

WEEK 1

FINDING YOUR WHY & OVERCOMING FEAR

Week 1 Objectives

Welcome to Module 1! This week will focus more on mindset and identifying core values. By starting with this step it will lay a great foundation for everything else in your new business.

Take your time as you complete these activities. Some of them may require so deep reflection and thought. You are at the beginning of your new business journey and anything that you want to create is possible!

By the conclusion of this module you will be able to:

- Identify your personal core values
- Identify your why
- Design your purpose diagram
- Acknowledge present limiting beliefs
- Addressing fears
- Writing affirmations

BONUS ACTIVITY:

- Designing your dream day

YOU KNOW ALL THOSE THINGS
YOU'VE WANTED TO DO.
YOU **SHOULD** DO THEM.

Core Values

Identifying your core values is imperative to building and living in your purpose. Please list 5 of your personal core values. These will also serve as a strong part of your business "why". If needed please use the list for inspiration.

Examples Core Values

Authenticity	Kindness
Achievement	Knowledge
Adventure	Leadership
Authority	Learning
Autonomy	Love
Balance	Loyalty
Beauty	Meaningful Work
Boldness	Openness
Compassion	Optimism
Challenge	Peace
Citizenship	Pleasure
Community	Poise
Competency	Popularity
Contribution	Recognition
Creativity	Religion
Curiosity	Reputation
Determination	Respect
Fairness	Responsibility
Faith	Security
Fame	Self-Respect
Friendships	Service
Fun	Spirituality
Growth	Stability
Happiness	Success
Honesty	Status
Humor	Trustworthiness
Influence	Wealth
Inner Harmony	Wisdom
Justice	

Identifying your purpose

What are you passionate about? What lights you up?

What motivates you? (example: money, people, serving others, making things, flexible lifestyle)

What are 5 things your are **REALLY** good at?

What is missing from your life right now?

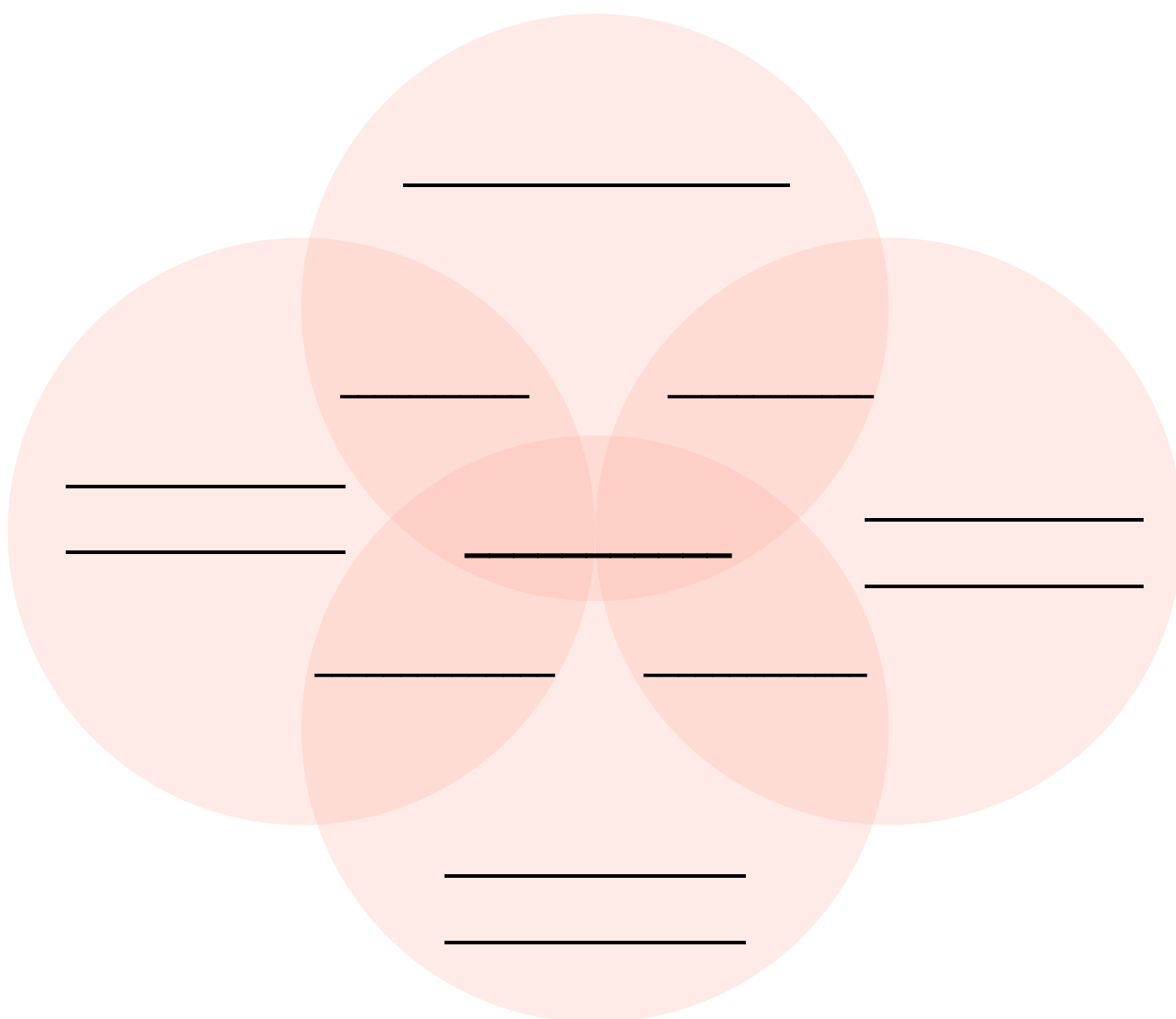
Purpose Diagram

Finding your purpose can feel difficult. It doesn't have to be. You are given a gift that needs to be shared with the world. Sometimes we need help seeing our gift or how we can turn that into a profitable idea.

Here is a diagram that can help you:



YOUR Purpose Diagram



Your WHY

Why do you want to start a business?

What are you passionate about? (What you love)

What fuels your passion and energy? (Passion)

What are you great at? What do people come to you for? (what you are great at)

How could you make money doing what you love? Sell a product? Offer a service? (Vocation)

The WHY behind your WHY

How can you serve others?

What problem can you help others solve? (what the world needs)

What problem does your product or service solve?

What kind of legacy do you want to leave behind? (Mission)

Identifying Limiting Beliefs

When you start anything new you may have to work through some limiting beliefs. A limiting belief leaves us feeling like we can't accomplish our goals and we then don't take action.

You may find yourself saying things like:

- I'm not qualified
- I am not as talented as others (fill in the blank)
- I'll never make enough money to (fill in the blank)
- I don't feel confident
- I am going to fail

What fears or feelings come up when you think about starting your own business? List anything and everything.

Changing Your Limiting Beliefs

For each of your biggest fears write 3 pieces of evidence that disprove your fears.

FEAR #1: _____

1

2

3

FEAR #2: _____

1

2

3

FEAR #3: _____

1

2

3

Changing Limiting Beliefs

One way to change any limiting belief in your life is to write and create affirmations. An affirmation is a way to affirm a truth.

Here are a few examples:

- I am worthy.
- I am talented and people want to work with me.
- I am brave.
- I am smart and will build a successful business.

Let's write some affirmations that will contradict your fears.

Tips:

1. Start with I AM....
2. Use present tense.
3. State it in the positive to claim what you want.
4. Keep it simple.
5. Make it specific.

Affirmation #1:

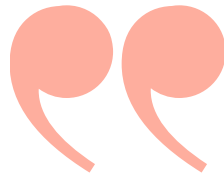
I AM

Affirmation #2:

I AM

Affirmation #3:

I AM



A DREAM WRITTEN DOWN

BECOMES A **GOAL**.

A **GOAL** BROKEN DOWN INTO

STEPS BECOMES A **PLAN**.

A PLAN BACKED BY **ACTION**

BECOMES **REALITY**.

Design Your Dream Day

Most of us want to start a business so that we can afford or live a lifestyle that we have always wanted. Some may want to work from home so that they can have a flexible schedule to support their family. Others may want to travel the world to inspire others. Take the next few moments thinking about what your ideal day would look like. Use the planner to design your dream day.

TIME	ACTIVITY

Daily Planner

S M T W T F S

TOP PRIORITIES

- 1.
- 2.
- 3.

Things to get done

Schedule

Notes

Gratitude