

**Coach & Grow R.I.C.H.<sup>TM</sup>**  
rewarded inspired confident happy

**The Step-by-Step System to  
Grow Your Coaching Business**

**Decide, Believe, Dream**

By Michelle Schubnel

[www.coachandgrowrich.com](http://www.coachandgrowrich.com)

Helping coaches around the world  
attract great clients and build thriving,  
rewarding and profitable coaching businesses.

# Decide, Believe, Dream

## Table of Contents

<b>Decide .....</b>	<b>3</b>
The Importance of Making a Committed Decision .....	3
Definition: To Decide .....	3
Benefits of Creating Your Decision Statement.....	3
Elements of a Powerful Decision Statement.....	4
What a Decision Statement Is Not .....	4
“Decide” Exercise #1: Create Your Decision Statement .....	5
“Decide” Exercise #2: Identify Your Business Financial Goals .....	5
“Decide” Exercise #3: Connect with Your “Big Why” .....	6
“Decide” Exercises Summary .....	6
<b>Believe.....</b>	<b>7</b>
The Importance of Belief .....	7
“Believe” Exercise #1: Create Your Belief Narrative .....	8
“Believe” Exercise #2: Create Your Belief Statement .....	9
“Believe” Exercises Summary .....	9
<b>Dream .....</b>	<b>10</b>
Importance of Identifying Your Dream .....	10
Mistakes to Avoid .....	11
“Dream” Exercise #1: Clarify Your Dream/Vision For Your Business .....	12
“Dream” Exercise #2: Write a Future Letter .....	13
“Dream” Exercise #3: Make the Connection .....	16
“Dream” Exercises Summary .....	16
<b>For Inspiration.....</b>	<b>17</b>

**Copyright © 2002 - Current by Michelle Schubnel. All rights reserved.**

**This workbook is non-transferable.** No part of this workbook may be reproduced or transmitted in any form or by any means, without permission in writing from the author.

**For further information please email [info@coachandgrowrich.com](mailto:info@coachandgrowrich.com).**

For more details about the complete Coach & Grow R.I.C.H.™ Client Attraction and Business Building System please visit: [www.CoachAndGrowRich.com](http://www.CoachAndGrowRich.com).

## Decide

**“To get new results you must take new actions and all actions are fathered by a decision.” – Anthony Robbins**

### The Importance of Making a Committed Decision

The first step in building a successful coaching practice is making a decision to do so.

Think about that for a moment. The first step to achieving a successful coaching business is to make a decision to do so. Often people jump into the profession and immediately focus on how to get clients, how to make money, how to market and how to close sales before they are fully committed. Then, when it's not as easy as they had hoped, they get frustrated and give up.

On the other hand, when you start with a powerful decision and solid commitment, you prepare yourself to do what it takes to achieve the success you desire.

### Definition: To Decide

The word decision comes from the Latin root *decidere*, which means to *cut off from*. When you make a decision you cut off all other possibility. According to the definition, if you make a decision that you are going to succeed as a coach, it means that you are cutting off the very possibility of not succeeding.

That's powerful! And that's the kind of committed decision you have to make in order to do what it takes to build a successful coaching business.

Unfortunately a lot of coaches who are “trying” to grow their business haven't made a committed decision to succeed as a coach. They are feeling things out, waiting to see what happens, hoping to get clients. There is no real commitment or determination. Don't let this happen to you. The first step to go from “trying” to “succeeding” is by making a powerful decision. This is called creating your Decision Statement.

### Benefits of Creating Your Decision Statement

Building a business is not easy. Obstacles will inevitably arise. If you don't fully commit to doing what it takes, you won't succeed. It's that simple.

When you make a powerful decision to succeed as a coach and connect with your Decision Statement regularly, you will have more focus, clarity, purpose, inspiration and motivation. Your decision will remind you of the reasons why you became a coach and why you are committed to succeeding in this business. When you deeply connect with your Decision Statement and your reasons, you will be inspired to take the action necessary to succeed.

This may sound contradictory, but the Decision Statement, in and of itself, means nothing. It is the consistent action that results when you make a committed decision and connect with it regularly that really matters.

## Elements of a Powerful Decision Statement

A powerful Decision Statement has these characteristics:

### **Clear and Concise**

Your Decision Statement should be easily understood by a 12 year old.

### **Memorable**

You should be able to easily recite your Decision Statement from memory.

### **Evokes Feeling**

The actual statement isn't as important as the feeling behind it.

### **Inspires Action**

The best decision you can make is one that inspires you to take action, even when you don't feel like it.

## What a Decision Statement Is Not

### **A Decision Statement is Not a Goal**

Goal setting is terrific, but the power to achieve your goals comes from the decision. Once you have created your Decision Statement, then you can set goals that are congruent with your decision. But the Decision Statement comes first.

**Decision Statement:** A committed declaration about your business intention.

*Example:* I am a masterful coach with a thriving and fulfilling business. I am living the life of my dreams and inspiring others to do the same.

**Goal:** A specific, measurable objective.

*Example:* I will have 10 new clients in 6 months.

### **A Decision Statement is Not a Mission Statement**

Don't turn your Decision Statement into a long, descriptive mission statement. There is nothing wrong with having a mission statement for your business or your life, it's just not what I recommend right now.

Create a Decision Statement that stirs your emotions. A powerful Decision Statement will connect you with your passion for coaching. It will strengthen your commitment and inspire you to take consistent, persistent action.

**Decision Statement:** A clear, concise, memorable and inspiring proclamation.

*Example:* My life purpose is to coach. It is who I am.

**Mission Statement:** A narrative description of a purpose or aim.

*Example:* To help people discover their life purpose and then align their work with their true calling in order to live a more meaningful and fulfilling life.

## “Decide” Exercise #1: Create Your Decision Statement

### Instructions:

1. Make a conscious decision, a real declaration, about your commitment and desire to build a successful coaching business.
2. Ask yourself: “What decision can I make right now that will spur me into action and help me stay committed to being a successful coach?”
3. Memorize your Decision Statement.
4. Recite your Decision Statement daily.
5. Post your Decision Statement somewhere you can see it.

### Decision Statement Examples:

“I am fully committed to building a successful coaching practice.”

“I am doing this and not giving up!”

“I am an amazing coach with a huge practice and great life.”

“I am a gifted coach who profoundly impacts the lives of my clients.”

## “Decide” Exercise #2: Identify Your Business Financial Goals

### Instructions:

Set your financial goals for your coaching business. It's good to know your MINIMUM and TARGET numbers for your NET and GROSS monthly goals.

1. Determine your MINIMUM NET monthly income. This is the minimum amount of money you must "bring home" or pay yourself each month in order to support yourself and contribute to your household.
2. Determine your MINIMUM GROSS monthly income. This is the minimum amount of money your business needs to generate each month, to pay yourself (i.e.: your minimum net monthly income) + expenses + taxes + savings.
3. Determine your TARGET NET monthly income. This is the ideal amount of money you are going to target to "bring home" or pay yourself each month.
4. Determine your TARGET GROSS monthly income. This is the ideal amount of money your business generates each month, i.e.: your ideal net monthly income + expenses + taxes + savings.

### Business Financial Goals Example:

“My current minimum NET monthly income goal (what I need to “bring home”) is \$3,000/month. My minimum GROSS monthly income is \$5,000/month in order to pay myself \$3,000/month and cover my expenses + taxes + savings.

My target NET income is \$6,000/month or more and my target GROSS income is \$10,000/month or more.”

### **“Decide” Exercise #3: Connect with Your “Big Why”**

After you make your Decision Statement and set your Financial Goals, the next step is to get fully committed by connecting with your “Big Why”.

#### **Instructions:**

**Write at least one paragraph about the reasons WHY you are committed to your Decision Statement.**

Why is building a successful coaching business important to you? What kind of impact will achieving your financial goals have for you and your family?

When you have powerful and compelling reasons for being committed to your decision and achieving your financial goals, you will take the necessary action and not give up.

What is your "Big Whys"?

Were you put on the earth to coach, serve and be a catalyst for change and transformation?

Will fully living your Decision Statement enable you to be the best you can be?

Will it give you the freedom you desire?

How happy and fulfilled will you feel? How will this impact others?

This is a critical step, so invest some real time to do this exercise thoroughly.

### **“Decide” Exercises Summary**

1. Create your Decision Statement.
2. Set Your Financial Goals.
3. Write at least one paragraph about your “Big Why.”

## Believe

**“If you can conceive something in your mind and believe it to be true, then you can achieve it.” – *Napoleon Hill***

### The Importance of Belief

Have you guessed that the name Coach & Grow R.I.C.H.™ was inspired by Napoleon Hill's book, *Think and Grow Rich*? The premise of Mr. Hill's book is that if you can conceive something in your mind, and believe it to be true, then you can achieve it.

Napoleon Hill makes the case that it is scientifically impossible to conceive of something in your mind and believe that you can do it, and then not be able to achieve it. The very fact that you can picture something in your mind and believe that you can accomplish it, means that you can. Isn't that powerful? The belief part is very, very important. If you can conceive of something, but don't believe that you can do it, then you won't.

For example in his book, Maximum Achievement, Brian Tracy tells this story:

There was a boy who graduated from high school with straight A's. The boy took the SAT college entrance exam and received a report stating that he scored in the 99th percentile.

The boy thought being in the 99th percentile meant that 99% of the kids who took the SAT scored better than he did, as opposed to the other way around.

That fall the boy began college. He struggled and his grades were awful. So his advisor asked, “How could you get straight A's in high school and do so poorly in college?”

The boy said, “Well, I'm not as smart as I thought; 99% of the people who took the SAT did better than I did.”

The advisor immediately explained to the boy that in reality he had scored better than 99 percent of the people.

The next semester began and guess what? The boy started getting A's again.

The power of our mind is truly amazing. When the boy believed that he wasn't very smart or capable, he behaved that way and got the corresponding results. Once he was told, and once again believed, that he was gifted, intelligent and capable, he got A's.

The more you believe in yourself, your coaching and your ability to build a successful business, the more quickly and easily you will accomplish your goals and reach your dreams.

## “Believe” Exercise #1: Create Your Belief Narrative

This is an important exercise designed to help you identify and embrace all of the reasons why you believe you will succeed as a coach. Think of it as a resume on steroids. Some people struggle when it comes to acknowledging their gifts, talents and skills. We’re taught to be modest and not brag. If you have these feelings, let them go right now and use this exercise to push beyond your comfort zone.

### Instructions:

1. Write an exhaustive list of the reasons why you believe you will have the life and business of your dreams. Include your skills, talents, education, philosophies, experiences, personal characteristics, support systems and anything else you can think of.
2. Use complete sentences and the word “I.”
3. Write as much as you can. Notice as your feelings and emotions begin to swell. Write until you can’t think of anything else to write.
4. Stop, take a break, and then come back to your Belief Narrative and start writing again.
5. Do this three times! This serves two purposes. First, when you take a break and then return, you will be able to go much deeper and uncover things that aren’t right at the surface. Second, each time you continue working on this assignment read what you have already written. This will help get you in the right mindset and strengthen your belief in what you have written so far.

### Belief Narrative Example:

“I will have a successful coaching business because I’m an excellent coach and completely believe in the value of coaching. I really care about my clients and their success. I’m a great listener and my positive, energetic and motivating personality inspires and encourages people. I have a great attitude, I’m persistent, committed and motivated....

I also have excellent sales and marketing skills, critical for growing a business. For example...

I have numerous personal experiences that make me attractive to potential clients and are useful in coaching, such as...

I’ve planned for this and have enough financial reserves to live on while I grow my business. I have supportive friends and family, a great coach and a network of colleagues who I can learn from...

Perhaps most importantly, I have already been successful in virtually every major endeavor I’ve undertaken, starting in high school and continuing on until today... (Elaborate here on past accomplishments and achievements.)



I have successfully completed my coach training program and have already coached several people. I'm committed to continual learning and will never stop improving and growing as a coach. I'm a member of the ICF and the local chapter and attend at least one coaching event or conference per year..."

## **"Believe" Exercise #2: Create Your Belief Statement**

Now that you have written your Belief Narrative, the next step is to take its core essence and summarize it into a single statement, a Belief Statement. Similar to your Decision Statement, your Belief Statement should be easy to remember and should evoke feeling. When you say or think of your Belief Statement it should remind you of all the reasons that you identified in your Belief Narrative.

### **Instructions:**

1. Create a concise Belief Statement that captures and embodies the strong emotion and feeling of confidence you experienced when you wrote your Belief Narrative.
2. Memorize your Belief Statement.
3. Recite your Belief Statement daily.
4. Post your Belief Statement somewhere you can see it.
5. The goal is to feel the powerful emotions brought on by the Belief Narrative every time you state or think about your Belief Statement.

### **Belief Statement Examples:**

"I can accomplish anything I put my mind to."

"If I can conceive it and believe, it I can achieve it."

"I can be, do and have anything I want."

"Nothing can stop me when I go for something I really want."

## **"Believe" Exercises Summary**

1. Create your Belief Narrative.
2. Create your Belief Statement.

## Dream

“Nothing happens unless first a dream is created.” - *Carl Sandburg*

### Importance of Identifying Your Dream

Now that you have made a committed decision and built your belief, the next step is to clarify the dream or vision of what you want your coaching business to look like.

Why is this so important?

Perhaps Stephen Covey says it best when he encourages us to “begin with the end in mind.” Having a clear, specific, vivid and inspiring vision for your business is critical for achieving it.

It’s funny, because as a coach you surely understand the importance and value of clearly identifying what you want and then putting it down in writing. You probably do this with your clients all the time. But for some reason, we often don’t do it ourselves. Now is your chance!

Get as clear as possible on your vision for your business.

How many people do you want to coach? Who are you coaching? What are you coaching on?

Are you meeting with clients in person or coaching from home with a headset? What is your office like? Do you have a view from your desk?

Are you only coaching two days per week so you can have free time for your other interests and your family?

Are you traveling and speaking to audiences? Are you working on a book?

How does your business support your life?

Who would you be and what would you be doing if your coaching business gave you the time, income, freedom and flexibility to live life on your terms?

What do you really want from your coaching business?

How vividly can you paint your dreams?

## **Mistakes to Avoid**

Here are some “mistakes” people sometimes encounter when working on their dream. Don’t fall into these traps!

### **1. Dreaming Too Big**

Some people have a tendency to create grand visions without any intention or desire to take the actions necessary to achieve their dream. There is nothing wrong with dreaming big, as long as you believe in your dream and demonstrate that belief by consistently taking inspired action to achieve your dream.

### **2. Dreaming Too Small**

On the flip side, some people are afraid to dream big, so they play small and settle for less than their true heart’s desire. Don’t let this happen to you. Identify what you really want and work on building your belief that you can achieve it. The only thing that limits you is what you think and believe.

### **3. Basing Your Dream on “Shoulds”**

Sometimes we base our dreams on what other people want for us or what we feel that we “should” do or have. This is obviously a big no-no! Your dream needs to be perfect for you.

### **4. Worrying About “How”**

As you work on your dream do not worry about how you are going to achieve it. Have you ever heard the saying, “When the why is big enough, the how will follow?” The same applies to your dream. If you identify what you really want and believe you can have it, the “how” will show up!

### **5. Choosing the Wrong Time Frame**

Some people are long-term thinkers and can easily create a vision for five or ten years into the future. Other people find it easier to develop a vision that is not so far out. If you can easily see far into your future, create a five or ten year vision. If not, pick a time frame that you can comfortably see.

## “Dream” Exercise #1: Clarify Your Dream/Vision For Your Business

Your goal with this Exercise is to identify and write out what you *really want* your coaching business to look like. Think about the best possible scenarios that you can imagine. Don't worry about how it is going to happen. Instead, focus on what you really desire and be as specific as possible.

### Your Coaching Business:

What does your coaching look like? (i.e.: individual clients, group coaching, email coaching, coaching by phone, coaching in person)

How many clients do you want to have?

What are your clients like?

What kind of income are you earning?

Are you doing things in addition to coaching, such as speaking, training, developing products, writing a book?

What qualities do you possess?

What are you learning?

What skills have you mastered?

What kind of impact are you having on your clients and in the world?

What is your reputation in the industry?

What is your work environment like? How is your office set up?

Are you working alone or with others?

Do you have an assistant or other systems in place to support your business?

What does your typical workday look like?

How many hours per day/week/month are you working?

How does your business support your life?

### As you work on your dream for your business ask yourself:

Is my dream a reflection of what I really want?

Is my dream congruent with my values and priorities?

Does my dream inspire and excite me?

Have I been as specific as I can be about my dream?

Have I created a dream that I really want to achieve or a “pie in the sky” fantasy?

Am I willing to do what it takes to achieve my dream?

## “Dream” Exercise #2: Write a Future Letter

### Instructions:

1. Imagine that it is one year from now and that you are writing a letter to someone you care about who would want to celebrate your success. Write about what you see yourself accomplishing in your coaching business during the next year as if they have already happened.
2. Connect with your heart and how you want to feel about your business one year from now. Write what comes to mind when you are in that feeling place.
3. The Future Letter format helps you connect with what you really want to achieve in your business. Areas to address include:
  - a. what your coaching business looks like (number of clients, type of clients, revenue generated)
  - b. how you feel about your business
  - c. your coaching skills
  - d. your business infrastructure
  - e. your marketing strategies
  - f. what your typical work day/week/month looks like
  - g. anything else that is important to you regarding your business
4. After you have written your Future Letter read it daily for at least one month.

Use the example below as a model. For maximum effectiveness, balance *what you would love* to have happen in your business with *what you believe* can happen. You want to balance what you currently believe is possible with what you could believe possible.

For example, let's say part of your long term vision is to write a best-selling book on your coaching specialty and you haven't yet written a word and aren't even sure about the way to make it happen.

Better to write about what you believe you could accomplish (i.e., I've written the outline, have gone to a writers conference, have a lead on an agent, have written 4 amazing chapters and have sent 30 query letters) then something that is a huge stretch for your belief (i.e., a year from now my book will be on the NY Times Best Seller List). Of course, if you want to have a best-selling book in contract within a year and believe you can do it, then don't hold back.

**Future Letter Example:**

Date: One year from today

To: Someone who wants to celebrate your success

A year ago I got serious about building my ideal coaching business and I am so excited to share some of the many wonderful things that have happened during the past 12 months. You have always been so supportive of me so I knew you would enjoy hearing about my success.

Things really got into gear when I made a conscious decision to be the best coach I can be and to not settle for anything less than building a rewarding and profitable business. I demonstrated my commitment by blocking out 15 hours in my schedule every week to work on my business.

At first I had a hard time sticking to my schedule, but the more I did it, the easier it became. Especially when I started seeing results!

Once I started taking the right action, I consistently attracted new clients. My coaching practice grew throughout the year and I am currently working with 18 wonderful clients and earning an average of \$6,000/month. I feel so blessed to be doing the work I love and sometimes can't believe I get paid to do this!

In addition to my 1-1 coaching, I have formed a partnership with a coach in the area. We met at a local coaching chapter meeting and decided to create workshops together. We have a lot of fun and our workshops are one of the ways we each acquire new individual coaching clients. I feel so fortunate to have found a way to beat the isolation that might have otherwise occurred if I did everything on my own and did all of my work from home.

As you know, I'm a firm believer in continuing to build my skills as a coach. So this year I attended two powerful seminars and successfully achieved my coach certification. I love the sense of competency I have as a coach and know that I am on the way to achieving true mastery. Of course, as I continue to refine my skills it benefits my clients, which is the real measure of my success as a coach.

One of my other huge accomplishments during the past year was making the transition to a "True Business Owner." A while back I realized that my success would be contingent upon really treating my coaching practice like a business, and I have. The guest bedroom has officially become my office and it is set up exactly the way I like. I invested in the necessary technology, including a comfortable headset, a beefy laptop computer, a DSL connection to the internet and of course, I had a separate business phone line installed.

Since organization has never been my thing, I hired a professional to come in and help me set up my files and my QuickBooks software. Once I got the systems in place I've been able to keep everything up-to-date. I also set up a merchant account for accepting payment by credit cards. All of my clients pay that way, which has simplified the billing process tremendously.

This year I also launched my website. I had it professionally designed and learned how to do simple updates myself. I love how it turned out! I didn't

want anything too complicated, so it focuses on providing value to my visitors by providing a number of helpful resources, such as book recommendations and downloads of some articles I have written. People can also sign up for my free “More Energy Thru Healthy Living” E-zine.

Speaking of my E-zine, I launched it 3 months ago and already have 350 subscribers! As you know, I specialize in coaching people who want to have more energy and lead a healthier life. I have so much fun writing the monthly articles and from the feedback I’ve received, the tips, insights and strategies I share have been really beneficial to my readers.

A key component for making this year great was creating a schedule that works for me. It took a while to make it happen, but I’m now really pleased with the way my typical month and week looks! I generally coach my clients the first three weeks of the month. My coaching days are Tuesday, Wednesday and Thursday. Monday afternoons I handle admin items and on Fridays I focus on marketing and scheduling complimentary consultations with prospective clients.

During my week “off” from coaching I write my newsletter and engage in other activities that help me grow the business, such as working on my alliance with the health club, contacting organizations about speaking engagements and meeting with Helen about our workshops.

Going back to the idea of being a True Business Owner, I finally realized that a business like this requires me to do continual marketing, so I picked specific things to focus on to build my business and have really created a system that works. The best part is I no longer feel like I always need to be prospecting, which is how I felt when I was doing network marketing.

Remember how when I first started coaching I thought everyone I met was a potential client? I was constantly pitching my coaching services to people I met at grocery stores, on planes, etc. It was so exhausting. No more of that for me! Now that I have figured out who I coach and what I coach on I am able to develop specific marketing strategies that directly target people who want to have more energy and live a healthier life!

I’ve also continued to learn more about the sales, marketing and business side of coaching and really feel like my skills in this area have grown exponentially. In fact, much to my surprise, I love learning about these things and feel great knowing that it’s key to my long-term success as a coach.

One of the other big factors that contributed to my success this year was really leveraging the power of my thoughts and feelings. While I’ve always known the importance of making a committed decision, writing out my goals and believing in myself, I had never really taken it to this level before. And boy did it pay off!

In closing, I want to share the gratitude that I have for you and the many other people who have supported me in this endeavor. I appreciate it!

Love,

Sally

## Your Turn

Okay, begin working on your dream for your coaching business right now! Too many people don't do these types of exercises because they are not ready or are not sure what they want. It doesn't need to be a big deal and it does not need to be perfect. In fact, there is no perfect. Gaining clarity on your dream and vision is a work in progress and always will be.

Remember, the Universe rewards focus, intent and action. Spend at least 15 minutes working on the assignments right now. I bet you'll either be so into it you keep on going, or you'll want to come back and complete it as soon as you can.

### “Dream” Exercise #3: Make the Connection

The goal of this Exercise is to help you integrate your Decision Statement, Financial Goals, Big Why, Belief Narrative, Belief Statement and Future Letter into your daily life.

#### Instructions:

1. Make a recording of you reading your Decision Statement, Financial Goals, Big Why, Belief Statement, Belief Narrative and Future Letter.
2. Listen to this recording every night before you fall asleep and every morning when you wake up.
3. If you can't make a recording, read these Exercises out loud at least once per day.
4. Do this for at least one full month.

When you do this you will be completely amazed by the results. The pathways you burn into your subconscious will become so deep and strong that your commitment will be unshakable, your belief will skyrocket and you will literally find yourself on the path to creating the thriving, rewarding and lucrative business you desire.

### “Dream” Exercises Summary

1. Clarify Your Dream/Vision For Your Coaching Business.
2. Write Your “Future Letter.”
3. Make The Connection: Make a recording of your Decision Statement, Financial Goals, Big Why, Belief Statement, Belief Narrative and Future Letter and then listen to it daily.



## For Inspiration

A Native American elder once described his own inner struggles in this manner, "Inside of me there are two dogs. One of the dogs is unhappy, insecure and full of doubt. The other dog is joyful and confident. The unhappy dog fights the joyful dog all the time." When asked which dog wins, he reflected for a moment and replied, "The one I feed the most."

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness, concerning all acts of initiative and creation. There is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events ensues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now."

*Johann Wolfgang van Goethe*

"Whenever you see a successful business, someone once made a courageous decision."

*Peter Drucker*

"Find a purpose in life so big it will challenge every capacity to be at your best."

*David O. McKay*

"Find a job you like and you add five days to every week."

*H. Jackson Browne*

"The minute you begin to do what you want to do, it's a different kind of life."

*Buckminster Fuller*

"Doubt is often the beginning of wisdom."

*M. Scott Peck*

"As soon as you trust yourself, you will know how to live."

*Johann Wolfgang van Goethe*

"The first and most important step toward success is the feeling that we can succeed."

*Nelson Boswell*

"If one advances confidently in the direction of his dreams and endeavors to live the life he has imagined, he will meet with success unexpected in common hours."

*Henry David Thoreau*

"Somehow I can't believe that there are any heights that can't be scaled by a man who knows the secrets of making dreams come true. This special secret, it seems to me, can be summarized in four C's. They are Curiosity, Confidence, Courage, and Constancy, and the greatest of all is Confidence. When you believe in a thing, believe in it all the way, implicitly and unquestionably!"

*Walt Disney*

"Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover."

*Mark Twain*

"Live in your imagination and not your memory."

*Steven Covey*