

MAKE YOUR BUSINESS
Future PROOF



BRAVE BUSINESS ACADEMY



Dear brave entrepreneur,

How to use the Workbook.

We care deeply about our precious planet so we made the pdf workbook printable as well as fillable for you. You can, but you don't have to print it.

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MAKE YOUR BUSINESS FUTURE PROOF

WHO IS THIS WORKBOOK FOR?

Use this Workbook if:

1. You are new to entrepreneurship.
2. You have never truly focused on the entrepreneurial foundation of your business.
3. You feel you want to fortify your business and make it stronger.

The result of the business health-check is that you will feel more confident and that it eventually will help you raise your revenue.

Before you start your entrepreneurial journey you have to know *how* you are doing. This might be a new way of looking at it because you started your business as an act of love and passion.

But when you want to grow and thrive it's important that your business works for you. Instead of the other way around.

It's important that you start seeing your business as a very advanced well - oiled machine. All the wires and bolts need to be properly installed for it to work.

In **Stage 2** of the **Brave Business Academy**, we look at what you have in place, what works, what makes your heart bloom and what weighs you down, what needs improving, so we can get you to your next destination?

Are you up for that?

I can't repeat this enough: go easy and soft on yourself.

Your profitable business and brand is being built over time and not in 6 weeks!

Everyone is at a different stage. Everyone has a different personality and everyone has a different Business Persona Constellation.

There is also something like Life. Having your period can lead to not feeling too good. A sick child can totally change your attention. Living in challenging circumstances can weigh you down.

Whatever you do. Do NOT jump in the buffet of Courses and Training in the Brave Business Academy Face Forward.

Because you're going to get really overwhelmed.

I want you to pick up a beautiful, small plate and add tiny bits of content to your plate. Eat it, taste it, enjoy it before you go back to the buffet.

Will you do that?

Where are you going?

* I have a clear sense of direction and know where I and my business are heading to?

On a scale of 1 - 5 , 1 is 'I have no idea where I'm heading' - and 5 is 'Yes, my destination is completely clear'.

1**2****3****4****5**

Where are you heading to right now?

What is your direction? Are you an 'In 10 years from now I will be there' entrepreneur. Or the 'I only care about this week' entrepreneur. Or something in between? Just sit with this. Because the way you look at your direction is very important. Remember 'Where attention goes, energy flows'.

If you're not completely certain, just share as much as possible. You can always come back when there's more clarity. If you feel you're going nowhere use this space to reflect on 'why' you feel you're not going anywhere.

If you need a gentle reminder of your direction go to your Business Persona workbook and reconnect with your Business Persona.

At this moment date _____ this is my direction:

Continue on the next page if needed

Your Future has already started

Remember that if you want a steady stream of 10 clients per month in 1 year from now, everything in your business, marketing, branding, and confidence needs to be in place.

This is like building a sturdy home. Your foundation has to be rock solid.

In 6 months from now, this is where my business is.

Start this assignment with how you will feel, how much you will love and adore yourself. include the number of clients and customers you work with. The money that is in the bank. The marketing that leads those clients towards you, the clarity of your brand.

Also add what your environment will look like (*your house, office, AND the feeling and atmosphere of your house*) and the people around you.

This is an important assignment because it allows you to think about the entire structure of your business, instead of just looking at a small part. And because you get a Pretty Good Idea of what is possible for you.

Finish all the sentences below.

Be both realistic and happily positive and aspirational. Write your text as if it has already happened!

For instance:

"It's (date six months from now) and I feel truly good about myself. I look in the mirror with a big smile and call out: *Hey, good looking! You are awesome.* Every morning I have a ritual where I boost my confidence. I touch my own body and say: *You are beautiful, you are strong, you are magnificent.* That's why I leave the shower with a big smile on my face.

I'm so happy that I work with 3 mothers who really needed my support. I can see the progress they are making and am SO proud for them. My marketing message is clear: I help super busy mothers who have less than 8 hours of 'free time' to use that time to get in better shape.

My branding is very positive and I share my story about how I felt like shit for 5 years until I decided to make my health a priority. I post free tips every day, my email list grows every day. After having that wonderful talk with my family, things improved so much at home. They see that my business is not just a hobby but that it's serious. We changed who is responsible for what in the house, there are always flowers in the house and it feels like my family really supports me ."

Now it's your turn, keep shifting to a bigger mindset with larger possibilities

This is where my business is. . .

1 year from now this is where my business is.

5 years from now this is where my business is.

10 years from now this is where my business is.

Well done, if you have filled out all 5 fields close your eyes for - at least - 1 minute and feel the joy of the journey that lies in front of you.

Let's get you to 5 Stars when it comes to Having a Well-Defined Path to the Future.

Your Goals are Crystal Clear

I have a clearly defined goal.

On a scale of 1 - 5 1 is 'What Goal?', and 5 is 'My Goals are Crystal Clear'.

1**2****3****4****5**

What are your main goals at this moment? Share everything that comes up for you. If you have no goals at this moment, make it up as you go. Nothing is set in stone. Look at all the questions and feel into the words.

Your income goal in 12 Months

How Much gross income do you expect between now and 12 Months.

Use the **Financial Planner** on the Brave Business Academy site to calculate an estimate.

Your impact goal in 12 Months

How much impact do you want to have? Share the number of people and/or causes you are willing to serve, the stages you want to be on, podcasts, interviews, summits, etc. Try to include as much as possible.

Your 'This is how I want to feel' goal in the coming 12 Months

How do you predominately want to feel? For sure there will be some stress, some discomfort, but you definitely also want to feel happiness, hope, inspiration, gratefulness, joy and some serious giggles.

Your 'My number of clients I want to serve' goal in the coming 12 Months

Share the number of paying clients and customers you will serve. Remember to include the element of time. If you predominantly work 1 on 1 with clients, don't write 5.000. Start smart thinking now. If you like to work 1 on 1 and an hour with you is 90 dollars, but your income goal is 90,000 dollars, you need to rethink your prices.

Your 'This is important to me Right Now! Goals' in the coming 12 Months

Share anything that is important. From your health, improving a relationship, having more time for yourself, etc.

Let's get you to 5 Stars when it comes to Having Clear Goals

Your Planning is Working

Do you plan your business?

On a scale of 1 - 5, 1 is 'I have no plan at all', and 5 is 'I plan like a Business Queen'.

1

2

3

4

5

Maybe you don't like plans, maybe you are the 'I live in the moment' personality. Maybe you plan every second.

How does that work for you? You're in charge here.

If you want to know if your way of planning works, look at the amount of money you make, how you feel right now and how your business grows.

Are you on track? Great, your kind of planning obviously works for you.

But if you feel you're definitely not where you want to be, it's time to look at your planning.

No judgment here.

Go through your calendar, maybe you use bullet point journals, planners, google spreadsheets and what have you.

Now, instead of beating yourself up, look at:

Consistency: are you a quick starter who quits after one week?

Yes

No

By the way, many entrepreneurs are quick starters. If you grow your business hire a team that complements your quick starting powers.

Do you work 'everywhere-a-little-bit' or do you have a platform that you use every day? Check the **Ultimate Tech and Tools** list to find the Best Tool.

Do you have a checking habit? Do you look at your schedule every morning and evening? If not, this might be the time to set up a habit that works for you.

Yes No

Are you someone who is often late (for meetings, deadlines, etc.)”?

Yes No

By the way: If you’re someone who always waits till the very last moment to finish something but somehow you always manage to still be ready in time, you need to read *Originals: How Non-Conformists Move the World*, by Adam Grant.

Do you sometimes feel overwhelmed by the idea of ‘time’?

Yes No

Journal on how these questions make you feel. Is there room for improvement? Write your insights here:

Make a list of possible actions that improve your business planning and implement them as fast as possible.

These are 5 actions I can take to improve my planning.

1.

2.

3.

4.

5.

Let's get you to 5 Stars when it comes to Planning Like a Pro

Your Clarity on What's Possible for You is Super Clear

Do you know WHEN you have reached your next stage?

On a scale of 1 - 5. 1 is 'I don't have a clue' and 5 is 'I Can Almost Taste it!'

1

2

3

4

5

Most business coaches teach you that your next stage is only a Money Goal. 100K or 500K or 1 Million. But it's much more than that. Make sure you are fully aware WHEN you have reached your Next Big (or small!) Goal. It will make all the difference.

-> *Close your eyes.* Take a deep breath and share a clearly defined moment in the near future that makes your heart sing. For instance a moment at the end of a launch where everything went amazing. Make it specific and write as if it already happened. For instance:

"This morning I opened my computer - my heart racing - and 10 amazing new clients had signed up for my course! I was still in my PJ's but started to dance immediately. 10 More clients who trust me. This has been such an easy and joyful launch. I adored every moment of it. "

The more detail you add the easier it will be for you to actually recognize that magical moment.

TIP 1: Visualize your Next Stage moment before you fall asleep and the first thing you wake up when you are under the shower. Repeat, repeat, repeat.

TIP 2: Copy your text and have it all around you. On your phone, on a paper on your mirror where you can read it everywhere. Make it as real as possible.

You are in the Vortex and in Control of your Money Stream

How in control of your money stream are you? On a scale of 1 - 5.

1 is 'I don't have a clue what comes in and what goes out' and 5 is 'I'm the Ruler of my money'

1

2

3

4

5

Money, Money, Money. Everyone has hang-ups around money. There are emotions around love, loss, disgust, fear, hate, lack, etc. Whatever you are experiencing right now, money is at the foundation of your business, it's also a lot of fun.

If you and money aren't friends yet, check out 'Rethink Money' in Stage 3 of the Membership. Are you ready for some insight?

How much money do you make right now? Monthly/Yearly

What is the largest year income you've ever had

What is the smallest year income you've had?

Is that your gross income or profit?

How much money do you invest in growing your business and mindset right now? Including coaching, Masterminds, programs, etc.

What are your recurring business expenses?

Like subscriptions, your VA, your computer, social media scheduler, software, and the updates, office, etc.? *(Look at the Business Finances Tool in Resources to get full insight)*

Do you have some sort of system around tracking your money?

Do you have an accountant who is on your side? (as in she/he supports you all the way to your first 100K or 1 M)

Are there Black Holes in your business finances? Areas that you don't want to deal with or don't know about?

How much money do you expect to make in the next 6 months?

How much money do you expect to make in the next 12 Months?

Do you know how much money you will make next year?

What is your lowest-priced offer?

What is your highest-priced offer?

For a Quick Mindset shift

Take a deep breath in:

A. Now double your highest-priced offer

B. Come up with a product or service

C. Come up with the result of that offer

D. Come up with a soul client who clearly desires the outcome of that offer

E. Come up with 5 at least ways that you can show up in the life of your soul clients in a way that makes her/him see the huge value of working with (of buying from you)

1.

2.

3.

4.

5.

Does thinking about your business money flow make you uncomfortable or do you love it?

Yes No

Are you open to receiving more money?

Yes No

Do you know how to convert? Are you able to sell your service or product? Do you know how to close?

Yes No

Many entrepreneurs feel highly uncomfortable about selling. Don't worry about it. It's a huge learning curve for almost every entrepreneur. Just gently check your mind and body. What happens when you think about selling?

Your Offerings are Amazing

On a scale of 1 - 5 how happy are you with your offerings.

1 is 'Well, I've got to sell something...' and 5 is 'I could sell this all day long!'

1

2

3

4

5

Money enters your business because you sell something. From a massage to a house and from a small evergreen offer to a 25K Premium package.

Let's investigate your offerings.

What do you sell?

A special service (and if so describe what it is)

Coaching hours or packages (and if so describe what it is)

Products (and if so describe what it is)

Something else (and if so describe what it is)

Are your offerings online or offline?

Online

Offline

Do you sell single items or are they grouped?

Single

Grouped

Do you have a funnel in place? (for instance where people can buy a lower-priced offer to get a taste and can buy something more premium later)

Yes No

Where can people find your offerings?

How do you feel about the pricing of your offerings?

How do you feel about selling your offerings?

You are in Charge of Your Own Time

How aware are you of time spent in and on your business are you?

On a Scale of 1 - 5. 1 is 'Time? I don't even have a clock' and 5 is 'I know exactly where my time goes.'

1**2****3****4****5**

Time is more valuable than anything. Check if you treat it well!

How many hours do you work on your business?

Daily

Weekly

Every month

Do you work on weekends and in the evening?

Yes

No

Do you also have a job?

Yes

No

If yes, how many hours do you work at this job?

Daily

Weekly

Every month

Do you work on weekends and in the evening for this job?

Yes

No

Do you have a family, are you a caregiver?

Yes

No

How many hours do you cook, care, clean, etc.?

Daily

Weekly

Every month

At weekends and in the evening?

Make an estimate of the available number of hours that you can actually work on your own business. Be mindful of those precious hours and use them well. You can't commit to a 40 hours project, when you've got 12 hours to work on it.

How do you divide your time?

Marketing hours (remember? 75 percent of your focus should be on marketing, marketing, marketing)

Research and Development and being coached hours (like what you do right now, chatting with your accountability buddy, mastermind, coach, figuring out new programs, methods, etc)

Creation hours (creating new material)

Implementation hours (the time you use to implement change)

Client and customer hours

Internal business (time spent with your team)

Doin' Nothin' Hours, time to recharge

Your Support System is Amazing

On a scale of 1 - 5 how strong and reliable is your support system?

1 is 'I'm doing it all on my own' and 5 is 'My Support System is Solid. Solid as a Rock'

1

2

3

4

5

Do you have the support you need to grow your business? Do you feel supported?

Without the right support in place, it's really difficult to grow your business. Who are the people who support you on a daily basis, or because they truly believe in you?

There's no such thing as Self-Made. A profitable business is almost always a group effort led by an inspiring entrepreneur.

For extra 'points': write down WHY you feel seen and supported (or not!). It will help you get insights on what you lack and what you need more of.

Family (partner, children, etc.) *Write down all their names.*

Family and friends (sisters, brothers, parents, uncles, aunts, extended family) *Write down their names.*

Do you have a team? Who is on your team? Also, add your accountant and anyone who you pay to grow your business. Write down all their names.

Are you in a Mastermind? Or in a close-knit business community where you feel seen and are fully accepted? Write down the names of everyone you feel supported by.

Do you have a (business) coach, a mentor or guide who gets you? Write down their names

Do you have accountability buddies? What are their names?

Do you have business friends you can celebrate with, who listen when you're tired, who don't judge you when you're sad or tired? And who are genuinely happy for you when you and your business are growing. Share their names.

You Feel Amazing About your Business

On a scale of 1 - 5 How good do you feel about your business?

1 is 'I completely lost my love' and 5 'Oh Baby, Baby, we're having such a good time'.

1**2****3****4****5**

Sometimes it feels like your business is an extra person. Right? And sometimes it's all wonderful and sometimes not so much. It's your job to keep your relationship in top-notch condition (even though there's nothing wrong with the occasional rant)

Do you feel like you are where you thought you should have been right now?

Yes

No

Do you sometimes feel disappointed about the current state of your business?

Yes

No

Do you feel confident that 'it will all work out'?

Yes

No

Do you feel the CEO of your business?

Yes

No

When you wake up, how do you look at the day ahead of you? Are you looking forward or feel more like "meh, I don't know."

Do you know - at the start of the day - what you're supposed to do?

Yes

No

Do you feel satisfied with all that you achieved at the end of a workday?

Yes

No

Do you take time to relax and have fun?

Yes

No

Your Clients are Amazing

On a scale of 1 - 5 How Well do you Know your Clients and where they come from? 1 is 'I have no idea' and 5 is 'I know everything about my client's journey'.

1**2****3****4****5**

Understanding where your clients and customers come from is super important. Even though you might have done a similar check-up, go through it again.

Because you want to grow your list, have more sales, more impact and want to figure out why it feels you're stuck.

Are you ready? Let's Go.

How many clients (or customers) do you have right now?

One-on-One Clients

High - Ticket Clients *(for instance in your Mastermind or Bespoke Premium coaching)*

Smaller Priced Clients *(for instance in a larger group program)*

Any other type of client or customer? Add them here.

A. Track your clients' customer journey.

Understanding where your clients come from, what journey they travelled to reach how, how long it took them to go from 'Who's she' to "I'm in!", what inner convictions they initially had, what objections they had to overcome and how their belief changed over time is GOLD

How to find out?

Here are 3 options

- 1. Track your soul clients yourself** *(If you don't know who your soul clients are, take Client Magic in Stage 3)*
- 2. Invite them to take a Questionnaire** *(check the Ultimate Tech and Tools List for Questionnaire options)*
- 3. Invite them for a call** *(this is the most effective solution)*

How to do it?

Find 1 - 3 Clients that you consider your Soul Client
And track the following

A. Where did they meet you the first time (a Facebook group, a Live Event, at a friends house)

B. What did you do that stirred her/his interest

Tip: Do MORE of what works. If their first contact moment was in a Facebook group Be More in that group and do More of Why they became interested.

C. What was the first thing they did after meeting you? Like signing up for a freebie (if so, what freebie), googled you (what did they see)?

What was the reason they opted-in?

What was their next step?

When (and why) did they transfer from 'checking you out' to buying?

What are the shared characteristics of your clients that you love, appreciate and want more of? Like they are action-takers, or they are super consistent, they love working with you, they are shy, they jump in like there's no tomorrow, etc,

What is the Biggest transformation clients experienced because of their work with you? Remember that these questions work for every business. From 'Every time I eat at your restaurant I feel happy for days.' or "I bought your book at it completely blew my mind!"

Did they give you a testimonial? Ask for it!

Yes No

TIP: What are the elements of a good testimonial

1. Why didn't they almost not sign up?
2. What is the biggest result they got out of working with you?
3. Why is working with you different and unique?
4. What was the One thing they didn't expect but got out of the experience anyway?
4. What would they say to someone who is looking for this kind of service/support?

Now write a testimonial for yourself, to get a feel what a good testimonial could look like.

Describe the pathway between the first contact and signing up

Use the insights from the previous questions to research the customer journey of your clients and investigate where things go smoothly, possible pitfalls and obstacles that stop the flow of a client.

P.S. If you're not able to talk with clients in persons, take the road yourself. Is everything clear? Is the description of your Facebook group completely clear? Look at all your communication as if you've never seen it before.

The reason you Walk a Mile in your *(future)* Clients shoes is to create the most effective, loving and irresistible customer journey for your clients.

This typically is the First contact.

This is point zero, the very first time they saw your face, read your book, etc.

This is typically their Next action.

Like entering your free group, signing up for your freebie, etc.

This is what went well.

Like they easily found the right group, there were no questions because it was all clear, etc.

This is what needs improving.

Like possible obstacles, did they jump-in or were they silent at first, how did you - and your team - handle possible situations?

How did you go from freebie to the first payment?

Payment can be anything from a \$7 dollar offer to a 10K offer. Describe as precise as possible.

Were there obstacles in the transfer of the money?

Maybe your automated payment system isn't working yet. Or the money was wired to you but people never received an invoice.

Making it super easy for people to pay you is SO important. Check out the Ultimate Tools and Tech list or ask in the Academy what the other members use.

Is your email system working?

Do you have an email provider that helps you to get the right messages to the right person? Or are you still sending gmail messages to your clients? What can you improve to make your work and the client connection easier?

IMPLEMENT

When you've gone through the entire list and you filled out as much as possible it's time to sit down, cool your head, calm your heart and do a **Business Triage**.

HOW TO DO A BUSINESS TRIAGE?

Assess urgency. Instead of doing everything at the same time (please don't do that) you assess top priority.

For instance: if you started your business last week you don't need a super sophisticated All- In Payment System. Just start with Stripe and Paypal.

Instead, focus on where you want to go first.

Always keep in mind:

- **Will this action help me make more money?**
- **Will this action help me increase impact?**
- **Will this action help me feel more confident?**

Once you have figured out what is really important, make a To-Do list in Asana or Trello or a piece of Paper (*Check the Ultimate Tools and Tech list*) and start implementing **One Step at the Time.**

Remember this is not a sprint, this is all about you taking consistent action.

If you have questions, make sure you join one of the **Q and A sessions.**