 10. But if I had reflected upon it and said, say, 7, then I would need to revisit the goal and make sure I. Otherwise I would end up being frustrated and lose impetus.

Is it REALISTIC? Notice I didn't say I would have the pictures hanging in the Tate Modern and selling for £15,000 each. Yes, I stretched myself (I have never sold or even framed a photograph before), but I felt comfortable that I could at least try.

Is it TIME BOUND? Yes! My goal is set for 1st September 2007. That now means I can work backwards and figure out some milestones for when I have to start my photographic courses, take the actual pictures, process them AND approach the gallery space.

But this is only the beginning. Where Life Coaching departs from the usual goal setting programmes, you have regular contact with your coach to motivate and monitor your progress.

Although I don't know Richard well, I would feel guilty if I didn't make an effort to follow through.

My second session is next week and we will be putting in some milestones for each of the goals so that I can track my progress.

I really do think this is a worthwhile exercise.

Yes, it does involve an upfront investment. My Life Coach normally charges £80 per 1hr session and you could expect to have around 8 sessions over the year (although if you are particularly self-motivated, then you may only need 3!).

I was so impressed by the initial sessions that I am working with Richard to package a great value Life Coaching programme exclusively for WRMM readers.

Watch this space for more details.

Ok, so AOL aren't that bad!

After my rant about AOL earlier this week, I've been hit by several readers who were happy to sing AOL's praises.

Seems as though my emails do get through . . . at least to some of you!

And finally . . .

The WRMM Website was officially launched today at noon to Lifetime Members. I will give you full details tomorrow of how you can sign up and get access to the entire WRMM archive, forum plus lots of other goodies . . .

OK, I can't contain my excitement. If you want a sneak peak, you can go along to

<http://www.whatreallymakesmoney.com/> and take a look.

I'll give you more info tomorrow.

Until then . . .

Best regards

Nick

PS: If you have yet to experience the giddy money-making wonders of WRMM, then why not take a look at my special 12 month risk free trial subscription here:

<http://canonburypublishing.com/nick/>

 [Previous](#) | [Next](#)

 [Back to top](#)