



**6 Week
Shake up
Challenge**

WELCOME....

TO THE 6 WEEK SHAKE UP CHALLENGE

This challenge was developed in 2024 after years of doing all of these rituals throughout the New Year period and never actually recording the process. After chatting with a fellow small business owner it became apparent that these other small business owners may benefit from these same rituals, so the AFSU 6 Week Shake up was born.

We want to make one thing crystal clear, this is free challenge that is designed to help you not hinder you and your business. What you put in is what you get back. Do the work and focus on getting uncomfortable when you feel change and growth happening. This challenge can be done in a quick 6 week succession or if you are working at a slower pace to allow time for all your other commitment this can become a 6 month challenge.

Whether you are Team 6 Weeks or Team 6 Months the below basics are where you need to start and practice daily. These tasks are really underrated but essential to operating with a clear focus and help contribute to a more balanced and calm mind, body and soul.

#1 SLEEP

Try to get a min of 7 hrs a night to allow your body time to rest and heal. We recommend setting up a sleep cycle and do not disturb on your phone at night to allow your circadian rhythm to come back into alignment.

#2 FRESH AIR AND SUNSHINE.

Unplug from all devices and spend some time outside, this include your smart watch. A break from screen time, work and people is often what you need to recenter yourself. If something is bothering you heading outside to take some deep breaths will change your mindset in 30 seconds. Your body will thank you for it.

#3 COMMIT to COMPLETE

Do the work..... Its that simple. Show up for yourself, also it's FREE so what do you have to lose?



Week 1

Lets get a clear strategy

What you'll need:

- **Paper**
- **Pens/ pencils/
crayons**
- **Blue tack**
- **No distractions**



Week 1

Task 1: Let's get a clear strategy.

If you are anything like me you wear many hats and are many things to many people; a small business owner, employee, parent, sister, brother, machinist, videographer, student, mentor, dog walker, the list goes on and on. Thankfully we have made several life changes (after completing this challenge) that have made the number of hats less and more comfortable.

Chances are the amount of information, to-do-lists and wants, floating around in your subconscious mind that some days you question whether you have undiagnosed ADHD and if the list of jobs will ever end. Dreaming of having the time to focus on one job at a time to complete it with intention and to the best of your ability seems all too far away.

The task below is designed to streamline your focus and attention to save time, money and energy.

Step 1.

For this task you will need to find some paper; this can be a roll, printer paper, a notebook what ever you feel comfortable writing on, some pens or pencils or art supplies that are coloured and will allow you to be creative with this task.

Step 2.

Find a nice comfortable space that you can spread out and be free of distractions. Put on some music or frequencies, if this helps. Make yourself a cuppa, light a candle and meditate, sage your space. Do whatever it is that you need to make the space inspiring and comfortable to allow all of the information to flow out of you and onto the paper.

Step 3.

It's time to let it all out. Take some deep breaths and start writing down all of your Business goals, ideas, products (current and future) personal goals, thoughts and dreams. Why you started your business, where you are working now and where you want to work in the future, income goals, employee goals, equipment that will make your life so much easier. Holidays you want to take by yourself or with your family, events you want to attend, competitions and awards you would love your business to win and be recognized for. Pros and cons for projects, charities you are passionate about and choose to support. It can be anything that is in your head that needs to come out.

This process is similar to a mind map however there are no rules for this process. You can write these out, colour code them, draw pictures, make a flow chart; whatever you feel comfortable doing. The most important thing with this strategy session is what you write down not how you write it.

Step 4.

Once you have completed writing or drawing and you are happy that you have everything down on the paper in front of you, it's time to display this on the wall. This Step is crucial for you to really be surrounded and absorb all the information you have been carrying around. You may find some of it is crossed out as soon as you write it.

Step 5.

Every day for at least the next week, take 5 mins per day to review and process everything you have written or drawn. At the end of the review time frame, cross off at least 1 item you will no longer commit too, this year. It might be a time investment, financial commitment, a project that requires additional due diligence, research and development It could be due to your person life situation. It is not a no forever its a no for this year.

Step 6.

Now that you have removed the big project from this year's workload, it is now time to write down your top 5 goals for the year. In a notebook or on another piece of paper, divide the page into 3 by ruling 2 lines on each page. In the left column write down your top 5 goals. In the column on the right hand side write down your current status for that goal. The middle column now becomes the steps you need to complete to bridge the gap between the left and right columns.

Start with your first goal, break it down, how will you get from your current position to where you want to be. Repeat this step for each of your top 5 goals.

We will now use the middle column to create our actual To-do-list. Your focus needs to remain on this list if you wish to achieve your goals for the next 12 months.

Once you have all of your goals broken down your can allocate them to months throughout the year. If you maintain focus, by the year end, you will have completed these goals without feeling overwhelmed of where to start

Week 2

Do the Hard Thing

What you'll need:

- **To do list**
- **Time out of your schedule**
- **Moral support**



Week 2:

Task 1: Do the hard thing!

Most people don't like doing hard things unless forced. While the task itself is simple in theory, it will require you to become vulnerable and uncomfortable. On the other side are growth, rewards and strength. As cliché as it sounds, it's time to get comfortable with being uncomfortable. So what is your hard thing????

You know exactly what I'm talking about, it was the thought that just popped into your head. Scary or not it is the one thing you need to do.

We all have a procrastination list or a must get to pile. We know we need to stop, focus and do the thing but it ends up being subconsciously filed in the 'one day' section of our brains, festering away and unintentionally distracting us.

So what have you been avoiding???

This question can be quite confronting. For me personally, as I write this, it is going to buy storage for my new house. There is very limited storage in my small Cottage and trying to find furniture that I like and is good quality is not an easy thing. For this task, I need to set a budget, decide if I want vintage to be up-cycled or new and schedule in the time to go shopping.

For some of us there may be reasons for the procrastination that far exceed our level of understanding. If you feel that this is more than a procrastination issue please seek professional help and talk to someone about your issues. We all need help sometimes.

If however, you know that you are a true procrastinator, this is where you will need to flip your focus. Look at it from the perspective of how great your life will be after you have done the hard thing. Perspective changes everything.

The hard thing can be many things to many people. Here's a list of situations that may trigger your 'hard thing'

- Having hard or awkward conversations
- Setting up your business to be automated
- Deciding if you should take a leap into the next stage
- Showing up online and being the face of your business
- Discontinuing a product
- Learning a new skill
- Sourcing a new manufacturer

The list goes on....

Time to do the hard thing.

Step 1.

Clear your schedule. Block out a period of time needed to complete the hard thing. Call in reinforcements if you need them. Friends, family, find someone to hold you accountable to the task. Many hands make light work.

Step 2.

Write out the task, breaking it down, step by step with instructions. This will help maintain focus and complete smaller incremental tasks. Altogether these add up to the hard thing. E.G. Clean production room, design clothes, draft pattern, cut garments, sew garments on machine, finish hand sewing garments, press garments, barcode garments, market garments.

Step 3.

Start with the first step by allocating a deadline, as well as listing the benefit of completing this task. Schedule the first few tasks to each deadline E.G. One task a week for the next 6 weeks, or maybe you prefer a more focused approach with rewards upon completion. Whatever your schedule allows for, once your mindset has shifted to see the benefits instead of the mountain to climb, step by step, week by week, the hard thing will become a distant memory.

This activity will also build up your confidence and momentum.

One of the most simple tasks in the 6 weeks of challenges is also one of the hardest

Week 3

Time to Shed a layer

What you'll need:

- Pen
- Paper
- Phone
- Computer
- Rubbish bin/ cleaning supplies



Week 3:

TASK 1: Time to Shed a Layer

As small business owners it's no secret that some weeks we burn the midnight oil to achieve deadlines or fix problems and our environment can end up being a Reflection of this.

While your environment may be clean and tidy on the surface, we are focusing this Week on all the invisible and physical clutter that needs to go

This week's task is focusing on removing ALL of the distractions and becoming more intentional with our environment, the people we choose to share that with and our time. Time is the most valuable asset and this task we make the choice of who and what has access to it.

We have 5 options for this task, some more difficult than others. Choose 1, a couple or all of them, it's up to you

Cleansing Option #1 - Workspace

What does your workspace look like?

Is it a clean and organized office space or studio with inviting energy?

Do you have comfortable chairs to sit in?

Is your desk free from clutter and "to do" piles?

Does it have good lighting and heating or cooling?

If you did not like the truthful answers to any of the questions, you need to start here.

Where you work needs to be a joyful environment to be in. If you do not like where you work you will find any excuse not to be in that workspace and things won't get done. Even a general spring clean or reconfiguring the layout will help you to start the year off with fresh energy. Simple inexpensive things such as adding plants or new decor will elevate your space.

What you aim to achieve from this option is a distraction free workspace that you want to happily work in for 8 hours a day.

Cleansing Option #2 - People

This one is a little controversial, however you will be grateful you made the choice 12 months from now. It's time to stop nurturing the relationships that don't nurture you.

Let that sink in for a second. We all have people in our lives that are in our social or business circles that are hard work. We like to call them energy vampires.

The people who you feel obligated to connect with, the people you talk yourself into catching up with and for hours after leaving them, you feel emotionally and physically drained. They literally suck the energy out of you, on a regular basis. I'm not talking about the friends and family that have their ups and downs, I'm talking about the people who make the choice not to help themselves and will always try to bring you down to their level.

These people often criticize you and judge you reflecting their personal insecurities and Thought processes onto you. This is your cue to stop associating with these people.

How you choose to protect your energy is up to you. Take this opportunity to focus your energy on connecting with your people. The people who leave you feeling good, loved, connected and inspired. If you don't have many of them, you must make the time to go and find them. You may find that this activity becomes apart of your everyday life.

Cleansing Option #3 - To Follow or Not to Follow

Let's start by confirmingsocial media is still media. Are you the kind of person that would sit and watch 4 hours straight of news programs on the television? No? Then why are you spending 4 hours a day scrolling on social media watching the "news" from your friends/ idols/ brands.

If you find watching the news depressing and a waste of your time, why are you following uninspiring accounts in large volumes and doom scrolling for hours on end. 4 hours is 4 hours. How much money do you earn in 4 hours.

You may have noticed that the leading people in their field don't follow anyone on social media. Look at the accounts you follow and review why you follow them. Are they supplier contacts, industry contacts, former clients, accounts that share entertainment, inspiration and beauty. All of the accounts you follow should offer value to you as a consumer of their product.

If they don't this task is for you. Unfollow, delete and remove any accounts that no longer serves value and enjoyment for you and your business in the online space. Remove the accounts that trigger the comparison of your business to others.

Redirect this energy into a more productive task such as up skilling and investing in your own marketing, content and product development. The less accounts you follow the less impostor syndrome you will feel.

BONUS TASK:

If you are smashing the challenge so far and want to do an extra exercise to see if there is growth and change happening, here is a bonus task.

Once you have completed all 3 tasks, at the end of this week, go back to your Week 1 task, and re look at your strategy session.

How are you feeling about your top 5 goals created from the session?

Are they still relevant?

Do you want to change them?

Your bonus task is to rewrite your top 5 goals as well as cross another project off that is being moved to next year.

This task will reconfirm your passion and motivation for your goals or bring to the surface any negative emotions towards your goals that you may need to work on

Week 4

Update your Marketing



What you'll need:

- Computer
- Internet
- Phone
- Resources
- Calendar
- Tripod/ car mount



Week 4

Task 1: Marketing update

Each year it is becoming more and more important to review your marketing at a deeper level. The marketing landscape has become so fast paced and ever changing, as business owners we need to take a step back and review what is working for us, what new options are available and how does it align with our business and branding for the future.

One thing that does not change is the structure of the marketing funnel and the customer experience as they progress with your business. For this task we are starting with the basics of what a basic marketing funnel looks like as well as sharing some facts about paid marketing.

Just like fashion itself there are new trends and trending platforms to consider when it comes to the marketing of your business. Regardless of which platform you choose to connect with your customer base, your funnel and understanding how marketing works will lead to more potential customers and conversions.

Let's talk about what each part of the funnel and highlight the changes needed. This will then form the basis of your content creation across various channels

TOP OF FUNNEL - BRAND AWARENESS

Think of this as an introduction at a party. Attracting customers to learn about your brand is the goal here. Focus on connections and building a foundation. Communicate this by showcasing the brand aesthetic and setting the mood for who you are and what you do. Sell an escape from the current world into your brand world.

Examples of these are participating in Fashion Week events, lifestyle videos and shots, mood board imagery, desirable imagery, engaging content that is about connecting not selling.

UPPER TIER FUNNEL - BRAND ENGAGEMENT

Once customers have found your brand, the focus should now shift to building trust with the aim to progress these customers to converting sales. Using methods of neuromarketing to pre-frame the customer by positioning yourself as the top of your field. Use these engaging techniques to explain the uniqueness of your brand, focus on the people behind the brand, introduce the design team. The story of your history and the artisans who make your products will create an emotional connection with your customers.

Examples of trust building are: Giveaways, appearing on podcasts, collaborations with other brands and artists. BTS.

Taking the time to explain the products and how they came about, the people who make them, the pain point the product solves, the sizing you offer, product reviews, testimonials, UGC (user generated content), all of these are a great way to expand on your brand awareness and pull your customer in a little deeper to your funnel.

This content needs to be something that makes them want to like, comments, share, message... Engage even when not wanting to purchase.

LOWER TIER FUNNEL - CONVERSION

Now that you have built a solid foundation of trust with your consumer its time to convert to purchases and we can't stress this enough, you need to ensure your customer shopping experience is a pleasant one.

Your website needs to be user friendly, not clunky. Images need to load quickly, your site needs to be easy to navigate in terms of searching for a product, finding the size guide, finding matching products for an outfit, up-selling, anything related to the customer confidently purchasing from your store.

If you are an online store, customers need to easily work out their size and have a pleasant customer service experience to avoid losing interest and buying somewhere else. Once you have done all the hard work to attract and engage with them the customer service and online store experience need to be functional and easy to use to ensure the outcome is to checkout and not just add to cart.

BOTTOM OF FUNNEL - RETAINING

All of that effort to gain a customer now you need to work on keeping that customer. What are you doing to retain them? Happy customers are your biggest fans and the most engaged and captive audience. They need to be nurtured to ensure they keep coming back to you.

The delivery of the product, the unboxing of the purchase, the quality of the garment and how you handle a difficult situation all contribute to the decision the customer makes when they become a return client

These customers are also your primary email list and should be treated like the gold that they are. The best part of emails lists, are that you own these contacts. They are not affected by algorithms they only have an unsubscribe button. Reward them with exclusive access, discount codes, loyalty programs, gifts with purchase, event notifications. Anything that you as a customer would want to receive as a thank you from a brand you like to buy. Invest in growing this list as your number 1 priority.

The more money you spend on marketing does not always equal to more sales, especially if you are not providing the right type of content for the desired result. There are businesses that rely solely on organic marketing for their business and are prepared for the slower growth and lower income that comes from doing the hard yards and creating great quality content without paying for promotion. If you want results you are going to need to invest some money to promote your self and your business.

There are many different forms of marketing besides social media so always check in with who your customer is to ensure you are promoting paid advertising in their world. E.G. IF you are selling to parents and children, exhibiting at a parents and babies trade show will allow you to showcase your products to a captive audience. Paying for the stall is considered brand awareness, however the quality of the product and customer service experience within the stall is the engagement that may lead to purchase on the day or may lead to purchases months down the track. Think outside the box and put yourself in your customers shoes. How would they find you and go from there

When starting out, the goal is to get your name out there. What are you personally doing to promote your products and brand? Are you wearing or using the products daily or are you always going back to another brand. You are a walking advertisement to your brand and if you aren't wearing the product, how can you expect someone else to pay money and wear it too?

The last point I want to discuss with you is something Garry Vee said when I was fortunate enough to see him in person in 2023.

"How do you think you can change the world with what you do if you are only posting once a week?" No one is going to know you are changing lives around the world if you don't tell anyone about it. So STOP caring what others think and be proud and consistent with your message and branding and tell the world you have arrived.

Repeatedly. Consistently. Always.



Week 5

The Mindset Shift

What you'll need:

- 30 mins/ day
- Pen
- Paper/ notebook
- Resources
- Phone
- Internet



Week 6

TASK 1: Shifting your mindset

There is so much emphasis on business owners needing to have a growth mindset, when starting out. The truth is this looks different for everyone, but the important thing to remember is growth is good.... to a certain extent. I always give the advise to my clients “ It’s your business so it’s your rules”.

Wanting to grow a business to live comfortably is great, wanting to grow a business to conquer the world is great but which ever way you go you need to know which path to take.

This week's task is designed to create clarity and a solid foundation for you and your business to grow to where you want it to be. It flows hand in hand with removing limiting beliefs and using the appropriate language when describing our businesses to others. These are the true factors holding you back from making those life-changing decisions.

Let's start by organizing some Growth time

Some days and weeks fly by, schedules fill up and we always end up making Appointments and commitments for everyone and everything. Your challenge for this week is to schedule growth time and keep the commitment. The important part of this task is to set an achievable time frame to complete this. Do not schedule 30 mins/ day if realistically you only have 10 mins in the afternoon.

Look at your schedule and prioritize your commitments to include a block of 30 mins and block out this period of time for growth. If you have time to do this daily or weekly you will see the most benefit, however if you only have once a month, you will experience the change and growth, it will just be at a slower pace. Think of this as a Dr appointment for your business and never cancel it.

So what is growth time? It is doing something that challenges you and the way you look at things. Something that may push you physically, mentally or emotionally but something you can also have fun with. Here are some suggestions;

* A physical activity such as dancing, going to a gym, horse riding, playing a team sport, going rollerskating, something that you may have done as a child or always wanted to do but never had the courage. This is your time to find the courage. Learn a language, learn to play the guitar; it really can be anything that frees up your mind and body and allow the creativity to flow.

* Finding a coach, mentor or fellow business Queen/King and booking in regular sessions with them. Having professional connections to bounce ideas off of and offer an outsiders perspective that could be the game changer you need to create your dream professional life. Finding the right person may take some time so don't be afraid to take your time finding the right person to connect with and offer advice.

* Reading, networking and educating. If you are lacking in some of the skills you need, block out this time to enroll in that course/workshop and level up your skill set. Seek, find and connect with like minded people to listen and learn from them. Open up your mind to learning and change the way you approach tasks. Take a mini course, go back to uni or simply start reading that pile of books on your nightstand.

* Volunteer in the community. This one will push you emotionally and open up you up to the art of giving without expecting nothing in return. You will meet and connect with your community and open up your world to see what exists and happens outside of your work/ home life bubble.

Task 2: Changing your Language.

How do you introduce yourself? What do you tell people you are passionate about? What do you say is your job when people ask what you do for work? If your business is not your main income stream this challenge is definitely for you.

Having the confidence to talk about their business is where a lot of business owners struggle the most. Australia is notorious for creating a tall poppy syndrome culture. Where do you think imposter syndrome came from?

Be good and confident but don't be too good and confident because we will try and bring you down. This is not OK and it's time to stand proud of your business because all of us who run a business know how hard it can be. Starting this week your challenge is to create your elevator pitch, explaining who you are, and what is your business.

Write it out and say it to yourself in front of the mirror until you stop feeling uncomfortable and no longer stumble on your words. Once you are feeling confident start telling your household and friendship circle, anyone who will listen. Once you have built up confidence create a video for social media.

Record the video and be sure to use positive body language as you talk about your business and invite others into the world you have created for your business. Focus on confident language, and sharing how passionate you are.

Using this time to look at yourself and see if you are selling confidence and trust through your language will make you stop and think before you talk about yourself but also become more efficient with your communication.

Task 3: Planning for the Future

The final part of this challenge is to create a growth inspired Environment. When you have done the work and both you and your business are thriving, what does that world look like for you? What does your business look like with growth? What do you look like with a business that has grown and scaled to the level that you want it to be at? There is no point in doing all the hard work if you don't know what growth means to you and what the future looks like.

Deciding what growth means and looks like in your future will allow you to start planning and making the right decisions to progress to that point. If growth looks like moving out of the home studio into a warehouse then start researching warehouses in the area you plan to grow into.

If there are dream clients you want to work with start reaching out to their agent and starting to connect with them. Attend events with like minded people to connect and expand your circle. Start by changing your environment to include the people you need to achieve the growth you know is possible.

Small incremental changes will help you on the path to growth. Big changes can be too much all at once, including financially, so be sure to plan and have Contingencies in place that result in you achieving your goals.



Week 6

No effort No reward

What you'll need:

- Paper
- Pens/ pencils/ crayons
- To do list
- Blue tack
- Resources



WEEK 6

TASK 1: Rewards are the new Black.

Now let's cast our minds back to our Week 1 task and reflect on our strategy session and specifically our top 5 goals for the year. Have they changed at all? Do you feel your priorities have now changed? Is there anything you want to remove from your list?

Now is the time to rewrite your goals but this time let's add in a reward to match each goal. Consider the level of effort required to achieve each goal on your list and add a reward that has as much significance as achieving that goal.

For example; a goal might be to set yourself a challenge of sharing your outfit of the day for the month. This equals 30 different looks for your brand and Posting a video a day showing how you style your garments and highlighting Key features. A challenge like this involves considerable time planning, styling, recording and editing

Your reward that you attach to a challenge involving this much time needs to be as significant as the work you have just completed. Assign a reward that celebrates your achievements but also allows you to relax unwind and spark further creativity.

For larger goals like increasing your income by 15% or doubling the number of Email subscribers to your website or landing a wholesale account, the reward will need to be bigger and just as significant. Weekends away, family holidays, investing in new equipment, whatever you feel is an equivalent and highly motivating reward, assign it to that goal. The bigger the goal the bigger the reward but make it achievable.

This is simple yet effective, especially if you are competitive by nature. If you were Employed and did a great job you would receive a bonus, this is no different.

To recap;

Step 1. Re-write out your top 5 or 10 goals you aim to achieve in your next Business year.

Step 2. Write a suitable reward that aligns with each of your goals that you find motivating

Step 3: Attach the goal and reward list to a highly visible place where you work so you can see it each day and use it as motivation on the hard days.

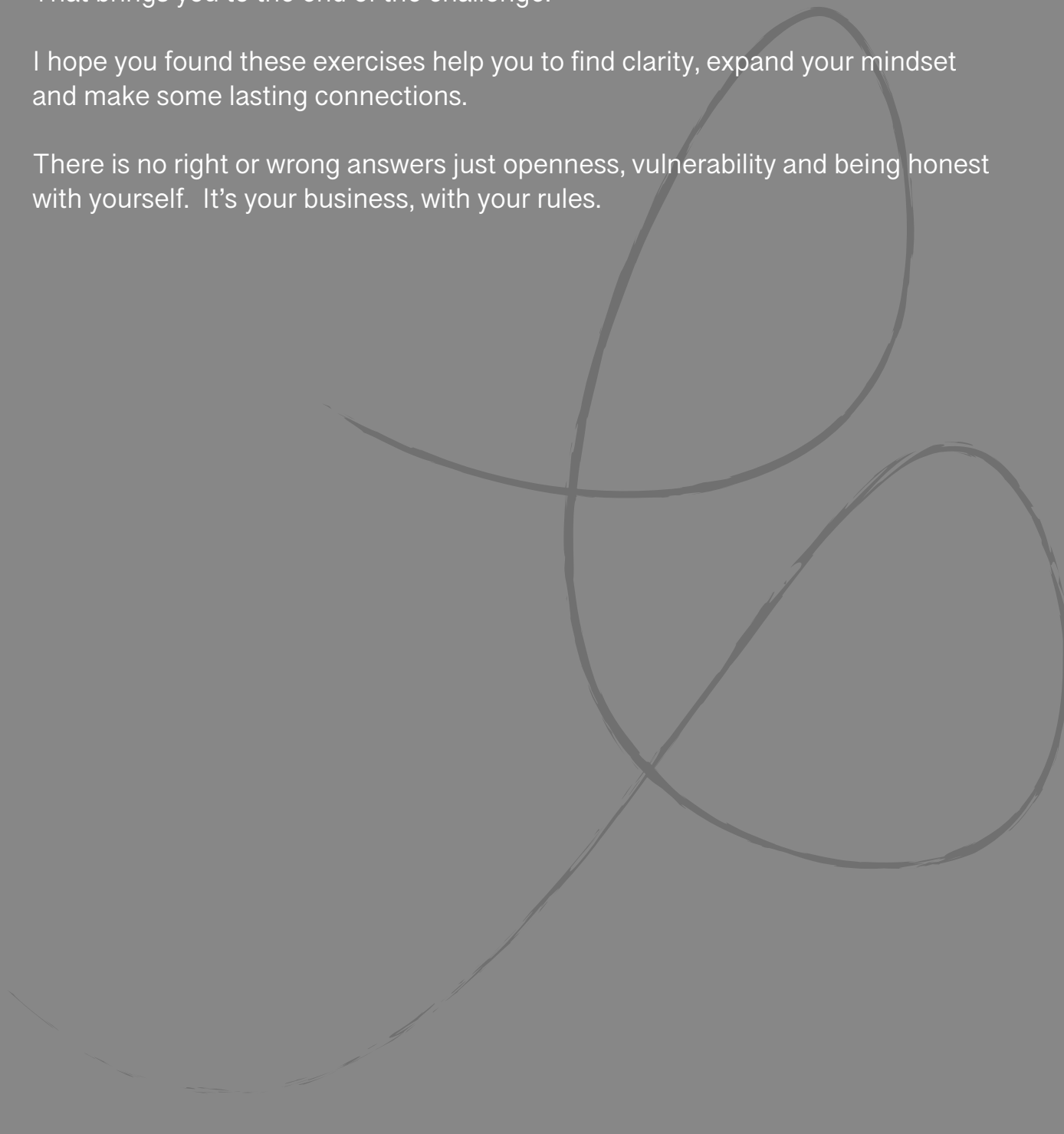
Step 4: Go hard towards your goals and remember to stop and take a moment along the way so you remember what it took to achieve them.

Rewards will look different to everyone. To some it's monetary, to some its time, to some its silence and getting away. Just remember, this is your reward for all of your hard work.

That brings you to the end of the challenge.

I hope you found these exercises help you to find clarity, expand your mindset and make some lasting connections.

There is no right or wrong answers just openness, vulnerability and being honest with yourself. It's your business, with your rules.



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