

# 6-STEP FORMULA

2023



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YOUR WORKBOOK TO FOCUS FULL-TIME ON WHAT YOU LOVE

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# THANK YOU

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Dear Business & Dreamers,

Warm welcome to your 6-Step Formula workbook! We are so honored to have you here.

We created this workbook since it's our core belief that everyone deserves to focus their days on what they love.

Even if that might not be your current reality, perhaps our story can give you some hope.

We went from not really feeling that passionate about work to working full-time with what we absolutely love - this Members' Club.

The road to get there has not been easy or a straight line.

Our passion today is therefore to share the strategies that worked for us to help you find and work with what you love too.

The workbook is designed for anyone who is eager to find what they love to do and be able to do it full-time.

One of our favorite expressions is: "If not you, then who?"

We sincerely hope that this workbook will guide you towards your dream life.

With love,

*Camilla & Vendela*

# Introduction

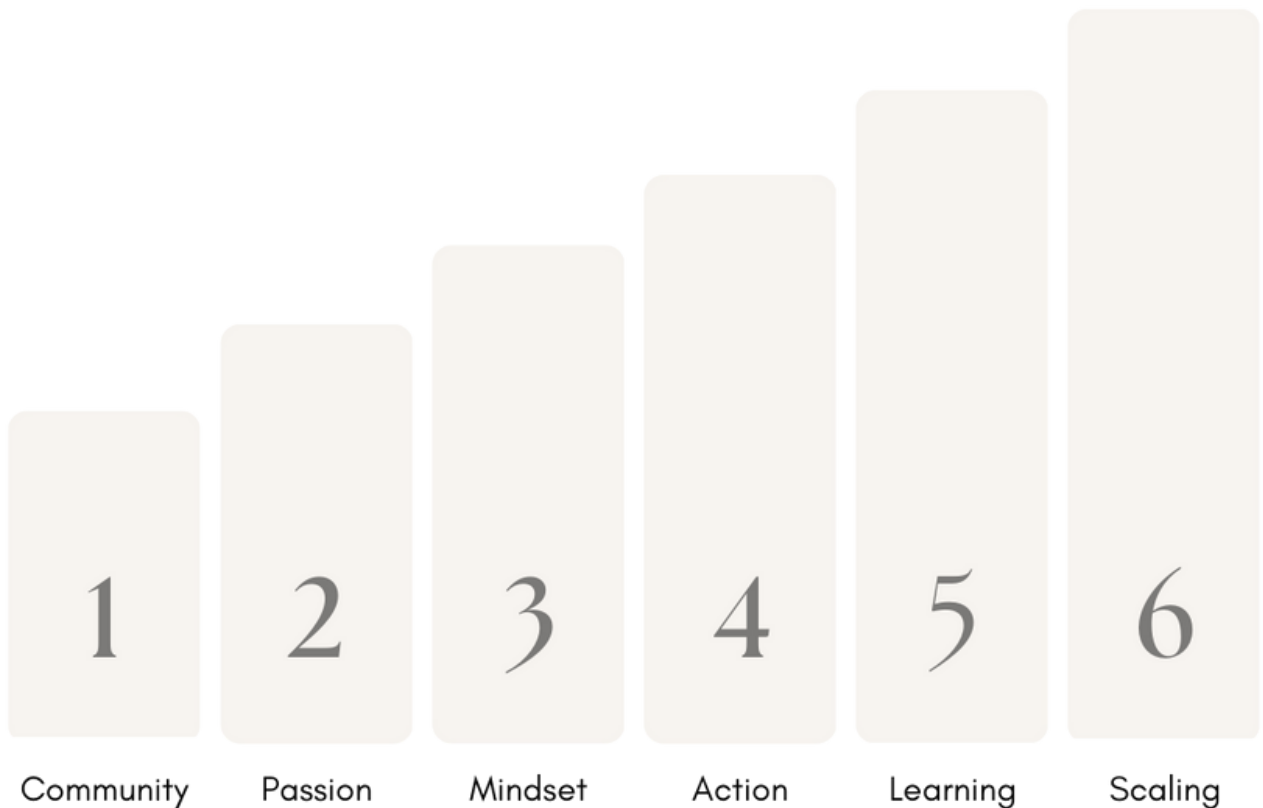
## HOW TO USE THIS WORKBOOK

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Our formula for finding your passion and working with it full-time is divided into six steps. The chapters of our workbook reflect that. We have also added a bonus in the end.

You can either go through the book in chronological order or simply go to the chapters that you prefer.

Below is an overview of our 6-Step Formula and we will explain it in more detail during each part.





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We truly believe that being part of the right community and surrounding yourself with like-minded women is one of the biggest life upgrades you can make.

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## Passion

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## Bonus

We have added some parts that we think are important in your journey.



*Step 1*  
**COMMUNITY**

# *Introduction*

# COMMUNITY



One of the biggest life upgrades we can make is to surround ourselves with women who support us, believe in us and guide us to the next level. Let's start with some reflection questions!

What do you like about your current network and what would you like to have more of?

Describe the qualities or achievements of the women that you would like to add to your network.

*Time to*

## EXPAND YOUR CIRCLE

It's time to make a plan for the women you would like to connect with! Write down who you will contact, when you will contact them and how you will contact them. It could e.g. be "Sasha Smith, April 15 at 9 am, DM on Instagram".

Who?

When?

How?

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*Step 2*

**PASSION**



# *Introduction*

# PASSION



It's time to start doing one of the most fun things in life - finding and exploring your passion.

Imagine waking up each day and feeling excited about what you will do. Imagine finding so much meaning and purpose in your work that you can't wait to start working each morning.

Finding your passion in life is something that is worth spending time and energy on.

In this part of the workbook we will guide you on how you can find your passion.

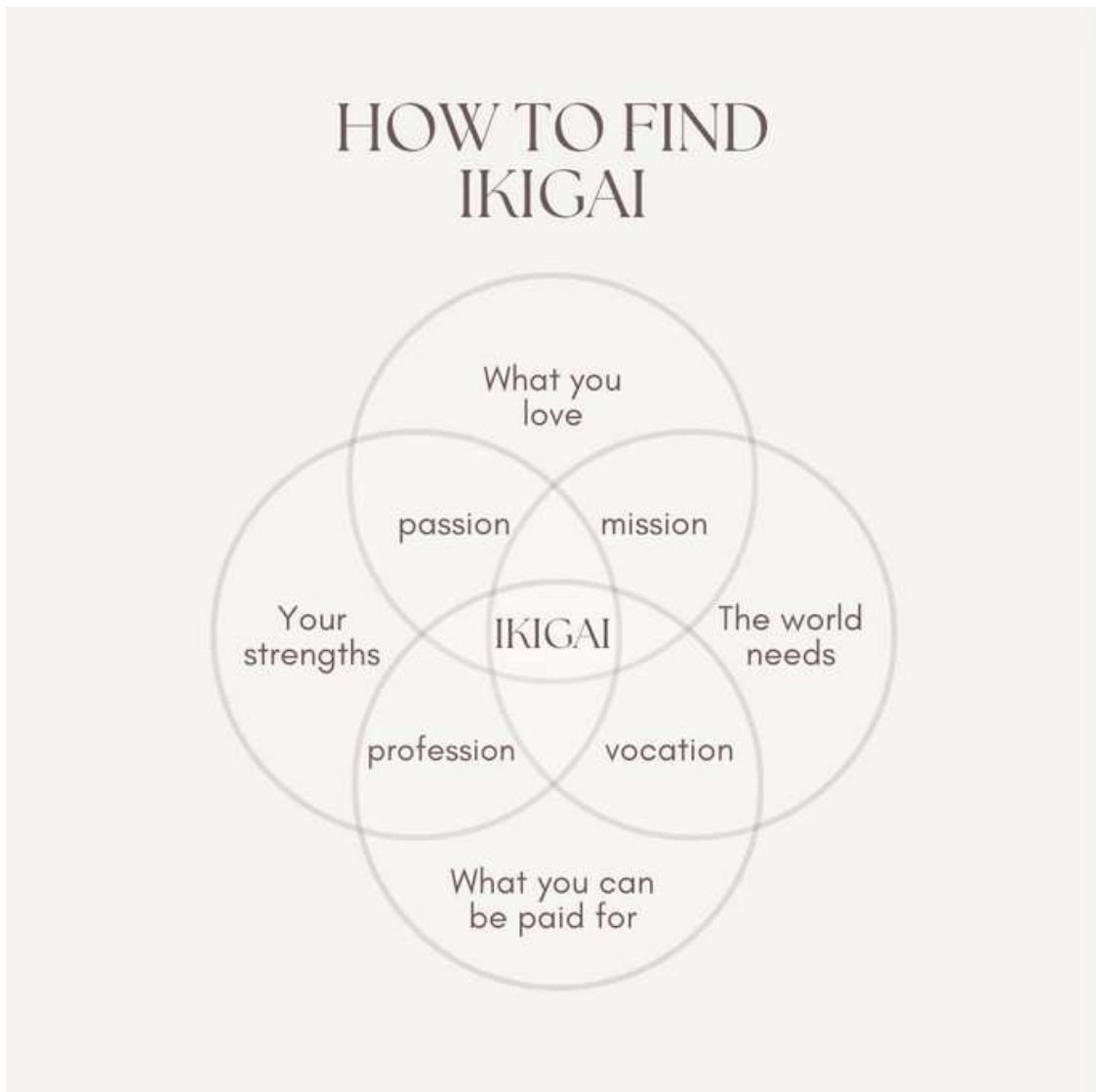
Finding your passion can be one of the most rewarding things in life. In this part we will explore how you can find your passion.



# Explanation

## IKIGAI

Ikigai is a Japanese concept that is made up of the terms iki, which means “alive” or “life,” and gai, which means “benefit” or “worth.” When you combine these two, the new word means that which gives your life worth, meaning or purpose. In this part we will brainstorm around the different components of IKIGAI to hopefully come one step closer to finding your passion.



# Part 1

## REFLECTION

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We will start with some reflection. Try to truly brainstorm in this part. When you e.g. think about what you love, only consider that question, not how your answer will relate to the next one.

What do you love to do?

What is something the world needs?

What can you be paid for?

What are your strenghts?

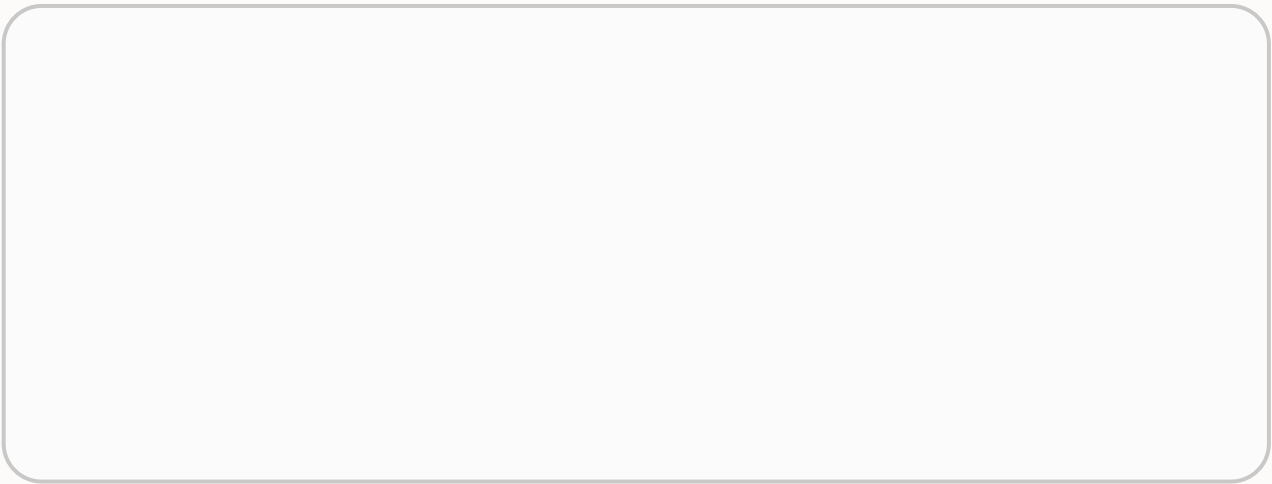
## Part 2

# REFLECTION

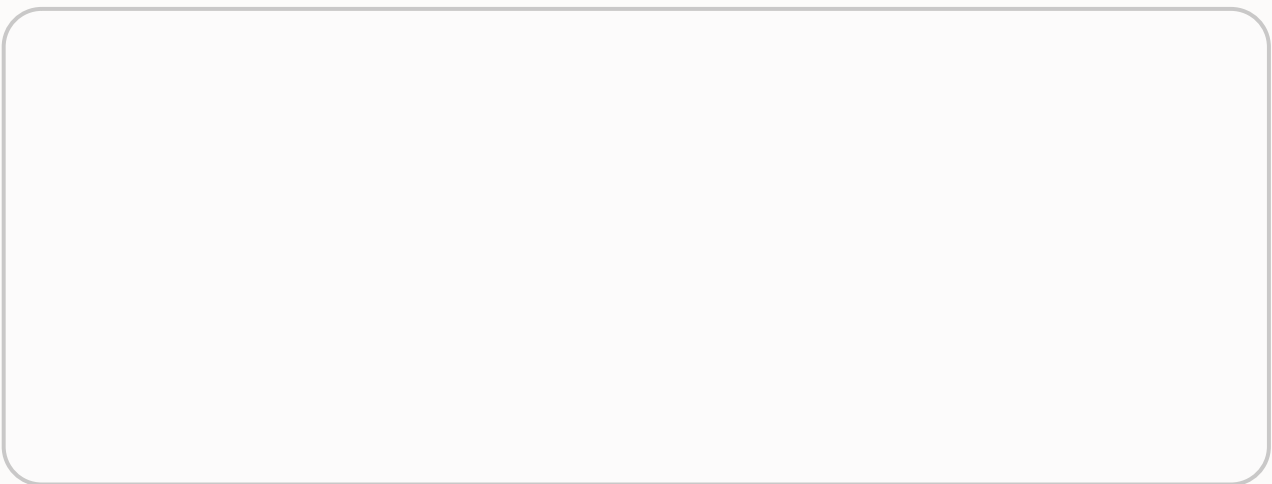
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You have now brainstormed some ideas around the four questions. We will now see if we can try to combine them into an answer.

When looking at your answers, do you find any areas which are present in all of the questions?



Choose one of them and write down ideas about what you could do in that area.



*Step 3*  
**MINDSET**



# *Introduction*

# MINDSET



One of our favorite quotes is: "We don't see the world as it is. We see it as we are"

We all see life through our own unique lens. Your lens is your mindset, which is the thoughts and beliefs you hold about yourself, your life and the world.

Research has shown that a person's mindset play a substantial role in determining how their life will turn out.

If you would like to improve your life and take steps closer to your goals, we believe it's so powerful to become self-aware and shift your mindset to an even more empowering one.

To have a life with as much happiness and success as you desire, understanding and potentially shifting your mindset is so powerful.



# Explanation

# MINDSET

The psychologist and author Carol Dweck popularized two different mindsets. The two mindsets are the growth mindset and the fixed mindset. Having a growth mindset means that you believe that your abilities are susceptible to growth. Having a fixed mindset on the other hand means that you believe that qualities are static from birth.

Below is an illustration of a growth mindset and fixed mindset. Remember that the same person can have different mindsets for different situations in life.

## GROWTH MINDSET VS. FIXED MINDSET



**Growth Mindset**

- I can learn anything I want to.
- When I'm frustrated, I persevere.
- I want to challenge myself.
- When I fail, I learn.
- Tell me I fight hard.
- If you succeed, I'm inspired.
- My effort and attitude determine everything.

**Fixed Mindset**

- I'm either good at it, or I'm not.
- When I'm frustrated, I give up.
- I don't like to be challenged.
- When I fail, I'm no good.
- Tell me I'm smart.
- If you succeed, I feel threatened.
- My abilities determine everything.

*Time for*

## REFLECTION

We will now continue with some reflection about your mindset and how you can shift it to a mindset that truly serves you.

In which situations do you tend to have a growth mindset?

In which situations do you tend to have a fixed mindset?

How would having a growth mindset look like in the situations where you are currently having a fixed mindset?

Write down how you will think and act in the future whenever you notice yourself having a fixed mindset.



# *Introduction*

# AFFIRMATIONS



Affirmations are a great way to reprogram your brain to entertain thoughts that actually serve you. We have over 60 000 thoughts per day and around 90-95% of them are repetitive. It's time to make sure these are working for you and not against you.

## My favorite affirmations

Write down three affirmations that you like.  
You will find some inspiration on the page below.

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# *Examples of* AFFIRMATIONS

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## Health

I have an abundance  
of energy

I prioritize my health

I nourish my body

i listen to my body

My health is my priority

## Money

I attract money effortlessly

I am a money magnet

My customers love to pay me

I am wealthy

I am open to receive money in my  
life

## Confidence

I am stronger than my fears

I can achieve anything

I choose to shine everyday

I have everything I need for  
success

I can face every challenge

## Self-love

I am my own best friend

I love each part of myself

I choose to be kind to myself

I honor my life

Today, and every day, I choose  
joy

A photograph of a bed with white linens. In the foreground, a white mug sits on a small wooden tray, and a silver laptop is partially visible. The background shows several white pillows.

*Step 4*  
**ACTION**

# *Introduction*

# ACTION



All the knowledge in the world doesn't mean a thing if we don't actually do something. In this part of the workbook we will talk about what actions you can take. We will start with some reflection questions and then we will give examples of action steps.

If you could only take one action the coming month, what action would be the most important one for your progress?

Write down a concrete plan how and when you will take your action.

*Time to*

## BUILD AN AUDIENCE

One of the most powerful things you can do within taking action is to start building your audience. Every company has an audience of people who like what they do and, if they are lucky, love what they do. It's time to start building yours.

Action	Will do it	Maybe	Not for me
<hr/> Start an email list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue building an Instagram account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue building a LinkedIn account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue creating a podcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue building a TikTok account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue building a Youtube channel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<hr/> Start/continue building a Facebook page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Step 5*

# LEARNING



# *Introduction*

# LEARNING



The fifth step in our formula is learning. One powerful mindset shift that you can make is to start seeing yourself as a lifelong learner. In order to grow your company you need to learn as much as possible about the journey ahead. Below are some reflection questions.

What areas do you want to learn more about? It could be e.g. sales, social media or design.

Make a plan for when and how you will learn new things. It could be e.g. "I will start listening to a podcast about entrepreneurship during my morning walk".

# *Examples of* WAYS TO LEARN

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## Books

We Should All Be Millionaires by Rachel Rodgers

The Untethered Soul by Michael A. Singer

Think and Grow Rich Book by Napoleon Hill

The Secret by Rhonda Byrne

## Podcasts

The Ed Mylett Show

The Mindset Mentor

How I Built This with on Guy Ruz

Online Marketing Made Easy with Amy Porterfield

From the Heart with Rachel Brathen

## TED Talks

The Power of Believing That You Can Improve by Carol Dweck

Grit: the Power of Passion and Perseverance by Angela Lee Duckworth

Start with Why - How Great Leaders Inspire Action by Simon Sinek

## Magazines

Entrepreneur

Harvard Business Review

Forbes

Fast Company

Fortune





*Step 6*

# SCALING

# Introduction

# SCALING



The last step in our 6-Step Formula is to scale your passion. At this stage you have started a company and you are ready to go full-time. We will in this part go through what you need to continue growing your company.

How many customer and what revenue do you want to have in one year?

What do you have to do in order to reach these goals?  
It could be anything from partnerships to more marketing.

# Examples of TECH PLATFORMS

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Almost every company today use tech tools in some form. Tech tools are great when you want to scale your company since they can help you to automate manual work. Below are some of our favorite tech platforms that we recommend.

**Squarespace** - Squarespace is perfect if you would like to build your website and don't want to spend resources building it from scratch. Squarespace also works great for handling payments.

**WordPress** - WordPress is one of the most popular ones to use if you would like to build a website. Around a third of all websites on the internet is build with WordPress. If you're looking to create a complex site and would like total flexibility, WordPress is great. However, if you're a smaller business, Squarespace (as mentioned above) is great as it is quicker and you do not need to know how to code.

**Teachable** - Teachable is a great tool if you for example have an online course that you want to sell and need a platform to upload that online course to. A popular competitor to Teachable is Kajabi.



# Examples of TECH PLATFORMS

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Below are some more tech tools that we recommend.

Shopify - Shopify is a way for companies to create online stores and sell their products and services. Both big and small companies are currently using Shopify and one example is Gymshark.

Slack - Slack is perfect if you're looking for a messaging tool to use at work. You can create different groups and different topics for the same workplace.

Calendly - Calendly is a tool which connects to your calendar and allows other people to directly schedule a meeting in your calendar. If you for example arrange coaching calls with your clients, Calendly allows you to select which time slots that people can schedule meetings with you.

Mailchimp - Mailchimp is a platform which allows you to build email lists and email your audience.

Lenus eHealth - Lenus eHealth is a great tool for health entrepreneurs to create an app.



*Let's do some*

# REFLECTION

After having learned about the different tech tools, it's time to reflect upon which ones that would benefit you in your company.

Which tech tools would benefit you?

Are there some other areas where you are looking for tech tools?

Write down a plan on how and when you will research different tech tools.

# Examples of BUSINESS MODELS

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There are so many different business models. In this part we will go through

Something that many entrepreneurs do in the beginning of their journeys is to experiment with different ways of earning money. An example of a business model is subscription. Subscription means that your customers pay you a regular fee to get access to your offering. Another business model is commission. Commission means that you as a third party (such as if you're a broker) take a cut of the payment if you make a successful deal. A third example is running ads. This is common for newspaper or apps that are free to use as well as for people who work as influencers.

Lastly, a fourth business model is to work as a consultant and or a coach and made an agreement with your customer of the payment of your service. Many of our members who have these jobs stress that it is worth targeting premium clients who see the worth in your offering instead of customers with low budgets who can't really afford your offering.

There is no right or wrong business model - just make sure to adopt one where you maximize your company's earning potential.

Which is your current business model?

What other business models could you try?

# Examples of BUSINESS MODELS



Something that many entrepreneurs do in the beginning of their journeys is to experiment with different business models.

An example of a business model is subscription. Subscription means that your customers pay you a regular fee to get access to your offering. Another business model is commission. Commission means that you as a third party (such as if you're a broker) take a cut of the payment if you make a successful deal. A third example is running ads. This is common for newspaper or apps that are free to use as well as for people who work as influencers.

Lastly, a fourth business model is to work as a consultant and or a coach and make an agreement with your customer of the payment of your service. Many of our members who use this business model stress that it is worth targeting premium clients who see the worth in your offering instead of customers with low budgets who can't really afford your service.

Remember that there is no right or wrong business model - just make sure to adopt one where you maximize your revenue streams.

Which is your current business model and what other business models could you try?

*Time for some*  
**BONUS**



# *Introduction*

# CELEBRATION



We believe that celebrating your impressive progress and milestones should be just as prioritized as the actual work itself. When you celebrate something, you also signal to your brain that it's worth repeating. Let's start celebrating more.

What goals or milestones do you want to celebrate the coming time?

How do you want to celebrate them?

# Introduction

# REST



Rest is not a reward, it's a necessity. Being a driven woman with big goals as you, it is crucial to actively plan time to rest and recharge. Below are some examples of ways you can rest. Let's make rest a priority!

## Body

- Nourishing food
- Movement that feels good
- Daylight
- A shower or a bath
- Enough sleep

## Mind

- Meditation
- Contact with loved ones
- Clear boundaries
- Journaling
- Expressing gratitude

# *Lastly* THANK YOU

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We are so proud of you for doing this workbook.

Remember that every journey begins with a single step. And every journey is continued with another step, no matter how big or small.

If you stay consistent to the process, you will be surprised how much you will be able to accomplish.

We are so convinced that you are destined for something big.

We truly hope that this workbook have guided you at least just a bit on your exciting journey ahead.

With love,

*Camilla & Vendela*

*Reflection*  
**NOTES**

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