



## Live Masterclass Cheat Sheet

Which of these resonate for you? Circle them.

- ✓ feeling stuck is stopping you.
- ✓ not sure which direction to go in/steps to take.
- ✓ you're lacking support needed to stay consistent
- ✓ fear of what success will mean/ cost you
- ✓ "Time management?" Not working.
- ✓ you don't have a clear, step-by-step plan to move towards your goal

Add any of your own here:

**Where are you getting stuck?** Answer the following questions:

**Question 1:** What's not happening for you in your biz right now?

**Question 2:** What's your number one problem spot right now?

**Ownership** = "When you cultivate 100% authentic ownership of your thoughts, energy, value -- of everything in your biz and life--then you're truly poised for freedom and biz success. "

The In Arms Coaching Tenets:

1. Ownership means taking 100% responsibility for my thoughts, beliefs, and actions.
2. I may not always see the path, but I value myself and my work enough to ask for and allow support.
3. I understand that success comes from equal parts vision AND consistent action forward.
4. I stay conscious of my thoughts and energetic output because I understand that the energy I put into the world returns to me.
5. The more support I allow myself, the stronger and more effective I can be.
6. The freedom I can create reflects my personal definition of success. Ownership means taking 100% responsibility for my thoughts, beliefs, and actions.
7. I may not always see the path, but I value myself and my work enough to ask for and allow support.
8. I understand that success comes from equal parts vision AND consistent action forward.
9. I stay conscious of my thoughts and energetic output because I understand that the energy I put into the world returns to me.
10. The freedom I can create reflects my personal definition of success.

**Ownership means:**

- ...showing up as a thought leader in your corner of the world.
- It's about conducting yourself with integrity.
- Being a beacon of change.
- It's about listening to your inner wisdom and walking your talk.

### **Tool #1: Own Yo' Time**

When you feel like you own your time, you run your biz from a place of joy.

To have a biz that FEELS good AND earns \$\$\$ you must make time for 3 things:

- Time spent IN your biz (client hours, etc)
- Time spent ON your biz (planning, loving up your community, leading your team, etc)
- Time spent checked the FU\*! OUT of your biz (unplugged. Time with family, friends, or self).

### **Tool # 2: Be CLEAR about your goals and FOCUS**

Set up your goals and work backwards from them:

1. Work from a goal: major actions forward, then micro steps beneath them.
2. Use your Sacred Structure
3. Identify the need for, ask for, and ALLOW support

Identify and watch out for the "cult of busy!"

1. What was the value attached to "BUSY" that you learned growing up?
2. Is there a belief that if you're not sweating and straining, you don't actually deserve it?
3. Is there a belief that "it" has to be hard?

### **Tool # 3: Grow your community w/o feeling douchey or sales-y**

You can have the BEST offering in the world, but if no one knows about it...it goes NOWHERE.

**Two primary reasons** to grow and love up your peeps:

1. Bring in new people!
2. Create likeability, trust, and familiarity.

**Your funnel** is the path people take to come into your community and get those 3 things they need in place to buy from you (in other words, the way they learn to trust and value you so that you can help them as much as possible).

## Think about your goal for the next 9 months in your biz:

What are some offerings, topics, issues, passions, interests, topics, solutions that you want to be offering or bringing to your ideal client for your number one offering?

Answer these questions:

- What is this person struggling with? What's hard for them? What problems are they having that you could solve?
- What are some topics/conversations/tools that you could speak to that would help them? (make a list)
- What do you ALREADY HAVE that you can use to attract ideal client?

## OCTOBER VIRTUAL WEEK FUNNEL



Ready to grow WITH support?

**You and your biz DESERVE support.** Email me at [britt@inarmscoaching.com](mailto:britt@inarmscoaching.com) to grab a catalyst call to get clear about what you want in the coming year in your biz, where you NEED to be focusing in the next year, and how one of the 9 month programs can help you.

We have 10 spots, and there are about 30 of you getting this offer. Email NOW if you'd like one.

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