



Reinventing Yourself

From Corporate Drag to Entrepreneurial Freedom





You've been part of the corporate world, and now you want to be an entrepreneur. Congratulationsl Welcome to this new and exciting journey of being your own boss. Transforming yourself to an entrepreneur is not something that happens overnight and isn't always easy, but with some work and careful planning, you will get there. The first step towards this is establishing why you want to pursue entrepreneurship. Let's get started!

What first inspired you to want to be an entrepreneur?		
What are the things about entrepreneurship you most look forward to?		
Note that the control of the control		
What are your financial goals for your business?		
What is your main motivation to build your business?		

-SETTING YOUR EXPECTATIONS

The entrepreneurial life isn't always what it's made out to be. You might have some inkling about this, but most entrepreneurs will tell you, there were a lot of things they wish they knew before starting their business. You want to go in with your eyes wide open so you won't bail the first time something goes horribly wrong. In this exercise, you will examine yourself, motives and expectations so you'll want to answer honestly.

What do you think your life would look like once you start your business?		
Do you think this is realistic? Yes No		
What kind of problems do you expect to encounter as an entrepreneur?		
Have you any kind of experience handling these types of problems?		
If you answered no to any of those, what do you expect you'd do? Don't worry, we'll work on this more later. For now, just write down your thoughts.		

ADJUST YOUR VIEW—

Life as an entrepreneur can get intense. There are issues that you may not expect right now. In this light, we will work on several exercises surrounding common issues entrepreneurs struggle with and how you'll respond. Why are we doing this?

You might have heard that if you don't know your "Why" for doing something, you'll abandon what you're pursuing the moment things get tough. That is true, but to better equip yourself, you should also be aware of what you're up against. The more equipped you are, the better you'll fare.

Over the next few pages, practice being in each scenario. Imagine them as vividly as you can.

WEATHERING NAYSAYERS & DENIERS

You quit your job because you're tired of the hours you're putting in. 3 months into your entrepreneur life, you realize you're working more hours than ever. You're working all hours of the day (and night). Your children start to complain. Your partner is beginning to resent your new "pie in the sky". Friends and family keep advising you to find a job.

What do you think is your emotional state?
What do you think your self-talk will be?
What mantras can you set up now to counter that negative self-talk?
What are some things you can do to weather this time?

-WEATHERING ANGRY CUSTOMERS-

You will encounter angry customers or people. It's only a matter of time. It can be your fault, a simple misunderstanding or the customer's own fault. Imagine yourself in each scenario below and come up with some ways to respond. Contrary to the common saying, the customer is not always right, but everyone should receive a respectful and kind response, even when they are not.

A customer accuses you of not delivering the product but all your records show the item is delivered and you can prove it. What will you do? Write your response to the customer.	
A customer posts on social media that you never answer their tickets. They accuse you of ignoring them and even deleting their questions in your group because you don't want to deal with them. This is untrue because you have proof of response. Write your response.	
A customer complains that you are storing their credit card information on your system without their permission. You use a third-party merchant account. As far as you know, you do not store that information. Upon investigation, you realize a new update in your software is indeed storing information not on your site but on the payment processor's site. You've corrected the situation, now write a response to the customer.	
These are only a few real world examples. Keep in mind, when you encounter them, your emotions will come into play. What can you do to help you remember to stay professional and calm?	

—WEATHERING LIFE PART 1—

Life sometimes gets in the way of business. A death in the family, accidents, disasters, your health and even your own emotional wellbeing. You can't predict them, and you may have to set aside business completely for a while. This can be bad news if you rely on your business income. While family and self should be your priority, that doesn't mean you can't make preparations to help keep you afloat.

Systems are the best way to become efficient because you don't have to reinvent the wheel each time. It also makes it easier for anyone to step in to help you for a day or two. Think about all the things you need to do to launch a product or to make sales daily. List all the repeatable actions and tasks below.		

Once you have the list, organize them into a step-by-step checklist. You can do this on a word processor or a project management system. Keep it updated as you change and add new tasks. Note where you keep your system documentation.

-WEATHERING LIFE PART 2-

Another way to keep things going even while you handle life's emergencies is to work ahead. The further you can work ahead, the more you can automate and this buys you time without being one hundred percent hands on.

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Consider what you do that brings income. What are some things you can do ahead of time? E.g. If you have a video training each month for your membership site, plan, produce and automate your training 3 months ahead.
If you have a service business, it can be trickier but not impossible. List at least 3 people who provide the same service as you do whom you can trust to hand over some projects to while you are away. A smart thing to do is to create a sort of co-op where everyone has the same agreement to cover each other in emergencies, no poaching allowed. If you cannot list 3 now, actively search and update this list.
1
2
3
4
5
6

-WEATHERING TIME CRUNCHES

From the last few pages, you probably see how valuable having an assistant can be. It is ideal to hire an assistant or build a team but it is also unwise to hire when you aren't profitable or aren't able to pay yourself yet. While working towards the ideal, the best thing to do is to have options.

Creating a co-op in the previous page is ideal not just for emergencies but also time crunches. But that can take time and a lot of trust. Another option is to start building a contact list of occasional help. These are people whom you can hire every now when you need extra hands. The time to do this is now, when you don't need the extra help.

Think about s two.	some of the smaller, less important things you do that you can hire someone else to do for an hour or
3 - 5 people	ou have to do these things, hire different people to do the same task and evaluate them. List your top e below.
2	
3	

Remember to feed them with occasional tasks - even when you aren't facing crunches. This helps keep you on their radar and prevents you from coming up against that time crunch at all.



WORKER VS CEO MINDSET

MAP OUT YOUR BUSINESS-

Now that you have mentally prepared yourself for some of the upcoming challenges you will face, it's time to turn to the concrete, practical things about your business. You will work on these in the next section.

-DEFINE YOUR BUSINESS-

Your business needs a clear definition and purpose, so you can focus and have clarity about the best ways to move forward. Make your definitions precise and pithy, about 1-2 sentences. Draft some definitions for your business, and then choose the one you feel encompasses everything you want to include.

Definition 1:
Rating: ☆☆☆☆☆
Definition 2:
Rating: ☆☆☆☆☆
Definition 3:
Roting: 公公公公
Rating: ななななな Definition 4:



The next step on your journey to entrepreneurship is to research similar established businesses to give you a leg up as you get started. If you feel comfortable, contact them to ask for insight and how they overcame certain obstacles. Fostering good relationships with fellow entrepreneurs is a great way to learn and grow together. Note the tips and ideas below.

How successful are businesses like yours right now?
What are those entrepreneurs doing that you feel contributes to that success?
What can you do better than they are?
What major take-aways did you get from reaching out to any of these entrepreneurs?

PRELIMINARY PLAN

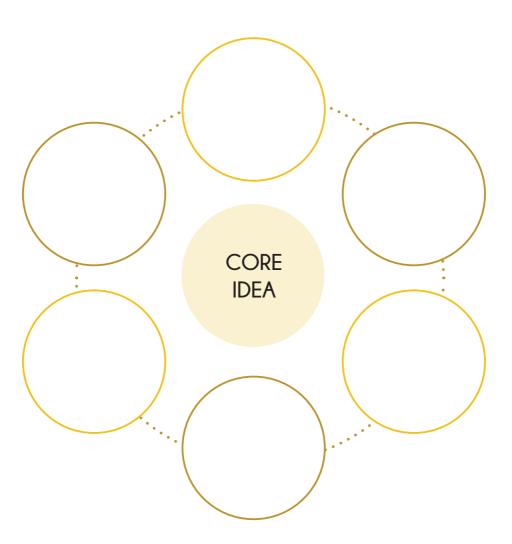
Now that you have some basics, put them together to make a preliminary plan. You don't have to make a full blown official business plan, but setting a few definitions and boundaries down can help you stay on track. Use the space below to write down your plan. Be real and don't bite off more than you can chew!

Business Name
Definition
Products/Services Offered
• 3 Key Coals
Target Audience
Profit Goals for
Year 1
Year 3
Year 5
Year 10

—HOW WILL YOU PIVOT?—

Not every business idea is a winner, so you want to make sure you have options. Pivoting or diversifying your ideas doesn't have to be hard. The easiest way to work within the idea you are most passionate about, and then branch off that by going into niches or represent it in a different light or use case.

Use the chart below to help you.





You never want to mix personal and business finances or you'll end up with an accounting nightmare.

Research and record the different options to help you make your final decision.

BANK:	
PROS	CONS
BANK:	
PROS	CONS
BANK:	
PROS	CONS
BANK:	
PROS PROS	CONS
TROS	



Love it or hate it, you'll need to source for an accounting app to keep your finances straight and also to gauge your success. Research and record your options.

APP:	
PROS	CONS
APP:	
PROS	CONS
APP:	
PROS	CONS
APP:	
PROS	CONS



Leaving a corporate job can be scary, especially if you have dedicated years. That's why many people get stuck in the planning stages, or freeze up with analysis paralysis because making that final jump is too scary. If you feel yourself stalling, use this page to help you get unstuck

Why is starting your business now more important than staying?
What are the consequences of you staying and never launching?
If you stay, how will you feel 5 years from today?
n you stay, now will you led a years norm today:
Does it have to be an either or choice right now? Is there anything you can do to make the transition easier or start small?



It can be a bit of a culture shock leaving the structure of a corporate job. This is why surrounding yourself with a good support system early on is vital. Fortunately for you, the entrepreneurial community is usually supportive and open to helping each other. Research and record some ways to get into these groups.

LOCAL GROUPS				
NAME			REGISTERED	
CLASSES/COURSES				
NAME	CC	OST	REGISTERED	
ONLINE GROUPS				
NAME			REGISTERED	

-ENGAGE WITH YOUR AUDIENCE

There's only one way to build your own audience and that is to interact with your ideal customers. Online or offline, you'll want to seek them out, not with a goal to sell to them, but with a goal of building real relationships. Use the space below to figure out how and where to find them and start getting to know them.

Who is your ideal customer?
Where would you normally find them?
Which social media platforms are they most likely to use?
Who do they follow on social media? Try to look beyond your competitors.
What local or online events can you join to meet them?



As an entrepreneur, you probably need to do things you've never done before. Thanks to the internet, there are free and affordable courses and tutorials for just about anything. As you're starting out and may not have the budget to outsource yet, it's good to learn the basics so you won't be completely dependent on someone else all the time. It also makes it easier to know if the person you hire does the job right or not. Record the things you'd like to learn and decide how to handle it in the future. This way, you will know not to get too caught up in that one area.

I want to learn how to
I want to learn how to
I want to learn how to
I want to learn how to
I want to learn how to
Is this something to outsource in the future? Yes No



Since you are in the process of starting up, you want to take startup costs into account as you create your first business budget. In a perfect world, you've been able to set some money aside before your venture started; but even if not, you can still benefit from a budget plan. Keep in mind, you will have to make estimations in some areas, so leave some buffer room for yourself.

MONTHLY OVERHEAD				
ITEM	COST			
NECESSARY I	NVESTMENTS			
ITEM	COST			
EQUIPMEN	NT COSTS			
ITEM	COST			
OTHER COSTS				
ITEM	COST			
initial investment: \$				
Monthly costs: \$				
_				



Setting key milestones to leave your job helps you know where you are at all times so you stay on track and keep moving forward. While this need not be set in stone and dates can change, make sure you're consistently moving forward to hit the next milestone.

	MILESTONE 1: BUSINESS IDEA AND BASIC RESEARCH
TARGET DATE:	
MILESTONE 2:	PAPERWORK AND GROUNDWORK E.G. NAME, BUSINESS ACCOUNT
TARGET DATE:	
1	MILESTONE 3: BUILD YOUR PLATFORM AND EMAIL LIST
TARGET DATE:	
M	11LESTONE 4: GET FIRST PAYING CLIENTS/CUSTOMERS
TARGET DATE:	
	MILESTONE 5: REACH DESIRED INCOME
TARGET DATE:	
	MILESTONE 6: RESIGN
TARGET DATE:	



It's time to start thinking about the best time and way to leave your job and do it amicably. Once you feel comfortable with the amount of money you have saved or made, and are fully invested in your entrepreneurial pursuit, it's time to put in your notice. Write down everything you need to do to leave in good standing.

Duties or tasks to finish for your job before you leave.
Other tasks or things you need to complete for yourself before or by your last day.