



HOW TO MAKE TIME FOR YOUR BUSINESS – AND USE THAT TIME EFFICIENTLY TO GET RESULTS.

Cheat Sheet

SO...you want structure to make time to work ON your biz, AND know what to do IN that time? NO PROBLEM – I got you covered.

First of all, if you haven't gone through the Sacred Structure mini-course, [here's the link](#) to grab it – this is a crucial tool to have under your belt, and everything else is built upon it.

But building your schedule so you have time to do what you need to do is only a first step, right?

You ALSO have to know WHAT needs to be done in that time. A common issue that new or young business owners have is that you're not sure what needs to be done, don't have a clear goal you're working backwards from, or are trying tactic after tactic, not sticking with any strategy, and not getting the result you want.

Once you have a mid-aged business, not having time and space to leverage and scale your biz pops up again-- but for you at this level, this looks like money coming in that tempts you to keep working harder and harder for more money. It looks like pieces feeling very important for YOU to be doing, and difficulty handing them off, or trusting others to do them for you. It looks like feeling like you were forced into choosing biz success over time for self and family.

So at any level, this work is absolutely crucial for building a biz that you love, that brings home the bacon AND leaves you time and space to enjoy your life.

Let's get you started.

Britt



NOW, THE 4 CRUCIAL PIECES THAT YOU MUST BE MAKING TIME AND SPACE FOR IF YOU WANT TO GROW, SCALE, AND ENJOY YOUR BIZ.

One: Connection to your Inner Wisdom & your “Deep Why.”

(Is she getting all “new agey” on me here??? WTH?) For realz, boss-lady – your connection to your inner wisdom is the difference between driving to an unfamiliar location in a brand new city WITH GPS or WITHOUT.

Without your connection to your Inner Wisdom (IW), you’re driving old school, trying to follow one of those impossible-to-fold, takes-up-all-the-space-in-your-front-seat and you STILL CAN’T FIND THE LOCATION.

Your connection to your IW and your “deep why” is your guiding light. You need it to craft your offerings. Find your ideal client. Speak about what you do without feeling douchey. Find and raise your rates without shrinking when you have to say them. Find, hire, and delegate to EXACTLY the right team members.

If you’re not making time for this, you’re likely running in a lot of different directions, following conflicting opinions of other people, not sure what you’re doing, and feeling UNHAPPY, unfocused, and a little LOST in your biz.

Checklist: Connection to your Inner Wisdom & your “Deep Why.”

Have a vision and mission statement that feels aligned, clear, and exciting (this is SO important, we do it almost right away in my foundational e-course, Biz Blocks – I’ll help you craft one!) – one that feels aligned, clear, and exciting – which is IMPERATIVE, because you’ll be working from these two pieces for the entire life of your biz! If they have holes in the, or aren’t clear and aligned, you’re setting yourself up for missteps and re-working pieces for YEARS to come)

Have a daily or regular spiritual practice that connects you to yourself: doesn’t have to be you in a robe in the woods at a fire – it can be anything that allows you to get quiet and hear yourself: meditation, journaling, affirmations, divination – email me if you want ideas!

Have a process for checking that what you’re offering is aligned with your mission and vision (see why it’s so important to have that?) – your M&V should guide your offerings, your ideal clients, your marketing and writing voice and languaging...everything.



Two: Your offerings (or, your “HOW”)

See why the first piece is important?

If your connection to your Inner Wisdom isn't solid, this next piece will feel DIFFICULT, and you'll have to re-do it over and over and over again.

Your connection to your IW will feed your vision and mission, which will, in turn, feed your offerings-- the HOW of the work that you do that helps people.

Know what you LOVE to offer.

How do you LOVE to help people (and with what do you want to help them- what problems, issues, challenges)?
How do you enjoy working with people (via products, in groups, 1:1, etc)?

Be SUPER clear about what you're offering, to whom, for what types of transformations and benefits: this part is CRUCIAL. If you're not clear about what you're offering, you can't be clear about who it's for, or what they're struggling with that you can provide relief for. THIS will mean that you can't speak effectively to your ideal prospect, which will make finding them and communicating your value ABSOLUTELY painful and difficult. That will = low sales and high frustration – NO GOOD!

Q: How do you serve people?

Q: What problems do you help them solve?

Q: Who is your ideal client?

Q: What transformation/benefits do you help them achieve?

These pieces are so crucial – they are part of the foundation of the biz you are building, and your success can't happen without these crystal clear and ROCK steady.



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Three: The Inner Pieces

Oh, this one can be a DOOZY. Honestly, most businesses that fold don't fail because of lack of OUTER tools – it's the inner demons, inner critic voice, old fears, stories and beliefs that wind up getting the best of people.

Seriously, this one is SNEAKY and moves about behind the scenes, it can sometimes even be hard to distinguish it from outer blocks. You might THINK you just CANNOT learn how to effectively market, but it's actually that you have a fear or mistrust of visibility. Or of appearing to “boast” about yourself. You might THINK you just can't make time to get clear about your ideal client, but it could be that there are just fears around what would happen if you make the time to work on your biz: it will take up your free time, coast you your partnership quality time, or parenting quality time. Or that if you organize or structure your time to make space for this work it will KILL your creativity- these are actual fears that clients of mine have had!

Have a guide/mentor/teacher/coach: You cannot possibly see all the ways you get in your own way or block yourself. Have someone who can mirror for you and teach you the tools you need to get out of your own way. If they are the right one for you, this will lead to faster, more enjoyable, more effective growth- I PROMISE YOU THIS!

Recognize and call out inner pieces when they come up. Think you're just procrastinating or being lazy? Probably not. What's REALLY happening? Are you telling yourself you SHOULD work longer when you really just need a break? Did you forget to schedule a lunch break or walk in the sun into your work day? Are you doing something you hate or aren't good at that it's time to delegate? Are you afraid to try something because it might fail...or succeed? What's the REAL story behind what's happening? The more clearly you can see it, the less power it has to trip you up.

Find an energy management tool and practice it like the BOSS you are: Here's the cool thing- no matter what your existing fear, story, or belief is, YOU CAN SHIFT IT. Some of my favorite tools for changing the story that's playing in your head are:

- **EFT:** here's a good video to explain it and start: [Come meet Brad Yates \(I have a silly crush on him\)](#)
- **Affirmations:** [here's a good intro with resources from the Affirmation Queen, Louise Hay](#)
- **Acupuncture, massage, colonics** – ways of helping your body to release old energy and patterns
- **Hand Mudras:** [I love these because meditation is difficult for me](#) – I hate sitting still. Hand mudras give me something powerful to do while I meditate, and help me focus my brain – and CHECK OUT HER OUTFITS!



Four: OWN the fact that you're SERVING, NOT SELLING.

No one wants to feel like a douche. One of the components that I've mentioned as a part of Biz Blocks is really understanding HOW you're serving people, so you don't feel like a guy knocking on doors with the entire hardcover set of the Encyclopaedia Britannica. You don't want to feel like that guy, right?

Make sure you can list 20 things your clients get from working with you-- practice saying the benefits and transformations you help create until the ROLL off your tongue with ease and confidence. Say them out loud in the mirror. **Number 1-20 with slots to fill in: "BENEFITS MY CLIENTS GET FROM WORKING WITH ME"**

Additionally, be able to concisely and confidently say WHAT you do, and for WHOM (and some of those benefits that you offer) in a 20 second elevator speech, or pitch. Write it. Memorize it. Say it over and over again, out loud, in a mirror, until it ROLLS out your mouth like your favorite coffee order at Starbucks. Right? You don't have to THINK about that-- it just jumps out your mouth. Same with your 20 second pitch.

"What do I do? Well- let me tell YOU!"

Q's: I offer (what?), For (who?), So they can (do what?) Write it out here:

Have time in your calendar for list growth and marketing: Every 4-6 weeks I have a client-free week JUST to work ON my biz: create lead magnets, write content, work on funnel and promotions, write articles, blog posts, reach out and connect with other biz owners, etc. Additionally, every Tuesday morning is time spend ON my biz, for the same things.

What's most important for you right now? Getting prospects in the door? Growing your community? Creating offerings? Writing content?

Where in the next 4 weeks can regular time go to build this aspect of your biz up?

How about on an ongoing basis? (for example, as you look further out in your schedule, do you eventually want MORE time to dedicate to this? Put it in NOW! :))

OK, Ms. Awesome – hit us up in [Tribe of Sacred Rebels facebook group](#) and let everyone know what you're taking from this cheatsheet!