



**Day TWENTY-ONE**

**Simple Summary**

Rather than having to go back over 21 days and oodles of pages to bring all of your goodness together, I've created a quick, simple summary that allows you to plug in your gifts and craft content, offerings, messages and MORE in a way that feels light and easy to you, while still growing your business!

**Your Vision:**

- \*This will keep you aligned with how you are creating your business.
- What is the baseline you desire to make in your business? \_\_\_\_\_
- What is your comfort revenue you desire to make in your business? \_\_\_\_\_
- What is above comfort? \_\_\_\_\_
- What would be over the top for revenue generation in your business? \_\_\_\_\_
- How many days per week do you desire to work ON your business? Admin, books, marketing, clients etc. \_\_\_\_\_
- How many days per week do you desire to work IN your business? Creating, partnering, dreaming up cutting edge new products etc. \_\_\_\_\_
- How many 1:1 clients would be optimal? In what time frame? 30 days/90 days/6 months etc. \_\_\_\_\_
- How many group programs? \_\_\_\_\_
- Would you enjoy speaking, workshops, online, offline etc? \_\_\_\_\_
- Do the number of clients, speaking gigs, products, etc. support your revenue numbers you desire to generate with the number of hours/days you desire to work? \_\_\_\_\_

**Your Mission:**

Even if you have not totally simplified it, you can use your missions statement(s) to guide you along in choices, directions, aspirations and focus to continue growing your business and community.

What is your CORE mission statement for your business?

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With each choice of what to do next, ask yourself does this move the needle forward with my mission?

If yes, do it up!

If no, re-think your choice.

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\*Remember the **BODY CHECK-IN**. If in doubt, check in with your body, ask questions and feel into the answers.

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**Crafting your content, messages, posts, blogs, videos, offerings, products and MORE:**

Who is your ideal client, customer, buyer, consumer, tribe?

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What are the RESULTS you KNOW you can offer your clients, community, customers?

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What resistance might they have about working with you, buying your product or joining your experience?

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In what ways do you stand out and above your competitors, similar businesses, other coaches?

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Do you have a simple process to acquire new clients/customers/buyers?

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Does your sales process and prices feel aligned with the VALUE you offer?

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Where are your ideal clients, customers and tribe?

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How can you best communicate with your people to cultivate your ideal community?

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What ACTIONS must you take daily to meet your goals and aspirations?

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**When you have answered the above questions to the best of your ability with what you know about your clients, you'll have an in depth understanding of what offerings, products, services your ideal clients and tribe will benefit from.**

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**Client/customer/community acquisition and growth** - can be simple and fun if you keep the following things in mind:

1. What is the top 3 challenges my clients have?
2. How can I help them solve their problems?
3. How can I best communicate my value?

4. Where do I need to be?
5. What is the purpose of everything I put out to the world?

Create with those 5 questions in mind, add a splash of your vibe and energy, play, experiment and have fun and you'll be well on your way to building an organically, sustainable business that grows at a steady and manageable pace!