10 Steps to Building A Successful Business

While Still Healing Childhood Wounds

Workbook Included

Heal * Thrive * Dream

A Mother Daughter Company

all all all all

Introduction

Women globally desire to be self-sufficient, especially when recovering from painful emotional wounds. They also want to live a more balanced lifestyle so that they can have an enjoyable, drama-free life. As you age, you tend to realize how short life is, and how much you want to do with it. What seemed important when you were 14 suddenly seems much less so when you're in your 40s, 50s, and beyond. Interestingly enough, the stuff we didn't get to experience as a child or adolescent is still vital for your life. Translation – more play time. Play time to balance out work time.

Survivors aren't so good about planning fun events for a healthy lifestyle. Most of the time, you focus on picking a job or position, not realizing that what you need is income, not a job.

The path you take usually involves going to school or getting some sort of training, and then finding a job, without any thought or regard to the lifestyle you will experience working that job.

You soon realize that working for others isn't going to give you the type of life and freedom you want. Sadly, once this realization sets in, you may have debt, responsibilities, and may even feel trapped. Starting your own business, or side hustle, is the key to freedom because you think you will have more money. Many women do manage to start pulling in extra money with a side gig. Sadly, having more money doesn't translate into having more freedom... you may end up working more. Unfortunately, many women who start businesses end up working all the time, creating two jobs (or more) for themselves; and due to that, never truly get to enjoy the fruits of that labor. They're so busy focusing on making money, that they forget about the reasons they need money in the first place.

The reason for this is that it takes a significant mind shift to realize that you only need an income to live a specific lifestyle. Plus, income is not always from jobs or even businesses. What's more, generating enough income doesn't always mean working yourself to an early grave while living a life of nothing but work. You really can make room for joy if you understand how everything works together, and what you want out of life. We think we need a job to have money, but the truth is you need money to have a life. To be self-sufficient, your best bet in life is to understand that jobs aren't more secure than a business; and that businesses can be designed to work with your lifestyle, instead of being your entire life. Humans were not made to only work.

The good news is, you really can build, run, and grow a successful business that also supports your desired lifestyle. The first thing you have to figure out is what exactly is your desired lifestyle?

In the following ten steps, we'll discuss all of this and more and help you change your mindset so that you can finally build a successful business while still enjoying your life-at the same time! You can have the best life that you design yourself if you really understand that you're the one in control.

0

Ten Steps to Building a Successful Business While Still Healing Childhood Wounds

Step #1: Define Your Dream Life

Step #2: Understand What Your Dream Life Needs to Succeed

Step #3: Involve Your Family

Step #4: Identify Potential Barriers

Step #5: Put Your Dreams in Logical Order

Step #6: Identify the Resources You Need to Succeed

Step #7: Define the Steps Needed to Accomplish Each Dream

Step #8: Schedule the Action You're Going to Take

Step #9: Measure the Impact of Your Action

Step #10: Adjust, Tweak, and Repeat as Needed

Let's get started building your successful business so that you can have a dream life, the life you want, not the life someone told you that you had to have.



Step #1: Define Your Dream Life

When we grow up in dysfunctional homes, we tend to spend our teen years trying to figure out our career or how we will earn money. Old school textbooks have the same patriarchal biases and we likely read the same anglo-saxon literature our parents did. This is how we figure out our career? Our life long dream position?

It is so interesting that most women acknowledge that children aren't self-aware or knowledgeable enough to choose a life partner or make many big decisions in life (often not even their own hairstyle), but it was different for us. We needed to figure it out, and figure it out quickly!

Thus, many women choose careers based on what they have been exposed to, what's popular at the time, or worse, based on favorite TV shows. But sadly, they have no idea how much it costs in terms of dollars and other resources to live the lifestyle they want, and usually, no one has asked them what type of lifestyle they hope to live as they are making these critical decisions.

Abundance in all areas of our lives is necessary if we are truly going to live the dream life we deserve. The important lifestyle factors to design your dream life are:

Health and Fitness Relationships and Social Life Personal and Spiritual Development Hobbies and Fun Home and Environment Community Involvement Finances Career and Business

The best way to figure out what you want in your life is to look at each of these areas and brainstorm or create a vision board using pictures that show how you want to live five, ten, twenty, and more years into the future. If there is another area in life not mentioned, you can create a category of your own to describe it.

Notice that the order these important lifestyle factors are with finances and career at the end. The truth is, to create the lifestyle you want, you need to know what it takes; and then choose your career and manage your finances based on meeting the necessary action plans you set for each of your lifestyle factors.

HEALTH AND FITNESS

Obviously, you want to live the healthiest life you can, and be as fit as you can. However, not everyone needs to be model thin or athlete fit. The best way to imagine this factor in your life is to maintain the level of health and fitness you need to perform the tasks and daily life tasks needed to succeed.

For example, if you want to be a well thought of, popular health coach, you need to live the lifestyle you're promoting as fully as possible so that you are an embodiment of your advice to others. Conversely, if you're a popular travel and food writer, no one cares what you look like as much as you may care how comfortable you are when you fly across the world or need to hike up a mountain for a unique experience.

CONSIDER THE FUTURE

As you set your health and fitness goals, it's okay to look far into the future as you imagine what you will do each day so that you can decide what's important. To maintain a certain level of health and fitness, it won't happen unless you work on it daily and make the right choices at least 80 to 90 percent of the time, depending on your genetic makeup.

BE VERY SPECIFIC

Don't just say, "I want to be healthy." This is not specific enough for you to set up your eating and fitness plan. You need to know what type of health you want to achieve or maintain and for how long. For example, if you have identified that you need to lose or gain a few pounds, state it.

HEALTH IS MORE THAN WEIGHT

If you have also identified other factors that contribute to health, such as dental health or other issues that you have or need to fix, you can more easily set up a daily plan that automatically leads to future health and fitness.

You may have specific issues you must deal with that are different from others, and they should be mentioned too. For example, if you have very crooked teeth, that fact might affect your ability to keep them clean enough to avoid periodontal disease. For example, according to the American Dental Association, gum disease can make you more susceptible to heart disease. Therefore, you may want to add a goal to get dental work that helps this problem. If you have any type of chronic illness or genetic factor that changes your needs, you need to add that into your thought process as you create your life goals.

BE REALISTIC

As you are setting up your health and fitness goals, it's important to be realistic. This is just one aspect of your life. If your lifestyle isn't in the health and fitness industry, it might be unrealistic to expect to be able to work out eight hours a day to maintain a certain fitness level that you want. The fact is you can only do what you can do. If you cannot do it, you simply have to move past it and do something else. Imagine you wanted to be a singer, but due to genetics, you weren't born with a good singing voice, and no amount of voice coaching will help you. What can you do that will make you just as happy even if you can't do that thing you thought you wanted? Maybe you can write songs or work with singers in some way instead? Perhaps you can learn to play an instrument?

The point is, make your health and fitness goals realistic based on your entire life and not just based on a fantasy of what you think should be or can be. Make sure it's realistic before you make it your goal.

WRITE IT DOWN

Write a description of how you see your health and fitness in one year, five years, and longer-term and how you'll get to your goals. For example, to maintain a healthy lifestyle, you might write: "I will maintain and reach my health goals, as determined by me and my doctor, by eating a wellrounded, healthy plant-based diet consisting of at least 2000 calories a day derived from the rainbow of plants available to me as well as consume at least one gallon of fresh, filtered water daily to help maintain hydration. Also, to maintain my fitness level, I will walk moderately fast for a minimum of thirty minutes, six times a week. I will also prioritize physical activities over sedentary pursuits."

You may have more or fewer health and fitness goals and issues depending on the other life factors. Where you were born, who you were born to, how you were raised, and your genetic makeup will all need to be examined to ensure that you create the best health and fitness goals and plans to succeed.

While health and fitness are essential to everyone, the level you achieve is personal to you. Be realistic about what you need to reach all the goals you have in your life in terms of your basic health.

RELATIONSHIPS AND OUR SOCIAL LIFE

Throughout life, you're going to have relationships and a social life with various people both inside and outside your family. The type of relationships you seek to have is important because good relationships don't happen by accident.

If you want to get married, or not get married, have kids, or not have kids – whatever it is, it is right for you. It's also totally up to you. Whatever lifestyle you want to live, you should work toward pursuing it, whether that is a single life, married life, or something of your own design.

Maybe a balanced and enjoyable lifestyle for you means that you envision your future with a spouse and kids involved in bowling or whatever you want to do together as a family or with friends. If this is important to you, you'll want to pick the "right" partner Our dreams don't necessary have to be elaborate. Dreaming of a calm, simple life is more than okay!

Maybe you want to travel and live a freely while building your business. Maybe you want a healthy relationship with cute babies. Maybe you want it all. Dream and take action! Do you desire to have relationships with certain types of people? Find ways to be around them. For example, if you like to read French poetry, why not seek friendships with those who like that too? If you like affiliate marketing, hang around with other affiliate marketers. Don't limit yourself.

Write down precisely what you want out of your relationships with your immediate family members, your distant family members, your friends, your work relationships, and so forth. Be very specific about how you want to act and behave in those relationships because remember: you can only control one personyou. Close your eyes and imagine yourself in the relationships you would like to have. Take one action step to turning your dream into a reality.

C		0		0		0		0		0		0		0		0	
	0		0		0		0		0		0		0		0		0
C		0		0		0		0		0		0		0		0	
	0		0		0		0		0		0		0		0		0
C		0		0		0		0		0		0		0		0	
	0		0		0		0		0		0		0		0		0
C		0		0		0		0		0		0		0		0	
	0		0		0		0		0		0		0		0		0

PERSONAL AND SPIRITUAL DEVELOPMENT

Decide this for yourself by praying, reflecting, and meditating. What is important to you about your own personal and spiritual development? Identify the things you want to improve on. Transforming your spiritual life means to examine yourself to find out who you are and who you want to be. What work do you need to do? What parts of you need additional healing and how will you do that? What is one step that you can do now?

Knowing your morals, values, and principles is essential for decision making now and in your future. When you know who you are, what's important to you, and how your truth, your story, your choices impact not only you, but also those you care about. Knowing you and what you stand for, can help you formulate boundaries in your relationships.

Think about what you want your obituary to say. Is what is important to you clear to the reader? How do you want others to see you when you're gone? Look at the big picture as you make daily life choices.

HOBBIES AND FUN

All work and no play? No thank you? Don't fool yourself into thinking that your business is the same as your hobby and fun time. Even if you turn your actual hobby into a business, you will benefit from having hobbies and good times not associated with your revenue.

Find things you can do outside of work by yourself and with your family. What about with your friends? Planning fun events after a history of trauma is vital. Have fun as often as you can without it interfering with your ability to be self-sufficient.

One way to do this is to be realistic about the hobbies and fun you choose. If you're running on a tight start-up budget, you may need to do free fun things like go to the local park for a picnic, or have a movie night in your living room. If you're reaching your financial goals, budget for and plan for hobbies and fun.

Write down the types of activities you enjoy. Set up a schedule that enables you to get your work done and have fun too. Scheduling rest, relaxation, and fun, stirs up your creative juices, making you even more productive and efficient.

HOME AND ENVIRONMENT

How do you see your home and the environment you will live in? Do you want a condo with security at a front gate? Do you prefer suburban life, or maybe even country life? Maybe you'd love to have a homestead? The best possible way to successfully obtain the homelife you want is to think it, dream it, plan it, and take action.

Find photos of the type of home you'd like to live in. Where is it located? Visualize it and plan out the steps. Get floor plans done. Find a plot of land. Take one step at a time until you get there.

Be determine to have the life you want. Dream it, visualize it, discuss with those around you who support and believe in you. You have a spirit in you that knows how very capable you are.

COMMUNITY INVOLVEMENT

Being an active part of your community is an integral part of holistic living. What would you like to do to be involved? Here are some ideas but ultimately, you will want to select what feels right for you, and this may change over time. PTA, church, soup kitchens, shelters, library volunteer, etc. Sometimes our depression or anxiety demands we turn away from others. Try walking towards others to help instead. Helping others can be quite therapeutic when we are also taking care of ourselves.

0

FINANCES

After looking at all these areas of your life, you may have some idea of what it would take to financially have your dream lifestyle you've designed. What type of business do you want to start? You want to start the type of business that affords you the lifestyle you want so that you can truly enjoy your dream life. Please don't settle for anything less.

What does your retirement look like? Mine includes an Around the World Cruise. Have a business that easily pays for your dreams.



CAREER AND BUSINESS

Once you've identified all the areas of life that are important to you, and what you want them to look like, add anything to this list that you think is being left out. What sort of business do you need that will both fulfill your life and create the freedom of living your dreams?

Once you've envisioned it, write out a plan and start taking action, one step at a time.



Step #2: Understand What Your Dream Life Needs to Succeed

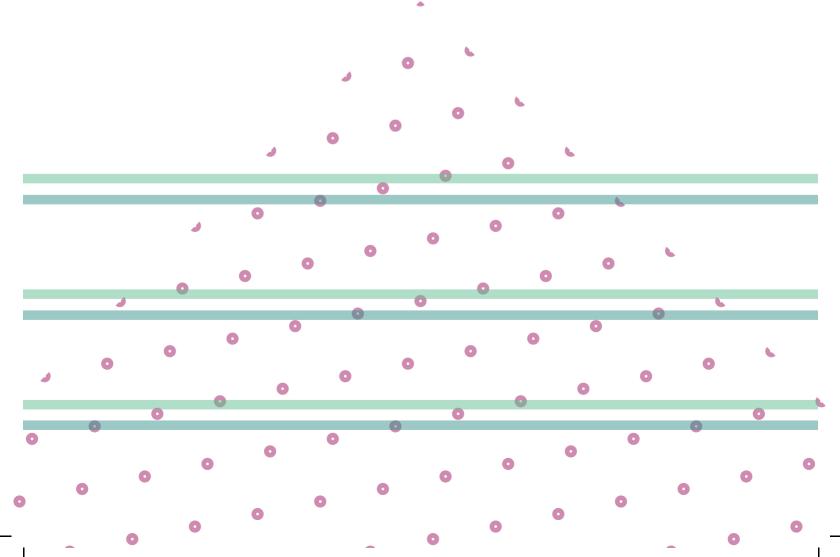
The next step in building a successful business, while enabling you to still enjoy your life, is to know what the good life is to start with. After all, why are you building a business? Most people will say to make money, and that's true, but why do you need money? You need money to have the life you want. And the life you want defines how much money you need.

Guess what? There is no rule about what a good life is. You define what a good life is for yourself. Sometimes tradition causes us to make choices as young people we really wish we did not make once we understand life more. After all, what 17-year-old knows what they want from their entire life? Yet, we expect a 17-year old to choose their life career before they've had any experience in life. No matter what you chose at 17, you can change at any time you want to.

As you think about and examine each of the eight areas of life, you'll want to note where you are compared to where you want to go. It's that space between reality and desire that you can start working on actionable steps to get there. But first, you have to identify the resources that you need to reach that goal. For example, where is your business or career now, and where do you want to go in it? Do you want to start a multi-six figure consulting business? Do you want to get inspiration from the <u>4 Hour Work Week</u> and Timothy Ferris?

Let's say you want to follow the 4-hour workweek idea. What would it take? Describe your perfect day. You will want to produce a list that includes resources you need like automation, outsourcing, and so forth. Plus, what it will take for you to be able to do that. For example, if you want to use automation, you will need to either hire someone who already knows how to set it up, or you're going to have to educate yourself so you can do it. What will that take? Write it all down very precisely.

Start where you are and make a list of what to do to get where you want to go. To those steps, you can attach resources that you have and need for success. Do the same thing for each of the remaining seven areas of life that you need to analyze to figure out first where you are, then where you want to go, and then a list of the resources you need to take massive action to get what you want. Once you figure out what you want for each of the eight areas, based on reality and your vision of the future, use the information you gain to explore business ideas or tweak and alter your current business (or life) to better match your desires. After all, if you're not doing what it takes to reach your goal, you're just wasting your time planning. Planning is useless without action.



Step #3: Involve Your Family and Friends

As you go through each of the eight areas of life, choosing where you want to go and designing the actions it will take to get there, you'll want to include your family and maybe even your friends. Now, if you're a single person, it will be a lot simpler for you, but if you have a partner and kids, you have a lot to think about because in many ways, while you are in command of your own life, you do have to consider them.

HOST A FAMILY MEETING

L

Once you've worked out some logistics about what will change in the household due to your business, it's time to call a family meeting. You'll want to start with the people who affect you the most, your nuclear family. The family who lives with you needs to understand what is expected and what to do going forward.

INCLUDE THEM IN YOUR PLANNING

Once you've talked to everyone, you can include them in some of your planning. If you're going to turn over kitchen duty to your three kids, you're going to have to include them. You want to make them part of the planning to empower them. START DELEGATING MORE DUTIES AT HOME As mentioned, you're going to want to stop doing everything yourself. You're going to have a business to run, and you need to ensure you have enough time to do the things you want and need to do. Other people can easily take over more stuff at home. Believe it or not, taking care of the home is not solely your responsibility. It's all of your responsibility. Make a chore list, rotate it, and teach everyone how to take care of themselves and their home.

SHOW PARTNERS THE MONEY

Sometimes, spouses are concerned about how a business will affect them. They'll pretend it's about spending money, but it's really about fear. The cure is to create the best business plan you can, implement your business process, and show them the money.

SCHEDULE TIME FOR FAMILY

One thing you don't want to skip anymore is time with your family. If you have children, each child needs a couple of hours a week to themselves with you, as does your partner, and other important people in your life. Scheduling everything like this is important to do first. Then you can work around the other important stuff.

SCHEDULE TIME FOR FRIENDS

Likewise, you need to add into your calendar time for your friends. You don't have to have exact plans to add in time. Just block out time in your schedule when you will make sure to plan something with friends.

SET CLEAR BOUNDARIES

During your family meeting, you'll want to explain to your children and partner, if needed, that you're going to be working on your business during specific times you've scheduled. You may want to schedule that time after you schedule in the time for essential things to show them how you prioritized them.

Listen to everyone's input, but remember that this is ultimately about your life and building the business you need to build so that you can keep healing from your past and enjoy your life. If you stay in old ways of thinking, it can be hard to do. Your whole life, society has said to get a job, save money, work hard–and you have, but now you want to build a business that enables you to really enjoy your life.

Step #4: Identify the Key Goals That Create the Blocks of That Dream Life

When you truly study the eight areas of your life that you need to build your business, you'll notice that individual blocks build the dream life you want. For example, your first outsourcing benchmark is vital because outsourcing will open your calendar for doing more things you like to do.

SET EXPERIENCE-BASED GOALS

Saying "I want to earn a million dollars" is not very useful. Sure, you can do a lot of things with a million dollars, but one thing is sure, you won't do as much with that million if you're not ready for it and planning for it.

Therefore, a good business goal is to purchase landing page automation software such as **Groove**. A monetary goal is tied to this because it costs money, but the real goal is to automate your sales funnel and landing pages so that you can make more money without doing the physical work every time.

DREAMS THAT HONOR YOUR DESTINATION IDEALS

For example, if you wrote your obituary as you wish it were after you die, what would it say? If you value free time, you won't desire a business that requires you to work 12 hours per day. If you envision having many children, you won't have action steps that interfere with childbearing, fostering, or adopting. Whatever you desire to happen when it's all said and done, be mindful of obstacles.

ALLOW YOUR DREAMS TO BE BETTER

When you get more information, you know more. Don't stick to a dream just because you made it if you realize you would enjoy something better. Plan out SMART goals. This means your goals need to be specific, measurable, attainable, realistic, and time-bound. When you want or need something different. That's fine. Just adjust and keep going.

As you work through the eight areas of life, you're going to identify the deal breakers-those things you know will make you lose your joy for life. Note those things and be honest with yourself about whatever they are. This is your life, and you can create it the way you want it.

Step #5: Put the Goals in Logical ()rder

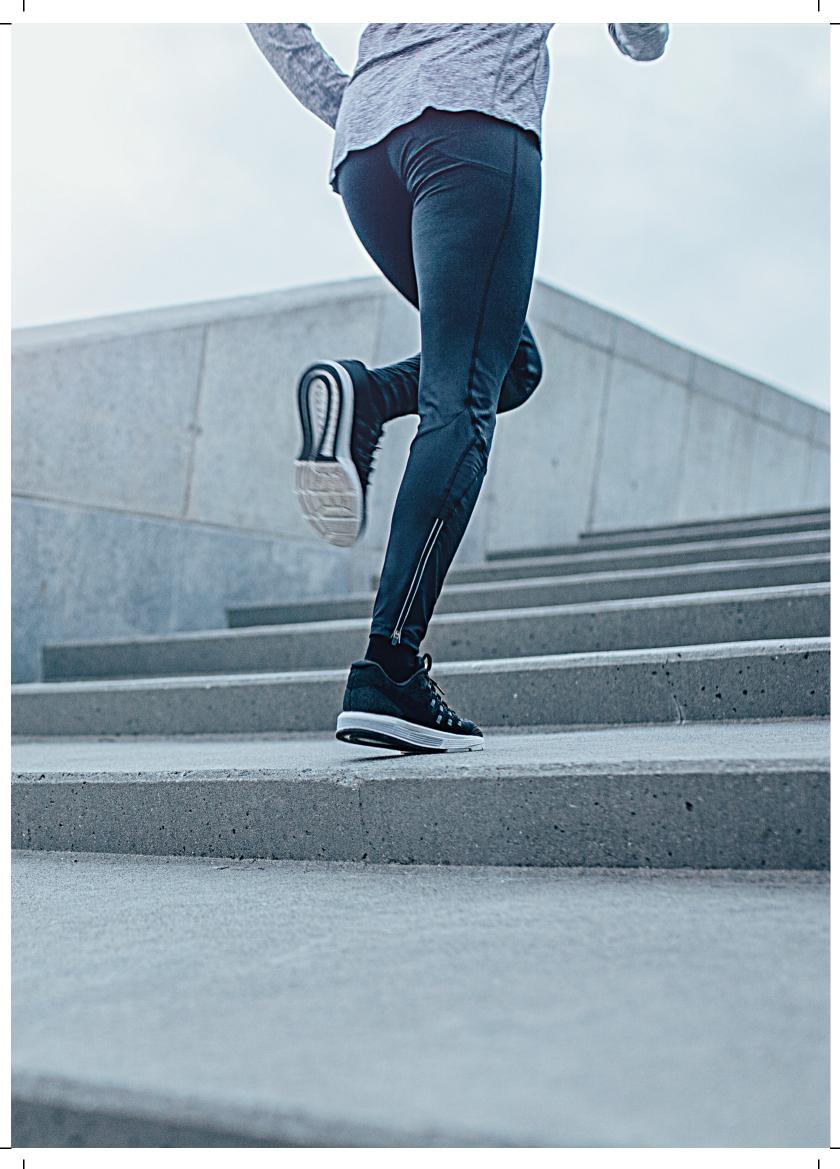
One thing about goal setting is that when you go through the process, as you set up the actions and steps that you need to take to achieve the goal, you'll start to note that while some things you can work on simultaneously, others do require an order. It's essential to identify the logical order that your actions need to take to schedule it properly. Organizing everything into logical steps will save time, money, and stress.

Look over each goal that you've set for yourself. Put each goal in order so that you focus on what you need to do today. You can put the other things on the back burner, or later in your schedule.

For example, if you want to buy a house, and you've identified your ideal home type and location, then you also know the cost as well as other steps it will take you to buy that kind of house. Dream big but take action steps in order to achieve. What order do you have your dreams?

Make sure you aren't setting yourself up for more struggle or debt by fulfilling a dream or goal before the right time. Another way to think of this is that you want to take simple steps toward achieving every goal without taking risky steps or losing your joy in life. The key is to schedule everything so you have time for everything.

Sometimes it feels hard to wait for something that you want, but if you do this, and practice patience and put off immediate pleasure, you'll be glad because you won't stress yourself out trying to do everything now. Instead, you can build the life you want slowly and steadily as you build your dream business that supports the life you want. Remember, you want to enjoy your entire life, not just work in your business.



Step #6: Identify the Resources You Need to Succeed

After visualizing your dreams, develop a list of logically ordered goals. Once that happens, it's time to figure out your action plan. One thing that helps, as mentioned previously, is to learn to set goals correctly by using the SMART goal setting technique. As you go through that process, you'll know which resources you need to achieve your desired result.

ENSURE THAT YOUR TASKS ARE SPECIFIC When you are planning, be very specific about what results will signal that you met this goal. The specificity is also how you'll meet the next requirement for your goal-setting process.

ALWAYS WRITE STEPS THAT YOU CAN MEASURE

Is each step trackable? Measuring and tracking are essential.

ENSURE THAT YOUR GOALS ARE ATTAINABLE If the goal is not even possible for you to make, drop it. Sometimes goals aren't possible because you just don't want to do them. But sometimes it's not in the budget, it's the wrong time, or it's just not something that can realistically be done.

YOUR GOALS NEED TO BE RELEVANT TO YOUR DREAMS

1

Make goals that are important for the lifestyle you dream of and deserve. Each goal should be relevant to the impact you want to create on your life. For example, if you desire to be healthy, be more specific, and make a plan to walk a minimum of 15 minutes a day.

YOU MUST SET A TIME LIMIT

If you don't have a time limit or a date for your deliverables or a date to get things done, you may tend to stretch the time out for too long. Set tight but realistic due dates to see real progress in every aspect of your life.

This process will ensure that you produce a list of resources needed to accomplish each task. For example, what type of time is it going to take? What about writing skills, or programming skills, or communication skills? What resources are needed? Make a list so that you know what you have and what you need to succeed.

For the most part, the resources you need to start and run a successful business that doesn't drive you crazy or prevent you from having a happy life are simple. Most resource needs are in the following areas, financial, human, educational, physical equipment, or space, and emotional such as your network, spouse, family, or a counselor. Step #7: Define the Steps Needed to Accomplish Each Dream & Goal

One of the most important parts of setting up your business and your life the way you want it to be is to define each action step towards dreams/goals. If you set a goal to launch your next product, set the due date, then work your way backward, adding steps each day that will ultimately lead to your success.

ALL GOALS NEED TO BE SMART GOALS You've learned about SMART goals, this is one of the most important things you can do to ensure your success. Goal setting is a learnable skill. Once you learn goal setting, you'll accomplish more in your life than you may even realize you can.

WORK BACKWARDS TO SET MILESTONES Once you set the due date or deadline, now you can start from that finish date, working your way back through the logical steps, until you start with step one today.

DETERMINE THE ACTIONS IT TAKES TO REACH THE ULTIMATE GOAL OR DREAM Setting up the actions or steps it takes to reach your ultimate goal is sort of like writing an outline for a chronological paper. Just put everything in order, but expects surprises along the way.

ADD ALL THE ACTIONS OR STEPS INTO YOUR CALENDAR, SO IT'S SCHEDULED

Starting from the due date, work your way backward, adding in the steps or actions that will ultimately help you achieve your goal in the time you set.

SEE IT THROUGH

Once you set up your schedule, now it's up to you to act. You need to actually stick to your schedule and work through to the finish line. When you go through the goal-setting process the right way, you will have steps that make sense and help you succeed.

Take the time to evaluate your progress as you move toward achieving your dream goals. Studies show that the more you track your goals, the more likely you are to succeed. For this reason, set up a system that sets a schedule for goal tracking and evaluating.



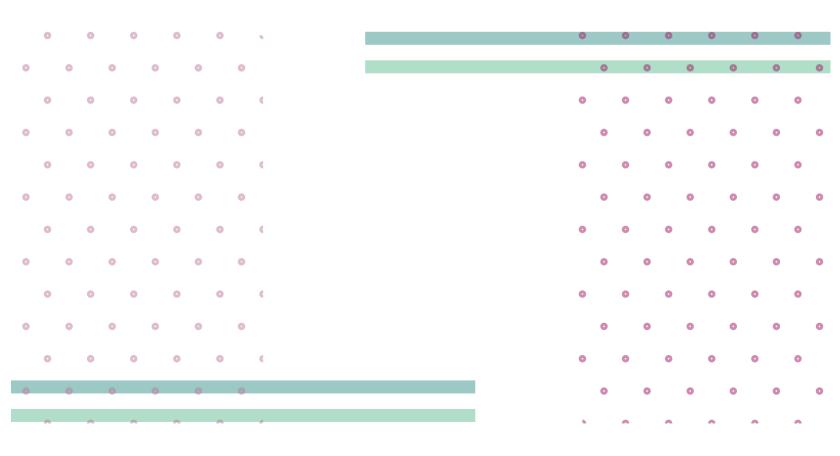
Step #8: Schedule the Action You're Going to Take

As you create a dream goal, each goal will require several steps to help you accomplish it. The steps require action for you to get where you want to go. The best way to achieve this is to write down each dream, goal, and action steps that will take you to the end result you desire.

As you write down the steps to accomplish your dream business, take the time to note any skills or other resources that you already have, or that you need to succeed. Also, ensure that the steps or actions you set up are chronological or, at the very least, do not set up roadblocks or form bottlenecks. Traffic jams are a big reason for goals not to work out the way you thought they would.

Sometimes as you start working on the action steps it takes to reach your goals, you will notice a mistake in the logical order of operations you set up. This is okay because you can adjust when you need to. If you've set up a three-hour window on Thursday to put together the financial components of your business plan, you will need other things before Thursday to make it work out. For example, you will need all the financial information to get the math right before putting it together. That's where the list of what you need comes in handy. You can create the list of resources you have, and those you need, so you ensure you get it all together before Thursday.

Finally, this is the point where you can also get help. If you don't have a resource you need, whether it's a skill, object, or even money, get help. You can outsource or learn to gain a skill, you can buy technology to save time, and you can rent office space to have more space.



Step #9: Measure the Impact of Your Action

Up until this point, everything we've talked about has to do with having dreams and setting goals. Follow up with action plans to ensure you reach them. But once you get into the action portion of realizing your dreams and goals, you'll need to know how to measure the impact of the actions that you take.

The primary way you can measure the impact of your actions starts with your goal setting technique. For a goal to be considered set, it also needs to be tied to a measurable event that lets you know if what you are doing is working or not working, as the case may be.

BE CLEAR

When you set up your goals, be clear about the expected significant impact. You can take this further, and add impact points for each step of the goals and dreams that you set. For example, what is the impact of setting a schedule that includes all daily activities, whether for fun, family, or business?

LOOK AT THE EVIDENCE

You cannot tie impact to an action without a measurable event. For example, what is the impact of sharing one short blog post each day on Facebook? You can find out by looking at the evidence through the dashboard.

DEFINE DESIRED CHANGE

The cause and effect of your actions will become apparent, but you want to define the desired change that you're expecting so that you can adjust when and if the results don't match your assumptions.

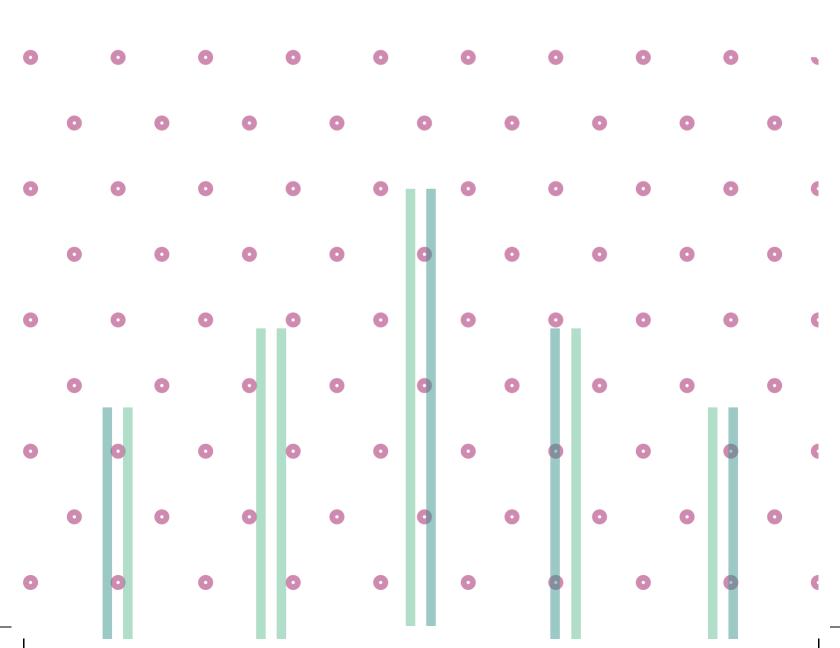
MAP YOUR CHANGE

Keeping track over time is often the best way to determine if your actions are indeed impacting your bottom line or not. Tracking website visits after you run a Facebook Ad can teach you whether you are attracting the right audience and other factors depending upon the actions they take once they come to your site through your ad.

LINK MEASUREMENTS TO RESULTS

Don't assume that a change in traffic, sales, or other factors have anything to do with your actions until you can tie a result to a measurement or action directly.

CHECK THE NUMBERS REGULARLY

Ensure that you have a plan in place for when you check your numbers. For example, if you are running an ad starting on Friday, you need to check your data before running the ad to compare the numbers and justify the result. Don't go through the process of setting up metrics if you're not going to use the data that you collect. The data will show you how to succeed going forward if you use the information gathered to make decisions. All the choices you make based on a thorough study of the data will be much more effective, and hopefully impact your bottom line positively. 

Step #10: Adjust, Tweak, and Repeat as Needed

Finally, you're nearing the end of the ten steps to building a successful business while healing from trauma. Once you learn how to use visualization for your dreams and goals for success, you will have a better understanding of what you want from your life and therefore your business. It is essential to analyze all the data that you generate so that you can adjust, tweak, or repeat as needed.

Try to not reinvent the wheel. As you start your business, build it strong enough to be an asset to your life, instead of a deterrent. All the choices are in your hands. You can build a business that requires you to work 60 hours a week, or you can build a business that requires 4 hours a week.

It does depend on what you want, what you are capable or willing to do, and whether you're willing to take the steps and do the actions necessary to succeed. Once you get to the point of analyzing the data you generate, you're at the point where you will start experiencing success and sometimes failure. Some things you try will not work, but others will work wonders. The more preparation and research you conduct, the more likely you will succeed. One way to find out if an action is successful is to analyze the data. As you look at the data, you will note whether the impact you were seeking happened or not and why. Did an impact happen you didn't know would occur? You can answer so many questions just by understanding your goals and how you thought they'd be impacted by the actions you set up. Many factors can affect the impact you're trying to make. Your customers may change their tastes, you may gain more competitors, world events changed things, or the product life cycle is in the decline stage. Whatever affects your revenue needs to be studied and examined to see if it continues to match our vision.

Go through each of your action steps and and examine the metrics you need to study. So, for example, if you want to measure the impact of your ads on the traffic you are generating, including how that traffic is contributing to your success, you can. Likewise, if you want to measure your decisions' impact on your happiness level, you can also do that.

Ensure that you check your numbers regularly, and then use that information to make changes or not. Keep track of what you're measuring and the decisions you make based on the data. We need to both dream and be practical with our business decisions.



In the previous pages, you've learned about the ten steps to take for building a successful business while still recovering from child abuse and trauma. Remember that the point is a dream life funded by your own business.

To be successful, you need to:

DEFINE YOUR DREAM LIFE

If you don't know what you want, it'll be hard to find your way there. You can have business success and a flexible, dream life.

UNDERSTAND WHAT YOUR DREAM LIFE NEEDS TO SUCCEED

As you envision your dreams, pay attention to what you see. You may not know every step now, so just focus on the first one.

INVOLVE YOUR FAMILY

Including your partner, children, and the rest of your family (those who are safe and have appropriate boundaries), especially if they live under your roof, is an essential component in ensuring success. Everyone needs a safe place to fall each evening.

IDENTIFY THE KEY BARRIERS AND MOVE BEYOND THEM

Once you know what you want, set up each goal in order of logical occurrence.

IDENTIFY THE RESOURCES YOU NEED TO SUCCEED

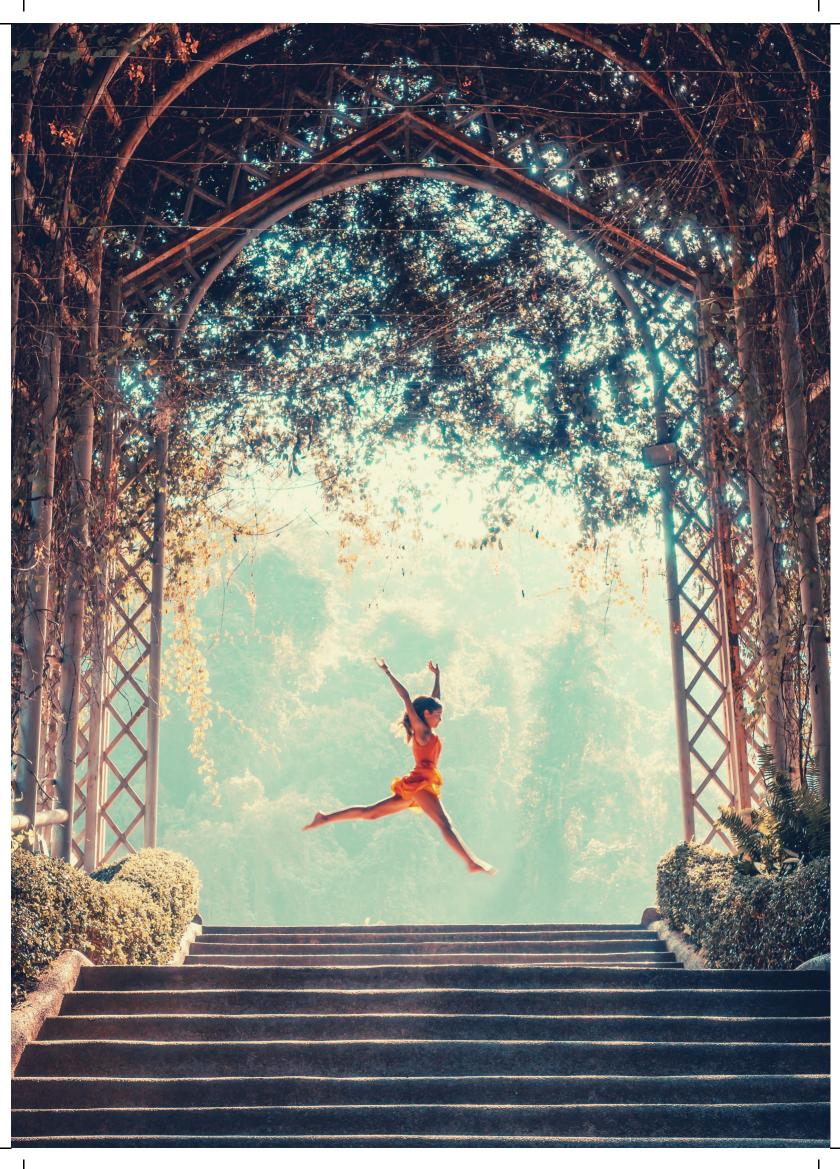
As you identify your dreams, you can also attach goals to the resources you need to succeed.

DEFINE THE STEPS NEEDED TO ACCOMPLISH EACH DREAM

Set up action plans for each of your dreams and put them in your schedule.

MEASURE THE IMPACT OF YOUR ACTIONS Always take the time to look at the data you generate with your business and home life. The more you study data, the more you have useful information to make smart decisions with.

To get started right now, creating the business of your dreams that genuinely lets you live your ideal life, take the time now to go through each of the ten steps to building a successful business that doesn't get in the way of a joyful and happy life. Only you can define that for yourself, and only you can take the steps necessary to realize your dreams. You have light, love, and power within you. Let's get started!



10 Steps to Building a Successful Business While Still Healing From Childhood Wounds

WORKBOOK

Use this workbook to help you complete the information you need, so that you can build a business that affirms the lifestyle you want to enjoy. Remember, you're the one in control. You got this.

Step #1: Define Your Dream Life

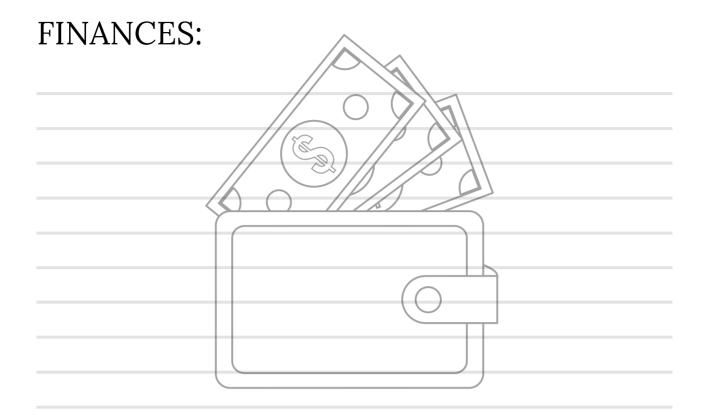
CAREER AND BUSINESS:

HEALTH AND FITNESS:

Bea

RELATIONSHIPS AND SOCIAL LIFE:

in readances and mint

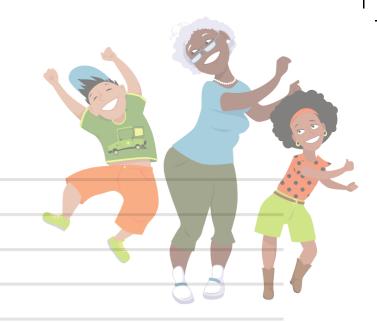


1

PERSONAL AND SPIRITUAL DEVELOPMENT:



HOBBIES AND FUN:



HOME AND ENVIRONMENT:

I



COMMUNITY INVOLVEMENT:

_____I



Step #2: Understand What Your Dream Life Needs to Succeed

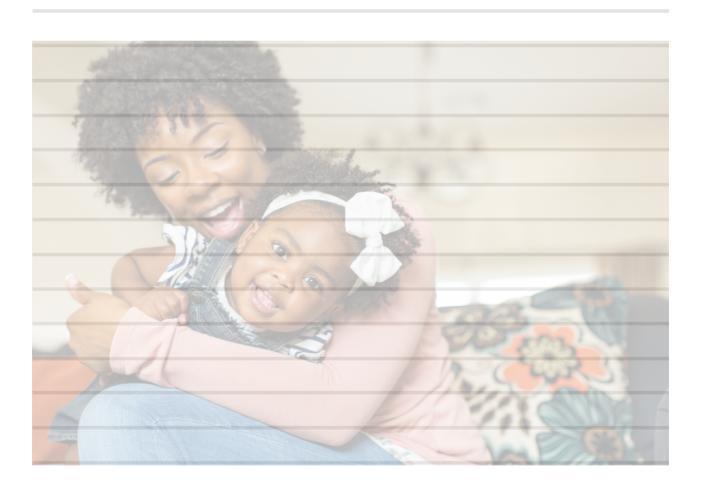
Make a list of the resources you have first, then make a list of the resources you need. Make a note about how you will meet these needs, and assign benchmarks and deadlines.



Step #3: Get Family and Friends Involved

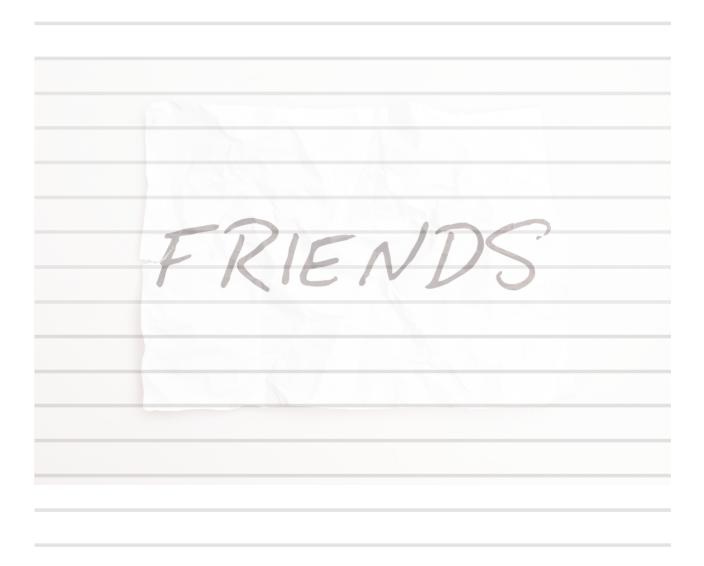
SET A DATE FOR A FAMILY MEETING:

What do you need from your family in order to succeed?



SET A DATE FOR A MEETING WITH IMPORTANT FRIENDS:

What do you need from your friends in order to succeed? How can you bless them?



Decide the times you want to set aside that are only for your friends and family. Block that time in your calendar now so that you don't fill it with anything else.

Step #4: Identify Potential Barriers

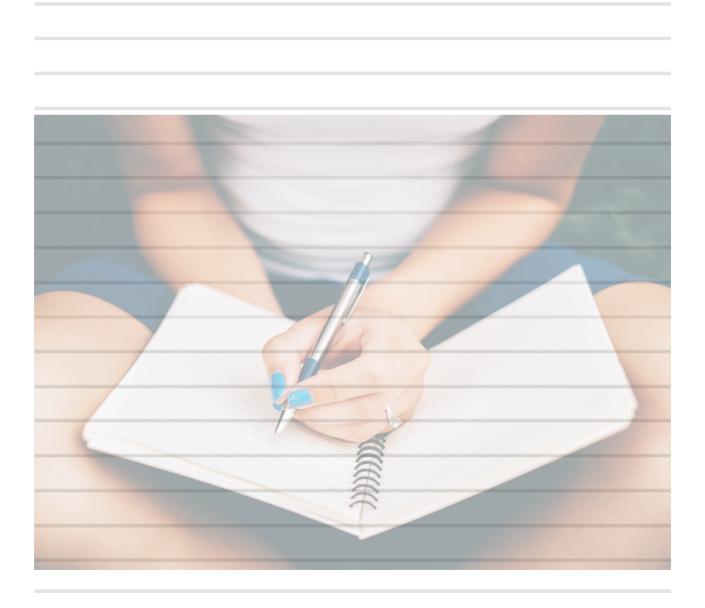
Looking back at the goals you've set for each of the eight areas of life, what could get in the way? You'll want to identify goals that are not in alignment with the dream life you've described. For example, are you scheduling in too much work versus not enough time with your child? Did you forget to be available for your hobbies and yourself? You're seeking a dream life through business ownership.

REMEMBER EACH GOAL NEEDS TO BE A SMART GOAL.



Step #5: Put Your Dream Goals in Logical Order

After thinking about each goal & dream you've set for your life–all eight areas–put them in chronological order. For example, if you want to obtain 1000 new customers by December 10th, what do you have to do before that happens? List it out for each and every goal.



Step #6: Identify the Resources You Need to Succeed

As you work on each goal/dream, think about the resources that go with achieving them. Note what you have, what it's for, what you need, and what that's for.

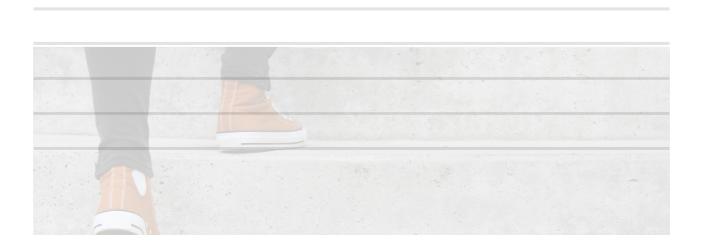


Step #7: Define the Steps Needed to Accomplish Each Goal

For each goal that you've set, you need to create an action plan. An action plan is simply the steps it takes to achieve the goal. This is how our dreams become reality. For example, if you are trying to build your email list, you'll want to choose an email provider, create a website, develop a landing page, and so forth.

You have to do what's first before you can do what's second. If you want to get married and start a family, you'll need to find a spouse first. To build a business smart, you need to craft a business plan first. To craft a well-written business plan, you'll need to conduct research.

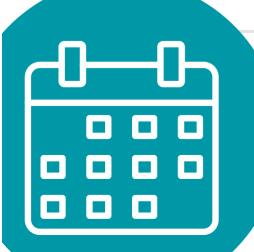
Organize, outsource, implement your plans.





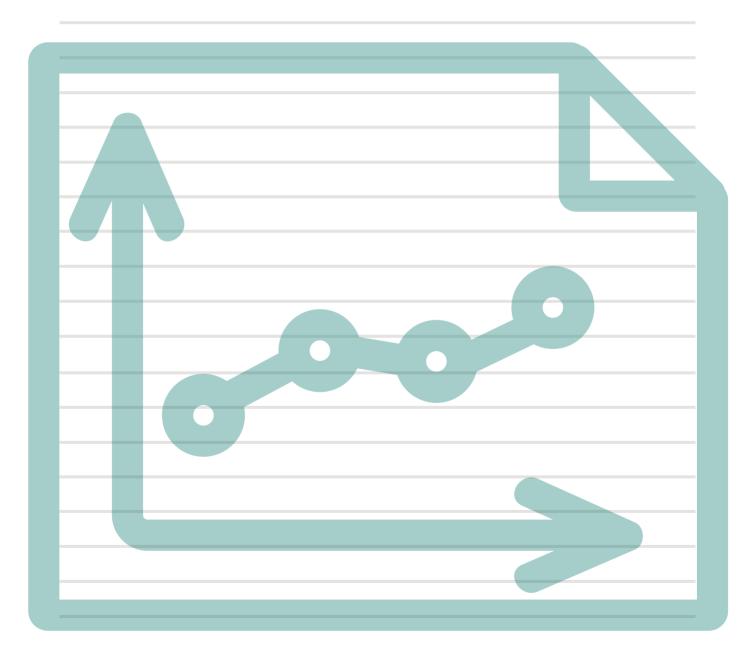
Step #8: Schedule the Action You're Going to Take

After you have figured out what you're going to do, please put it in your calendar. What type of calendar do you plan to use? Online, paper, or a combination?



Step #9: Measure the Impact of Your Actions

Set up benchmarks and deadlines for everything you want to achieve, and then always check your data so that you can measure the impact of your actions.



Step #10: Adjust, Tweak, and Repeat as Needed

Set up a schedule to check your metrics, then adjust and tweak the information you've created. Just because you wanted something one way yesterday, doesn't mean it won't change. The important part is to work with the facts.



Heal*Thrive*Dream

Thank You ...

Seriously.

Thank you for taking time to read all the way to the the end.

Our journey together doesn't need to end.

My wish for you is fewer days of healing ... and thousands of wonderful, exciting moments of thriving and dreaming!

Write to me. Reach out to me on Facebook or LinkedIn. Come visit the HealThriveDream.com website.

But above all ... be resilient ... be You!

Karen



Contact Information

Phone: (+1 (804) 681-1000 Email: karen@healthrivedream.com Website: healthrivedream.com

Facebook: facebook.com/healthrivedream

LinkedIn: linkedin.com/in/karen-robinson-1277a22b/

Address: Alexandria, VA 22309

