

# NEW DECADE, NEW YOU MASTER CLASS

**CLARIFY YOUR GOALS & ACTUALLY *HIT* THEM IN 2020 AND BEYOND!**

Kris Murray  
President & Founder



THE CHILD CARE  
**SUCCESS**  
COMPANY



# WELCOME!



I am personally SO glad you are here today!

***Please type your name &  
where you're from in the chat***

# Key Insights You'll Gain Today!

How to definitively make 2020 stand out and be the break-out year for you

# Key Insights You'll Gain Today!

The 7 areas of your life where you can get creative in setting goals

# Key Insights You'll Gain Today!

Why the goals you set are actually far less important than the systems you put in place to support you to hit the goals

# Key Insights You'll Gain Today!

Why 95% of the people in the world stay stuck in old patterns, and how to **be one of the 5% that break through**

# Key Insights You'll Gain Today!

Real-world examples of systems Kris and her clients and team have used to make huge shifts in their lives and businesses (CASE STUDIES)

# Key Insights You'll Gain Today!

How to not be overwhelmed by everything you want to do this year, and get real clarity about what matters



# Why DON'T We Set Goals?

## 3 reasons why we "stay small"

1. **Fear** – afraid of failure / self-doubt creeps in
2. **Lack of clarity** – haven't taken the time to truly discover what you want
3. **Complacency** – it's *easier* to make excuses and not put the effort in

# It's time to RECLAIM YOUR LIFE'S AGENDA



# ***A little bit about me...***

My first client – Alison from Ohio (2008)





**We've grown a little bit since then. 😊**



# Kris Murray

## Coach



- Founder of the Child Care Success Academy
  - Over 750 ECE owners and leaders in our coaching programs
- Leading a team of 15 including 7 Faculty Members



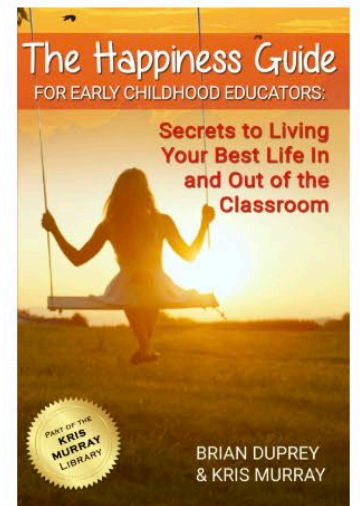
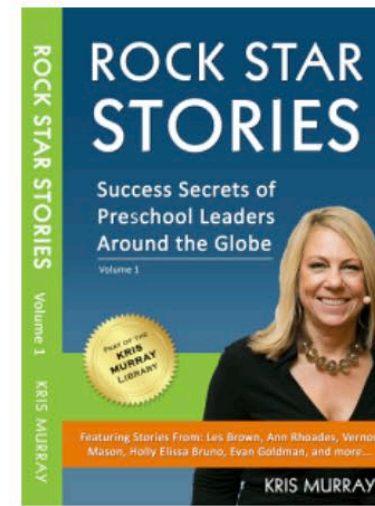
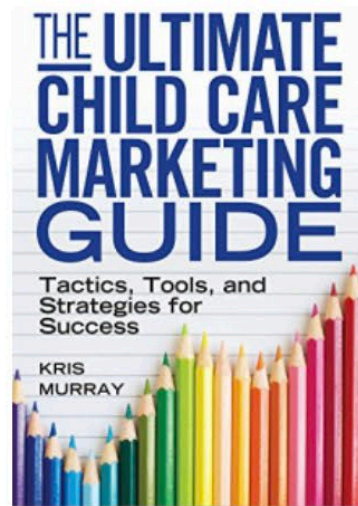
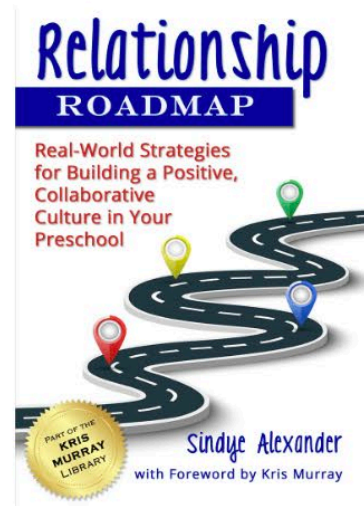
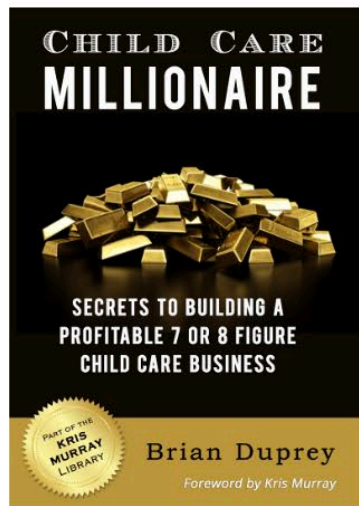
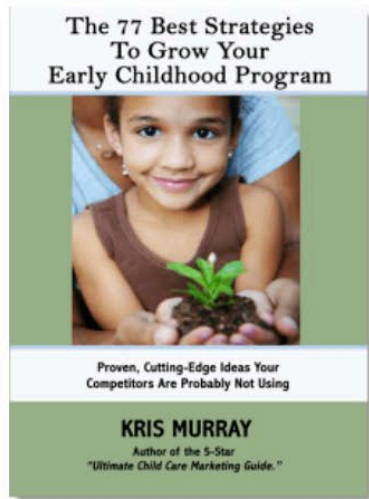
# Kris Murray

## Business & Enrollment Expert

My concepts and training have helped over  
2,500 ECE companies grow their revenue  
by **25% - 300%++**



# The Kris Murray Library



# Kris Murray

## Entrepreneur



GrowYourCenter

- Founded the Child Care Success Company in 2009
- \$0 to 7 figures in 5 years
- 2018: started full-service digital marketing agency with Bruce Spurr (Grow Your Center)
- A team of 16 and growing



# My Team



THE CHILD CARE  
**SUCCESS**  
COMPANY



# Media Appearances



# ***I love* being the host of my podcast Child Care Rockstar Radio.**

- 59 Episodes so far...
- Nuts and bolts strategies
- ECE Business Experts
- Owners & leaders who are transforming lives





I've met countless celebrities as I try to move the cause of high quality early childhood education forward.



**Stedman Graham**



**Marlee Matlin**



**Sean Astin**



**Leeza Gibbons**



**Richard Branson**



**Les Brown**



**Randi Zuckerberg**

**Most importantly, *I'm my kids' mom.***



**Maeve is 14 and Owen is 17.**

**Like you, I've had my share of  
“down and out” moments.**



My dad died suddenly of a heart attack, **left no will**, and my family all “lawyered up” to duke it out.

My son Owen was diagnosed with ADHD in second grade and had his share of fights, counseling, meds, and disengaged teachers.



Bought a bunch of rental properties,  
then **went bust** on all of them  
and **had to foreclose** during  
the Great Recession.

As a result, my credit score  
dropped to 560.

My son went through **major drug & alcohol challenges** from 15-16.

**I put him in wilderness therapy and a therapeutic boarding school for a year.**



**April 2018**



**Today**

After 3 unsuccessful tries at counseling, my husband & I decided to **divorce**. I am now **raising my 2 teens full-time as a single mom.**

If you've ever experienced divorce,  
foreclosure, bad credit, parenting  
issues, learning disorders, or  
family legal battles,  
**type “I Got You” in the Chat.**

***The Purpose of Being in Business  
is to Live YOUR Life the Way YOU  
Want to Live YOUR Life.***



***“Life is too short to do things  
you don’t want to do.”***

- Jennifer Conner

Head of Coaching, CCSC





# My 4-Step “Reclaim Your Life” Process

1. Get Clear on What You Want
2. Be Real with Yourself
3. Write Down Your Goals & System Changes
4. Make Daily Commitments

Step One:

# **Get Clear on What You Want in Your Life**

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## The “Perfect Day” Exercise

# Are You Activating Your Full Potential in These 7 Key Areas of Your Life?

1. Health
2. Career / business
3. Marriage & family
4. Friends
5. Hobbies & interests (travel, creative pursuits)
6. Finances
7. Spirituality

# What would it be/feel like to...

1. Physical (health): run a 10K in a cool city?
2. Spiritual: find a new church or commit to weekly yoga?
3. Intellectual: read one book a week and track it?
4. Emotional: attend a Tony Robbins event?
5. Social: join a Book Club?
6. Financial: have a million dollars in my personal bank account?
7. Marital: take 2 exotic, romantic trips with my spouse?
8. Parental
9. Vocational (career/business)
10. Avocational (hobbies/interests): be fluent in Italian?

# Why Do I List **HEALTH** as #1 on the List?



March 2018

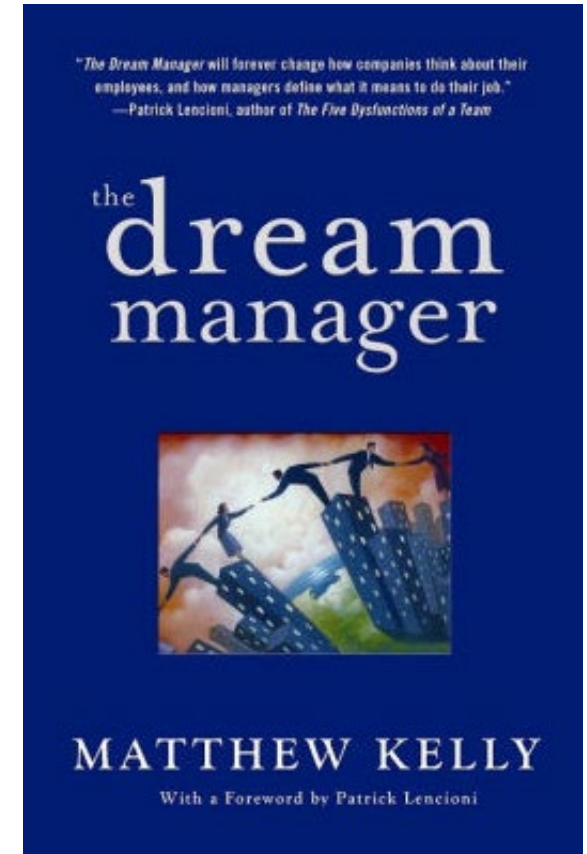
December 2019

# Key Resource: *The Dream Manager* by Matthew Kelly

We all need a Dream Manager.

Someone to hold us accountable to write down and go after our dreams.

We have an incredible ability to deceive ourselves with all manner of *excuses and self-justifications*.



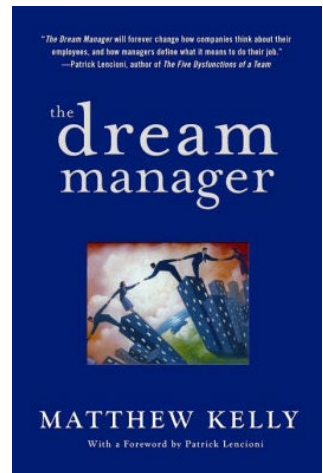
# Start Writing Down Your Dreams

Dream without limits. Start writing them down.

Purchase a cool journal for your Dream Book.

**Date** your dreams as you add them to your book.

**Date them again** when you achieve them.



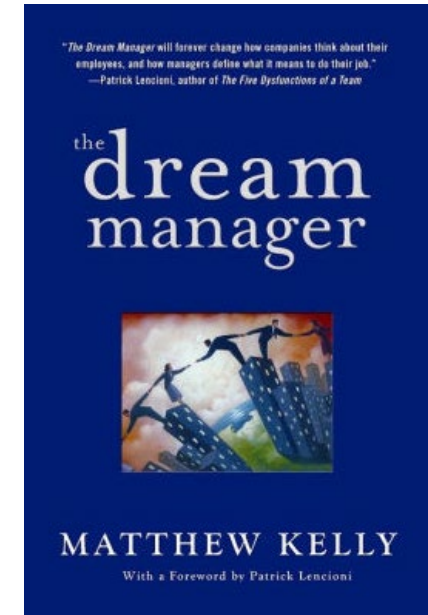


# Your challenge: ***Write Down 100 Dreams***

## Categories:

Physical  
Emotional  
Intellectual  
Spiritual  
Material  
Professional

Financial  
Creative  
Adventure  
Legacy  
Character



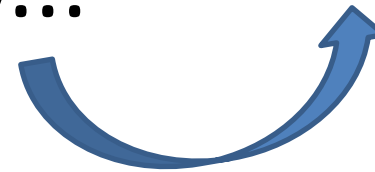
Then put your list of 100 Dreams into your  
Dream Book

No “one right way” to do this.  
Just start.

I’ve got 44 dreams so far, just  
added a couple yesterday...



Kris's Dream Journal



So that's Step 1...  
**Get CLEAR about What You Want**

Believe in the POSSIBILITY  
Dream BIGGER

***Declare It!***

***The only one stopping you is YOU***

# Step Two:

## **Be Real with Yourself**

## Step Two: **Be Real with Yourself**

What negative patterns, habits, and mindsets are holding you back & keeping you stuck and unhappy?

# Step Two: Some Introspection for Getting REAL...

- How did you see 2019 going? What were your plans, dreams, and goals?
- What major life lessons did you learn this past year?
- What did you accomplish this year that you are most proud of?
- What recurring themes, emotions, and issues came up (that contributed to the “gap”)?
- What are you COMMITTED to LEAVING BEHIND?

# Your “Leaving it Behind” Suitcase or Duffel Bag



# Limiting Beliefs & Habits

- We ALL have them (even me)
  - “I’m not a good leader.”
  - “She’s such a better mom than me.”
  - “I don’t deserve to be wealthy.”
  - “My family or friends would be mad/jealous if I \_\_\_\_\_”
- Exercise: List 5 limiting BELIEFS or HABITS holding you back.



# My 4-Step “Reclaim Your Life” Process

1. Get Clear on What You Want
2. Be Real with Yourself
- 3. Write Down Your Goals & System Changes**
4. Make Daily Commitments

# Step Three: Write Down Your Goals & System Changes

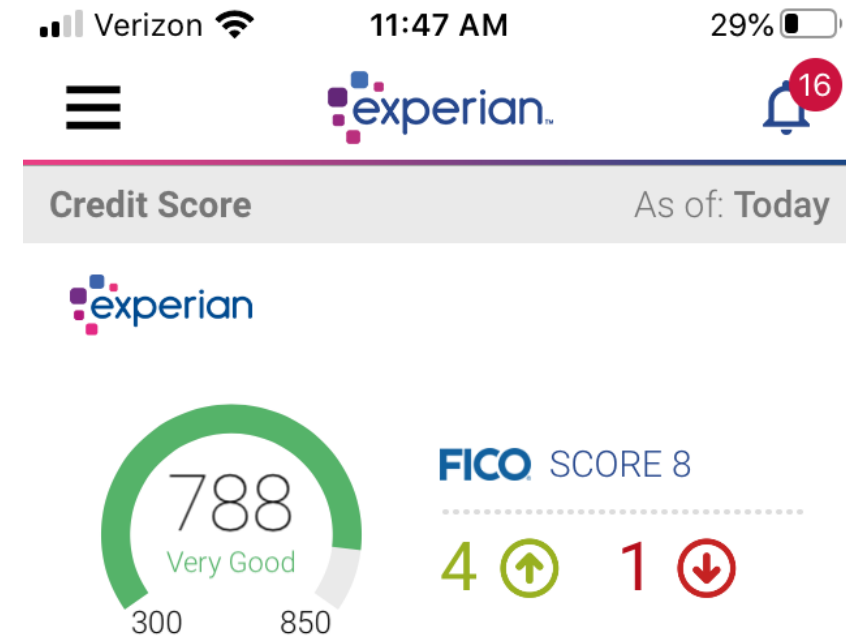
- Here's the exciting part: it's time to design **goals** for 2020
- “SMART” Goals
  - Specific
  - Measurable
  - Actionable
  - Realistic or Risky!
  - Time-Bound

## Step Three: Write Down Your Goals & System Changes

- ***Example: Work with Credit Repair company to get FICO score from 590 to 760 by December 1<sup>st</sup>, 2020, so I can buy real estate***

# I CRUSHED that Credit Repair Goal, Y'all!

- I now have an all-time high credit score of 788
- *In 2019, I purchased an investment condo as well as the office my company is leasing!*
- *I added \$850K of real estate value to my portfolio 😊*



# **Step Four:**

## **Make Daily Commitments to Your Goals**

## Step Four: Make Daily Commitments to Your Goals

- For each of your goals, identify your SYSTEM CHANGE

# The System is More Important than the Goal!

## *Change Your SYSTEM*

- Will Power: "I'm going to **try** to waste less time answering emails this year."
- System Change: "I'm turning over 3/4ths of my inbox to a Virtual Assistant."
  
- Will Power: "I'm going to **try to spend less time on** social media this year."
- System Change: "I'm going to set my web browser so I ALWAYS have to manually log into Facebook and enter my password, every single time."
  
- Will Power: "I'm going to **try to get in shape.**"
- System Change: "I'm going to be held accountable by a workout buddy or personal trainer."



# Step Four: Make Daily Commitments to Your Goals

- You've written down your SYSTEM CHANGE
- Now **chart your FIRST action step. Then block some time and get just the FIRST step done.**

- Examples:

- Meditate every day
- Company revenue
- Parenting skills (boundaries)
- Leadership & team culture
- Weight loss / fitness
- Personal wealth

First Step / Task

Calm App downloaded  
2020 proj revenue spreadsheet  
Family meetings & crest  
One leadership book a month  
Keto & Peloton 3x/wk  
Plan for quarterly distributions

# Important Tip #1...

**Don't Overthink It – *Just Do It***



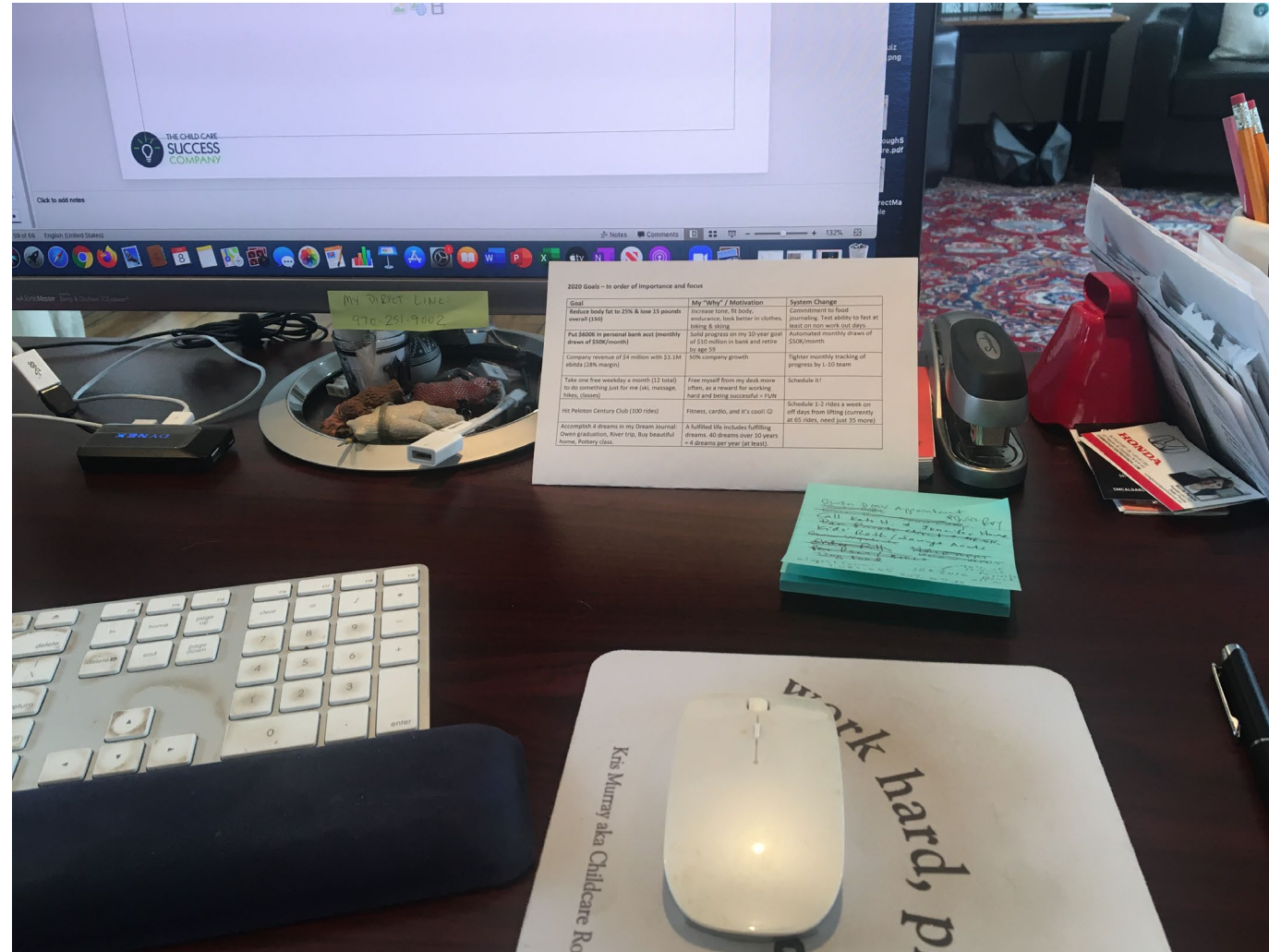
- BEGIN NOW. You can always re-visit your goals & dreams, and adjust them later
- Set an appointment & **commit** to yourself to have them done by this MONDAY (wake up Saturday morning and get 'em done!)
- **Time-block** your Goal Setting into your calendar, turn off your phone and email. This is YOUR time to design your best life! Give it the attention YOU deserve!

# Important Tip #2...

## WRITE THEM DOWN & POST THEM

- 97% of human beings do NOT do this
- They make a verbal “resolution”. By January 15<sup>th</sup>, **75%** of people abandon their resolutions
- This is THE difference between people who are making progress in their lives, and people who have a “life’s a bitch and then you die” mindset

# My 2020 Goals – Posted on My Monitor



# Now That You Have Them Written & Posted...

- **Stay Focused**
  - Be Aware of Distractions Taking You Away from Your Goals
  - Be Wary of Bright Shiny Objects
  - It's OK to say NO to opportunities that are not in alignment with your goals!
- **Be Persistent: remember your WHY to keep you going when you want to quit**
  - Read *The Slight Edge* by Jeff Olsen if you need some motivation to not quit



# **“My Daily Affirmation to Keep Me Young”**

Thank you to Joel Weldon (age 77)  
and Les Taylor for this awesome little PDF

# My 4-Step “Reclaim Your Life” Process

1. Get Clear on What You Want
2. Be Real with Yourself
3. Write Down Your Goals & System Changes
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# Your Success Assignment

- Spend 3 hours or more between **now and Monday end of day** writing down your goals for 2020
  - As well as the System Change and First Action Step for each goal.
- **Post one or more of your goals on our Facebook page ([facebook.com/childcarebusiness](https://facebook.com/childcarebusiness))** and be entered into a drawing to win a **\$200 Amazon gift card**
  - Winner will be chosen **next Tuesday morning Jan. 14**

***Case Studies:***  
Stories of Real People in Our Field  
who Have **Crushed Their Goals**

You can hear all these **real-world success stories and more** in my industry-leading podcast...or read the interviews in my new book





# ***Case Study: Donna Jensen***

- **Written Goal:** To become a “Kris Murray Coach”
- **System Change:** Voiced her goal out loud to family, friends, and employees. Offered to give 10-minute talk sessions at our events.
- **Mindset Change:** Believed it would happen in fall 2019
- **Result:** Donna became a Coach on our team, September 2019. Congrats, we love you!



# ***Case Study: Sindye Alexander***



**2015**



**Dec 2019 – WOWZA!**

Combined Weight Loss – 225 Lbs

# ***Case Study: Brian Duprey***

- **Written Goal:** To speak on the Summit main stage.
- **Mindset Change:** “The brain does not know the difference between truth and a lie, and your brain will work to get it done.”
- **Result:** “I told Jenny of my vision while sitting on stage, and one year to the day later, it came true.”



Brian & Jenny in 2016



# ***Case Study: Samantha Phillips***



- Lost 52 pounds in under 2 years
- Lost 9 percent body fat
- Size 14 to size 8



# Case Study: Samantha Phillips



IT TAKES

**4 WEEKS**

FOR **YOU** TO SEE YOUR BODY CHANGING

IT TAKES

**8 WEEKS**

FOR YOUR **FRIENDS AND FAMILY**

IT TAKES

**12 WEEKS**

FOR **THE REST OF THE WORLD**

**KEEP GOING**

I would like to **personally invite you to join me,**  
**Sam, and my team** in Phoenix at the Child Care  
Success Summit 2020

So much so...  
That I'd like to give you a **FREE Ticket**



What took place at the Child Care Success Summit  
2019 was **magical and mind-blowing**

Now you can have **lifetime access to all the sessions** including the infamous Ron Clark





There's only ONE time all year we do this

And that time is NOW

*This offer ends Monday at midnight*

## The Summit Sessions '19 Package Includes:

- 🎥 Entire Recordings Package of the Child Care Success Summit 2019 - (Includes 12 session videos, 12 session audios, 8 breakout audios with slide decks, conference workbook and access to the special resources page)
- 🎫 Bonus #1: FREE Ticket to the Child Care Success Summit 2020 in Phoenix\*
- 👤 Bonus #2: Hire Right Master Class with Tools & Resources
- 🏠 Bonus #3: How to Compete With Free Video Training
- ✉ Bonus #4: Email Marketing Training Course with 15 Plug & Play Drip Campaign Templates
- 💬 Bonus #5: A Private 45-minute Deep-Dive Coaching Call with a Child Care Success Coach

*A \$3,982 Value for only \$495 !*

or 3 easy payments of \$189

# As Always...You are protected by our 100% no questions asked guarantee

## *Rock-Solid Guarantee*



We are backing this up with our one-year 100% no-questions- asked guarantee.

There is no risk to you. If at ANY time during the next year, you don't find the package worth the tiny investment you made, just call us or email us and we'll give you an instant refund. Either way, you get to keep the free gifts including the ticket to Summit '2019. No questions asked. It's that easy.

# Lifetime Access to these Incredible Keynote Speakers



**Ron Clark**  
**Oprah's First Phenomenal Man**

**Julie & Joanna – “How to  
Talk So Little Kids...”**



**Ron McGuckin**  
**Our Favorite Child Care  
Law Expert**



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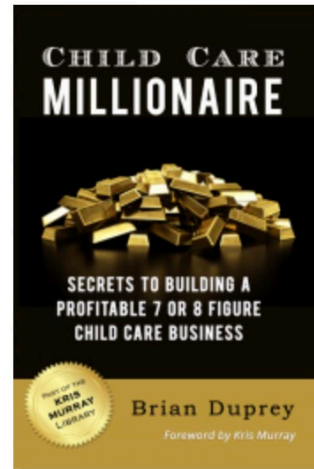
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[Learn More Here:](#)

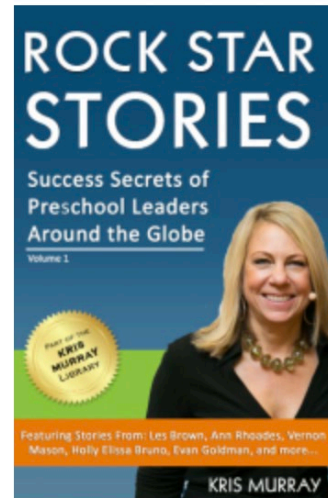
<http://bit.ly/summitsessions19>

## *Fast Action Bonus!*

Place Your Order TODAY and Receive the **Kris Murray Library Starter Kit** for **FREE** 😊



Child Care Millionaire



Rock Star Stories: Secrets of  
Preschool Leaders



The 77 Marketing Strategies

# *How to Get This Amazing Deal...*

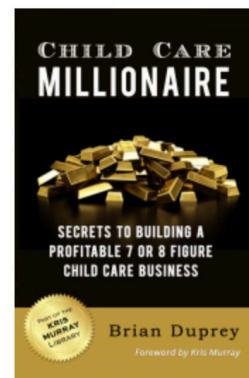
## [www.childcaresuccess.com/summitsessions19](http://www.childcaresuccess.com/summitsessions19)



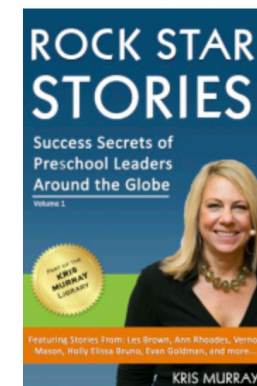
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# Q&A Time

- ***Thank you*** for being here!
  - To get your Certificate, go here:  
<http://bit.ly/summitsessions19>
  - Get your Free Ticket bonus with Summit Sessions NOW here:  
<http://bit.ly/summitsessions19>
- (offer expires Monday night, just 5 days from now – don't wait)

