



Freedom Coaching for Business

Business Journey Prompts

Nurture your Business Identity in 4 easy stages:

- 1- Discover
- 2- St*ff It!
- 3- Do it
- 4- Celebrate

Connect with me to work through these prompts or explore your answers together!

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DISCOVER

Awareness and clarity of your wants, your values and the WHYs. Success may be conditional upon external factors, outside of our control; what makes success unconditional is a journey aligned to its mission and values.

What do you really really want from your Business? Go big, what's your 10 out of 10 ideal vision, your Business mission and how do you see it flourish over the next 12 months.

What's important about your Business? How does it serve and help you, your customers, the community and the environment?

Name what makes your Business different? Anything that makes it stand out, quirky!

Best things they've said about your Business? Your customers help you understand your branding.

What core values is your business based on? Beliefs you stand by, things you feel passionate about, elements your Business supports (eg. Honesty, Freedom, Adventure, Customer Experience, Trust..)

Who are your role models (people, businesses, books, quotes, anything that represent your vision)



ST*FF IT !

It takes courage and commitment to let go of old, familiar patterns and to embrace judgements and uncertainties. Growth take place outside of the comfort zone. Ready for mindset upgrade and say St*ff it!?

Describe the toughest / scariest parts of going after your Business goals?

What do you need to say NO to, and start doing less of?

What do you need to say Yes to, and start doing more of?

What (and who) may get in your way?

What (and who) can support you all the way?

You braved it, said “St*ff it!” and went for it. Fast-forward to 3 months from now: What have you created with that bold move?



DO IT !

..aaand “Action!”. It’s time to roll out the details and get into action. Gain clarity on what you offer, who you offer it to and how you can deliver this to as many people as possible.

Describe key products, services and/or ideas that you offer. The details are what makes you different.

Who’s your ideal customer and why? Get into the real details of who you want to serve and help: Personality, age, interests, their career, passions and lifestyle, etc..

Complete this sentence several times for your target markets:

“I help [ideal client] with [specific problem] to [specific result] in [timeframe] so they can [bonus benefit]”

Fill the GAP. What needs to happen for your Business to go from where it is now to your ideal vision? Go with the flow and list everything that comes to mind, without worrying about the Hows (just yet!)

What can you commit to do first (this week and this month) to move your Business goals forward?

What needs to happen for you to know you’ve made BIG progress? Describe 1-3 milestones, and (if possible) allocate a target date to each one.



CELEBRATE

Time to reflect on your experience and celebrate your successes good and bad. You can complete this section in a few months or a year's time, or go for it now to reflect on where you got to so far.

"We do not learn from experience, we learn from reflecting on experience." – J Dewey

Look back to the start, or (say) a year ago, and write out all your achievements and big lessons to date:
What's gone well and what's gone not so well.

How could it have gone even better? How could you have contributed differently, for even better results?

What key milestone(s) have you reached and how have you (will you) celebrate these?

Anything you may need to let go of and what else and new can you add more of?

Recommit. What do you still want to achieve from your Business?

*"It's a Circle of Business Life – Discover, St*ff it, Do it, Celebrate - Enjoy!"*

