



W O R K B O O K

# Build Your Business Like A B.O.S.S.



This workbook is designed to complement the activities  
in the BYBLAB Masterclass series.

2022



[www.buildyourbusinesslikeaboss.com](http://www.buildyourbusinesslikeaboss.com)



# About Sabrina

I am Sabrina Lowery,  
@theTECHevangelist. I have 36  
years of experience in information  
technology, software applications,  
and business systems. Technical  
support and business development  
are two areas that I offer  
professional services.

I am the Mother of three sons, all of  
whom are technically savvy. I enjoy  
rollerskating, dancing, singing,  
gardening, cooking, traveling, and  
reading. I have been married to my  
husband "super geek" and best  
friend for 19 years.



Best regards,

*Sabrina Lowery*



# Write the vision. Make it plain.

Business Planning is the 1st step in building a solid foundation for your business. Along your entrepreneurial journey, you will have short-term goals and long-term goals.

S.M.A.R.T. Goal Setting is a proven method for achieving success.

S ~ Specific

M ~ Measurable

A ~ Achievable

R ~ Relevant

T ~ Time-bound



## WORKSHEET

# Plan Your Business

Your dreams and ideas are the foundation for your business.

Therefore, you need to establish a written plan to achieve your personal and professional goals in every area of your life.

List your goals for each area

PERSONAL

PROFESSIONAL

FINANCIAL

OTHER



# Get Organized!

Declutter your mind and your space.

What areas do you need to organize in your personal and professional life?



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## WORKSHEET



# Discover Your Skills and Strengths

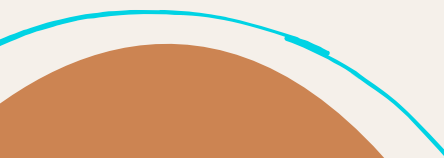
Evaluate your skills by answering the following questions:

- What am I good at?

- How do I do things? Alone or together?

- What skills and knowledge have I acquired?

What abilities &  
skills do I want to  
develop in myself?



NEED MORE STRATEGIES & SUPPORT?

It's Up To YOU!



Progress happens when YOU start taking action.



I NEED...

I WANT...

I HAVE...



# Five Habits

## of Highly Successful People



### Each day, say or write three things you are grateful for

Each day, say or write three things you are grateful for. A simple affirmation can give a boost to your mind and can make your day fruitful. Start saying some positive thoughts to yourself.



### Find something that moves you forward every single day

Create a habit of reading daily. There are so many good books which will help you to achieve your goals.



### Join like-minded people and learn from them

Connect with people who share your interests and hobbies. Leave your group if you're the most successful member.



### Write and evaluate your goals daily

Reading and visualizing are two things that happen when you read. Believe and feel it that this is going to happen.



### Exercise daily, make health your priority

The greatest asset you have is your health. If your health is good, your life will be good as well.





# Monthly Goals



## MIND GOALS



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## BODY GOALS



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## WORK GOALS



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## STRETCH GOALS

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# Calendar 2022

## JANUARY

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

## FEBRUARY

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

## MARCH

S	M	T	W	T	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

## APRIL

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## JUNE

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

## JULY

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

## AUGUST

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## SEPTEMBER

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

## OCTOBER

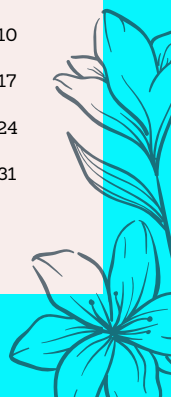
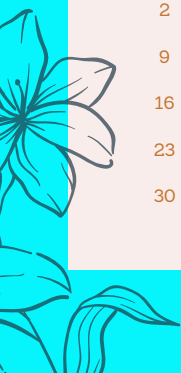
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

## NOVEMBER

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

## DECEMBER

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31







# Monthly Planner



Month:

MON

TUE

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## REMINDERS

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## NOTES



# Monthly Planner



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## NOTES



# Monthly Planner



Month:

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## REMINDERS

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## NOTES

EVERY DAY  
IS A GOOD  
DAY TO  
LEARN.





# SOCIAL SELLING

# 2022

USING VIDEOS

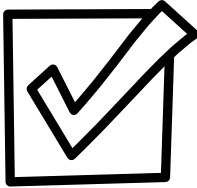
# VIDEO



# MARKETING

According to Wikipedia, Social video marketing is a component of an integrated marketing communications plan designed to increase audience engagement through social activity around a given video.

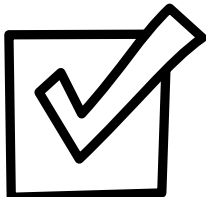
SCRIPT



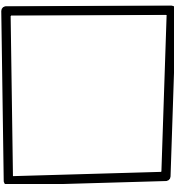
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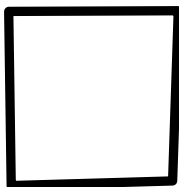
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Prepare your talking points in advance.





## **Setting Up Your Studio**

1. Video Camera / Webcam
2. Lighting
3. Microphone
4. Headphones
5. Green screen
6. Video editing software



GO  
LIVE



**ON AIR**







CREATE  
CONTENT  
TODAY

Canva

