

# Future Forward

*"If you can sustain your interest in what you're doing you're an extremely fortunate person. What you see very frequently in people's professional lives, and perhaps in their emotional lives as well, is that they lose interest in the third act. You sort of get tired, and indifferent, and, sometimes, defensive. And you kind of lose your **capacity for astonishment** – and that's a great loss, because the world is a very astonishing place. What I feel fortunate about is that I'm still astonished, that things still amaze me. And I think that that's the great benefit of being in the arts, where the possibility for learning never disappears."*

- Milton Glaser

Journal on what you want your business to look like:

- 3-months from now
- 1 year from now
- 3 years from now
- 5 years from now and
- 10 years from now

Imagine it's December 31, 2020. The office doors are shut and you're out celebrating a breakthrough year.

*What just happened?*

Then do this for December 21, 2022.

December 31, 2024.

And December 31, 2029.

Stay focused on not considering cash flow, profits or outcomes. The goal of the exercise is to strip away all your "problems" and focus on your core desires regardless of considerations.

You can even think about this from the standpoint of, What would I do if I were not doing what I'm doing right now? Also, who would you want to help if money were not an issue?

## Things to consider in your next level vision:

- how you feel
- programs/services
- brand/image
- culture and spirit
- leadership
- marketing

- fitness
- lifestyle/balance
- mentors
- friends and family

**Imagine:**

- What do you see?
- What do you hear?
- What are clients saying?
- What is the buzz about you in the community?
- What is your marketing like?
- How is your business running day to day?
- What kind of stuff do you do every day?
- What do your companies financials show?
- What you peer into the future, what do you see?
- What do you want to be there?
- What materializes in front of you as the epitome of success?

**Here are examples from when I did this exercise:**

**3-Months from Now (Dec 1, 2019) - Marisa is 41, Murray is 47, House: 5 Months**

We've had a great retreat and another successful EPM Launch and the core team feels solid, connected and on-track. Everyone knows their number and is accountable to it and each other. We're starting to identify who can step up onto the leadership team and what we want our future team to look like.

Marisa feels comfortable delegating more and more of the daily management of the business, so she can refocus her efforts on speaking, creating and a mostly-unplugged 3-week vacation to Asia in December! She's over the burnout hump, starting to feel like herself again and becoming the leader she was meant to be... :)

The immediate financial pressure is off. We have a few months of operating expenses in the bank and we're able to pay off a chunk of our second mortgage. We've gotten to 2x ROAS on the EPM evergreen funnel and the coaching and sales teams are functioning smoothly. We're also starting to see new EPM Elite and Mentorship sales come in regularly.

We feel optimistic leading into the new year and ready to focus on the three biggest priorities of the year: creating operational and organizational stability, social media tribe-building, ramping up the EPM evergreen funnel and dialing in our other evergreen funnels (SWY, Website ATM, Mentorship). We have a clear, realistic and achievable strategic plan and everyone is on-board to support it.

## **12-Months from Now (Sept 1, 2020) - Marisa is 42, Murray is 48, House: 1 Year, 2 Months**

We have a solid leadership team built out with a COO, CMO and Director of Fulfillment. We also have a strong Sales Manager, Customer Support Manager, and Technology Manager. Our organizational culture is coming alive and Live Your Message is a desired place to work.

We've grown our audience base on all social platforms, relaunched LYM.com and integrated conversational messaging into all our pages and funnels.

We've cracked the nut on our evergreen funnels and regularly bring in 3x or more ROAS. We now have all our payroll and operating expenses covered from evergreen revenue. While we still do events and launches, the extra income is optional.

We've also dialed in our bookkeeping, accounting and receivables, so we're collecting 90-95% of what we're owed. We easily reach \$6M and we have the team and systems we need to support all core functions. The growing pains are over.

Heroic is well in the black and we're preparing it to sell for at least \$2M, if not \$5-10M, so we can shift our attention to Xperiencify.

We have the pipeline we need to move to a 2-fulfillment event a year model and the team we need for Marisa to just step on stage and do her thing. Our Mentorship fulfillment events are also dialed in. We host 6 Labs/Accelerators a year and one big partner event. We've grown our facilitation team so 3 of our coaches are now also leading events, so Marisa can focus on dreaming up higher-level events. We're now easily able to sustain 12 events a year without burning Marisa out.

We finally feel like we have the team, systems and stability needed to free our mind and free our time. Marisa and Murray are able to have real life balance and we have the time, space, freedom and abundance to make choices that are fully aligned with our real desires -- and enjoy life outside of business.

We're considering ways to grow the business in 2021 by finding new outlets -- a book, a membership program and a high-end Mastermind. We now feel comfortable adding a new revenue stream without stressing or destabilizing the team.

Marisa has a daily exercise and meditation practice. We have a real social network (not the FB kind). We've paid off our second mortgage. Marisa and Murray are closer than ever.

### **3-Years from Now (Sept 1, 2022) - Marisa is 44, Murray is 50, House: 3 Years, 2 Months**

We're easily an 8-figure a year company with a thriving team and stable, evergreen and recurring income. We've weathered the economic downturn and come out ahead.

The business now runs without Marisa. She is 100% in her genius zone as a visionary, creator and advisor. She can show up and be the "dancing bear" when she wants to and leave it to others when she doesn't want to.

She's working less than 30 hours a week and has time for personal projects -- such as writing her next book, creating a new video series -- as well as learning new skills and charitable activities.

Murray is now fully on the other side of Heroic -- we've sold at a profit -- and immersed in his next big venture (after a nice long break).

We feel like we have rich lives and amazing relationships -- with each other and with the friends we surround ourselves with.

We've learned how to invest our money and are working towards our freedom goal (12-months of operating expenses in the business account + \$5M in our personal account).

### **5-Years from Now (Sept 1, 2024) - Marisa is 46, Murray is 52, House: 5 Years, 2 Months**

We've paid off our house and are on our way to our freedom goal! We're really hitting our stride and feel genuine freedom and abundance in all areas of our lives.

Marisa spends most of her time writing, speaking and creating when she's not traveling the world and going on adventures with Murray.

She's handed over the reins as CEO of Live Your Message and is now mostly a symbolic leader. While she still contributes to the vision and direction of the company, she's completely hands-off on all day-to-day decisions. The company is now packaged to sell, if and when we choose to do so.

## **10-Years from Now (Sept 1, 2029) - Marisa is 51, Murray is 57, House: 10 Years, 2 Months**

We've hit our freedom goal! We never have to work another day again if we don't want to.

We now have properties in Europe and Asia or Australia and spend our time between 3 countries.

Live Your Message is like Peak Potentials -- it's a truly global online education company with multiple programs and facilitators. Marisa has been replaced as a speaker and facilitator and only comes in when she wants to make a special appearance.

She has the freedom to focus her time on special projects and thought leadership. Murray has sold all his companies and is focused on investing and advising in other businesses.

We've either sold or are considering selling Live Your Message and making a difference in the world in other ways. We're ready to enjoy our lives first and foremost and do business on the side.

**3-Month Vision**

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**12-Month Vision**

Blank area for writing the 12-month vision.

**3-Year Vision**

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**5-Year Vision**

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**10-Year Vision**

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# Mission 2020

Now that you know your 3-month and 12-month vision, write down one action that will close the gap between where you are now and where you want to be 3-months from now. And the top 3 actions that will close the gap between where you are now and where you want to be 12-months from now.

Top Action for Next 3-Months

Top Action for Next 12-Months
1.
2.
3.

