

# EXECUTIVE SUMMARY

January 2010

## Entrepreneur of the Month: Bonnie Bruderer

[www.VisionBoardParties.com](http://www.VisionBoardParties.com)

### Highlights:

- A Tony Robbins seminar at age 23 was the first time she'd ever written down any goals or considered her vision, and learned that you can create anything you want in life. That began a process of change in accomplishing major things in business, relationships, and fun.
- Later when she found the paper that had been put aside, the things she had written down were already surpassed.
- That began her passion to teach people all around the world the same technique, as she worked and traveled for awhile with Tony Robbins seminars.
- Crowning achievement so far – Named “Women Owned Business of the Year” – knowing that she's created opportunity for other women to have the same positive ripple effect on many other people's lives. Also now partnering with John Assaraf to take Vision Board Parties to a bigger scale
- Biggest mistake – Not getting mentored earlier to take the right mindset and turn it into a solid strategy
- Ideal target audience – Women looking for an opportunity to change other lives and to teach the vision board techniques
- Best big idea to accelerate – Shifting from doing everything herself to creating opportunities for work for other people
- Business rituals – Entrepreneurs need to keep themselves driven. She gets up at 6, works out, showers, and goes through a mini vision board exercise every day. Write down 5 things that she wants to happen that day, “remembering forward,” rather than a to-do list.
- Always focus on what you want to create, be consistent, and be disciplined with yourself.
- Giving – Feels very blessed that her career itself is about giving and helping people transform. Giving is what you can do every day with the resources you have, not just money. You never know how much it means to people to give them a little time, attention, and kindness.
- Every struggle along the way is necessary to get where you need to go, and wisdom comes from overcoming challenges that you probably didn't enjoy at the time.
- Entrepreneurs with a clear vision don't hold onto regrets, but are always learning, looking forward, and solutions-focused.

### **Top 3 Takeaways:**

- ALEX:**
1. Even more important than getting from Point A to Point B is remembering where you came from.
  2. Being a giver, you don't take yourself so seriously because you're focused on others.
  3. Obstacles are just stepping stones to where you're going.
- BONNIE:**
1. There's great power in having a vision and being crystal clear on what you want.
  2. The right mindset comes first, then you need a very solid strategy
  3. You have to give to yourself first in order to be filled up so you can give to others. Learn the balance so you don't let people run all over you & lose your energy.