



**FOCUS**<sup>2</sup>  
*Freedom*  
DAY 1

**Escape the Hustle Trap:**  
Build Your Business with Intention



Hi CEO,

Welcome to your 6-day Focus 2 Freedom Training designed to shift your focus into showing up each day as a more confident CEO who does the work you love, makes a ton of money doing it AND has the freedom to enjoy life with friends & family!

You can do this!!!

## DAY 1

# Escape the Hustle Trap:

## Build Your Business with Intention

In order to build a vision for your business, you must first determine what you want your life to look like.

**1a. Consider 5 pillars of your life.** What do you want these to look like?

Family:

Relationships:

Health:

Spirituality:

Wealth:

**1b. Brain storm – what does ‘success’ mean to you beyond revenue.** Be specific.

**Consider the following & jot down some notes:**

- How much profit do I need to make to give me the lifestyle I desire?
- Who is my Dream Client & do they have the funds to pay my fees?
- What is your program/product/service?
- How do you deliver/fulfill your program/product/service?
- What is my Brand known for?
- How to I measure my marketing success?
- What are my sales accomplishments?
- What my team say about working for my organization?
- What my clients say about working with me?
- What does the media say about my business?
- Have I achieved any awards?
- What does my schedule/agenda look like?
- What do I spend my time doing in my business?
- How much vacation do I take annually?
- How is my time off spent (hobbies, etc.)
- Where & how do I make the most impact?

# NOTES

**2. Determine a time** approximately 3 years in the future ....  
it's a future look at how your business will look and feel so that you can live your best life.

**The aim of creating a vision is so that you can easily answer these 8 questions:**

1. What are your core values?
2. What is your core focus?
3. What is your 10-year target?
4. What is your main marketing strategy?
5. What is your three year big picture?
6. What is your one-year plan?
7. What are your quarterly goals?
8. What are your bottlenecks?



## NOTES

### 3. Write out your short VISION statement

I'm so happy and grateful that it is now \_\_\_\_\_ (year)  
\_\_\_\_\_ (insert business name or your name) has  
grown to \_\_\_\_\_ \$ (revenue or profit) as a  
\_\_\_\_\_ (type of business) while working  
\_\_\_\_\_ (hours per week, vacation time) and specializing in  
\_\_\_\_\_ (Your place in the market).

#### **EXAMPLE might be:**

*I am so happy and grateful that it is 2027, Diana Lidstone Coaching  
Has grown to a profit of 50%/\$250,000 revenue  
As a global coaching & strategic marketing business  
While working less than 15 hours per week and taking 6 weeks vacation  
And specializing in support Chief Everything Officers to step into their role as true  
CEO's who build a self-running business engine.*

### YOUR SHORT VISION STATEMENT



#### **4. Share your vision with your team!**

My appointment to share my vision with my team is \_\_\_\_\_.

Remember to remind your team regularly that this is your organization FOCUS.

#### **5. Consider your VISION each time you make a business decisions DAILY.**

Your ViSION STATEMENT becomes your decision filter.

Each time you make one – look at your Vision Statement And ask.....

**WILL THIS DECISION GET ME CLOSER TO MY VISION?**

***This is how you build a business with the INTENTION that it will provide for the life you desire versus a business that controls your life!***

***This is how you escape the hustle trap!***

**Remember .... you can do this!**

The logo features the word "FOCUS" in a bold, blue, sans-serif font. A large, stylized number "2" in a red-to-pink gradient script font is positioned to the right of "FOCUS". Below "FOCUS" and the "2", the word "Freedom" is written in a blue, cursive script font. The entire logo is set against a soft, pink-to-white gradient background.