

goal
SETTER

start *doing* what you say you're gonna do.
EVERY DAY do it.

I NEED TO HAVE A DIFFICULT CONVERSATION WITH SOMEONE
do it

I NEED TO SET A BOUNDARY WITH SOMEONE
do it

I NEED TO TAKE THE NEXT STEP FOR MY BUSINESS
do it

I NEED ACTIVATING MY TRUE PATH
do it

SHOW UP FOR YOURSELF *if you want it, go create it, do it*
EVERY TIME YOU DO WHAT *you say you're gonna do*
EVERY TIME YOU *show up for yourself*

STRONGER
YOU GET MORE CONFIDENT
MORE POWERFUL

you live up to yourself

timeline

the path forward

YOU THINK THE VALUE IS IN THE **PRODUCT**

YOU MIGHT EVEN THINK IT'S ABOUT THE
EXPERIENCE

BUT IT'S **YOU** AND THE **TIME** YOU GIVE

**THE MORE VALUABLE I GOT, THE MORE EXPENSIVE I GOT
THE MORE BOOKED UP I GOT AND THE HARDER IT IS TO GET TO ME**

it didn't matter

**IF THE PRICE KEPT GOING UP THEY PAID IT
IF I CREATED A LIST THEY WAITED
BUT TIME IS THE ONE THING I CAN'T GET MORE OF. THIS CREATES**

*desire & demand • waiting lists
exclusivity • pre-purchasing*

PRIORITIZING WHAT *matters most* **AND**
BEING *intentional* **WITH OUR** *time*
IS KEY TO ACHIEVING *alignment* **IN**
life **AND** *business.*

UNDERSTAND THE *value* **OF YOUR** *time.*

time

**IS THE MOST VALUABLE
COMMODITY WE HAVE**

it is finite

**ONCE IT'S GONE, WE CAN
NEVER GET IT BACK**

How we choose to *spend our time* shapes
our *success, relationships*, and our
personal fulfillment.

change:

“I don’t have time”

to

“I don’t prioritize...”

CREATING A

daily ritual
for business

STARTS WITH **MIND • BODY • SOUL**

my mind - PROCESS HOW I THINK & FEEL (WAKING UP IN
YESTERDAY'S EMOTIONS)

feel good about my day.

my soul - PRAYER, JOURNAL, MEDITATE, WALK IN NATURE,
GROUND FEET

feel good about my creator

my body - VIP TIME / BODY TIME TO MOVE, REST, NOURISH,
HYDRATE, REPLENISH, SELF CARE, EXERCISE, GET STRENGTH,
PRESERVE MOBILITY AND PERSONAL PLEASURE

feel good in my body.

my goals - RECONNECT / **FOCUS** / ALIGNMENT

feel good about what I'm *creating*

my money IS A VALUE METRIC (NEXT LEVEL)

feel good about receiving, managing + growing *money*.

my gut - INSTINCT (FEELING) INTUITION

feel good about these *next steps*

WHICH AREA DO I NEED TO PRIORITIZE?

WHICH AREA DO I MOST AVOID?

WHICH AREA NEEDS MY LOVE AND ATTENTION?

create an action list

why?

Create a structure and then **SET BOUNDARIES** so you can delegate and outsource and stop doing all the jobs you don't want to do anymore. Prioritizing you, then understanding that you can only manage three priorities at a time.

work • sleep • family • fitness • friends

PICK 3 PER DAY

~ RANDI ZUCKERBERG

personal priority

WHAT WILL I PRIORITIZE TODAY?
HOW WILL I SPEND MY **TIME**?

CHOOSE THREE

TODAY I PRIORITIZE: _____

(TOP 3 PERSONAL PRIORITIES FOR TODAY)

Which of the six areas will you focus on today?
The reality is you only get 3 per day, so choose and
make time on that priority list:

<i>create/work</i>	<i>move/body</i>	<i>friends/social</i>
<i>play/hobbies</i>	<i>spouse/family</i>	<i>self care/rest</i>

If you have a career/business and family, that's two
ticked by default, so pick number three!
Will you make time to move, rest, play or connect?

BUSINESS TAUGHT ME:

to set expectations:

TO MY FRIENDS, TO MY FAMILY,
TO MY PARTNER, TO MY CLIENTS,
TO MY STAFF, TO MY COLLEAGUES.

I CAN GIVE THIS MUCH MONEY.
I AM AVAILABLE FOR...
I CAN CREATE, I CAN GIVE,
I CAN SUPPORT YOU THIS WAY...

BUSINESS TAUGHT ME:

to communicate boundaries:

BE HONEST ABOUT WHAT YOU NEED, SPEAK CLEARLY,
NO GAMES, NO MANIPULATION, SPEAK WITH LOVE,
COMMUNICATE YOUR NEEDS, SAY NO.

I HAVE A PRIOR COMMITMENT. I HAVE A VIP CLIENT.
YOU DON'T HAVE TO SAY SORRY UNLESS YOU MADE A MISTAKE.
NO IS A COMPLETE SENTENCE.
I DEMONSTRATE BOUNDARIES.

lastly:

I CONNECT to what I create

I CONNECT to the people I create with

I CONNECT to the people I create for

I CONNECT to *why* I create

HAVE YOU HEARD THE SAYING

“he/she sets the MOOD of the house”

I **CONNECT** TO THE PEOPLE I LIVE WITH, I SET MYSELF UP FOR THE DAY. I **SEND** THEM OFF EMPOWERED AND EXCITED FOR THEIR DAY. I **CONNECT** TO WHAT I CREATE, WHY I CREATE, WHO I CREATE WITH AND WHAT I MAKE. I **PRIORITIZE** MYSELF TO CHOOSE HOW I WANT TO SPEND MY TIME.

IN JOY

**ALL THE QUESTIONS I HAVE GOTTEN IN THE LAST 15 YEARS FROM
BUSINESS OWNERS ARE ABOUT**

work/life balance
when am I good enough to get paid
burnout
imposter syndrome

**YOU MIGHT THINK THESE ARE ABOUT BUSINESS BUT THEY'RE
ABOUT **YOU** AND THE **TIME** YOU WON'T TAKE FOR YOURSELF.**

LET'S SET SOME

BUSINESS
goals

AND CREATE A PATH FORWARD *true path*

TAKING CARE OF *business*

WHAT AREA OF YOUR BUSINESS ARE YOU WORKING ON RIGHT NOW?

make a clear goal for each area!

TODAY I AM WORKING ON MY **BRAND** IDENTITY

TODAY I'M MAKING A **PRODUCT** OF VALUE

TODAY I'M BUILDING **SYSTEMS** OF MOMENTUM

TODAY I'M CREATING **MARKETING** CONTENT

TODAY I'M MASTERING **NETWORKING** IN-PERSON

TODAY I AM FOCUSED ON **CONNECTION** VALUE AND CLARITY

WHICH AREA DO I NEED TO PRIORITIZE?

WHICH AREA DO I MOST AVOID?

WHICH AREA NEEDS MY LOVE AND ATTENTION?

BRAND *identity*

focus on:

PERSONAL BRANDING PHOTO + VIDEO

3X3 - ABOUT PAGE

SOCIAL - WEBSITE

MAKE A SALES PAGE

CLARITY VALUE CONNECTION

ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

PRODUCT *of value*

focus on:

PRICING & PROFIT MARGINS

CREATE A NEW PRODUCT

REVIVE AN OLD PRODUCT

DEVELOP CONTENT WITH BETA TEST

RECONNECT PRODUCT ALIGNMENT

CREATE AN EXPERIENCE

ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

SYSTEMS *of momentum*

focus on:

BOOKING SYSTEM

SALES SYSTEM

BUILD A LIST

MONEY MANAGEMENT (TAXES)

MARKETING CAMPAIGNS, HALLMARK HOLIDAYS

ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

CLIENT *connection*

focus on:

RELATIONSHIP BUILDING
THE CONSULTATION / ONBOARDING SYSTEM
DELIVERY & FOLLOW THROUGH
CUSTOMER SUPPORT
REWARD/REFERRAL SYSTEM
ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

MARKETING *content*

focus on:

ENTERTAIN • EDUCATE • ENGAGE • EMPOWER
BRAND STORY / YOUR STORY
THE WHO, THE WHAT, AND THE WHY
LEAD GENERATOR VIDEO
BLOG/VLOG YOUTUBE CHANNEL
ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

NETWORKING *in-person*

focus on:

RELATIONSHIP BUILDING

PRESENTING YOUR BRAND

KEYNOTE SPEAKER / INSTRUCTOR

BUSINESS TO BUSINESS CONNECTIONS

ADD MORE....

WHAT IS THE GOAL: _____ **WHAT IS THE NEXT STEP:** _____

work *smarter* – not harder

MEANS MORE **VALUE**

Do not try to work harder.
You are trying to be more valuable.

the glass CEILING

OF TRADING MONEY FOR TIME
(SCALING AND GROWTH)

two business models

2003 - 2008

6 DAYS 12 APPTS AVAILABLE

\$1850 AVERAGE

\$20K GROSS WEEKLY

2010 - 2015

2 DAYS 2 APPTS AVAILABLE

\$3500 AVERAGE

\$28K GROSS WEEKLY

WHAT IS YOUR *current model?*

WHAT WOULD YOU *like it to be?*

YOU DON'T NEED AN
entourage!

YOU NEED A
community!

DIGITAL PRODUCTS

make **Money**
while
you **Sleep**

SPEAKER CONTENT • EBOOK • TEMPLATES • PDFS • GUIDES

bonus content:

clear my mind

why?

PROCESSING YESTERDAY'S EMOTIONS to move forward is the ultimate self management. This is where you **REFRAME** past beliefs and kick old stories to the curb. Once I am clear of old emotions that don't serve me anymore then can I reconnect to **my goals, my alignment and my focus**. Feel excited as I focus on my goals.

prioritize my time

why?

The VIP is ME. I can stay in alignment if I create the time to prioritize me and how I spend my time. When I am fulfilled I make myself the first priority and then I can meet the needs of others with a big full heart.

power tip:

THE ONLY *discipline* **YOU NEED IS TO** *yourself*

TO *maintain your boundaries*

SO YOU CAN HAVE THE *day you want!*

important:

CAN I WORK, MOVE, PLAY AND SELF-CARE
WITH FAMILY AND FRIENDS?

yes!

that's called working through your highest values