



UNLEASH THE BUSINESS IN *You*

MASTER CLASS
WORKBOOK



CREATED BY: COACH CHERIE HARRIS

Congratulations

On Taking the First Step towards turning your dream into profit! This workbook is designed to be used alongside the "**Unleash the Business in You**" 3-hour Masterclass. It will help you take decisive steps toward starting and growing your business. Through self-reflection, planning, and actionable steps, you'll be equipped to overcome obstacles and turn your ideas into reality.

PRINT THIS BOOK: Have it handy during the master class.
Complete these first 6 questions ahead of time.

Visualize Your Business in 6 Steps

1. Envision Your Dream Business: If I could give you your dream business today, what would it be? Describe it in detail.

2. Understand Your Motivation: Why are you starting this business? What drives you to become an entrepreneur, and what goals do you aim to achieve?

3. Identify Your Ideal Customer: Reflect on the people you serve. Who are they? What are their needs and desires? How does your business uniquely fulfill those needs and desires?

4. Define Your Role: Imagine a typical day in your dream business. What activities are you engaged in? What roles do you play?

5. Describe Your Workspace: Where are you? What are you wearing? How does your environment support your productivity and creativity?

6. Visualize the Impact: How will starting this business change your life? Consider the personal, financial, and emotional benefits.

PASSIONS & SKILLS ALIGNED



INTERESTS: LIST THE THINGS YOU LOVE TO DO AND ANYTHING NEW YOU WANT TO START DOING.

SKILL SET: LIST ALL THE SKILLS AND UNIQUE TALENTS YOU HAVE YOU'VE OBTAINED PROFESSIONALLY & PERSONALLY?

TURNING MY NO'S INTO YES!

HANGUPS: IDENTIFY PERSONAL OBSTACLES AND NEGATIVE THOUGHTS HOLDING YOUR BACK.

DEBUNKING MY HANGUPS: LIST EVIDENCE AGAINST YOUR NEGATIVE THOUGHTS

THE LEARNING CURVE



I NEED TO: LIST ANYTHING YOU NEED TO LEARN, OBTAIN OR START DOING IN ORDER TO BE SUCCESSFUL.

HOW I'M GOING TO GET THERE: LIST THE ACTIONS YOU WILL TAKE TO PREPARE FOR YOUR BUSINESS

INTENTIONALITY STATEMENT

WRITE YOUR BUSINESS STORY USING WHAT YOU'VE IDENTIFIED

MY BUSINESS UNLEASHED - NAME YOUR BUSINESS

I am confident that I have what it takes to start my dream business providing _____ because _____

I am no longer afraid of _____ because I now know that _____

My experience with/in _____ will help me get my business off the ground.

I will no longer tell myself that I _____, instead I will intentionally say and believe that I am _____.

*I'm dedicated to learning and/or starting to _____
_____ to ensure my business is successful.*

Today I'm committing to putting all bets on me and will launch my business by ____/____/____ IT'S TIME!

MY 30-DAY BUSINESS ROAD MAP

Starting a business can seem overwhelming, but with the right steps, you can get up and running quickly. Here's a simple 30-day plan to help you start your business.



Week 1: Planning and Preparation

- ☐ **Day 1:** Define Your Business Idea: Brainstorm and choose a business idea.
- ☐ **Day 2:** Conduct Market Research: Identify your target audience and check out competitors.
- ☐ **Day 3:** Choose a Business Name: Brainstorm and check availability.
- ☐ **Day 4:** Refine Your Business Idea: Gather feedback and make adjustments.
- ☐ **Day 5:** Create a Basic Business Plan: Outline goals, target audience, and revenue plans.
- ☐ **Day 6:** Research Business Structures: Learn about sole proprietorship, LLC, etc., and choose the best fit.
- ☐ **Day 7:** Make a To-Do List for Registration: Write down everything you need to do to register your business.

Week 2: Setting Up

- ☐ **Day 8:** Register Your Business: Complete registration and obtain necessary licenses/permits.
- ☐ **Day 9:** Open a Business Bank Account: Keep finances organized and separate.
- ☐ **Day 10:** Develop Your Brand: Design a logo and choose brand colors.
- ☐ **Day 11:** Create a Business Email Address: Set up a professional email address.
- ☐ **Day 12:** Set Up Social Media Accounts: Create profiles on key platforms.
- ☐ **Day 13:** Build a Simple Website: Choose a platform and create essential pages.
- ☐ **Day 14:** Gather Website Content: Write text and use high-quality images.

Week 3: Building Your Online Presence

- ☐ **Day 15:** Launch Your Website: Test functionality and make it live.
- ☐ **Day 16:** Design Business Cards: Create and order business cards.
- ☐ **Day 17:** Create Initial Marketing Materials: Design flyers and plan social media posts.
- ☐ **Day 18:** Develop a Marketing Plan: Outline your strategy and set marketing goals.
- ☐ **Day 19:** Start Posting Content: Share posts related to your business on social media.
- ☐ **Day 20:** Take Product Photos and Make Videos: Showcase your products/services visually.

Week 4: Marketing and Sales

- ☐ **Day 21:** Start Selling: List products/services online and announce your launch.
- ☐ **Day 22:** Explore Sales Channels: Use online marketplaces and local sales options.
- ☐ **Day 23:** Create Your 30-Second Elevator Pitch: Prepare a concise description of your business.
- ☐ **Day 24:** Network and Spread the Word: Join business groups and tell your network about your business.
- ☐ **Day 25:** Research Your Industry: Study competitors and find inspiration.
- ☐ **Day 26:** Finalize Pricing for Your Services/Products: Determine your pricing strategy.
- ☐ **Day 27:** Order Packaging: Get packaging materials for your products.
- ☐ **Day 28:** Set Up an Online Store (if applicable): Use platforms like Shopify or Etsy.
- ☐ **Day 29:** Create a Landing Page (if providing services): Highlight key services and a clear call-to-action.
- ☐ **Day 30:** Review and Adjust: Evaluate your progress and make necessary adjustments.

CREATE SPACE FOR YOUR SUCCESS

Creating a space that encourages productivity and positivity is essential for your business success. Here are some tips and suggestions to help you design both a physical and mental workspace that will set you up for success.

CREATE A WORKSPACE FOR YOUR TYPE OF BUSINESS

Choose a Dedicated Space

- Purpose: Select a quiet, comfortable place in your home that is free from distractions.

Keep It Organized

- Purpose: An organized space helps reduce stress and improve focus.

Comfortable Furniture

- Purpose: Invest in a good chair and desk that support your posture and comfort.

Decorate with Purpose

- Purpose: Create an inspiring environment without overspending.

Functional Layout

- Purpose: Arrange your workspace to suit your business needs.

YOUR MENTAL SPACE

Stay Positive - Be Intentional - Watch Negative Talk

Daily Affirmations

- Purpose: Start your day with positivity and set the right mindset.

Time Blocking

- Purpose: Schedule specific times for different tasks to improve efficiency.

Automated Reminders

- Purpose: Use technology to keep you on track.

Mental Clarity

- Purpose: Ensure your mind is clear and focused on your tasks.

FREE DOWNLOAD

31DayAffirmationChallenge.com

ADDITIONAL TO-DO'S



Guarantee Your Launch Date

Join Cherie Harris'

READY TO LAUNCH: 6-Week Intensive Individual Coaching



What You'll Get:

Personalized Coaching: Weekly 1-hour sessions tailored to your needs.

Expert Guidance: Refine your business idea, build an online presence, and develop a social media marketing strategy.

Exclusive Resources: Worksheets, checklists, and priority email support, recommended business applications.

Why Choose This Program:

Individual Attention: Focused on your unique vision and goals.

Support and Accountability: Stay motivated and on track.

Social Media Training: Introduction to social media marketing.

**Ready to Launch:
6-Week Intensive Individual Coaching**

Sign Up Today:
Visit cherieharris.com/readytolaunch
Email: ch@cherieharris.com

**Special Offer:
Get 20% off
with code
R2L1014**

Spaces are limited. Let's work together to unlock your full potential and get your business ready to launch. Start your journey today!



Let's Stay Connected



@coachcherieharris



@TheCorpConciergeLA



@cherie-harris



cherieharris.com
thecorpconcierge.net