



HEALTHY AND WEALTHY

Helping you to achieve healthy and wealthy relationships, career and life

## **October Newsletter**

Welcome to this month's issue of News from Healthy and Wealthy, our free newsletter keeping you in touch with ways to make a difference in your business.

Our coaches work with dental practices, entrepreneurs and business owners, keeping them focused, in tune and motivated, ensuring that they are able to create the businesses they were born to.

We are creating more health in your business, so you have more wealth in your life.

**Please pass this newsletter on to anyone you think may be interested.**

I am always pleased to receive feedback, please e-mail me if you wish to make a comment about the content in this newsletter. [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk)



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## Top Business Tips: - The Hero's Journey part 2

In last month's newsletter I introduced you to Joseph Campbell's hero's journey when we looked at Part I, *Departure*. In this issue, I will be talking about the second stage, *Initiation*, and next month I will be covering the final phase, *The Return*.

The hero's journey is useful as it helps us to see where we are on the path of evolution of our businesses and ourselves. You may start to recognise how far you have already come and identify the challenges that you have faced in a new context and anticipate the journey ahead.

The phases of the second stage, **Initiation**, are:

The Road of Trials

The Meeting with the Goddess

Woman as the Temptress

Atonement with the Father

Apotheosis

The Ultimate Boon

**The Road of Trials:** Once the hero, or you as a business entrepreneur, have made your decision and stepped out on your own hero's journey, the first thing according to Campbell that you can expect is a series of trials and ordeals. Campbell found that a hero often will fail at one or more of the obstacles that they come across and yet it is at this point that a transformation of the hero begins.

As you reflect on yourself and identify with the hero, what were the challenges that you faced when starting the business?

What were the challenges you appeared to fail at, and how did you develop as a result?

**The Meeting with the Goddess:** For Campbell, the meeting with the goddess represents the point in the journey when the hero begins to see himself as whole. In this phase, our hero experiences a love that has power and significance. For us in business, this could be the point when we recognise ourselves, identify a key member of the team, strategic alliance or partnership that enabled us to take the business to another level.

In your business, who is your metaphorical Goddess?



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**Woman as the Temptress:** In this phase, our hero can expect to experience temptations or distractions that lead them away from or even to abandon the original quest.

What are you currently being distracted by that is taking your attention away from running a highly successful business?

**Atonement with the Father:** Now the hero must confront and disempower whatever is ultimately controlling their life. In the myths and legend studied by Campbell, often this is represented by a father, who may or may not be killed, allowing the hero to be free and move on.

For you in business, the father figure may represent your ego, insecurities, obsessions or fears. What, deep down, controls your life and how you can operate in business?

For you to become a true hero the time has come to confront and disempower those attitudes, beliefs and behaviours that limit you. \*

### **Apotheosis**

To apotheosise is to make in to a god. For Campbell, once the hero has been through the death of their old way of being, they are able to move into a place where they live in a state of divine knowledge, love, compassion and bliss – a god-like way of being. For many of us, this is experienced by operating from a place of rejuvenation. From this place, the hero in Campbell's myths and legends returns home.

What will it be like for you once you have confronted and disempowered those things that previously unconsciously controlled you?

### **The Ultimate Boon**

The ultimate boon is when the hero achieved what they set out to. All the previous steps prepared the hero for this step. In the myths and legends this step is often represented as something spectacular, the Holy Grail or an elixir for life. For you, the hero in your story, it is about discovering what your true purpose is, or identifying what you are born to be.

For you, what could be the ultimate boon of your journey as a business owner and entrepreneur?

How will you know when you have found your prize?

In next month's newsletter, I will look at the final stage of the hero's journey, the return and what it means in business.



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\*Working with a coach skilled in NLP techniques is an effective way to overcome these aspects of your life.

More useful tips and advice for businesses are available free at  
<http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=19&p=how-healthy-and-wealthy-is-your-business?.html>

If you would like further information on how business coaching improves your performance at work, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## **Advice for Dental Practices – Are you invisible?**

When you last thought about buying a product or service from a new supplier what did you do?

Did you use the Yellow Pages or Google?

I suspect that for most you like most others, you're the first port of call for information was Google. Indeed, as I travel round the country meeting with dental practices and other businesses, that is what I find.

Curiously, when I then ask dental practices how many of them have a website themselves, very few do. When I was with a group of Dentists in Cheltenham recently I was astounded to discover, that none of the practices represented had a website. And yet one of the most frequent requests I have from my clients is how to attract new clients.

### **If you do not have a website, you are invisible.**

As a dental practice you must have a website for many reasons including;

- Letting potential new patients know that you exist
- Showcasing the great clinical work you do
- Introducing the team, so new patients feel at home when they arrive
- Exhibiting your premises and facilities
- Provide a simple glossary and pictorial explanation for dental procedures
- So few dentists have a website, you will pick up new clients in your area

I have seen some great dental websites and some tragically bad ones. As a general rule, the great ones are designed by specialist web designers, and the bad ones designed by dentists. Yes it will be less expensive to design the website yourself in the short term, and I would ask you to remember the maxim, 'if you buy cheap, you buy twice.'

For the practices in Cheltenham, knowing that no-one else has a website should be a compelling reason to get one, as who else will the potential new patients find when they Google 'Dentist, Cheltenham'?



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If you would like to discuss how you can increase the profile of your practice, and recruit new patients please contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

More useful tips and advice for dental practices are available free at  
<http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=20&p=dental-practices.html>



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### **Healthy and Wealthy You – What would someone else do?**

Do you find it easier to solve someone else's problems than your own?

Have you ever had the experience that you have had a problem, that you pondered over for hours, unable to find a solution, and then someone else, a friend, a colleague or one of your children offers a great solution?

Annoying isn't it!

Distance and a different view point will give you another perspective on a situation, and this in turn will give you more information, more choice and the answers you have been looking for.

This exercise is designed to give different perspectives, more information, more choices and answers.

1. What is a challenge that you are currently having?
  
2. If you were to be reincarnated three times who or what would you come back as? (you can choose someone who is still alive now)
  - a.
  - b.
  - c.
3. As each of those incarnations what new thoughts, experiences and skill do you bring to the situation?
  
4. As each incarnation, how would you resolve this challenge?

More useful tips and advice for you are available free at  
<http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=16&p=how-healthy-and-wealthy-are-you?.html>

If you would like more information on how to find out more about discovering your abilities, skills and talents and the impact that can have contact  
[jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website  
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### **NLP Tip of the Month**

**Neuro-Linguistic Programming (NLP)** is an approach that recognises how your brain (neuro) and your language patterns (linguistic) control your behaviours (programming).

My clients and I have found that understanding how we code information and language is extremely liberating, as we have choices of behaviour and thought, which in turn bring many more opportunities.

NLP is underpinned by many presuppositions, which are the guiding principles. They may or may not be true and you don't have to believe them. However, in NLP we like to presuppose that they are true and are curious as to what happens in any situation if they hold to be true.

In this series of newsletters I will be introducing the NLP presuppositions in turn.

#### **10. We process all information through our senses.**

We have five senses, sight, sound, touch, taste and smell. Our memories, fantasies and present are experienced through these five senses. Each of us will rely on each individual sense to a different degree and as a result no two people can ever have the same experience. What the study of NLP has taught us is that, if we alter the way we represent a situation it changes the impact it has on us, and if we apply these principles we can change our experiences for the better (or worse if you choose to).

To understand what I mean, try this simple exercise with a partner.

Think of a time that you had an experience that made you 5/10 on a happiness scale where 0 is downright miserable and 10 is ecstatically happy.

As you recall this memory you will probably notice an image in your mind's eye, pay attention to the picture.

How large is it?

How far away from you is it?

Where is it positioned in relation to you?

Is the image, in colour, black and white or sepia?

If it is in colour are they bright or pale?

Is there any movement in the picture?

Is the picture 2d or 3d?

Is there a frame or border to the picture?



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Are you in the picture (associated) or viewing the picture from a distance (disassociated)?  
What else do you notice about the quality of the image?

Once you have identified the qualities of the picture, change them and notice what happens to your score on the happiness scale.

For example, if your picture was about A4, 6" in front of you and pastel shades with movement, change it so it is about the size of a postage stamp on the horizon, and a black and white still, notice how happy you feel now. Then make the image huge and close up, with bright vibrant colours and movement and notice how happy you feel now.

Most people will notice that when the image is bright, large and close up they feel happier. However there is no right or wrong way, your brain works the way it works and if you feel happier when the image is a still black and white in the distance that is great too. Once you know how your brain 'codes' happy memories and how to make them happier, you can make all your memories happier if you choose to.

If you would like more information on NLP coaching and training programmes, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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**Win a coaching and training package valued £750.**

I am interested in what currently is your biggest business opportunity. As I work with many of my clients, I frequently help them discover that they have many opportunities available to them to develop their business and yet many of my clients are not making full advantage of the opportunities.

Please answer the questions below and return them to me before Friday 13<sup>th</sup> November. Please put **Win a coaching and training package** in the subject bar. The winner will be announced in the December edition of **News from Healthy and Wealthy**.

You have to be in it to win it! In August I asked you some questions about your successes, I did not receive any replies and so there will be no giveaway for this month.

However, at my seminars **Surviving and Thriving in the Credit Crunch™** I have many people enter the prize draw and here is Richard receiving his prize in September.



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## Product of the Month

This month's product of the month is **Introduction to NLP for Dentists**. This is a one-day introductory seminar for all team members that will introduce you to some of the powerful concepts and processes that are used by many highly success businesses. As a result of attending this seminar, you will:

- Find out - Exactly what NLP is, where it came from and how people all over the world are using it to change their own lives and their businesses
- Learn - Techniques that will help you to read people and give you an insight into how they are thinking
- Discover - Simple but very powerful ways to gain instant trust and really 'click' with others, transforming your relationships with your colleagues and patients
- Understand how you can incorporate NLP into your practice and your personal life

For more details on the product of the month and other courses run by Healthy and Wealthy, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## **Courses and Workshops**

### **Healthy and Wealthy training programmes include:**

**The current range of courses that are available include the following. These may be provided as bespoke inhouse trainings or as a standard seminar.**

- Healthy and Wealthy Foundations™
- Healthy and Wealthy Foundations for Your Team™
- 1 Day Surviving and Thriving in the Credit Crunch™
- 1 Day Top 10 Habits Essential for a Successful Business™
- Selling – It is a Team Game™
- Speak the Same Language as your Patients™.
- Influential Practice™
- Customer Journey
- Conflict Resolution and Overcoming Objections.
- Use your Appointment Book Advantageously™
- Create a Compelling Future™
- Clearly Healthy and Wealthy™
- Healthy and Wealthy Motivation™
- Healthy and Wealthy Systems™
- Healthy and Wealthy Teams™
- Healthy and Wealthy Customer Experience™
- Healthy and Wealthy You™
- Healthy and Wealthy Mind and Body™
- Healthy and Wealthy Bespoke™
- Introduction to NLP for Healthcare Providers™
- NLP Practitioner Training for Healthcare Providers™
- NLP Master Practitioner Training for Healthcare Providers™
- Advanced Communication Skills for Healthcare Providers™
- Increased Sales for Healthcare Providers using NLP™
- Customer Service Skills for the Team™
- Complimentary Introduction to Coaching Taster Session
- Other - Other courses can be arranged on a bespoke basis for your practice please call to discuss your specific requirements

For further details on all courses and workshops, contact us on 01296 770462, or at [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or go to [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)



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## Healthy and Wealthy Foundations™

This programme is a combination of coaching and training for business owners who have realised that they are not as successful as they want to be, or have realised that they know about the service they offer and not how to run a business. This programme will show clients essential strategies they must follow to create the successful business of their dreams. Areas that will be covered include:

- Creating a compelling vision
- Effective and efficient time management
- Complete financial control
- Consistently reproducible world-class customer service.
- Excellent and harmonious teamwork
- Ethical, effortless and efficient selling skills
- Impressive, effective and inexpensive marketing
- Fully functional formulas
- Inspirational leadership
- Work-life balance

Dates:

**Friday 6th November**  
**Friday 4th December**  
**Friday 8th January 2010**

**Friday 5th February 2010**  
**Friday 5th March 2010**  
**Friday 2nd April 2010**

Location:

**Cedar House Training Centre, Marlow SL7 1DQ**

Investment:

Training days only **£347** per month

Training and coaching **£497** per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- For businesses signed up to the full Healthy and Wealthy Foundations™, you will receive a 20% discount on all other Healthy and Wealthy services, including Healthy and Wealthy Foundations for Your Team™
- Money back guarantee



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## **Healthy and Wealthy Foundations for Your Team™**

This programme is designed for the teams whose business owners are participating in **Healthy and Wealthy Foundations**, so they understand why changes are being made and become part of creating a successful business.

This programme will assist clients in:

- The rapid implementation of successful strategies;
- Involve the staff in the implementation, increasing their job satisfaction and reducing business owners work load;
- Creating a business that is efficient, successful and the whole team is working harmoniously.

Dates:

**Friday 27th November 2009**

**Friday 29th January 2010**

**Friday 26th March 2010**

Location: **Cedar Lodge Training Centre Marlow Buckinghamshire SL7 1DQ**

Investment: Training days only **£197** per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- For businesses signed up to the Healthy and Wealthy Foundations™, will receive a 20% discount on Healthy and Wealthy Foundations for Your Team™ and all other Healthy and Wealthy training and coaching programmes.
- Money back guarantee

Please look at our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk) for details of published articles, useful downloads subscription to our newsletter and much much more.



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## **Special Offers**

### **Introduction to NLP for Dentists™**

**Book four places and get a 5<sup>th</sup> place FREE, saving up to £797.00**

For more information, to book your places and make your savings contact  
[jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or  
01296 770462