

The Self-Employed Life Workbook

PART ONE

Personal Development Exercises

What is it that you are so tired of, that you have grown to hate, that you never want to face again?

The negative mindset that I spend too much time in that is wasting my energy is:

When these limiting thoughts and beliefs come up in the future, I'm going to say to myself:

What belief do you have to let go of in order to move forward?

What *fundamental* mindset shift do I have to make to think bigger?

Time for you to state your intentions. You can have several, by the way, so go for it!

I want to go FROM _____ TO _____

I want to go FROM _____ TO _____

I want to go FROM _____ TO _____

I want to go FROM _____ TO _____

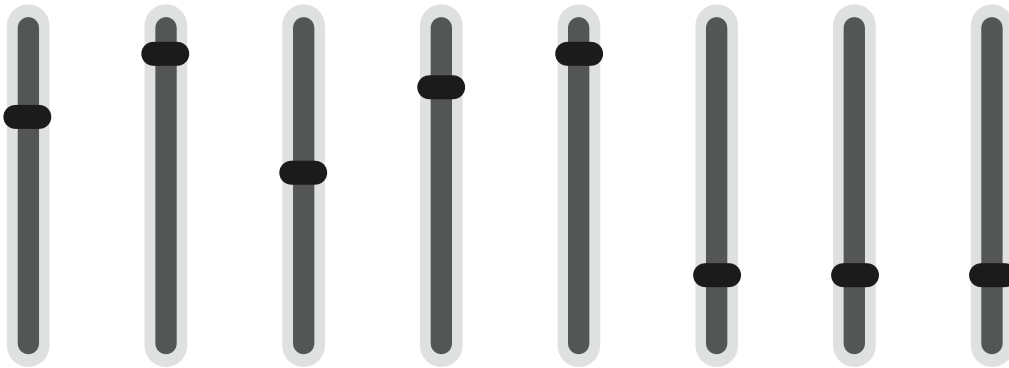
I want to go FROM _____ TO _____

I want to go FROM _____ TO _____

PART TWO

Business Strategy Exercises

Let's Build Your Business Model of Multiples



Your area of expertise

“Oh, _____ [your name or name of business], they are the
go-to expert for _____ [your area of expertise].”

Emotional Journey of Your Customer

THE LOOK AND FEEL

Emotional trigger: Style
What they are saying: "I'm in the right place"

IMAGES, COLORS, FONTS

CREATES THE CONNECTION

Emotional trigger: Familiarity
What they are saying: "You're speaking to me"

STAND OUT STATEMENT
(MAY ALSO BE ON IMAGES)

POINTS OUT THEIR PROBLEMS

Emotional trigger: Understanding
What they are saying: "It's like you're in my head"

SELF-IDENTIFYING
QUESTIONS

HOW YOU CAN HELP THEM

Emotional trigger: Craving
What they are saying: "I need that"

THE BENEFITS OF
YOUR OFFER

HOW IT WORKS

Emotional trigger: Trust
What they are saying: "I trust you"

YOUR PROCESS

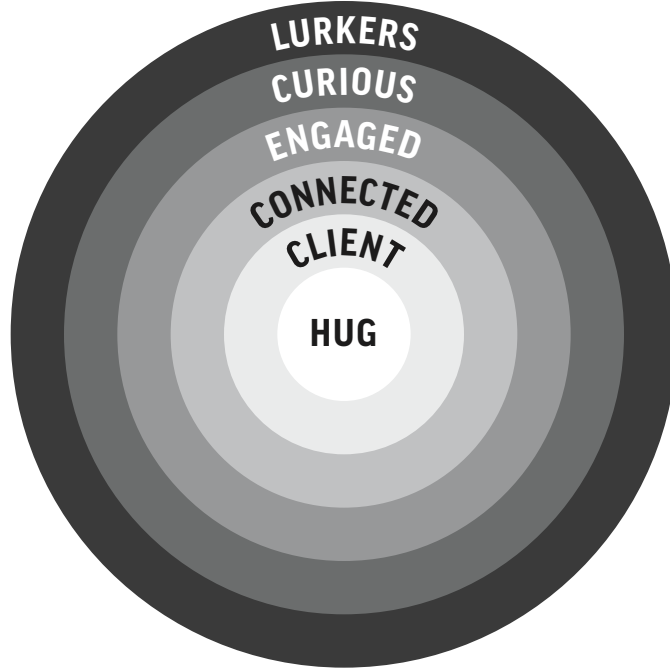
YOUR AUTHORITY

Emotional trigger: Relatability
What they are saying: "It's no wonder this is what you do"

ABOUT

What makes you different

What makes me different is [could be your process, your background, work experience, educational experiences, life experience, and how you see what you do differently]:



Your multiple audiences

Make a list of those who would love what you offer:

People who _____

People who _____

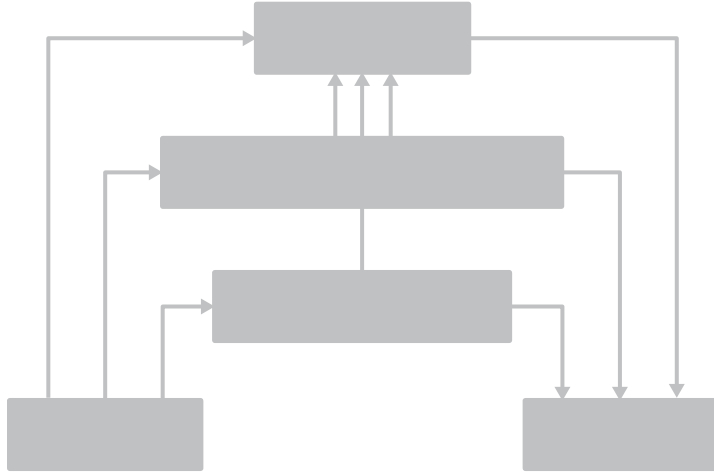
People who _____

People who _____

People who _____

People who _____

Step-Up/Step-Down Business Model



Your multiple media

Make a list of the various ways you can deliver your services:

PART THREE

Daily Habit Exercises

Gather Advice Exercise

What's the best piece of advice you ever received and from who? How has that advice influenced your life?

Is there a quote that you live by or that has particular importance to you?

What is the one book you think everyone must read?

Daily Habits Assessment

Rate yourself on a scale of 1 to 5 each week for each daily habit. If that's too overwhelming, you can also use the space to reflect on a weekly basis.

	Week of ____	Week of ____	Week of ____	Week of ____	Week of ____
Trust Mantra					
What's Going Right Journal					
Wisdom Folder					
Gain Knowledge					
Support Received					
Your Environment					

Weekly Insights
Considering my daily habits, what did I do really well on this week?
Which of my daily habits need more attention?