

See a Vision of Your Success—To Accelerate Your Business

By Caterina Rando, MCC

Do you have a vision—a Technicolor photo snapshot in your mind of what your ideal life looks like? If not, create one. Not a goal; goals come later. Visions are more powerful than goals because visions have an emotional component. When you see a picture, it evokes emotion— involving your heart, not just your head. This is far more powerful than only writing down an idea or a goal.

For example, when speaking recently to a direct selling group, one of the consultants, Claudia said “I want to achieve a promotion to the next sales level in the next six months“, that is a good goal. However, that simple statement by itself is not significant—not strong enough to get her to figure out everything that needs to be done, to support her through sacrifice, to get her to take risks, to have her learn new skills to overcome her “friends” telling her to forget about it. She needs a more compelling vision, one that is so alluring she will not get off track.

I said to her, what happens when you are promoted to the next sales level? She said with a twinkle in her eye and joy in her voice, “ I am called on stage at the next convention, presented with a dozen long stemmed red roses by our company president. My picture is shown on a huge screen and everyone in the convention center gives me a standing ovation and witnesses me in my accomplishment.” Claudia beamed as she shares this vision and everyone in the room could see her on that stage.

A goal lives in your head, a vision lives in your heart. Because your emotions come from your mammalian brain, which does not understand language- only pictures- pictures that evoke emotion. That is where the motivation happens; that is where your desire lives. Through accessing your positive emotions is you will connect with your internal power—the power that will pull you through all the challenges you have to address to create your compelling vision.

Do not let the busyness and immediate needs of your life prevent you from stopping to create what you want your life and business to look like.

Follow these steps to create your compelling vision, and watch it work for you.

1. **Get clear about your compelling vision.** Write it down on paper; be specific, use visual language.
2. **Share it with someone else.** Ask them if they can see the snapshot. If they cannot, you are being too vague.
3. **Read your vision every day** and continue to clarify it when new ideas come in.
4. **Create a physical image**—a drawing, a real photograph, or a collage—that represents your vision. Put that vision where you will see it every day.
5. **Create an action plan** to realize your vision, and take even some small action every day.

6. Get the help you need. You do not have to do it alone.

Once you have your vision, ask yourself: Are you more committed to your compelling vision, or are you more committed to your current situation? Our reality interferes with our vision because we see what is not ideal around us—and that is far more vivid than a vision of what we desire that still lies only in our head and heart. That is why it is important to follow these steps and spend time with your vision every day, gradually bringing it more and more into focus and finally into reality.

Caterina Rando, MA, MCC, shows women in direct selling how to book, sell, recruit and lead with ease. She is the creator of the Direct Selling with Ease® and Recruiting with Ease® programs and is a contributing author to *Build It Big-101 Secrets from Top Direct Selling Experts* and *More Build It Big*. To read more articles, listen to business building podcasts and find out about her programs, visit <http://www.directsalescoaching.com>. Caterina can be reached at by email at cat@directsalescoaching.com or by phone at 415 668-4535.