

From stalled to selling...

DAY 3: ACTION GUIDE

Business building can be easy!

Do you believe that building a successful business can be easy? Well it's true! We have to first smash those lies that re leaving you thinking that it HAS to be hard... and then we have to implement strategies that will help make it a reality!

Do you believe building a business is **hard** work? Why or why not?

Do you believe building a business can be easy? Why or why not?

Who do you believe success is for?





Clarity & Focus...

You have to have clarity and focus around what you are doing in your business and why you're doing it before you can scale your business to your next level!

Why did you start your business in the first place?

What is the main purpose of your business?

What do you want your business to do for others? How do you want it to affect/change their life?

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What is your "I am" statement? (This was defined in the video)

What do you do in only 3 words?

Know who you're talking to...

It's crucial that we know who we are talking to so we can effectively target them in our words, actions, and the way we show up!

Who are you being called to serve?

What are their struggles/pain-points?

What are their worries?

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What do they desire/want in life? How will working with you help them get there?

Allow yourself to show up authentically...

What are you afraid of people knowing about you? How are you afraid of showing up and what are you afraid of sharing with the world? (Obviously we need to be wise about what we share and who with... but showing who YOU are is good! People don't relate to perfect people... it's ok to show imperfections!) What "imperfections" have you been trying to hide from the world?

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What are you worrying people will think of you if you show up authentically?

The truth is that you have been given a message to share and what the “haters” of the world think doesn’t really matter!! What affirmations and things will you tell yourself in order to show up authentically and begin sharing the real YOU? (Write out truth statements and affirmations you can come back to when showing up genuinely feels hard).

Love what you do!

It’s important that we are doing things that we LOVE in both life and business. What tasks are you doing on a daily basis that you love?

What things are you doing that you dislike or even hate?

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What are your favorite things to do in life? What things leave you feeling energetic and “filled up”? This could be anything including... exercising, reading, being outside, spending time with your family, etc.

Which of these things will you make a priority to work into your schedule either daily, weekly, or monthly?

When will you sit down to schedule these things into your calendar?



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Fill your cup first

It is so important that we are filling our cup so we are able to pour into our family, clients, and followers from a place of overflow instead of burnout. What things do you need to begin adding into your days to fill your cup first?

What things often take your time and attention away from filling your cup? (kids, clutter, certain business tasks, etc.)

What things light you up and excite you?

What things wear you down and burn you out?

How are you celebrating wins? (If you aren't, how do you going to start celebrating wins?)

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Consistency in your brand

This is so important both in your communication style and your visual identity as a business. How do you want to be perceived as a business? What do you want people to think about you when they interact with you?

What are your colors? (put the hex codes below! If you don't know then use <https://imagecolorpicker.com/> to figure it out) Remember to always use the exact same colors!

What are your brand fonts? (remember to always use these exact same fonts!)

What type of images do you use in your business?

Simplify and streamline

What takeaways from this training video do you want or need to implement to make your life easier?

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Automate

What things do you want to begin automating in your business?

What do you need to learn in order to make this happen? What is your next step to move your business forward? Maybe this is hiring support and help to help you get there or maybe it is investing in an online tool/program that will help simplify, streamline, and automate your business.

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