

READY TO REIGNITE

TAKING THE LESSONS FROM 2022 AND
MOVING FORWARD!



DEEP RESPECT

I'd like to acknowledge the Yalukit Willam Clan of the Boon Wurrung Tribe who are the traditional owners of the land on which I live and work and am delivering you this training.
I acknowledge their enduring relationship with the land, which was not ceded and pay deep respect to their elders past and present.

**SHARE YOUR BUSINESS IN THE
COMMENTS**

+ THE THING YOU ARE MOST PROUD
OF FROM THIS YEAR

+ THE HARDEST THING ABOUT THIS
YEAR

FOR ME

Most proud of the reflecting, the re-aligning, the bravery
and the culling.

The hardest thing was people. And my low-energy.



TODAY WE REFLECT ON WHAT
WORKED AND WHAT DIDN'T
SO THAT WE CAN GROW



AS BUSINESS OWNERS NOTHING IS WASTED - IT'S ALL JUST
LESSONS



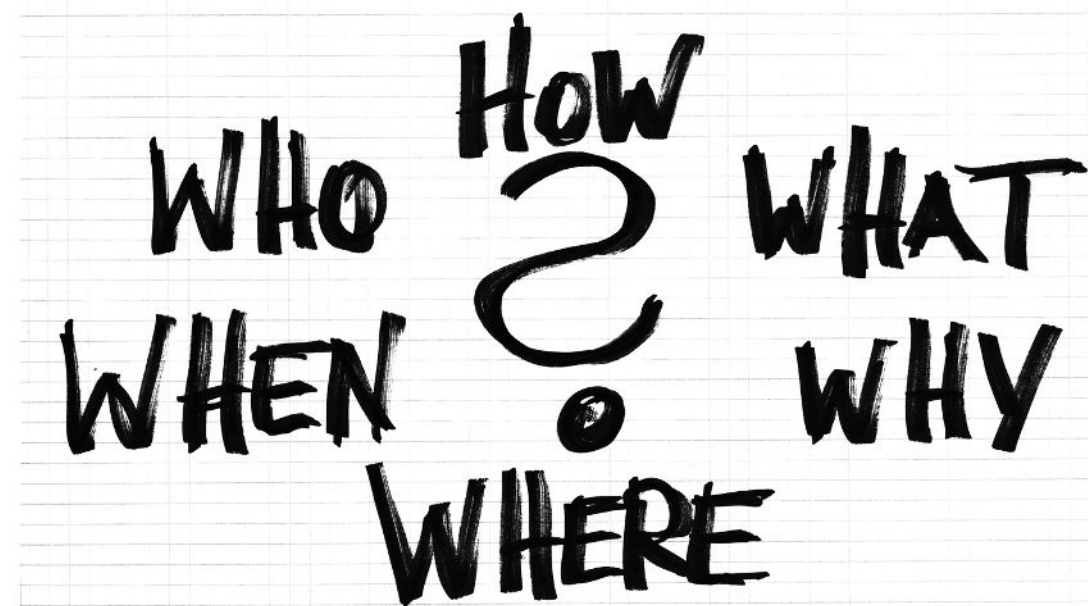
IF YOU'RE HERE - YOU MADE IT! AND MANY OTHERS DIDN'T



IT'S IMPORTANT TO BE HONEST WITH OURSELVES, BUT NOT
CRITICAL



TO RECOGNISE HOW FAR YOU'VE COME



A hand-drawn diagram on graph paper. In the center is a large question mark. Surrounding it are the words: 'Who' (top left), 'How' (top), 'What' (top right), 'When' (middle left), 'Why' (middle right), and 'Where' (bottom). The words are written in a bold, hand-drawn style.

FIRSTLY - WHAT THE HELL WAS
2022!?

PEOPLE CHANGED

YOU CHANGED

MARKETING CHANGED

BUYING HABITS CHANGED

THE ECONOMY CHANGED

THE ENVIRONMENT CHANGED

**IT'S FELT BIG BECAUSE IT'S
BEEN BIG!**

LET'S REFLECT ON **PRODUCTS/SERVICES**

The closing of Deliveroo was really significant - it highlights that what has worked in the past might not be working anymore. And successful companies are NIMBLE.

Anyone in the online course/membership space can attest!

What are you selling, and do people still want it - IN THE SAME WAYS?

How are your products/services differentiated from others? ← (super important)

Are you selling ENOUGH?

Do you love your products/services?

THIS YEAR I...

CLOSED DOWN EVERY OFFERING

CONDUCTED MARKET RESEARCH (THE WHOLE TIME)

CREATED LOW-PRICED OFFERS

SWITCHED TO AUDIO BASED PROGRAMS

CREATED A NEW BRAND THAT I LOVE (AND CAN FULLY
STAND BEHIND)



BIGGEST PRODUCT/SERVICES QUESTIONS FOR 2023

WHAT IS THE PROFIT MARGIN OF EACH PRODUCT/SERVICE?

DO YOU HAVE A VIP OR HIGH-TICKET OFFER TO IMPROVE PROFITABILITY?

ARE YOUR PRODUCTS/SERVICES A JOY TO DELIVER - WHAT MIGHT NEED TO GO?

HAS YOUR CLIENT BASE EVOLVED AND WHAT ARE THEY ASKING YOU FOR?

LET'S REFLECT ON **MARKETING**

I have never experienced a more competitive online marketing landscape.

Organic reach is lower. Paid traffic is more expensive. Trends are irritating and require a change to strategy.

Do your ideal clients know you exist?

Do you make it easy for them to find you?

Are you consistently promoting your products/services?

How do you build know, like, trust with your ideal clients?

Is there a steady stream of new leads into your business?

THIS YEAR I...

FELT THE IMPACTS (BIG TIME) OF NO LEAD GENERATION

HAD LESS MONEY IN THE KITTY FOR ADS SO CREATED FOR MY
EXISTING AUDIENCE

STARTED DANCING ON REELS 🤖

REALISED LOW-TICKET OFFERS ARE TOUGH TO MAKE
PROFITABLE (AGAIN)

WAS REMINDED THAT STORY-TELLING MARKETING WINS EVERY
DAMN TIME



BIGGEST MARKETING QUESTIONS FOR 2023

WHICH CHANNELS ARE YOU GOING TO UTILISE TO PROMOTE YOUR OFFERS?

IS YOUR MESSAGING CRYSTAL CLEAR?

WHAT MAKES WHAT YOU DO DIFFERENT TO EVERYONE ELSE - AND HOW WILL
YOU SHARE THIS?

TRUST IS MORE IMPORTANT THAN EVER - HOW ARE YOU DEVELOPING THAT?

LET'S REFLECT ON **PEOPLE/TEAM**

Whether you are your only employee or have a team/contractors - people are EVERYTHING to a business!

Depending on which stage of business you are at, and your confidence with projected earnings - do you have the *right* team heading into 2023?

Have you been completely happy with how you have communicated with and lead the people in your business this year?

Which lessons grew you (sometimes they are the hardest ones!)

Are you trying to be too much for your business and it is limiting your growth?

THIS YEAR I...

TRUSTED THE WRONG PEOPLE WITH BIG DECISIONS.

REALISED I WAS OUTSOURCING MY OWN JOB!

DID NOT CALL OUT SUB-STANDARD BEHAVIOUR AND PEOPLE
GOT HURT.

LOST CONFIDENCE IN MYSELF AS A BUSINESS OWNER.

OUTSOURCED TO AGENCY INSTEAD OF EMPLOYEE.

CAME FULL CIRCLE AND HAVE STEPPED INTO THE CEO,
VISIONARY AND CREATOR ROLE THAT I LOVE.



BIGGEST PEOPLE/TEAM QUESTIONS FOR 2023

DEPENDING ON WHICH STAGE OF BUSINESS YOU ARE AT, AND YOUR CONFIDENCE WITH PROJECTED EARNINGS - DO YOU HAVE THE *RIGHT* TEAM HEADING INTO 2023? DOES YOUR TEAM NEED TO EXPAND? CONTRACT?

IS YOUR ROLE CLEARLY DEFINED?

IS THERE SOMEONE (YOU?) SPECIFICALLY WORKING ON MARKETING/LEAD GENERATION?

ARE YOU EVOLVING YOURSELF AS A LEADER?

ARE YOU GIVING YOURSELF A PAY RISE?

LET'S REFLECT ON **CASH-FLOW**

Do you operate in a boom-bust cycle of cash-flow?

Did you spend money in areas that did not contribute directly to growth?

Were you profitable this year?

Has cash-flow felt like a struggle or free and easy?!

THIS YEAR I...

HAD TO CONTRIBUTE PERSONAL MONEY TO MY BUSINESS.

WENT BACK INTO BOOM-BUST AFTER SHUTTING RECURRING
REVENUE AVENUES.

NEEDED BAS PAYMENT PLANS!

FEEL MORE ON TOP OF FINANCES IN MY BUSINESS THAN EVER
BEFORE (THE HARD TIMES MAKE US BETTER!)



BIGGEST CASH-FLOW QUESTIONS FOR 2023

DO YOU HAVE RECURRING REVENUE IN YOUR BUSINESS?

DO YOU HAVE MULTIPLE STREAMS OF INCOME IN YOUR BUSINESS?

IF IT'S A CASH-IN / CASH-OUT SCENARIO IS IT TIME TO INCREASE YOUR PRICES OR
TIGHTEN YOUR SPENDING?

WHAT ARE YOUR REALISTIC REVENUE GOALS FOR 2023 AND WILL THIS ALLOW
FOR IMPROVED CASH-FLOW MANAGEMENT?

LET'S REFLECT ON **WORK ENVIRONMENT**

How you feel while you're working matters. Environment matters so much!

Have you felt productive/high-vibe at work this year?

Do you give yourself permission to mix up your days?

Does your work environment reflect the business owner you are becoming?

THIS YEAR I...

CONTINUED WORKING FROM HOME AND STARTED TO FEEL FLAT.

SPENT TIME IN CO-WORKING SPACES.

SPENT (LOTS!) OF TIME IN CAFES.

REALISED MY DAYS WORKED SO MUCH BETTER IF I WALKED IN THE MORNING.

MADE SUNDAY NIGHTS A REGULAR 'CLEAN MY DESK NIGHT'

SCHEDULED AT LEAST ONE IN-PERSON CATCH UP (USUALLY TWO)
WITH COLLEAGUES/FRIENDS DURING THE WEEK.



BIGGEST WORK ENVIRONMENT QUESTIONS FOR 2023

IS YOUR WORK ENVIRONMENT ELEVATING YOU?

DO YOU NEED TO CREATE BETTER BOUNDARIES IF YOU WORK FROM HOME?

WHAT ARE QUICK FIXES TO YOUR WORK ENVIRONMENT THAT BRING HIGH-VIBES?

LONG-TERM WHERE DO YOU WANT TO WORK?

LET'S REFLECT ON **MINDSET**

Where has your head been this year?
Scarcity? Self-criticism? Abundance? Celebrating?

Are you clear on exactly what improves your mindset - and are you doing it?

Has it been hard to shift yourself this year?

Are you willing to accept what has been and find new ways in 2023?

Do you have a network of people to support you?

THIS YEAR I...

STRUGGLED TO FEEL PEACEFUL ABOUT WHERE MY BUSINESS
WAS AT.

LOST CONFIDENCE.

DID A LOT OF ENERGY WORK AND THERAPY TO UNDERSTAND
MYSELF MORE DEEPLY.

LEARNT TO LOVE MYSELF IN THE MESS (HARD!)

AM MORE CLEAR, MORE ALIGNED, MORE READY THAN I EVER
HAVE BEEN TO GO WAY, WAY BIGGER.



BIGGEST MINDSET QUESTIONS FOR 2023

WHAT ARE YOUR NON-NEGOTIABLES WHEN IT COMES TO PRIORITISING YOUR MINDSET?

WHO ARE THE PEOPLE YOU CAN SURROUND YOURSELF WITH IN 2023?

WHAT DAILY/WEEKLY MINDSET HABITS WOULD SUPPORT YOUR VISION FOR 2023?

WHAT DO YOU WANT FOR 2023 AND ARE YOU BEING THE WOMAN WHO GETS THAT?

NEXT SESSION WE PLAN AND Q&A

Get really honest with yourself about the questions I've asked you here.

Then let's Plan Your Z for 2023!

I believe in you ♥





IT'S TIME TO REIGNITE

xx
Lisa