HAYLEY HOBSON

Training Workbook

BUSINESS MODEL MASTERY

How to Create Passive Income with a Holistic Wellness Biz

WITH HAYLEY HOBSON



Part 1

Creating a Life of Impact

My version of impact looks like...

Which personality type are you?

Circle the description that best describes where you are now.

The Trailblazer

You're passionate about natural living + being toxic free. You're the first to try DIY solutions, and making money for sharing holistic products you already talk about all the time is a no brainer!

The Entrepreneur

You're always on the hunt for the latest and greatest health and longevity solutions. You're looking for a proven roadmap to achieve financial freedom with something you're passionate about. You're passionate about wanting to be your own boss!

The Experimenter

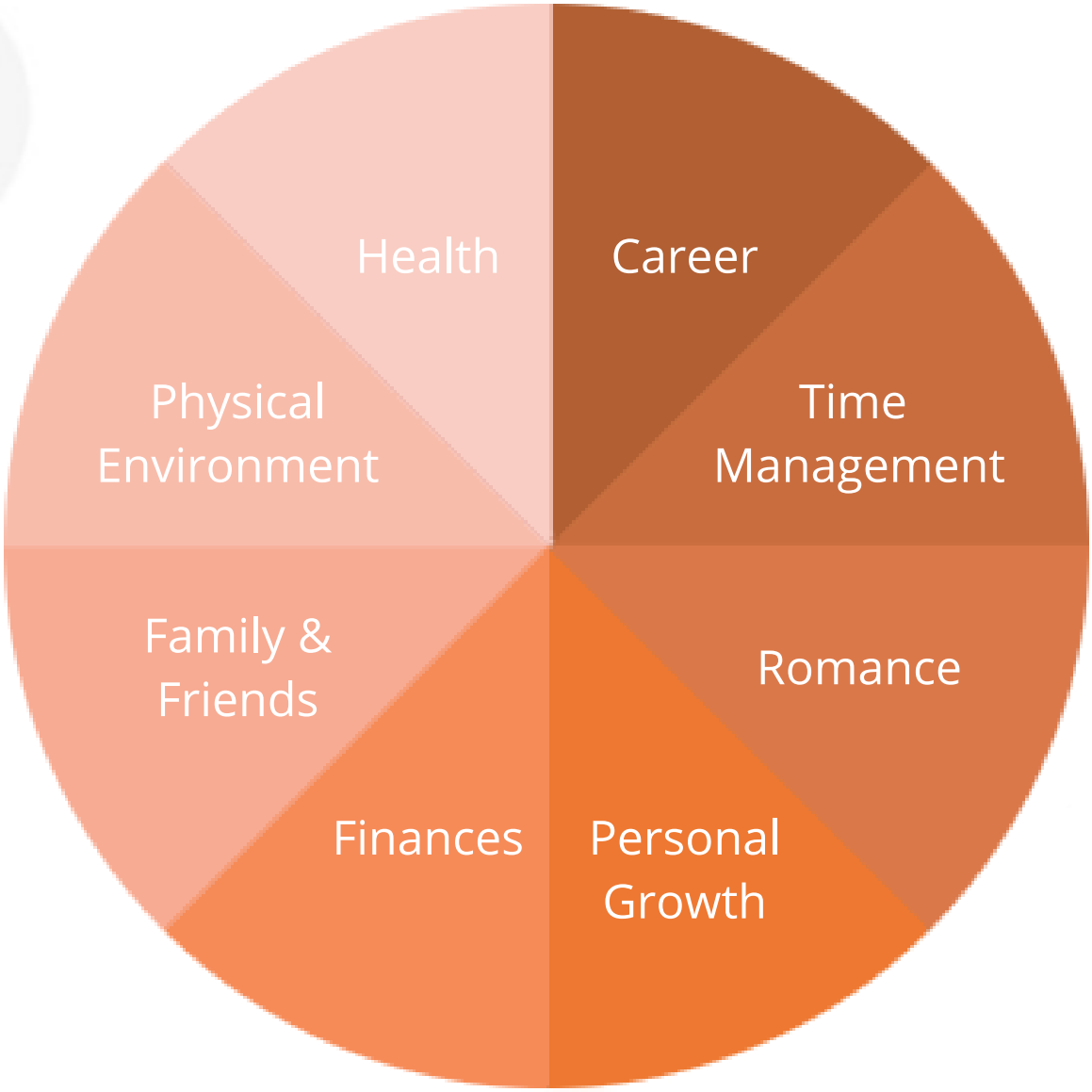
You love experimenting with ways to naturally detox your system and absorb the best nutrients. You love implementing healthy hacks and habits daily, and you're curious about how to add a little income

Part 2

The Wheel of Life Exercise

Wheel of Life Exercise

The entire circle represents your overall life and each piece represents a different Area of Focus. Feel free to tailor these areas to what's important to YOU: you could add categories for Creativity or Contribution, for example. Please rate your level of fulfillment in each area, with 10 being fulfilled, and 0 being not fulfilled at all. This will help you get an idea of what areas in your life need more help and focus.



Part 3

Defining Your Ideal Client

My ideal client profile is named...

Age: Marital status: Kids:

Location:

Job:

Income:

Hobbies:

Shops at:

Likes:

Add more ICA notes here:

Part 4

Own Your Voice, Own Your Life

My personal truth is...

On a scale of 1 to 10 (where 1 is not at all and 10 is every day), how often are you living your truth in your work and your life?

Work:

Life:

What commitment are you willing to make to yourself to live according to your truth?

Part 5

Knowing Your Business

Based on my ideal client, the kit I'd most likely start with is...

Notes:

Let's stay connected!
Share your experience and tag @hayleyhobson on IG.
www.hayleyhobson.com