



WORKSHEET HOW TO RE-ENERGISE YOUR BIZ

& Keep Doing the Work You Love

Leads **Launch**
LEVERAGE 



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Use this Worksheet to make sure you prepare thoroughly for revitalizing your business.

Steps to Take	Actions
<p>1. Decide whether or not you are still helping the people you most want to help. Who do you enjoy helping and why?</p> <p>2. Create a new client avatar if there is a difference between the sort of clients you used to help, are helping now – and want to assist from now on.</p>	<p>1. Ask yourself:</p> <ul style="list-style-type: none"><input type="checkbox"/> Who were they?<input type="checkbox"/> How did they get in touch with you?<input type="checkbox"/> What sort of things did you help them to do?<input type="checkbox"/> What revelations or epiphanies did you help them experience?<input type="checkbox"/> What was easy for you and hard for them?<input type="checkbox"/> What were the results?<input type="checkbox"/> Why did you help them? What was in it for you? <div data-bbox="1023 1167 1418 1984" style="border: 1px solid black; padding: 10px;"><p>SNAPSHOT OF MY IDEAL CLIENT</p></div>

Steps to Take	Actions
4. Identify current and past clients who drain you – and how they did (or do) so.	<p>■ CLIENTS WHO DRAIN ME</p> <p>Who: _____</p> <p>How: <input data-bbox="976 490 1410 645" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="976 864 1410 1019" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="976 1238 1410 1393" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="976 1612 1410 1767" type="text"/></p>

Steps to Take	Actions
<p>5. Identify current and past clients who energize you – and how they make you feel fulfilled.</p>	<p>■ CLIENTS WHO ENERGIZE ME</p> <p>Who: _____</p> <p>How: <input data-bbox="963 490 1386 647" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="963 866 1386 1023" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="963 1243 1386 1400" type="text"/></p> <p>Who: _____</p> <p>How: <input data-bbox="963 1619 1386 1776" type="text"/></p>

Steps to Take	Actions
<p>6. Use the 5 Whys technique to re-examine your goal and motivations.</p>	<ul style="list-style-type: none"><li data-bbox="900 331 1337 412">■ Why do I _____?<li data-bbox="900 434 1086 524">■ Why #1: Because...<li data-bbox="900 725 1086 815">■ Why #2: Because...<li data-bbox="900 1016 1086 1106">■ Why #3: Because...<li data-bbox="900 1308 1086 1397">■ Why #4: Because...<li data-bbox="900 1599 1086 1688">■ Why #5: Because...



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9. Go through every aspect of your business – and personal life – and decide what tasks, projects or activities to eliminate, automate or outsource.

Actions

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10. Look at your calendar and daily routines over the past months. Decide how you can free up time for personal growth.

■ **Eliminate**

■ **Automate**

11. Look at your current offers. Think about their relevance to your mission, and decide which offers need you to:

- Streamline and simplify the focus
- Retire them

■ **Outsource**



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A large, empty rectangular box for taking notes or drawing.

■ I can free up time for growth by....

Eight horizontal lines for writing notes under the 'I can free up time for growth by....' heading.

■ Keep

Five horizontal lines for writing notes under the 'Keep' heading.

■ Retire

Five horizontal lines for writing notes under the 'Retire' heading.

