



FIRED UP & FOCUSED

END OVERWHELM.
TURN YOUR DREAMS INTO INSPIRED ACTION.
GET YOUR LIFE BACK – IN 21 DAYS!

WORKSHEETS

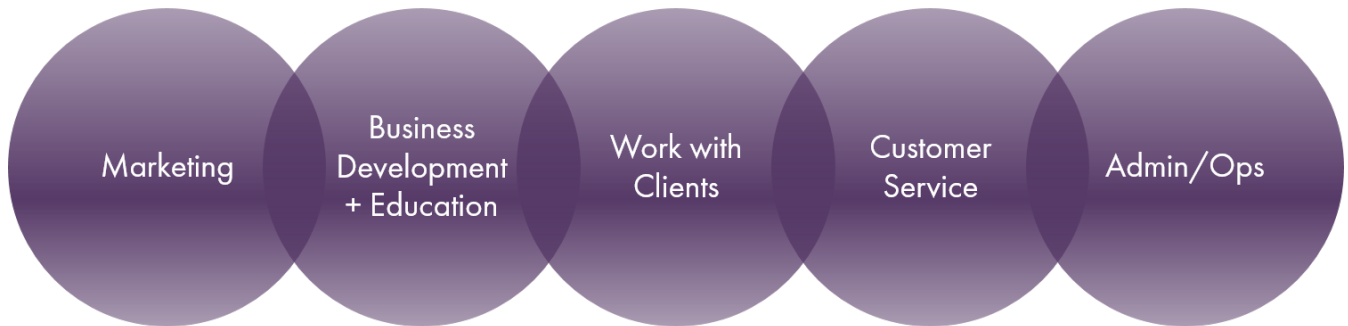
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Day 1:: From Solopreneur to CEO

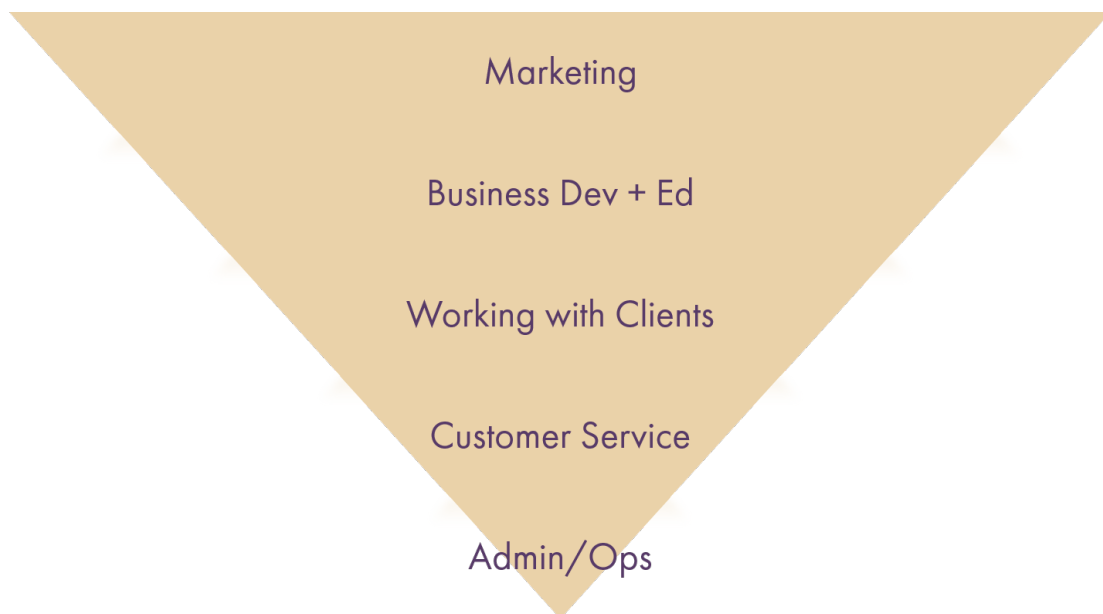
If you break your business work into its five core areas, you'll get this:

5 Core Tasks for Entrepreneurs



Now to really live and work as the successful CEO of your business, look at where you should be spending your time:

How Successful CEOs Spend Time



Track your time from last week:

Where have you been spending time in your biz?

How much time will you make to work ON your biz?

Block this time out in your calendar!

Come up with 3 action steps you can take this week to start spending your time as the successful CEO of your business:

1.

2.

3.

Reflect on the five parts of the Successful CEO Framework and the one part that most needs more attention based on how you have been spending your time.

Day 2:: Are You Mind-FULL or Mindful?

Time to create some mental white space. Here are the rules for a Brain Dump:

- Handwrite only.
- Set a timer for 15 minutes.
- Write down everything in your mental to-do list.
- Do not censor.
- Do not edit.
- Include both personal and business-related thoughts.
- Include the urgent and the far-off.
- When the timer goes off and you're done, set it for 5 minutes and keep going.

Now, prioritize with the "Time Management Matrix" from *The 7 Habits of Highly Effective People* by Stephen R. Covey.

Habits of Highly Effective People

	Urgent	Not Urgent
Important		
Not Important		

Habits of Highly Effective People

	Urgent	Not Urgent
Important	Minimize	Accelerates Growth
Not Important	Create System	Stop Doing

Reflect on the amount of tasks you'll be able to take off your plate by using this strategy, either by delegating, automating, outsourcing, or eliminating entirely.

Day 3:: End Procrastination and Get Things Done!

Ready with a glass of water, Set your timer for 25 minutes, Go to work!"

Make two minute+hour type calendar charts, 90 minutes each. Break them up as such:

0-25 Focused, distraction-free work on 1 task.
26-30 Break!
31-55 Focused, distraction-free work on 1 task.
56-60 Break!
61-85 Focused, distraction-free work on 1 task.
86-90 Break and celebrate!

Reflect on the amount of work you accomplished during your Pomodoro time this week:

Reflect on the value you created for your business during Pomodoro time this week:

Day 4:: Creating a Sacred Workspace

How do you want to experience your workspace? What do you want it to look, smell, feel, sound, and taste {chai tea, anyone} like? Design your space.

What ritualistic practices can you build into the start of your worktime each day?

What about at the end of the day?

Now, don't forget your Must Do Tomorrow list! Make sure this list is the last piece of work you do each day, and the first piece of work you look at each day!

Must Do Tomorrow List!

1.

2.

3.

4.

5.

6.

Reflect on the benefit of writing, and later reading your first Must Do Tomorrow list.

Day 5:: Ready for Less Working and More Living?

Time for your very first CEO Date! Begin with your big picture:

Yearly: what are you focused on this year?

Seasonally: what are you creating this season?

Monthly: are you on track with your 90-day plan?

Weekly: what needs to happen this week?

Design your Model Weekly Calendar
{Use a paper calendar that you can keep visible}

Fill in your week's time in the following order:

Family time

Personal time

CEO Date

"Successful CEO Framework" task time

As you do, remember to...

- Group like with like and get in the zone; don't let similar work scatter across the week.
- Batch recurring tasks that only you can do; create patterns and habits for success.
- Schedule a day 3 months from now to revisit and recreate your Model Calendar.

Reflect on how much more prepared you are for your business now that you've had a successful CEO date.

Day 6:: Burning Out? You Need a Business Savasana!

Make a list of everything you could do during a Creative Pause, a 30-60 minute disconnect from work during your day:

Choose the Creative Pause activities you're going to try this workweek and write them in your calendar.

Then look for 1-3 days where you can schedule a Business Savasana this month, and block them off.

Finally, make a list of everything you could do during a Business Savasana, a 1-3 day disconnect from work and time to recharge.

Reflect on the ways the Creative Pause's you picked this week helped you. Which activity helped your mind most feel clear and free from work and to-dos? Which most helped you get into a productive creative space?

Day 7:: Your Definition of Success

I recommend reviewing these questions once each week, and responding with just 2-3 sentences in each of the 5 areas. Over time, you'll see how your growth and mindfulness has you living more toward your ideal of success.

Your life + Lifestyle

Ask yourself:: If you could plan an ideal 'regular-day', what would it look like? What about an entire ideal week? How much time would you spend working? How much time do you take off? What are your top 3 lifestyle non-negotiables {as in, you MUST have these in order to feel happy + fulfilled}? If you could upgrade 3 things in your current lifestyle in the next 90 days, what would you upgrade?

Your Family + Friends

Ask yourself:: Who are your most important relationships in your life, right now {top 5 at least!}? What does quality time with these people look like for you? How often do you want to have quality time with these people in your life? How often do you want to have a date night {or getaway!} with your partner? How often do you make time for friends?

Your Health + Wellbeing

Ask yourself:: Are you satisfied with your current state of health + wellbeing? What does a healthy body look + feel like, to you? What would you like your self-care to look like each day, week, and month? Are you making time each day to move your body {aka exercise?}? How do you nourish your body each day?

Your Creativity + Self-Expression

Ask yourself:: What do you do for fun? What interests would you like to learn more about? Are there any classes you wish you could take? What hobbies do you wish you had time to pursue { * hint* make some time! }?

Your Personal Growth + Spirituality

Ask yourself:: How much 'quiet time' do you need each day to sit with your thoughts? What mindfulness practices do you want to start {meditation, journaling, yoga}? What are your favorite uplifting books and blogs to read? What helps you to stay inspired and focused in your life and business? How often do you need to feel your soul + spirit each week?

Day 8:: End Email Overload

Create and set your FAQ Autoresponder - What are the top 5 questions you get asked?

Consider the following Qs and make sure your Canned Response answers these in advance:

- How can I work with you?
- What program is a better fit for me?
- What are your rates?
- Are you interested in being interviewed/contributing?
- Can I pick your brain? {Will you work for free?}

Turn off Notifications for social, for email, on your computer, on your phone! No interruptions.

Unsubscribe from anything you haven't opened in 3 months!

Use Unroll.me to consolidate the newsletters you do read!

Practice One-Touch Email:

Never begin your day with email.

Check email once a day at _____. {And once again if necessary at _____.}

For each message, choose a one-touch action:

- Respond
- Boomerang {to followup later}
- Delete
- Archive

Reflect on the amount of freedom, flexibility, and power these email practices now give to your day.

Day 9:: Experience Is Everything

What is the process for someone to work with you? Do you exchange an agreement? Do you issue an invoice? Do you have appointment reminders? Questionnaires?

Write out the steps or draw a flowchart to create your ideal Customer Experience Checklist:

Reflect on what parts you can make even simpler and sweeter for your customer: Can you reduce the amount of back-and-forth through the use of an online scheduling tool, or other app? Can you simplify delivery and exchange through other tools or apps, reducing the amount of steps, or clicks for your customer? How can you make it even easier for them to pay you?

Day 10:: Steal This System

Identify 3 Systems you want to map out for your business. {Consider everything that is done more than once: publishing a blog post; taking on a client; sending gratitude gifts; etc.}
Quickly sketch out a checklist system for each:

Research the best cloud option for you, and set-up a folder for all your systems today!

Remember to sketch out checklists for repeating processes as you do them! Record your work, save your work, make it easily repeatable, automatic, and/or delegatable!

Reflect on the value you have created just by recording the steps of these three systems.

Day 11 :: Begin with the End in Mind

Think about your Why. What is driving you? Why did you start this business? What's really important for you?

Spend some time daydreaming on this prompt. Print this page 5 more times {or grab 5 more blank sheets} so you can paint the picture of your vision in the following 6 areas of your life:

BUSINESS

LIFESTYLE

HEALTH/WELLNESS

SPIRIT

FAMILY/RELATIONSHIPS

FUN!

After daydreaming and freewriting, write in extreme detail for each one of these areas:

What do you want to be creating, giving, doing, having,
feeling or experiencing in your _____?
{ Business }

Reflect on the confidence you've gained from defining your vision with such charity. Then! Move on to the next area {Business, Lifestyle, Health/Wellness, Spirit, Family/Relationships, Fun!} and paint your picture there!

Day 12:: The Problem with Goal-Setting

What do you need to do consistently to live into your painted picture? Brainstorm 3 action steps that need to become repeated rituals so you can get where you want to be 1 year from today!

What systems can you implement to make consistent progress? How can you automate and/or delegate more systems to make reaching your vision a guarantee? Brainstorm 3 new systems:

Reflect on how much easier it will be for you to live into your vision {to reach your painted picture} with these new rituals and systems in place.

Day 13:: Money Flows where Your Attention Goes

Remember that money flows where attention goes. Put active energy into setting your desired revenue, tracking the value that comes to you, and feeling gratitude for abundance in your life!

Print the Money Clarity Worksheet on the following page for each month of the year. Whenever you're paid, receive "found money," or get a gift, write it down. Then breathe, feel the experience of abundance, and express gratitude!

Reflect after your first complete month with this money clarity practice. How has your relationship with money changed this month?

Money Clarity Challenge

Desired Revenue

\$

Day	Revenue	Found/Freebie/Bonus
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		
31		
Total::		
Grand Total::		

Day 15:: The Difference Between a Hobby and a Business

Discover your passion

Passion is essential for entrepreneurial success! The truth is – entrepreneurship is a journey that has highs and lows. We all have challenges in our businesses! And having a real passion for what you do will keep you motivated even when times are tough. If you love what you do, you're less likely to burn out or throw in the towel.

How to Discover it? Ask Yourself:

What REALLY excites you?

What motivates you to get up in the morning?

If money was no object, what would you spend your life doing?

If there were no one you'd disappoint, what would you REALLY want to do?

Discover your purpose

As an entrepreneur, one of the biggest challenges is figuring out how to stand apart from the crowd. While there may be thousands of others who do similar work... it's HOW you do it that differentiates you. When you access your divine gifts, you move beyond simple core competencies and into your Zone of Genius.

How to Discover it? Ask Yourself:

What comes easily to me {and others often say I make it look effortless}?

What do other people often mention about my work?

What am I often praised for?

Discover your people

When you don't understand what your people value {aka will pay for}, you have no business. And the truth is, there is something valuable that ONLY YOU can offer the world!

The real challenge for heart-centered entrepreneurs is that—even if you personally think your offer is amazing — when others don't understand how your offerings actually help them solve their problems or fulfill a desire, you'll struggle to get paying clients, charge what you're worth, or create a sustainable business.

Mindful marketing is the missing link that clearly communicates your offer so that your perfect-for-you dream clients understand the unique value in working with you!

How to Discover it? Ask Yourself:

What unique problem can I solve for my dream clients?

What is their #1 struggle in solving this problem?

What are the specific results are they looking to achieve?

What are people already ASKING me for?

What's unique and different about my work compared to my peers? Brainstorm 3 ways you could integrate your business sweet spot into your business + marketing strategy.

Reflect on the clarity or focus that you've gained by having a Business Sweet Spot identity.

Day 16:: Uncomplicate Your Business

Think of all the big project ideas floating around in your head. Now let's sort them out:

What's the most PROFITABLE idea?

What's the most SUSTAINABLE idea?

What's the most AWESOME idea?

Now, which idea can you commit to for the next 90 days?

Let the brilliance begin!

1. Reverse-engineer the action steps:

2. Simplify:

3. Get the right support/training/coaching:

4. Plug it all into your project management software!

Reflect back on those three big questions up top. Is there an idea there that you know you want to begin 91 days from now? Is there one you want to research more before deciding? Is there one that will flow seamlessly from the big idea you have committed to today?

Day 17:: Why Your Marketing Isn't Working

Choose 2 strategies that you think you can mindfully and ethically integrate into your biz:

- Reciprocity
- Scarcity/Urgency
- Authority
- Consistency
- Liking
- Social Proof

Describe how each will become a top focus of your mindful marketing strategy:

Reflect on the ways you can integrate such marketing elements into your biz in the most positive and genuine ways.

Day 18:: Stop Marketing and Start Resonating

First things first, you need to identify your entrepreneur sweet spot theme. Are you a Maker, Maven, Mentor, or Mastermind? Do you feel like you're more an equal combination of two of these themes? Listen to the challenge, listen to the descriptions, and identify your theme below:

How can you more consciously integrate your strengths and this theme's traits into your biz? Think about the "Five-Part Framework" of your business: Marketing, Business Development+Education, Work with Clients, Customer Service, Admin/Ops.

Reflect on how a shift in focus on your sweet spot theme might boost your effectiveness in your business? What tasks should you give up or delegate to allow yourself to fully live in your sweet spot?

Day 19:: Generosity Is the Best Business Strategy

First, sketch out your business's commitment journey; what is the journey of a paying client?

{ You may have more than one starting point, and if you have multiple offers, maybe multiple ending points as well. Sketch them all to gain clarity, and focus on the spot where you can best connect with those perfect-for-you clients }

Where do you need, or need to improve, an Irresistible Free Offer? Brainstorm 3 possible offerings you could create.

Reflect on the concept of a know, like, and trust factor. What can you do today to more genuinely be yourself in your business so that those perfect-for-you clients that will like and trust who you are can get to know you better?

Day 20:: Why You've Gotta Show {Not Tell}

You need to know and share your happy client stories! Use the prompts below to create a Canned Response questionnaire and send it out to your raving fans.

Ask about their "before picture":

Ask about their "after picture":

Ask about tangible results they received:

Ask what working with you let them do/be/have/feel/experience.

Ask what is the most important thing people should know about your {product or service}.

Reflect on all that you offer, from your freebies to your highest level paid offering, and think of every place where you can add a step to request a testimonial. Where do you need to record {and then share!} your clients' rave reviews?