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Crafting your big vision: Email from your future self

This asset, created by Aaron Norris, is connected with the podcast episode titled '**An Email From Your Future Self**' on Build Your Edge. You can find links to the podcast here:

<https://www.buildeyouredge.org/community/podcasts/episodes/an-email-from-your-future-self>

Step 1: Date received

[insert date]

Step 2: Detail the story highlights (personal and professional)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Examples:

1. Hit at least 200% quota and attended presidents club every year
2. Earned \$3m in commission that enabled you to pay off the mortgage & retire early
3. Promoted to CRO of a major tech company
4. Recognised across the industry for your impact to customers
5. Ran ultra-marathons and completed Ironman events globally
6. Travelled the world with your family
7. Never miss your kids' sports or school events

Step 3: Who are the 2-3 people that matter most (personal and professional):

1. _____
2. _____
3. _____

Examples:

1. The CEO of your company
2. A mentor you admire

3. Your significant other or kids
4. A customer executive from a prestigious company

Step 4: Create a fictional quotation from each person:

- A. Quote
- B. Quote
- C. Quote

Example quote:

Spouse: "I am so proud of your incredible career accomplishments. You have worked hard in sales and earned more than we could have ever imagined to provide us with the dream life. Yet you've always maintained a healthy work-life balance and put me and the kids first."

Step 5: Summarise the story into 3 sentences for the intro

[Insert text here]

Example:

You consistently exceeded expectations as a sales pro, averaging over 200% of quota attainment each year to earn millions of dollars in commissions.

Qualifying for the President's Club has been a regular occurrence in your sales career and helped you rise to the boardroom as CRO of a multi-billion dollar tech company.

But what really sets you apart is your ability to maintain career success, be there for your family, and take care of your health.

Step 6: Eye-catching subject line

[Insert text here]

Example:

Your Sales Success Story: Your Journey to Peak Performance, Wealth & Balance

Bonus step: Visual

[Insert AI prompt description here]

[Add AI-generated image]

Step 7: Draft your email

See the example on the next page for inspiration.

From	Your Future Self
To	[Insert your email address]
Subject	[Copy and paste email subject]

[Craft a 1 page email using the notes created in steps 1-6]

Yours gratefully,
Future [Insert Name]

Sample email from you future self

From: Your Future Self
To: john.smith@gmail.com
Subject: Your Sales Success Story: Your Journey to Peak Performance, Wealth & Balance

Dear John,

I hope this message finds you well and proud of our journey.

Today, I want to share how you achieved unprecedented success in your sales career while maintaining a balanced and fulfilling family life.

Your goals have been to surpass sales targets, earn respect, and achieve harmony between personal and professional priorities.

For years, you've striven to meet and exceed expectations, consistently achieving 200% of quota attainment each year and earning millions in commissions. But what truly sets you apart is your ability to avoid burnout and lead a well-balanced family life.

Qualifying for the President's Club has become a regular feature of your sales career and a testament to your dedication. You're known for winning new clients and showcasing your ability to drive growth by reaching and inspiring senior customer executives.

In recognition of your achievements, the VP of Sales at Microsoft shares:

"As the VP of Sales, I wish to acknowledge your exceptional contributions to our team and Microsoft. Your consistent overachievement in quota attainment each year is truly impressive.

Your regular qualification for the President's Club demonstrates your remarkable sales skills and dedication to driving growth. On behalf of the EMEA Senior leadership, I extend my appreciation for your commitment and the positive impact you've made.

Your accomplishments inspire us all, and we are fortunate to have you as a valued member of our team. Best wishes for your continued success."

But perhaps your most significant achievement, John, lies in your daily disciplines, your "foundations" for success.

Prioritising movement, nutrition, sleep, growth, mindfulness, and proactive planning ensures that you perform at your best every day.

Financial security has been another cornerstone of your success. By paying off our mortgages in the US and Canada and saving diligently, you've achieved financial freedom to control your retirement date and provide for your family without constraints.

The Vision Accelerator

And speaking of family, your impact on their lives cannot be overstated. Let me share with you the words of gratitude from your spouse:

"I am very proud and grateful for your accomplishments. You have worked hard in your sales career and achieved so much, yet you still maintain a healthy work-life balance and spend quality time with me, John, and the kids.

Your secret sauce is your disciplined daily routine, focusing on winning the mornings, exercise, nutrition, and all-important sleep. Your commitment to these fundamentals is impressive; you always show up even when you don't feel like it.

Thanks to your focus on financial planning, our family now enjoys financial freedom, with our mortgages paid off and a solid retirement plan, hopefully early! Your hard work and dedication to our family have created a wonderful life for us, full of lifelong happy memories for which we are forever thankful."

As I reflect on our journey, I am grateful for the opportunities we've seized and the lives we've touched. But this is just the beginning of what lies ahead. Continue striving for excellence, balance, and fulfilment in all you do.

With gratitude and anticipation for the future,

Future John

