



The Vision Finder

Create your VISION of success. You need a clear and powerful vision. The only way to achieve success in business and in life is to create a clear vision for your future.

Dive deep into your imagination. Forget logic and rationalizations. Your dreams exist for a reason so tap into them even if you are far away from where you want to be.

Answer the following questions:

1. What are the 3 P's?

2. Describe your P_____

3. List 5 SuperP_____

4. What is your yearly P _____ goal?



CREATING YOUR PERSONAL BRAND #WBS15

Part A. Brainstorm Your Brand

Who are you today? You are Networking at WBS15 and someone asks you what you do...Your answer...

Who are the people you want to appeal to? (Characteristics of your target follower/customer)

What are the pain points they have? What are they feeling? How is it affecting them?

As an expert what are the exact solutions you have to those pain points?

Different than how you think others describe you, how do you want to be known? What are others saying about you when you are not present?



List 3 events coming up where you could leverage your brand for exposure.

List 3 ways in which you add value to your ideal follower/customer (what value are you bringing to the table?):

Part B: Vision

Where you see this going....
Imagine we are WBS 20 (5 years from today) and you meet someone who asks you " So, tell me, what is it that you do?"

You answer... (Who you are, what you do, who your clients are, how you help them)

****AND BE SHAMELESS BABY****



Some Questions You Should Consider Before Partnering With a Direct Sales Company

PRODUCT

- Is the product sustainable (consumable)? Will customers use/consume the product and want more of it?
- Is the quality of the product to your standards? Would you use/consume the product yourself?
- Do you believe in the product? Do you believe enough in the product that you will want to tell other people about it?

COMPANY

- Is the company financially sustainable?
- Is the company publicly traded?
- How old in the company?
- Does the company's vision match up with your vision?

PEOPLE

- Who are the people running the company?
- What are their credentials?
- What are their values?
- What are people saying about the company and product?
- Online reviews (be wary of what you are reading online. Seek credible sources).



QUESTIONS you may want to ask yourself when starting your business and what kind of business you want to have!

What is your passion?

What drives you?

What inspires you?

What are your goals?

What is the flow or order of your business?

Do you have a blog?

Do you have a website?

Do you have a team? And who is on your team?

Do they cost you more than you can afford?

Do you have a brand?

Do you have coaches?

What will it take for you to build a team?

What kind of people do you want working for you?

Can you afford to have someone part time, full time?

What kind of people are you looking for?

Internal day-to-day – admin, social media, marketing?

External coaches, what kinds?

Are you considering a Brick and Mortar Business?

Where is it located?

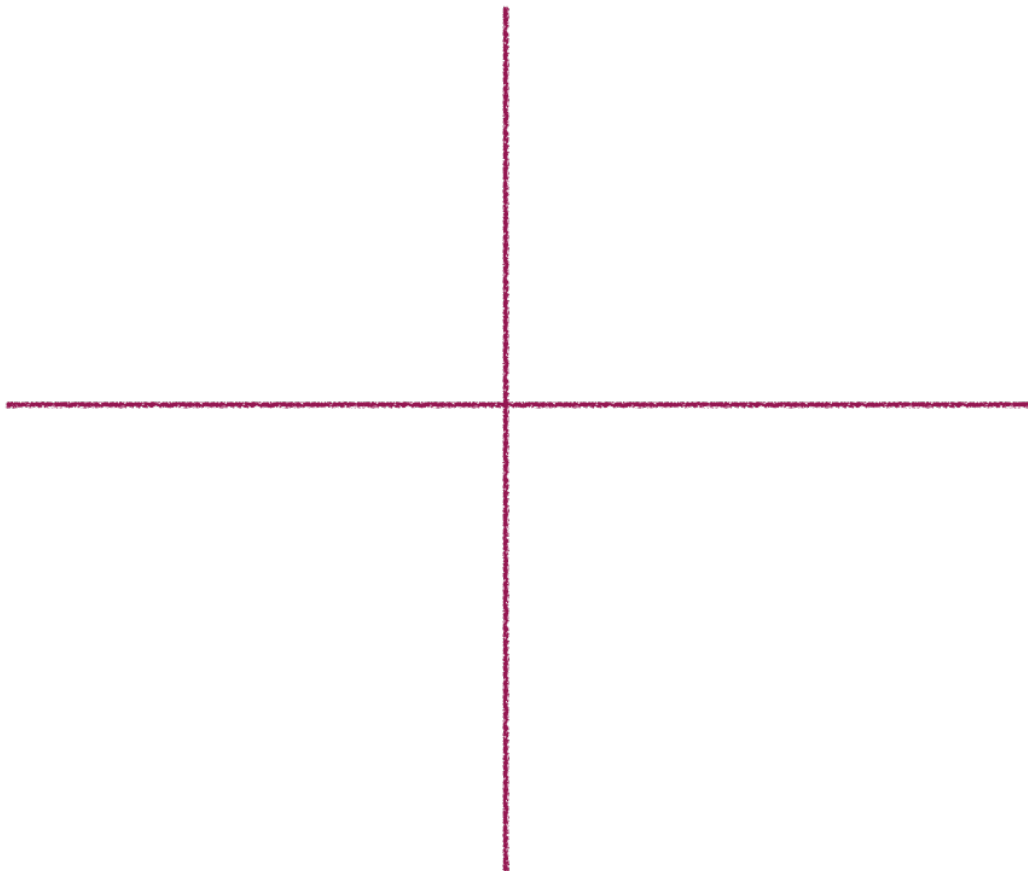
How are you going to pay for it?

How are you going to connect with the neighbourhood?

What are the ways you are going to increase your revenue with overhead?



Worksheet 1: Building Your Vision



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Worksheet 2: Building a Financial Base

Step 1: Billable Days

261 Weekdays in a year
_____ Holidays days you want each year
_____ Sick days you want each year
_____ Non client work days per year

Total Non working days

Step 2: Annual Operating Costs

_____ Advertising and marketing
_____ Office Equipment
_____ Medical Equipment
_____ Training and Education
_____ Membership, associations
_____ Insurance
_____ Office expenses (phone, online booking, etc)
_____ Rent
_____ Supplies
_____ Professional fees (Regulator)

Annual Operating Costs

Daily Overhead

Step 3: Target income

_____ How much do you want to earn before taxes?

Your daily billable rate

Your ideal hourly rate

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Building Your Practice Business Blueprint

The Model:

1. Why do I do what I do?
2. What is my business model?
3. How is it monetized?
4. Who is my ideal client?
5. Where do they hang out? Is this the best place to put my business?
6. What problem am I solving?
7. Is my solution useful?

8. How am I measuring all of my assumptions?

The Financials:

1. What are my operational costs?
2. What do I charge?
3. How long will it take me to become profitable?
4. How long will it take me to become profitable with my current business model?
5. What does it cost to acquire each new client?
6. What is a new client worth annually?

7. Do I need to have additional sources of income?

The Promotional Strategy:

Promotion involves multiple steps that need to be thought of and budgeted in sequence.

Building Brand:

1. Who is building it, what assets do I need? (logo, fonts, colours, design, etc...)

Building a Web Presence:

1. What is the least amount of QUALITY web presence that I need to maximize my professional presence?
2. How much will this cost?
3. How will I measure the effectiveness of my website?

Promotion in real life and online: For each promotional strategy, consider the following:

1. What is the initiative?
2. Who am I targeting?
3. What is the expected outcome?
4. How will I measure my success?

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How to Double Your Business in 1 Year Using Public Speaking

What is the group of people that you want to speak to?

List 5 people you can ask about setting you up with a speaking engagement:

1. _____
2. _____
3. _____
4. _____
5. _____

What is your lead magnet?

List 2-3 people who can give a talk to your clients:

1. _____
2. _____
3. _____



WBS 2015 – Facebook Formula Worksheet

Understanding Funnels

Reverse Engineering – start from the end
Main Product/Program/Service and Cost:
Lifetime Value of Client/Patient (product/program/service/extras/
repeat buys/new buys):

Low Barrier Entry Offer:

1. _____
2. _____
3. _____

Relationship Building Emails:

1. _____
2. _____
3. _____

4. Case Study and PITCH

Lead Page / Squeeze Page Initial Offer:

1. _____
2. _____
3. _____

Facebook Basics

1. Engagement Contests
2. Incentivised Check In
3. Tag You
4. Social Proof Pics
5. Auto Content
6. Facebook Ads – Fans / Custom (emails) / Retargeted (pixels) /
Saved Tgt Group
Goal > Conversion Pixels > Audiences > Retargeting Pixels >
Landing Pages > FB Ads



Lori Kennedy Worksheet

Date: _____

M Tu We Th F Sa Su

Today's Goals

1. _____
2. _____
3. _____
4. _____
5. _____

Time Block

Time Frame to accomplish each goal

___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

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___ : ___ to ___ : ___ _____

___ : ___ to ___ : ___ _____

Daily Struggle

- _____
- _____
- _____
- _____

Money Making Action

One thing to do today that will move your business forward

Gratitude Moment

One thing you completed today & feel grateful for

Lori Kennedy Worksheet



List your top 3 BIG ideas that you want to take action on.

1. _____

2. _____

3. _____

List your top 5 action items that you want to complete in the next 30 days.

1. _____

Completion Date: _____

2. _____

Completion Date: _____

3. _____

Completion Date: _____

4. _____

Completion Date: _____

5. _____

Completion Date: _____

Declaration: I declare that in one year from now I will
