

ACTIVATE

MODULE ONE

THE POWER OF 1

A STAR IS BORN

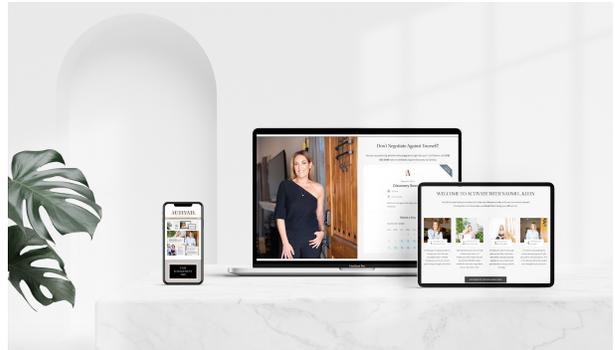


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MODULE 1: THE POWER OF ONE



welcome

Why did I start **ACTIVATE!...**

I have gone to many women-centered business masterminds and have spent a lot of money on coaches only to find one major thing constantly missing. A clear direction, dedication, and follow-up on how to support you, to bring awareness of who you are and your brand along with increased income and decreased debt! Most women are in tears because their income hasn't changed after 10 or 12 weeks in these types of programs. Seeing that made me frustrated and I had to do something about it! So, I developed **ACTIVATE!** An intensive sales accelerator course for you to crush your brand awareness, income, and debt by getting real, and honest.

You know you're there you just need another person to mindshare with, to be heard, and to get a different perspective to THRIVE!

I realized, as women, there is a void between traditional education and financial education. A void on accessible tools and techniques on how to build your business and brand and how to manage your debt and expenses. You know, that subject that somehow men were privy too, but somehow we missed? I'm honored you have chosen ACTIVATE to access your light to shine and make a difference! It's time to treat yourself like a VIP client! It's time to give some love and attention to your personal brand, lead gen, influence optimization, and increase your revenue! Are. You. Ready?! This is not your mama's business boot camp! We have much better filters and social channels to punch up our fabulousity! *wink* We will be getting personal, breaking it down, getting real, and getting comfortable talking about money and making lots of it.

XOXO, Naomi



"Never Lose Your
Childish Enthusiasm"

-Under the Tuscan Sun

How To Use This Workbook

Fill out the questions in this workbook with an open heart and mind.

Make sure to schedule your one-on-one call with Naomi and finish this workbook within one week.

In preparation for using this workbook. I'd like you to take a deep breath in and slowly let it out.

You are about to "get real" with yourself.

You are going to let yourself dream.

It's important not to let any past, current or future worries inhabit your mind while going through this process.

This is time for YOU to think about what YOU really want.

You can't reach your destination if you don't know where you are going.

So take another deep breath in.... slowly let it out and get ready to ACTIVATE.

1. Do What's Right.
2. Do The Best You Can.
3. Show people you care!

-Joe Buck

Your Innate Skills and Inspiration...

1. What is it that really lights you up and gets you out of bed in the morning?

2. What are you naturally good at, your innate abilities, your gifts, unique talents & skills?

3. What results could you help someone get right now?

Your BIG Vision

1. What does your "dream" life look like 3-5 years from now? Set the scene in this brainstorm, both professionally and personally.

2. What would you be doing with your time, energy & resources? Write as much detail as you can.

3. Literally "see" yourself already having accomplished. How does this feel in your body?

4. Now that you have felt what you'd ultimately like your dream life to look like in 3-5 years, what are you desiring to have manifest in the next 6-months to a year to get you one step closer to this 3-5 year goal?

The BIG Reality

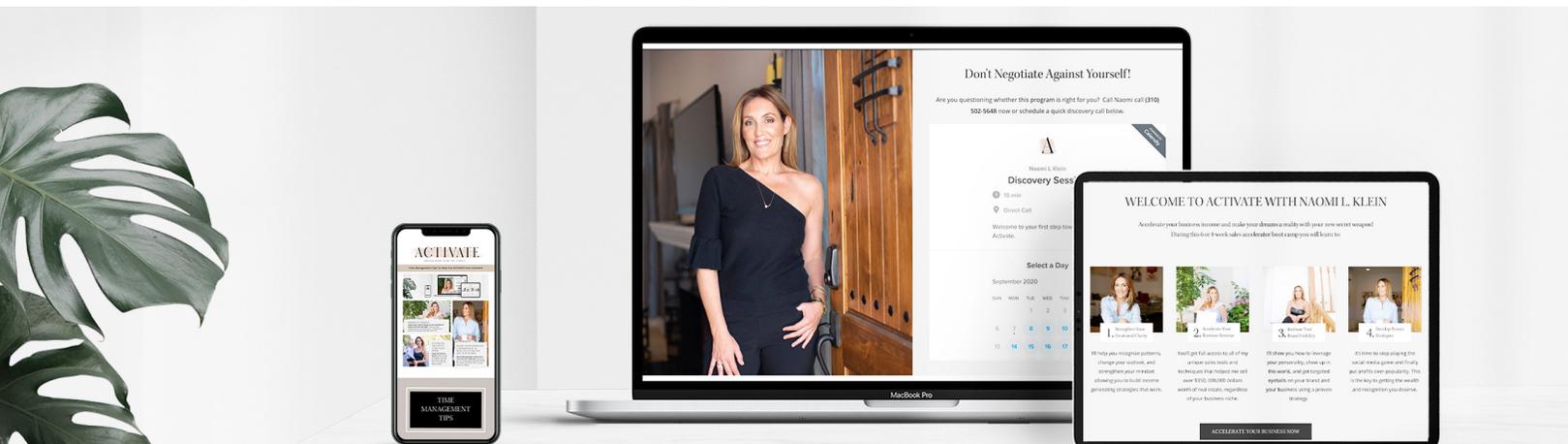
People may not understand or grasp how amazing you are at what you do. Chances are it needs to be better broken down, explained, sped up or slowed down.

Your passion and expertise in what you do need to speak through you. This takes on many forms. It is a blend between being able to delivered at your pace and your client's pace.

We know our business but we need to assume our client does not. Otherwise, why would they be hiring you?

Steps for a website logo or web design may be a no brainer to you but may be a huge and expensive undertaking for your client.

Steps in a real estate deal, seem pretty straight forward but they really aren't when so much money (that isn't yours) is being moved.



The BIG Reality

Terminology in your field may be easy-breezy to you and seem simple enough but it may sound like a foreign language to your client. What if you're creative and they're analytical? How do you communicate?

I find we get so excited with our ideas and talents and how much we could make on a deal (which is awesome) but forget our client on the other side (not so awesome).

Remember, it's not just us closing the deal, we need a second party to make that happen.

We are fabulous at answering our own questions but: How ready are you...really?

1. Do you find you feel you are SO ready for that big client or that big deal if you just met the RIGHT person who said let's do it?

2. How prepared are you to answer your client's questions?

The BIG Reality

3. How prepared are you to be open and patient with their questions?

4. How prepared are you to send it to them in writing, with a clear breakdown within 48 hours of the call or meeting?

5. How well do you hear what your clients need?

6. How often do you work with the pace of your client?

The BIG Reality

7. Without an attitude? #gotcha!

If you've got all of that down, get ready to be challenged!

#I'mATaurus Does any of this resonate with you?

This is what will separate you from everyone else!

The question that really needs to be asked is: How easy are you to work with?



Know your Numbers. Freedom in the Financials!

The first step...

looking at the real costs and what you are telling yourself about money and your ability to make money in your business?

Your financial independence starts now!

This part is actually really fun!
Grabs a chocolate bar

I firmly believe we have money so we don't need to worry about money.

When we get into a tight financial spot, many of us have different "response" "abilities" on how to get through it.



Know your Numbers. Freedom in the Financials!

It's time to ACTIVATE your financial health!

We're going to turn that financial frown upside down and we will develop creative ways to overcome debt while bringing in income! There are so many tricks to the trade many people don't know about.

We've ALL been there!

You will be on track with:

How to prioritize which debts are ok to have.

Which debts are more important to pay off than others.

Where to find hidden funds.

No more late fees.

Awareness of 0% interest balance transfers.

The value of your credit score.

In ACTIVATE we will be looking at your personal and business expenses and evaluating together what can be edited (byebye many subscriptions).

Personal Monthly Expenses



Rent/Morgage

Utilities

Car

Gas/Car Wash

Car Insurance

Cell Phone

Household Staples

Cleaning

Gym Membership

Beauty

Self-Care

Clothes

Other

Total:

Business Monthly Expenses

(only include recurring expenses, not one-time investments)



RAssistant/VA

Graphic Designer

Events/Networking

Travel

Coaching

Subscriptions

Photography

Other

Total:

Total for Personal + Business:



Your Top 5 "Wants To Have's"

Now that you know what you have to bring in every single month, the next step is to get clear on what those wants are going to cost. Notice if any resistance came up with just the thought of this or that may come up when you are doing this exercise.

Write it down so we can discuss it and work through it. The breakthrough happens when it's identified and worked through.

There may be a completely different way to get to your desired outcome with someone else's perspective.

Remember to keep your "why" stronger than your "how". Don't worry about how it's all going to happen, know that by identifying your "want to have's" there's a reason for it!

Let's get creative on how to make it happen!

Are you ready??

What are your current "Want to Have's"?

i.e. Hire a VA 5 hours/week \$400/month

i.e. Take a vacation to Hawaii \$4000 (one-time cost)

i.e. Hire a part-time nanny \$2000/month

i.e. Get professional photos taken \$500 (one-time cost)

i.e. Buy new clothes regularly \$500/month



Your Top 5 "Wants To Have's"

Want 1:

Cost 1:

Want 2:

Cost 2:

Want 3:

Cost 3:

Want 4:

Cost 4:

Want 5:

Cost 5:

Putting it all together

What are your monthly fixed expenses? (Enter total personal & business expenses.)

What are your desires going to cost? (From page 13)

Given all of this information that you now have, what are your financial goals for your business?

Now that you have a clear picture of where you are at, as well as your vision for the next year and beyond, what are your goals for our time together during these 5 months? Write a maximum of 5 goals below:

- 1.
- 2.
- 3.
- 4.
- 5.

Time to Reflect

What are your biggest takeaways from this Module?



CONGRATS LADY!!!

We all have our own, unique fingerprint. Even twins have a different mark, so now it's time to tune out the noise and ignite your fabulousity! Those instinctive ideas you have? It's time to ACTIVATE them and see them through.

It's about using what your mama, credit card or home equity line gave ya! As in using what you have right now! That's right...using what you have and who you are right now! You don't realize the genius you have already created. Now it's time to ACTIVATE, know how to let others know about you and get comfortable making money at the same time!

So here we go, boss babe!! Module 1 has been completed. It's time to continue collaborating and closing deals! Let's take the secrets and simple shifts with what you already have to re-inspire yourself and others!

The power of one! You!

Lights, camera, action, A Star is Born

Date of your new business birth day?