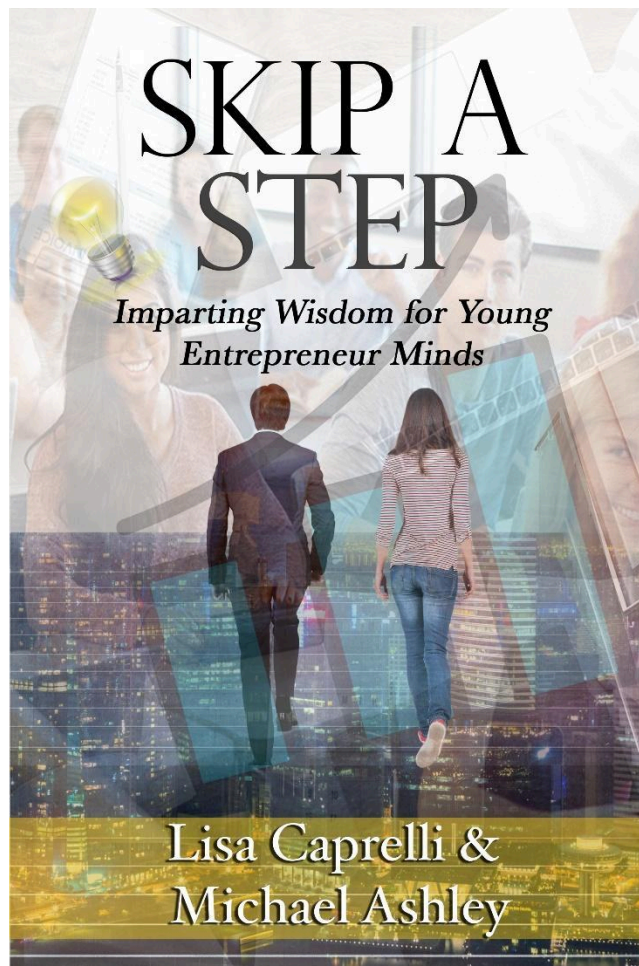


Journal to Accompany

**Skip a Step:
Imparting Wisdom for Young Entrepreneur Minds**

By Lisa Caprelli



Contents

Acknowledgments	iii
About the Journal	iv

Journal entries inspired by stories from

Skip a Step - available on paperback and Kindle...

Michael Gerber	1
Mitch Free	3
Dean Del Sesto	5
Joe Garner	7
Ted McGrath	9
Jim Fitzpatrick	11
Mark Shockley	13
Ken Kerry	15
Jessica Jackley	17
Adryenn Ashley	19
Michaela Reddick	21
Michael Ashley	23
Lisa Caprelli	25

Acknowledgements:

A special thanks to Keyana Martinez for developing this journal for Skip a Step readers and to my supporters, family and friends.

Cover design: Miguel Barillas.

ISBN 978-1-64516-014-4

Copyright © 2019

Published by Happy Lifestyle Online

SkipASStep.net

LisaCaprelli.com

Huntington Beach, CA USA

All Rights Reserved

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by an information storage and retrieval system - except by a reviewer who may quote brief passages in a review to be printed in a magazine or blog - with permission in writing from the author.

About the Journal

Skip a Step is a preparation course for young soon-to-be and current entrepreneurs. This book is intended for those real-life situations that formal schooling doesn't teach. Each chapter provides a valuable life lesson shaped by a unique yet familiar design. Through documenting interviews with thirteen top professionals in their respective fields, *Skip a Step* shares the true stories of some of the world's most successful entrepreneurs. The *Skip a Step* Journal is here to help you write the chapters of your own business life.

With the *Skip a Step* Journal, you can learn all these attributes and more:

- ❖ Gaining an entrepreneurial mindset
- ❖ How to pro-actively overcome rejection
- ❖ Goal-setting and time management
- ❖ Conquering your fears as a business owner

About the Authors

While thousands of books have been written on adult entrepreneurship, very few have been made to assist young inspiring leaders who are trapped solely by the constraints of time. Thankfully, authors Lisa Caprelli and Michael Ashley composed this book, rich in information for such a purpose.

Lisa Caprelli is the founder of *Skip a Step*, an accomplished author and a devoted mentor for kids of all ages. You can follow Lisa @ [Instagram.com/LisaCaprelli](https://www.instagram.com/LisaCaprelli)

"My inspiration behind co-writing *Skip a Step* was to accomplish several missions at one time. To me, "skip a step" means fast-forwarding your life, taking shortcuts, and seizing opportunities. It's about making things go faster without waiting."

Michael Ashley is the co-author of Skip a Step, a professional screenwriter/ghostwriter and an adult literacy advocate.

"The only real way to make a lasting change in people's actions is through their consciousness—through their hearts and minds—and I think the best way to do it is through the written word. There's something durable and long-lasting about words."

Introduction

The great author Ralph Waldo Emerson once wrote, "Passion rebuilds the world for the youth. It makes all things alive and significant." Skip a Step is about igniting passion and zeal for the future generation. It's about passing the torch from business moguls, geniuses and trend-setters to the starry-eyed youth who will someday take their place. As you complete this journal, seize the opportunity to become the next great thing.

Cherish and absorb the precious gems of knowledge from those who have come before you. Prepare to make your mark in this world as you continue the legacy of greatness. The livelihood of entrepreneurship depends on you.

-Keyana Martinez, Teacher and Curriculum Writer



What you want
is right before you



Skip a Step

Chapter 1

"You know more than you think you do."

Think about what you already know about entrepreneurship.

Brainstorm a list of words that you associate with having your own business.

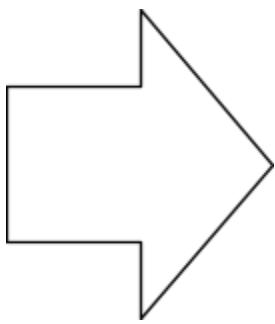


Chapter 1

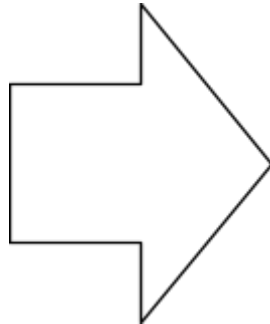
Chapter 1

"Follow instructions and appreciate the process."

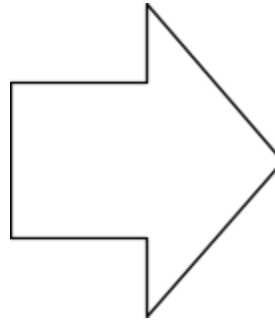
List the 4 steps in the evolution of an enterprise.



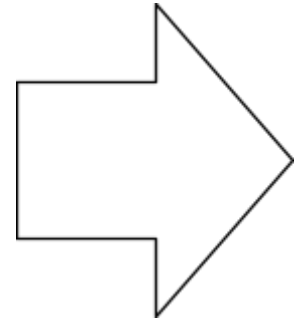
Step 1



Step 2



Step 3



Step 4

What can you do this week in order to discover meaning within your own life?

Chapter 1

Chapter 2

"The greatest risk is not trying something."

What might keep you from taking a risk? List 3 of your biggest fears when it comes to being an entrepreneur.

Fear #1

Fear #2

Fear #3

Now take a moment to shift your thinking about these fears. List 3 positive things about each scenario that you just described.

Even if _____, at least

Chapter 2

I might _____, but I still

_____.

Although _____, I'm confident that

_____.

Chapter 2

"We all need significant motivation to drive us."

Think about an entrepreneur, either famous or someone that you know, who took a risk in order to be successful. How does his/her story motivate you?

Set a goal for this week that requires taking a risk, big or small. Write down your action plan.



Chapter 2

Chapter 3

"Be passionate about what you are doing."

What are you passionate about? Make a list of the top 3 things that drive you as an entrepreneur.

1. _____
2. _____
3. _____

Think about how important the following concepts are in your business life. Number them in their order of significance.



Chapter 3

"People are more rewarding than money."

How can you serve others as an entrepreneur? What does the word "service" mean to you?

Think of a way that you can serve others this week, without the intent of making money. What can you gain from this experience?



Chapter 3

Chapter 4

"It really depends on who you hear 'no' from."

Imagine that you are pitching a business idea to a potential partner. Think about how you would respond to each refusal and write it down.

No, thanks. I'm not interested.

Response:

I don't think that I'm the right person this offer.

Response:

I'm sorry, but that idea will never work.

Response:

Chapter 4

"You can't let other people's opinion drown out your inner passion."

Many successful entrepreneurs were rejected throughout their journey. Think about someone who persevered in spite of negativity from others. Explain how this person inspires you.

This week, offer your services to at least one new friend, client, customer, and/or partner, etc. Describe your action plan below.



Chapter 4

How will you prepare for the possibility of rejection?

Chapter 5

"Everybody has a message."

What is the most important message that you want to send through to the people who follow you or for your business or idea?

Some companies use a clever one-liner or a memorable logo to convey their message to to others. How do you plan to get your message across as an entrepreneur? Brainstorm an idea and sketch or write it below.



Chapter 5

"Always look in the mirror and reflect on who you are."

How does your business model represent you as a person?

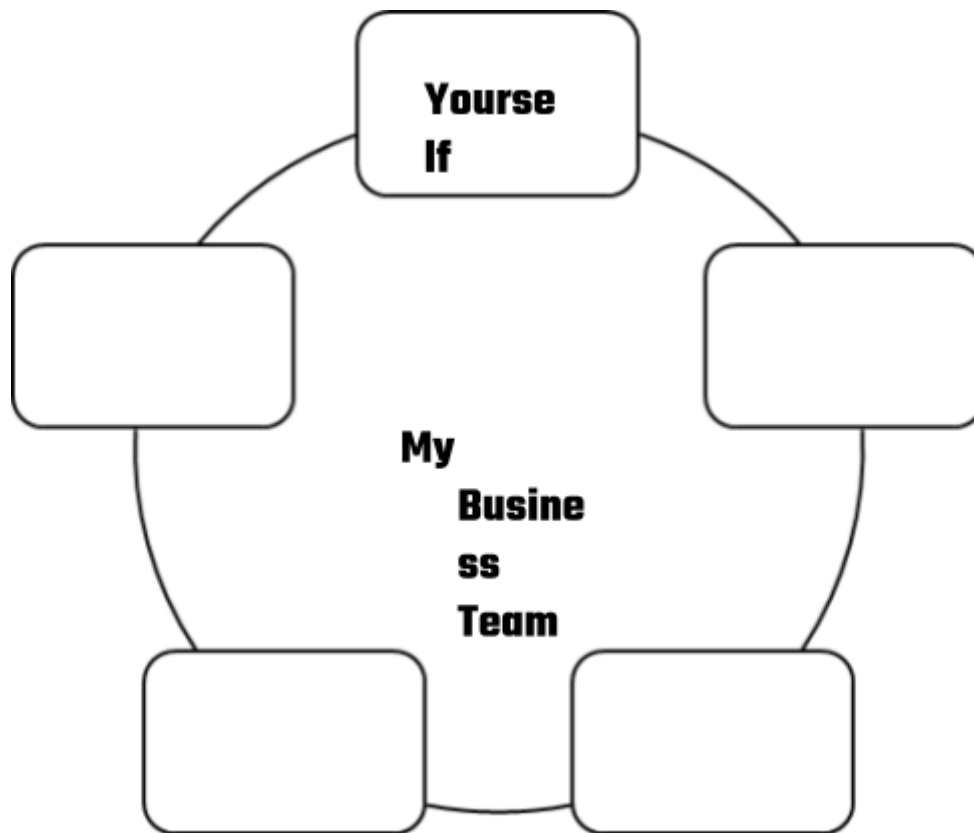
Set a goal to a make a personal connection with someone in your business life this week. Write your strategy below.

Chapter 5

Chapter 6

"You can't do it all alone."

Teamwork and collaboration is an important part of entrepreneurship. Think about what your business team looks like (or will look like) and fill in the model.



Chapter 6

"You can plan all you want but you must be flexible."

Write down a business goal for this week. Then, write a "plan B" that you can adopt if you have to make an unexpected adjustment.

Goal:

Plan B:

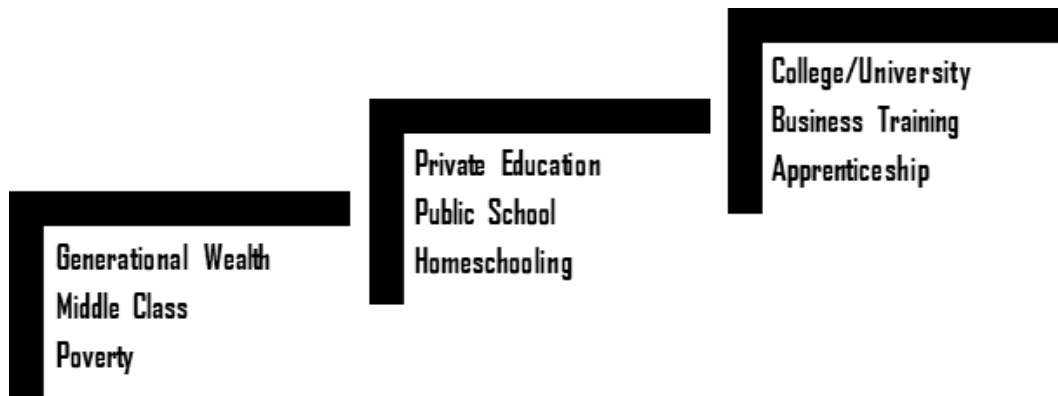
Chapter 6

"Take your own path and follow it."

Some entrepreneurs are trailblazers who create unique products, services and industries. What can you bring to the business world that no one has ever done before?

People follow many different paths to success. Look at the steps below. Think about the factors that have led (or will lead) you to success throughout your life. Draw a line through the steps that you've skipped. Write a few additional steps, if necessary.





"If you don't improve, you'll be passed by."

Identify your top 3 strengths and weaknesses as an entrepreneur.

Strengths	Weaknesses
_____	_____
_____	_____
_____	_____

Now, think of your "weaknesses" as areas of improvement instead. Write a few sentences about how you can improve in these areas.

Set one specific improvement goal for this week and write it below.



Chapter 7

"You must adapt to changing conditions."

Think about the type of business that you do (or plan to do). Research how this industry has evolved over the years and create a brief timeline below.

How does this evolution benefit you as a modern-day entrepreneur?

What changes do you expect to occur in this industry within the next 10 years? Explain how you can adapt to these changes.

Chapter 8

"Skipping a step means learning something in-between."

Skip a Step is all about making productive moves, not eliminating important parts of the process. What are some important steps that you, as an entrepreneur, must take without compromise?

This week, hold yourself accountable for taking an important step in your business life. Write your goal below.

Chapter 9

"The best way to help is to listen with an open heart."

It is important to actively listen to the needs of others in your business life. How can this information be valuable to you as an entrepreneur?

Write down 3 strategies that you use (or plan to use) in order to assess the needs of your customers, clients, partners, etc.

Strategy #1

Chapter 9

Strategy #2

Strategy #3

Chapter 9

"Be open to feedback-in fact, be grateful for it!"

Think about the last time you received feedback about something that you did. How was this information helpful for you?

Survey at least 3 people in your business life within the next 7 days. Ask for constructive criticism about yourself and/or your services. Reflect on this feedback below.

Chapter 9

Chapter 10

"If you don't like your circumstances, then change them."

Think about something that you would like to change in your business life. What steps can you take in order to make these changes?

Describe a situation where someone overcame adversity in order to become successful. How does this person relate to you as an entrepreneur?

"You can't just fake it until you make it anymore."

Transparency is an important aspect of entrepreneurship. How can you be open and honest in your business life, but still maintain your privacy?

What are the key elements to becoming socially viral?

People should _____ you, _____ you, and _____ you.

List 4 personal topics that you can discuss in order to be more transparent.

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

Be radically transparent about (at least) one of these topics in your professional conversations and/or

social media platforms this week.

"Our youth can start making a real plan for action."

Think about where you plan to be in your business life in the next 5 years. Write down the steps that you will take each year in order to reach your goal.

Year 1	
Year 2	
Year 3	
Year 4	
Year 5	

"Age is not the most important factor in determining success."

What has been your greatest life accomplishment so far? This could be something that you've done at school, on a sports team, in your community, etc. How can this achievement prepare you for future success?

What are your biggest challenges as a young entrepreneur? Some long-term factors (age, education, experience, etc.) may be difficult to change right away. Think of a step that you *can* take this week to overcome challenges in your business life.

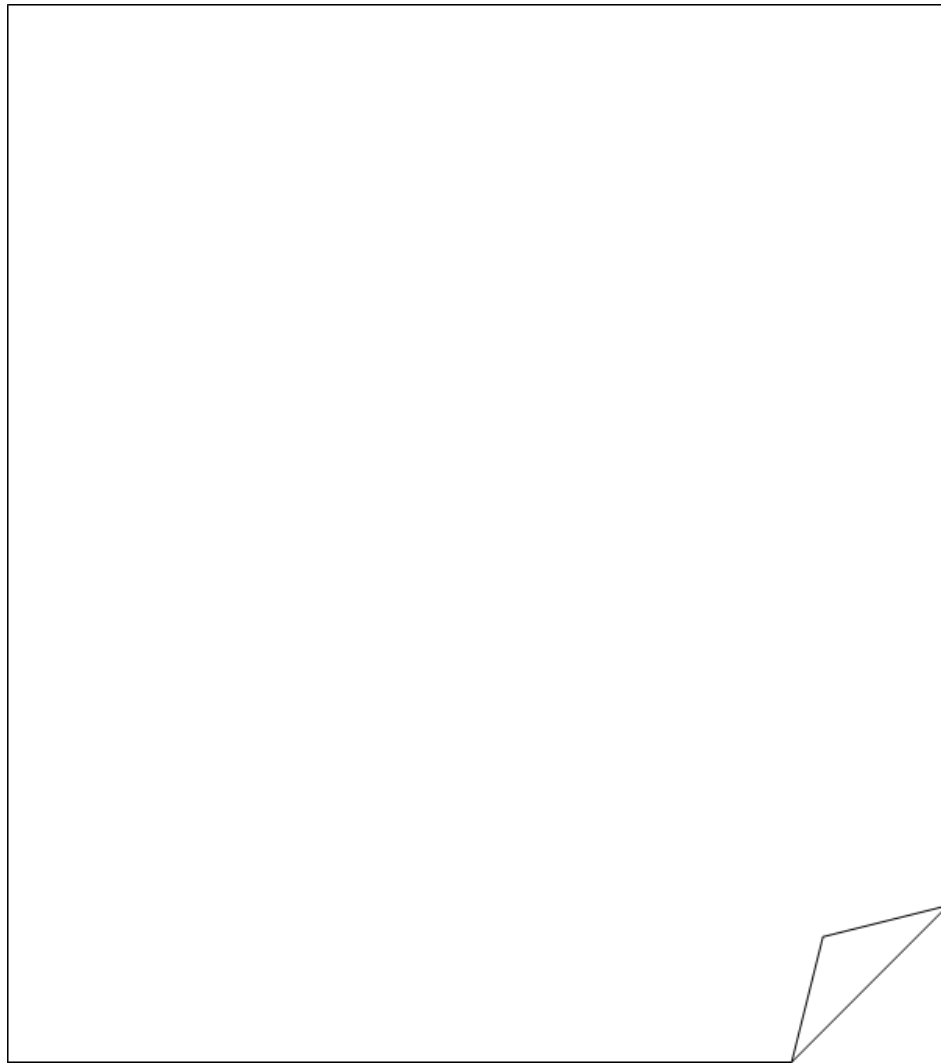


Chapter 11

"Stories are the way we understand the world."

Imagine that someone has written a story about your life. What would be the most interesting page?

Describe an important life event, as if it were written in your story, on the page below.

A large, empty rectangular box with a thin black border. The bottom-right corner of the box is folded over, creating a triangular shape. This box is intended for the student to write a story about an important life event.

"Time only flows in one direction, so appreciate everything today."

If you could travel back in time, what would you change about your life?

Who do you appreciate the most in your life? How has this person shaped you as an entrepreneur?

Chapter 12

Within the next 7 days, write a thank-you note for the person that you described above.

"There is meaning beyond success."

Explain how you can measure life success in terms other than money.

Briefly describe how you find meaning in each of the "5 Hat" areas of your life.

Hat #1: Family _____

Hat #2: Friendships _____

Hat #3: Career _____

Hat #4: Connection _____

Hat #5: Adventure _____

"What you want is right before you."

Think about your current situation as an entrepreneur (or soon-to-be entrepreneur). What makes you optimistic about the near future?

Jot down your final thoughts about *Skip a Step*. How has this book prepared you for the next steps in your life?