



Participant Workbook - Template & Structure

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Tags	

Comprehensive workbook for 6-8 week Legacy Rising program

Workbook Overview

Purpose: Give participants a tangible artifact of their journey—journal, business plan, and recovery tool in one.

Format: 100-page spiral-bound workbook (print) + digital PDF

Design aesthetic:

- Bold, builder-focused (construction imagery, blueprints, tools)
- Not clinical or "recovery program" vibes
- Space for messy thinking—this is a working document

Sections:

1. Welcome & Program Overview (5 pages)
2. Module 1: Reframing Obsession & Shedding the Old Self (15 pages)
3. Module 2: Builder Identity Work (15 pages)
4. Module 3: Entrepreneurship 101 (20 pages)
5. Module 4: Peer Leadership (10 pages)
6. Module 5: Financial Foundations (15 pages)
7. Module 6: Legacy Building (10 pages)

Welcome & Program Overview (Pages 1-5)

Page 1: Cover

Legacy Rising

Building Legacies, Breaking Cycles

[Participant name line]

[Cohort number/date]

Page 2: Welcome Letter

Welcome, Cycle-Breaker.

You're here because you're done with the old story. You're ready to build something new.

This isn't rehab. This isn't a handout. This is a launchpad.

Over the next 6-8 weeks, you'll:

- Reframe your obsession as fuel
- Build a new identity as a creator
- Turn an idea into a business
- Join a network of builders like you

Your past is not a liability. It's raw material.

Let's build.

—Ashley Zeck, Founder

Page 3: How to Use This Workbook

This is YOUR book.

- Write in the margins
- Tear out pages if you need to

- Make it messy
- No one will grade this

Some exercises are private (just for you).

Some you'll share with the group.

We'll tell you which is which.

Supplies you'll need:

- Pens (we like bold markers)
 - Sticky notes
 - Highlighters
 - A willingness to be honest with yourself
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Page 4: Program Roadmap

Module 1: Reframing Obsession (Week 1)

What if your obsessive mind is a gift, not a curse?

Module 2: Builder Identity (Week 2)

Who are you becoming?

Module 3: Entrepreneurship 101 (Weeks 3-5)

From problem to prototype to pitch.

Module 4: Peer Leadership (Week 6)

You're not just building a business—you're building a community.

Module 5: Financial Foundations (Week 7)

Money skills no one taught you.

Module 6: Legacy Building (Week 8)

What will you leave behind?

Page 5: Group Agreements

What we commit to as a cohort:

- ☐ **Confidentiality:** What's shared here, stays here.
- ☐ **Respect:** No judgment, no shame, no BS.
- ☐ **Curiosity:** Ask questions, challenge ideas (including your own).
- ☐ **Show up:** Be present, even when it's hard.
- ☐ **Support:** We rise together.

[Signature line]

[Date]

Module 1: Reframing Obsession (Pages 6-20)

Page 6: Module 1 Overview

Big Idea: Obsession is raw material for greatness.

What you'll explore:

- The science of addiction & neuroplasticity
- Obsessive vs. harmonious passion
- Your obsession timeline
- Redirection strategies

Key question: What if you could aim your obsession at something that builds you up instead of tearing you down?

Page 7: Your Obsession Story

Reflection (Private):

What have you been obsessed with in your life?

(Could be substances, people, work, perfectionism, anything.)

[Lines for writing]

What did that obsession give you?

(Energy? Escape? Focus? Purpose?)

[Lines for writing]

What did it cost you?

[Lines for writing]

Page 8-9: The Obsession Timeline

Activity: Map your obsessions across your life.

[Visual: Timeline from birth to present, with space to write obsessions at different ages]

Ages 0-10:

Ages 11-18:

Ages 19-25:

Ages 26+:

Now look at the timeline. Do you see patterns?

- Do your obsessions serve a purpose? (Coping, energy, meaning?)
 - What would it look like to obsess about something that BUILDS instead of DESTROYS?
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Page 10: The Science: Why Obsession Isn't the Enemy

Key concepts from research:

1. Addiction is learned (Marc Lewis)

Your brain wired itself around a pattern. It can rewire around a new one.

2. Obsessive vs. Harmonious Passion (Vallerand)

- **Obsessive:** It controls you. Rigid. Compulsive.
- **Harmonious:** You control it. Flexible. Joyful.

The goal isn't to kill obsession. It's to redirect it.

3. Neuroplasticity

Your brain changes based on what you focus on. Obsess about business problems, your brain gets good at business problems.

Page 11: Obsession Redirect Exercise

Fill in the blanks:

I used to obsess about:

[Line]

Now I'm learning to obsess about:

[Line]

When I feel the urge to [old obsession], I will:

- ☐ Call [name]
 - ☐ Work on [business task]
 - ☐ Journal about [topic]
 - ☐ Other: [blank]
-

Pages 12-20: Continue with exercises

- Passion Scale (self-assessment)
 - Flow state reflection
 - Case studies of entrepreneurs who channel obsession
 - Your redirect plan
 - Week 1 goals
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Module 2: Builder Identity Work (Pages 21-35)

Page 21: Who Are You Becoming?

Old story:

I am a [former label: addict, ex-con, failure, etc.].

New story:

I am a [builder, creator, problem-solver, entrepreneur].

This module is about rewriting your identity.

Not erasing the past. Not pretending it didn't happen.
But refusing to let it define you.

Page 22: Shame Inventory (Private)

What stories about yourself cause you shame?

[Lines]

Who told you those stories?

[Lines]

What if those stories are wrong?

[Lines]

Page 23: Builder Identity Scale (Self-Assessment)

[Full 20-item assessment from Builder Identity Scale page]

Your score: / 100

We'll take this again at the end of the program.

Pages 24-35: Continue with exercises

- Strengths inventory (what you're good at)
 - Skills from struggle (what your past taught you that's valuable)
 - Future self visualization
 - Identity statement draft
 - Week 2 goals
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Module 3: Entrepreneurship 101 (Pages 36-55)

Page 36: From Idea to Action

You don't need a perfect idea. You need a start.

This module will take you from "I have a vague idea" to "I have a testable business plan."

The process:

1. Identify a problem you're pissed off enough to solve
 2. Validate: Do other people care about this problem?
 3. Solution: What could you build to solve it?
 4. MVP: Minimum Viable Product (the simplest version)
 5. Test: Get feedback, iterate
 6. Pitch: Tell the story of your business
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Page 37: Problem Identification

What problem do you want to solve?

[Lines]

Why does this problem matter to you?

[Lines]

Who else has this problem? (Your potential customers)

[Lines]

Pages 38-45: Lean Canvas

[Full Lean Canvas template with instructions]

Sections:

1. Problem (top 3 problems your customers have)
2. Customer Segments (who are they?)
3. Unique Value Proposition (why you, why now?)
4. Solution (your product/service)
5. Channels (how will you reach customers?)
6. Revenue Streams (how will you make money?)

7. Cost Structure (what will it cost to run?)
 8. Key Metrics (how will you measure success?)
 9. Unfair Advantage (what do you have that others don't?)
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Pages 46-55: Continue with exercises

- Customer interviews (how to validate your idea)
 - MVP planning
 - Pricing strategy
 - Pitch deck outline
 - Week 3-5 goals
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Module 4-6 & Assessments (Pages 56-100)

[Similar structure for remaining modules + assessment tracking pages]

Back Cover: Resources & Next Steps

You did it. Now what?

- ☐ Launch your MVP
- ☐ Join the Alumni Network
- ☐ Mentor the next cohort
- ☐ Apply for funding
- ☐ Keep building

Resources:

- Legacy Rising website: [URL]
- Alumni Slack: [URL]
- Business resources: [URL]

Remember:

You're not a cycle-repeater.

You're a cycle-breaker.

Now go build your legacy.

Production Notes

Print specs:

- Size: 8.5" x 11"
- Binding: Spiral (lays flat for writing)
- Paper: 70lb uncoated (feels substantial, pen-friendly)
- Cover: Thick card stock, laminated
- Cost: ~\$8-\$12 per workbook (print-on-demand)

Digital version:

- Interactive PDF with fillable fields
 - Hosted in LMS (Thinkific)
 - Participants can print or complete digitally
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Next Steps

- ☐ Write full content for all 100 pages
- ☐ Design layout (hire graphic designer or use Canva templates)
- ☐ Test with 5 beta readers (alumni + prospective participants)
- ☐ Finalize and upload to print-on-demand service (Printful, Lulu)
- ☐ Create digital version
- ☐ Build into curriculum licensing package