

The Business Journey Planner

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*Finding The Motivation You Need to
Succeed With Your Business*

Brought to you by Linda Hernestal - wahbalance.com

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Intro

If you run an online business then you know that you will have a million tasks to do, clients and projects to manage and then you need to find the information you need when you need it.

Confusion and frustration can easily become a part of your daily struggles and it is a true danger for your business. If you get overwhelmed by just thinking of everything that needs to get done then you might be in need of some real help to get organized.

My name is Linda Hernestal da Silva and I have been working at home since early 2007. I am the owner of [Ekko Web Solutions](#) and the founder of [Work At Home Balance](#). I know what it is like to have lots of projects running at the same time and to keep it all organized.



Linda

Work At Home Balance is where I give encouragement and motivation to frustrated business owners. For those wanting to start an online business I have written the guide [Success in 7 Days](#) which gives the basic information and beyond on how to get started.

During my years as a freelancer and entrepreneur I have learned that there is a fine balance between separating work and family when you work at home. My clients have told me they always appreciate my positive mindset and see me as a true asset when it comes to encouraging and success motivation. I am known for inspiring many business owners to get out of their normal "I'm stuck rut" through motivation and strategic planning.

Helping and encouraging others to success is what I do best and that is exactly what I strive to do with this guide.

I have tried to get organized and avoid overwhelm in various ways. None of which worked until I put a **system** in place! An organized way of being organized. And that is what I want to share with you in this report. I truly hope it will help you run your online business in a smoother, stress free way.

To your online success,

Linda Hernestal da Silva

Getting The Motivation You Need to Succeed With Your Business

How do you feel about your business right now? If you have picked up this guide it is probably because you feel you need some extra motivation at the moment. Am I right?

Well what do you need?

Why don't you feel motivated? What is lacking for you to feel truly motivated and excited about running your business?

This guide is meant as a tool to help you easily grow your business and most important: continue to motivate you so you have the energy to work on your business.

It's easy to get all fired up about something and jump ahead and "just follow along". Just to find that after a while it isn't as fun and you feel confused about what you really should be doing. You realize you have lost your "mojo" or motivation for whatever you were doing. Sometimes you wait for it to come back which it also does sometimes but not always and you find yourself frustrated because you have another project to add to the "not completed" pile.

How many piles of "not completed" do you have?

Perhaps you don't have one yet but you feel you have lost that initial feeling of happiness and eagerness for your project. Stop what you are doing right now if that is the case. Make sure you read this guide before you lose your motivation all through.

When you are done reading your piles of "not completed" should be easier to handle and you should be able to feel motivated and keep the motivation going for all your projects.

*Understand
What Motivates You
and Stay Motivated*

... the key to working towards success

"Success is not final, failure is not fatal:
'it is the courage to continue that counts.'"

Winston Churchill

Understanding a Motivated Mind

A motivated mind depends on one thing: *a possible thought of a possible outcome.*

What that means is that when you are motivated you have a goal in mind. You want to achieve something and you get motivated thinking you can achieve it and reach your goal.

Example: You want to lose 5 kilos because you know it will make you feel better, your clothes will fit better and you will increase your confidence.

Lets break it down:

Problem #1: You need to lose 5 kilos.

Simple steps to solve the problem: Start walking, join a gym, buy an exercise video, start taking the dog out for more walks, take the stairs instead of the elevator, cut down on calories.

A solution that requires more commitment but give results faster: Get a personal trainer to create a personal program that will give you the results you want quicker, commit to going to the gym 3 times a week, power walking, running, kick boxing, change diet more radically.

Achieved outcome: A healthier body, more energy, 5 kilos lighter, more confidence, a happier you.

Problem #2: You want to start an online business but have frozen because of overwhelm.

Simple steps to solve the problem: Read about the different steps you can take next, try to figure out what to do, start doing it just to get frustrated when it is not helping you achieve what you want.

A solution that requires more commitment but give results faster: Connect with people who are already where you want to be, get a coach to help you clarify and reach your goals.

Achieved outcome: A clear plan with achievable goals that results in a business with a strong foundation.

Which solution is the best one?

As you can see both solutions will bring the desired outcome but solution number 2 will bring you closer to the ultimate goal quicker. Why is that? Well what route you take can depend on many things: current family situation, financial situation, time available, current mind state and much more.

However the one that chose solution number two is probably more motivated than the one that chose number one.

There is nothing wrong in wanting to take it slowly, in fact you should not rush through anything in life. With that being said; some people will never get to the desired outcome because they don't motivate themselves enough. And: they don't commit to doing the things that are required.

The Question is: *How hard are you willing to work in order to reach your ultimate goal?*

Breaking It Down For Better Results

We all know that Rome wasn't built in a day, then why is it that we want to build our business and become an overnight success before we have laid the ground?

Before you reach the top you need to construct higher and higher. First you build one level, then another one and on it goes until you are at the top.

I know, it can be very boring to do this and you often feel like skipping a step, but if you don't you will miss out on various benefits. A few reasons why you should break it down:

- You will know exactly where you are with your business
- You will know what the next step is
- You will know what you need to do in the future and can plan accordingly
- You will lay a strong basic foundation for your business

It All Starts With Knowing What You Want

What do you want?

You think you know what you want? But is that what you really want or what you *think* you can achieve? It is amazing how we put our goals a bit lower just because we want to make sure we really can achieve the goal we have without feeling too bad. If we fail it doesn't matter because we didn't put the bar too high.

What is the ultimate goal you want to achieve? And most importantly: why? What do you think will happen once you achieve this goal? Will you have more freedom, more money, more time?

If you think about the reason you are in business and why you have chosen to go that path it will probably be easier to figure out what you want.

You can also think about what your business does for others, how it helps them. That way you can get an understanding of why people would be interested in doing business with you.

Be specific when deciding what you really want to achieve.

Use the worksheet to knowing your ultimate goals and get started planning for how to achieve them.

Telling Others About Your Goals

Should you tell others about what you want? Many times we hear that telling others about your goals and dreams will hold you accountable for achieving them. You know that someone is watching you and waiting for the results so you will work harder at reaching them.

That doesn't work for everyone though. If you are easily discouraged then it might be better not to tell anyone that will have a negative impact on you. Instead surround yourself with positive people that really do encourage you.

Planning the Journey

You wouldn't go hiking in the mountains without planning your journey now would you? So why do you jump into business quickly? Just like a hiker need to bring his rucksack you need to bring tools when you go into business.

We hear about business plans and planning but we don't understand the importance of them. There is a process for everything that needs to be done and you need to create one for your journey. You need to create a ***Business Journey Map***.

You can only plan once you know what you want to achieve, that is why it is so important to know your goal first.

When you start planning you need to see what your first step will be and how it will bring you closer to the desired outcome. You also need to be aware that you will need to be flexible and persistent while working on your goals. You have to know your personal limits so you don't work too hard and get overwhelmed.

What will you do if you find yourself overwhelmed or stressed? If those feelings come you are probably feeling unfocused. How will you keep the motivation momentum?



Creating simple steps for achieving what you want

When walking to a destination you often have short stops on the way where you can refill your energy, take care of wounds, fix anything that is broken, look at the map once again to ensure you are on the right way and will take the right turn as you go on.

It is the same thing in business. You need regular stops to just check you are on the right way. As you go along you need to stop to check; that your site is working as it should, your email list is up to date, fix any problems that have occurred during your journey, check you are on the right path to your goal.

You need to check that everything you are doing is bringing you closer to your ultimate destination.

If you paid attention earlier you saw that I mentioned *The Business Journey Map*. You will need to create one for your business. It is not the same thing as a business plan, this is more in depth but also something that makes it all much more achievable.

Set clear smaller goals.

Breaking it down into smaller goals will make it all much easier. Remember the saying;

Don't try to run before you can walk- take it one step at a time.

Depending on how big your ultimate goal is you can create ladders and climb them up one at a time.

Example: You know that your ultimate goal is not achievable right now and it will take some time getting there. Divide the ultimate goal into 3 smaller goals and think of them as ladders. You know have three ladders with 10 steps each. Create a list of ten (10) small goals for the first ladder, another ten for the second ladder and another ten for the last ladder. This may seem like an awful lot of things but could prove beneficial if you find it difficult to get started.

Lets say you want to grow your email list to 1000 subscribers. With three ladders (or small goals) you only need to add 333 subscribers for each goal. Then you line out the steps you will take each time to reach the goal.

Don't be afraid to change any of the steps if you see they aren't moving you upwards. The same goes for repeating what works. If it works: rinse and repeat.

You always have a choice

You have the power to decide how your life will be. You can change circumstances more than you imagine, you make the world you live in and [what you decide to do in it is up to you](#). Don't regret the things that never were but think about the things you actually can change. What decision can you take today that will change the way you live for the better?

Are you making conscious decisions in your business or is this an area where you need to improve?

The Big Question – What Motivates You?

So you know what you want and how to get there. Now how do you make sure you stay motivated?

Let me repeat:

A motivated mind depends on one thing: a possible thought of a possible outcome.

When you think of what you want to happen how does it make you feel?

You probably feel happy, encouraged, relieved, content and fulfilled. Those are the most common feelings when we have completed something. And it is that feeling you need to go back to when that unmotivated feeling creeps up on you.

Remember that if you achieve your desired goal the feeling you felt before it all started will become a reality. It isn't a reality until you have accomplished what you want to do.

And imagine how good it will feel then!

If you remember yourself of your goals and how you will feel afterward then you will most probably also stay motivated.

Money can be a real motivator – don't be afraid to say so. Be honest with yourself – **I want more money**. Great, but *how much* more? How much do you think you will need to live a comfortable life without any financial worries?

If you create a plan for increasing your income and you know that you will most probably afterward then it will be easier for you to stay on track.

Dealing With Fear – You Cannot Afford To Be Afraid

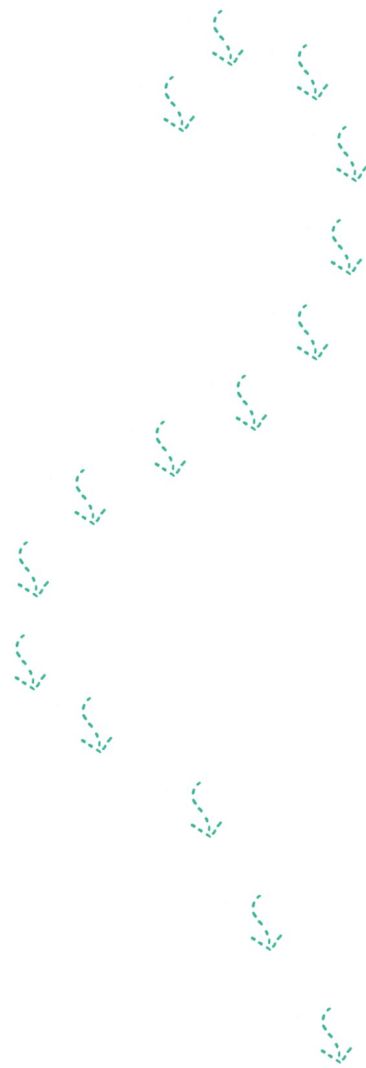
What keeps us walking forward when we are in a battle in life is the desired feeling afterward. We know that this storm will pass and things will go "back to normal". So we continue and we move forward. As a mother I know that there isn't anything that would stop me if my child was in danger or had a life threatening situation. I would do anything possible to save his life and make sure he was alright. And it would probably take a lot of courage.

Being afraid of something isn't a real motive for you not to do something in your business. If it means you will have to contact someone you think is "much higher up" than you or do something you never thought you would – then you will just have to do it if that will help you grow your business.

Your business is like your baby – you should want to do whatever it takes to save it if it is possible.

You cannot afford to be afraid in business. Because then you might find yourself out of business.

*What Does Your
Business Journey Look Like?*



Failing to plan is to plan to fail...

WORKSHEETS

Use the following worksheets to create your ***Business Journey Map*** and stay motivated with your business. I promise that if you take the time to go through everything it will pay off and you will have a much clearer picture of what you want your business to look like and how the business journey should be.

By identifying the different areas that need attention in your life it will be easier to grow your business.

At the end you will have space to write out your own personal business journey map.

The Business Journey Planner



Let The Journey Begin

Your Business Journey Map

*Go confidently in the direction of your dreams.
Live the life you have imagined.*

Henry David Thoreau

My Business Journey Map

My Personal Life

My current life situation: _____

My ultimate life situation: _____

I wish I had more of: _____

I wish I would spend less time on: _____

I feel good when I: _____

People that makes me feel good: _____

Situations I want to avoid: _____

My Business Basics

I am in business because: _____

What my business does for others: _____

My ultimate goal for my business: _____

In 6 months I want to: _____

In 1 year I want my business to: _____

My Big Ultimate Vision for my business is: _____

Project Planning - Tackling the "Not Completed" pile

What projects have I started but not completed? _____

Why? _____

What was the ultimate goal with this project? _____

Is this goal still relevant today? _____

How will I feel once it is completed? _____

How will it change the way I run my business? _____

What first step can I take to get started? _____

Breaking it down – what are the 10 steps to take to complete the project?

The Business Journey Planner

Tip: Pick up a copy of [The WAH Organizer](#) and stay on track with your projects!

My life priorities: _____

My perfect day: _____

What private activities will I do to relax and refresh my mind? _____

3 ways I will make sure my business is not stealing precious time away from my family: _____

How I will make sure I stay motivated and on track: _____

For motivation on days I feel down I will get in touch with: _____

How I will plan my days: _____

Monthly Planner

Month: _____

Important Tasks ToDo: _____

Calls to Make		Notes

Events to Attend		Notes

Projects		Notes

Private		Notes

Now What?

Don't go on this business journey all alone! Make sure you have the support of an experienced business owner to help you. Someone to encourage you when you need it and tell it to you straight when what you are doing isn't working.

Visit WAHBalance.com/coaching to find out how Linda can help you reach your goals faster.

Bonus for you: mention *The Business Journey Planner* and get a 20% off when ordering a coaching session. Only valid once. Code to use at checkout: TBJP

More from WAHBalance.com

Get Organized With The WAH Organizer

Do you feel it is overwhelming to keep track of all the details that are involved in running an online business?

Too many accounts, passwords, log in details to remember? Or do you feel you need a better structure for working on your business?

It doesn't need to be difficult to have an organized online business. All you need is a good system in place that will give you the information when you need it.



The WAH organizer Will Help You Keep Your Online Business Organized

Get organized today [Get Your Copy Here](#). Read more about the WAH Organizer [here](#).

Trade Your Stressful Life for a Calm and Organized Home

We all know how stressful it can be to try and balance work and family.

The stress of knowing what needs to be done but not knowing how to find time to do it can be overwhelming and cause much pain.

That is just crazy. What if instead you could do your grocery shopping in peace without forgetting half of everything you should have bought. To be able to prepare a nice meal for your family without worrying about cleaning and tomorrows tasks. It is possible!

Learn how to trade your stressful life for a calm and organized home today. [Get Your Copy Here!](#) Read more about Kitchen Harmony [here](#).



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