

A lifestyle-themed background featuring a map, a camera, a passport, and a hand with a watch. The map is the central focus, with a camera and a passport also visible. A hand with a watch is pointing at the map. The overall aesthetic is clean and professional, suggesting a focus on travel and business.

Lifestyle Clarity Map

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LIFESTYLE CLARITY MAP

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So you want to build a BUSINESS around your ideal lifestyle?

And the business must be profitable and sustainable – right?

Good – we are on the same page!

So from an outsider, it might seem that you want it all! PERFECT! The secret to having it all starts when you define exactly what having it all actually means to YOU.

That's right.

You have to create your definition of what that lifestyle will actually look like for you! The lifestyle that you want so desperately.

But here's the thing – it's not the lifestyle that your parents want you to have; not the one your college friends are living and certainly not the lifestyle that you see everyone else having on social media.

You've got to get clear what success really means to YOU! In the 30+ years, I've been an entrepreneur and working with small business owners, I realized that most people haven't taken the time to get clarity around how they want to live their lives and how the business would fit into that lifestyle.

Without spending time answering these crucial questions, we're setting ourselves up for disappointment because someone else's version of success just won't fit us, our lifestyle or our family!

Clarity around the lifestyle you want to create is incredibly empowering. You gain a filter for decision making, helping you quickly assess if an opportunity is a shiny object or a gold mine. It helps you to make space for what really matters in your life. And it becomes a tool you can use to strategically plan the trajectory of your business.



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YOU CAN HAVE IT ALL when you get clear on what it is you want!

Let's write out what you want..... I've broken this exercise down into 7 main parts!

My suggestion is that you make time every day for 7 days to work on this part of the exercise. Commit to spending 15 minutes or more completing each section. Go to your calendar now and block out the time each day to work on this – you'll thank me later – it brings you so much clarity!

PART 1: Your Life & Lifestyle

This might sound odd But you've got to make space for what matters most to you in your life – at this stage of your life and going forward.

If you could plan a perfect 'regular day', what would it look like?

What about an entire ideal week? What would you include?

How much time would you spend working? How much time would you take off?

What are your top 3 lifestyle non-negotiables (as in, you MUST have these in order to feel happy and fulfilled)?

- 1.
- 2.
- 3.



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If you could upgrade 3 things in your current lifestyle in the next 90 days, what would you upgrade?

- 1.
- 2.
- 3.

PART 2: Your Family & Friends

For women entrepreneurs, relationships are important But too often we get so wrapped up in our businesses, that we struggle to have quality time with our own families, friends and loved ones. Make sure you have all that and more!

Who are your most important relationships in your life, right now? List at least 5.

- 1.
- 2.
- 3.
- 4.
- 5.

How often do you want to have quality time with these people in your life?

What does quality time with these people look like for you?



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How often do you want to have a date night (or getaway) with your partner?

When do you want to make more time for friends?

PART 3: Your Health & Wellbeing.

I'll be honest here – this is probably the area that I tend to put LAST. But having a clear picture of what you'd like to experience in your health & wellbeing is essential to making time to care for yourself.

Are you satisfied with your current state of health & wellbeing?

What does a healthy body look and feel like to you?

How would you like your self-care to look each day, week, and month?



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Are you making time each day to move your body (i.e. exercise)?

What changes could you make in your schedule to move your body more?

How do you nourish your body each day?



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PART 4: Your Creativity & Self-Expression

Entrepreneurs are a creative bunch! We love to learn, grow, try new things, and dabble with new hobbies. Spending time on your interests will help you be more refreshed and creative in your business.

What do you do for fun?

Do you have other interests you'd like to explore?

Are there any classes you wish you could take?

What hobbies do you wish you had time to pursue (Hint – make some time)?



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PART 5: Your Personal Growth and Spirituality

When you're investing energy into filling your own tank, you'll feel more grounded and empowered each day; and every day in your life and business!

What mindfulness practices would you like to cultivate (meditation, journaling, yoga, etc.)?

How much 'quiet time' do you need each day to sit with your thoughts?

What helps you stay inspired and focused in your life and business?

How often do you need to feed your soul and spirit each week?

What are your favorite uplifting books and blogs to read?



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PART 6: Your Financial Success

Having and dreaming about an amazing lifestyle is wonderful!! And I commend you if you've spent time dreaming about that lifestyle.

Now – what will that lifestyle COST you – financially? If you dream of spending 6 months in Costa Rica, do you know exactly what that will cost you in terms of money (flights, housing, meals, medical and upkeep on your current property).

So now it's time to start getting practical!

Summarize your dream lifestyle that you want to create. For each of the previous 5 sections, write ONE sentence below about that lifestyle.

- 1.
- 2.
- 3.
- 4.
- 5.

Brainstorm ways that you could make that lifestyle come true! Try to consider all of the possibilities of opportunities that could come your way to help make it true.



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What kind of income would your business need to generate to support that type of lifestyle – be realistic and actually do some research.

Are your financial numbers realistic to achieve considering the amount of hours you want to work in your business? Remember – anything is possible! It's how you go about it that may change!



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PART 7: Who do you have to 'become'?

As we grow and mature, we 'become' better at certain skills. Often to lead our businesses to another level, we have to 'become stronger in certain areas. We might have to become more grateful; a better leader; a better communicator.

Ask yourself, who will you have to become to be the CEO of the business you want?

What skills, strategies, mindset SHIFTS will have to happen?



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Now that you've spent some time thinking about what you want, there's one final exercise for you!

Final Exercise

Write down the TOP 5 things you would like to be, do, have in your life. Dream a little and list the BIG things. If there were no limitations on what you could be, do or have in your life, what would they be?

- 1.
- 2.
- 3.
- 4.
- 5.



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The second part of the exercise is to ASK yourself how you would feel if you were to accomplish those goals.

There is tremendous power in your feelings and knowing those feelings. Really tap into those feelings – where in your body does it show up? Do you feel your energy change?

FOCUS on those feelings.

When you are thinking about the vacation that you want – how are you feeling?

When you are thinking about that new house you want to purchase – how are you feeling?

What will move you into action – are those feelings! As Paul Tobey says in his book, *Suggestology*, those feelings are your hearts desire!

Concentrating on those hearts desire feelings are the strongest kinds of feelings and will override your subconscious tendencies that you may have about not feeling worthy; about not being smart enough, about everyone else being brighter, faster, younger, etc.

Now Armed with your list of five things that you want to be, do, have or accomplish – which ones of them really turn up the heat for you and get you really excited?

For me, I've always wanted to spend winters in a warm climate. So vacationing my winter months in the Caribbean really gets my energy flowing.

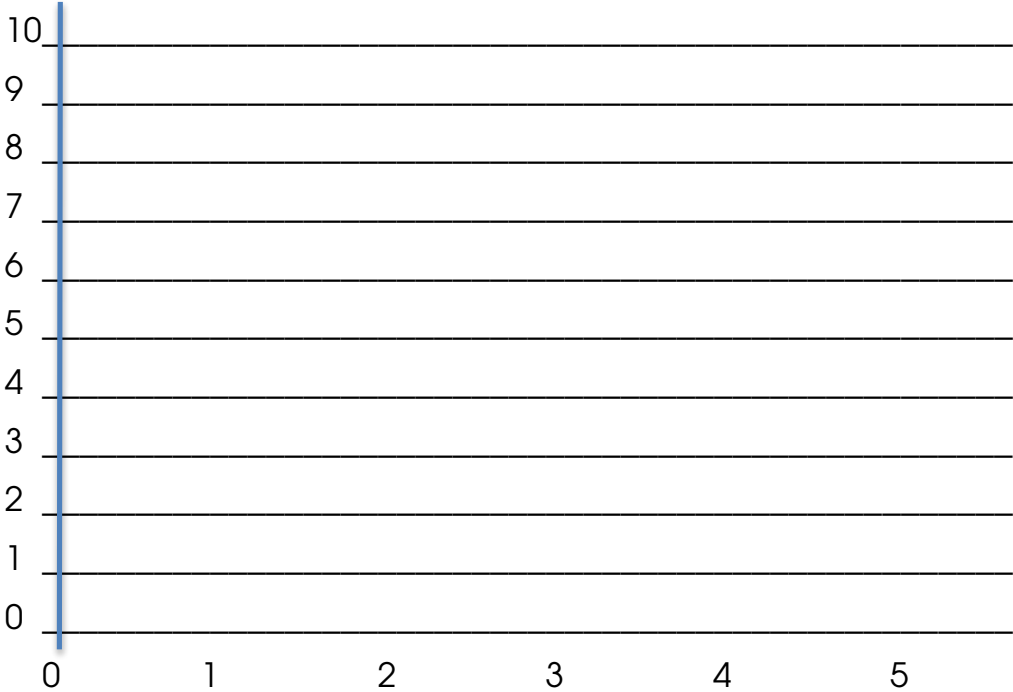
What if you could focus your energy (and your feelings) on the ONE thing that you want the most? Which one of these five things really gets your mojo cranked?



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Again, I'll borrow from Paul Tobey's book. Let's assign a value to each of your five hearts desires – like the Richter Scale. On a scale from 1 to 10, how strongly do you feel about each of your five? Let's plot it on the graph.



Knowing what you want to achieve in your life is the first step to achieving it! If you don't know what you want to achieve, then it's difficult to find the right road to achieving it.

Listen to your hearts desire. Now that you know what you want – FOCUS on it!

If you'd like some support to achieve your hearts desire, please don't hesitate to reach out. It gives me great pleasure helping you achieve what you want most!