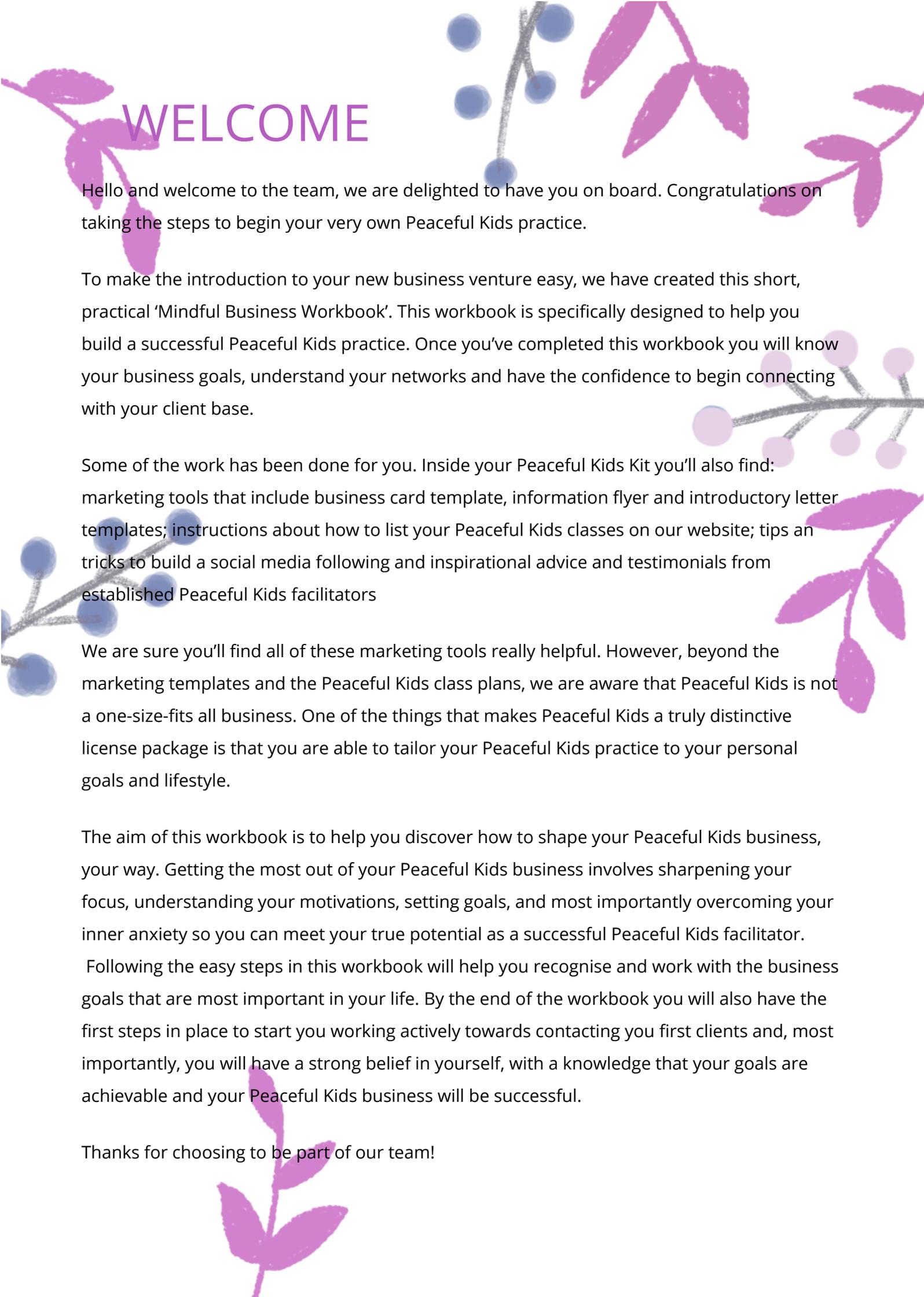




# PEACEFUL KIDS

MINDFUL BUSINESS WORKBOOK

The page is decorated with stylized floral elements. In the top left, there are purple leaves and a stem. In the top right, there are purple leaves and a stem with blue circular accents. In the middle right, there is a grey stem with purple circular accents. In the bottom left, there is a grey stem with blue circular accents. In the bottom center, there is a purple stem with leaves.

# WELCOME

Hello and welcome to the team, we are delighted to have you on board. Congratulations on taking the steps to begin your very own Peaceful Kids practice.

To make the introduction to your new business venture easy, we have created this short, practical 'Mindful Business Workbook'. This workbook is specifically designed to help you build a successful Peaceful Kids practice. Once you've completed this workbook you will know your business goals, understand your networks and have the confidence to begin connecting with your client base.

Some of the work has been done for you. Inside your Peaceful Kids Kit you'll also find: marketing tools that include business card template, information flyer and introductory letter templates; instructions about how to list your Peaceful Kids classes on our website; tips and tricks to build a social media following and inspirational advice and testimonials from established Peaceful Kids facilitators

We are sure you'll find all of these marketing tools really helpful. However, beyond the marketing templates and the Peaceful Kids class plans, we are aware that Peaceful Kids is not a one-size-fits all business. One of the things that makes Peaceful Kids a truly distinctive license package is that you are able to tailor your Peaceful Kids practice to your personal goals and lifestyle.

The aim of this workbook is to help you discover how to shape your Peaceful Kids business, your way. Getting the most out of your Peaceful Kids business involves sharpening your focus, understanding your motivations, setting goals, and most importantly overcoming your inner anxiety so you can meet your true potential as a successful Peaceful Kids facilitator.

Following the easy steps in this workbook will help you recognise and work with the business goals that are most important in your life. By the end of the workbook you will also have the first steps in place to start you working actively towards contacting your first clients and, most importantly, you will have a strong belief in yourself, with a knowledge that your goals are achievable and your Peaceful Kids business will be successful.

Thanks for choosing to be part of our team!

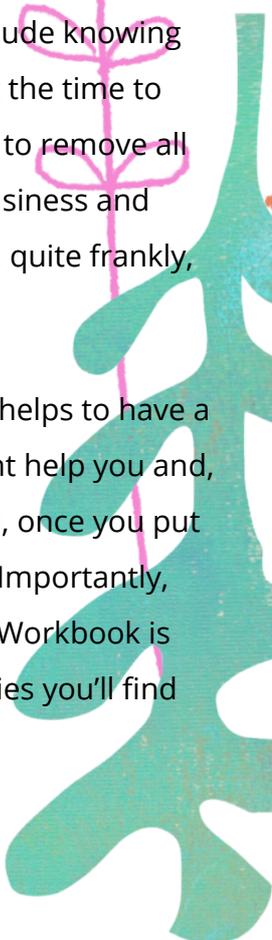
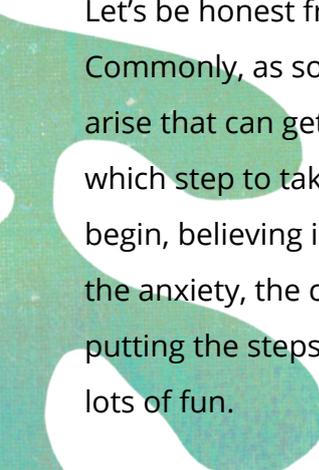
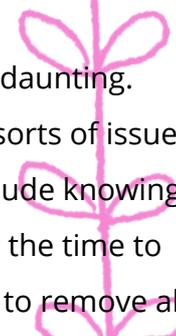
# The Mindful Business Workbook

## Time to begin

## Take a deep breath

Let's be honest from the start, as much as it is exciting, to start a new goal, it can also be daunting. Commonly, as soon as we decide to commit to a goal, like setting up a new business, all sorts of issues arise that can get in the way of taking those first steps towards success. These issues include knowing which step to take first, worrying about the impact your work will have on others, finding the time to begin, believing in yourself, being distracted by other pressures ... BUT- if you are willing to remove all the anxiety, the clutter of ruminations and fears, then you will find that starting a new business and putting the steps in place to achieve your business goals can actually be both easy and ... quite frankly, lots of fun.

From the outset, what really helps is to match your business goals to your values. It also helps to have a vision of where you are headed, some knowledge about the network of people that might help you and, most importantly, a simple plan, written down, of the steps you need to take. Be assured, once you put these things in place, you will have no trouble following a very straightforward pathway. Importantly, because your work matches your values, it's easy to stay focused. This Mindful Business Workbook is going to help you do all of the above. By taking time to complete the following ten activities you'll find that achieving your goals can actually be quite straightforward.



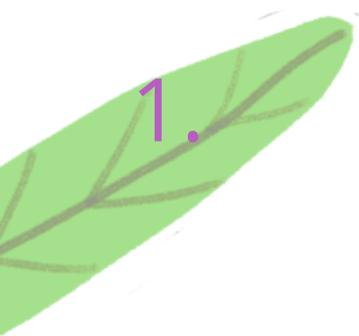


## Activity 1.

### Why am I here?

The first thing we are going to do is identify exactly what is it about the Peaceful Kids program that you feel passionate about or, more specifically, clarify why this program resonates with you? This is your first activity. Grab a pen and write down five reasons why you were drawn to taking a Peaceful Kids Licence.

**I have chosen to be a Peaceful Kids Facilitator because:**

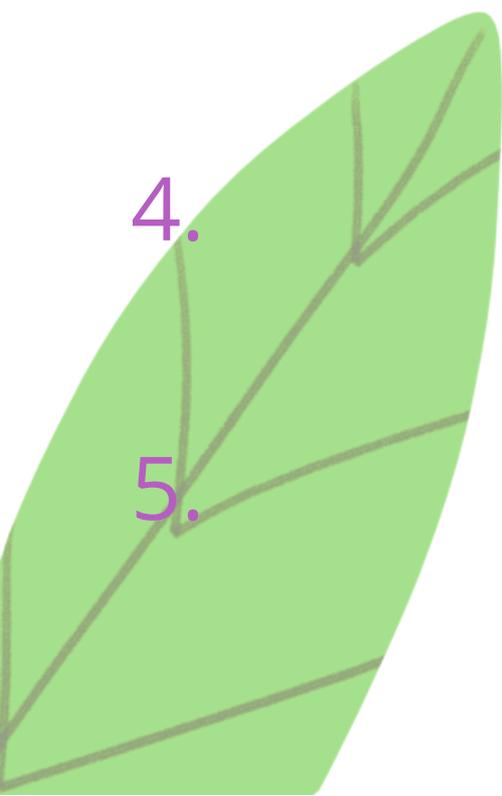


1.

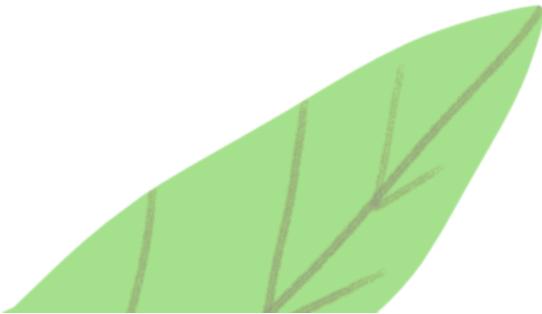
2.

3.

4.



5.



## Activity 2.

# Defining your values

Next we are going to consider what's important to you?

Here is the big question: In order to lead the most meaningful life possible, what would you love to offer to the world?

Or, another way of wording this question might be: for you to be the very best person you can be for the world...what do you need to work through right now, to make that possible?

As a Peaceful Kids facilitator, how can you respond to this?

Now the answers to that question might be work related – it might relate specifically to your work with Peaceful Kids, but not necessarily...there may be other pressing passions you wish to fulfil or challenges you wish to face head on.

Be aware that there are no correct answers to this question. Your response will truly unique to you. That is one of the most beautiful parts of the human condition – we are wonderfully unique beings, so in answering this question try to do so with 100% commitment to the authentic you. That means you are not ashamed, you are not embarrassed and you are not frightened. Even if what you want is different from what you perceive others want for you. The real question is what is right for you - right now?

**Take your pen and write your answers these questions:**

In order to lead the most meaningful life possible, what would you love to offer to the world?

For you to be the very best person you can be for the world...what do you need to work through right now, to make that possible?

As a Peaceful Kids facilitator, how can you respond to this?

## Activity 3.

# Defining your work/life balance

Now that we have considered the big picture, we are going to hone in on what is really important to you on a day-to-day level. How would you shape your life so your work/life commitments are perfectly in balance?

**Take your pen and write your answers these questions:**

Things I do that are an essential part of my life and can not be changed (eg. family commitments, health and fitness routine, time with friends etc)

How many hours would I like to work a week (include both time with clients and administration)

How much money would I like to make each week

How much free time/me time would I like to have each week

How much driving are you willing to do each week

Any other things that are 'must haves' in your life



## Activity 4.

# Visualising your future?

Please read through the following instructions for a creative visualisation and then gently close your eyes and allow your mind to consider the following suggestion:

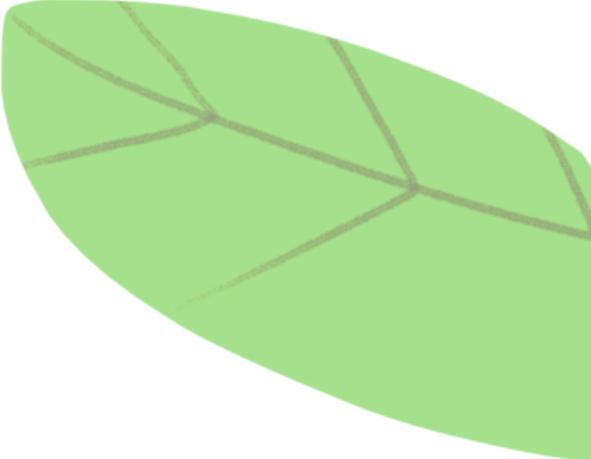
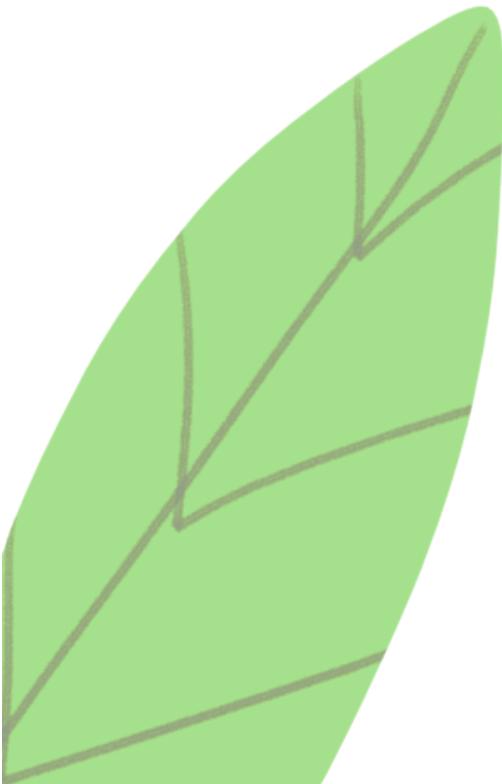
Set reality totally aside for the moments...imagine you've time jumped into the future Imagine you've just finished confidently delivering of you first Peaceful Kids program. It might be at school, or hospital, a community hall, or a complete other environment.

Where are you? Who is around you? Who are you speaking with? What does that feel like? Allow your mind to colour in the details.

When you feel this experience has come to a natural end, allow your eyes to open.

**Now grab your pen and write down the imagery that came to you.**

**In my future I am:**



## Activity 5.

# Build a word bank and write a mission statement

Take some time to reflect on what you have written so far and as you do so circle key words or phrases that best sum up your goals with Peaceful Kids. These words will form your 'word bank.'

Your next step is to utilise the key words from your word bank and write a 'mission statement' about your unique Peaceful Kids business (this may incorporate other services you offer as well). A mission statement enables you to clarify exactly what you do quickly and easily. It will also keep you on track in the future. A good mission statement will be no more than a 250-word paragraph with up to, but no more than, four short sentences. This statement should summaries the 'what, why, how, where and for whom' of your business model. For example, if your neighbor asked you about your work, and you responded by sharing your mission statement, it is expected that your neighbor would then be very clear about exactly what it is you do, why you are doing it, how you are doing it, where you are delivering your service and who you are delivering to.

Furthermore, your mission statement will keep you business focus on track; as you make business decisions you can ask yourself, 'how does this decision fit with my mission statement?' If it fits, then you know you are on track.

**To complete this activity, once you have identified your key words, try linking the ideas together in a mission statement. Remember consider the 'what, why, how, where and for whom' of your business, as this will help to create a tight, easily understood statement that is easy to verbally share with others.**

**My Word Bank**

**My Mission Statement**

## Activity 6.

# Who is travelling with you?

All businesses are about relationships. I'm sure you've heard the term 'it's not what you know, it's who you know'. Through relationships we exchange ideas and learn about ourselves. Understanding your relationships will help you map the best path to take with your Peaceful Kids practice.

Please read through the following instructions for a creative visualisation and then gently close your eyes and allow your mind to consider the following suggestion:

Imagine you're about to make your first steps towards your Peaceful Kids business. Just allow your mind to consider this and see what picture appears. Allow yourself to imagine you are talking to someone...it's a face-to-face conversation and you are sharing your Peaceful Kids mission statement.... who is it you are talking to...where are you...how is the conversation going?

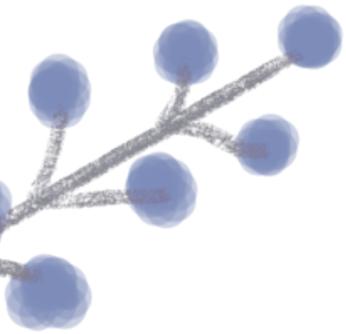
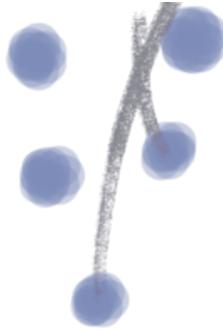
Allow that person to drift away ... and then see yourself talking to someone else or a number of people, once again you are sharing your mission statement with them.

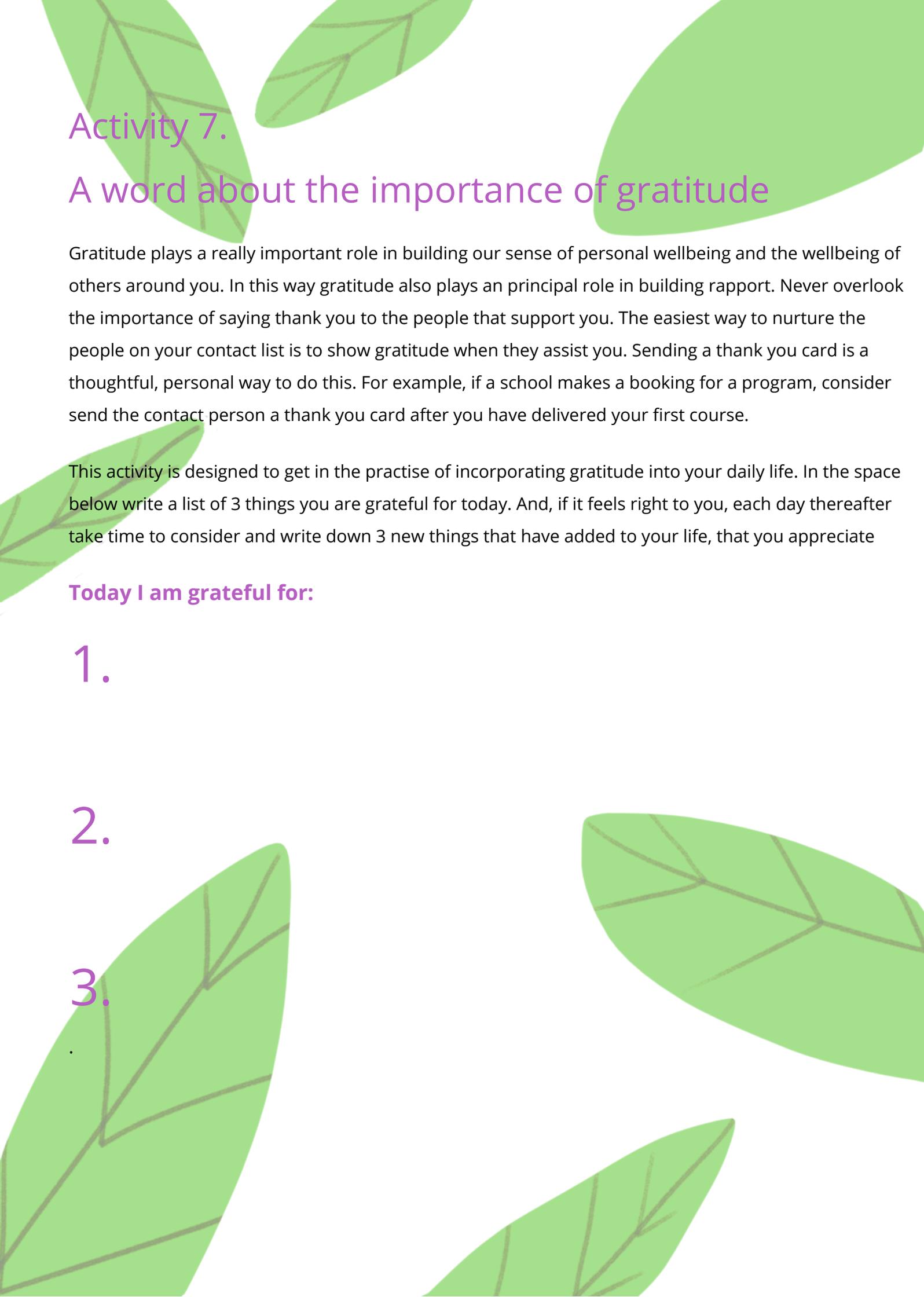
As you stand with this person or people imagine that a light begins to glow around you ... this light grows around your space and then extends outwards and begins to settle around the person you are talking to. You are glowing and they are glowing too. You exude confidence and they feel confidence in you.

When you feel this experience has come to a natural end, allow your eyes to open

**Now grab your pen and on the next page write down the names of the people that came to you. From now on, every time you think of someone that you think might be part of your Peaceful Kids journey, add his or her name to this list. This list is the most important asset your business will ever have. Treat it with respect and care and foster it so the list of names grows and the relationships with every person on that list naturally strengthen.**

# My Contact List



Activity 7.

## A word about the importance of gratitude

Gratitude plays a really important role in building our sense of personal wellbeing and the wellbeing of others around you. In this way gratitude also plays an principal role in building rapport. Never overlook the importance of saying thank you to the people that support you. The easiest way to nurture the people on your contact list is to show gratitude when they assist you. Sending a thank you card is a thoughtful, personal way to do this. For example, if a school makes a booking for a program, consider send the contact person a thank you card after you have delivered your first course.

This activity is designed to get in the practise of incorporating gratitude into your daily life. In the space below write a list of 3 things you are grateful for today. And, if it feels right to you, each day thereafter take time to consider and write down 3 new things that have added to your life, that you appreciate

**Today I am grateful for:**

1.

2.

3.



## Activity 8.

# Time to begin your first goals

To help you on your way, Peaceful Kids has provided you with class formats and a marketing kit that includes business card and introductory letters templates. However, the rest is up to you. With this in mind the following activities are designed to help you take personal responsibility for practically running your business. You are going to do this by setting goals, defining tasks and taking actionable steps to make your Peaceful Kids business venture work. No problem. You've got this! We trust, that the passion you have expressed in the earlier activities will help you take ownership of your unique Peaceful Kids Practice

There is an old Zen saying that states that it is not the answers that are important, but the questions. One of the best skills, to develop solutions that are right for your business, is learning to ask better questions. Asking good questions is the key to strategic thinking. This requires a creative open mind and most importantly a willingness not to rush in.

There are two 'tricks' to asking the right questions:

The first trick is to be aware that you don't actually also need to provide any answers ...what is important is giving your awareness to the right questions. This can seem counter intuitive to the Western mind, that tends to always want to rush in with logical, quick answers. However, we are suggesting that this is in fact not the best approach. Instead, do your best to keep an open inquiring mind. Once you've found the right question, your subconscious brain (which is far more creative) can get to work.

The second trick is the art of framing the words to make the question work for you. For example, negative questions are often met with negative answers - so a question like "why do I always struggle in my project?" is likely to be met with "because I hopeless." Reframe your questions to get a better answer.



## Activity 8. continued

Here are some good openings to phrase for your questions

“How can I...?”

“How do I...?”

“What do I need to do...?”

“Where can I find...?”

For example your list might include questions like:

How do I increase public awareness of my Peaceful Kids classes?

How do I grow my email list?

How do I grow my facebook peaceful kids page following?

Where should I hold a class?

Who could I contact that might be interested in hosting a program?

For your next activity, consider five questions you might need to answer to begin your business.

Be aware that these questions are then going to become your first five business goals.



# Activity 8. continued

## My First Peaceful Kids Program - Questions that need answering

Take your time to put down the first five questions that come to mind

1.

2.

3.

4.

5.



## Activity 9.

# Breaking down your questions into steps

Now although I have just said allow time to answer your questions, for the purposes of this workbook we are going to answer one of them.

This is where things start getting real. This is the detail...

Firstly, look at your list of questions you want to answer and decide the number one question you need answered to achieve begin your first class.

Once you have identified a key question, decide on 3 tasks that need to happen to begin answering that question.

**My number one goal is:**

**These are the steps I need to take to make this happen:**

1.

2.

3.

## Activity 10.

# Setting deadlines

Finally ... this is the step where everything begins to happen. You are now going to give the above mentioned tasks a deadline...write 'a date to be completed by' beside each of your tasks ...If you're naturally inclined to push yourself and have high expectations for yourself, be a bit more lenient than your first impulse for setting a date. If you're inclined to take it easy and good at postponing things, bring these deadlines closer in than you want to.

**These are the deadlines I will complete my tasks by:**

1. Task to be completed by:

2. Task to be completed by:

3. Task to be completed by:





# Congratulations.

## This is the beginning of your new plan

Over the next few days follow up by writing 3 – 5 steps for of the rest of your remaining questions from activity 8 (and remember to add deadlines).

Then consider further questions (or goals) ... and allow the answers (or tasks) to come to you.

Make these steps concrete. It's important that you really clearly know that you have decided that you are now on the path to making your Peaceful Kids business real.

And, if you find your imagination firing in different directions away from your task of delivering your first program, simply jot down your ideas, shelve them until needed... but then return back to this task at hand.

And there we have it. Your Mindful Business Workbook is complete. Check in with yourself. How do you feel?

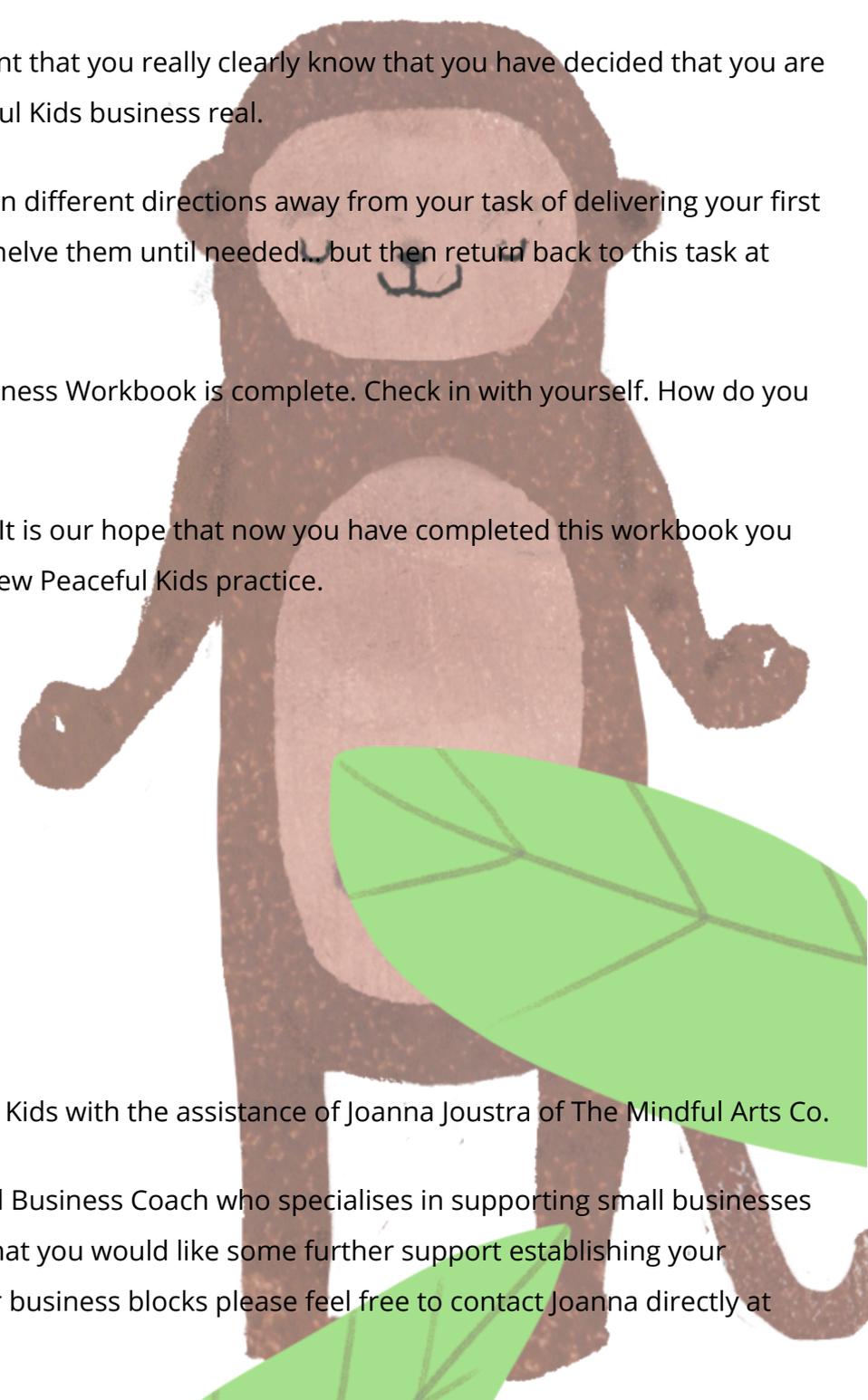
Congratulations, you're ready to begin. It is our hope that now you have completed this workbook you are now on track with beginning your new Peaceful Kids practice.

### Acknowledgement

This workbook was written for Peaceful Kids with the assistance of Joanna Joustra of The Mindful Arts Co.

Joanna is an experienced Wellbeing and Business Coach who specialises in supporting small businesses like yours to be successful. If you find that you would like some further support establishing your business goals or working through your business blocks please feel free to contact Joanna directly at

<https://themindfulartsc.com.au>





# Marketing Your Peaceful Kids classes

## Your unique Peaceful Kids website page

You can set up your own webpage on the Peaceful Kids website which gives you a professional edge. This is more appealing than having your facebook page on flyers and business cards. The image you portray from the outset is vitally important and having a 'Peaceful Kids' webpage address shows that you are aligned to an existing company rather than just working solo. You can link your facebook page from your Peaceful Kids website. The Peaceful Kids website receives over 4,000 unique visits a week and therefore it is advisable to set up your page to get your classes advertised as widely as possible.



## Set up a Business Facebook page

It is worthwhile to set up your own business Facebook page so you can gather more interest. On the following pages you will see Emily's story, who has been very successful in filling her Peaceful Kids classes by advertising only through facebook. In your marketing pack, you will also receive the 'Advertising using Facebook' ebook which has a huge amount of useful tips and tools to use. It is highly recommended you look through this resource to help you set up your page. You can also link your facebook page to your unique Peaceful Kids website page.



# Marketing Tips using social media

## Emily's story

Emily Clarke has her own Peaceful Kids business and holds classes for children in her home town of Ballarat, Victoria. She has successfully managed to advertise her Peaceful Kids classes using social media and as she had so much success in filling her classes, I asked her to put together a few tips to share with others and below are her key points to marketing on social media:

I created my own Facebook page <https://www.facebook.com/emilyclarkepeacefulkids/> initially with links to the Peaceful Kids website to begin to advertise and so people could check out information about the program through the Peaceful Kids Classes website – [peacefulkidsclasses.com](http://peacefulkidsclasses.com). I also promoted the venue I'd be doing the classes in and tried to get people following the page before I'd opened up class bookings. I had lots of friends and family like the page and share it which has resulted in about 500 people liking the page in Ballarat. Facebook is such a great platform to share and spread the word about something. I just use the page now to advertise the dates of upcoming classes and share updates of how the classes are going.

On my Facebook page I also share articles on Mindfulness and children's wellbeing so that even if people haven't got their children enrolled in this term's program they're still interested in my page and keep checking back in. I also purchased a couple of books and asked parents how they would engage in some self-care for themselves. Anyone who commented went in the raffle to win the books. That helped generate publicity for the page.



## Emily's story

I found that advertising that the places are 'limited' and having a set time that bookings open on Eventbrite helps to create anticipation and I know lots of parents were waiting for the bookings to open this term.

My biggest tip is to get a following on Facebook! Create a page with info about the Peaceful Kids Program and links to the Peaceful Kids Classes website. Get your friends and family to like and share it. Then you have a platform to advertise your classes to an audience that is already interested.

I got permission from parents to take photos of classes and occasionally I will do an update of a class. I've found people who might be interested like to see what the classes are actually about, and a lot have booked in after seeing what we do. Proud parents also love to share these photos and that generates more interest.

Through the facebook page I've also had teachers and schools contact me about how to do the Peaceful Kids training themselves which has been great.

Anyone is welcome to check my Facebook Page out can create one similar. Feel free to message me through Facebook too if you have any questions. <https://www.facebook.com/emilyclarkepeacefulkids/>

Regards, Emily

**You can also see Emily's Peaceful Kids Classes webpage here:**

<https://www.peacefulkidsclasses.com/emily.html>

## Approaching Schools

If you are thinking about approaching schools to run your program, it is advised that you set it up as a fee for parents, and not for the school. You are more likely to get schools on board if firstly they don't have to pay anything and secondly if they don't have to do anything. Schools are really busy places and the last thing they need is another thing to put on their to do list. If you can provide everything for schools from the outset, this is very appealing to schools.

As the school would not have to pay anything, schools are more than happy for people to advertise programs to be run at their school that benefits their children.

## Making contact

Ask to speak to the Wellbeing /Welfare leader or coordinator at your local schools. If you are not able to talk to the leader on the phone, ask if you can send through an email to the coordinator. Some schools offer to send the email to the administration manager and they pass this on. In your marketing pack, you have emails already compiled for you and you can then add in your own personal touch to introduce yourself. Also ask for the wellbeing leaders full name and follow up with a posted out introductory letter. You can then follow up with an email or phone call. This gives the leader some time to think about what it is you are offering.

## School information

You will also receive in your marketing pack an information pack that you send to schools via email or print out and take with you to a meeting. This will outline the outcomes of the program and how this is going to benefit their children. You can also direct them to the Peaceful kids classes page for further information. Make it clear that all the school needs to do is provide a quiet room once a week for an hour over 8 weeks and to put the flyer in their newsletter. Let them know you will handle bookings, payment and enquiries. Getting into schools is all about building relationships. It may be worthwhile to offer to hold the Peaceful Kids classes for free for your first time at a school. Once the school gets to know you and can see the benefits it is having on their children, they will be very likely to have you there again. Starting at a school and getting 'in' is often hard work, and it may require to hold a course for free to get things going. This is really worth the effort and will pay off ten fold in the future once you develop strong partnerships with schools, the students and the parents.

## Hold a free parent information session

It is worthwhile to take the time to hold a free parent information session for parents at a school to get interest. This can also be an opportunity for the Wellbeing Leader to attend this session as well to find out more about the program. Once parents find out the benefits for their children, you will gather a lot of interest. There is a huge amount of interest from parents for their child to learn these important life skills that are taught in the Peaceful Kids program and so once you can hold the session, you will have no trouble in getting bookings. Hold the session just after drop off time in the morning - this is the most successful time to run a session. Use the Peaceful Kids parent session powerpoint and adapt it to gain interest from parents.

## Advertising with schools

If you are thinking about holding your sessions at a private venue, such as a local council room or yoga centre, you can still work alongside schools to promote your classes. Schools are the best place to advertise the Peaceful Kids classes. Each school has a different process for advertising in their newsletters. Some schools charge to include a flyer or a section in the newsletter. If they do, you will find that this is the easiest, cheapest and most targeted marketing you can do. Your classes are being directly marketed to the audience you are wanting to attract which is the parents, as the parents will be the ones enrolling their child and paying for their child. Some schools are open to sending out paper flyers as well - this is also a great way to get your message out there. If they don't, ask if you can bring along a few posters to stick up on at the school or even a few to be left at reception. A lot of schools have a parent information area / display wall and are open to local classes being advertised.

## Sessions at Private venues

There are a range of potential venues to hold your Peaceful Kids classes including:

- Council rooms & Local neighbourhood centre
- Private Wellbeing Centres & allied health clinics
- Yoga & Meditation centres
- Tutoring rooms

Most of these types of venues offer a casual fee per hour and council rooms tend to be the cheapest and would definitely be worth a look.



CONTACT US

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