



IS A *home-based*
BUSINESS RIGHT
FOR YOU?

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hey, friend!

Something you may not know about me: I love to research; if I'm interested in it I want to know ALLL the info! We are inundated with information; the answer to almost any question is at our fingertips (literally, hello google). With all that noise it can be hard to sift through the BS to find the gold. In a sea of options, I think we all want to find what works for *US*.

I had so many questions before I started coaching and working my business. Will this work? How much time do I need to devote? How do I even do this?

I hated the pushy "Everyone can do this and be a MILLIONAIRE" vibe that we are constantly bombarded with. The truth is building a business is not for everyone. And that's OK. But if you've been dreaming about the flexibility, empowerment and potential working for yourself can bring, and you're willing to put in the work then you owe it to yourself to find something that works for you.

Life isn't a "One Size Fits All" gig and your journey to success may not be the same as the people around you. Heck, your definition of success may not even be the same! For me, success is being able to stay home with my kids while making enough to contribute to the household income. I love the flexibility most!

Since I'm all about informed decision-making, I wanted to share some helpful things to consider before jumping into any Home-Based Business. I'm throwing in the things I've found work best for me and what didn't. Finding something that feels authentic to you is always the end goal!

Just a reminder, you can do whatever you set your mind to! You just need are the right tools, support, a little grit, and hard work.

Nicole





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PERSONAL INVENTORY

Worksheet



Let's take a look at your "why", this is what you will continue to come back to as you build your business, it's your compass. I've created this guide to help you take a personal inventory, and figure out the resources you already have that can help get you build a sustainable business!

Remember to be honest with yourself as you work through these prompts!

directions:

Answer the following questions in the space provided.

1.

What isn't working in your life right now?

2.

What does success mean/look like to you?

3.

What would an extra \$100-\$500 a month do for you?

4.

How would a home-based business benefit you?

What resources do you already have?

(Think of any skills and talents you have: from your education, work experience, volunteer positions, and your natural talents and interests. Write them ALL down)

5.

Who is your target audience? What problems and pain points do they currently have in their life that you want to help them solve?

6.

7.

How much time can you devote to building your business?

5 *home-based* **BUSINESS BENEFITS**

Building and running a business comes with a unique set of benefits. Stepping out and creating something for yourself may be trying and stressful at times but it is also empowering and an incredible opportunity for personal growth.

1. MORE PERSONAL FREEDOM

No bosses, no dress code, no set work schedule, and no office politics to maneuver.

2. YOU SET THE SCHEDULE

Work your business when it makes sense in your day. Hello freedom and flexibility!

3. OPPORTUNITIES FOR PERSONAL GROWTH

You will get the chance to wear a lot of hats: sales director, marketing professional, strategist, and more. This gives you insight and experience with all the aspects of running a business which makes you even more marketable.

4. NO INCOME CAPS

The more you work your business the more earning potential you have.

5. MORE TIME WITH FAMILY AND FRIENDS

Because we can all use more of that!



5 TIPS TO WORK YOUR BUSINESS LIKE A *business*

1.

MAKE IT LEGAL

Get an EIN if applicable, open a business banking account, track ANY and ALL expenses and income.

2.

WRITE DOWN YOUR “WHY” FOR STARTING YOUR BUSINESS

Remember this is your compass!

3.

CREATE A BUSINESS FACEBOOK AND INSTAGRAM ACCOUNT

Business accounts allow you to see important metrics related to your content, unlocking features that make it easier to get noticed and drive sales.

4.

SET WEEKLY, MONTHLY, AND QUARTERLY GOALS

Goal setting is an important practice to keep you on track and working towards something.

5.

BE CONSISTENT

Keep showing up!

MY *why*

WEEKLY *goals*

MONDAY	HIGHEST PRIORITY
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TUESDAY	
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WEDNESDAY	TO-DO LIST
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THURSDAY	
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FRIDAY	
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SATURDAY	
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SUNDAY	
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MONTHLY *goals*

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

QUARTERLY *goals*

JANUARY- MARCH **MAIN GOALS**

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APRIL - JUNE **MAIN GOALS**

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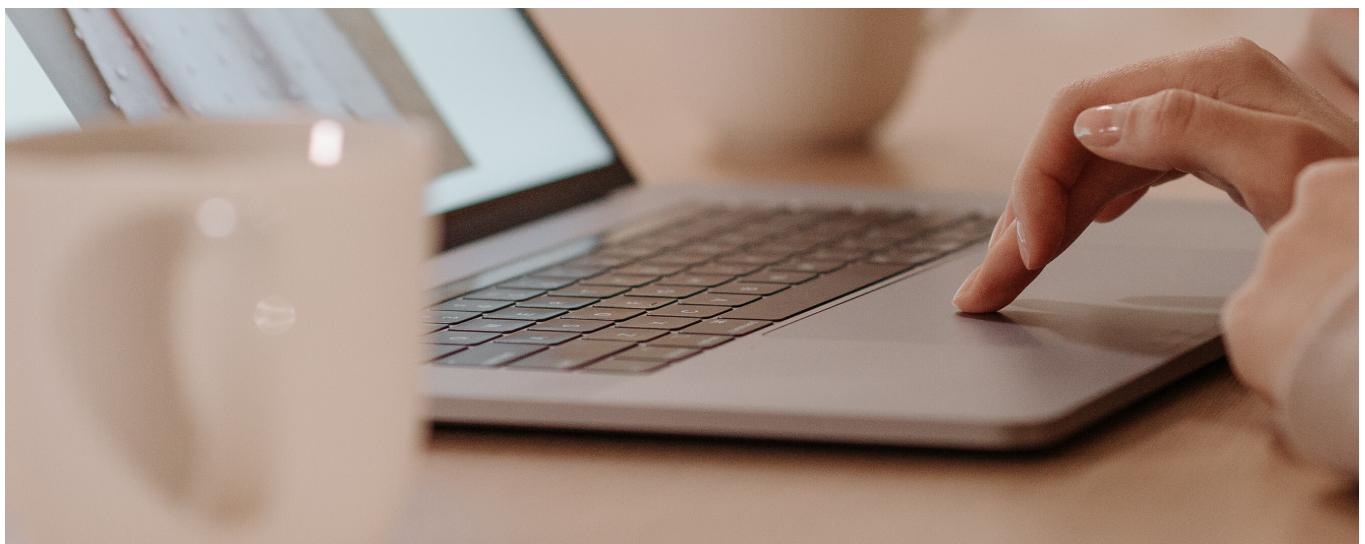
JULY - SEPTEMBER **MAIN GOALS**

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OCTOBER - DECEMBER **MAIN GOALS**

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WHAT *Worked* FOR ME (AND WHAT DIDN'T)



Listen, I've tried a lot of things, some worked and others just weren't for me. Don't be afraid to experiment and even fail! Learning what works for you takes time. I'm sharing what I've found most beneficial.

WHAT WORKED FOR ME

Time Management & Organization

1. Create your to-do list each week and plan your days accordingly.
2. Start a home chore chart - It's okay to ask for help!
3. Plan your meals for the week - Which days will you cook or need to grocery shop?
4. Create a designated workspace in your home.
 - You don't need a fancy office, just a specific spot where you can be most productive!
5. Content batching & scheduling post.

Personal

- Finding a mentor/ accountability partner
- Asking for help
- Learning from others' successes and failures
- Prioritizing some time for myself each day

Finding The Right Content

1. Articles related to your business
2. Testimonials
3. Samples of work
4. Share what you're doing
5. Introduce your family and your passions
6. Why you started your business
7. Answering common questions
8. Your Offers, Packages, Services, and Products
9. Things that made me laugh
10. Engagement driving post - show your personality!

What Didn't Work For Me

- Working 24/7 and not separating work time from personal time - I turn off notifications when I am done working because it is important to draw boundaries.
- Not having a to do list or plan when sitting down to work - working without a plan makes things take twice as long and you end up doing things that are just not important.
- Focusing only on long-term goals - sometimes you need those short-term wins to help keep you motivated.
- Comparing myself to everyone I saw on social media - social media is just the highlight reel of most people's lives. Don't let them fool you.

daily **TO DO LIST**

DAY

DATE & MONTH

Notes

weekly MEAL PLAN

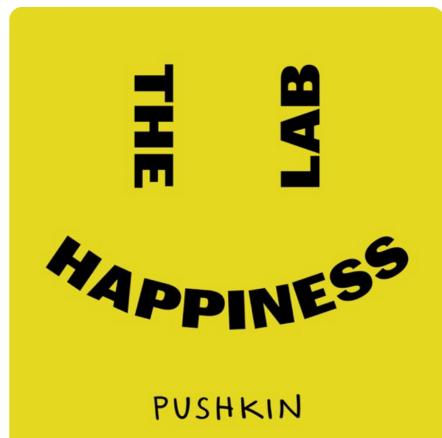


FEED YOUR *Soul*

10 Personal Development & Resources

Whether you need inspiration, a kick in the pants, or some helpful tips to run your business and balance your life these book and podcast recommendations have you covered!

MY 5 *favorite* PODCASTS



THE HAPPINESS LAB
with Dr. Laurie Simons



BEYOND THE TO-DO LIST
Erik Fisher



TED HEALTH



SUPER SOUL
Oprah Winfrey



GOAL DIGGER
Jenna Kutcher

PERSONAL/PROFESSIONAL DEVELOPMENT BOOK

Recommendations

1. DOLLARS FLOW TO ME EASILY
by Richard Dotts

2. THE ILLUSION OF MONEY
by Kyle Cease

3. THE 5AM CLUB: OWN YOUR MORNING, ELEVATE
YOUR LIFE
by Robin Sharma

4. YOU ARE A BADASS
by Jen Sincero

5. THE COMPOUND EFFECT
by Darren Hardy