
Think Solutions

by Denis Ledoux



Negative thinking is self-defeating. Over the years, I have talked with many workshop leaders who call because there is a problem concerning their workshop business...

They tell me what is "wrong". I listen. Of course, I'm not there at their problem workshop and I don't have access to all the information I need. So I offer suggestions in the nature of "I might try this," or "If it were me, I would explore this other thing." Too often, however, the response comes in the form of a suppressed gloating...

"That won't work. People here aren't interested in..."

The fact is...

Wherever a Soleil Lifestory Network workshop facilitator leader lives, there are people there who want to write stories and people who do not. Can you guess which ones you should focus on?

There are venue directors who think bingo is more fun than lifewriting and there is precious little you can do to change their minds but...

There are other venue directors who are always looking for ways to support their clients with stimulating activities. The Turning Memories® and The Photo Scribe® Workshops are just what they've been waiting for! Guess again which ones you should be looking for?

Whatever you can say that is negative about how where you live doesn't support lifewriting, the opposite—that **where you live also presents great opportunities for lifewriting**—is also probably true.

The only way you will build your business is to develop positive relationships with people who are interested in your services and to avoid investing energy in people who are not. You will not change the people who are not. Kindly forget about them. You don't need them.

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They will only make you unhappy.

Look for solutions. Don't bemoan the fact that venue directors are fairly illiterate where you live. Instead...

Sponsor your own workshops at your house or office.

Don't decry that there's an active writing center where you live and it is siphoning off clients. Instead...

Join the center and offer the Turning Memories® Workshop as one of the center's teachers! Or...

Decide how you are different from the center. Tout that difference in your outreach as you access people who are not satisfied or comfortable at the center (that's called "branding" yourself).

A sparser population in your area than you had thought when you signed on? Perhaps this is an opportunity to...

Find an Elder Hostel to travel to or talk a local school into inaugurating a lifewriting program with you as the teacher. Or...

Offer a lifewriting workshop in conjunction with a hotel or resort during the off season. You access clients while they get to fill rooms.

These options don't appeal to you? Too much work?

Perhaps you would be more comfortable offering only two Turning Memories® series a year? Go for it. If you are realistic in your goal in terms of numbers, you will not be disappointed.

If you persist in feeling that your problem is pervasive and cannot be solved, you are probably either

- 1) not wanting to offer workshops enough and should reconsider your objectives or
- 2) not being realistic.

Think solution: how can you benefit from the situation rather than how you are being frustrated.

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