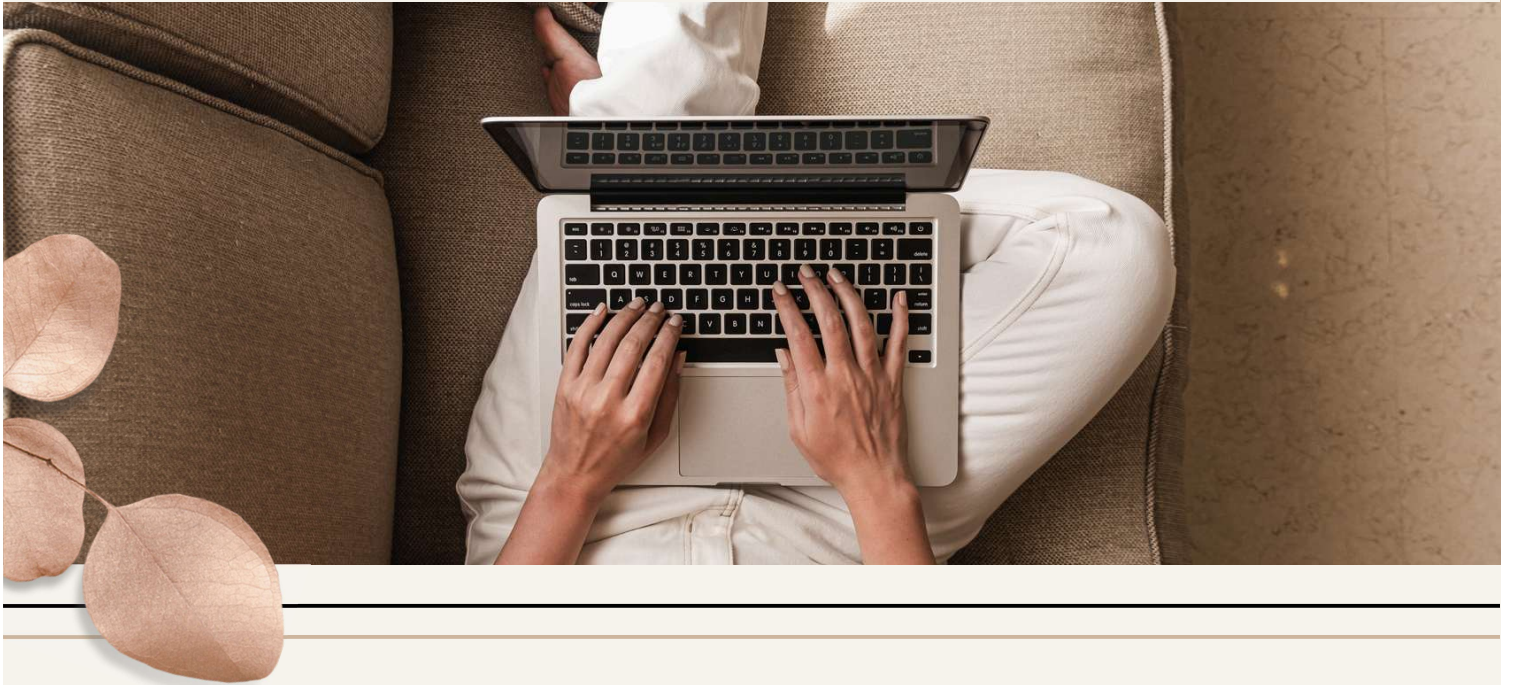




Let's Get Started

BUSINESS CHECK- IN & PLANNING

USE THIS WORKBOOK TO DOCUMENT YOUR
BUSINESS IDEAS AND ASSOCIATED COSTS.

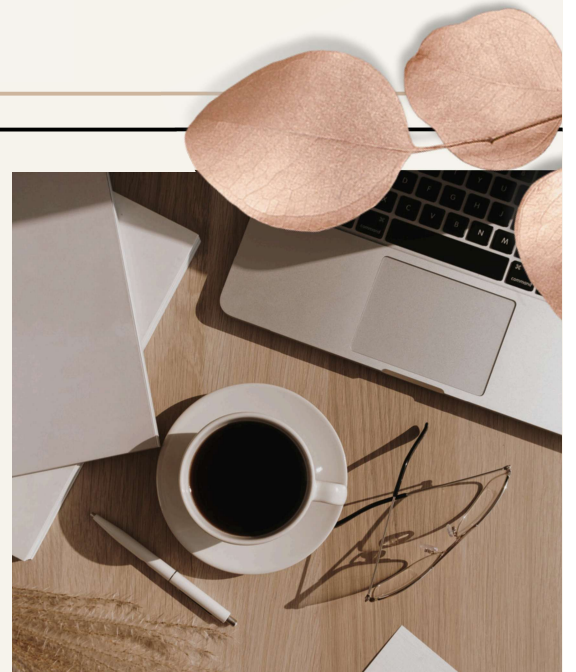
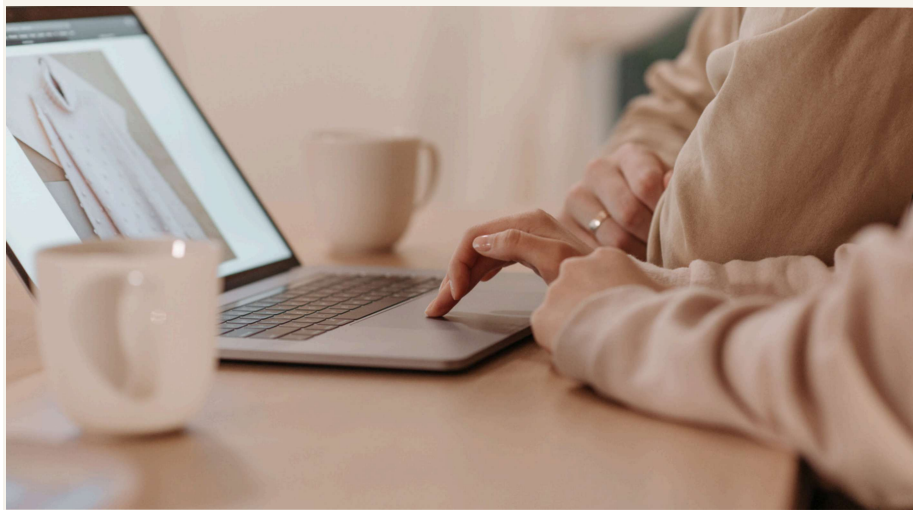
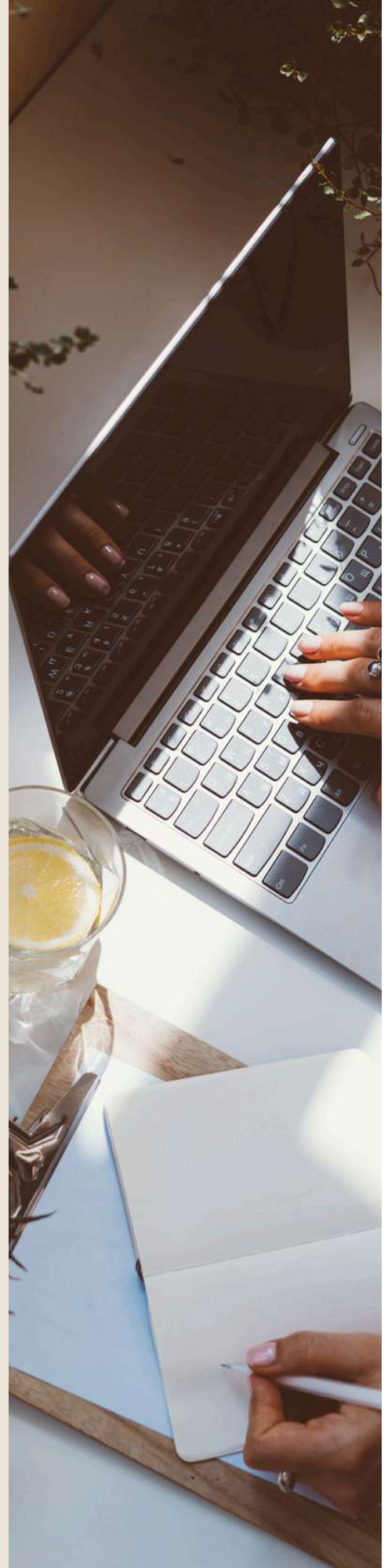
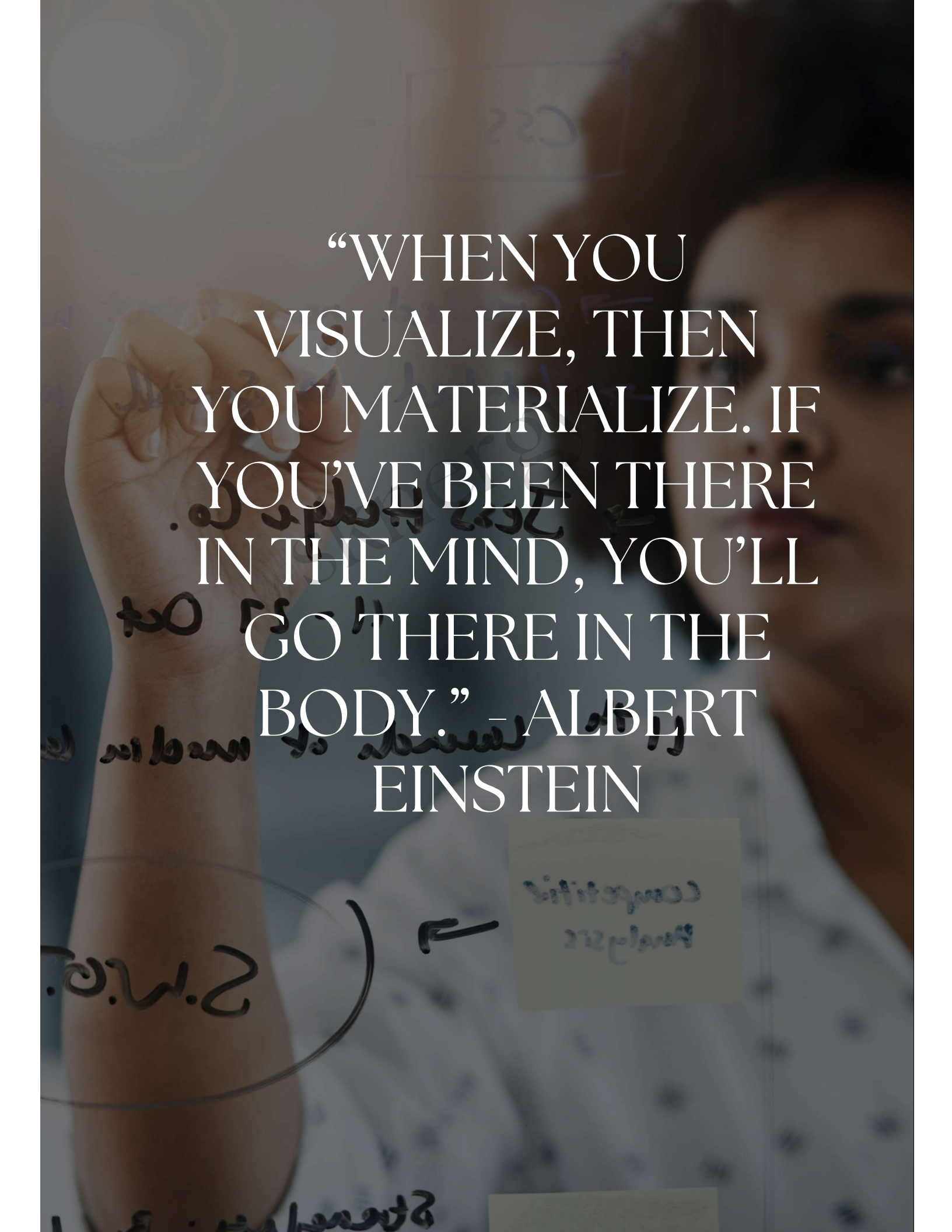




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1. VISION STATEMENT
2. BUSINESS NAME + TRADEMARKS
3. LICENSES & REGISTRATIONS
4. LEAN BUSINESS PLANS



The background image shows a person's hand holding a pen, poised to write on a whiteboard. The whiteboard is covered with handwritten notes in Arabic script, including the word 'تجربة' (Experiment) and 'الهدف' (Goal). There are also some diagrams and arrows drawn on the board. The overall scene suggests a classroom or a workshop setting.

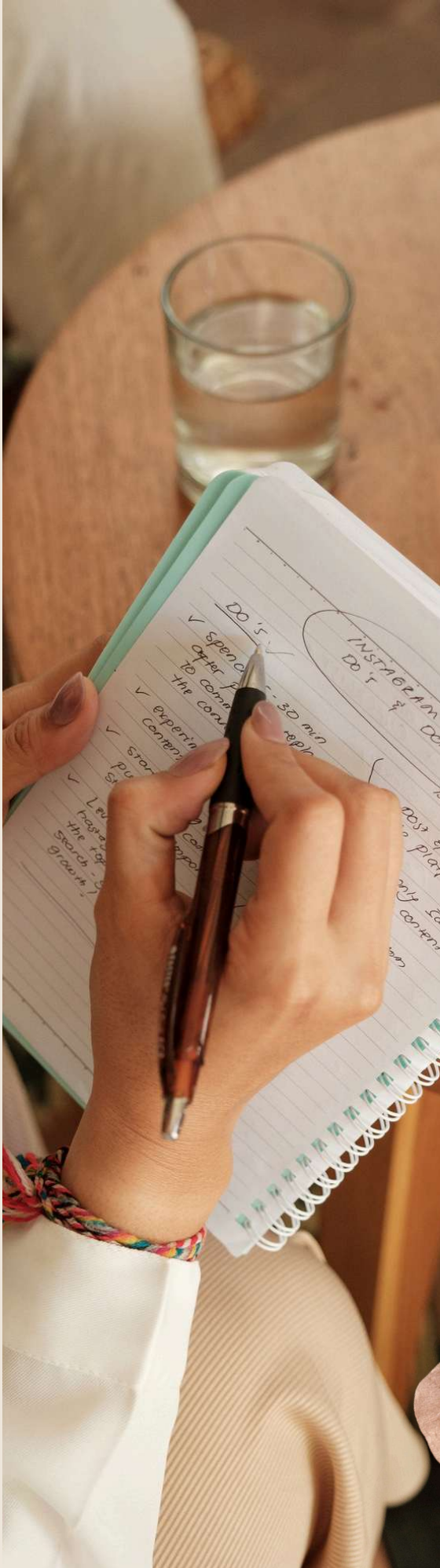
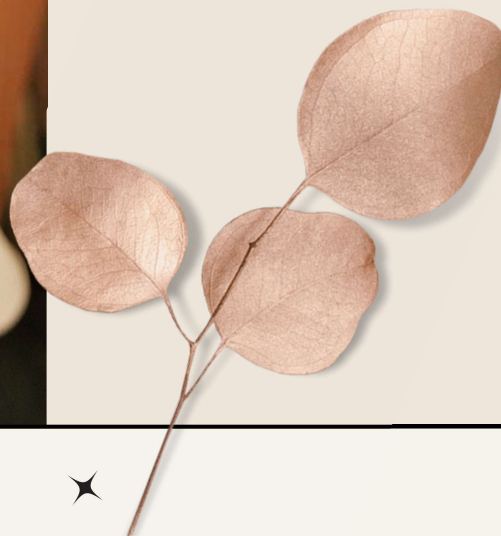
“WHEN YOU
VISUALIZE, THEN
YOU MATERIALIZE. IF
YOU’VE BEEN THERE
IN THE MIND, YOU’LL
GO THERE IN THE
BODY.” - ALBERT
EINSTEIN

01

CREATE YOUR BUSINESS VISION

A business vision provides a clear and inspiring picture of your company's goals and purpose. It's a roadmap for growth and impact, ensuring you stay aligned and motivated.

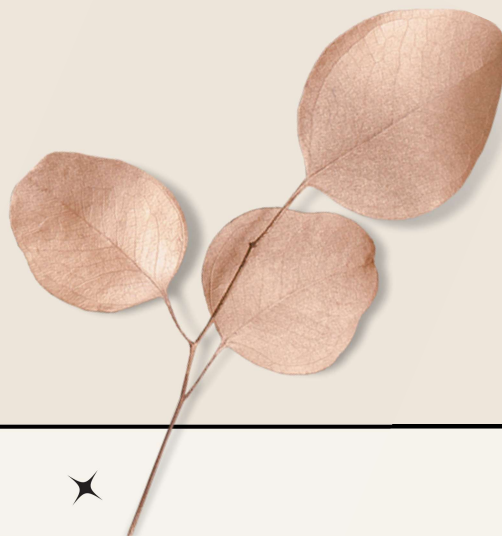
LET'S DO IT!



8 QUESTIONS TO MAP YOUR VISION STATEMENT

KEY QUESTIONS TO ASK YOURSELF FOR YOUR VISION STATEMENT:

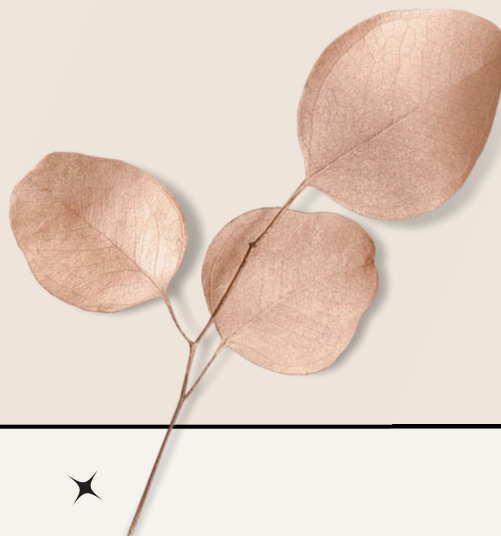
1. **WHAT** FUTURE DO I WANT TO CREATE THROUGH MY WORK/BUSINESS/LIFE?
2. **WHO** AM I TRYING TO SERVE OR IMPACT?
3. **WHAT** PROBLEM AM I HELPING TO SOLVE?
4. **WHAT** VALUES OR PRINCIPLES GUIDE ME?
5. **WHAT** WOULD SUCCESS LOOK LIKE FOR ME IN 5-10 YEARS?
6. **HOW** DO I WANT PEOPLE TO FEEL BECAUSE OF WHAT I DO?
7. **WHAT** LEGACY DO I WANT TO LEAVE?
8. **WHAT** MAKES MY APPROACH UNIQUE OR DIFFERENT?



8 QUESTIONS TO MAP YOUR VISION STATEMENT

IMAGINE THE ANSWERS:

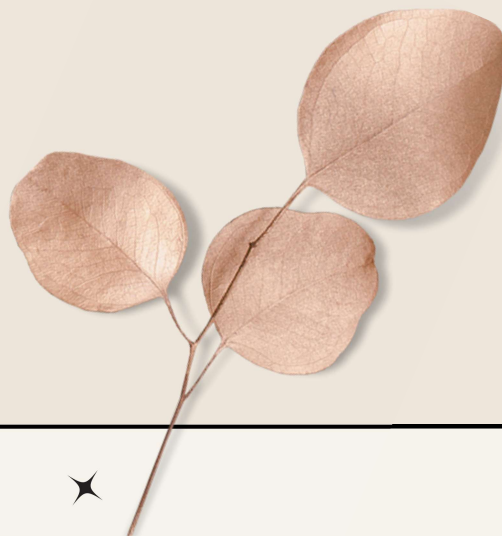
- **FUTURE:** I WANT TO ELEVATE THE CONFIDENCE AND WELLNESS OF OTHERS THROUGH HOLISTIC BEAUTY PRACTICES.
- **AUDIENCE:** I SERVE PEOPLE WITH CHRONIC SKIN CONDITIONS AND PEOPLE SEEKING NATURAL REJUVENATION.
- **PROBLEM SOLVED:** HELPING CLIENTS RECONNECT WITH THEIR BODIES, BEAUTY, AND SELF-ESTEEM.
- **VALUES:** INTEGRITY, AUTHENTICITY, INCLUSIVITY, HOLISTIC HEALING.
- **5-10 YEAR SUCCESS:** A RECOGNIZED LEADER IN THERAPEUTIC TREATMENTS, WELLNESS EDUCATION, AND A THRIVING COMMUNITY.
- **FEELING:** EMPOWERED, NURTURED, SEEN.
- **LEGACY:** CHANGING THE WAY BEAUTY AND WELLNESS PROFESSIONALS APPROACH SKIN CARE AND MENTAL HEALTH.



8 QUESTIONS TO MAP YOUR VISION STATEMENT

VISION STATEMENT BASED ON THE ANSWERS:

"TO CREATE A FUTURE WHERE HOLISTIC BEAUTY IS A GATEWAY TO EMOTIONAL WELL-BEING AND SELF-EMPOWERMENT. THROUGH TOUCH, EDUCATION, AND COMMUNITY, I AIM TO REDEFINE SKINCARE AS A DEEPLY HEALING AND INCLUSIVE EXPERIENCE, INSPIRING CONFIDENCE AND AUTHENTICITY IN EVERY CLIENT I SERVE."



02

CREATE YOUR BUSINESS NAME

The most common way people will find your business online is by searching for your name or business type. It should differentiate you from other businesses types.

LET'S DO IT!



POTENTIAL EXPENSES

NAME RESERVATION (STATE)

BUSINESS ENTITY
REGISTRATION:

DBA

DOMAIN REGISTRATION

PROFESSIONAL FEES

TRADEMARK
SEARCH/MONITORING

LOGO/BRANDING DESIGN

MISCELLANEOUS

plan the process



03

LICENSES & REGISTRATIONS

Ensure legal compliance, protect against fines or legal issues, and build credibility with customers.

LET'S DO IT!



POTENTIAL EXPENSES

LICENSES

PERMITS

PROFESSIONAL SERVICES

LEGAL REGISTRATIONS

INSURANCES

plan the process

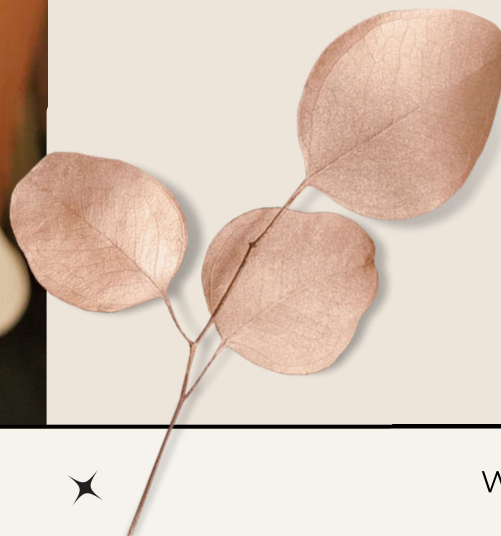


04

LEAN BUSINESS PLAN

Quickly assess and adjust your business strategy. Focus on what matters most for success.

LET'S DO IT!



CHECKLIST

Month: Week:

[illegible]