“Many of us have crystal-clear dreams,” transformation coach Jennifer Grace (above) writes in her first book, “Directing Your Destiny.” “We are just too afraid to get off the couch and live them... allowing life to happen as it does, instead of shaping it as we want.” For 10 years, Grace has led clients toward manifesting the life they dream of by getting into action. “Manifesting means bringing forth into being what is already there that you cannot see,” she says, explaining that the spirit of abundance, hidden by mental clutter and overshadowed by fear and negative self-talk, is always present.

On the pages that follow, designers share practices for manifesting and staying focused in life pursuits and career goals.
Lisa Kahn first gravitated toward the idea of sanctuary in 2010 when she was going through a dark period. “It was how I grabbed the opportunity of growth and expansion,” she says. Today it is a state of mind as well as a devoted physical space where Kahn enjoys rituals that keep her centered, balanced and at peace. She relishes the path to self-knowledge and is currently working with a prosperity mentor, who she says has helped change her baseline operating system so that her thoughts and energy align with the higher frequency of abundance. She is more aware than ever of how thoughts create or sabotage dreams, how a lack of self-care derails focus, and how gratitude brings realignment.

“I also find that a steady diet of gentle, loving self-care keeps my focus sharp and my perspective on life healthy. To me, self-care is in the little things — a long walk as the sun comes up, meditation (which is one of my favorite ways to communi-cate with the universe), writing my morning pages, lighting candles and listening to relaxing music, and spending time in my sanctuary. I use that sanctuary space every single day. I read an article that likened self-care to brushing your teeth. You can’t brush your teeth for 12 hours straight, then neglect them for 12 weeks. You can’t binge on caring for yourself and then do nothing for months. It’s the small things, done with studied consistency, that keep us on track.

“We are more powerful than we realize, as creators of our own life experience. We get to choose, and our choices determine our journey. I didn’t realize how I was inadvertently keeping myself from the things I really want — abundance in love, health, opportunity, friends, wealth. I still have work to do. I learn every day. But I can see clearly where I am going, and it is such joyful work.”

“NO ROOM FOR LACK

The path to self-knowledge is rocky and steep at times, but I wouldn’t trade it for anything.

I believe in abundance. What that means is that by sharing what we’ve learned, we will not diminish our light—it will only increase our entire industry’s light. I fumbled and tumbled along, yet finally figured out my way in this industry where ‘everyone does it differently.’ There was no shortage of books, coaches, programs, mentors and straight-up trial and error. I cannot imagine why we all struggle through this alone. I cannot ignore this feeling that it’s time for all of us to band together, share the wins and lessons and epic failures, and watch as our industry soars to new heights TOGETHER.

—SANDRA FUNK, PRINCIPAL, HOUSE OF FUNK
When it comes to manifesting brand partnerships, the efforts of JASON OLIVER NIXON and JOHN LOECKE from Madcap Cottage have proven fruitful. They have 12 active licenses with several prospects — dog products, fashion, personal accessories — in the air, and they’re pushing for global visibility. “Licensing is probably 75% of our business,” Nixon says, “whereas two years ago it was 25%.”

Visual reminders pinned on Homasote walls keep the gents focused and in action. Locke procures and pins mostly visual imagery, and Nixon’s walls are decorated with words on index cards, always unlined, in varied sizes depending on the largesse of the intention. Mottos, for example, require the larger size. Nixon adds sticky notes to each card to track progress.

Thus far, they’ve attracted a lot of what they want. And while reading the cards daily incentivizes, the challenging road to a signed agreement requires lots of legwork and gratitude. Nixon sends potential partners handwritten notes and a signed copy of their book, “Prints Charming,” which Nixon calls “the best marketing asset we have.”

As goals are completed, cards are retired to an old English pine cabinet, in the company of Smythson diaries and notebooks filed since 1998. Stashed yet accessible, Nixon likes being able to refer back — a great way to gain perspective.

FOR THE LOVE OF INDEX CARDS

“Sometimes it seems that things fall into my lap, when really I’ve made the call and it’s all showing up as requested.”

Las Vegas-based designer Lisa Escobar says the process of attraction is a lot like designing a space, in that it begins with a game plan and relies on execution. Running her own firm for seven-and-a-half years, she is currently hyper-focused on attracting clients who are nice humans, collaborative and trusting of the relationship. Below she outlines her process for manifesting.

1. Identify what I want and why.
   I get to the root of my intentions and ask if it is supportive of a soul connection (does it come from my highest self, versus a place of ego) because anything other than that leads me down the wrong path.

2. Write it down using a pen and paper.
   There’s a kinesthetic (learning by doing) connection that occurs in writing that makes intentions more impactful.

3. Start visualizing and daydreaming.
   I see myself accomplishing that.

4. Believe it, trust it and have faith in it.
   I let the universe work on the how while I work on the what.

5. Speak about it as if it’s already happening.
   Words are powerful, so be aware of what you’re putting out there. One of my favorite reframes is changing “I have to” to “I get to.”
**DESIGNERS TODAY**

**GETTING OUT THERE**

When **Leah Alexander** started Beauty is Abundant, a small interior design and content creation business in Atlanta, it was a weekend project. As it gained momentum, her employer made her choose between her job and side hustle. Blindsided by the ultimatum, she created a new vision for herself that made her the beneficiary of her own sweat equity, “I made the choice to stop playing small and start living a larger-than-life life,” she says.

Beauty is Abundant operates on several levels. As a designer, Alexander manifests her clients’ “design destinies.” As a marketing professional, she celebrates unity in diversity and helps under-represented talent be seen. And on a personal level, abundance might look like an extra-long yoga session, a walk on the Beltline or pairing a cup of coffee with a great design book.

“In my personal and professional life, my primary source of abundance is present and active participation in the collective consciousness which leads to authentic relationships, referrals, invitations, new opportunities, social media connections and inspiration — and most importantly, a nurturing of self to then contribute at my highest level.”

**CREATING GOOD VIBRATIONS**

Interior designer **Laurence Carr** is committed to creating spiritual well-being and emotional peace for her clients through environments curated with intention. She is a lifelong learner of ancient traditions and techniques like Vastu Shasta and Feng Shui, that teach the importance of positive energy flow in the home. She is also a GREEN Leaders-accredited professional passionate about eco-friendly living. Carr explains how holistic design impacts energy flow and supports the practice of manifesting.

“Thoughtful holistic design clears space for Seijaku, one of the seven Zen principles of design that is more inside of us than embodied in our physical spaces. Meaning tranquility, stillness and calm, Seijaku brings inner clarity, a goal we have with all our clients. With this they are well along their way to manifesting abundance — their beliefs feel more powerful when clarity and alignment are in their life and manifesting their desire becomes easy with less resistance and more flow.”

“Re-mapping a room, or even an entire home can lend itself to positivity and healing by opening energetic pathways.”
Rachel Cannon has lived in Baton Rouge, Louisiana her whole life, and building a design business where the median income is $38K a year has been no small feat. She points to five milestones that led her to create a sustainable business in one of the poorest states in the nation.

1. Knowing and understanding that interior design is a luxury.

In the beginning, I tried to work with everyone. I had bought into the idea that I could deliver amazing design on any budget. As a business owner, I had to accept the fact that working with a designer is not an entitlement, so I stopped re-negotiating my terms and planted my stake in the ground. This helped me push forward in my goal of having an actual business and not a hobby, and allowed me to begin marketing to the audience who could (and would) willingly pay for a luxury service.

2. Identifying my ideal client.

If you want to take your business to the next level, you need to become a profiler. The more you know about the type of client you want, the more targeted your messaging, and the easier it becomes to attract that person. Gather information — age, work, marital status, shopping and vacation preferences, etc. — to be able to catch them.

3. Using a contract and never wavering on its terms.

It is too risky to provide interior design services without a contract. My attorneys have told me that letters of agreement aren’t worth the paper they’re printed on, so we drafted a comprehensive contract that precisely spells out the deliverables, the timeline, payment schedule, penalties for certain activities, what happens upon completion, etc. We do not proceed if the client has not agreed to the terms in our contract. All decision makers are required to sign it, along with the proposal for our design fees.

4. Developing and sticking to a project management process and system.

This makes our lives easier and instills confidence and trust in your client as they see you already have the lay of the land and know where you’re going. If you aren’t articulating the process from the beginning, you haven’t done enough to set yourself apart from the sea of others who appear to do the same thing. And it’s not enough just to tell them how you work — you have to stick to what you say to prove your value and build loyalty.

5. Be authentic.

In every way, from how you design to how you interact with clients, be yourself. If you try to emulate someone else, it will eventually ring hollow and clients will see through it.

Directing Your Destiny
by Jennifer Grace

With humor and generosity, celebrity life coach Jennifer Grace has created a four-week program full of daily practices and tools for manifesting. With an emphasis on cultivating clarity, setting intentions, reprogramming belief systems, gratitude, practicing non-attachment and harnessing past emotions to propel forward, Grace equips us to become the writer, producer and director of our dreams.

The Abundance Project
by Derek Rydall

“ If you’re interested in manifesting abundance, I recommend this book suggested to me by my business coach, Gail Doby. It’s really an incredible guide to the principles of prosperity. Rydall breaks it all down into simple concepts and has manifesting exercises he designed so you can get straight to the good stuff.” —Lisa Kahn