

Soul Crafted Success

WORKBOOK

Transform your business into
YOUR IDEAL version of success
and the life you truly desire.

Michelle  Spalding

© 2019 Michelle Spalding

www.MichelleSpalding.com

Dear Fellow Entrepreneur ~

Remember the excitement you felt when you thought of starting your business?

You knew in your heart that having a business would allow you to make the kind of impact you wanted to in the world while doing work you were passionate about. It would also give you control over your income, schedule and the flexibility to do other things in your community and spend time with the people you love.

And, you did it — you set up shop and threw your heart and soul into it.

Then there came a point where your business began to feel less exciting and more draining. You may even have come to the point where you began to wonder if entrepreneurship was really the right thing for you. Not because you weren't doing great work for your clients and making sales — something more profound, bigger, was pulling on you and signaling that something must change.



I get it, I've been there, and in my experience, all of this is fixable. I know how crummy it feels to have worked as hard as you have, only to feel the way you feel now. Thankfully, that's about to change.

You're not alone. Many women I've worked with have come to me on the verge of calling it quits in their business. They were frustrated, exhausted, and felt that there was never going to be time for all the things they wanted to do, let alone a life outside of their work. I'm

here to tell you there is hope. With a little help and a willingness to perhaps look at things differently than you have before, I believe you can reconnect with that excitement for the business you had when you were first starting and live it daily.

In this guide, I'll share with you the exact exercises I use with my clients that will help you reconnect with the excitement and reasons why you started your business. These exercises will also help you find ways to have more freedom and flexibility in your busy days. After all, there's more to life than the work we do. Spending time with those you love is also important.

Grab a cup of coffee or tea and find a quiet spot to read through the exercises in this guide.



Warmest wishes,

Michelle

Michelle Spalding

P.S. For additional support and connection with other female entrepreneurs who are crafting businesses that they love, please join me in [The Soul Crafted Success Facebook Group](#)

Soul Crafted Success Starts with WHY

One of the things I've discovered over the years is that entrepreneurs have a vision for how they want to feel in their business and the reason for wanting to start one. Then they get busy, they get distracted, and perhaps their original vision gets clouded with ideas or expectations from outside sources.

As an entrepreneur, when you know clearly WHY you are doing the work you do instead of taking a "regular job," it makes it a lot easier to realign with the excitement and passion you once felt about starting your business. It also makes it easier to make decisions on the things needed to transform your business and reclaim the enthusiasm you so desire in your work.



A client once told me the reason she wanted to start her business was to be home in the afternoons when her twin elementary school-aged boys got off the bus. To show them that a mom could be there for her children and create a thriving business working from home.

Later in our conversation, I asked her to tell me when she felt she would have reached success — to describe what that looked like to her and where she'd like to see herself in 3-5 years.

She went on to tell me about a large office, several people working there with her and... I let her go for a moment and then gently reminded her of what she had said her original vision was, being around for the twins and showing them how mom worked.

She teared up and said, "WOW, I thought I was a success when others saw me as that."

"Entrepreneurs are willing to work 80 hours a week, to avoid working 40 hours a week."

Lori Greiner

She then went onto thank me for helping her reconnect with the vision she had for her life and why she wanted to have a business.



Without that clarity and commitment to her unique vision (her WHY) she may have spent years working toward something that she thought would make her look successful, only to end up one day frustrated, exhausted, and resentful to a business that took her away from being with her kids like she really wanted to be.

Before you can get to transforming though, you need to know what you're shooting for. So, let's take a thoughtful look at your business vision and what you want to create.

From here we can assess what you have and what you need in order to transform your business into YOUR version of success.

EXERCISE: Rediscovering Your WHY



When I do this exercise with new clients, I ask them to keep their eyes closed and take notes on all the images and feelings that come up for them while they were in this relaxed state. Often, they report a sense that it took them a while to peel back the 'layers', if you will, and get to the core of how they wanted to feel in their business. And the longer they thought about it, the clearer it became.

Take a moment and allow yourself to relax. There are no right or wrong answers here. Think back in time, just before you launched your business. To the time where your business was new, fresh, and exciting. To a time where you were called to walk this path of entrepreneurship. Sit for a moment and remember how it felt, and more importantly, how you wanted to feel while doing the work you dreamed of doing.

Now, write down what you felt and what came up for you that you'd like to capture about the early or pre-stages of your business:

Next, let's consider the reason(s) you wanted to start your business. Make a list of them in the space below. Perhaps you were looking for more personal freedom, the ability to control your time or income, or you simply had a burning desire to share your special gifts with the world. Whatever it was, make a note of it here:

Now, think back to a time when you felt that way in your work; when you were doing the thing you do, for the reasons stated above, and you felt fantastic and excited doing it.

What was happening, who were you working with, what was inspiring you? How did it feel to finally be doing the work you love and running your own business?

Okay, that's the feeling I want you to feel most of the days you're doing the work you do. This feeling is what will fuel you to keep going when challenges come up. It's also what will make you smile and enthusiastically tell others about what you do, and who wouldn't want to work with someone who lights up when they talk about their work or business?

So now that you've captured the feeling you want to create more of, let's look at what you're doing each day in your work and even in your personal life so we can find what is and isn't working for you. Too often I've discovered in working with clients that once they have reconnected with the feeling they want to experience in their lives around their business, there are just too many things competing for their time that get in the way of feeling it most days.



In order to feel the way you want to feel, to do the work that only you can do, and help the people you can in your own unique way, you have to have time — and in all my years of business this is the one thing that I've found entrepreneurs seem to be in shortage of. It's not that they have less per se — everyone has the same 24 hours in a day — it's that many entrepreneurs, especially women, try to cram 44 hours' worth of activity into a day.

EXERCISE {Part One}

Grab a composition pad or journal. While this exercise, if you do it entirely, will transform your business and your life, you don't need anything fancy or expensive to feel the magic.

Now for the next week, write down everything you do throughout your day, and I mean EVERYTHING. The emails, the phone calls, the errands, meals cooked, meetings, picking up the kiddos, exercise, grocery shopping – whatever you do, make a note of it in your journal. I have a feeling that you'll find that this list will be rather long, hopefully not enough to fill the book, but maybe so.

Don't worry now about how you do those things or why, but just what you do. Once you have that list together, let it simmer for a few days. Something tells me a few more things will pop up, and you'll want to add them to your list.

EXERCISE {Part Two}

After the list is complete, here's where the fun happens. Using colorful markers or highlighters, select one color for each of the following:

- **STUFF ONLY I CAN DO**
- **STUFF I COULD AUTOMATE**
- **STUFF I COULD DELEGATE**
- **STUFF I COULD ELIMINATE**

Before you start the exercise, I suggest you turn off all distractions, phone, email and maybe if possible, even step away from your desk and go where you won't be interrupted. Ideally, if you can, go outside and spend some time in nature. Personally, I find when I can put my feet on the ground it has a way of helping me shift my focus and ground my energy.

Pick one of the four items above to start with and go through your list and circle or highlight everything that falls into that category. Work through your list again for each category until everything on it has a color.

This probably goes without saying, but it's important to be super honest with yourself when circling the things. For instance, going to the gym or exercising, that's something truly only you can do. Trust me, if there were a way to delegate working out and be lean, strong, and healthy, I'd be the first to sign up for that. However, we all know it is not possible to delegate working out, and therefore, in your journal you would use the color you chose for stuff only I can do to circle or highlight that item.

However, for instance, grocery shopping — is that something only you can do? Alternatively, is there a way you could automate or delegate that? Perhaps online shopping and delivery, or a quick pick up rather than schlepping through the aisles.

Maybe it's your schedule — and making appointments for clients or customers. Do you really have to be the one to do this? Or could you automate or delegate appointment scheduling to someone else?

Often when I'm working on this with a client, they tend to get tangled up worrying about the "How" or "Who" — to which I remind them, I've helped many people figure that part out. At this point, the most essential part of this exercise is you taking a realistic look at everything you have on your plate.

Remember, the goal is to get you back to that feeling you wanted in the first exercise — the feeling that you felt when you were starting your business. And as I explained earlier, there are probably a lot of things you are now doing in your business and in your day that are getting in the way of experiencing that feeling daily.

To give you an example, a client of mine was hesitant to hire a housekeeper. She thought it was silly as her house never really got that messy, it was just her partner and her with a few cats. Upon further looking at it, she realized that a few times a week she found herself vacuuming and doing laundry. I reminded her that her business was

A friendly reminder here — this isn't an exercise to show you how wrong you are or to beat yourself up for doing things you know darn well someone else would be better at. It's merely to help you begin to look at things differently and adjust as you can.

being a gifted coach, not a housekeeper. And to feel more of the feelings she wanted to around her work and her business, as well as have free time to enjoy life, she was going to have to let someone else handle cleaning her house for her.

For me — delegating my accounting and bookkeeping was something I put off for a long time. I had two reasons: one, I thought as a business owner, this was one of the “responsibilities” I had. And two, I was embarrassed at that time about the profit in my business, thinking that someone would judge me as unsuccessful or that my numbers weren’t big enough. Clearly, my insecurities were getting in the way.



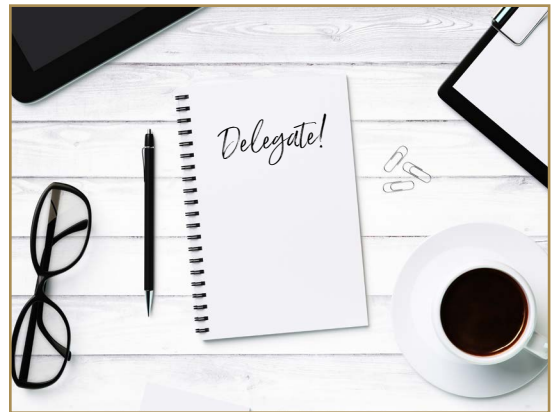
Then, one day I was on the line with my CPA who did my taxes, and I told her I was behind in getting everything together and what a struggle it was for me. She told me about a reasonably priced service, offered by her team, that would reconcile all my accounts in QuickBooks each month. For a moment, I was hesitant, and even asked her if she worked with businesses as small as mine was at the time. She assured me she worked with many who were even smaller. I turned over the bookkeeping to her — and her team handles reconciling my accounts now as well as answering financial and technical questions when they arise. I figure this has saved me about 250 hours a year (yes, I did suck at it), and it’s always current which helps me know how things are truly going in my business rather than guessing. In addition to the relief I feel in knowing that they have this covered, it has also helped me to have the time and energy to further grow my business and work on other projects.

Now that you’ve gone through the list of activities you do and circled each thing with the corresponding color, let that sit for a few days. Like above, something tells me that some of the items you may think you need to delegate could be eliminated. Alternatively, perhaps some of the things you thought only you could do could be automated. When I’m working on this with a client, they often tell me that while this is simmering, they start to see the activities they do daily a little differently.

EXERCISE {Part Three}

This is my favorite part — figuring out HOW to make it all happen so you'll have more of that great feeling you want in your life and business. This is what I call Soul Crafted Success because you're running your business based on what your soul desires instead of expectations or ideas that come from others. Some of my clients find that many of the items they mark to delegate could actually be eliminated or automated when we really dig into them (this is one of the benefits of having someone working with you who can take an objective viewpoint).

After you've let your list of activities simmer a bit, it's time to take action. Pick a few that you have chosen to eliminate and start having conversations with the people you need to have them with. Perhaps you said yes to being on a board, and now that you're busier you simply don't have the time or desire to do it. Let it go. I put this one on the action plan first as it's often the one that women have the hardest time with.



One of my clients kept delaying having a conversation she needed to have in order to eliminate something from her list. When I ask her to examine why she was delaying doing this, she told me she felt it was up to her to find a replacement, to “fix” the mess she felt she would cause by stepping down from a role she no longer had time for. By saying that out loud to me in a coaching session, she realized that if she didn't have the time to do the actual task, when on earth would she ever have the time to find her replacement. After our session together, she had the conversation she needed to have, freed up some precious time in her schedule and instantly felt better.

Now that your list is categorized, pick something you chose to delegate and start that process. For instance, you may start with a VA who could help you with some tasks weekly — who can help you accomplish some of the projects you've wanted to work on - or perhaps having someone come into your home and clean it a few times a month.

Lastly, anything on your list that you think could be automated like scheduling appointments or handling payments — this is where you'll probably need to find a geek to give you a hand. Start asking around on social media or at networking events to find someone to help you create an automation system to handle these types of items and to teach you how to maintain or adjust things as needed.

This is a process — and one that won't magically happen overnight, however with the steps I've outlined you'll be able to reconnect with the reason you wanted to do the work you do in the first place and be well on your way to finding solutions to help you feel more of that in your day, as well as have time for other things in life besides your work.

Of course, you'll have growth spurts both in the business sense, as well as personal growth spurts which may shake things up. You'll launch new services or products, add new team members, incorporate new systems, and sometimes you'll feel like you've taken more steps back than you have forward.

This is all totally normal and having ongoing support from a mentor that can keep an objective perspective and help keep you ahead of the curve can go a long way to making your business dreams come true, while keeping a handle on your sanity.

Helping entrepreneurs realign their business with their version of success is what I do every day. If you'd like my help reorganizing your business, automating and delegating tasks that you know YOU don't need to be doing, (and maybe have tried unsuccessfully to pass on to someone else before), then I'd love to talk with you.

Word to the wise — you can't do it alone. You are only one person and can't possibly have the time or energy to do EVERYTHING (nor should you), and honestly, you're probably not the best person for every task that makes up a thriving business and happy life. Accept that and allow yourself to be supported so more of the world can have that special magic only you can provide.

[Schedule a free discovery call today.](#)

Michelle  Spalding

