

Passion, Purpose and Potential

workbook
Part 2

My Journey to Fearless

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Welcome!

Welcome to part 2 of Passion, Purpose and Potential™

Part 2 of the course focuses on potential - both your potential and your potential business idea. Because in this case knowing your potential comes from believing that you can make money doing something you love (which you can!) and that's the focus of Part 2.

First we are going to get the numbers out of the way. I've kept it super simple - just two easy sums. I've based these on what you would need to earn from your business to leave your day job - because that's the ultimate goal for most of you. (But if you're not at that stage yet then you can just choose the amount of extra income you would like to generate from a business for now and use that number - for example an extra £300 per month, and enter this into the "what I want to pay myself box").

If you're going to plan how to make money from the passion and purpose you've identified then we need to know how much money that is!

Then we're going to look at HOW you can hit your revenue goal - so what your business will look like and how you could earn money.

Finally we will pull everything together so that you can create your roadmap for your next steps!

So let's begin...

CALCULATING YOUR NUMBER:



<< WHAT I WANT TO PAY MYSELF

This could be the amount you need to pay yourself to be able to leave your job, or it could be an amount that you want to make right now as extra income. (We are NOT thinking about anything apart from your personal finances at this point).

If you are choosing a number based on leaving your job then also consider expenses you will no longer have when you leave and any additional expenses you may have. Note these here and factor them in to the number you choose.



Have you settled on a final figure to pay myself based on the above?
Then we DOUBLE it!

Double this figure is?



<<THIS IS YOUR GOAL BUSINESS
REVENUE

(this is the number we will be working
with from now on)

How do you feel about this number? Does it feel possible? Does it feel scary?



I AM NOT GOING TO PANIC

This is just the start of this process and you can use all of the ideas coming up in the business models document to inspire you for how you will hit this number.

Remember - you're not expected to hit this revenue goal tomorrow, or next week or next month. It is a work in progress and later in this workbook we will create your roadmap to getting there.

The key thing right now is to just make some money and get started!

So use the space below to reassure yourself and to tell yourself not to panic!



BUSINESS MODELS:

watch
video 2

Which business model do you have or do you think you will start with?



Based on your business model how could you reach your revenue goal?

Brainstorm some ideas of what you might sell (you can just use some rough ideas at this point) and then break it down...

For example: I need to sell x number of my product/service @ \$ to hit my goal...



MULTIPLE REVENUE STREAMS

Use this section to plan and brainstorm ideas, but remember to focus on one at a time!

Which revenue streams do you want to add to your business and why?



How could you add these? What products/services could you create?



Which ones would fit best with your business idea from Part 1 of this course - and which would add most security to your business income?



CREATING YOUR ROADMAP

Use this section to bring together everything from videos 1-3 and create your roadmap for how you will get started and build up to your revenue goal.

What is your revenue goal? (We calculated this at the bottom of page 2)



Which business model have you chosen?



What products or services have you brainstormed that you could offer?



Which revenue stream are you going to focus on first?



So let's break it down. You're much more likely to be successful if you break it down into small chunks rather than becoming overwhelmed with a big revenue goal.

So what is the revenue you are going to aim for first? This could be "I'm going to make my first \$100 or it could be a quarter of your revenue goal or 10% of your revenue goal - whatever feels good!



What can you create and then sell to get started and work towards this goal?



What are the things you need to do to get started?



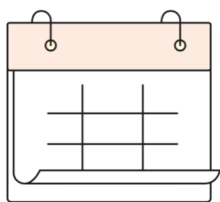
Now let's think about what you need to learn.

What do you need to learn?	Who can help you / how could you learn this?

What is your very first step going to be towards starting your business?



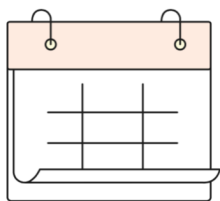
When are you going to do this by?



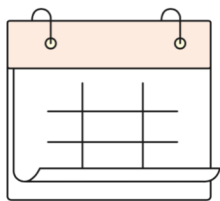
And then what will your next step be?



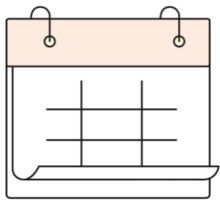
When are you going to do this by?



When do you want to have your first product / service ready for sale?



When do you want to hit your small revenue goal by?



How will you celebrate when you get there?



What will your next revenue goal be?



What will you need to do to reach this goal?



YOUR FEARS

What are the fears that are holding you back?

How can you overcome them?

YOUR POTENTIAL

I hope as you come to the end of this course that you can see just how much potential you have and that the world needs to see it!

You've done so much work and deep thinking, and as you reach this point I hope you have so much more clarity and so many more ideas than when you began.

Plus - a plan for how you can start to make money from doing something you love!

That's the aim of the game - to be able to find purpose in your work and make money doing it!

The change that a business can bring to your life is huge AND you can also change the world in the process. You can share your gift with the world and as a result make other people's lives better.

What's not to love about that!

I truly hope that you've enjoyed this course and that I've been able to play a small part in the very start of this exciting journey that you're on.

Your potential is unlimited. What you have to contribute is so special and so needed and I can't wait to see what you make happen!

With love,

A handwritten signature in black ink that reads "Laura". The script is fluid and cursive, with a large initial 'L'.