

Creating the Dream

A FREE 5 topic course module to help you:

- **Get clear on your dreams**
- **Get unstuck by letting go of time & energy wasters, and to,**
- **Organize your life so you can launch your lady biz once and for all!**

**** [REQUEST TO JOIN THE PRIVATE FACEBOOK GROUP!](#) ****

Video 1: Creating your dream life and business.

Video 2: Discovering your deeply rooted drivers for your “why”

Video 3: Finding your ideal client

Video 4: Offering your best value

Video 5: The “get unstuck challenge”

Video 1: Creating your dream life and business

Your **VISION** for your business should be revisited often. And when you do revisit your vision, the focus should be on advancing to the next level - taking it up a notch! It doesn't matter where you are at. Just so long as you are moving forward and expanding your vision.

Generally, your vision answers these questions:

- What are you building?
- Why does the business exist?
- Or, if you want to dig deeper... Why are you here? How do you want to serve?

To answer these questions, you can fill in the blanks using the template statement provided for you. Alter it if want to so that it feels and sounds right to you, but it is there for you to use and to get really specific.

So let's break this down some more:

What are you trying to build?

Using some guiding questions, journal either in your own notebook or in the space provided in the tool, to help you fill in those blanks:

- What is your company name?
- What geographic area are you serving?

- What product or service are you providing?
- Who are you offering these products or services to?
- What is your DREAM INCOME goal?
- Within what time frame do you want to get there?

So this doesn't have to be perfect! We will get more and more clear as we go on, but do fill in the blanks as best as you can.

Next, let's try and answer,

Why does this business exist?

Reflecting upon this question can help you create your authentic business pitch - which we will revisit later on the in program when we create your elevator pitch or tag line.

Now, you may already have one. If this is the case, let this exercise help you reaffirm it OR help you tweak it if something has been feeling "off" for you.

Using this same tool or a in your own journal, these guiding questions can help you get more clear on your offering to yourself and for others:

- Why does the business exist?
- What is it about the product or service you are offering that you believe in?
- What is unique about what you are offering? How are you unique in HOW you offer it? (This is key to differentiating your branding.)
- What am I committed to providing to my clients? (Be realistic and don't over commit - remember this is all about creating a business that supports the life you want.)
- What promise am I making to your clients?
- What wants, needs, desires, pain or problems do my services or products solve for others?

These are big questions and you may want to revisit these repeatedly until your answers FEEL right.

For now, put it together to fill out the Vision Statement (in the template provided, again alter the structure if you want to so that it makes sense to you but is still specific.)

Chances are you have several thoughts and new ideas or elements rolling through your mind.

Has anything changed for you from your original introduction or vision? Are you dreaming big enough? Do you need a push of encouragement? Use the group.

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If you have any “aha” moments while reflecting on this, post in the Facebook group... if you are stuck please reach out to the group. I will help you, but there is power in the collective!

Chances are you are not the only one with similar thoughts and sharing is really caring.

VISION STATEMENT TEMPLATE:

“Within the next _____ years grow (company name)_____ into a \$_____ (est. Annual sales)_____, in _____ (geographic scope (local/regional/national/int’l)), providing_____ (type of business)_____ company offering _____ (list 2 or 3 of your key products/services)_____ to _____ (list 2 to 3 key clients / customers)_____.”

Use the space below to journal about the questions provided above, and then write out your vision statement it in a way that resonates with you. The structure provided is a guide, but the aim is to address all elements to give a more detailed picture of your vision, niche, purpose and goals. You will likely revisit this throughout the remainder of the program, so don’t worry if you don’t get it perfect right now! Enjoy the journaling and the thought process!

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Video 2: Discovering your deeply rooted drivers for your “why”

“Just as your car runs more smoothly and requires less energy to go faster and farther when the wheels are in perfect alignment, you perform better when your thoughts, feelings, emotions, goals, and values are in balance.” – Brian Tracy

This Topic is all about Integrating your business into your life with EASE, so that ultimately everything FLOWS! You will be challenged to identify your income producing activities and goals that match your desired, lifestyle and the people you want to surround yourself with.

CONSCIOUSLY monitor whether your vision statement is authentically what you REALLY desire. We are going to do a a REALITY CHECK! Let's talk first about what you are most PASSIONATE about. How you truly want to spend your time is really important to this whole process. As Brian Tracey suggests, you can only move forward full throttle once your thoughts, feelings, emotions, goals and values are ALL in balance. We will address emotions and feelings in later a Topic, but start thinking about it now.

KEY TIP! Integrating your workstyle to support your lifestyle works best when the people you want to surround yourself with, are the people you also want to SERVE! Who are you hanging around with? What is your vision for your LIFE! Who are you? How are you showing up? Chances are the people you aim to attract will be similar to you. Define who YOU are and find your clones. Find your tribe. Who are they?

Identify Your Passions

Let's start by identifying your PASSIONS and drilling down to your KEY PURPOSE! We'll be talking about this more in the next Topic, so this is an important nail down!

Reflect and brainstorm to make a list of 4 to 6 things that you are passionate about. Understanding your passions and purpose in life supports your effectiveness as a leader in your family, community and business. Use the following guiding questions to help you identify your true passions and purpose:

- What gets you up in the morning?
- What do you care about most?
- What brings you energy and joy?





JOURNAL ABOUT YOUR PASSIONS HERE!

- What gets you up in the morning?
- What do you care about most?
- What brings you energy and joy?
- What kind of impact would you like to have on the world?
- What passion anchors your work as a business owner?
- Why do you believe in the product or service you are offering?
- How well aligned are your personal passions with your passion for offering your service or product?
- How well do your passions connect with your answer to the question “Why does your business exist?” from Topic 1?
- Finally, which of all these passions dominates?

(Use the guiding questions to help, but

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Video 3: Finding your ideal client

Creating your Avatar! Who do you want to serve? What are their pains? Where are they? What are they doing? What questions will they have? Here is a checklist to help you think through your ideal client. Remember you get to CHOOSE who you want to serve. Think about the client that lights you up! That you care most deeply about serving.

- Name, Gender, Age
- Various Roles in work and life
- Family situation
- Career situation
- Personal Interests
- Style, Personality
- Desires & Dreams

Here is a sample description of my Avatar for my Podcast Listeners. Feel free to model from it to fill in your Avatar's storyline.

*My Avatar's name **Monica**, she is 35 years old and a new mom. She is no longer satisfied with going to work every day because she wants to be more present in her family's life. Her husband works too much and she feels like a single mom most of the time and they as a family are feeling a time crunch and like life is rushing them by too quickly without enough quality time. She knows there is something more to life than this. She has an entrepreneurial spirit that is sitting inside her waiting to burst out! She is approaching 40 and feels that she hasn't been living to her full potential and is inspired to model the way for her children now that she is a mom.*

She has ideas for what she can do as a business, but given her time crunch knows that whatever she creates would need to have a certain amount of automation and she would need to be able to manage her time super well to launch, build and maintain her business. She is super excited about the possibilities of her entrepreneurial creation, but doesn't really know where to start, needs a clearer and bigger vision for her dream and a roadmap to get her there!

In her downtime wonders: Where is my tribe? Who can I learn from? Where can I get support? I need a mentor... or someone who has done this before so that I can learn from them, but still be and have my own unique awesome creation that is lucrative and gives me time

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freedom to live the life I want with my family. So she decides to listen to Podcasts and Video Tutorials (in her pockets of time) to inspire her and get her into action to clearly define her roadmap to achieve the life and business she wants so that she can be more present in her family life and be Successful on Purpose! Monica is my Avatar, I think about what she needs to hear and the way she needs to hear it, and I create each episode of the Success on Purpose Podcast just for her.



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Video 4: Offering your best value

Linking your passion with their pain:

Understanding your passion

When you know your WHY, you can offer your BEST value. If you can identify your deeply rooted drivers, you can truly provide heart-centred service in a way that feels effortless and flows.

Journal Questions:

- What kind of impact would you like to have on the world?
- What passion anchors your work as a business owner?
- Why do you believe in the product or service you are offering?
- How well aligned are your personal passions with your passion for offering your service or product?
- How well do your passions connect with your answer to the question “Why does your business exist?” from your vision statement.
- Finally, which of all these passions dominates?
- What would you like to do most of, that ENERGIZES you?

Use these guiding questions to DUMP ALL YOUR THOUGHTS in a journal. You can use the tool attached.

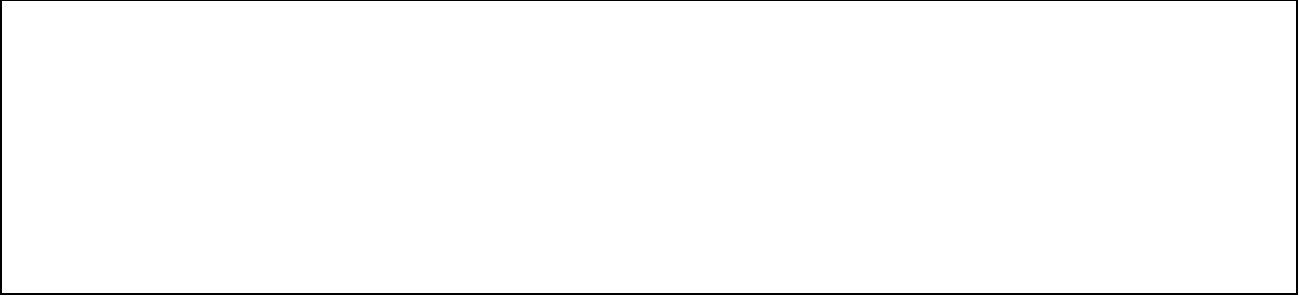
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Understanding your Avatar’s Needs

Go back to the description and story of your Avatar. What needs or pain is that Avatar experiencing? What needs, pains, challenges or difficulties have YOU experienced, which you overcame and can now provide solutions for others? How would you like to serve others so they can avoid these same challenges or difficulties? Use the Journal space below.





A Note on Setting Intentions

All of these elements will allow you to pull together a clear vision for your business. The more clear you are, the more efficient, focused and meaningful your business will serve you and others. This is about living with purpose and succeeding on purpose.





Video 5: The “get unstuck challenge”

You may need to change some things in your life or your daily habits. Understanding change or how YOU deal with change can be super helpful to move you through with ease - and help you GET UNSTUCK!

Here is one way of thinking about change:

1. You will have an **Ending**: A period during which you begin to let go of what has been lost due to change.
2. Then you may sit in a **Neutral zone**: A period of emptiness and confusion leading you to new perspectives and ideas.
3. Then comes **New Beginnings**: The outward acknowledgement that one is beginning something new.

This is like the grieving cycle and you must ACKNOWLEDGE that you may have to let some things GO in order to GROW!

THE CHALLENGE

We are going to do a Quick Audit on how you are spending time NOW vs. what you would like to be spending your time, then we are going to identify some key actions and implement some changes RIGHT AWAY! The object is for you to find out:

How are you actually spending your time? Is it aligned with the life you desire?

As in integration exercise, this is a chance for you audit alignment in your life and decide on practical measures and actions to integrate for either more balance toward your work, or more toward your life.





Instructions

Look at the table below. In the left hand column, think of your life as it currently looks. Give percentages to where your time and energy is currently spent under “Time and Energy Now.”

Next assign percentages to where you would LIKE to spend your time and energy under “Time and Energy Goals.” The areas of life can be categorized according to the chart, or you can make up your own categories. I am the analytical type, so I LOVE this exercise!

KEY TIP! You can use this thought process for many things! For example, if you are on SOCIAL MEDIA then you can measure the types of posts you are posting against how you WANT to show up! Plan your weekly posts according to how you WANT to show up and be more intentional about your actions.

Note: Add on a “New Endeavour” under “Time and Energy Goals. ” This will tell you how you may need to redistribute your time if you are embarking on a new project or hobby. For example, maybe you are just starting your business, or within your business a special project, or embarking on a hobby that you've always put off doing because you've felt "too busy", or adding in more vacation time throughout the year! This is also about fulfillment, self-care, self-love and when you can fill YOUR bucket. You can be there to serve others.

Also, for business activities, I have kept in some of the high-level categories most commonly used, but if these are not your business activities, then by all means change it to what you want! The tool provided gives you the space and some categories to help you do this.





Time Check Exercise

Think of your life as it currently looks (or previously looked if more appropriate). Assign percentages to where your time and energy currently goes. Next Assign percentages to where you would LIKE to spend your time and energy. □

Time and Energy <u>Now</u>	Time and Energy <u>Goals</u>
Work ____%	Work ____%
Significant Relationship____%	Significant Relationship____%
Family____%	Family____%
Friends____%	Friends____%
Hobbies____%	Hobbies____%
Volunteer Work____%	Volunteer Work____%
Home maintenance / Personal errands____%	Home maintenance / Personal errands____%
Other____%	Other____%
Other____%	Other____%
New Endeavour__0__%	New Endeavour____%
<hr/>	
Specific Business / Work Activities:	Specific Business / Work Activities:
Work Total____%	Work Total____%
Personal Total____%	Personal Total____%
<hr/>	
Promotion____%	Work Total____%
Networking Events____%	Personal Total____%
Administration____%	Promotion____%
Volunteer____%	Networking Events____%
Client Service____%	Administration____%
Research& P	Volunteer____%
ublishing____%	Client Service____%
Speaking____%	Research & Publishing____%
New Endeavour__0%__	Speaking____%
	New Endeavour____%

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Share in the community one or two things you are **COMMITTED TO CHANGING!** Then DO that thing, and report back!

- What have you been putting off, but you know needs to get done?
- Why have you been putting it off?
- What’s the payoff of not doing that thing?
- What do you need to let go of?
- What is the fear? What’s the worst that can happen?
- What is the risk of you don’t do it?

What FIRST action can you take to bust through and get over that hurdle to get it done!

The community is there to support you and cheer you on! The commitments may be about integrating your work life and your lifestyle to add more ease and flow. Or maybe it is about providing dedicated blocks of time to something (new or existing) so that you aren't scattered or feeling pulled in all directions throughout the day. When we are scattered, we get stuck. When we fear something, we get stuck.

COMPLETE THE UNSTUCK CHALLENGE, REPORT IT TO [THE GROUP](#) & AND SEND ME AN EMAIL stating the 1) ACTION YOU TOOK & 2) THE RESULTS OF TAKING THAT ACTION to hello@jennifercottes.com to claim your prize! Put “Get Unstuck Challenge” in the subject line.

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We will get to TIME MANAGEMENT to a great level of detail and that is when things will really come together! So don't worry, for now, how you will find the time to take on new actions and let go of old ones. You may also be feeling a void in that "time freedom" you've likely been craving. I promise you, we will get you set up!

JOURNALING EXERCISE AFTER YOU COMPLETE THE CHALLENGE:

Review: Understanding yourself and change

Ending: A period during which you begin to let go of what has been lost due to change.

Neutral zone: A period of emptiness and confusion leading you to new perspectives and ideas.

New Beginnings: The outward acknowledgement that one is beginning something new. (Bridges, 1980)

As you plan for your own personal change, I would encourage to ask yourself: How you can I remain resilient throughout the upcoming change? You may wish to ask yourself: “how do I deal with endings? Am I prepared to accept change?”

Getting support

Another important consideration is getting support. Whose support do you need? Who do you need to tell? What are some ways you can remain engaged in the things that are important to you (and that give you energy!) Later we will talk about outsourcing and delegating, but for now, this is about involving the people close to you and asking for their support. You may need to explain the benefits of the life you are aiming to build through your business.

USE THE JOURNAL SPACE BELOW OR SHARE YOUR THOUGHTS [INTHE GROUP!](#)

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