

Destiny by Design: The Empower Yourself Blueprint to Success

By Smita Das Jain

“Your mind shapes your destiny; choose your thoughts wisely to craft the life you dream.”

- Smita Das Jain

In 2019, I found myself standing at the crossroads of uncertainty. The weight of unfulfillment felt heavy on my shoulders. My calendar was choc-a-bloc with meetings and presentations. Yet the routine left me yearning for meaning. I held prestigious education degrees and was working a seven-figure salary job. Yet, I felt like a passenger on autopilot, disconnected from my true purpose.

The mirror reflected a tired face, sunken eyes, and slumped shoulders – a stark contrast to the image of success society had painted for me.

I heard a voice from within, urging me to change my career direction. The very next moment, fear gripped me. The corporate career was my identity, and the notion of giving up that identity terrified me. The voice persisted, warning that continuing this path would lead to a perpetual cycle of Monday blues, a life waiting for Fridays.

In a moment of defiance, wiping away my tears, I shouted at the mirror, “No! I want to wake up with a smile every day.” And with that declaration, I handed in my notice, defying the skepticism of those around me.

Fast forward to 2021 – a year marked by introspection, self-discovery, and a leap into the unknown. I ventured into the realm of coaching, a field as unfamiliar as it was compelling. I invested in my coach education, actively solicited clients, and engaged in rapid experimentation – often encountering setbacks. It took me many months to realize that beyond being a coach, I had assumed the mantle of an entrepreneur. I started to approach my coaching ‘practice’ from the lens of a ‘business.’

That first year was daunting, with clients scarce and losses overshadowing the topline. Doubts, akin to persistent shadows, permeated my thoughts. Voices inside my head questioned the wisdom of my decision. *Should I give up this nascent initiative and return to the familiar folds of my past?* The recurring question echoed within.

I decided to persevere. Beyond the pursuit of financial gains, my pivot was a personal quest for fulfillment.

Today, as I welcome 2024, the landscape of my life has undergone a profound transformation. I wake up with a smile, not out of obligation but genuine joy. My full client roster spans seven countries, and I proudly hold the recognition of an ICF-accredited PCC

Coach. In a little over two and a half years, I have dedicated over 1200 hours to one-on-one client coaching sessions. Once a fledgling endeavor, my coaching business has flourished into a thriving enterprise. In the process, I have earned accolades of being among the Top 10 coaches in Asia and India.

In two years, how did I traverse the path from uncertainty to empowerment, from internal skepticism to international acclaim?

This journey reflects the power of a mindset shift. This story is not just mine; it's a testament to the potential within each of us to craft a life aligned with our dreams.

Part One: The Beginning

I was a shy, introverted child in my formative years. The company of few friends and countless books was my solace. The wisdom of the book "*Rich Dad, Poor Dad*," laid the foundation of my relationship with money.

I charted an educational course that led me to the prestigious Sri Ram College of Commerce. SRCC remains India's numero uno college for commerce education. One needs to score 95% plus to secure admission. I pursued this milestone with a single-minded focus that brooked no Plan B. And achieved my goal.

My graduation journey commenced with simultaneous preparation for the MBA entrance. I wanted to enter the hallowed halls of the Indian Institute of Management. Three years of self-study paid dividends when I cracked the exam on my first attempt.

Yet, the corridors of SRCC and IIM left me adrift. A gawky, awkward small fish in a big pond, I grappled with an intense sense of impostor syndrome. I believed I lacked social skills and communication prowess.

Somehow, within my inner reservoirs, I unearthed a wellspring of fortitude. I secured a pre-Day Zero campus placement as a management consultant in a Big Four company.

"We like your confidence," they said while extending the offer.

I can put up a good act, I thought, accepting the offer and setting the stage for the next chapter in my narrative.

Part Two: The Messy, and Not-So-Messy, Middle

"How long will it take for the money to get credited to my account?" I asked the teller while handing over my first paycheque. I had taken a lift from a colleague in the middle of the workday to deposit the cheque. The bank branch was three kilometres away from my workplace.

“Is this your first salary?” the cashier asked, sensing my eagerness. The five-figure sum seemed princely to a twenty-two-year-old middle-class girl. I was accustomed to discussing money in four figures till then.

That day marked a pivotal moment in my professional journey. All the hard work seemed worthwhile.

My career advanced, and I kept ascending the corporate ladder. And a lingering sense of ‘not belonging’ pervaded my mind. I drowned in a sea of MS PowerPoints, delivering presentations for companies worldwide. The corporate landscape buzzed with excitement around expansion and growth strategies. Yet the emphasis on translating these visions into aesthetics began to feel uninspiring.

Looking back, there were silver linings. Three significant aspects were shaping my trajectory for the future. First, I was making money and utilizing it to accumulate a financial cushion. Unwittingly, I was laying the groundwork for a future pivot. Second, I transitioned into a leadership role, guiding and mentoring teams of varied sizes. Third, I was interacting with countless influential stakeholders across several companies. The corporate tenure compelled me to push past my comfort zone, conquer stage fright, and become a public speaker.

I realized I wanted to work more with people than on PowerPoints. The yearning to make a difference in people’s lives ushered in the next phase in my journey.

Part Three: The Leap of Faith

In March 2021, after rounds of contemplation and wavering commitments, I bid farewell to my corporate job. It was a calculated risk, propelled by the desire to channel my passion into a profession. With determination superseding planning, I emailed my resignation. My hand trembled as I severed ties with the familiar.

The decision was marked more by certainty about what I didn’t want – tied up to the corporate cocoon – than a concrete plan for the way ahead. I was embracing ambiguity by venturing into the field of life and executive coaching. Yes, the allure of money wasn’t the driving force. But the absence of a steady income risked knocking my emotions and testing my resilience.

Achieving success in my coaching business wasn’t just a goal but a necessity. I wanted to commit to a life aligned with passion and purpose. Like my other goals in the past, there was no Plan B again, for returning to a career I found no joy in was not an option. Making this leap work was the only game that mattered.

Part Four: Manifesting the Business I Wanted

A month later, in April 2021, I painted a vivid picture of the coaching business I aimed to build. Clients, income, systems, working hours and days, vacations – I penned all the

details. I then composed a ‘Future Letter’ to myself – a letter from Smita eighteen months into the future to the present-day me.

This letter was written as if all my business goals had already been achieved. I described a thriving coaching practice with a full client roster (when I had zero clients). I was exceeding monthly income goals within six months of business. My clients enthusiastically referred others to my services. I detailed how I appeared in the media for my work and achieved the ICF PCC certification, which entails 500 client coaching hours. I became a TEDx speaker and built my business website with my own hands in my letter.

Here is what the first five lines of the letter looked like:

“To,

The one who has helped me become successful.

One and a half years ago, I took the plunge to leave the corporate world to set up my coaching practice. It was hard work and took perseverance and dedication. Today, I am happy to see my hard work bear fruit. I have a thriving coaching practice. I have 15 clients a month and coach 4 days a week for 3 weeks a month. I earn INR x,00,000 a month. (This was a six-figure income exceeding my last drawn corporate salary).

I.....”

This future letter, spanning eight pages, became a cornerstone of my daily routine. I read it aloud, recorded my voice, and listened to it every night for a year. Days were spent tirelessly working toward these goals, while I slept off at night immersed in the description of my dream business. The story in the letter sometimes even invaded my dreams.

A year later, I stopped listening to the voice note. I realized I had accomplished everything detailed in that letter, ahead of schedule. It was time to craft a new future letter, which has become an annual practice.

Part Five: The Present

Today, I have made my mark as an Executive Coach, Personal Empowerment Life Coach, and NLP Practitioner. Holding the prestigious ICF-PCC accreditation, I’ve dedicated over 1200 hours to one-on-one client coaching in two and a half years.

I specialize in empowering individuals to speak with confidence, get better at what they do, and transform their passion into a profession. My approach resonates with a client base of 250+ individuals across seven countries. The impact of my work echoes in the 100+ client testimonials, affirming the transformative journey we embark on together.

True to my vision, the ‘Empower Yourself’ coaching practice has grown into a thriving business. My work generates seven-figure revenues and six-figure profitability. A two-time TEDx speaker, I’ve been honored among the Top 10 Executive Coaches in Asia and India.

My ultimate recognition came in September 2023 when the Ministry of Small and Medium Enterprises, Government of India, named me the Best Executive Coach for Professionals and CXOs.

As I revel in following my passion, enjoying the journey, and reaping financial rewards, my story is a testament to the potential within us all. I have not only manifested the career of my dreams once but continue to do so periodically.

My journey is an invitation to you: if I can do this, so can you.

Empower Yourself to Live the Life You Dream: My Blueprint to Cracking the Rich Code

Your journey of transformation begins with the belief that you have the power to shape your destiny.

I've uncovered some crucial principles transcending personal narratives during my professional journey. These aren't mere reflections. They're a roadmap – offering you a pragmatic guide to chart your course, break barriers, and decipher your own rich code. These distilled lessons may empower you in crafting the life you aspire to lead:

1. Your past does not define your future. You can change the story of your life when and as many times as you want.

Shed the constraints of your past. Your history doesn't dictate your destiny. Embrace the power to redefine your narrative. Give yourself the freedom to evolve continuously.

2. To achieve something, you have to think, act, and feel as if you have already attained it.

Visualization is a potent tool when followed by action. Act, think, and feel your goals are already a reality. Prepare and take steps in advance for the life where your dreams have come true. This primes your mind for success and propels you towards your aspirations.

3. The source of all your achievements is your thoughts. Control your mind to control your life.

Master your thoughts, and you master your destiny. Understand the influence of your mind on your actions, and be careful of what you think about. Positive, focused thoughts fuel constructive actions and outcomes.

4. Consistency and discipline have a far more significant role to play in success than talent. Talent can be developed with time, but you must work to achieve consistency.

Talent is a starting point, not the finish line. The consistent, disciplined effort is the backbone of lasting success. Cultivate habits that align with your goals and stick to them.

5. You have to stay invested in the process to achieve the results. You must also know what you want to attain to build a process around it.

Results are born from a commitment to the journey. You also risk getting lost in the undertaking without knowing what path to take. Clearly define your goals, then build and refine your process.

Be adaptable but stay committed to the process. Results are a natural by-product of a robust approach.

6. You need to create your own definition of success to be truly successful. Borrowed or imitated success is a failure.

Avoid the pitfalls of comparison; everyone's path is unique. I would have felt far more overwhelmed – and will still do – if I started comparing my business to another coach's. That will be like comparing apples to oranges; you can only eat one at a time.

Your goals, values, and aspirations shape your journey. Define success on your terms. Authentic success comes from aligning your actions with your personal vision.

7. Fail fast, fail often, but try to avoid falling hard – that's the essence of building a successful business.

Embrace failures as stepping stones. Success is one of the ten things that works.

Quick, small failures are lessons learned. Navigate through them, and success becomes a series of stepping stones rather than a distant summit.

8. Think and dream big, but act on one small thing at a time.

Ambitious dreams need practical steps. Chunk down grand visions into manageable tasks and focus on the next small activity. Consistent small actions accumulate into monumental achievements.

9. Keep an eye on numbers. But your business should stand for something beyond numbers to be successful.

Who are you serving? Who do you want to help?

Metrics are crucial, but the heartbeat of your business is its purpose. Define your mission and understand your audience. Measure success not in profits but in impact.

10. You must desire something badly to get it. Your Plan B for success should be not to have a Plan B.

Unyielding desire fuels determination. Commit wholeheartedly; eliminate retreat as an option. A relentless pursuit of your goals creates the conditions for success.

Not getting rich shouldn't be a choice if you want to get rich.

11. A successful Career/Business is where Passion Meets Purpose to Create a Profession that generates Profit. Nothing in this equation is exclusive.

Forge a career aligned with your passion and purpose. The convergence of these elements lays the foundation for a fulfilling and prosperous profession.

Passion sustains you through the challenges, ensuring longevity in your chosen field. Purpose adds depth to your pursuits, infusing meaning into monetary gains. Without passion, the journey becomes arduous, lacking the fuel to endure. The absence of purpose diminishes the allure of profit, leaving you without the conviction needed to navigate the lows with resilience and determination.

Each of the four aspects complements the others in the journey toward success.

Act on these principles. Create the career you love, find time for everything you like, and live your dream life. Empower Yourself to Crack the Rich Code.

The Last Word: Destiny is Not Chance but Choice

“You hold the pen to script your destiny; dare to write a story that echoes with the thunder of your potential.”

- Smita Das Jain

In the grand tapestry of life, your potential is woven from the threads of your thoughts, actions, and determination. The triumphs, struggles, and eventual success are not exclusive to any one individual. I am as human as you – you can emulate and even exceed my achievements. The power to transform your life lies within your grasp.

Let my story be a call to you to reclaim your narrative.

Success begins with a resolute mindset. Act as if you’ve already achieved your goals, and watch the world align with your aspirations.

If self-doubt, fear, or apprehension clouds your path, know this: you are not alone. Help me extend a helping hand to guide you through the fog of uncertainties. Book an Empower Yourself Strategy Session with me at <https://www.lifecoachsmritadjain.com/booking>. Let’s chart a course for your success together. Whether it’s building confidence, overcoming challenges, or defining your own version of success, I am here to assist.

Empower yourself. Let nothing and no one – including you and your own hesitations – stand between you and your goals.

Your success is not just a possibility; it’s an inevitability waiting to be embraced.

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