

Starting Point Assessment – Where Are You Now?

Toolbox Teleclass Transcription

By Debra Russell



**S.P.E.C.I.A.L Road Map to Success – 7 Steps
Taught in Detail**

**Track 1 See Your Future: Create Your Business
Vision, Career Goals & Plan**



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Starting Point Assessment – Where Are You Now?

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INTRODUCTION

Welcome to the Advanced Toolbox Teleclass - Starting Point Assessment: Where Are You Now? So has anyone else called in while I was off turning on the recording? No, okay.

So the Starting the Point Assessment is Step 1 of the [S.P.E.C.I.A.L Road Map to Success](#), so this is an advanced class that is more fully developing the concepts that I introduced in the class, [S.P.E.C.I.A.L Road Map to Success](#).

SPECIAL ACRONYM

And S.P.E.C.I.A.L, if you remember from that class, is an acronym. The S in S.P.E.C.I.A.L stands for Starting Point Assessment. P is Picture the End Result. E is Explore All the Ways to Get There. C is Create the Plan. I is Implement the Plan. A is Assess and Adjust, and L is Love the Results.

So this is the first step in the [S.P.E.C.I.A.L Road Map to Success](#). My experience in working for over 10 years with product clients using this technology is that the clients who really, fully allow themselves to do all 7 steps are the ones who get their goals.

And the people who try to shortcut and skim over steps very often get stuck somewhere along the way, and I talk about that a bit more in the [S.P.E.C.I.A.L Road Map to Success](#) class.

WHY IS THIS IMPORTANT?

But in today's class I want to really focus on the S, the Starting Point Assessment. So first of all, why is this step so critically important? Most people, they set a goal, and they just want to get into action to go create that goal.

They don't really want to look at where they are now. Like, "Why bother? I already know where I am. I know how I don't have what I want, and you know, let me just get busy." And what I have found is that often doesn't work. So why is this step such an important step?

POINT A TO POINT B – IF YOU DON'T KNOW WHERE YOU'RE STARTING FROM HOW CAN YOU POSSIBLY CHART YOUR JOURNEY?

First of all, when you're pursuing a goal very often, you know...Steven Covey...some of these really smart people when it comes to success and achievement talk about getting from Point A to Point B.



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Well, how on earth are you going to get from Point A, which is where you are now, to Point B, which is where you are when you have your goal, if you don't know where Point A is?

If you don't know where you're starting from how can you possibly chart your journey in a way that is the quickest, easiest, most expedient, most efficient, most effective use of your resources in order to really guarantee that you're going to arrive at B?

Let alone arrive at Point B on schedule. Think of it this way. If you're planning a trip to Florida, if you're starting from where I live here in New Jersey, it's going to be one trip. If you're starting from California, it's a very different trip, and if you're starting from Australia, it's really a different trip.

If you don't know where you're starting from, you very often will end up going around in circles or taking unnecessary roads or forgetting to bring certain supplies, which you're going to need for this trip. Right? If you don't know where you're starting from, okay?

Someone just call in. Okay? Thought I heard someone. Okay. So that...

Woman 1: Hi Debra, it's Simbur Craig.

Debra: Hi, Simbur, go ahead and put yourself on mute, star 6.

Woman 1: Okay.

Debra: Great.

So Point A to Point B, if you don't know where you're starting from how can you possibly chart your journey, right? That's the first reason why this is such an important step.

LAW OF ATTRACTION – IF YOU FOCUS ONLY ON WHAT YOU LACK, YOU WILL ATTRACT ONLY MORE LACK

The second reason is the law of attraction. Very often when people start a goal, all they look at is what's missing. All they look at is all the work they have to do in order to get to the goal. All the pieces that that's going to take and that stuff is all important.

But if you focus only on what's missing, if you focus only on what you lack, what you're going to be attracting is only more lack, because what you focus on expands. So if you can see what's missing, you're going to have more things missing and more things missing and more things missing.



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ATTITUDE OF GRATITUDE

So you need to focus on what you have, which leads me to my next reason why this is so important is, if you focus on what you have, it begins to build an attitude of gratitude. It begins to build an awareness of all the resources, all the things you've got going for you that are going to help you.

And when you are in pursuit of building something new from a place of how grateful you are for all you've got, you'll be amazed at how much shows up around you to help you get more, because what you focus on expands.

So you're focusing on the abundance of what you have with just tremendous gratitude, you'll be amazed at how much more of things to be grateful for show up. And focusing on what you have, all the things that you have going for you, how far you've come in pursuit of your dreams, also does amazing things to bolster your self-esteem and your hope.

You know, I spent the late 90s and the early 00s for me was a time of tremendous illness, and I spent probably the first three years of that time severely bedridden. And one of the hardest things was to stay hopeful. Because first of all the doctors held out no hope, "This is it, file for federal disability. You're going to be bedridden for the rest of your life," was what I was told.

And you know, I was in a lot of pain, and I was...it was awful, right? So how do you stay hopeful in that space? And my sister, bless her, suggested that I start keeping a journal of what I was grateful for. No matter what it was. Some days I was grateful for having been able to brush my teeth, like that was a good day. I could brush my teeth.

You know, what I was grateful for made a tremendous difference in feeling hopeful, but the other thing that it gave me was perspective, because even though the day to day improvement was so unbelievably minute, when I looked back after 2 years of being sick at where I had been when I first got sick, I could see improvement. I could see advancement.

BOLSTERS YOUR SELF-ESTEEM AND HOPE

I could see that I was better than I had been, even though I was still really, really sick. And so really looking at where you are in perspective of where you've come from can really bolster your self-esteem and your hope.



APPLY ALL OF YOUR EXPERIENCE, LEARNINGS AND GROWTH TO ACHIEVING THE GOAL AT HAND.

And the last reason of why this is so important is that it allows you, it actually encourages you and facilitates you, applying all of your experience, all of the learnings, the growth, all of the things you've done up to this point in your life. It allows you to apply all of that to achieving the goal at hand.

So even if your goal is something you've never done before, there are ways to apply your experiences to this new effort. So really looking at the starting point assessment gives you that...gives you some of those tools. Some of that awareness so you can then apply it to the goal you're pursuing. Okay?

So here's my...so the next question is, "Alright Debra, I agree Starting Point Assessment, okay. It's important. I'll do it. How do I do it? I never done this before, huh?"

And by the way, when I start with a new client and we start in our first session and we're looking at what actions will they take to do this Starting Point Assessment for the goals that we've set, very often the conversation is like, "Huh? What? What do you mean? I don't understand".

And so, you know, if you don't know how to do this, you're not alone. You are in very good company, and so don't worry about that. I'm going to give you lots and lots of ideas of ways to assess your starting point, where you are now.

HOW DO YOU DO IT?

WHAT IS ASSESSMENT?

But first of all, let's define what is an assessment? So an assessment according to Dictionary.com...my go to place for definitions: an assessment is an appraisal or an evaluation. One of the really common definitions that I found, a lot of different places was using the term "assessment" in the evaluation of a student's achievement on a course.

Meaning a student starts on a course, taking a class, and at somewhere in...at the quarter or in the middle, at three quarters of the way, they're going to do something that gives you an idea of how far they've come. What have they learned? What are the state of their skills?

You know, how good are they at what they were learning about in this class. It also is defined "to assess" is to estimate or judge the value, character, etc. of. So it's the value of and the character of. So it's not just numbers or measurement. It goes deeper. It's



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about your value and your character and your efforts. So that's the definition of an assessment.

APPRAISAL; EVALUATION

You're looking to create an appraisal or evaluation of how far you've come, your value, and your character.

THE EVALUATION OF A STUDENT'S ACHIEVEMENT ON A COURSE

TO ESTIMATE OR JUDGE THE VALUE, CHARACTER, ETC., OF; TO ASSESS ONE'S EFFORTS.

3 KINDS OF ASSESSMENT

WHERE YOU ARE NOW AS A PERSON

In my experience there are three kinds...general kinds of assessment. There is where you are now as a human being, as a person.

There is an assessment of our current circumstances or status, and very often this is useful to do as you move towards a goal. Kind of looking at, "Okay. Well, how far have I come?" So in fact, when I'm working with clients over the long term, and we've completed, let's say we created a really long term goal.

A two-year goal or a five-year goal, and we completed the first three months goal piece of that, and then we set a new goal for the next 3 months or the next 4 months. The first step is Starting Point Assessment because it's really important through the journey that you stop.

THE CURRENT CIRCUMSTANCES OR STATUS

And you assess how far you've come. It's really critical. So the second kind of assessment is the current circumstances or status.

THE APPLICABLE PAST EXPERIENCE OR LESSONS

And the third kind of assessment is the applicable past experience or lessons.

Now I'm going to go into a lot of examples of the kinds of actions you can take for each one of these 3 kinds of assessments. And by the way, certain kinds of assessment processes or strategies are going to be more applicable to some kinds of goals than others, and very often, you can apply across the board with a little bit of tweaking.

WHERE YOU ARE AS A PERSON – WHAT DO YOU BRING TO THE TABLE?

So let's start with where you are now as a person. And it's really a question of what do you bring to the table? What are you bringing to the game?



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QUALITIES, SKILLS, TALENTS

So one of the first ones...one of my favorites is a brainstorm list of qualities, skills and talents.

And what I recommend you do is just really brainstorming. And I'm going to give you a definition. But here's the other thing: if you think, "Okay, I'm going to write a list of my qualities, skills and talents, and you know I think I could come up with maybe 15 or 20 items for this list of qualities, skills and talents that are going to help me achieve this goal."

I recommend you triple that number. You go for 50 or a 100 or 200 items on this list. Because whenever you're doing a brainstorming process, brainstorming...the essence of brainstorming is that you don't edit.

Anything that pops up when you ask a question of whatever it is that you're brainstorming goes on the list. You never edit the brainstorm. I mean you do after you're done brainstorming, but during the process you never edit your thoughts.

Everything that comes up goes on the list, because you want to create an experience of freedom and approval, because the more you allow your brain to be silly and to have all ideas be validated and approved of, the more creative your brain will get in generating new ideas. If you are brainstorming, and your saying, "Oh no, that's just so stupid! Oh no, I never do that! Oh that's a bad idea! Oh no, that's not really true!" Then your brain is going to shut down.

So when you're brainstorming always leave all the rules off the table. Everything goes. So go for huge numbers when you're brainstorming. Now, what do I mean by qualities, skills, and talents?

A quality is kind of an innate personality trait like a sense of humor. A quality is like being determined or deliberate. A quality could be being...perseverance or you know, creative or insightful. These are all qualities, okay? So it's kind of a description of who you are, personality traits.

When it comes to talents and skills, talents are things you're born with. Skills are the things you learned. So a talent could be the ability to carry a tune. A skill is the ability to sing opera. You know, a talent could be, you know, just a facility with numbers. A skill is being able to do calculus. Okay?

So quality, skills, and talents, and again, I recommend against identifying which are qualities, which are skills, which are talents. Just brainstorm the thing. What are all the qualities, skills, and talents that you have that are going to help you achieve this goal?



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And by the way, the Starting Point Assessment is always in terms of the specific goal you're going after. Just as all of these special steps are specifically in terms of serving the goal you're in pursuit of. So what are the qualities, skills, and talents that will help you get this goal?

WHAT'S WORKING OR NOT WORKING

The next assessment tool is something called, "What's Working or Not Working?" So if you are looking at, for example, time management or weight, your physical weight...your physical fitness or finances or your business, booking gigs or selling your products or whatever.

Looking at where you are now and what's working or not working about what you're doing now is a very helpful process. Now if you're starting off from scratch, and you've done no work in this area at all, you probably won't do this particular assessment.

Because you're not doing anything yet, so what's working or not working isn't really valid. But, what's working and not working is basically kind of...it starts out as a bullet point list. What are the things that are working? "Well, let's see, you know. In my time management, what's working is that I show up for appointments on time. What's not working is getting to bed the same time every night."

"What's working, you know, that I do what I say I'm going...that I don't do what's...what's not working is I don't do what I say I'm going to do. What is working is that I do do what other people demand of me, right?" SO these are just some examples of things that could be working or not working.

I have 2 things for you: One, always make the list of what's working longer. Look for and find more things that are working about whatever it is you're doing than are not working. You can, I promise.

Second of all, remember the attitude of gratitude, right? And acknowledging how far you've come, it's really important. Secondly, when you got that bullet points list, go back in and look at each item and say, "Yeah, but how is it that that thing is working? What am I doing or not doing that makes that work?"

"Well, what I'm not doing that enables me to get me to appointments on time is that I'm not trying to work up to the very last second, and then end up leaving late to get to the appointment. Or what I am doing is I'm planning a big cushion in my travel time in case I hit traffic."

Or if you're looking at something that's not working, "I don't do what I say, what I promised myself, but I do do well what I promised other people. So if I'm not doing what



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I promised myself, well, what is it that I'm doing or not doing that has me not keep my promises to myself?"

"Well let's see...What am I doing? I always you know, I allow myself to get distracted by other people's requirements of me. I don't write down the commitments I make to myself. I don't actually put them on the list. I always, you know, allow myself...I find it hard to focus on doing those things."

Whatever it is, right? The point is that you want to look at the dynamic of why something works or doesn't work. This isn't about like, "I make it on time, and the reason that works is because then, you know, I feel really relaxed in whatever I'm in, the appointments that I'm at."

No, that's not my point. My point is how do you get yourself there? What is it that you're doing or not doing that enables you to make that thing work? Or what is it that you're doing or not doing that stops you from making that thing work? Because this is not about your circumstances. This is about you being responsible for your outcomes.

If something isn't working, it's because you're not having it work, so what is it you're doing that has it not work? Or has it? What are you not doing that if you did would have it work? Okay?

The purpose of this piece more than anything else is you want to look for what's working in area A, so that you can take those principles and apply it to area B. You know, what if you plan the transition from doing project A to project B as carefully as you plan the transition to get to your dentist's appointment.

Where you plan the time and you know what you need to do in order to get ready and you make sure that you put a cushion around that. Then you probably would start showing up on time for the things you promised to yourself as much as for the things you promised to other people. Okay?

WHAT ARE YOUR CURRENT BELIEFS ABOUT THE ISSUE

And finally in the "where are you as a person" area, what are your current beliefs about the issue? Now I have a lot of activities in the [Build Your Financial Foundation Workbook](#) that are Starting Point Assessment issues in kind of looking at what your beliefs are.

There's the Meisner technique, which I've taught, I think, in a couple of the other Foundation classes, and then there's the, you know, there's looking at your earliest experiences around an issue.

Looking at your earliest experiences around money or your earliest experiences around time, or you know, I remember that as a child my father was always late for everything,



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and my mother would lie to him about what time we had to leave for a particular event.

She would always say we had to leave half an hour earlier than we actually had to leave, and all of us kids knew that she was lying. We knew that when she said we had to leave at 1, really we don't have to leave until 1:30.

And so one of my earliest beliefs around time is that I needed to lie about it. Like I kind of needed to fudge to myself when I really needed to be ready to leave. And I found that to be something that was really an interesting process to get past.

Because I would fudge and then not believe myself and then be late. Isn't that ironic? I would say to myself, "Okay, I need to leave at 1, but I know I don't really need to leave until 1:30." So around 1:30, I would start to think about leaving, and I would end up leaving at a quarter to 2, and I'd be late because I didn't believe my own lies to myself, obviously.

So looking at...I stopped doing that. Looking at your current beliefs around an issue and kind of digging them up is really useful. Basically the Meisner technique, and for anyone who has an acting background, I am talking about Sandy Meisner. It's a takeoff on one of his processes for acting.

It's a repetition process, and basically you repeatedly complete a sentence around a particular issue. So for example, let's say the issue is money. The sentence might be, "I think money is...I think money is...I think money is..." So you keep finishing the sentence, finishing the sentence, finishing the sentence, and you do it as fast as you can.

So it's again a brainstorming without thinking, right? But you can do, "I think money is... People with money are... My mother thought money was... My father thought money was..." Those kinds of things. Okay?

So you can come up with maybe 4 or 5 different sentences that you'll do this process with, and you want to spend 10-15 minutes on each sentence at least. You want to be working a sentence until you are...it feels like you're pulling teeth, and you've repeated yourself a million times, like until it's painful.

Because the point is to start pulling up not just the beliefs that you're conscious of, but the beliefs that you're not conscious of. So the faster you can do the process, the longer you do the process, the deeper you're going to pull these beliefs up out of. So let yourself really, really go for it. Okay?

And then when you're done with doing that, let it sit for a day or two and come back and re-read it and look for the themes. And by the way, having contradictory beliefs is



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common because most of our beliefs we got initially from our parents and our parent's belief, our mother's belief about money and our father's belief about money can be really, really different.

Same with any issue, whether it's time management or self-esteem or confidence or success or a career in X, whatever it is. Okay?

So those are some of the processes that you can do to really assess where are you as a person, what you bring to the table. Before I move on, do you guys have any questions about any of this stuff?

So go ahead and hit star 6 to take yourself off mute to ask your questions...And I'm going to take a sip of water...Any questions? Okay. I'm moving along then.

Alright, so the second kind of assessment I talked about is the current circumstances or status. And it's really about looking around you and saying, "Where am I now in relation to this goal?" Now this can be very different depending on the kind of goal you're doing.

WHAT'S IN PLACE

Picture of the space

But primarily the first thing you want to look at is what's in place. So some of the things you can do is, if you're doing an organization, you can take a picture what's currently going on in the space that you're looking to organize.

If you're looking to lose weight or increase fitness, take all your clothes off and take a picture of yourself or have someone take a picture of you and really let your gut hang out and just, you know, being completely real.

So taking a picture of yourself, taking a picture of your space.

Time log

If you're looking at time management, keeping a time log of how you are currently spending your time can be really useful.

My clients very often resist and resent the hell out of me for making them do this, but it can be hugely informative. When I talk about time log, this isn't about creating a schedule because that's actually a plan. That's step 4, [Create the Plan](#), because a schedule is basically a plan for your time.

This is about actually tracking, jotting down. How did you spend the last hour? Great, waiting another hour? Jotting down how you spent the last hour. So really just jotting down how are you spending your time now.



Money log

Same thing with money. Logging every single penny of what comes in and what goes out. How are you spending your money? Where is your money coming from? Where is it going to?

Assets and Liabilities

A picture around finances could be your assets and liabilities.

For example, what do you own and what do you owe? And by the way, if you take your assets and you subtract your liabilities, the number that you end up with is your net worth. You may hear people talking about, "He's got a net worth, you know, 4 billion dollars."

Well, that means his assets outweighs his liabilities by 4 billion dollars. That guy's got lot of cash laying around or a lot of value.

Which pieces are in place (e.g. website, equipment, product)

An asset can also be in value, so it can be equipment and furniture and jewelry and whatever.

If 've got a house from a mortgage or a car with a loan on it, the asset is the full price of the...of the value of the thing: the Blue Book value of the car or the Zillow value of the house, and the liability is how much you owe on it.

So really the net worth is the equity. Okay? Another thing you could do is look at which pieces are in place. So you know, if you're working on your business, what are the things that you got in place around your business?

Do you have a website? What equipment do you have? How is your office set up? What products do you currently have that are available for sale? What products do you have in process and what stage are they in? How good are they? You know, you can look at how happy you are with the pieces that are in place.

Hey, I've got a website, but I hate it. It sucks, or you know whatever right? So what are the things that are in place? So for example, if it's health or wellness, you know, one of the things that could be in place is that you have a doctor.

Things that could be in place is that you've got a gym membership that you've been using or you haven't been using. The things that could be in place is that you've got a workout partner or pedometer, you know.



Characteristics of the goal – where do you currently stand?

What are the things that you have in place in particular? It can also be characteristics of the goal. If the goal is an area like, particularly emotional intelligence goals, like self-esteem or courage or confidence, those kinds of characteristics.

What is your definition of those things? When you look at someone who is really confident, how do you gauge that? How do you measure that? What are the things that they are doing? How are they being that tells you, that communicates to you, that they are confident?

And that will give you a list of characteristics and then you can use that list of characteristics and say, "Where do I stand? On a scale of 1-10, when it comes to asking for what I want, you know, I'm at a 3. I'm also never asking for what I want and when I do I'm really tentative about it" or you know, if it's courage. You know someone who is really willing to take a risk and look stupid.

When it comes to taking a risk of looking stupid, you know, "I'm okay with looking stupid. I'm an ace at that, you know." So you take your characteristics of that personality trait that you want to build, and then you assess yourself.

This is also really helpful because you will discover what you mean by that word. A lot of times we take for granted our meanings of particular words. You know, what does it mean to be a good friend? What does it mean to love someone?

What does it mean to be courageous? What does it mean to be confident? What does it mean to be creative? What do these words mean to you? The clearer you are on what they mean, the better you will be able to build those characteristics into yourself. Okay?

So what are the characteristics and where do you currently stand?

Physical assessment (current weight and measurements)

And finally if you're looking for a fitness or wellness or weight loss kind of goal area, making a physical assessment is critical.

I always recommend that my clients get a up-to-date physical from their doctor before they start a goal around losing weight or getting into shape, because you need to know that you're...if you have any special circumstances that you've got to be careful of in the process.

But it's really good to have a starting point. What is your current weight? What are your current measurements? What are your...what is your chest size, waist size, hip size, thigh size, upper arm size?



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What is your weight by pound? What is your body mass index and what is your percent of muscle mass, you know? So what is your fat percentage in your body? Doing these kind of physical assessment will also really help as you move towards your goal, because one of the things that often happens when people pursue losing weight and getting into better shape is they start actually...they plateau or they actually put on weight, because muscle weights more than fat or flab.

And so as they're building muscles, as they're getting more toned and in better shape, they actually may weigh more. So if you're only looking at one measurement, it can be misleading, because you may weigh more, but your waist size may have dropped by 3 inches. You know so you want to look at all of that.

WHAT RESOURCES ARE AVAILABLE TO YOU

And the second part of the current circumstances or status is too really look at what resources are available to you. I think people discount severely the resources that they have at their fingertips.

The people and the organizations that they have around them that they can use to build their goal. This is true in the DIY world. It's all Do-It-Yourself, but you're not doing it yourself, and you have resources available to you.

So creating a list of what resources are available to you, and by the way, this is not about going on Google and discovering more resources. That would be a step 3 activity where you're brainstorming and exploring and researching, right? That all happens in step 3 - [Exploring All The Ways To Get There](#).

This is the one...these are the resources you know about at the tip of your fingers. I know I'm a member of this organization, and I have these 5 friends, okay? And I hope you always have the Artist Marketing and Business Academy and me on that list of resources that are available to you in whatever form that looks.

THE APPLICABLE PAST EXPERIENCE OR LESSONS

Okay, and the third kind of assessment you can do, and I'm taking another sip...it's 97 degrees here. I'm really trying to not to get dehydrated. The third kind are the applicable past experiences, are lessons.

Now remember in the first time I talked about what's working and not working currently, it's really useful to also do what's worked or not worked in the past, because even if you've never worked on this goal before, this is brand new, you've worked on other things.



WHAT'S WORKED OR NOT WORKED IN THE PAST

And you know what you've done in the past is applicable. So looking at what worked for you and what didn't work for you in the past, things that you've tried in the past, things that worked and didn't work that you've tried, strategies and tactics that you've employed in the past.

Did they work or didn't work and what was it that makes them work or didn't work? Again, always looking for more things that worked than that didn't and always looking at what enabled that to work or didn't enable it to work.

What enabled it to work or what blocked from working? What did you do or not do that made it work or what did you do or not do that made it not work, okay? So always be looking for the underlying dynamic or principle, which is a great way to the next exercise, which is lessons learned from past experiences.

LESSONS LEARNED FROM PAST EXPERIENCES

In my world, in my belief system, there are no such things as mistakes, except for the ones we don't learn from. The only mistakes are ones that you didn't get the lesson from. So if you look at anything in your life as a mistake or as a bad thing that happened to you, anytime in your life in which you thought you were victimized, you are looking at it that way because you didn't get the lesson from it yet.

When I look at my own illness, I can so clearly see the amazing, amazing lessons and value I took away from that experience. I mean I could spend an entire class talking about nothing else, talking only about the value that I got from being bedridden for 3 years.

And that's not to say it wasn't horrible. It's not to say it wasn't excruciating, but it is to say that it was...it had value, and it changed my life for the better. When I was 19, I was hit by a van while walking across the street.

How easy would it be to look at that experience and say, "Hey I was a victim. I was walking across the street at a corner. The guy was...the guy had a quarter of a mile clear view with no bad weather. It was clear. It was dry, and it was flat and he could easily see me. I was wearing light colors. I mean there is just, you know, I was a victim, right?"

Except that's not useful. It may be true, but who cares? It isn't useful for me to look at that experience and say, "Hey I was a victim. Oh poor me!" What was much more useful for me is what can I take away from that experience beside the monetary settlement that I got. What can I take away from it besides the broken leg?



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Well I took away from it that I was on the wrong path, and I needed a big, big ass lesson from the universe to wake me up. I can take away from it that I gain tremendous courage from that experience because I survived it.

Tremendous courage. I was willing to take risks after that experience that I would never have taken before. Never have taken before. I gained from it that. You know. "What the heck I should be dead! What do I have to live for? What's my purpose for being here?"

And spent the rest of my life really seeking that information and living from that. So, no matter what the past experience is you can learn lessons and take value from it. So I encourage you to look at the lessons that really can inform your pursuit of this goal.

And write about them, and I really recommend that you do all of this work in writing. In fact, my clients very often for the first two or three sessions do nothing but write. They just write and write and write.

It's really critical that you put the stuff down on paper and not just in your head, because there's a way in which it's not real until you've written it down.

TRAPS TO BE AWARE OF

STAYING IN THE PRESENT

Okay, finally I want to talk about the traps that people fall into in this process. And then I'll open it up for any last questions. So one of the biggest traps is resisting and trying to jump into the future.

DON'T TRY TO FIX ANYTHING

Trying to jump into action. Trying to change things as you're doing this process. Trying to fix the things or saying, "Oh okay, well, I got my website, but it sucks, let me go fix that now." Don't try to fix anything. Stay in the present. You will inevitably be thinking about all the things that are missing.

As you are writing that list of what's currently in place, your mind is going to be saying to you, "Yeah, but this isn't in place yet. Yeah, but that's not done yet. Yeah, but what about this? and Oh, don't forget you haven't done that yet."

See? You've given your brain a goal, and it is desperately trying to help you achieve that goal, and so it's going to be providing you with lots of ideas about what you have to do in order to achieve that goal and that's fabulous, but that's not what this process is about.



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IDEAS AND THOUGHTS OF WHAT'S MISSING OR WHAT YOU WILL WANT TO CREATE FOR THE GOAL

So as those ideas come up, first of all expect them. Now they are going to come up. It always happens. Have a notepad, separate notepad, separate list that, as those ideas come up, you just jot them down.

Don't do anything about them. Just have a place to jot them down and have a place where you can save that list, because that list is going to come in incredibly handy as you work towards your goal.

And if you notice that your brain keeps supplying the same five things over and over again? What you need to say to your brain is, "Thank you. Thank you for encouraging and helping me to go get my goal. I've written them down and when it's time to take care of those things, I will. I promise, but you've done your job. Now leave me alone. Let me focus on what I have, what I'm doing now, which is looking at my starting point assessment."

"And by the way, can you help me come up with more qualities, skills and talents for my list here? You know whatever it is, right?" So don't push those ideas away. Just jot them down. Don't jump into action on them. Just jot them down in a place where you'll be able to find them when it's time to brainstorm and explore all the ways to get there, because those things are all going to be on your list, and you won't have to remember them, because they're on your list. You don't have to remember them. You can let them go. Okay?

SHAME, BLAME AND PAIN

The next trap that I see, and this is huge for a lot of people, is shame, blame, and pain because you don't have your goal yet.

Shame, blame and pain. I find this to be really common around money, around time management, surprisingly. People have a lot of shame when it comes to time management and around physical well-being, so health and weight.

YOU'VE SET A GOAL BECAUSE YOU WANT SOMETHING YOU DON'T CURRENTLY HAVE

If you notice that you are shaming all over yourself, shooting all over yourself, blaming yourself or that this process is painful for you, yeah, you've set a goal because you want something that you don't currently have. That's just the truth.

That's why you set the goal. That's what your intention is. Remember to focus on what you have and celebrate how far you've come and what you've got in place, and really, really, really, really give yourself credit for what it took to get you here.



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FOCUS ON WHAT YOU HAVE - CELEBRATE HOW FAR YOU'VE COME AND WHAT YOU'VE GOT IN PLACE.

And for every shaming thought about not yet having your goal, look at all of the ways in which you've worked and you've manifested and you've created what you currently have. So focus on what you have, celebrate how far you've come, and what you've got in place and really give it to yourself.

DON'T USE THIS PROCESS AS A WAY TO TORTURE YOURSELF ABOUT WHAT YOU DON'T HAVE – SHAME AND BLAME WILL ONLY KEEP YOU STUCK

And most importantly, don't use this process as a way to torture yourself about what you don't have. Shame and blame only keeps you stuck. It actually embeds you more deeply into being stuck, so the more you focus on what you have, what you're grateful for, how far you've come, the freer you will be to pursue your dreams.

NOTICE THE NEGATIVE BELIEFS ABOUT YOURSELF WITH CURIOSITY AND AMUSEMENT – AND ADD THEM TO THE LIST OF THINGS YOU WILL SHIFT AS YOU WORK TOWARDS THIS GOAL.

And finally notice the negative beliefs about yourself that come up. "Oh I'll never be successful" or "I've always been fat" and you know whatever. Notice the negative beliefs about yourself with curiosity like, "Oh ha! Right now I'm believing I'll never be successful. Isn't that interesting?"

I encourage you to notice them not only with curiosity, but with just a taste of amusement, not mocking. Just like, even bemusement like, "Wow! I still believe that. Isn't that interesting?"

And add them to that list of the things that you will shift as you work towards this goal, because those beliefs are in your way. So the more you're conscious of them and the more you can begin to shift and focus on the beliefs that you have that are going to help and empower you towards your goal, the easier it will be to move towards your goal.

THIS IS A PROCESS OF OBSERVATION – BEWARE THE URGE TO JUMP INTO CHANGE AND DOING. ALLOW YOURSELF THIS MOMENT TO JUST OBSERVE WITH CURIOSITY, AND ALLOW THE OBSERVATIONS TO GESTATE – TRUST THAT THE BIRTH OF YOUR GOAL WILL COME IN TIME.

And finally this is a process of observation. Beware the urge to jump into change and doing. Allow yourself this moment to just observe with curiosity and allow those observations to gestate. Trust that the birth of your goal will surely come in time as you work through the 7 steps, The [S.P.E.C.I.A.L Road Map to Success](http://Artists-EDGE.com). Okay?



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So you guys, feel free to take yourself off mute, star 6, and if you have any questions, anything, any processes that I mentioned that I didn't explain well enough or you know, ideas or anything like that.

Star 6 to take yourself off mute...

Debra: Hello?

Man 1: Debra?

Debra: Yes?

Man 1: Hi!

Debra: Hi!

Man 1: What was the acronym again? For the start, plan, C.I.A.L.?

Debra; Okay Sir, S.P.E.C.I.A.L right? SPECIAL. S is the Starting Point Assessment. P is Picture the End Result.

Man 1: Okay.

Debra: Right? That's Point A and Point B. It's just as important to determine Point A as it is to determine Point B. C is...I'm sorry. E is Explore All the Ways to Get There. C is Create the Plan. I is Implement the Plan. A is Assess and Adjust, because we know the plans of mice and men, and L is Love the Results and actually you want to be doing L throughout the entire process. You want to be being grateful and appreciative and seeing how far you've come throughout the entire process.

Man 1: Right, right, right.

Debra: Cool. And there is an entire class that kind off explains the overall concept of [S.P.E.C.I.A.L Road Map to Success](http://Artists-EDGE.com).

Man 1: Alright

Debra: Any other questions?... Questions, comments, ideas, concerns?

Man 2: Very helpful stuff.

Debra: Good, excellent. Hey Simbur, still on the call? She is still muted.

Simbury: Still here...

Debra: Hey, any questions that you have?



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Simbury: Ah well, I'm just getting started with this process, so it's really, really helpful to listen to you talk about it at length, you know. Still got a lot of the holes that we haven't had the chance to talk about it yet, so I really appreciate it. Thanks very much.

Debra: Yup, this gives you the...this gives you the whole thing, and yeah, it's my plan I've already actually done the class, the advanced class for C - [Create the Plan](#), but I will also be...I'm going to be re-recording the...I have a [Create Your Vision Masterclass](#) recording that I made many years ago with my former business partner. I'm going to be re-recording that, but that's going to still live as a stand-alone product though. Of course, Artist Marketing and Business Academy members have...get discounts to everything.

And then I will be creating you know, for each step, for the brainstorm or the [Explore Step](#), the [Create the Plan](#) we've got, the [Implement the Plan](#), and the Assess and Adjust and the Love the Result. I'm going to be creating a class for each one of those step as we go over the next...

Simbury: That will be great.

Debra: Year or so. Okay? Any other questions or comments?

Simbury: Thank you for sharing, you know, some of your story too, you know. It's very helpful to...to have such an honest assessment, I guess.

Debra: Oh you're welcome. It's, uh, sometimes, and I've fallen into this trap too. We look at people who are successful like, "Man, they really got it going on," and we think, "Well, yeah, but you know, it's so easy for them."

"They don't have the challenges I have," and I've gotten to know some of those people really well. I've had, you know, I've had the experience of being on the other side of that comparison with clients that say, "Well, yeah, but it's so easy for you." And I think it's really important to get that, "No, it's not."

You know, one of the most amazing things, I did a course in Australia called Billionaire Boot Camp, which was really amazing, and we spent a portion of every day looking at billionaires.

We looked at George Lucas, and we looked at the guy from Virgin whose name is...I'm blanking on, and we look at you know...

Man 1: Branson

Debra: I'm sorry? Richard Branson.



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Man 1: Branson?

Debra: Branson, yeah. So we looked at like half a dozen different billionaires. Steve Jobs and all these different people and over and over we saw that you know what? They had stuff. They had stuff in their lives. They had bad things, you know. They had struggles. They, you know, they had problems with parents, and they had physical stuff that happened to them, and you know. They went bankrupt three times before they really hit it big or whatever.

The truth is we're all on this journey, and we all have our challenges and rather than comparing yourself and saying, "Oh well, but it was so easy for them and I'll never get there." Look at all the ways, the things that they did to overcome their challenges, and implement that to help you overcome yours.

And so I try to be that example, so that people can kind of use what I've done to help them get past their challenges. So...

Simbury: Debra, also we really appreciate you sharing that because there are a lot of, as I've looked for different coaches on my path to finding you, there's some people out there who don't want to look at that stuff. And I think it's a disservice.

Debra: You know, you've got to walk the walk, man. I'm never going to ask my clients or my customers or you know, the people I'm teaching to do something I haven't done myself or you know, or not in process of doing. So, we're all works in progress.

Simbury: It's all happy talk, you know.

Debra: Yeah, I hate that.

Simbury: I appreciate you're willing to look at the light side and the dark side, because we need both, right?

Debra: Yeah, absolutely! My sister actually has a term for that, which I find really amusing, which is, she calls it New Age Terrorism. "Oh, we just have to think happy thoughts and we'll get there." And if you're not there yet that must be because you're not thinking happy thoughts. She calls that New Age Terrorism.

Simbury: Yeah, it's a huge market. It really is.

Debra: Yeah, it's icky, isn't it? Yeah I think it's really icky too. That doesn't mean I don't go, I don't go there, you know. Doesn't mean I don't go for the "woo woo" positive thinking stuff. It's that, you know, let's be real.

Man 1: Right.



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Simbury: If someone talks about enlightenment without talking about endarkenment, run the other direction.

Debra: Yeah! I like that a lot. That's really good. I may include that in my...

Man 1: What is that? What?

Debra: If someone...I'm sorry what?

Man 1: I just said it's like a good Mark Twain quote about people that are too optimistic that they've never had life experience or something like that, some quote like that.

Debra: Yeah! Never had anything bad happen to them or whatever. I actually now...I actually have worked with a few people who had, who were like child prodigies and had things handed to them, and I'll tell you, they struggle as adults. Hugely struggle as adults.

Man 1: Why?

Debra: Because they never learn perseverance. Perseverance is a skill that we learn when things are really hard. Yeah, they've never failed. They've never had to work really hard, and so when it gets hard, they don't know what to do.

Man 1: Right. And all those successful people you talked about had so many failures and not having become successful. Pre-requisite for success basically.

Debra: There's a Winston Churchill quote that I tweet about the people who are successful are just the ones who failed so many times they finally got successful, something like that. That's a mangling of the quote, but it's something like that. Alright you guys, very good. Thank you so much! Have a great one. We'll see you on the next call.

Man 1: Okay. Thank you, Debra.