



The Amp Up Your Business! Decoherence Worksheet

This worksheet is designed to help you leverage your environment and the power of decoherence in supporting the amplification of your business. (Remember the idea is to put as much information as you can about your desired outcomes into the world.) But it also will help you discover new possibilities that you hadn't considered before.

Verbal Records

Who will you tell about your vision for your business? Some ideas: staff, family, friends, business associates, boss, organizations you belong to, customers, your accountant, your mentor. List them here:

How can you deliver these verbal messages? Examples: by phone, in person, over lunch, in a presentation, radio or TV interviews, via seminar, a web conference, a video on a website or a DVD, or a phone recording.

Written Records

How will you record in writing the possibilities that you want to bring to life? Do you have a written version of your vision? Some other ideas: journal entries, blog posts, Twitter, press releases, articles, website copy, brochures, an index card in your wallet, a reminder sign on your desk, a regular newsletter to your employees or customers, a book, drawings.

Thought Records

What kind of time commitment will you make to visualizing the various aspects of the successful amplification of your business vision? What commitment will you make to the strategic planning of your vision? Other thought record ideas: meditating, brainstorming, mindmapping, self-talk. Write your commitment here:

Tip: when brainstorming or mindmapping, you might try focusing on individual parts of your business vision. For example, an exploration of “marketing channels” might return ideas such as magazine ads, classified ads, Craigslist, search engine optimization, search engine marketing, building a website, a formalized referral program, direct mail, speaking, volunteering for a business organization, networking, etc. “Increasing revenue” might include ideas like raising prices, increasing sales volume, expanding your product line, increasing the number of active customers, re-activating inactive customers, hiring a salesperson, partnering with a complementary business, pursuing larger customers, touching more prospects, and so on. The deeper you go in these details, the more possibilities will arise.

Action Records

To get you started on your list of actions, you can take the *Who* and the *How* portion of the Verbal Records section, put those together and start setting up those opportunities. Only you know what actions are aligned with your vision, but the more you reach out with your actions into the world around you, the more powerful you will become as a Possibility Amplifier. Write down the immediate actions you will take here:
