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# *The Freedom Plan*

12 Month Success  
Planning Bootcamp

**WORKBOOK**

## **PART 1– YOUR YEAR (so far) IN REVIEW**

**The past 6 months contain a mine of information so grab your notebook and let's go panning for gold.**

Look back over your year month by month.

What happened that month?

Your wins.

Your Setbacks.

How you overcame them.

What you learned.

What it meant down the track (the Universe ALWAYS has a grander plan than we can see for ourselves).

In a word...how would you sum up that month?

And what was the takeaway?

## **SUMMING UP THE FIRST HALF OF 2018**

The good:

The bad:

The ugly:

What do you need to let go of / start doing TODAY?

What do you need to embrace / start doing TODAY?

## **PART 2 – CELEBRATING AND LETTING GO**

Next we're firmly tying a bow on the first half of 2018.

Write up 2 columns in your notebook headed **To Celebrate & To Never Repeat**.

Drag anything that is relevant from STEP 1 into one of those two columns. Work your way through the TNR list and put big fat lines through every item on the list and as you do so, let it go.

Forgive yourself for any screw-ups and simply let them go.

These things do NOT belong in the following year and they're NOT coming with you.

Then look over your TC list and let yourself be in awe of the stuff you've managed to achieve over the past 6 months.

We rarely take the time to do this in our haste to move forwards but this is the time to let yourself feel really good about your achievements.

## **PART 3 – CHOOSE YOUR THEME FOR THE REMAINDER OF 2018**

While you're in this state of feeling proud of yourself and excited about all of the things you've achieved I want you to start to think about the upcoming year and what you'd like it to be about.

Then...

Choose a THEME for the year, this is usually a single word that sets the tone for the entire year.

Mine is COMPLETE TRANSFORMATION – I'll be 50 in March and this year is about ticking the boxes on the big dreams I've held for the last decade.

What's your theme going to be for the rest of 2018?

Why? What does this mean?

How will you constantly remind yourself of this theme?

## **PART 4 A – MINING FOR YOUR TRUE GOALS**

Create 3 lists in your notebook: Be, Do & Have.

We're going to brainstorm for 10 minutes on each heading.

## **PART 4 B – SETTING YOUR 6 MONTH GOALS**

What are your Top 3 Business Goals for the remainder of 2018?

(What do you want to launch? Wrap up? Create? DO?)

1:

2:

3:

What are your Top 3 Personal Goals for the remainder of 2018?

1:

2:

3:

## **PART 4 – YOUR FUTURE LETTER**

Now you're going to write up your Future Letter.

This is done in the manner of a journal entry where you write and write and write about the year you've just had, as if all of your goals became a reality.

In your future letter you can troubleshoot any foreseeable problems and lay out EXACTLY how you want the year to pan out.

## **PART 5 – YOUR PERFECT DAY**

This might feel like overkill but total immersion and the clarity gained from this experience works!

Your Perfect Day vision is another future based journal entry, you'll write as though you're recalling your day in the minutest of detail.

I'm lucky enough to have lost count of the amount of my "perfect days" I've lived. It always blows my mind when it dawns on me that this was a day that, once upon a time, was a dream.

## **PART 6 – TACKLING YOUR WEAKNESSES & INSECURITIES**

There is nothing like tackling big goals to bring out an avalanche of insecurities so be ready for them.

Self-awareness is your greatest asset as an entrepreneur so know your weaknesses, when they're likely to surface and how you plan to overcome them in the moment.

Take the time to do this in your workbook now.

What are they?

We're simply going to acknowledge them and either work WITH our perceived weaknesses OR let them go.

## **PART 7 – CREATING AN UNSTOPPABLE SUCCESS MINDSET**

If you had an unstoppable success mindset what would that look like to you?

How would you behave differently?

How would this impact your decision-making?

How are you going to keep this front of mind?

How would this shape the rest of 2018 for you?



## **10 WAYS TO TURN AROUND A NEGATIVE MINDSET**

1: Gratitude & Perspective (others)

2: Clean, Clear & Declutter

3: Then & Now

4: Move!!

5: Immersion (live it - taste, smell and touch it)

6: Put Yourself In An Up-levelled environment and plan, plan, plan

7: Hang with people who get you and lift you up.

8: Dress up, go have an adventure

9: YOU University - use everything within your current resources - see how rich you really are

10: Pay for a single coaching session to gain clarity, create a plan of attack and feel confident you're on the right track.

# SUCCESS RITUALS & HABITS

## MORNING RITUAL

How you begin each day will have a profound impact on your 2018 outcome because each morning sets the scene for the day ahead and each day adds up to become a week, a month and then a year.

Being deliberate and discerning about the way we begin each day will get you where you want to be faster and in better shape at the end!

There is no one-size-fits-all morning ritual.

My morning routine is vastly different from someone who has young kids at home for example. I'm an empty nester, so I have more time to ease my way into the day but I do remember what the mornings were like when I was doing both the school and kinder run each morning!

I'll share my routine to give you an idea of what this looks like and then we'll create yours.

I wake at 5am, get Dave off to work and head back to bed with a cuppa.

I journal for about 20 minutes on my laptop.

Then I write my goals out in a notebook.

Then I do a quick check-in on social media.

I then head out the door and walk along the water for an hour listening to an audible book or podcast to fill my brain with the good stuff.

I usually journal again quickly as ideas always come to me on my walks.

Then I jump in the shower and get ready for the day.

That's it in a nutshell.

Now let's create your perfect morning routine.

## **THE PERFECT WORKING DAY**

How you structure your day will again, impact on your 2018 outcome.

We are NOT all about driving ourselves into the ground; instead we want to be highly focused, strategic and efficient.

We often try to take on way too much in any given day and this leads to overwhelm and burnout and contribute to stop/starting (inconsistency).

Consistency is key and when we get the balance right we CAN work effectively day in day out across the entire year WITHOUT fearing burnout.

We're conditioned to believe that we need to work longer and harder to get a result but the reality is there is a law of diminishing return, the point at which you STOP being productive and slip into "busy-work" that isn't really doing much to move you towards your bigger goals.

I consider busy-work to be anything that isn't urgent, sucks you into a hole, something anyone else could do or doesn't contribute to your No:1 Priority

Again here I'll share the way I work so you can get an idea of the structure and then we'll create your own perfect working day.

I tackle one single project at a time, ALWAYS and I'm methodical.

I take each through to full completion before starting on the next.

### **My task list always contains the following:**

1 Big Task – this is to do with my current single project, this is my No:1 Priority.

2 Biggish Tasks – these are secondary and can be in relation to my project or not. If I get these done it's a bonus, but I pretty much always get them done.

3 Light Tasks – no brainer items that need to be done but aren't urgent, the could be things like research, updating my health insurance policy etc.

Notes – anything I don't want to forget to do in the coming days, these are usually added over the course of the day.

I don't count hours at my desk, I count by tasks...are they done or not, if they are I'm done, if they're not I keep at it.

I also take a break in between 1 and the rest, I'll tackle my big task first then go hit the gym or get outside for a change of scenery.

Ok...let's map out your perfect working day.

## **THE PERFECT WELLNESS ROUTINE FOR YOU**

This entrepreneurial life is awesome, but it can also take a toll on our health and well-being if we're not careful.

We know that EVERYTHING is energy and that our energy impacts our experience of life and what shows up in it.

I honestly believe that a large part of my success can be attributed to living a healthy life (within reason, I'm no saint!) and ensuring I'm fit and healthy and in the best shape I can be so I can confidently go about conquering the world.

Again there is no right way to do this.

This is not about eating what I eat or training how I train.

This is about your mindset and your willingness to make your health a priority and keeping things as simple as possible so you can maintain consistency in this area of your life as well.

If you're interested in my beliefs around this I do believe you need to sweat 6 out of 7 days, ensure your diet is geared towards fueling your body for good health and energy around 80% of the time (so for every 10 meals you eat, 2 can be indulgent), weight training is important for your future health, as is maintaining flexibility and agility.

It might sound like a lot but when things become routine it becomes second nature.

So let's get into helping you pull together a wellness routine that supports you on your entrepreneurial path.

# ULTIMATE FREEDOM SUCCESS STRATEGIES

## YOUR FREEDOM MACHINE

What does YOUR Ultimate Freedom Machine look like?

To me FREEDOM means working predominantly online with an automated, recurring income model constantly ticking away in the background.

It also means MULTIPLE streams of income (done right).

It means charging what I'm worth and ONLY doing the work I want to do and ONLY with the people I truly want to work with.

It means being 100% ME without apology so I DO attract the right tribe.

Put yourself in THIS position and you'll truly feel free, as I do.

So...what does YOUR Ultimate Freedom Machine look like?

**Let's map it out....**

## **IT'S TIME TO TRULY SHINE FROM THE INSIDE**

The focus is on bringing YOU to the fore, THIS is what makes a great brand AND makes you different from the competition.

Who are you?

What do you stand for?

How can you bring your essence forward and breathe life into your brand?

What makes you different?

What are 3 concrete ways you can reflect this in your brand?

1:

2:

3:

## **PRICING & CHARGING WHAT YOU'RE WORTH**

It's NEVER about the price...

What is the OUTCOME you're delivering?

What VALUE are you providing?

HOW are you delivering this?

What's that worth to a person in the struggle? \*\*remember this is energetic\*\*

## **VISIBILITY & SOCIAL MEDIA**

Your priority every single day is to become famous for being you.

You become an influencer by CLAIMING IT.

What's your core message?

What 3 ways are you going to start leveraging social from TODAY?

1:

2:

3:



## **SELLING ON SOCIAL MEDIA**

People buy PASSION.

Selling is an extension of your content.

Stay ahead of the game (people yet to go live on FB have missed the boat).

Stay relevant.

List your "AHA's" below....

## **YOUR BLUEPRINT**

What is your THEME for the remainder of 2018?

What is your No.1 FOCUS now?

What is your FAME / VISIBILITY Focus for the remainder of the year?

What PRODUCTS / PROGRAMS will you roll out and when?

What DATES or OCCASIONS do you need to plan for ahead of time?

Who do you want to BE now?

What is it you need to do DIFFERENTLY?

What TOOLS can you use to keep you reminded of your No.1 FOCUS?

**DAILY SALES ACTIVITY CHECKLIST**

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

This Weeks Revenue Goal:

**THIS WEEK'S PRIORITY IS:**

This Months Revenue Goal:

<b>TO DO</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>
<b>Journal, Visualise Set Intentions &amp; Write Goals</b>						
<b>Write &amp; post w/ CTA</b>						
<b>Youtube</b>						
<b>Insta Livestream &amp; MIN 5 others</b>						
<b>Pinterest – Learn / Apply</b>						
<b>Facebook – MIN 5 items &amp; stories</b>						
<b>Facebook Ads</b>						
<b>Funnel (emails etc)</b>						
<b>TLE Facebook Forum</b>						
<b>Lead Gen / Reach Out's</b>						
<b>Website</b>						
<b>Tidy inbox / files</b>						
<b>RISE – Daily alignment &amp; action</b>						
<b>Gym</b>						
<b>CURRENT PROJECT:</b>						

## **MONTHLY CHECKLIST**

My monthly checklist contains things like:

Tracking my social media stats.

Tracking my traffic stats.

Creating new Lead Magnet's.

Collaboration reach outs etc

**REMEMBER...DO THE WORK**

**Notes**