

Leveling Up Worksheet

"Do what you can with what you have where you are."

TEND

How much money do you need to make per month to keep things going?

How much money would you like to be making in order to be comfortable and also to grow and flourish?

List your CURRENT money-making activities and the revenue they produce.

How much of those activities do you need to do to make the money you need to make? (How many consultations do you need to hold? How many programs do you need to sell?)

List any offerings you have in place you can increase the value and price on. Start here before developing anything new.

List any ways you can better market and promote what you're currently offering.

Sometimes we're limited due to our lack of focus. Decide on ONE focus you can really drill down on for the next month or so. Maybe it's an upcoming event or a new offering, or an old offering you really love and want to do more of. This is what you need to promote, market and talk about. Send the emails, put it on social media, talk to people in person, etc. Don't move on until you've grown what you've already planted.

GROW

"Go deep with a few rather than shallow with many."

What have been your most successful events or offerings in the past that you also really enjoyed? Can you duplicate or expand on these?

What are the quickest and easiest ways to increase your income with NEW or expanded offerings? Preferably these are things you can execute yourself with resources you already have.

List the ways you can benefit others. It could be your event planning skills, your social media following or connections to a venue. Only list things you truly enjoy.

Who do you know who could utilize the above benefits?

What are ways you can "put yourself out there" to make new connections and meet new people?

What are resources or skills YOU need? Who do you know who has them?

What strategic partnerships can you make that would be mutually beneficial?

List the people or businesses you'd love to work with.