

Business Alchemy

Workbook



Planner

*A transformational guide to a
wholehearted business*

Business Alchemy
Workbook & Planner



Created by:
Jessica Abegg

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How to Make The Most of This Workbook/ Planner

While there's no right/wrong way to use this, the following tips have proven most effective:

1. Print and put in 3-ring binder. Use markers, sticky tabs, or stickers if it feels fun.
2. Schedule time to work on this (even a few mins a day)
3. Skim through first to see which areas are most/least calling to you. Try to do all the exercises, but give yourself permission to spend more time in areas that are fun for you.
4. Have fun- this is all about you and you can't do it wrong!

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This Workbook/Planner is all about YOU, and was designed to help YOU transform your ideas into action on your ideal business.

Yet I'm constantly asked my story, so here it is in a nutshell.

My name is Jessica Abegg, and I am a Business Alchemist. I help highly intelligent, passionate, creative women (and the occasional awesome man) transform their gifts into business gold. I wholeheartedly believe that we are all here for a reason, and that business is an incredible vehicle to bring that purpose out into the world.

So I help people align who they inherently are with the most powerful business strategies, tools, and technologies for them (not everyone else). You can learn more about me at www.JessicaAbegg.com, where I share all kinds of Business and Money Alchemy tips, tools, and aim to make the whole journey as fun as possible for you.

Speaking of you, let's get back to the most important part of this Workbook/Planner: YOU!

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An Overview

This book is broken into two Parts, The Workbook and The Planner.

The Workbook (Part One) is designed to help you get to the core of your already existing gifts and strengths so that you can get aligned with the business model and the strategies that make the most sense for you. This is a compilation of many of the exercises I've used with my clients over the years to transform their approach to their business. It's designed to be highly interactive, so dive in with an open mind and heart. Remember- this is for no one but you, so don't hold anything back. And if there's an exercise that's less compelling, you have my permission to half-ass it or skip it and return to it later. There's no right way to do this.

The Planner (Part Two) is a way for you to organize your ideas into inspired and planned actions. After all, all the self-knowledge, introspection, and brilliant ideas don't matter much if you aren't putting them into practice. By scheduling time to put the ideas into practice and to fulfill your goals, you are about 10000% more likely to make it happen (scientific fact).

I ALWAYS welcome feedback on this, so feel free to reach out to me at jeabegg@gmail.com or via JessicaAbegg.com any time to share your experiences, your challenges, or give suggestions how this could even be more helpful to your goals. And of course, a Rising Tide lifts all boat, so bring a friend along on your Journey! If this Workbook/Planner is something you've found helpful, direct your friends to www.JessicaAbegg.com so they can snag a copy of their own Workbook/Journal and you can transform your businesses/finances/life together!

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Part One: The Workbook

Oh, it's about to get real up in here, my friend.

In this section, you're going to do a deep dive into all the elements and layers and complexities and unique ingredients of self that make up pretty much the most magnificent soup of a soul there is out there: YOU!

We're going to dig in and make some magic on the different playgrounds of your life: Your Business, Your Finances, and all the rest of your life. You're gonna do some exploring It's gonna be AWESOME!

And if you get frustrated at any point and think: "what the heck does ANY of this have to do with my business?" trust me, it has everything to do with your business. Unless you're magically selling widgets in 1962, understanding and incorporating the magical magnificent soup of you is actually integral to your business success, your business owner experience, and your enjoyment of the whole process over time.

Throughout this workbook (and WAY beyond), I invite you to do one thing: Keep an open mind and ask yourself: how can this apply to me and my business? What is possible here?

I've said it before and I'll say it again- there is NO RIGHT WAY to do this, just do it. Do It. Do It. Do It. That's really the only secret to success in most things, and this is no exception. Oh, and have fun. That helps.

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If you love color, get out the crayola fun box and bust a move. If you love stickers, it's time for a Lisa Frank revival. And if you're much more comfortable with black ink and little fanfare, don't even sweat it just get in there and do your thing.

You're going to notice 3 different icons throughout the workbook:



The Pitfall Icon will tip you off to common mistakes people make with their business, and how you can avoid them.



Resources will give you some great places to look for more information to continue your explorations.



First Steps will help you map out an inspired action to take next (and immediately place in Part 2's Planner!)

And for you to easily find where you last left off in your workbook, here is a **DETACHABLE BOOKMARK**, just for you! Cut it out and make some workbook marking magic!

♥ Own It. Plan It. Love It. ♥

Rock It

jessica abegg 
The Business Alchemist

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Your Exploration Menu

1. Start Here- Why the WHY?
2. Get Your Values Straight.
3. The Bombdiggity List
4. Wheel of Life
5. The Thing About Success
(that everyone forgets)
6. Be Your Own Inner Guide
7. Brilliant Idea Brainstorm
8. The Seinfeld Calendar

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1. Start Here: Why the WHY?

*people don't buy
what you do
they buy
why you do it*
Simon Sinek

For just a minute, forget the HOW you're going to do it, or WHAT "it" even is. Right now, you have to get solid on your WHY.

There is nothing more fundamental to everything we do than our WHY: the guiding force that keeps us going on the path no matter what the external conditions and challenges may be from day to day. No where is this more true than business ownership.

The truth is, if owning a business was easy, EVERYONE would do it. If creating multiple streams of income, EVERYONE would do it. So why do so few start on the path, and stay on the path? They have a WHY that gets them out of bed in the morning.

So what's is your Why? Maybe it's financial freedom, to have more time with your kids, the ability to travel abroad a few times a year, the ability to buy real estate, have location independence, the ability to answer your call to create art or inspire others. Maybe it's a few of those things, or something completely different.

Note: Making money can be a byproduct of a business based in why, but it can't be the only reason or you're in for trouble. Your WHY should make your heart leap with something so much more than making money. A "good WHY" should give you goosebumps.

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Take a few minutes and brainstorm the WHY behind everything you do and everything you want to do with your business. Have fun:with this, and let your imagination play here:

My WHY:

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If your WHY isn't immediately obvious to you, don't get all caught up and crazy with finding the perfect one. WHY's can evolve and change over time as you continue on in your business. Do your best for now, and enjoy the exploration.



Check out Simon Senek's [Start With Why](#).



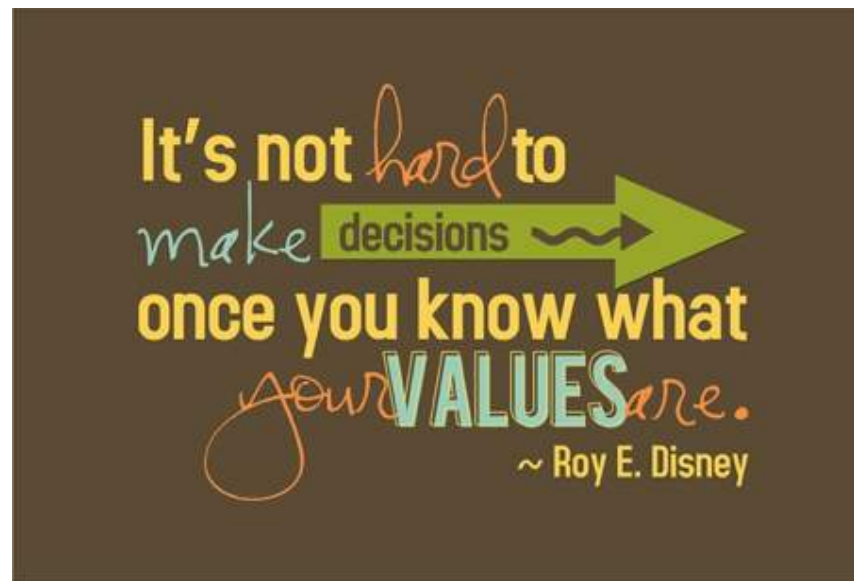
Write your why down somewhere near your work space (mind is framed above my desk). Having it visible will come in handy on those days (and there will be those days) when you've had another rejection, things get tough, or you just don't want to do what needs to be done.

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2. Get Your Values Straight

The way you run your business has to be aligned and rooted in your value system. Otherwise it will just suck, pure and simple. It will be draining and frustrating at best.

Even if you amazingly achieve great external success building a business out of alignment with your core values (and many have), you will always have an internal unease and lack of real satisfaction. And that WHY you worked so hard on a minute ago? It lives and breathes in the soil of your values, so take the time to assess this in your business' foundation.



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Below are 27 common values. From the list (or by adding in your own), choose 10 of the values that resonate the most with you and write them in the spaces below.



1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

Now comes the trickier part: it's time to pare down to the core values that will be the foundation of the way you do your business. From the ten you chose above, really refine your list to the top four.

1. _____
2. _____
3. _____
4. _____

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Nice job: with these four values guiding your way, you'll find decisions for your business become more clear.



Don't get rigid with your values, or confuse your values and your purpose. Your values are your foundation, while purpose is the overarching culmination of those values. Neither one is a fixed destination or something you ever complete, but rather something that gives your business (and life) context and meaning.



Check out [Discover Your Authentic Core Values: A Step-by Step Guide](#) by Marc Alan Schleske. Also this [Harvard Business Review](#) will help you see how to align your values in your business.



Just like your WHY, writing the four values down and putting them where they'll be frequently seen is a great way to hold your value alignment in check. It also makes decision making a lot easier, as you can be more discriminant about what choices are in support of your values and which aren't.

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3. The Bombdiggity List

I am a non-negotiating fan of celebrating, and it's imperative to keep a tally of all the successes in your business/life.

By taking the time to celebrate every success, no matter how big or small, a few cool things happen. First, you start to get a much better idea of how much you've already accomplished (which we often lose sight of in this world of hyperproductivity).

Next, it's an amazing confidence booster when you really take a look at all the amazing things you've already done. I mean seriously, check you and your bad self out! That confidence will give you encouragement and make it easier to reach those large-scale future goals. It can also give you closure

Finally, it's SO MUCH FUN to celebrate. Infusing that kind of child-like energy of wonder and celebration (Happy half birthday anyone? Happy Tuesday? Happy I just paid off my credit card day? Hooray!) can translate into other areas of your business and bring a magnetic energy to your clients (even if they didn't come to your Happy Tuesday Party).

Until further notice **CELEBRATE** everything

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Now, I already know full well how Bombdiggity you are, but for your sake let's do a review. In the space below, write down all of the things you have to celebrate. And I'm talking everything to date. This could include accomplishments you've nailed, degrees you've earned, compliments you've received, selling something you've created, travels you've been on, moments of bravery, natural childbirth, publications, a wicked oatmeal cookie recipe: brainstorm ANYTHING and everything awesome that you have done.

My Bombdiggity List

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Avoid the temptation to be modest or get Awesomeness Amnesia with this exercise. By being honest and laying out your accomplishments, you will see that whatever your goal, you are more than equipped to do it by virtue of all that you've already done.



Check out the [Success Principles](#) by Jack Canfield. Also, [Mama Gena's lessons](#) on Brags, Gratitudes, and Desires are aligned with The Bombdiggity List and a great addition to any business. Brag on, Girl!



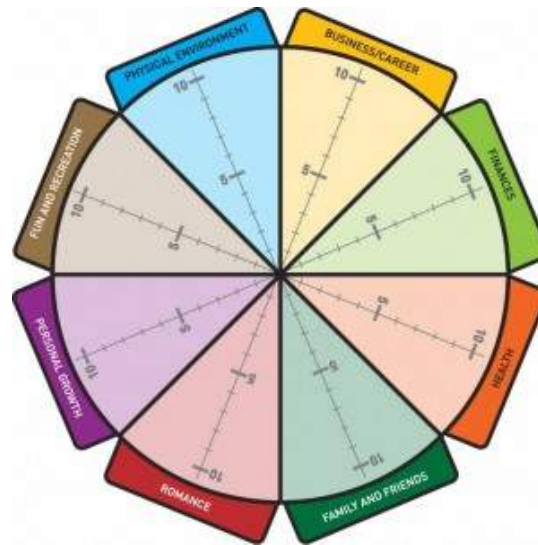
Don't stop with the list in this Workbook- I have all of my clients keep a Bombdiggity File for themselves, and any time they have something to celebrate, it goes in there. Media mentions, promotions, record-breaking income, new clients- you name it. If it can be celebrated, it goes in the file.

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4. Wheel of Life

One mistake that people make at every stage of their business is forgetting to remember the business in the context of the rest of life. Although it's obviously always necessary to devote a honky tonk LOT of time, energy, moxie, and chocolate to your business, there are always going to be multiple other aspects of your life that need nourishment.

So let's start where you are. Look at the wheel below and scale your happiness level in each area of your life from 0-10 (0 being Overwhelmingly Meh and 10 being so good it's crazy). Of course, if an important area of your life is not reflected on the circle you can always replace the categories.



Once you've assessed each area, connect the dots on the diagram. What is the shape of your life's wheel right now? What is the ride like with the shape of that wheel? What are some areas that you'd like to improve, even if only slightly?

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Don't get all self-judgy on this wheel- no one is a perfect 10 in all areas. This is only meant to illustrate the aspects of your life and identify areas that might be calling out for a little love. Remember, it's always about progress, never perfection.



The biggest push back for nourishing other areas of our life is usually TIME. If that's you, check out [The Miracle Morning](#) by Hal Elrod for a simple, do-able, and effective solution. Even microbursts of love and attention to other areas can even out your wheel significantly.



The best way to make sure other areas of our life get attention? Schedule it! Take five minutes now to schedule tiny blocks of time (even tiny ones) into The Planner. Are you doing it yet? I'll wait.

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5. The Thing About Success (That Everyone Forgets)

Ahhh Success, that elusive sweet thing that everyone seems to be after. And yet, most of us forget to remember the most important thing: defining what it even is. For themselves.

The majority of people will chase down success using Other People's Definition (OPD), deciding success is 6 figures or a corner office or the right title or a certain number of Facebook followers. And those things are absolutely all fine and groovy (I love 6 figures and corner offices!) but they truly don't mean squat in of themselves.

I once had a client who had a thriving medical practice, with a patient waitlist and a 'success level' and an income that most people would sacrifice goats for. But she felt chained to her office and out of control of her schedule. She confided "When I started out, my only definition of success was helping people and being able to snowboard three days a week. I'm good on the first, but haven't been boarding in two years. This success is killing me".

If we don't own and chase our own definitions of success, being "successful" can actually be very hollow and unpleasant.

So let me ask you: What is your true definition of success? How do you know when you 'get there'? When you look back at the end of your life, what will be the real markers of a life well lived that will satisfy your soul?

Go to town with exploring this concept on the following page.

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To me, Success LOOKS like:

To me, Success FEELS like:

5 People I define as Successful (And Why):

I Will Know I'm Successful When:

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No definition of success is ever too small, too crazy, too outlandish, or in any way wrong. Whether your definition of success is growing your business to 7 figures, growing the perfect daffodil, writing a bestselling book, or getting your children to eat broccoli, your definition matters. Honor it.



Check out [YOU DEFINE YOUR OWN SUCCESS: 5 Simple Steps to Living the Life You Never Knew You Wanted... until Now](#) by Jean Margaret Walker.



Three months, six months, and nine months from today, schedule five minutes into your planner to revisit your success definitions and assess where you are in aligning your activity with your definition.

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6. Be Your Own Inner Guide

This is an exercise used broadly in coach training, though I have to give credit to some amazing ladies on this one for inspiring me with it, most notably [Tara Mohr](#), [Brenda Abdilla](#), and [Nina Cashman](#) (all Bombdiggities!) Holla ladies!

We live with perpetual tidal waves of information coming at us from every direction, and in a world with a self-made guru on every real and virtual corner, ready to guide you to “the right answers”.

If you aren’t already aware of this, get ready for the most fabulous truth out there: You already have the ruby slippers, baby!

While at times we all need teachers, accountability partners, and mentors, I firmly believe that the best guide in the world for you is you. Call it your inner Guide, Your Inner Mentor, Your Higher Self, whatever you like- she holds the most powerful guidance you will ever need, readily accessible to you.

The challenge, of course, is in connecting with your Inner Guide and being still enough to actually listen. Unlike the rest of the world, she speaks very softly. I have just the thing for you- a guided meditation/visualization to help you connect with that deep inner wisdom. Go to www.JessicaAbegg.com for the guided meditation that will lead you through (if you can’t find it email me at jeabegg@gmail.com and I’ll hook you right on up).

Next, get out a pen and paper and answer the following questions.

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Inner Mentor Visualization Debrief

After you've gone through the visualization, take a minute to reflect on the following questions, writing your answers below.

What does my Inner Mentor look like?

How did it feel to be with her?

What advice did she have for me?

How can I stay connected to her on a regular basis?

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It's easy to confuse our intellect for our deeper wisdom, and to project that onto your Inner Guide for the solution to challenges and future goals. A good rule of thumb to know if you're accessing Your Inner guide- you should be genuinely moved and comforted by the experience. And don't freak out if you feel it doesn't work or you get stuck. Just come back to the guided visualization again another time. Trust me, she's in there.



Check out Tara Mohr's book, [Playing Big](#), where she has an entire chapter of awesome devoted to this topic.



Head over to Jessica Abegg.com and do that visualization now (remember, if you can't find it email me at jeabegg@gmail.com! I also highly recommend scheduling time in your planner to revisit this visualization at least once a month.

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7. Brilliant Idea Brainstorm

I'm a huge fan of brilliant ideas (I love them so much I even [host parties for them](#)- literally!).

Most business owners are often highly creative and full of great ideas. The real challenge, of course, is implementing them, and a lot of unexecuted ideas get lost to the ether. For some reason we think an idea only has merit if it translates into a huge success. But I've found that by flexing your 'idea muscle' and appreciating all the ideas that come through, you actually open the flow for a more productive - and enjoyable- business. Love on those little ideas and see what happens!

Whether you ever use them or not, it's time to get all your great ideas out on paper.

Blog ideas, partnerships, contests, hiring an assistant, branching in a new direction, redecorating the office, rebranding, the new book- whatever. Without discrimination, write down all of your ideas for your business on the following page.

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My Brilliant Idea Brainstorm

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Don't judge your ideas or feel like you have to implement them because you wrote them down. A fabulous business is all about letting ideas flow and pruning accordingly. Seriously, there are no bad ideas. Write em down.



Check out [Become an Idea Machine: Because Thoughts are the Currency of the 21st Century](#) by Claudia Azula Altucher. She's pretty spot on on the inherent value of ideas.



Schedule a regular idea purging session into your calendar. AND if it helps to brainstorm in community, do what I do and host an Idea Party with your friends to share resources, get new perspectives, and help move each other's ideas forward.

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8. The Seinfeld Calendar

Ahhhh productivity. We all know how important it is and yet it can be like the ever-elusive dysfunctional pegasus of the business world sometimes. Some days the subject of productivity (and the lack of it) sucks.

I think we can all agree that it is the little consistent daily actions that create extraordinary results over time. However, when you have a business (and a life), there are typically a snillion and one things making demands on your time, and the best intentions for consistent productivity can easily get derailed.

While there is no shortage of productivity books out there, I've found the Seinfeld Calendar to be one of the most effective techniques for busy people.

As it is your daily action that builds your business over time, I highly encourage you to take advantage of this simple yet profound strategy.

I first read about this on LifeHacker years ago, and I fell in love with it. When asked how Jerry Seinfeld rose to be one of the highest paid comics of all time (grossing \$267million in 1998 from his show), he shared a simple but profound message with a young comic:

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He said the way to be a better comic was to create better jokes and the way to create better jokes was to write every day.



Source: Lifehacker.com

He told me to get a big wall calendar that has a whole year on one page and hang it on a prominent wall. The next step was to get a big red magic marker. He said for each day that I do my task of writing, I get to put a big red X over that day.

“After a few days you’ll have a chain. Just keep at it and the chain will grow longer every day. You’ll like seeing that chain, especially when you get a few weeks under your belt. Your only job is to not break the chain.”

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While I love the concept of never breaking the chain, life does happen. I have two itty bitty babies so I know all about that. DO NOT get derailed if you do break the chain. Just pick up and start again.



Another productivity book I adore is Eat that Frog by Brian Tracy.



You can absolutely use the planner to do your Seinfeld calendar, though I recommend getting a wall calendar so you see your chain every day. There's something pavlovian and so rewarding about all those cute little x's lined up that can be really motivating (I must get my X today!)

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Part Two: The Planner

Show me your calendar and
I'll show you your priorities.
~ Unknown

Now it's time to put all those insights into inspired action. Putting all the ideas into a schedule is an insurance policy against losing them to the ether.

The pages that follow are pretty self explanatory, but this planner will give you an opportunity to really map out the year ahead for your business and your life, while continuing the exploration and business alchemy you've begun in Part One.

This Planner has three months of solid awesome potential in it (hint: print it four times for a solid year of awesome!)- but it will only work if you actually use it.

(Note: Don't forget to implement the Seinfeld Calendar with this whole Planner (see Part One)!

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2015 Calendar

January 2015							February 2015							March 2015							April 2015							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7				1	2	3	4	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30			
May 2015							June 2015							July 2015							August 2015							
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
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31																					30	31						
September 2015							October 2015							November 2015							December 2015							
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My Weekly Planner		Dates:					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Notes:							

Weekly Action Planner

What am I going to do this week?

Use this planner to help you bring meaning and perspective to your weekly plans.

What's Happening this week?		Business Goals and Intentions	
1		1	
2		2	
3		3	
4		4	
5		5	
How do I want to Feel?		Gratitudes and Notes	
1			
2			
3			
4			
5			
This Week's Bombdiggity List			
1			
2			
3			
4			
5			

My Weekly Planner		Dates:					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7:00 AM							
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5		5	
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This Week's Bombdiggity List			
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My Weekly Planner		Dates:					
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Weekly Action Planner

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