

# HOLISTIC BUSINESS GROWTH

with Jess Parvin

**YOUR BIG WHY:** What is the purpose of this business for you? Why did you decide to start it? This is your mission statement that you can come back to whenever you start to veer off course. Include your lifestyle goals (ex: How will this business support you in your ideal life?)

**What are your financial goals for this business in the next year? Next 3 years? Think big!**

**VISUALIZATION** is one of the key components to manifesting your goals. Use this space to write a descriptive paragraph, creating a scene that takes place in the near future when you are working in your business. *What does your work day look like? What does your life look like? How do you feel?* Conjure up this visualization as often as possible, ideally while sitting in quiet meditation.

**THE LAW OF ATTRACTION** states that **what we focus on, we create more of.** . . . Because of this, it is SO important to get clear on your goals and purpose as soon as possible when starting a business, but it's also important to figure out what limiting beliefs might be holding you back from getting started or creating the abundance and success that is your birthright.

**List the limiting beliefs that you have been carrying, but want to release:**

**Acknowledge that these are beliefs, not truths.** Now write down the **opposite** version of the limiting belief- your new positive affirmation! (ex: If my limiting belief is "I don't deserve to make a lot of money" my new positive affirmation might be "I deserve all the abundance the universe has to offer.")

**OVERHEAD COSTS:** Write down all of your current and foreseeable overhead costs, monthly. Here are some suggested categories:

Software and Web Applications:

Legal, Accounting, Insurance fees:

Equipment (computer, camera, tools, etc.):

Utilities, Home office or rental space:

Memberships & Education

Other Expenses:

**Total Expenses**

Do you know what your tax rate is as a self-employed individual? Research what the typical rates are in your state, based on the tax bracket that you plan to be in. If you're not sure, it is standard to set aside at least 20% of each paycheck.

**Fill in the Blanks:**

My ideal business profit is \$ \_\_\_\_\_ /month + total monthly business expenses:

Now take 20% (or whatever your tax rate is) of this number for taxes:

So profit + expenses + taxes = total amount I need to earn:

Now that you know what your financial goal is, you can work backwards and start to think about how many products you'll need to sell or clients you'll need to serve every month to reach that goal!

**Write down any ideas you have for products, services, passive income, etc. that you can create to make this profit:**

**BOUNDARIES & SCHEDULE:** Since you've identified the way you want this business to support your lifestyle in your BIG WHY, what are the boundaries you need to outline in order to stick to your goals & make your business fit your lifestyle?

**What is your ideal daily schedule/ routine?** Include your morning routine, workday and evening routine.

**How will you make yourself available to clients/ customers during work days?**  
(ex: phone during certain hours, email only, etc.)

**Any other work/ life balance boundaries that you want to incorporate in your business?**

## DO, DELEGATE, DELETE

Make a list of *all* the jobs that need to be done within your business, including for clients and for your own marketing (ex: social media posting, accounting, website maintenance, blog writing, etc).

Think about what your strengths are, what you think you would like to learn, and what might be best to delegate to someone else. Next to each job, put **Do** (meaning this is something that you want to be in charge of doing consistently), **Delegate** (meaning you would eventually like to hire someone else to do it), or **Delete** (meaning it's not really as important as it used to seem and you can stop doing it).