

BURNOUT TO BIZ OWNER

ESCAPE YOUR DAY JOB + CREATE A
SIX-FIGURE CONSULTING BUSINESS

DAY 1: NO MORE EXCUSES

Kate Bagoy

Enough With the Excuses

Dear Future CEO,

I know you're super busy, super tired, super stressed out and stretched thinner than Kate Moss. I know you're scared of giving up your paycheck, what your mother will think or how you'll feel if you let go of your prestigious job title.

And I know the last thing you want to do after a long day in your cubicle is work some more. But here's the deal...

If you want something you've never had, you've got to do something you've never done. No more excuses.

If you want to escape your cubicle, you've got to take action and prioritize yourself. No more blaming lack of time for your missed opportunities. It's time to be honest with yourself.

You're stuck in your current job because you have not prioritized yourself. Period.

You have plenty of time for Netflix binges, shopping marathons and post-work happy hours. What you don't have are strong priorities.

So, this week, make yourself a priority and schedule 30-minutes per day to do the exercises in these worksheets.

That's just one less Arrested Development episode, one less martini with your work frenemies, one less stop at the Target... you get the idea.

I beg of you to invest in yourself - I promise you are worth it.

XOXO,

A handwritten signature in black ink that reads "Kate S. Bagay". The signature is fluid and cursive, with "Kate" and "S." on the first line and "Bagay" on the second line.

Let's Talk About Money

Why is money important to you? What does financial freedom mean to you? Is it about taking care of your family? Traveling to exotic places? Owning luxury items? How do you define financial success?

It's Not all about the \$\$

Before we start, let's get clear on your values and your "whys."

Why do you want to be an entreprenuer? What's more important - time and freedom, or respect and admiration? Why is it critical that you own your own business?

Visualize Your Future

Visualize your life as a successful entrepreneur - what does your life look like? How is it different from now? What have you gained? What have you stopped putting up with? What does success look like to you? Be super specific & creative.

Make a Commitment

The first step to making any change is to decide to make a change - so congratulations! You made a decision and took the time to fill out this worksheet and prioritized yourself.

Now it's time to make a commitment.

Don't worry, you don't have to know everything yet. You've decided you want to work for yourself, and you've figured out why it's important to you. If you're committed, the plan will come together - and a plan doesn't have to be a big and complicated thing.

So, let's make a commitment & create some SMART* goals:

I, _____, hereby pledge to myself that I will escape my day job and run my own profitable, fulfilling, creative business by ____ / ____ .

My first year's salary from my new business will be \$_____ per year, and I will work _____ hours per _____.

The three things I love most about my new business are:

*SMART = Specific, Measurable, Actionable, Rewarding, Time-Bound

Yeah! You Did It!!

Nice Work - You've completed Day 1!

That wasn't so bad was it?

Do you feel like you have a better sense of what's important in your life? Or of what's missing? Do you have a better sense of why money is important to you, or of what's driving you?

How does it feel to know you're actively creating your future?

I'd really love to hear what you got out of the excercises. Just drop me a line at kate@katebagoy.com or reach out to me on facebook (<http://facebook.com/kbagoy>) with your questions or feedback.

I created this course to help YOU succeed - so if I'm missing the mark, please let me know. I read every message I get.

A handwritten signature in black ink that reads "Kate S. Bagoy". The signature is fluid and cursive, with "Kate" on top and "S. Bagoy" below it, enclosed in a small circle.

CEO, Kate Bagoy International
www.katebagoy.com

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DAY 2: START WHERE YOU ARE

Kate Bagoy

Rules of the Game

Because I know you, and know you're a bit of an over-thinker, I'm going to lay down some ground rules for today.

I want you to be honest and as thorough as possible, but don't over-think your answers or edit yourself.



Set a timer on your phone for 20-minutes.
30-minutes if you're an Eagle typing with your talons* and need extra time.

Write as much as you can before the timer goes off.

If you finish early, go have a cookie.

If you're a perfectionist and need more time, too bad. You had your chance and you gave it your best, right? Let it go.

You can always come back and do these exercises again, okay?

*Laugh Break: <http://hyperboleandahalf.blogspot.com/2010/04/alot-is-better-than-you-at-everything.html>

Inventory: Life Experiences

What degrees, education or certifications do you have?
What accomplishments make you proud?

Inventory: Life Experiences

What major results have you gotten in life or business?

What tools helped you get to where you are now?

Inventory: Life Experiences

What big life changes or career moves have you made?

Inventory: Life Experiences

What have you overcome? Where did you beat the odds?
What is your philosophy on life?

Inventory: Life Experience

What do people come to you for advice about?

Inventory: Skills

What are ALL the skills you have? List everything you think of.

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DAY 3: FIND YOUR GIFTS

Kate Bagoy

Day Three: Strengths & Gifts

Today is about reconnecting with your strengths and gifts.

Because if you're going to create an empire, you want to focus on doing things you love, and are good at, right?

You can always outsource the things you don't love to do. Let's start:



SET A TIMER FOR
20 MINUTES

- Write as much as you can
- Do not edit yourself
- Do not listen to the doubting voice
- Do not think about business viability
- Just write down any answers that come to mind

“Many of us feel stress and get overwhelmed not because we're taking on too much, but because we're taking on too little of what really strengthens us. Marcus Buckingham”

If you finish early, watch this inspiring video from Marcus Buckingham. I watched it as part of my business school curricula and it changed my life - maybe it will change yours. [Trombone Player Wanted - https://youtu.be/QfQdiVpcnGI](https://youtu.be/QfQdiVpcnGI)

Brainstorm: Find Your Gifts

What did you love to do as a kid? What do you still love to do? What can lose hours doing?

Brainstorm: Find Your Gifts

Review the skills list you made yesterday. Which do you enjoy? Which do you LOVE? Rewrite them here:

I enjoy:

I freaking love to:

Brainstorm: Find Your Gifts

What do you regret not doing more of?

Brainstorm: Find Your Gifts

If you had all the money you needed, what would you do with your time (once the novelty of “nothing” wears off)? What brings you joy?

Brainstorm: Find Your Gifts

What do you see people struggling with that stirs up your empathy or makes you angry?*

*Ex: I hate watching talented creatives limit their income because they don't know their value. I also hate when women stay in shitty relationships because they think someone is better than no one.

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DAY 4: WHO DO YOU LOVE

Kate Bagoy

attract Your Perfect Client

Now you have a better understanding of what you have to work with and what you enjoy doing, it's time to figure out who you want to serve.

Don't fret, my pets. You can refine and change this as you go.

The MOST important thing here is to know you can't (and don't want to) work with everyone.

The riches are in the niches, as they say.

“ When you try to serve anyone or everyone, you serve no one. And it is just as important to decide who you don’t want to serve.



SET A TIMER FOR
30 MINUTES

If you finish early, watch this TED Talk by Brene Brown. It has little to do with this workbook, other than the fact that it's about connection. When I saw it for the first time, back in 2011 or 2012, it broke me open. Also, she's really damn funny.
[The Power of Vulnerability - https://youtu.be/iCvmsMzlF7o](https://youtu.be/iCvmsMzlF7o)

attract Your Perfect Client

Who are your favorite friends*? What traits do they have?

*Yes, you do have favorites, and you know it... haven't we discussed honesty yet?

attract Your Perfect Client

If you could help 5 people change their life, who would they be?

attract Your Perfect Client

Who do you admire? Why? What are some personality traits you're attracted to?

attract Your Perfect Client

Pull 5 adjectives from the previous pages and use them to describe a person in a sentence.

Here is an Example:

Adjectives: *Creative, Sales, Writing, Photography, Travel*

Sam is a creative travel photographer who struggles with sales and writing

Sally is a sales executive who loves travel & photography, and wants to write a book about creativity in sales.

Now it's Your turn.

Adjectives:

_____ , _____ , _____ ,

_____ , _____

Sentence(s)

attract Your Perfect Client

Optional: Repeat the exercise until you have 3-5 “people” you’d want to work with.

Adjectives:

_____, _____, _____,
_____, _____

Sentence(s)

Adjectives:

_____, _____, _____,
_____, _____

Sentence(s)

Who is Not Your Client

Now you know who you want to work with, what are some traits they DON'T have? Who DON'T you want to work with?

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DAY 5: HEAL THE PAIN

Kate Bagoy

Take away Their Pain

It's time to review your life experiences, passions, niche markets... all the work you've done over the last few days and start connecting the dots.

Do you see any obvious overlaps? Any gaps you can fill? What pains do your clients have? What's missing in their lives

What can you fix for them better than anyone else?

**“ Be an aspirin in a world full of vitamins:
What PAIN can you take away for the clients you love? ”**



SET A TIMER FOR
30 MINUTES

Finished early? Celebrate and take a dance break, or watch some videos of kittens. It's important to celebrate every little tiny success, and to have some fun.

The Carlton Dance - <https://youtu.be/oLRNcbZDcEM>

Solve a Problem

What are some problems you can solve for your client?
How can you leverage your skills to serve your niches?

Provide Value & Serve

What service can you provide that would improve your clients life? What product could you create? What could you teach that would change their life or business?

Provide Value & Serve

Write down the people you created on Day 4 and write at least 1-problem they have you can solve for each of them.

Ex: I can provide sales support for creative travel photographers like Sam or I can teach Sally how to write a book in a year by writing 15-minutes per day.

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DAY 6: ENVISION THE FUTURE

Kate Bagoy

Backward Design

There is a term in education called “Backwards Curriculum Design,” in which you start with your desired outcome, and then work backwards to design the lessons a student would need to get the understanding.

The same concept can be applied to designing your success.

That's why we started this course by visualizing the future. Today, you'll spend some time thinking about what you want your business to look like, then backward design your first steps.

Don't be afraid to think big. Your past does not dictate your future.

You can do this process for any new project or product. Start with a future vision, work backwards to the start point. Then take action.



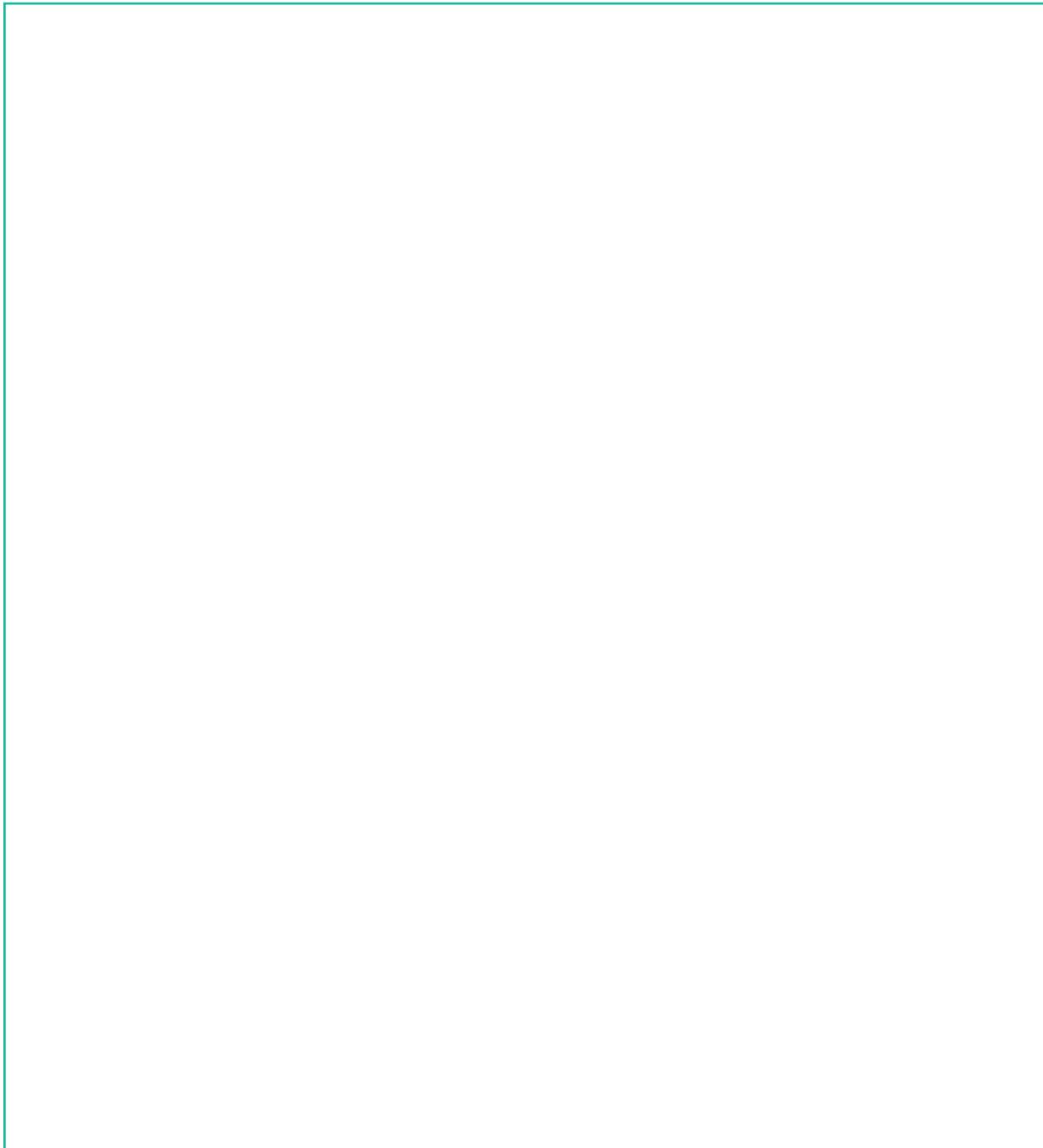
SET A TIMER FOR
30 MINUTES

Finished early? Watch this video on raising your standards and creating rituals for results. Then start working on your new business today.

Raise Your Standards - <https://youtu.be/Ga7l3ascg-g>

Visualize Success

Visualize yourself serving these clients & making an abundant income. What does your life look like?



Visualize Success

Visualize your satisfied clients. How have their lives or businesses improved? What do they say about working with you? What successes have you shared?

Backwards Design It

How did you get here? What were the steps you took to get your first client? If you created a product or service, how did you start?

Next Steps

You should have some ideas about who you want to serve and what you have to work with. So let's break that down into actionable items.

Here is the trick: make your items as simple as possible so you don't overwhelm yourself - I suggest breaking things down into tasks that take 1 hour or less.

I've given you a few fill-in-the-blanks as examples, but brainstorm as many items as come to mind.

Spend 30 minutes researching HOW TO BUILD A WEBSITE

Brainstorm 15 ideas for EBOOKS I COULD WRITE

Call 10 FRIENDS and ask WHAT THEY THINK I'M GREAT AT

Next Steps: Braindump

Go ahead... write down every task you can think of - but keep them SMALL.

Make Magic Happen

Now, review your braindump and **pick NO MORE THAN THREE** items to prioritize this week.

These tasks should be items that will either bring you clarity or generate income.

Write these down below and **schedule time for them in your calendar now.**

THIS WEEK I WILL

THIS WEEK I WILL

THIS WEEK I WILL

Hi Friend!

Thanks so much taking the course! I'm on a mission to help creative entrepreneurs design fulfilling lives & businesses, and I really hope you find value in the content I've created. I would love to hear back from you about how it works or improvements I could make.

At this point, you should have a committed decision, a loose idea of who you want to serve, how you will serve them, and a strategy for getting your new business started THIS WEEK. Now it's time to take action!

Shoot an email to: kate@katebagoy.com or visit me at facebook.com/kbagoy to let me know how it goes!

Go kill it this week! You've got this!

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P.S. If you're ready to take the next step with your business, I'd be thrilled if you applied for my 1:1 coaching program here:
<http://katebagoy.com/coaching>

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DAY 7: BONUS TEMPLATES

Kate Bagoy

Weekly Goals

Write down three goals below and **schedule time for them in your calendar now.**

THIS WEEK I WILL

THIS WEEK I WILL

THIS WEEK I WILL

Today

3 Goals I'm Actively Working Towards:

3 Things I'm Grateful for Today

3 Things That Would Make Today Great

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