

HEART CENTERED  PLANNING

Nourish Your
Personal Power





What Does It Mean To Nourish Your Personal Power?

This is a time to step into your power to rise up, take action and be a part of the change this world so desperately needs. In light of the current pandemic and what Covid-19 is forcing us all to do, it's a perfect time to do your inner work. Do some soul searching to find your purpose.

We are being asked to socially distance but that doesn't mean go sit on the couch and watch Tiger King while eating Cheetos and ice cream. and be unproductive. Okay, maybe ONE episode but that's it!

We are in a time of great change. A time that is calling for Heart Centered Planning more than ever before.

This is a time to go within, to find who you really want to be. We are creating the new normal so why not create the new you? The you that you know is worthy of success. The you that will stand for truth and justice. The you that this world needs.

We are in a time of great change. A time that is calling for Heart Centered Planning more than ever before. This world is shifting from fear, scarcity and ego to LOVE. Are you ready to embrace it and be a part of it? The only thing that you truly have control over is how you show up. Are you ready to show up in a way that this new normal is calling for?

We have been talking for years with agents and advisors on how to embrace technology. The face-to-face interactions don't have to stop. Just use the outlets that are available through FaceTime, Zoom and GoTo-Meeting. These options save time for you and your clients and allow for more efficiency and now lower potential exposure to

Covid-19. This is not a time to be paralyzed. This is a time to reinvent yourself, create the new normal and create more wealth and income for both your business and your clients.

Keep the conversations going. Let your clients know you are here for them in this time and in all tough times. Just because we are in a time of uncertainty doesn't mean their retirement and income plans have to be uncertain. Help your clients create a safety net to weather these massive downturns in the market. Help your clients take back the control they so desperately desire.

It's all an inside job and the more you can handle what's happening inside you, the better you'll be able to handle the fears and concerns inside your clients.

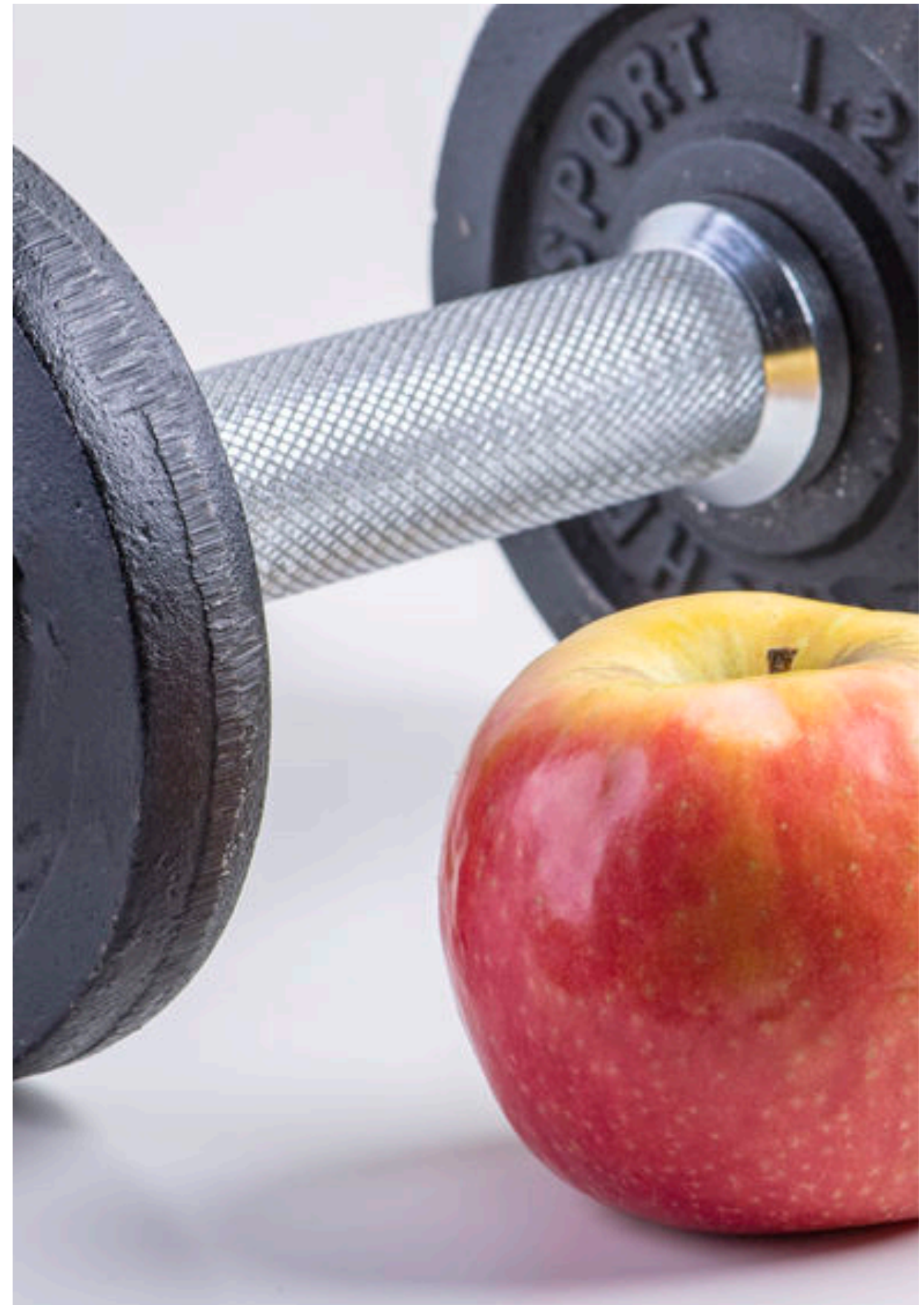
Why Incorporate Your Personal Power Into Your Business?

When you nourish your body, you nourish your life which includes your business and all things important to you. Going inward and learning about who you are builds your self worth which assists in building a healthy body and business.

It can be easy to forget how much our own physical and mental wellbeing affects our lives and how we conduct our business. An awareness of your self worth and the daily nourishment of your personal power will directly affect your business practices and lead to more heart centered decisions.

All things are interconnected. When you get to the point of realizing this, it will bring you closer to the work/life balance we discussed as crucial in our first guide. When we talk about balance, it doesn't mean 9-5 Monday-Friday. The balance you desire is up to you to define.

Society has dictated how we live and play long enough. It is time we, the people, take our power back and let society know we aren't playing by their rules any longer. We are creating our own way of being.



That doesn't mean go out and be a selfish, narcissistic, tiger trainer. It means come from a place of love and compassion but also accept who you are and your ability to be different. Who cares what others think or say about you? As long as you are doing the right things for the right reasons, good things will happen.

When you are confident in who you are, people can sense that. They may not know what they are feeling on a conscious level but they will follow those feelings. You want to instill that confidence in them. The only way to do that is if you are truly confident and know your self worth.

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In the second guide we discussed how like attracts like. When you emit this way of being you will attract clients that resonate with you. This is how you will build a practice you will be proud of.

You want to work with others you enjoy working with, ones that think the way you do. Again, you don't have to work with everyone or anyone for that matter who doesn't fit with your way of doing things. This is your life and business, you determine who you want to work with. Do not compromise your happiness and just accept anyone as a client. Get clear on who your market is and tailor your message and image to attract those people. Being your authentic self will put you in the driver's seat.

This world is about to shift into a way of being we have never experienced. The people you want to work with will no longer tolerate the lack of service and hard sales tactics that this industry/world has been pushing for decades. Service and authenticity will be demanded.





How To Incorporate It Into Your Business

Being yourself and communicating on a personal level in all of your messaging is the key to attracting your ideal clients. As your confidence in speaking from your new level of personal understanding grows, so will your comfort level in sharing what can feel very vulnerable but what is also the very thing that creates the kind of connection your potential clients are looking for in making the decision on who to trust with their future.

The more you can relax into your message, the more people will be compelled to work with you.

The connection you're looking for comes through in written content but really shines in video posts where people can get a better sense of your authenticity. It takes repetition to get truly comfortable in delivering video messages so don't be frustrated by having to do multiple takes before you get the one that feels right and always look for ways to improve your next delivery in front of the camera.

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Here are some tips to help you with your messaging mindset:

Practice Visualization and Affirmations: Before you begin writing or re-cording a new message, spend some time visualizing not only the message itself and how you will deliver it but also how it will be received by your potential clients. In addition, say some kind and supportive words to yourself as well as your audience. This will put you in a positive frame of mind and it will come through in your message.



Celebrate Your Successes: Each time you complete a post, brand update or marketing piece, take a moment to enjoy your accomplishment and the success of putting the increasingly aware version of yourself into the world. Also, feel a sense of gratitude for each interaction and response you receive from your efforts.

Letting Go When Setbacks Happen: As is the case with most new endeavors, it won't always be easy. There will be times when you're frustrated, have trouble finding that inner peace before you post or your message falls flat. This is when it's important to cut yourself a little slack, find some calm (go meditate) and then assess why things aren't working the way you'd like them to. The longer you stay in frustration, anger or overwhelm, the longer it will be before you find your winning formula.



Why Work With Us?

We are The Annuity Consultants Team (TACT). We don't sell products; we teach and guide you. Knowledge is the most important tool to have when it comes to planning for the future. We take pride in our deep knowledge, extensive experience, and heart-centered planning mindset, and we put that into practice in every interaction.

Also, we offer more than annuities. We offer multiple carriers for life, DI, LTC, and asset-based LTC. We aren't a one-stop shop, but if you need something we don't have, we can certainly point you in the right direction.

The more you know about which products and features are selling best, which sales and marketing messages are resonating most, and what's happening on the product-development front, the bigger edge you'll have in finding solutions for clients and, in the process, grow your business.

We aren't like most FMOs. We also offer marketing, so we can assist you in building a custom marketing plan to give you the best opportunity at generating leads and closing sales.

So, no matter whether you're looking for the perfect solution for your client or the best way to bring in new business, The Annuity Consultants team is here to help everyone succeed.

Helpful Links & Resources

Click on the links below to be taken directly to any of these resources.

Movies: [The Top 100 Documentaries We Can Use to Change the World](#)

Meditation: [Solar Plexus Chakra - Heal, Open & Align](#)

Meditation: [Reconnecting With Your Authentic Self -10 day course](#)

Book: [Daring Greatly by Brené Brown](#)

Audio Book: [You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life by Jen Sincero & Tantor Audio](#)

Article: [What is Self-Worth and How Do We Increase it?](#)

