

MY DREAM BUSINESS JOURNAL

**An easy way to document your
thoughts about starting or
growing your business.**



You're in the right place if any of this feels relatable:

- You're trapped in a soul-crushing 9-5 and hate that you're putting your precious energy toward someone else's dream (and yet you keep going because if not this, what else?)
- You've been kicking around several business ideas, but don't know which one is worth making a commitment to & which will truly light you up (not to mention, fill up your bank account!)
- You feel stuck in your current career or business but don't know what move to make next
- You enjoy what you do, but know something isn't quite right (read: it's not your "purpose")
- You're running a business part- or full-time but you're working too much, working with the wrong clients or can't seem to make the cash you want to make
- You daydream about doing only what you want to do, and having tons of space in your days to have a life filled with people & activities you love, too!

In short: If you aren't excited to wake up (almost) every morning because you feel like you're doing the work you were put on this planet to do (and making good money, too!), this journal is for you.

Let's cut right to it: The bad news is wasting your life (and talents, skills and energy) working a job or running a business you're not obsessed with is draining and ultimately, not sustainable.

The good news? It's possible to change your situation and start making moves toward a more rewarding life and business—even if you're working another job, don't have the money or don't know where to focus—right now.

In fact, that's exactly what this journal is for.

My Dream Business Journal was designed to help you gain the clarity and confidence you need to figure out what you're here to do, what your dream business actually looks like and start taking tangible steps and inspired action to transform it from a dream into reality.

It doesn't matter if you're living the corporate life (and have for years!) or you run a business that just doesn't feel aligned anymore, all you need is pen & paper (or your favorite word processing program, phone or tablet) to start making major changes right flipping now.

I get it: It's a big deal to quit your "safe" day job, or to pivot your current business (which is still paying the bills—or at least some of them!—after all) or even just to change up your daily routine so you can spend more time doing what you love (and less of what you don't!).

But I can promise the prompts inside this journal will give you what you need to flesh out your dream business vision, feel confident enough to pursue it and help you access the infinite wisdom already inside you, so you can release the fear & doubt (and indecision!) and bring your dream business to life.

So, if you're ready to...

- Get clear on what your dream business truly looks like (without limitations)
- Feel wildly confident in your own unique swirl of skills & talents
- Live your days on our precious planet the way you want

...let's dive in.

HERE'S HOW THIS JOURNAL WORKS

Option 1:

Use the prompts once. Go through them in one big marathon session and answer every question. Then, decide when you'll revisit them to either reflect on your answers or re-answer them. You can do this once or regularly (i.e. the first of the month or once a quarter).

Option 2 (recommended):

Use the prompts daily for 30 days.

Write your answers to each prompt every morning or evening for one month.

Watch how your answers evolve and note what stays the same.

DREAM BUSINESS

Clarity

You have to know what you want before you can start working toward it. When you run your own business, you're the boss and you can literally do anything (and monetize anything) you want. This might feel like a strange concept if you're used to a 9-5 (where you've been forced to stifle your talents or keep your "secret dreams" under wraps), so it's super important to get real with yourself about what you want. Let's go!

Confidence

One major sticking point for new business owners (or biz owners ready to pivot) is that they don't truly believe in themselves, their expertise or their ability to make money in an easy, fun way that lights them up.

This section is designed to help you combat the doubt & insecurity so you can make money and impact your way.

Now, write a counter-belief to each of those doubts.

(If you wrote, "My niche is too crowded," a counter-belief might be, "I have a unique story & skills that will set me apart.")

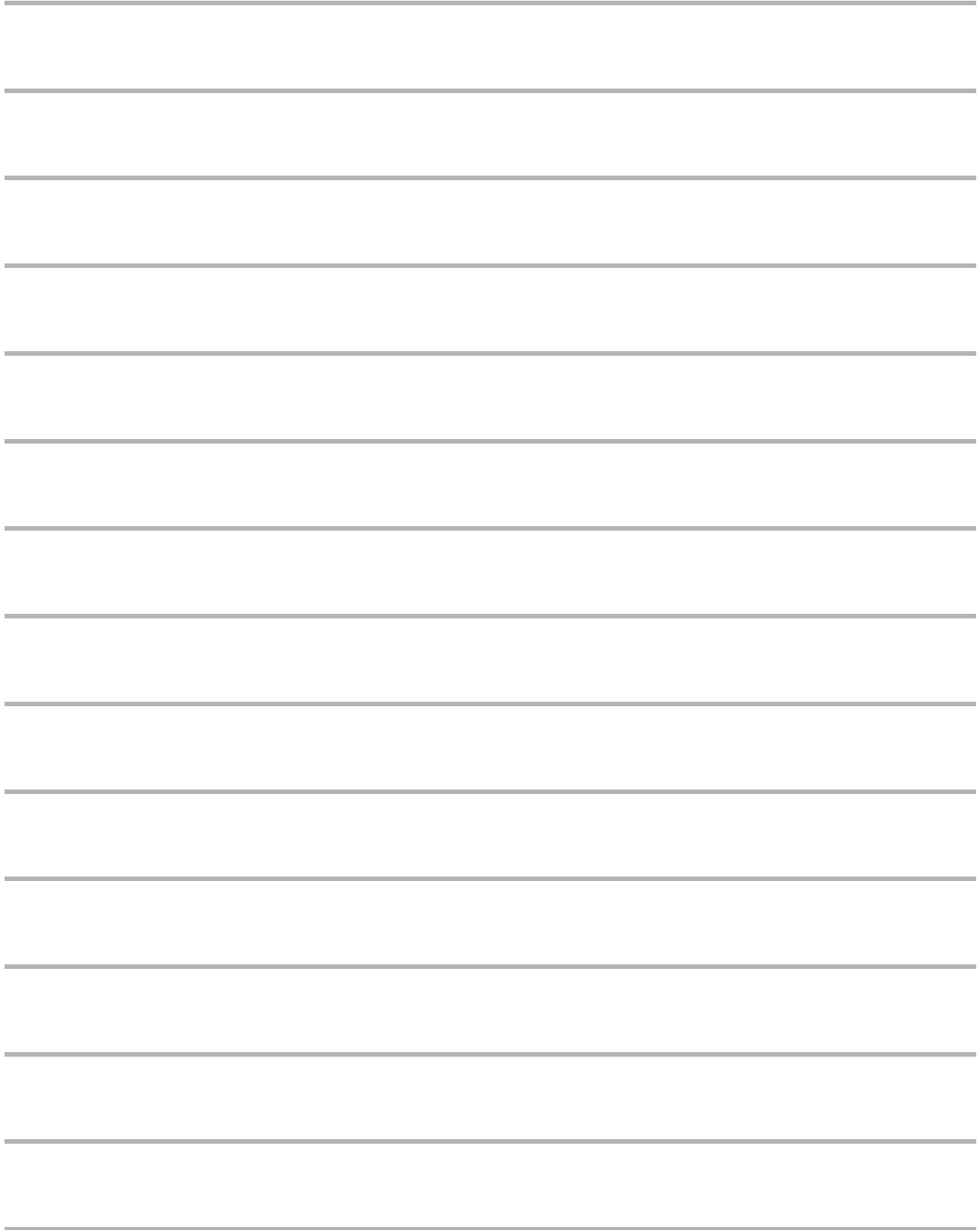
Blank lined area for writing counter-beliefs.

Inspired **ACTION**

How do you turn a dream into a reality? Action. This section will help you use the clarity + confidence you've drummed up in the previous sections to nail down some specifics about what living your dream business will look like each day—and how to make it happen.

Describe your dream “work” day. Think about things like:

1. When would you wake up?
What would you do immediately after waking up?
2. What time would you start working?
3. What would you stop working?
4. What would you spend your days doing?
List out each specific task, including leisure activities
(like “a morning walk” or “a long lunch with my partner”).
5. How much time would you spend with others
(i.e. on calls, in meetings, etc.) and how much time
would you spend working alone?



WRAP UP

Congratulations! You've done some serious heavy lifting today toward gaining clarity on your dream business and ultimately, building your dream life. Now go ahead & celebrate yourself with your favorite bevvvy or an activity you love, but don't forget to come back and reflect on your answers (and take the actions you committed to!). And if you start to feel stuck at any point, remember you can use these questions again & again to gain more clarity and discover more about what you truly want for your business, your life and your legacy. Fabulous job!



If you want to go deeper,
here are

20 *Extra*

JOURNALING PROMPTS



