



SCALE-IT BUSINESS JOURNAL

A JOURNAL FOR WOMEN
WANTING TO SCALE THEIR
BUSINESS TO THE NEXT LEVEL

a journal from
COACH BRITT

IF ANY OF THIS SOUNDS LIKE YOU...

- Lately, your business has been plateauing
- Your excitement is at an all time low and you are unsure about your next steps
- You find that you are more receptive to shiny objects and get distracted easily
- Everything seems foggy - you need clarity NOW!
- Accountability buddies and coaches are nice, but you need more! You want a better system for yourself to make aligned plans to reach your big goals and actually follow through with them.
- You don't take enough time for reflection so you keep making mistakes
- You are working so hard on to bring in new revenue but there are so many holes where your business is leaving money on the table and is bleeding profitability
- You want to get better at managing yourself, your emotions and focus

This journal is right for you. It will help you to:

- Get unstuck and bring your business back to growth
- Ask yourself the right questions and identify the right answers
- Create a structure for weekly check ins and aligned planning
- Helps you to gain and retain clarity and focus
- See and leverage what's working
- Reveal and eliminate what's in the way of reaching your goals
- Dream, think and build bigger
- Unlock your true purpose, desires and potentials as an entrepreneur
- Speed up the evolution from self-employed to CEO

HOW TO GET THE MOST OUT OF THIS JOURNAL

I recommend going through the clarity and focus portion of the journal on a weekly basis. Ideally you incorporate answering these questions into your weekly planning process and then journal for 15 minutes per day answering one of the additional prompts over the next 28 days. Keep reviewing how your answers changed over time, set the intention to take aligned action and trust that the process will call lasting change into your life and business.



MEET THE AUTHOR

**Brittany Charles (Master
Mindset & Business Coach)**

I am passionate about helping creative entrepreneurs, and everyday women take control of their lives and create success in whatever they set out to do.



CLARITY & FOCUS

WEEKLY CHECK IN PROMPTS

- What are you working on this coming week? List your top 3 priorities.
- What do you need to do to ensure you will have enough time and support to take care of your 3 priorities?
- What were your priorities for the last week? Were you able to follow through - if not, what happened? What can you learn from your answer for the coming week?
- If next week went completely as planned, what would you get finished?
- What was the best thing that happened in your business last week?
- What's a challenge you struggled with in your business last week?
- What did you learn last week? Was there an aha-moment or did you gain any interesting insight?



DATE:

DATE :

What would you need to do in order to double your business within the next 12 months?
What would you need to do to 5x it?

DATE :

Who are my idols when it comes to business? What do I admire most about them? Why do I admire these things? What of the things they do or say do I disagree with? Why is that?
How would I approach/think about these things?

DATE :

Looking back at my life: Which experiences gave me a unique outlook on business?
What is my edge and how do I offer a different perspective?

DATE:

What values do I want to be known for?

D A T E :

Review your answers from yesterday's journal prompt. How can you infuse your values more into everything you do and be more vocal about them?

DATE :

What are some things that happen in your industry that you strongly dislike? How can you ensure that you do things differently?

DATE:

Finish this sentence: When it comes to business, here's what I know to be true...

DATE :

Review your answers from yesterday's journal prompt. How come you know the things you've written down to be true? For each item: What is the story of gaining insight?

DATE :

Review your answers from yesterday's journal prompt: How can you weave these stories into your communication? How can you share them with your team members, colleagues and clients?

DATE:

When was the time you wanted to give up? What made you continue?

DATE :

On a scale from 1 to 10 - how satisfied are you with your business? What made you pick the number?

DATE :

Review your answers from yesterday's journal prompt: How can you increase your satisfaction by 1 number? What would need to change? How can you initiate the change and what do you need to do to ensure the change will happen and last?

D A T E :

What are 5 things that annoy you about your business currently? Write them down. What part annoys you? How can you change these things (outsource, eliminate, change the way they need to be done, get help,...)

DATE :

Find 5 quotes that inspire you to grow your business. What do you like about them? How can you incorporate reviewing them into your daily routine?

DATE :

How would you restructure and run your business if you couldn't fail? What would you do differently and why?

D A T E :

Write down all the tasks you have done today. Now reflect: Were all of them necessary or could you have eliminated some of them? Was it necessary that you did the task or could someone else have performed the task after a good briefing? Do you think you sometimes keep yourself busy with tasks that are familiar so that you can avoid taking care of other things that feel more challenging?

D A T E :

How many hours do you currently work per week? Which tasks would you perform if you'd just have half the time? What made you pick these tasks? What would you do with the other task?

D A T E :

Where do you see yourself in 5 years from now? How have you evolved as an entrepreneur? How do you feel, look and hold yourself? How much does your business make and what do you do with it? What does your schedule look like and what are the tasks you work?

D A T E :

Make a list of the top 5 podcasts and/or YouTube channels that inspire you to think bigger. What are some of the most impactful things you have learned from them?

D A T E :

Do you allow yourself enough time to rest and recharge? What's your take on self-care as an entrepreneur? How can you make sure to take good care of yourself so that you can keep showing up consistently?

DATE :

If I could learn any new skill that is not directly related with my business or business in general it would be.... What made you pick the skill?

D A T E :

Your 90 year old self that reached and surpassed the goals you envisioned in your wildest dream comes to visit you and answer questions for 30 minutes. What are the 3 questions you ask them?

DATE :

Review your answers to yesterday's journal prompt: Now let your 90 year old self answer your 3 questions.

D A T E :

Thinking again about that 90 year old self of yours.... What words of warning did they have for you?

D A T E :

Thinking again about that 90 year old self of yours.... What words of encouragement did they have for you?

DATE :

If you could switch your niche, offer and business at the snap of a finger... Would you change it? What would you switch to and why?

D A T E :

Review your answers to yesterday's journal prompt: Are there some elements you could incorporate into your current business?

DATE :

What are the 3 words you want clients to associate your brand with? What made you pick them?

Business Plan

Mission
whats is your why?

Business Goals

Income Projection

Cost Projection

Personal Growth

Notes

SWOT Analysis

Struggle	Weakness
Opportunity	Threats

Notes

A.I.D.A Models

Awareness	Interests
Desire	Action

Notes

Start Up Cost

No	Items	Cost
1	Web Design	
2	Logo	
3	Space Rent (Monthly)	
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		

Notes
