



The Elevation Experience

Workbook



Nicole  ren

COACHING

Hey You,

There is a spiritual concept that suggests that the way to ELEVATE as a human being is to take the things we have in this material world, and couple it with more spiritual and emotional pursuits.

The way to **elevate as a business owner**, and elevate your business, is to do the same. It is to take the tangible results you're after and connect them to spirituality, connection, and emotional impact.

Doing this consciously represents the ultimate union between what is inherently masculine, which we normally associate with business, and the feminine which is more emotional and spiritual in nature.

This looks like taking your money goals, KPIs, SOPs, and connecting them to the impact your work, or product, has on your clients' lives.

This looks like connecting with the divine to build the entity that is your business - and understanding that business building is also a spiritual pursuit.

This looks like really understanding your client, her/his deepest desires, and making sure that your product or service solves for that.

This is what we will do in the Elevation Experience, and throughout our work together.

The Elevation Experience workbook is SO much more than just another workbook.

This is my brain in a book.

This is the framework for every question, every situation, EVERYTHING in your business that you'll need to work through.

This workbook will help you APPLY what you need to move your business forward. It will help you CONNECT to your mission, yourself, your clients and the universe. **It will help you make way more money, by creating a much deeper impact.**

This is not the kind of workbook that you do once, as **the tools and frameworks inside this book are designed to be** used over and over to elevate your business at every stage.

I look forward to supporting you as you use these tools to help you SOAR.

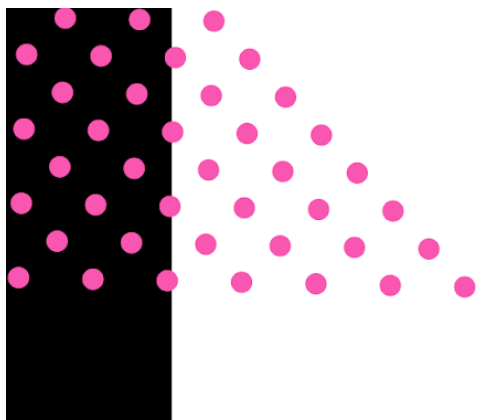
With Love,

Nicole

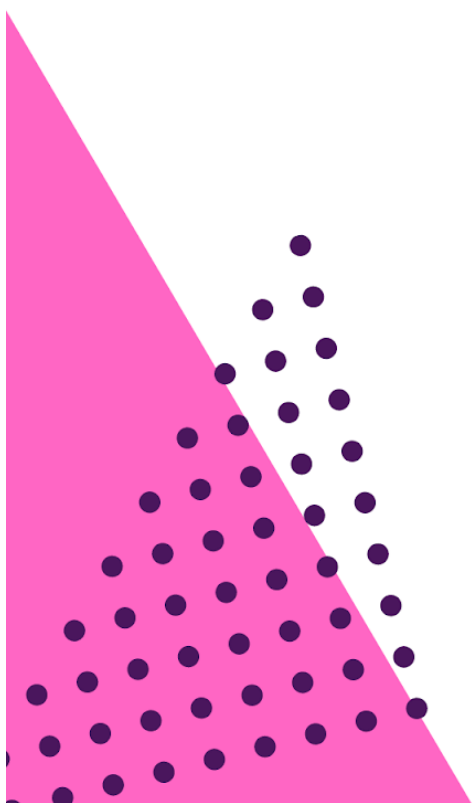
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Introduction



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Introduction:

We all possess both feminine and masculine energy within us. We all have an internal yin and yang, each contributing to every aspect of our lives.

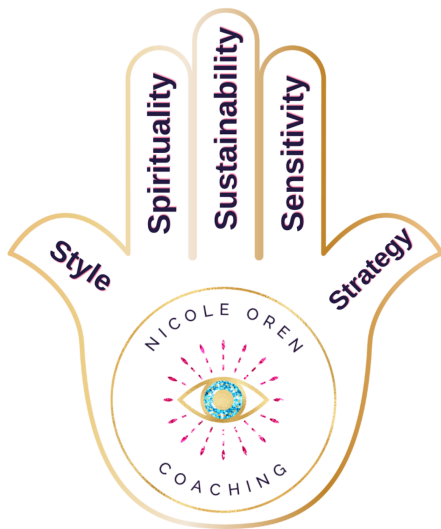
Even though feminine energy is just as important, **many of us revert to using primarily masculine energy to grow our businesses.** This happens because of socialization, our conditioning, past experiences, as well as our unconscious associations with what success is supposed to look like. **We think we need to show up as a man in a suit and “crush” our goals to be successful. Phrases like “there are no emotions in business” or “act like a man” skew our vision, our psyche, our decision making, and our ability to scale our businesses.**

We get hung up on KPI's, money goals, revenue, boundaries, and conversion rates. Subconsciously, we believe that the best way to lead, and sell, is if we never show vulnerability and present a “perfect” brand to convert our ideal avatar. **Many business owners get stuck in this line of thinking, and end up burning out and/or feeling extremely unfulfilled.**

The truth is, feminine energy is essential for business success, even more, or at least just as much as, our masculine energy.

Your vulnerability, your empathy, your service, your purpose, and your pursuit of understanding your client better than they understand themselves are extremely valuable feminine traits.

I have come to see that business SUCCESS includes BOTH feminine and masculine pillars, specifically what I call the HAMSA 5 of success: Style, Spirituality, Sustainability, Sensitivity and Strategy.



Style encompasses the look, feel and non-verbal message your brand represents. It is more than just the clothes you wear, but more about the intentional story you choose to tell. The external story your brand radiates is very much built off of the internal story, and your internal beliefs, about you. Style shows up in your pricing, your socials, your offers, and client experience.

Sustainability is all about the journey to success. It is about creating, optimizing, and always striving towards a sustainable business model. The chapter on sustainability includes everything you'll need to solve for, and come back to, to create a sustainable and scalable business. You'll delve into your three year plan, optimizing (and automating) your client experience, troubleshooting for hard times, and so much more.

Strategy is about your action plan. This chapter delves into what you actually need to be doing to reach your goals. In this chapter, you'll map out your revenue goal, understand what that means in terms of profit taxes, expenses and more. You'll create an action plan, make CEO decisions, and learn my best practices for honoring those decisions and strategically coaching yourself to success.

Sensitivity involves deepening your intimacy with yourself and your best fit client. This chapter encompasses a practice and framework to help you understand yourself better, so that you lead better. It also includes processes for deepening your sensitivity to, and intimacy, with your best fit client. This chapter will also help you create content that truly lands with them on a deep and soulful level.

Spirituality is about your connection to the divine, universe, and/or source. It is about leaving room for trust in a higher entity, and operates under the notion that you are supported by the universe. Even when it feels like challenge after challenge are being thrown your way, you will learn how to deepen your spirituality and feel supported even through hard times. The chapter on spirituality will help you see exactly how even the fails are gifts in disguise. You'll delve into your relationship with money, abundance, increase your capacity to receive as a business owner, and learn how to hold space for "impossible" or miraculous goals.

Each of the 5 S's within the Hamsa 5 are integral when it comes to creating success. However, the 5 pillars, style strategy sustainability sensitivity and spirituality, do not stand alone. **They relate to one another and are designed to support one another as they support you and your business' growth.**

Each pillar involves harnessing either your masculine or feminine energy. Spirituality and sensitivity are more feminine in nature. Whereas strategy and sustainability are more masculine. Style encompasses both the feminine and masculine alike.

The Yin and Yang of your Business:

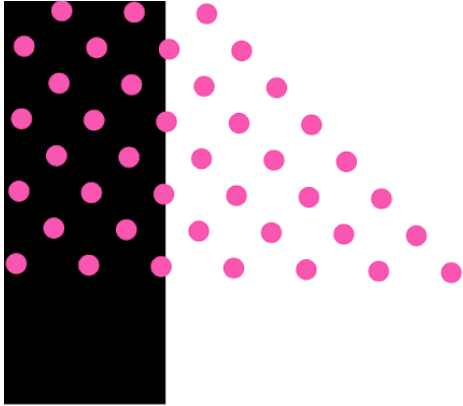
Do you think you currently approach your business from your masculine or feminine energy? Why?

Do you think you are in need of a more balanced approach when it comes to the two energies? Why?

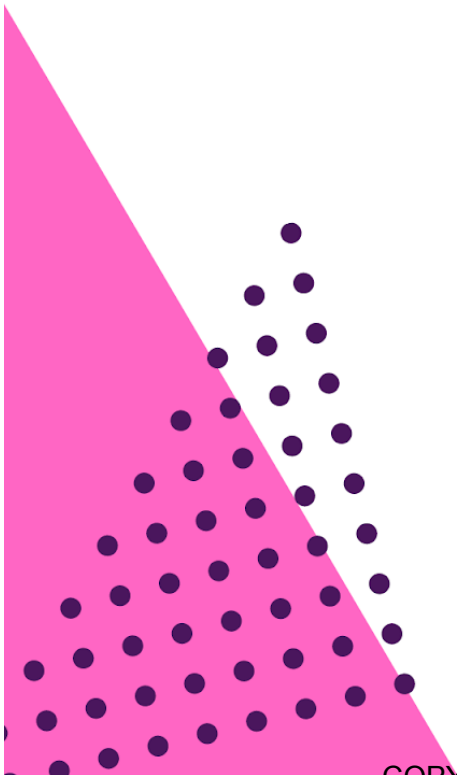
Which energy do you think you need more help and guidance fostering? Why?

Percentage wise, how much of your business building journey has been through harnessing your masculine energy? And how much through harnessing your feminine? Why? (ie: 70% masculine 30% feminine)

What does it look like for you to be in your masculine? What does it look like for you to be in your feminine? Which of them do you think more naturally brings out your inner genius? why?



Style



Style

Style is the look, feel, and energy behind you and your brand. **It's the non-communicated message you as a business owner, and brand, portray to your clients.**

Are you their best friend? Are you a mentor? Authority? Are you glamorous? Real/Authentic? Edgy? Triggering? Etc...

You want to be intentional about your style, because **it speaks for you**. It is your style that **will repel your worst clients, and attract the best ones**.

Your style is more than just the clothes you wear, **it is the story your brand communicates and the experience it provides for your clients**. Your style is expressed in your: marketing copy and visuals, pricing, the way you show up as the leader and CEO of your business, your delivery which is the kind of experience your clients have, your offers, and/or your products.

This chapter on style is all about extracting your own style and intentionally using your style in your copy, marketing, pricing, delivery, and the way you show up in your business. This chapter includes the following:

- **Extracting Your Style**
- **Your Belief Plan**
- **#DressedAsMyFutureSelf**
- **Style Vision Board**
- **The CEO That I am Becoming:**

When you create a business that intentionally reflects your truest style, the more easeful your business will feel. So, **It is important that you do not use this section to be performative, controlling, or perfectionistic about your style**. See this chapter as an outlet for your own self-actualization and expression, that is also designed to magnetize your best clients and customers. **The more “YOU” you are - the more aligned and “on brand” your business will feel**. The more aligned your business is with YOU, the more financial success, and impact, you will create.

Extracting Your Style

If you could spend a week doing your favorite things only, what would you do? When and where are you happiest?

What's your favorite music? Why?

What's your favorite FEELING to feel? Why?

Who are you to your clients? (ie: are you a guide, mentor, cheerleader, best friend, authority etc..)

How much access/connection do your clients have to you as the owner of the brand (this is relevant even if you sell a product)? Why?

What's something your clients are always surprised to learn about you once they start working with you/buy your product? (ie: that you're funny or spiritual)

How will you speak and communicate with your clients? (ie: direct, friendly, thoughtful etc)?

What is the core message behind your brand/product/service?

What is your role in delivering that message?

WHO do you need to be to do that best?

What will be the overall look and feel of your brand this coming year? Why?

What words/elements do you want to represent you and your brand this year? Circle 3 words below, or add your own:

Glamorous
Best friend
Safety
Expansive
Soulful

Effervescent
Airy
Fiery
Warm
Deep
Sensual
Sexual
Affordable
Relatable
Edgy
Ambitious
Calm
Actualized
Safe
Home
Comfort
Light
Rugged
Possibility
Reality
Truth
Purposeful
Calm
Desirable
Luxurious
Healing
Accessible
Exclusive

Why did you intentionally choose these?

How will you translate these elements into your business?

Does your current pricing align with your style? Why or Why not?

Do your current packages/products make sense in relation to your style? What needs to change?

Does your current marketing/branding align with your style? What needs to change?

Do your business boundaries align with your style? What needs to change?

Are you embodying these elements right now as the CEO of your business? How?

What is different about you when you FULLY embody these elements??

How do these elements show up in your messaging?

How do these elements show up in your client experience?

What is it about these elements that your best fit clients particularly LOVE?

What about these elements feel congruent/aligned with who you are becoming and what you are creating?

While having these elements in mind, what are the three predominant feelings you will feel as the CEO of this business?

Your Belief Plan

It is no secret that the **success of your business is directly influenced by your belief system**, and specifically, your beliefs about yourself as a leader and entrepreneur.

In this section, you will come up with your belief plan for the year.

Decide intentionally what you WANT to believe, and get to work on integrating, and wiring, these beliefs into your system (PRO TIP - set a daily reminder on your phone for each belief, and have your phone remind you who you are).

Don't let your primitive, fear-based, brain come up with your shitty recycled thoughts and beliefs. Those beliefs do not define you, and you get to steer your brain in a NEW and more useful direction.

Actively do the work of intentionally wiring these beliefs, and become the person who BELIEVES them with all of her being.

The "right" actions will come from this belief system. I truly believe that **when you put your focus on embodying what is here, the right actions and decisions will follow:**

For reference, here are some of my favorite beliefs: *(my work is desirable, my clients love working with me, my clients are waiting to hear from me, my clients need me it is time that I stop getting out of my own way so that i can serve them, I am a CEO of a profitable business, my work is valuable, I have something valuable to say, It does not take time it takes intention, I focus on enjoying the journey that is building my business because the way I do the journey is the way I will experience the result, I am building this business throughout the course of my lifetime even small growth is sustainable growth.)*

BELIEF PLAN:

#DressedAsMyFutureSelf

Step 1: Go to your closet and gaze at the items you've selected to exemplify who you are. Each item has its own energy, and frequency. The clothes you put on today will shift the way you feel internally and will communicate a purposeful message externally (even if you're not planning on seeing anyone!)

Step 2: Take a deep breath, close your eyes, and invite your intuition to guide you in choosing today's energetic cloak.

Ask Yourself all or one of the following questions:

What do I want to FEEL today?

What do I want to inspire others to FEEL today?

WHO do I want to be today? What colors/outfit/pieces will support me in that?

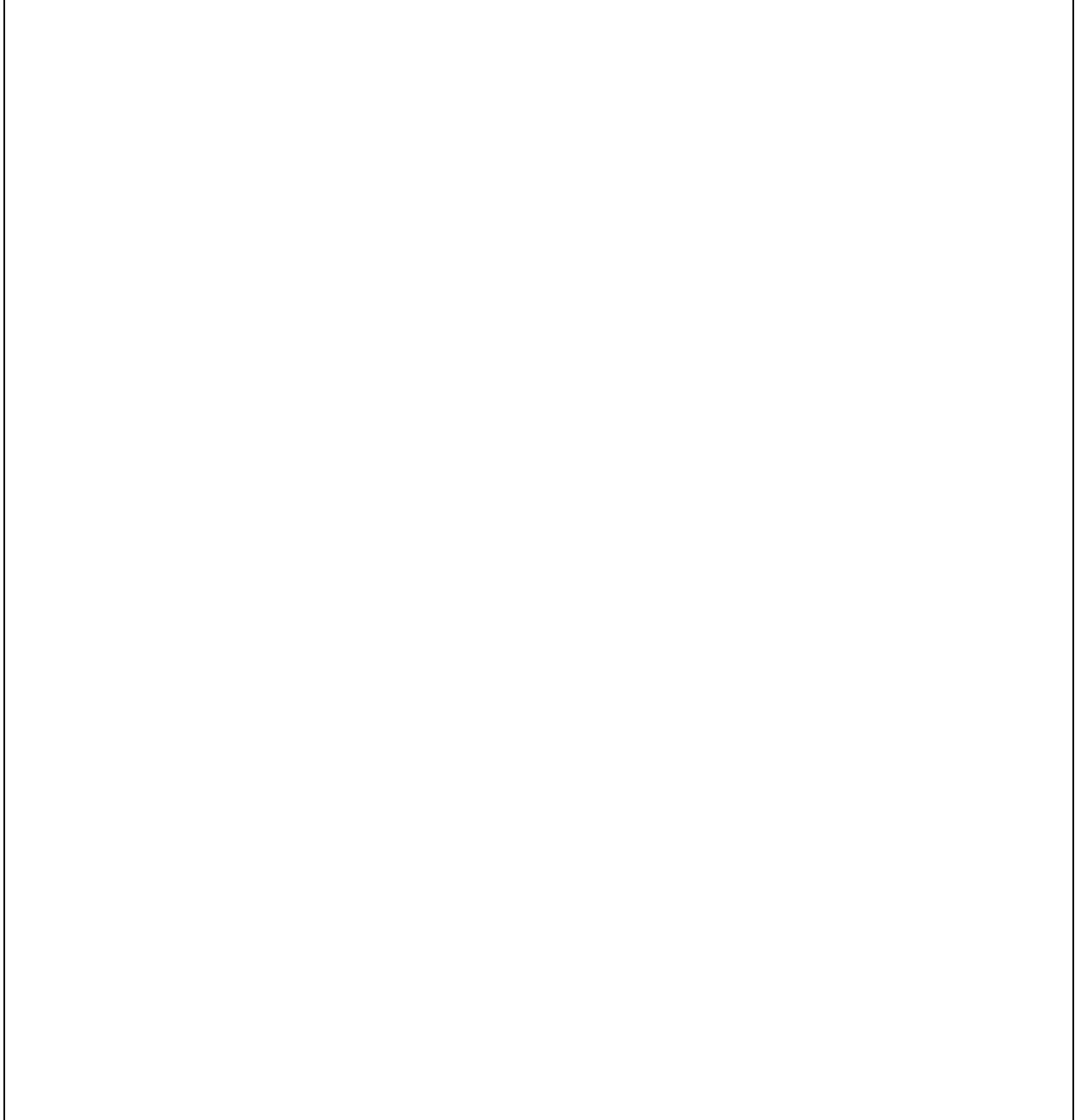
What energy or vibe do I want to attract today? What colors/outfit/pieces will support me in that?

What would FUTURE me wear today? Why?

Step 3: Once you've answered the questions above, allow your body to take the wheel. Exhale, and let your body guide you in choosing the pieces. Try them on, feel the energetic shift, and show up as your future self today.

Style Vision Board:

Use this blank page to create a vision board that exemplifies you, your business, and vision. What actual visuals represent that? Get creative, dream big, and paste it somewhere you can see. **Research suggests that 76% of entrepreneurs who create vision boards for their goals, actualize those visions.**



The CEO That I am Becoming:

Fast forward to 3 years from now. I am running the business of my DREAMS, and I show up as the CEO and Leader of my brand. What does my life look like?

What do I do on a daily basis?

What's my personality like as a leader?

What do my colleagues and clients say about me and my brand?

What do I believe about myself and my brand?

How do I dress (#dressedasmyfutureself), carry myself, stand and speak?

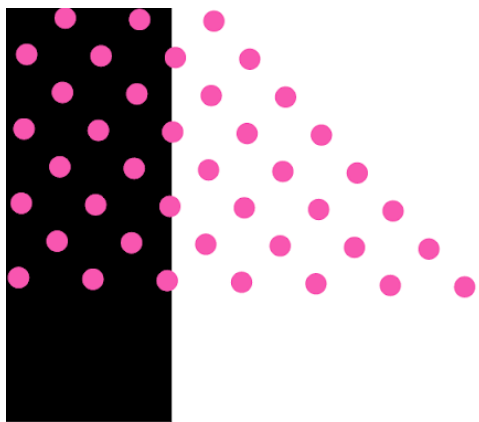
What emotions do I feel regularly?

What do I think about the work I do in the world? And how do I show up for this work?

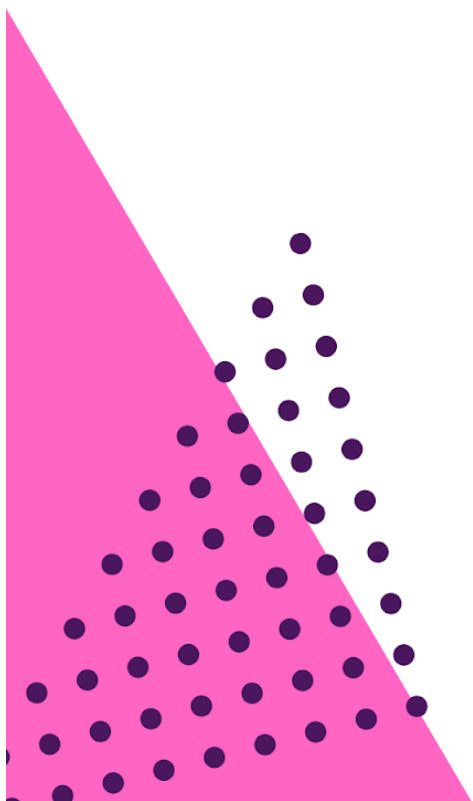
How do I approach new goals?

How do I approach challenges? Uncertainties? And failures?

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Sustainability



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Sustainability

When it comes to the planet, sustainability means “meeting our own needs without compromising the ability of future generations to meet their own needs.” **When it comes to business, sustainability is pretty much the same thing.**

Sustainability in business means **meeting your needs as a CEO, as you are the most important asset of your business.** By meeting your own needs along your business building journey, you **ensure that you do not compromise the ability of your future self from being able to meet her needs.**

You set your future self up for success because you thought about her ahead **of time, you held space for a bigger business that she runs, and put systems and processes into place to support that.**

Sustainability is also about creating backend, and front end, processes and automations so that you don't create a business where you're constantly fighting small fires, or “re-inventing” the wheel every day.

Sustainability puts a big emphasis on the importance of the journey and your commitment to growing a business over a period of time. Over the trajectory of your business, **you will spend MOST of your time being on a journey towards your next result.** Make sure to always strive to make the journey more doable, joyful, and sustainable.

This chapter includes:

- **The Three Year Plan**
- **Creating a Sustainable Schedule**
- **Optimizing your Client Experience**
- **Planning for “exceptions” or challenging circumstances**
- **Internal Sustainability**
- **Troubleshooting**

Don't just do these worksheets once, come back to them often. Use them to develop your skills as a CEO who is here to build a scalable and sustainable business over time.

The Three Year Plan

I want you to already identify where you are going with your business three years from now.

Most entrepreneurs operate one year ahead, this is a mistake as it creates a situation where each new year feels like a re-invention or new start. Instead of a continuation, and commitment to a long term sustainable business.

I find it is more useful to operate within a three year plan. The three year plan will be broad, and will include general offerings/products/work schedule. At the beginning of each year, within the three years, you will be able to map out the year more thoroughly..

I don't want you to see the three year plan as a constriction. On the contrary, **I want you to give yourself plenty of space within this plan. The three-year plan is here to make sure that you scale your business in a sustainable way, and that you don't hustle or overwork, overstress, to scale.**

The three year plan will allow you to think ahead, anticipate obstacles, and solve for those obstacles WAY ahead of time in a calm and spacious way.

You, of course, do not need to know the exact plan. Most of the plan will unfold throughout your implementation, but the three year plan will help you identify your goals ahead of time and give you ample time to accomplish those goals, and prepare your business for that growth.

Jan 2023-December 2023

☐ YTD REVENUE GOAL (ie: 250k)

☐ What will I sell and at what price: (ie: group program 5k, one on one 10k)

☐ How much do I need to sell (per launch, and or per month, or by item/client) (ie: 10 private one on one clients at 10k + a total of 30 women throughout the year enrolled in a mastermind that launches twice a year for 5k)

☐ 2 essentials/skills to work on to make this more easeful: (ie: marketing and growing audience, time management and planning projects ahead of time)

☐

☐

☐ TO DO: (ie: start podcast, come up with freebie, hire employee)

☐

☐

Jan 2024-December 2024

☐ YTD REVENUE GOAL (ie: 250k)

☐ What will I sell and at what price: (ie: group program 5k, one on one 10k)

-
- ☐ How much do I need to sell (per launch, and or per month, or by item/client) (ie: 10 private one on one clients at 10k + a total of 30 women throughout the year enrolled in a mastermind that launches twice a year for 5k)
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- ☐ TO DO: (ie: start podcast, come up with freebie, hire employee)

☐ _____

☐ _____

January 2025 - December 2025

- ☐ YTD REVENUE GOAL (ie: 250k)
-

- ☐ What will I sell and at what price: (ie: group program 5k, one on one 10k)
-

- ☐ How much do I need to sell (per launch, and or per month, or by item/client) (ie: 10 private one on one clients at 10k + a total of 30 women throughout the year enrolled in a mastermind that launches twice a year for 5k)
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- ☐ 2 essentials/skills to work on to make this more easeful: (ie: marketing and growing audience, time management and planning projects ahead of time)

☐ _____

☐ _____

- ☐ TO DO: (ie: start podcast, come up with freebie, hire employee)

☐ _____

☐ _____

Creating a Sustainable Schedule:

This framework will help you with creating a schedule, and internal process, you can sustain over time. The most sustainable business model is created through building a business that you enjoy sustaining over time.

I want you to know that it does not take TIME to create results, or profit, or assets in your business. It takes intention.

You don't need very much "time" to be intentional about what you are doing, and where you are going.

I am going to say it again... it does not take time, it takes intention.

- Instead of overwhelming yourself with things you need to "do", try leaning into the intention behind every act you do in your business.
- Instead of spending 3 hours on writing one facebook post that covers all the "copy" points, think of your best fit client, and write her a helpful note in 10 minutes.
- Instead of waiting for "flow" to take over you so you can start that new line, get intentional about why you are creating the line, and sit down to let flow come naturally through engaging in the action.
- Instead of curating perfectly trending reels, make a reel that feels fun and helpful for your client.

Always strive to create a workflow or schedule that works for you, and your natural rhythms and tendencies.

If you know that you get really stressed during a launch that is 3 days. Make your launches longer and more spacious.

If you know that before every "big thing" you do in your business you get massively overwhelmed and feel like shit, plan for that! Let yourself have the space you need beforehand.

Your external schedule should be a supporter and champion for your natural internal processes and rhythms.

Does your current schedule honor your internal rhythms?

Do you crave more space, flexibility, or structure to your days? Why?

What energizes you automatically? Do you give yourself bits of this throughout the day?

What do you need to STOP doing to create a schedule that is sustainable?

What do you need to START doing to create a schedule that is more sustainable?

How will you tangibly incorporate this into your daily schedule?

How does your three year plan support your own internal rhythms and work flow preferences?

How will you incorporate FUN and JOY to your days throughout your business building journey?

What systems and processes would you like to put in place so that you are able to work more efficiently, and focus on the things you enjoy rather than constantly coming back to the same things that you do not? (ie: is it time to invest in an automated invoice system or VA? Creating “working hours” where you answer client requests instead of answering them when they come in?)

Optimizing your Client Experience

I want you to think of your client narrative. **From their perspective, how do they find you? What are their first interactions with you and your brand? What are they “sold” right away? What CTA are they encouraged to take?** Until they take that step, how are they “nurtured” and remain in touch with your brand?

Once they buy from you, what communication do they receive? Once they are a client, how do they maintain the relationship with you? Are they encouraged to buy again? Go on another journey with you?

The more conscious this narrative is, the easier it will be to SYSTEMIZE it, and create a seamless client journey, without requiring more of you.

Fill out this client narrative for sales in general, for each offer you have, or even for a specific launch you choose to offer soon.

You can include dates, and timeline, or anything that makes this process clearer for you and them.

Example: Client Narrative before purchasing anything:

Different ways people find out about me/my brand	What is the first (free) thing they are encouraged to do? How do they know to do it?	Once they do the thing, how is their relationship with my brand deepened as a result?	What is the next step or (paid) action they are encouraged to take?
<i>Client referrals</i> <i>Facebook Ad</i> <i>Organic marketing on instagram, linkedin,</i> <i>Other podcasts I've been a guest on</i> <i>My own podcast</i>	<i>They are first encouraged to take my business personality quiz, which adds them to my email list.</i> <i>The link to the quiz is in my bio on instagram, in the show notes of my podcast, and on my website.</i> <i>On all channels, other people's facebook posts etc - the first place I send them to is the free quiz.</i>	<i>They receive 7 (automated) emails about my work, my brand, and helpful tips.</i> <i>They are encouraged to listen to my podcast, to get “wins” ahead of time.</i> <i>They receive weekly emails and new podcast episodes.</i> <i>Throughout the year, they may be invited to webinars or workshops I host for free</i>	<i>They are encouraged to sign up for a consultation (Since they took the quiz, they are offered this throughout the emails, the podcast episodes, facebook etc)</i>

Example Client Narrative Once Purchasing from you:

Once they buy, what happens on their end?	Throughout the relationship, what are they encouraged to do to deepen their relationship with you and your brand?	If you offer a service with a certain timetable, what happens towards the end?	When the package is over, or the client receives their items what happens after?
<p><i>They receive a contract to sign</i></p> <p><i>Payment link</i></p> <p><i>And a welcome email that includes everything they need to know.</i></p> <p><i>Gift Box</i></p>	<p><i>Given homework to ensure they get results.</i></p> <p><i>Encouraged to reach out to me in between sessions.</i></p> <p><i>Given client folder so they can see their progress</i></p>	<p><i>Closing conversation celebrating them and their growth</i></p> <p><i>A few weeks ahead of the last session they will be asked if they want to renew, or give their spot to someone else.</i></p>	<p><i>They get my weekly emails, podcast episodes, and are encouraged to join the next thing...</i></p> <p><i>Relationship is maintained</i></p>

Fill out the client narrative for your business and identify any areas that maybe could be optimized, or done more potently.

Client Narrative before purchasing anything:

Different ways people find out about me/my brand	What is the first (free) thing they are encouraged to do? How do they know to do it?	Once they do the thing, how is their relationship with my brand deepened as a result?	What is the next step or (paid) action they are encouraged to take?

Based on this narrative from the client's point of view, what can you do to help them deepen their knowledge and interaction with your brand? (ie: create a freebie like a PDF styling kit, or a How To Heal Your Trauma Workbook)

How can you automate this so that your client/potential client can get results from you, and interact with your brand, without you putting more effort per client? (ie: you can automate this and set up an automated email sequence once someone downloads)

What do you need to do now to make this happen?

How are you going to set yourself up for success so that this happens?

Client Narrative Once Purchasing From You:

Once they buy, what happens on their end?	Throughout the relationship, what are they encouraged to do to deepen their relationship with you and your brand?	If you offer a service with a certain timetable, what happens towards the end?	When the package is over, or the client receives their items, what happens after?

Based on your client narrative, what can you add/automate/create to make the process for your clients deeper, more seamless and joyful?

What do you need to do now to make this happen?

How are you going to set yourself up for success so that this happens?

Planning for “exceptions” or challenging circumstances.

This worksheet is one to go through when you want to **create a result for a specific period of time, or for a particular circumstance** (like being pregnant!), and need to reverse engineer what creating that result will entail.

This worksheet might cause you to deviate from your original CEO Decisions, and three year plan, and that is okay! **The point here is to help you come up with a plan that is an “exception” or for a challenging or different set of circumstances than you anticipated.**

What is the circumstance you are dealing with that you did not originally anticipate? Facts only.
(Am I pregnant? Am I dealing with something emotional and private? Grief? or need to take care of a sick family member?)

What Result do you now want to create in light of this circumstance? (ie: I want to create a passive income while on mat leave, I want to pause my business growth and feel OK about that, I want to create a way for my clients to get value from me and my business without me being the one to do it)

What Actions do you need to take for this to be your result? Make sure to also include actions that involve your relationship with yourself, and actions that involve your work. What obstacles will you have to overcome? How will you overcome them? What are some creative solutions that could be offered at this time?

[illegible]

What FEELINGS do you need to be feeling emotionally to carry out that action plan?

What thought process or mindset do you need to have to best help you embody those feelings?

What do you conclude from this? What is your CEO decision for this period of time?

How can you set yourself up for success so that you implement this decision in the simplest way?

What are your next best steps to take from here?

Internal Sustainability:

Sustainability is not just about if your business is operating in a sustainable way, **it is more about if YOU as a CEO and business owner are operating in a sustainable way.** Remember, you are your businesses' **biggest asset**. You need to take care of yourself, support yourself, and treat yourself with compassion.

Does your internal world feel balanced? This does not mean that you do not feel negative emotion, but does check that you are also feeling calm and in control of your business more often than not.

Use this worksheet to help you assess where you are internally, and if this is a sustainable place to be moving forward from.

What are the Top 3 emotions you have been feeling over the past week?

What has your internal dialogue been like over the past week? Why

From what energy have you been approaching your tasks and projects?

Is this energy reflective of WHO you want to be in business? Why?

Is this energy sustainable over time, why or why not?

If you did a 'time audit' what would you find that you are spending most of your time doing?

If you did a 'time audit' what would I find that you are spending most of your time thinking about?

Do you have beliefs about your role in the business, how much of your time, energy, and presence is needed to create success? (ie: do I believe that only if I do X will we be able to succeed?)

Are you in a sustainable mindset, energy, emotional state internally? Why or why not?

What needs to change?

What doable simple things can you do or believe, now, to make that change?

Troubleshooting

In order to troubleshoot something that is not working in your business, **you must first become aware of what the actual problem is in the first place.** Most people will want to pin the problem on something external, but the issue with that is they focus on things that are out of their control. **It is best to actually come back to yourself, and take responsibility for the results created.** This is not to shame you, but to empower you to focus on what you CAN control.

The first step to troubleshooting is to understand yourself, in relation to the situation, in a non-judgmental way. The ANNA Method of Awareness + Action will help you do this.

The ANNA Method of Awareness + Action

Use this method to help you gain awareness of the specific thoughts and stories you are feeding yourself that are fueling the anxiety/trigger.

A in ANNA stands for Awareness: What thoughts are causing my anxiety/stress/sadness? What stories am I telling myself? What specifically is causing my emotional state right now?

N in ANNA stands for Normalize: How does it make sense that I am believing these stories and thinking these things? Normalize your experience based on what you know about the brain, your past, socialization, conditioning and the world we live in. *(ie: we are socialized as women to doubt ourselves so it makes sense I am feeling doubtful, we are wired to feel anxiety in the face of something challenging so it makes sense that I am anxious!)*

N in ANNA stands for Neutralize: What neutral thought can I remind myself right now to neutralize and combat the thoughts causing me to spiral? *(ie: I am safe right now, I can figure this out, I have dealt with challenging things in the past and didn't die!)*

A in ANNA stands for And now what? In light of all of this, what is my next best step? What is the next course of action I can take? What decision can I make from here? *(Note, sometimes the next best step will be to take action and move forward and sometimes the most loving and strategic thing you can do is to pause and care for yourself)*

Once you have awareness, and your next best step, you can start troubleshooting and preventing this kind of thing from happening in the future. You can extract lessons from the experience, and help your business move forward because of it.

Answer these questions to troubleshoot:

If this experience/anxiety was actually a message sent to me by my future self what is the message?

Is there a CEO decision that needs to be made? What is it?

Is there a process/system I can create (internally or externally) to lessen the chances of this happening again?

What IS clear right now?

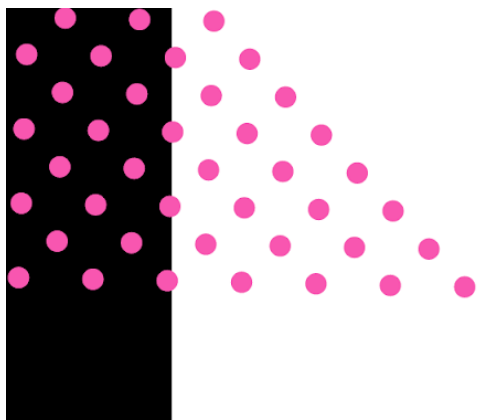
How can I figure this out?

What is the next best step I can take today to get closer to my goal?

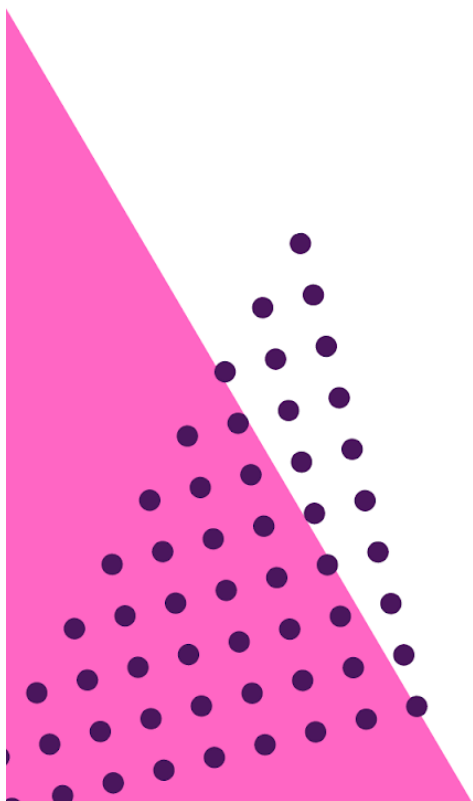
What thoughts do I want to intentionally think the next time this happens?

What IS the next best step to take from here?

What thoughts do I want to intentionally think to help me take the next best step?



Sensitivity



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Sensitivity

Sensitivity is about creating a deeper sense of intimacy with yourself, and your clients.

It's about becoming aware of your emotions, their emotions, and your energy. Sensitivity is also about **increasing your best fit clients' desire to work with, or buy from, you.** You do this by fostering your own desirability.

Sensitivity is split into sensitivity and awareness of yourself as a business owner, and sensitivity and a deep understanding of your clients and their desires.

The more intimacy, awareness, and sensitive you are to yourself as a business owner - the more success you will create. The more you will be able to set yourself up for FLOW and congruence and create workflows, action plans, belief plans that work WITH you, and not against you. **Put it this way, the more you know yourself, the more easy and doable business will feel.**

As it relates to your clients, **sensitivity is about using your deep understanding of them to market, and help your best client get what they want.** We are always deepening our sensitivity to, and intimacy with, that best fit client for our offerings. We are always holding space, creating space, and inviting in the clients that are here now, and the ones that are coming. **Getting to know this person better will allow you to call in and filter in the best fit client that is designed to get the best results when working with, or buying from, you.** It's about really connecting with those clients, and creating a deeper level of intimacy between you and them in your marketing, so that ultimately the best fit people come banging on the door to get in. This chapter will help your best fit client **see your content and go from thinking "that's so cute" to - "OMG I NEED THIS NOW"**.

This chapter includes:

- **Deepening Your Intimacy, and Sensitivity, with YOU**
- **Increasing Your Desirability**
- **Creating Intimacy through Marketing**
- **Copy Checker**
- **The Best Fit Client**
- **The DLT-ME process: Inside the psyche of your best fit client**
- **Increasing Your Capacity to FEEL**
- **Emotional Literacy**
- **The Feeling Challenge**

Understanding yourself, and your client, is a continuous process. Come back to these worksheets and frameworks as you continue to deepen your relationship with yourself, and that best fit client.

Deepening Your Intimacy, and Sensitivity, with YOU:

What is the primary “story” I tell myself about myself?

What is my primary “story” about myself as it pertains to business?

Are these “stories” useful?

Where are my current strengths as it pertains to business and serving my clients?

Where do I think I need to grow? Why?

When I think of my goal for this next year, what comes up for me?

WHO do I need to be to create this?

What do I need to believe about myself?

What do I need to believe about my industry?

What do I need to believe about the clients that work with me?

When I really connect with my goal being achieved, and FEEL the success of that in my body - what does it feel like?

From this place, what am I believing about myself?

How is this different from what I might be feeling now?

Imagine this future version of me (the one that already created the goal) gets to have a one on one meeting with me today - what does she tell me today about where I am now?

What does future me say I need to let go of? Step into?

What is currently my most recurring, and not useful, line of thinking?

What do I want to intentionally think, believe, and step into from here on out?

What energy do I need to exude to believe this in the most embodied way ?

What is the energetic shift that needs to happen in my body for me to be able to step into this?

Increasing Your Desirability

Desirability is an important trait to have as a female business owner. Often, **in the male dominated world of business, we are told “create demand!”**, “Overcome objections!” - the lingo and energetic language is very much about “conquering” your target.

In my opinion, **this is not useful for feminine women in business, as it goes against our biology. Moreover, I think feminine women customers are less likely to be attracted to this kind of marketing.** It is the kind of marketing that maybe has them feeling FOMO, or even worse about themselves.

You know what really magnetizes clients? You know what energy really has you feeling energized and creative as a business owner? DESIRABILITY.

Think about it, the word desirable - it's so feminine. Imagine you, your services, your brand, are desirable. People want it. People dream about it. People get excited and long to buy from you.

Lean into desirability. Lean in to the energy of being DESIRED. Use this worksheet to help you do that.

What is a brand, item or service that you really desire to work with?

What does that desire, that deep longing and magnetism that you feel towards them, feel like in your body?

Do you think your clients feel that about you? Why or why not?

Imagine there are 100 people on a waitlist for your product, or service, your inbox is flooded with people asking to work with you, and desiring your brand. What comes up for you?

What does being desirable feel like in your body?

What energy do you exude when you're feeling desirable?

What emotions do you feel when you believe that you're desired?

What thoughts do you think? What's your mindset like when you're desirable?

How do you handle your business when you're feeling desirable? What actions do you take?
Not take?

How is that different from how you may be thinking, feeling, doing now?

How can you help yourself step into this desirable energy more often than not?

Creating Intimacy through Marketing:

Marketing is just a fancy term for speaking to your client. You know how people are always saying that you need to get your clients to know, like and trust you so that they buy? **Creating intimacy, and knowing your client better than they know themselves, is the way that you do that.**

I find that there are two ways to create intimacy through marketing, and the words that you write: **Emotional Copy and Technical Copy.**

Emotional Copy is the process of feeling inspired, aligned, and then letting your copy (words) flow out of you. Little to no editing is involved, and it is more of a 'feel it and post' kind of situation. **Emotional copy is important because it removes the performative part of copywriting, and allows your client to really see you for who you are. This creates trust, and likeability. There are no copywriting laws to follow for Emotional copy.**

Technical copy is the more technical, and strategic, way to communicate your message to your best client. This involves being intentional about what you say, how you position yourself, and the point behind the words you write. **Technical copy is copy that follows copywriting principles as well as intentional thinking about your best fit clients' brain.**

Both Emotional and Technical Copy are important. Get curious about which comes more naturally to you, and decide what parts of your marketing you want to work on intentionally.

Am I more likely to feel inspired and post? Or do I spend intentional time communicating my message? Why?

Do my posts and marketing currently bring in clients at the rate I would like?

What do I think needs to change about the words I write to make my marketing better?

Will I focus on Emotional Copy or Technical Copy? Both or none? Why?

Use the checklist on the next page to help you with technical copy only.



COPY CHECKER



- Am I speaking to my **BEST** client?
- Does it sound like **ME**?
- Am I **EMPOWERING** them?
- Does it describe **THEIR** experience?
- Is it detailed with **SPECIFIC** (not general) examples?
- Does it give my people **AWARENESS**? a MINI result?
- Does it help them take **ACTION**?
- Am I speaking to them as if they **DON'T KNOW ME**?
- Is it written in **BASIC** terms/ concepts?
- Is there **ONE THEME**?
- Did I **SLOW MY BRAIN** down when I wrote and edited?
- Am I writing to my **BEST CLIENTS**?
- Did I write and speak to **ONE PERSON**?
- Am I showing them that **THEY CAN** do this?
- Am I showing them that **I AM THE PERFECT** person to help?
- Am I showing them that my **SOLUTION** or **product** is what they need?
- Is it **COMPELLING**? Is it **CLEAR**?
- Could it be said **SIMPLER**?
- Is **ANYTHING** missing?
- is the **CTA** bridging the gap for them?



The Best Fit Client

This worksheet will help you understand the psyche of the best-suited client to work with, or buy from, you. **It's more than just understanding the inconsequential demographics of your "ideal avatar". It's about understanding the psyche, the fears, and the desires, that make up the HUMAN being who pays you.** It's about deepening your awareness of them and positioning yourself and your services in a way to serve and support this person.

Who is the best fit person to work with me?

What about her/him sets them up to get the best results (with me/my product)?

What are some things she/he believes about herself/himself before working with me/buying my product?

What shifts for her/him after interacting with my brand?

What are core personality traits, or belief systems, they adhere to?

If I were a fly on my best fit clients' wall before working with me, what is she/he doing?

What is she/he thinking?

What are the nuanced, zoomed in, specific examples that describe where she/he is at?

What am I currently struggling with right now in my personal/professional life?

How is this an invitation to know my client deeper?

How is this actually something my best client deals with on a level too?

What would she/he need hear, do, to get through it?

How can I give that to myself and then go out and lead the way on this and use it to help my **best client?** (note, this is true even if you sell a product. If you sell clothes, and you're currently struggling with being visible online - how is your best client struggling with visibility too? How can your clothes help with that? How can YOU as a leader inspire her with that?)

If I were a fly on their wall, AFTER working with, or buying from, me , what are they doing?
Thinking? feeling?

What is keeping this best fit client from taking action, and working with me/buying from me, right now?

How can I bridge this gap for them?

How can I make it easy for them to press "buy now"??

The DLT-ME process:

Inside the psyche of your best fit client

Your best fit client has deep and real desires.

Is it to be seen for who she is? Is it to be perceived as beautiful? To feel grounded and zen? To feel in control? Desirable herself?

Understand your client's desires through the: DLT-ME process.

Use this process for every desire your best client may have. **Do it for the small things, the big things, and start thinking about your client through this DLT-ME lens.** Through that, watch how your awareness and ability to communicate to this best client becomes seamless.

Desire - *what is her/his desire?*

Limiting Belief- *What is a limiting belief about themselves, the world, the industry etc. that maybe prevents them from having this desire?*

Truth - *what's the truth? How is that limiting belief not true, and what is?*

ME - *why work with you? How does your product, service, bridge the gap and be the thing to help them have their desires?*

Now Do this for your client:

DLT-ME:

D: Desire:

L: Limiting Belief

T: Truth

ME

Do another DLT-ME

D: Desire:

L: Limiting Belief

T: Truth

ME

What have you learned about your best client?

How can you help them see that you can help them get what they desire?

Increasing Your Capacity to FEEL

Sensitivity, as it pertains to yourself, is also about getting to know your body and the different vibrations and sensations that flow through it. **We like to believe that we are rational beings and that the mind is always in control, but the truth is our bodies sense things before our minds do.**

As an entrepreneur, **it is extremely beneficial for you to get to know the different sensations in your body and get comfortable with them.** The more uncomfortable emotions you are willing to feel - the more success you will create.

Think about it this way - **success is on the other side of discomfort, rejection, failure, and fear. The more comfortable you get feeling those feelings in your body the more success you will create.**

Feeling feelings is basically sitting with them.

It is not drinking, eating, working, or watching Netflix to avoid them. It's about pausing and actively paying attention to the sensations and vibrations happening in your body.

Emotions take around 90 seconds to pass through, so really the quickest way to get past them is to feel them.

My favorite thought, and the one I attribute a lot of success to is:

"I am willing to feel {insert shitty emotion here} in order to create success"

Which emotions do you think that your body and brain fear most (ie: they'll do anything to get you not to feel it)? Why?

Why do you think your body finds these to be the most uncomfortable to experience?

Use the exercises below to help yourself FEEL more

First, label the emotion you are feeling (stress, anxiety, depression, etc) _____

On a scale of 1-10 how intense does this emotion feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

Now, let's experiment with a few techniques to help allow the emotion to pass through.

Exercise #1: Body Scan

Scan your body from head to toe, notice the sensations or vibrations that come up, and describe them.

Get as specific as possible. Ask yourself: Does this emotion have a weight? A color? A texture?

On a scale of 1-10 how intense does this emotion now feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

How would you describe your experience after completing this exercise?

Exercise #2: Breathing:

No matter what is happening, or where you are, you can always access your breath and ground your body.

- 1- Put one hand on your belly (just below your ribs) and one on your chest.
- 2- Take one deep inhale through your nose and let your belly push your hand outward.
- 3- Exhale through pursed lips and aim to exhale for a little longer than you inhale

Repeat this exercise until you notice a shift in the intensity of your emotion.

On a scale of 1-10 how intense does this emotion now feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

How would you describe your experience after completing this exercise?

Exercise #3: Moving Ball: Bi Lateral Stimulation:

This technique is all about stimulating both sides of the brain. When you are in a heightened emotional state, usually one hemisphere of the brain is more stimulated than the other. When you move a ball from side to side, you are balancing out the stimulation on both hemispheres.

Bi-lateral stimulation confuses the brain, by spreading blood and electrical impulses across both sides.

1- Hold an object, while putting both hands in front of you (at the midline of your body.)

2- Pass the object back and forth while crossing the midline and keeping the alternate hand forward.

Repeat this exercise until you notice a shift in the intensity of your emotion.

On a scale of 1-10 how intense does this emotion now feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

How would you describe your experience after completing this exercise?

Exercise #4: The Butterfly Hug

1- Cross your arms and place each hand on the opposite shoulder

2- Tap on each shoulder one by one, and alternate the sides

3 (optional): You can play with adding a positive affirmation to this like “I can figure this out” or “I got this” as you tap.

Repeat this exercise until you notice a shift in the intensity of your emotion.

On a scale of 1-10 how intense does this emotion now feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

How would you describe your experience after completing this exercise?

4. EFT Tapping This is a great mind/body tool to dissolve the emotional state.

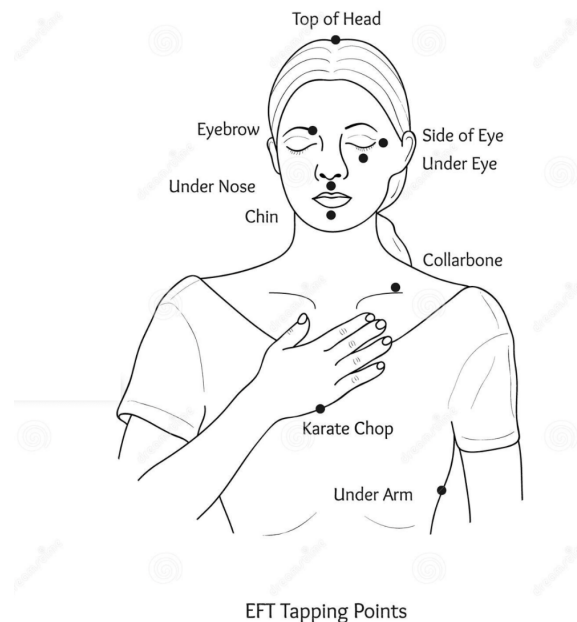
1: Choose 2-3 thoughts that create an intense emotion right now (ie: "I am so dumb, my business is not working")

2: Use the thoughts to create your tapping statement

"Even though {insert thought #1}, and {insert thought#2}, and {insert thought#3} I choose to love and accept myself anyway."

3: Tap on your Karate Chop point while saying the tapping statement out loud three times.

4: Tap on the rest of the points (pictured below) as you say the statement.



Repeat this exercise until you notice a shift in the intensity of your emotion.

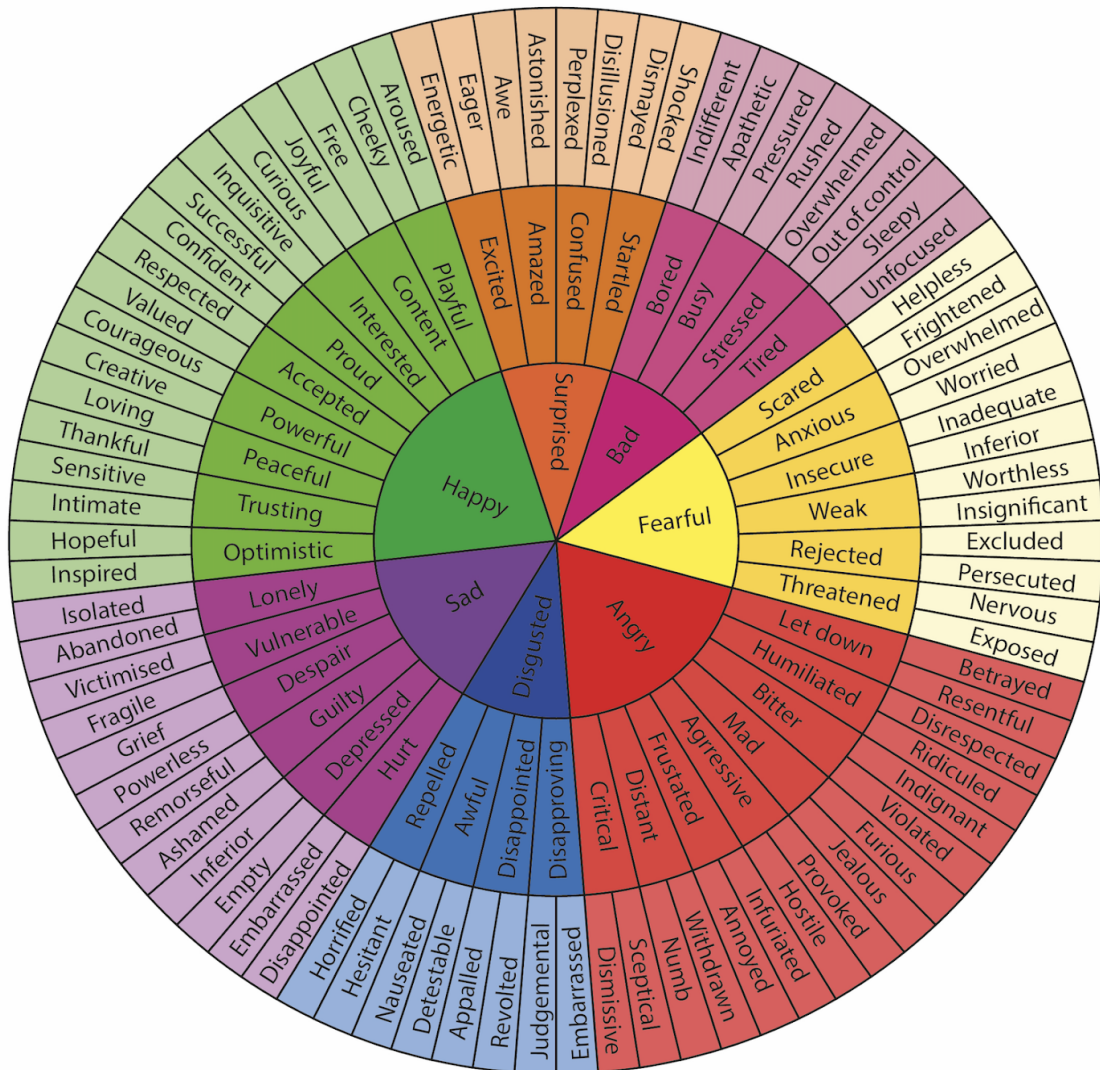
On a scale of 1-10 how intense does this emotion now feel in your body? Circle the number that feels truest to you right now. (10 being extremely intense)

Intensity - 1 2 3 4 5 6 7 8 9 10

How would you describe your experience after completing this exercise?

Emotional Literacy:

Use this wheel to help you identify, and label, the different emotions you feel in your body.



The Feeling Challenge

Sometimes we have to feel the feeling and do the thing anyway. More often than not, growth does not feel good in the body. **Use this challenge to reward yourself (hello dopamine!) for every time you felt uncomfortable, and did the thing anyway.**

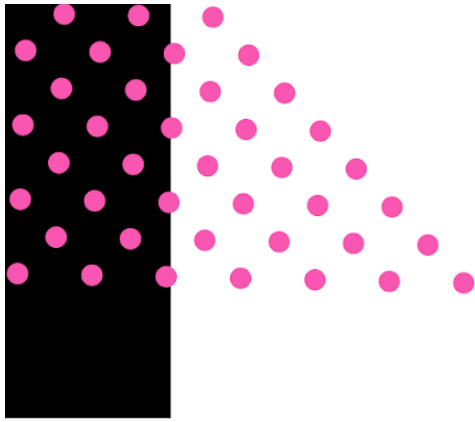
100 Times I felt Uncomfortable (and did it anyway) Challenge

Start Date _____

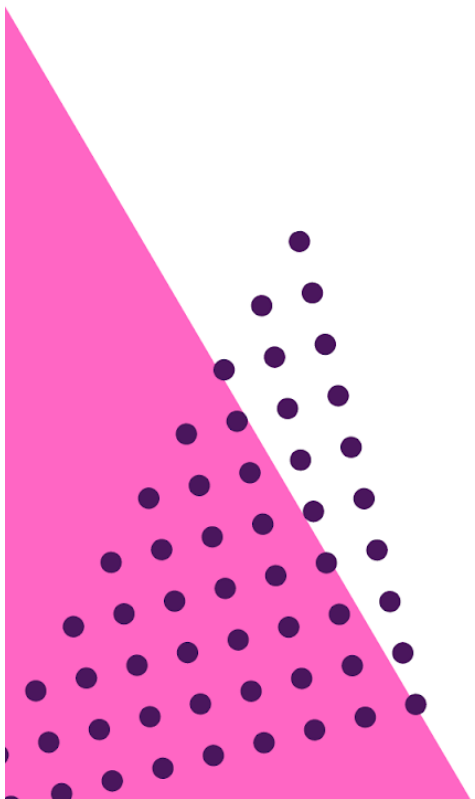
End Date _____

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	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Notes:



Strategy



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Strategy

This section is all about mapping out your action plan for this year. **This section focuses on all things CEO-ing and strategizing, planning, and thinking like the CEO that YOU are.**

This chapter is short, and SIMPLE, on purpose. Don't over complicate your action plan, don't jump into performative energy and make yourself think that you need to do a million things to scale and grow your business.

You do not.

It gets to be simple.

What if that were true?

I want to offer that everything you need to get to where you want to go is already inside of you. There are literally THREE simple steps that you need to DO to get your next result, and meet your financial goals.

Are you ready?

Step 1: Build foundational belief in yourself, and your ability to achieve this goal. Get to a place of *"I can actually do this, it's doable, and possible for me"*

Step 2: Take MASSIVE (yet trauma informed) ACTION towards the goal. Write out an action plan, try different things, throw spaghetti at the wall, just don't burn yourself out or beat yourself down in the process.

Step 3: Evaluate your Results.

Rinse and Repeat

That's it. That is the magic formula towards you achieving your next business goal. It's simple. It's doable. You got this.

This chapter will help you map out your action plan, as well as identify obstacles, and build your skills as a CEO and entrepreneur.

This chapter includes:

- **Revenue Breakup**
- **Action Plan**
- **Making a CEO Decision**
- **Getting Your Brain On Board with Your CEO Decisions**
- **Spiraling Up Instead of Going In a Downward Spiral**
- **Strategic Self Coaching**
- **Standard Evaluation**
- **Evaluating a WIN**
- **Evaluating a "fail"**

Revenue Breakup

Your revenue (how much your business brings in in total) is comprised of the following formula

REVENUE = Profit + Coaching Investment + Business Expenses + Taxes

Fill this out for your business, separate it into a monthly or quarterly income if that makes it easier for you to conceptualize. You can do this by first deciding how much profit you want to take home, and then allocating from that place.

You can do this by putting your expenses first. Seriously, there are no rules. You are the CEO you get to make up the rules that work best for your business.

Revenue _____
=
Profit _____
+
Coaching Investment _____
+
Business Expenses _____
+
Taxes _____

There is always the “MATH” ie: the numbers behind the goal, and the “DRAMA” which is everything that gets in the way of us actually achieving those numbers.

In this section, do the “MATH” behind your goal. **How does this make sense in terms of product/services sold per year? Do the “MATH”.**

Note, If there are multiple mathematical ways to achieve your goal, write out a few possible options.

(example: to hit my goal of 100k in revenue, I need to have sold 20 clients a 5 thousand package)

To hit my goal of _____
I need to have sold (*clients/items*) _____ For (*price*) _____.

How many offers/products do I need to sell, and at what price point, to reach my yearly goal?

How much does that come out monthly?

Does the math/pricing/offer/product ratio make sense? Is it doable for me time wise?

Does the revenue goal feel POSSIBLE?

Does the revenue goal feel doable even though it is a stretch?

If not, do this worksheet again and adjust your goals if necessary. **Don't forget, we are working towards that three-year vision, sometimes "slowing down" to learn is actually speeding up. Reach out for coaching.**

Action Plan

To create that Revenue goal, what are all of the things you could try this year (ie: what actions of mine could create this revenue goal). Make sure to get creative, intentional, and not too perfectionistic here.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

What are the top THREE things you choose to try first? Why?

Identifying Obstacles

We all have obstacles along the way that can prevent us from achieving the goal.

Write out a list of three obstacles you anticipate that may get in the way of you achieving your goal. Make sure to include internal as well as external obstacles.

1. _____

2. _____

3. _____

Step 6: Turning Obstacles into Strategies

For each obstacle, create a strategy or plan that you can implement to tackle the obstacle, and add these strategies to your Action Plan list.

1. _____

2. _____

3. _____

Making a CEO Decision

There is no such thing as the “right” decision, there is only the decision you get to work on making right. I like to think that even the “wrong” decisions are ultimately the right ones over time. **It is our job to decide what is best for ourselves and the business based on the information/feelings we have on hand, and then work towards making what we decide have the best outcome.**

A CEO Decision is the decision you make, and choose to test and evaluate (like a scientist or CEO) for a period of time.

Use this worksheet to help you make a CEO Decision.

What am I deciding between (ie: investing in coaching or not)

Option A _____

Option B _____

Option C (If needed) _____

What is the BEST possible thing that could happen if I choose option A?

What is the BEST possible thing that could happen if I choose option B?

What is the BEST possible thing that could happen if I choose option C?

Which of these is the BEST of the ‘best case’ scenarios? Why?

For that same ‘best case scenario’ option, what is the WORST thing that could happen?

How would I deal with that if it happened? Tap into your resourcefulness here.

Is that something I am willing to deal with in the pursuit of the BEST CASE scenario?

If your answer is YES, then - you have your CEO decision. If it is NO then do this same worksheet for all of the other options.

Getting Your brain on board with Your CEO Decisions

Why is this the best decision?

Why is this the best decision for me?

Why is my deciding this the best thing for my long-term goals?

Why is it the best thing for my clients?

Why will my clients LOVE that I decided this?

How will it inspire them, or give them permission, to decide something like this too?

What about this decision supports what I am creating and who I am becoming as a CEO and business owner?

How will my family benefit from me deciding this?

Spiraling UP Instead of Going in a Downward Spiral:

What am I going in a downward spiral about right now?

How is this a familiar “story” my brain likes to offer me over and over in different variations?

What are the actual FACTS of the situation Vs. what I am making these facts mean about me, my life, and my business?

Can I be compassionate towards myself for having this story, while also realizing that it isn't true. It's just a story.

Based on what I know about the brain, socialization, conditioning, and past traumas - how would I normalize and explain why it makes absolute sense that I am going through this?.

When I look at the FACTS only, is there something else (that's more useful) that I can think here?

From this more useful line of thinking, what is clear to me right now?

What is the opposite of the story I am telling myself (ie: if the story is I am a failure than the opposite would be I am a success)

How is this opposite actually true? What evidence do I have to support this?

Strategic Self Coaching:

This worksheet is here to get your brain, and mindset, in a good place BEFORE working. You're not supposed to always be feeling good, and successful, and purposeful AT ALL. **But before you work, getting your brain to a more useful mindset is one of the most important and strategic things you could do.** Spend 5 minutes before you start working answering the below questions.

What am I celebrating in my business right now?

Goal (research suggests that people who write down their goals daily are 44% more likely to achieve them):

Thoughts about goal:

Top 3 ACTIONS for today

1. _____
2. _____
3. _____

Not useful thoughts swirling around in my brain

Intentional, purposeful, thoughts I choose to believe instead

Intentional thought about my business, self, I am working on:

When I embody the ENERGY that this thought makes me exude, what's that like?

Why is this better than what I'm currently doing/thinking?

How can I help myself come back to embodying this energy throughout the day?

The emotion I want to cultivate for myself today is _____ I will do this
by: _____

I am a POWERHOUSE CEO because:

1. _____
2. _____
3. _____

Standard Evaluation

Use evaluations to evaluate yourself, your RESULTS, as well as your progress in every area of your work. **It is imperative that you specifically evaluate both "successes" and "failures" to be able to do more of what is working, less of what is not, and extract lessons learned.**

(Important: Make sure to include not just what you did to yield the result, but also what emotions you were feeling, and the energy you exude.)

What Worked:

What Didn't Work:

What Will I do next time (more of, less of, and differently?)

Evaluating a WIN

Not evaluating your successes is one of the biggest causes of slow growth. Once you have a win (big or small) your brain will want to jump to the next thing. **It is imperative that you pause, and evaluate to wire accomplishments (and how you created them) into your neural pathways.** Make sure you are always intentionally looking for, and studying, your successes so that you can replicate the process.

What Worked:

What specifically is it about this win that makes me proud?

How did I (my thoughts, feelings, identity, actions) create this result?

What challenges and triggers did I have to overcome to create this?

What was my biggest lesson while pursuing this win?

What thought or sentence do I think attributed to this win?

What emotional state, or feeling, did I experience throughout that helped me create this?

What strengths do I have because of this experience?

After experiencing this win, what do I want to intentionally remind myself of next time I go after a goal?

Is there anything from creating this result that I can tweak/and or better for next time?

Evaluating a “FAIL”

(To be used when evaluating a “failure” or something that is not working in your business)

What Worked (yes, you must find some things that worked!):

What Didn’t Work:

How exactly did I create this result?

Why exactly wasn’t I successful? What Was i believing throughout the process? What was I thinking? What Was I doing?

Did I have a sneaky thought pattern, or mindset, in achieving this result that may be attributed to this “fail”?

What were the top thoughts that contributed to this “fail”?

Was I avoiding anything in pursuit of this process?

Say I got to speak to Oprah about this fail, and her job was to give me her wisdom - What do I think Oprah Winfrey would say about this failure?

What would (*insert interesting person here*) say?

What have I learned from this experience?

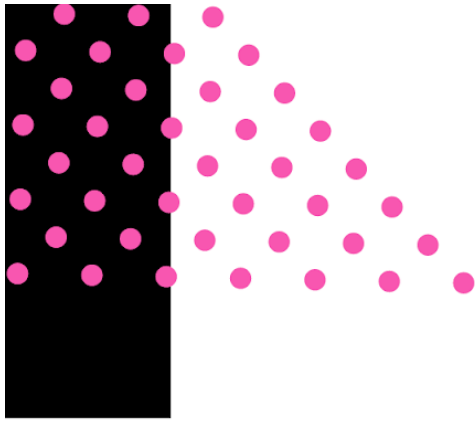
What will I do differently next time?

How was this “fail” actually something that sets me up for more success down the road? How did it happen FOR (and not against) me?

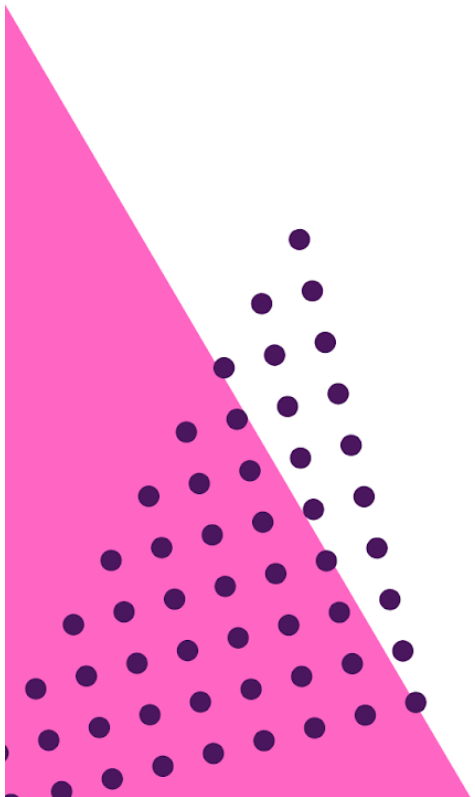
How can I learn to accept, and love, myself 1% more from this experience?

What are the thoughts I intentionally choose to believe about this experience?

What do I want to remind myself of the next time I feel like I failed?



Spirituality



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Spirituality

Sensitivity, Style, Strategy, and Sustainability of the Hamsa 5 very much **rely on the notion that YOU are responsible for your own results**. That is true, and this chapter is here to also suggest the opposite.

You can be in charge and control of your results AND your business and results can also be influenced by the one above (G-d), the universe, source, or any spiritual entity you connect to. It's a classic "2 things can be true at once" kind of scenario.

When I think about success, I think spirituality is a very core component, **and believe that it is our job as entrepreneurs to connect to spirituality, and build our "spiritual" muscle.** I want you to think of spirituality **as the core FUEL your business needs to sustain itself.**

When you incorporate spirituality in your role as a leader and entrepreneur, **you will feel an inherent sense of safety and knowing that things are always happening FOR you.**

Additionally, spirituality is important because it prevents you from getting overly obsessed with the material goals. **Material goals are important, but they are not everything. If you spend your business chasing material goals only, without connecting to the greater purpose, you may find that burn out and frustration are more common occurrences.**

But when you are driven by Purpose, when you feel held and trust in something greater than you, challenges become exciting. **Business becomes easeful, and the pursuit of money goals becomes about so much more than the money.** It becomes more about what that money represents.

This chapter is about connecting to spirituality. It is about figuring out your capital P - Purpose, as well as finding the purpose, the gift, the invitation in every single encounter and aspect of your business. It is about developing the skill of extracting meaning, and purpose, in everything that happens in your business.

I want you to really embody the FACT that the universe (g-d, source, etc) put you here for a reason. Nothing is consequential, and everything is purposeful. **Become the kind of entrepreneur who extracts this meaning, Become the entrepreneur who sees each encounter as a message, each failure as a gift, to help you get to that next step.**

When you do, you will see that neither success nor failure can take away from finding meaning. You are able to breathe in more excitement because regardless of what the outcome is - you are always deepening your spiritual connection and sense of purpose in this world.

This chapter includes:

- **Trusting in a higher source: assessment**
- **Spiritual Workout Routine**
- **Extracting Your Capital P- Purpose**
- **Connecting to Abundance**
- **Building Your Receiving Muscle**
- **Embodying the Energy of a 'Miracle will happen Today'**
- **Extracting The Purpose From a Specific Event**

Trusting In a Higher Source: Assessment

When I think of myself, my life, my business: do I believe that everything that has happened happened for my highest good? Why or why not?

When I go after a monetary goal, do I trust that the universe/G-d, source has my back even if it does not deliver the goal to me ? Why or why not?

Do I trust that my clients are divinely sent to me from the universe/G-d, source? Why or why not?

Do I see how my “failures” in the past were actually helpful nudges from the universe/G-d, source? Why or why not?

Do I think I would benefit from connecting more to spirituality, and trust, in my business? Why or why not?

Based on the above, would I conclude that I am a spiritual person?

How would spirituality serve me as a business owner?

Spiritual Workout Routine

Connecting to the universe/G-d, source does not take extra time, or any extra energy. Like many things, it takes intention. It takes a commitment to incorporate spirituality into your life and business, and a commitment to strengthen your spirituality muscle.

This can happen in as little as 5 minutes.

This worksheet will help you come up with a **“spiritual workout routine” to help you strengthen that muscle.** The more you strengthen your spirituality muscle, the more spiritual a business owner you will become and the more easily you will be able to access that spirituality when you need it most.

How do you currently connect to the universe/G-d, source?

If you have a practice, does this practice strengthen your spirituality muscle? How can you help make it more effective or intentional?

If you do not have a current spiritual practice, think about a time where you felt connected to universe/G-d, source? Where were you? Why did you feel connected then? What was unique about that practice/experience?

From the above awareness, what could you do for 5 minutes a day to strengthen your spirituality muscle (get creative)!

What would you need to believe about spirituality, and its role, to consistently maintain this practice?

If you do this practice EVERY day for a year, what will be different about you one year from now?

Some of my favorite spiritual practices:

- Kundalini meditation
- Meditating to calming music
- Listening to songs that connect me to the divine
- Sound healing
- Meditating on G-ds different names
- Lighting candles and thinking about my purpose
- Reminding myself that G-d/universe/source has sent me each experience as a perfectly curated gift
- Writing a thank you note to the universe
- Praying
- Finding evidence for how all the things in my past (even the hard stuff) were actually divinely curated gifts for me

Extracting Your capital P - Purpose

Whether you are currently fueled by purpose, and a higher mission, in your business, or are just doing this to pay the bills - there is a purpose to why you are here doing this work.

Use this section to uncover your purpose and the deeper, more meaningful reason “why” you are building your business.

Your reason why will help fuel you when things are hard, it will help connect you to the deeper meaning behind even the mundane actions, and will help you scale sustainably.

I imagine that you are here to build your business throughout the course of your lifetime. You need fuel for that kind of longevity, and the best kind of fuel is the one created through finding a deeper meaning. Through extracting your capital P - Purpose

WHY did I start this business in the first place? What about this work did I feel drawn to?

When I think of my success three years from now - what am I particularly proud of? How is that a form of inspiration for me right now?

When I have all the success I crave - what do I think I will do to find meaning in my life?

What is the IMPACT of me doing my work? On my clients? Their lives, families?

G-d, universe, source, put me on this earth to do this business. Only I can run it in the unique way that I know how - what's the reason for that? What is the purpose of me doing this?

What are my top 3 values in life? How does my business directly represent those three values?

What permission does my business, and work, give people to believe about themselves?

What would I really want people to say about me at my funeral (morbid question, i know, roll with it.)? Why?

How can my business help me actualize those things already today?

Based on the above, if I had to boil it down to one paragraph, what is my Purpose and reason for being the one who builds this business?

Connecting to Abundance

Abundance, or the feeling of “more than enoughness” is a spiritual concept. It is the idea that there is more than enough material, and intangible, things in this world.

There is an abundance of clients to go around.

There is an abundance of wealth to be shared.

An abundance of prestige and impact to be had.

There is an abundance of space and energy in your heart for your family, your work, yourself and all that is important to you.

There is an abundance of anything, and everything, you just have to be open to RECEIVING this abundance.

In short, there’s enough of it all for you, and you, and you. There is enough for all of us.

What trips people up in business is a scarcity mindset. It is the false notion that resources, money, impact, clients are scarce, and a feeling that there is not enough, or that they do not have enough.

When someone is in a scarcity mindset the first place i like to start is to take them to a place of sufficiency (ie: I have enough right now to meet my needs), and then from there to a place of abundance.

From the place of sufficiency, or “enoughness”, you will be able to access abundance.

The best way to do that, in a form of action, is by GIVING.

When you feel scarce in your money, give a small amount to charity, or spend your time giving to someone in need. As a business, when you feel scarce and find yourself thinking “where are the clients” this is a sign that it is time to GIVE and start accessing abundance. **Give VALUE.** I don’t care if you sell coaching or couture, **GIVE your people value. Is it a masterclass in styling? How to heal your trauma free workshop? A free giveaway? Abundance requires that you step into giving energy,** even when you feel like you have nothing to give. You have a lot to give. Give, and access this abundance.

Think about it this way, **the more you give the more you make.** The more value your business provides for others, for free, the more abundance and business it will drive in (even down the line).

Use this worksheet to help yourself get from scarcity → abundance

What am I believing is scarce right now in my business (is it money, time, credit)? Why?

What does scarcity feel like in my body? What does it compel me to do/not do?

How is it true that I have everything that I need in this moment right now (I am fed, clothed, roof over my head):

Sit with the sensation that “I have everything I need right now” brings up in your body. Stay here. When your brain wants to jump to anxiety, come back here.

From this place, focus on the people your business serves. The best way to get out of scarcity, and move to abundance, is to get out of your own head and into the head of your clients, what do they need help with most right now?

What value can I offer them that does not require money on my part?

How can I create 1,000 USD worth of value for my clients (in the form of posts, teachings, workshops, giveaways, etc) right now?

When I focus on giving > getting: What is different about my energy?

What is different about my view of myself and business when I am in a “giving” mindset?

Building Your Receiving Muscle

One of the things that also blocks people from being able to receive abundance, is their capacity (and internal ability to hold) to receive. Use this challenge to help you increase your “receiving muscle. Every time someone gives you a compliment, a client pays you, or you’re given a gift - sit with the sensation of receiving. Receive it, don’t reject it. Welcome it in, and use this challenge to help you do it. Give yourself a sticker, or a check mark, for every time you RECEIVE something from someone else. After 100 conscious receives, you’ll undoubtedly increase your capacity to receive more money and abundance.

100 Acts of RECEIVING Challenge

Start Date _____

End Date_____

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	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Notes:

Embodying the Energy of a ‘Miracle Will Happen in my Business Today’

What would feel like a complete miracle right now in my business? What would happen? What would that mean for my business? *(is it being called up by Forbes to be featured as their top entrepreneur? Is it making 100k by the end of day because a client who has been following me forever wants me to create a curated solution for them? Is it my favorite store asking to buy ALL of my stock for my product at retail price?)*

Get creative, what would feel like a Business miracle?

I want you to connect to the possibility of this actually happening. If you brought it to your awareness, it means that you desire it. Anything you desire is available to you. What comes up for you?

Imagine today was the day that this actually happened, how would you show up for your day? What vibe/energy would you exude?

What would you do in your business if you knew this was going to happen today?

How would you show up differently as an entrepreneur? What would you stop doing? What stories, or limiting beliefs, would you let go of?

Embody the energy of this being possible for you. Embody the energy of it having happened already, or it's a done deal.

Miracles happen every day in business.

Invite your miracle in.

Hold space for the possibility of a business miracle happening today, and watch how more miracles just come your way.

Extracting the Purpose From a Specific Event

Describe the topic, scenario, encounter, success or failure that you want to intentionally extract meaning from (*ie: consultation said yes to working with me then backed out and ghosted me*)

If this experience was here as an invitation, to deepen my awareness, build a skill that I need to have in order to get to my next level of growth. What do I think it is inviting me to do here?

If this experience was a perfectly curated gift from G-d, universe, source - what is the gift? And why is it perfectly curated for me?

What “story” or limiting belief am I being asked to let go of because of this experience?

How can I help myself trust that this happened for my highest good?

What is the IMPACT of me receiving this gift from G-d, universe, source on the rest of my life?

How is it true that I am exactly where I need to be in my business right now?

Why is it opportune that G-d, universe, source sent it to me now especially?

How is this experience actually setting me up for more growth and impact in the future?

What do I want to remind myself of next time I go through something like this?

How can I help myself connect back to the purpose, and meaning, that is this experience? Even when it feels hard?