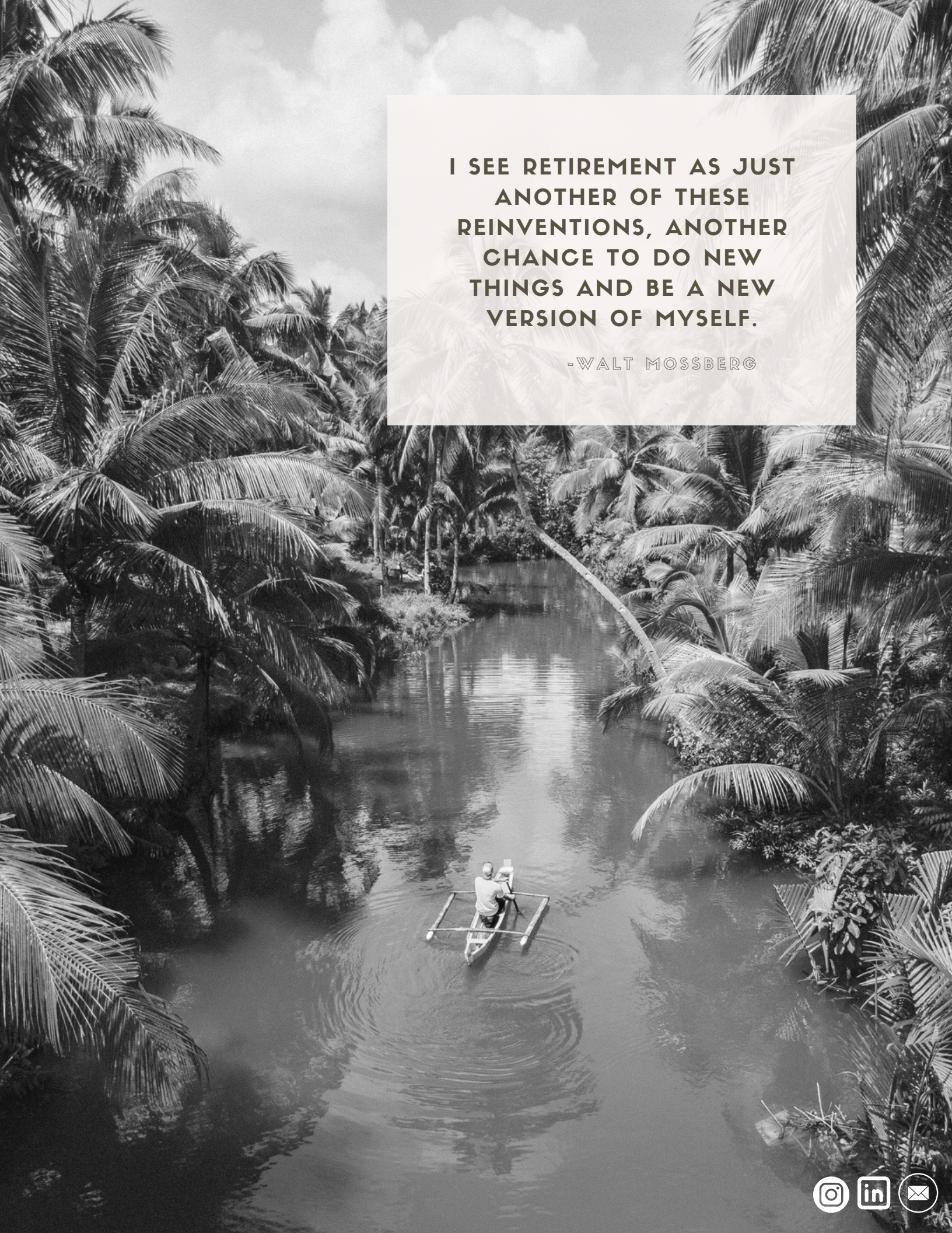


2024

GOOD MORNING FREEDOM

CERTIFIED RETIREMENT COACHING



**I SEE RETIREMENT AS JUST
ANOTHER OF THESE
REINVENTIONS, ANOTHER
CHANCE TO DO NEW
THINGS AND BE A NEW
VERSION OF MYSELF.**

-WALT MOSSBERG



WHAT WILL I DO WITH ALL OF THAT FREE TIME?

I SEE YOU.

Your world has been revolving around your job for as long as you can remember. Your life has been consumed with meetings, travel, presentations, budgets - the list of obligations goes on.

The higher you've climbed in your career, the more your time has not been your own. Close relationships are likely related to your work, family time has been compromised and non-work leadership opportunities have been elusive.

This transition to retirement may have been your choice on your timeline. Or not. Either way, the idea of retirement can make the most accomplished executive feel some anxiety. What will I do with all my time?

You may also be feeling some fear. What will I do everyday? Who will I interact with? How will I stay mentally sharp? What will my relationship with my spouse and children look like when I am home more often? How do I "stay in the game"?

THAT'S WHERE GOOD MORNING
FREEDOM COMES IN...

it's time to plan your next season.



WHAT IS A NON-FINANCIAL RETIREMENT PLAN?

EXCELLENT QUESTION!

You have a close relationship with your Financial Planner. No doubt, you've spent countless hours over the years saving, investing and planning for the money that you'll need to fund your retirement.

Maybe you also have an idea for ways you plan to use those funds - a Winter home in a warmer climate, globetrotting around the world, helping with your grandchildren's education.

A BLUEPRINT FOR HOW YOU WILL SPEND YOUR TIME

But, wait, wait, wait...

Have you taken any time to consider how you are going to spend your new unlimited resource of time?



As an executive you intuitively know that transitions go more smoothly if you have a plan and some goals and accountability that align.

When the transition happens well, awesome things follow. But if there is a poor transition, years can be lost. Let's make sure you don't lose any of your hard-earned time.

Let's plan your freedom.

CARA GRAY

CERTIFIED PROFESSIONAL RETIREMENT COACH



My name is Cara Gray (she/her) and I am the founder of Good Morning Freedom. I have over 20 years of experience supporting C-Suite, Fortune 500 executives and now bring that experience, plus that of owning my own business, consulting and startup experience to the table.

I am a Certified Professional Retirement Coach through the Retirement Coaches Association. The certification gave me a foundation, but I don't stop there. I continuously add ideas from the latest research and solutions-based elements to my practice.



Witnessing my father's untimely retirement (he was even featured in [New York Times Magazine, When Wal-mart Comes to Town](#)), I have experienced firsthand how difficult this transition can be. I don't want that for my clients or anyone!

My style has been described as "grace under pressure" and I am dedicated to helping my clients plan and execute a smooth transition into their next chapter. I don't look at retirement as slowing down. I look at it as an opportunity to explore new experiences!

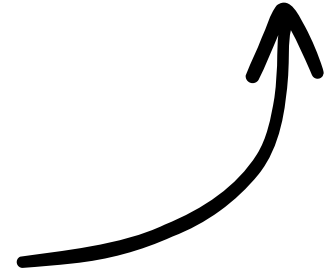
planning your freedom is my passion

FUN FACT: I STARTED MY CAREER
AS A PROFESSIONAL OBOIST

RETIREMENT BLUEPRINT

we're going to plan the freedom you deserve

EVERY CLIENT
STARTS HERE



step 1: information session

step 2: onboarding

step 4: deliverable

step 3: 1:1 coaching

STEP 1: 15 MINUTE INFO SESSION

Let's hop on a quick Zoom and get to know each other a bit. I want to answer any of your questions and make sure we feel comfortable working together.

STEP 2: ONBOARDING

You will be sent a contract, invoice and initial query of about 50 things you may or may not want to address. There are a lot of different topics to consider when planning these years, so I want to make sure we address the areas that are most important to you.

STEP 3: 4 WEEKS OF INTENSIVES + 4 FOLLOW UP SESSIONS

We will meet 4 times in hour-long, intensive 1:1 sessions on Zoom. During this time I will be customizing the coaching and exercises to meet your specific needs and concerns. The follow up sessions will be at a cadence and with a focus that works for you.

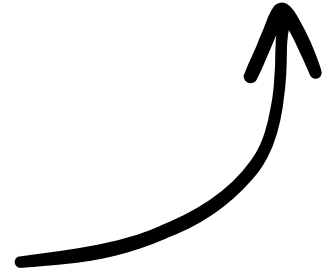
STEP 4: DELIVERABLE

I will send you a Blueprint PDF of the possibilities for your life that you have identified, goals you have committed to, a timeline and loads of resources that will make it easy for you to continue the exploration of your new life.

RETIREMENT BLUEPRINT EXPRESS

we're going to plan the freedom you deserve

EVERY CLIENT STARTS HERE



step 1: information session

step 2: onboarding

step 4: deliverable

step 3: 1:1 coaching

STEP 1: 15 MINUTE INFO SESSION

Let's hop on a quick Zoom and get to know each other a bit. I want to answer any of your questions and make sure we feel comfortable working together.

STEP 2: ONBOARDING

You will be sent a contract and invoice. After the invoice is paid, I will send you a Google Drive folder containing a series of journal prompts and exercises. You can work through these on your own timeline, at your own pace.

STEP 3: 1:1 SESSION

We will meet for one 1:1 hour-long session via Zoom to clarify the work you have done with the journaling and exercises. We will also discuss some short and long term goals during this session.

STEP 4: DELIVERABLE

I will send you a Blueprint PDF of the possibilities for your life that you have identified, goals you have committed to, a timeline and loads of resources that will make it easy for you to continue the exploration of your new life. (this will take 2 weeks for me to put together.)

OUR WORK TOGETHER IS A
STARTING POINT FOR THIS
NEXT PHASE OF YOUR LIFE.
WE WILL DISCOVER MANY
DIRECTIONS FOR YOU TO
EXPLORE. WELCOME TO
YOUR FREEDOM!

-CARA

Skouras Moscatello
Prosecco
Dopo una lunga estate sotto un cielo caldo, nel "top" del vino di Skouras, dai vigneti
coltivati da generazioni da "Skouras" (cognome del luogo), si respira il calore del sole. Il
vino è leggero e fresco, con un gusto pieno e gradevole. È un vino che si gusta con
la famiglia e gli amici. È un vino che si gusta con il sole. È un vino che si gusta
con il sole. È un vino che si gusta con il sole. È un vino che si gusta con il sole.
€18



ALL YOUR ?'S ANSWERED

I'm reading your mind

✓ **How much is this going to cost?**

For the Retirement Blueprint, the investment is \$5995. As previously stated, this includes 4 intensive, one-hour Zoom sessions, 4 follow up sessions, some homework, plenty of resources (podcasts, articles, books) to support the areas you choose to explore and the deliverable of a Blueprint PDF that will contain many of the ideas you identify, goals you have committed to, a timeline and loads of resources. You will find yourself referring back to this document long after our work is finished.

The investment for the Retirement Blueprint Express is \$749.

✓ **What if I want to continue coaching after the Blueprint?**

It may happen that you want ongoing sessions to support your goals and hold you accountable for making decisions and progress towards your retirement transition blueprint. Just let me know and we can discuss my hourly fee or another package for a period of time.

✓ **How is coaching different than therapy?**

Therapists often analyze their client's past as a tool for understanding current behavior and work with clients for an extended period of time. Coaches are future-oriented and work with clients for a shorter period of time. As a coach, it is my job to help my clients identify issues and areas to explore themselves, then support this exploration through organization, accountability and resources.

✓ **Why should I choose to work with Cara?**

I have 20+ years supporting C-Suite, Fortune 500 executives. I understand the world you are leaving, the lives you have been living and the potential challenges you are facing.

I am a Certified Professional Retirement Coach through the Retirement Coaches Association. The certification gave me a foundation, but I don't stop there. I continuously add ideas from the latest research and solutions-based elements to my practice.

Listening is my super-power. Empathy is a natural reaction. Resourcefulness is in my blood. "Futuristic" is #1 on my Clifton Strengths Finder - let's plan your future!

WHAT'S NEXT IF THIS ALL
FEELS GOOD TO GO

GOOD MORNING FREEDOM

CERTIFIED RETIREMENT COACHING

LET'S GET STARTED!

1

Schedule the quick [Zoom informational session](#) on my calendar.

2

If you have a pre-Zoom question, you can always reach out to me via email: cara@goodmorningfreedom.com

