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You CAN Have Work/Life Balance And Successfully Run A Business!

# You Can Do This

You have just put in a twelve-hour work day supporting your own business. It's 3 o'clock in the morning, and again you lie awake with thoughts about whether or not your business will be successful. Will you make your monthly sales and income goals? Will that potential new client sign a contract?

It's that dreaded time in the middle of the night when obsessive thoughts like these plague small business owners. There is no doubt that you are "on" 24/7 when running your own show. You remind yourself that you chose this path to be your own boss and to have the flexibility and balance in life that you desire. You have come far and keep pressing ahead!



You know that you were smart enough to come up with a brilliant business idea and were motivated to put it in motion. But will you ever be able to take a breather and begin to enjoy the fruits of your efforts?

Most successful businesses don't run themselves and you are, after all, the brains behind this machine. You know you have to put in 110% effort to achieve your goals, but it doesn't have to be an overwhelming process.

Let me help you break down this process into easily digestible steps and then show you how to manage your goals to obtain the outcome you desire - more time to yourself, more time with your family, and more productive time at work. I will also reveal to you the one secret to making changes in your everyday approach so that you can begin achieving your goals in all aspects of your personal and professional life.

You will feel confident with your decisions and encouraged by the best-kept secret all business owners should know. Just keep your head up and know that hard work really does pay off. With these tools I will show you, you will live the life you always dreamed of.



#### To Do List:

- Identify and write down your top 5 passions
- Identify and write down your top 5 dreams
- Visualize your ideal future
- Manage your time
- Organize resources
- Avoid distractions!

## Defining Personal Dreams

Everyone has personal dreams they would like to achieve, a bucket list of sorts. It is what gets you up each and every day and motivates you to keep working hard. Often, the daily grind gets in the way, and these dreams fall out of focus and can at times seem unattainable. It seems there is always too much to do on a daily, weekly and monthly basis to keep your business profitable and moving forward.

Personal dreams are the rewards of our efforts. A personal dream is an idea or concept that you have very much wanted to do, to be or to have for a very long time. You quite literally dream about those stress free beach days and freedom to do what you want, when you want. In order to achieve a personal dream, you need to have a plan in place with very specific steps to execute that will lead you to it.

Then there are your passions. Passions are interests you are drawn to. These are things you look forward to doing, learning more about and spending time enjoying and building on. Identifying your top 5 passions is a good way to begin understanding what drives you, what interests you and pushes you towards an ultimate end goal.

Is it coming up with concepts to make life easier? Writing about certain topics to share your knowledge with others? Could it be expressing yourself creatively through art for the public to enjoy? Whatever your passions are, it is crucial to identify them, know what they are and how they define and drive you. Literally write them down and put them in a place you will see them daily to remind yourself of what you love.

Like passions, dreams are magnetic goals. They are things you have been desiring and thinking about for a very long time. Writing down your top 5 dreams in life will give you a reason to discipline and push yourself in life to achieve them. Whether it is spending more time with your family, embarking on the vacation of a lifetime or owning vacation properties in multiple favourite locations, dreams are achievable if you can identify them and put a plan in motion to make them your reality. Again, write these down and look at them as often as you need to be reminded.

Practice discipline. Use your knowledge and focus to manage your time, organize resources and avoid distractions to get the most out of life every day you work towards your dreams. This is your chance to step out of your comfort zone and grow to become who you really want to be. Visualize your ideal future and be motivated to make this your reality!



Once you have your top 5 dreams and passions identified, outlined and on your radar, join me for a 60-minute webinar where I will show you how to make these passions and dreams your reality!

I will show you how to guarantee your success. All webinar attendees will receive a recording of the session, worksheets and a bonus 1-2-1 follow up session.



Here is an example goal with a plan: You want to run a marathon and have never done this before. First, you will need to buy running shoes and comfortable clothes for various types of weather. Next, you need to find and start following a training plan for your level and ability so you can start to plan your runs to progress from 0 to 26.2 miles by a certain date. You will need to modify your diet to replenish those extra burned calories. Finally, you need to start running! In short, you need to work towards this goal over many months or even a year in order to compete this distance race.

The first order of business is to set your goals. Determine what it is you want to achieve and by when, and then commit to a goal and go for it. The SMART framework is a great way to get this process started:

- S**pecific - what specific goal do you want to achieve?
- M**easurable - can you measure the progress of the goal?
- A**ttainable - is your goal attainable?
- R**elevant - is your goal relevant?
- T**imely - what is the deadline you have set to achieve this goal?

Once you have thought about this and identified one or more goals to shoot for, it is time to put together a personalized and customized road map to chart your success as you move towards a goal. Think of it like taking a road trip with small pit stops along the way. The larger goal is the final destination. In order to get there, you will have to make stops along the way to fuel up and rest up.

The larger goal is often called a stretch goal and may take a year or several years to accomplish. Plan this one first. Next, think of smaller intermediate goals that will ultimately get you to that bigger goal but that will take weeks for even a year to achieve. Finally, think about immediate goals, things you can do today or this week to move you towards reaching those intermediate goals.



Write all of these goals down and note when each one is to be accomplished. Guess at dates, they can change later. Make a checklist of things to do that you can literally check off and update every day as needed to keep you motivated. Make changes to this list to accommodate changes in life, but always keep the bigger picture in mind.



#### To Do List:

- Decide on what goal(s) you want to achieve
- Identify and write down your stretch goal with a target date
- Identify and write down several intermediate goals with target dates
- Identify and write down several immediate goals with target dates
- Create a to-do checklist to work on each day

As you begin to achieve milestones and smaller goals, be sure to enjoy the moment, realize the satisfaction you feel from accomplishment and always observe the progress you have made towards future goals on your map.

Mapping your goals visually gives you a plan and a purpose. Once you have your goals mapped and are ready to take action, sign up for my informational webinar where I will prove to you that achieving these goals is within your reach.

Together, let's guarantee your success! All attendees will receive a recording of the session, worksheets and a bonus 1-2-1 follow up session.



## Creating A Business Strategy

Creating a winning business strategy requires you to have a plan in place. A business won't survive if it isn't attracting and maintaining customers. A solid business strategy includes plans to increase profitability, gain market share, improve customer satisfaction, complete projects on time and under budget, and to gain favourable reviews to stand out from the competition.

Creating a strategy involves a three-stage process:

1. Analysing the context in which you are operating
2. Identifying strategic options
3. Evaluating and selecting the best options

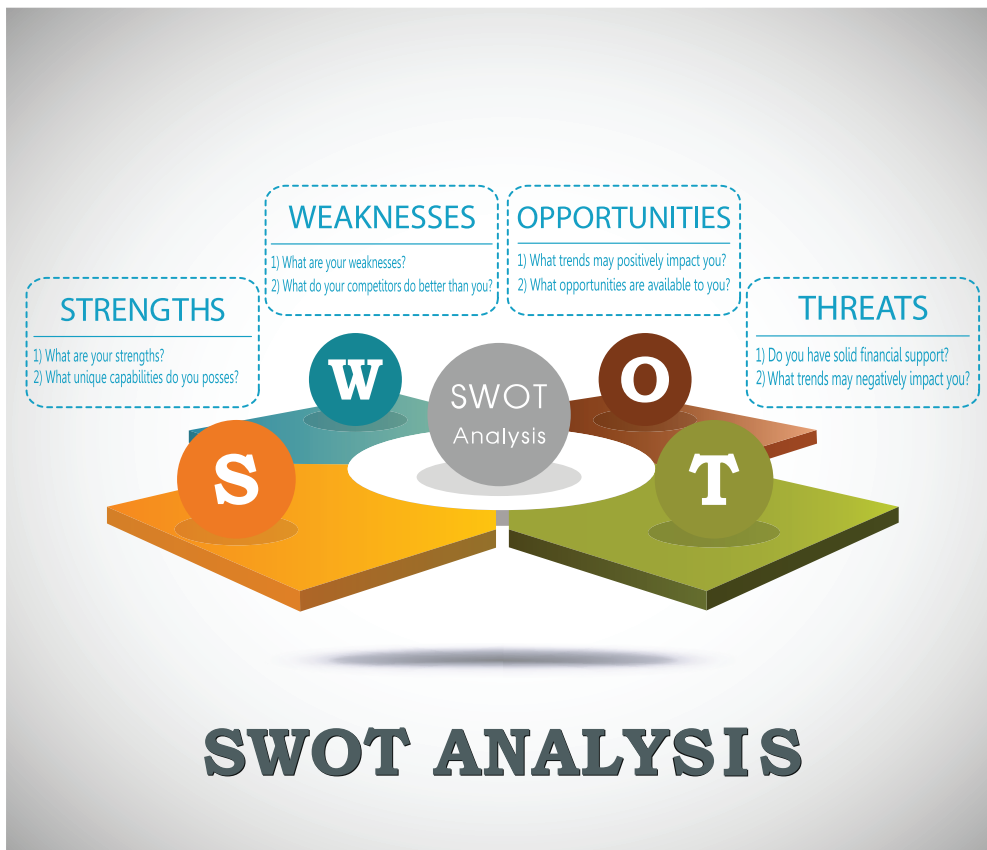
The first stage, analysis, is designed for you to fully understand your organization and your environment. A SWOT analysis is a tool that helps you to identify your strengths, weaknesses, opportunities and threats so you can manage what you do well and fix what is not working. Start by creating a SWOT analysis for your business.

Next, analyse your environment to determine where things are going in the future. Identify your clients and stakeholders and figure out what it is that they want. Finally, analyse your competitors and find out how your products and services stack up to theirs.

***“Strategy is the direction and scope of an organisation over the long-term: which achieves advantage for the organisation through its configuration of resources within a challenging environment, to meet the needs of markets and to fulfill stakeholder expectations.”***

The second stage, identifying strategic options, involves finding out what you can do to obtain a focused advantage and meet your objectives. First, develop ideas for projects and efforts that utilize your strengths as a business and that make you stand out from the competition. Next, review that SWOT analysis and study how you can maximize opportunities and minimize threats or even turn them around into new opportunities. Finally, start solving problems. Identify problem areas in your business and from a client perspective and formulate specific solutions to knock them out. This will exponentially increase your competitive advantage.

The final stage is to evaluate strategic options and choose the best ones that make the most sense for you. Choose enough options to make a difference, but be careful not to choose too many as to spread your resources too thin. Keep it focused and manageable.



### To Do List:

- Create a SWOT analysis for your business and identify strengths, weaknesses, opportunities and threats
- Identify clients and stakeholders and determine what they want
- Identify and analyse your competitors
- Identify ideas and projects to make your business stand out
- Identify opportunities to maximize and threats to minimize
- Identify problems to solve
- Evaluate strategic options
- Create a benefits map

Recall that a goal is an object of a person’s ambition or effort; an aim or desired result. With business goals, it helps to have a visual of what these look like in reference to others. A tool called a “Benefits Map” allows you to easily visualize business drivers and associated project scope in terms of a program. It clearly diagrams the why and the how and doubles as a blueprint.

All of these tools are easy to use and can quickly show you so many details about your business in an organized manner so you can spend less time guessing and more time analysing, planning and implementing change.

Once you have decided on your business strategy, join me for a 60-minute webinar where I will show you how to put this strategy into motion.

Sign up today to reserve your spot. All attendees will receive a recording of the session, worksheets and a bonus 1-2-1 follow up session.

## Creating A Work/Life Balance Strategy

Now that you have a clear business strategy, you can begin to focus on creating a work/life balance strategy designed to keep you balanced and focused and not burning yourself out in the process of striving to achieve your goals. Much like in business, a personal strategy requires planning and execution of those plans in a staged process. Take baby steps towards a larger goal.

The SWOT analysis you used for your business to identify strengths, weaknesses, opportunities and threats can also be used in analysing a work/life balance strategy. These same areas apply to both cases to help you maximize and minimize the opportunities in your personal life. Create another SWOT analysis so you can see your personal analysis clearly.

Once you have your plan in place, it is time to start working smarter and enhancing productivity. This is where time management skills come in. It is important to know how to organize and plan the time that you do have over multiple tasks and in a particular order to make the best use of your time. Mismanaging your time leads to poor results, lots of stress, late deliverables, and error ridden work. Time management skills help turn this around so you see positive results, minimal stress, on time and on budget deliverables and quality work that translates into a good reputation.

Learning to manage your time effectively will allow you to gain control of your day and what you do with it. Gone will be the days when you felt like there weren't enough hours in the day to do everything you needed to.

Now that you have your personal strategy outlined, commit to joining me for a 60-minute webinar where I will cover in more detail how you can truly achieve the perfect work/life balance.

Sign up now to guarantee you won't miss out on this valuable information. All attendees will receive a recording of the session, worksheets and a bonus 1-2-1 follow up session.



### **To Do List:**

- *Create a personal SWOT analysis and identify strengths, weaknesses, opportunities and threats*
- *Create a daily to-do list and evaluate for time management opportunities*

## Putting Your Plan Into Action

Coming up with a plan and strategy for your business and work/life balance was the hard part. Now that you brainstormed and have these tools laid out, it is time to start living these strategies daily. What will you do to hold yourself accountable and not lose sight of these critical pieces to your life's puzzle?

Start out with your inner circle and tell your closest friends and family members what you are up to. Talking about your plans with someone other than yourself will suddenly make it all that more real. They will offer positive feedback and encouragement and follow up with you on progress with genuine interest.

Tell your co-workers and colleagues about your plans. You may be surprised to find additional encouragement from peers who may share some of your interests, goals and dreams. Listen to their stories about how they go about achieving their own dreams. These conversations can be extremely motivational.

Find someone you trust and make them your "accountability partner." This can be someone in your office or a best friend, but make it someone who cares about you and your dreams and is very supportive of your efforts. Have them check in with you on a periodic basis and hold you accountable for your actions to keep you on track.

Once you get these initial actions under way, commit further to your future by signing up for my 60-minute seminar "The Most Important Secret To Succeeding In Business Whilst Maintaining A Work/Life Balance!" I will personally walk you through the blueprint of a plan that will help you to clearly envision a path to your dreams and understand how truly achievable them. I will share with you the main secret that will enable business owners, and in particular female entrepreneurs, to make the necessary changes required in their lives to virtually guarantee success in business and in life. All participants will receive a free 60-minute 1-on-1 coaching call with an invitation to further explore valuable ideas in a group setting.

Finally, don't forget to celebrate! You are well on your way to realizing and achieving all of your goals and dreams. Go ahead and pat yourself on the back, take yourself out for a favourite meal or go enjoy an afternoon doing something fun and that you love. Your hard work is worth every minute of it!

*Click here to register for the webinar:*

<http://www.reflectandreshape.com/rssuccessformula>