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Aromatic Wisdom Podcast Episode #007 **How To Make A Digital Vision Board To Help You** **Achieve Your Aromatherapy Goals**

This is the Aromatic Wisdom Podcast, Episode #07. In today's episode I'm going to teach you how to make a digital vision board to help you achieve your aromatherapy goals this year. You'll be surprised at how easy it is.

You're listening to the Aromatic Wisdom Podcast with your host, Liz Fulcher.

If you're interested in learning about Essential Oils, hearing interviews with industry experts, and discovering ways to grow your own Aromatherapy business, this is the podcast for you.

For more information and show notes, visit the website at www.AromaticWisdomInstitute.com. Now sit back. Relax. Take a deep breath and enjoy as Liz shares a dose of Aromatic Wisdom.

Hello Everyone and Happy New Year! My name is Liz Fulcher and I am your host for this podcast. It's great to be back, I missed you! I was gone for two weeks having a big, fat holiday with my family. Today we are going to get right back into the swing of things by talking about aromatherapy and setting your goals for what you'd like to do with aromatherapy and your knowledge of Essential Oils. More specifically, we're going to talk about a tool that will help you make those goals a reality.

Before I get into that, I would like to read some really wonderful comments that I got on Facebook. I've got three comments here that I would really like to share with you.

The first is from a Facebook fan whose name is Tammy Cowal. She says, "Liz, I just listened to this podcast and absolutely loved it. You're so easy to listen to and learn from. I will be sure to tune in again." Such wonderful words, Tammy, thank you so much. She's



written a couple of other notes on Facebook, and I appreciate your kind words Tammy. It's nice to know there's someone out there listening.

My second comment is from Robin Lemon. I just love Robin. We haven't met in person, but we've had a lot of really nice connections on Facebook and she is a sister aromatherapist. Robin says, "I really love your podcasts. For my 2015 goals list, I'm scheduling listening to them on my task list along with getting certified." Way to go Robin!

And Trey Anderson writes, "Great podcast! I made an incredible diffuser blend from your recommendations, with Bergamot, Lavender, and Siberian Fir. The house smells wonderful." Good job Trey!

Thank you so much everyone for all of the wonderful comments you leave on Facebook, and Twitter, and Pinterest as well. I will be sharing those every week, so if you have anything you'd like to share, message me on Facebook or any of those social platforms, please do so. If you want to message me on Facebook, go to www.Facebook.com/AromaticWisdomInstitute. Leave me a comment and I might read it on the air.

Let's jump right into today's topic, which is creating a digital vision board. Let's start out with a definition. What is a digital vision board? It is a tool used to help clarify, concentrate and maintain focus on a specific life goal. Literally, a vision board is any sort of board on which you display images on whatever you want to be, do, or have. That's kind of the formal definition of it. It serves a lot of purposes. When you create a vision board it helps to, first of all, identify your vision. You can write it down in words, but when you put it up in a visual representation of that goal, it helps to identify it more clearly, and really gives it power. It's funny. The term "vision board" sounds kind of hokey and new-agey, and I guess I'm kind of hokey and new-agey, but honestly, a vision board is such an effective instrument at helping you get what you want. Especially for people like us, and by that I mean aromatherapists. The kind of people who are drawn to aromatherapy and Essential Oils tend to be creative people.

Creative people respond really viscerally, very profoundly, to images. So stop and just examine yourself for a moment. Yes, we love our aromas, and yes, we love the beautiful Essential Oils, we love the therapeutic properties, but tell the truth, you are drawn to the bottles, aren't you? The labels, the beautiful plants, think about our love of the flowers and even the beautiful conifers. The whole visual aspect of plant therapy is a big part of why we love aromatherapy. We love beakers full of beautiful oils; we love beautiful



certificates with our name on it. How about the thrill of pouring a beautiful blue oil in white crème and stirring it together. So visually exciting. And, whenever you watch something take shape, if you are making a blend let's say, and you watch it start to take shape in the blender or on the stove, they are all visual inspirations. So we tend to be as a whole, very creative, visually inspired individuals, which is why vision boards really work for us in goal setting.

Over the years, I've made a number of vision boards and they've always been of the manual variety, where you cut and paste images out of say, magazines and glue it to poster board. I've mostly done those. Being a kinesthetic person, again I imagine many aromatherapists are, I love to cut paper and glue it. I just love to. I love to make collages, I love that whole being 12-years old again. Nah...let's go back. I love being five-years old again and cutting out paper and gluing it to images. It's just very satisfying.

So vision boards are just one big collage of what you want to manifest. But this year something different happened. I really wanted to make a vision board and I did not want to take the time to look for the images in magazines. So? What did I do? I created a digital vision board. I am absolutely in love with the process. I may not ever go back to paper. Now, what you put on the vision board is completely up to you; it has to be what resonates with you completely at the heart and soul level—images will do that. I also used text. I like to put affirmations with my images. Let's go with an example let's say it's your goal this year to purchase Rose Essential Oil. It is a precious oil, it is a very expensive oil and sometimes people have to wait a while before they can have an oil like that. So you would go on-line and find an image of that bottle of Rose oil that you would like to purchase, add text to it like "Rose oil is now a part of my Essential Oil collection". That's it. When you make an affirmation like that, you make a statement in the present, in the positive, and the way you would like it to be. You put your image, you put your statement about it and that is your visual representation of your goal. You don't have to put the text. I like to. But again it has to be what resonates with you.

Next, let's talk about some of the possible goals that you could have for yourself this year. Oftentimes people will say, "aromatherapy goals? I don't know. What would I put as aromatherapy goals?" Stop and think about what would you like, what would you like to be? What would you like to do? What would you like to have? Think about that. Be. Do. And have. You can even make three columns and make your lists under each one of those headings.



A couple of years ago, I did a blog post on how to make a vision board old school. Paper, poster board, glue. I made a list of some examples to help stir your creative juices of some aromatherapy goals, and I'm going to read those to you now, and I will also put a link to that blog in the show notes, so you can go back and read it later. Here is the list:

1. Own a collection of organic precious oils
2. Become a certified aromatherapist
3. Attend a professional aromatherapy conference. There is one this year in September of 2015, the AIA (the Alliance of International Aromatherapists) is having a fabulous conference in Denver. That could be one of our goals.
4. Replace all of your home cleaning products with natural cleaners
5. Begin your own aromatherapy blog
6. Create your own line of aromatherapy products or Essential Oils
7. Publish an article about Essential Oils in a professional journal. If you aren't ready to write an article for a professional journal, how about getting a subscription to one?
8. Incorporate Essential Oils and aromatherapy into an existing practice, like massage, energetics, or chiropractic.
9. Leave an unsatisfying job to work as a professional aromatherapist. There is a heck of a goal.
10. Owning a beautiful wooden box in which to store your Essential Oils.
11. Attend a class with Liz Fulcher!

That's a list of a couple of things to get you started thinking about for this year. So, sit down with a piece of paper and first of all, write out what you would really like to be, do, and have in your aromatherapy world in 2015. This will all depend on where you are. If you are just beginning, it may be that you want to take a beginner's class. It may be that you want to buy your first Essential Oil. If you've been practicing for a while, perhaps you want to take some advanced training. Perhaps you'd like to have a website, begin your own business, begin teaching—only you know what are your deepest desires and what you would really like to manifest in your aromatic life. This is between you and "you". You don't have to share it with anyone. You are a lot more free to create from the heart if no one else is looking at it. The last thing you need is anyone telling you you're dreaming too big. Ugh. I hate that.

Let's move into the digital aspect of vision boards. Remember. This is not old school. We're not using paper and glue. We're using technology. A digital vision board is just that. It would be a vision board that you create on your computer, on your iPad, or on your



Smart Phone. I have a vision board on my iPhone and one on my iPad, but I look at the one on my iPhone every day because my phone is always with me and I whip it out to look at something, to make a phone call or text, and there is the app for my vision board. I click on it and sometimes I just look at it and I re-enforce the images and I re-enforce the message of those goals that I want to achieve.

Now, there are certainly a lot of ways, besides using an app, that you can create a digital vision board. You can open a Word document; download images from the Internet and boom! you have your vision board. You can type in the text you would like. You can go into PicMonkey (www.PicMonkey.com) or Canva (www.Canva.com), or any of the other free software that's out there and open up a white sheet of paper and add your own images. So, if you are going to make your digital vision board in that manner where you take a Word document with a white background and add images, go to Google, click on images, and do a search for whatever your goal is. For example, if your goal is to begin an aromatherapy education, type in "aromatherapy education" and start looking around. If you know exactly where you want to get that education, of course I'm going to suggest my school, you could type in "Aromatic Wisdom Institute" and go to the image and see what comes up. It may be my school logo or it may be a picture of me teaching, it may be other students in the classroom. Maybe you don't know where you want to get your education. You just know that you want to learn. Perhaps you want to look up students at a desk or someone sitting in front of a computer if you want to do on-line education.

If you'd like to purchase a trade journal, do a Google search in images for the name of that journal, I'll give you an example: The International Journal of Professional Holistic Aromatherapy—a fantastic journal. So do a search perhaps get a cover of one the journals, "save as", copy the image and paste it in your document on the white piece of paper! You can move the images around, you can add text, and then you have it if you'd like to print it out.

I do recommend that you keep it private. That you keep it for yourself or an accountability partner so that you are completely free to put whatever wild goals you'd like to have. If you'd like to dream big and say I earned \$5000 a month additional from selling Essential Oils, maybe you don't want everyone in the world to know that.

One of the nice things about using any old image that you want any public image that is for personal use is you don't have to worry about copyright infringement provided this is just for you. You're not going to be posting it on a blog you're not going to be doing any sort of public display of your vision board because you could risk copyright infringement of the



images. But if it's something purely for yourself and your own motivation and inspiration, go ahead and download whatever images you want. You're the only one that's going to be looking at it.

The other thing you might want to consider in making your digital vision board is what you're going to do with it. If you're just going to carry it around with you the way I use my phone in my app or if you are going to print it out. If you're going to print it out and put it on the wall or someplace where you are going to see it every day, then I would recommend doing something like creating a Word document. You could go into Google slides and you could make documents with images on them that way. As I said you can go into free software like PicMonkey.com or Canva.com; I'll put links to those references in the show notes, because then you can create something you can print out and hang up and display.

And finally, I'd like to share with you the app that I use for my own personal digital vision board on my iPhone that I love. Go to www.myvisionboard.com and you'll get the information there to download it. It's available on the app store and it's also available for Android on Google Play. If you go to www.myvisionboard.com home page, you'll see a lot of other people's vision boards that they've shared. It's a great way to get ideas, as I'm scrolling through right now as I am doing this podcast and I'm looking at affirmations and pictures that people have put together. Some have a theme, some are just about health, some are about spirituality; here's one that says "Live your best life now." "Every day push yourself." "Always believe that something wonderful is about to happen." Pictures, texts; really a great place to get some ideas.

So that is my recommendation for your digital board. Write down on your piece of paper: get your goals, decide what images you would like to go with those goals, decide if you'd like to have your vision board be something that you carry around in the form of an app or that you would like to have on your computer and printed out. The "myvisionboard" app cannot be used on the computer. But I highly recommend it, as I said, I have it on my phone, and actually because they are so quick and easy to make on the phone, I probably have five of them. When you are in the phone click on the button to make a new vision board, you click another button and it will ask you where you want to get your images: do you want to go to the Web to get your images? Do you want to go to your phone to get the images? There is a function where you can press "text" and put your own text in. There is a button you can push that will take you to their affirmations page. It's a lot of fun actually. It's a wonderful, healthy time suck. A lot more healthy than games and Facebook. So, I think it's something that you'll enjoy. I do feel that creating a vision board of any sort, even if you go old school and use paper and glue, it is a very powerful tool to get you



focused and crystalize your goals, not only for your aromatherapy life, but also for the other aspects of who you are: health, spirituality, family, relationships. Vision boards are really spectacular.

Go forth! Make yourself a vision board and share it with me. I'd love to see what you create! You can send it to me in a private mail and I will tell no one and your secret will be safe with me. Or you can just write to me and say, "Hey, I've created a vision board and I loved it or I didn't like the app", or whatever. I love it when you guys communicate with me.

And now, we've reached that special segment of the podcast called Smell My Life.

For those of you new to the Aromatic Wisdom podcast, every episode I always share a little segment called Smell My Life in which I share an authentic, aromatic moment from my life in the past week.

Now, I actually have a lot of occasions in which to use Essential Oils, sometimes spontaneously and sometimes thought out because I have a massage therapy practice. I have been doing this for 18 years and I'm really winding it down. I don't have a lot of clients, but I still have a few. I had a gentleman in recently who normally doesn't have back pain, but he came in with spasms in his lower back. I think he had been shoveling snow. He was walking like an old Disney character, all hunched over. He came in and said, "My back is killing me. You've got to fix my back." Well, I don't fix. I was joking. Fixing is extra. While he was getting undressed and on the table, I was in the other room and I prepared a small blend with:

Jojoba carrier
Black Pepper
Clove

That was it, Black Pepper and Clove. Black Pepper is very high in a chemical component called beta-caryophellene; it is about 50% beta-caryophellene. It is a really good molecule for pain. I also put in Clove because it is numbing. Clove is also great for pain. Of course I used a carrier, I would never use Clove on the skin, or Black Pepper for that matter, without a carrier. I used a pretty high percent dilution, about a three percent dilution, which was about 18 drops of Essential Oil in one ounce. I honestly couldn't tell you how many drops of each, probably about half and half, nine and nine, or something like that. I



massaged it in his lower back, and what he shared with me after the massage was that within probably 20 minutes it felt warm and a lot of the pain went away.

I had not expected him to come in with that and as soon as he told me, I thought I need something warming and numbing and those were the two oils I reached for.

That wraps up this weeks podcast. If you are in driving distance of Central Pennsylvania, five-six-seven hours, I have a class coming up February 7th and 8th. It is a two-day class, perfect for beginners. It's called The Therapeutic Uses of Essential Oils. In March begins the Spring Aromatherapy Certification Program. You can get all kinds of information on-line at the website: www.AromaticWisdomInstitute.com.

You'll see on the navigation bar at the top of the page the word "classes". Click on classes and you'll get all the information you need there.

Thank you so, so, so much for giving me your ears and your time and I look forward to seeing you next Thursday.

Until then, be happy. Be well.

Podcast, episode #07
September 2015