



## Shift Your Business Mindset

*Because owning a business is about A LOT more than copywriting*

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### MODULE 01 BLUEPRINT: YOUR MINDSET + BUSINESS MODEL CHECK-UP

#### **INSTRUCTIONS:**

*Make a copy of this document and save it in drive. In order to do that, please click “file”, then “make a copy”.*

*Once you’ve completed the questions below (take your time!), please post your ‘BluePrint’ document in the #blueprints space in SLACK for feedback from your peers. Also, feel free to post your responses, ‘aha’ moments, and ideas from this document in the same Slack channel, so the group can benefit from your takeaways. **INSTRUCTIONS: FILE >>> SHARE >>> GET SHAREABLE LINK >>> ANYONE WITH THE LINK CAN COMMENT >>> COPY LINK >>> PASTE***

**YOUR NAME:**

**COMPLETE CHALLENGE BELOW BEFORE MODULE 2 IS RELEASED.**

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## PART 01: THINK (AND ACT) LIKE A BUSINESS OWNER

How much time do you spend wearing the different hats in your business TODAY? And how should that change TOMORROW (or by the end of The Accelerator) in order to reach your business goals? Assess yourself honestly below.

### Q: WHERE ARE YOU TODAY?

- What percentage of your time do you spend wearing your 'Copywriter' hat? 00%
- What percentage of your time do you spend wearing your 'Consultant' hat? 00%
- What percentage of your time do you spend wearing your 'CEO' hat? 00%
- What percentage of your time do you spend wearing your 'Marketer' hat? 00%
- What percentage of your time do you spend wearing your 'Entrepreneur' hat? 00%



### Q: WHERE DO YOU NEED TO BE 5 MONTHS FROM NOW (TO ACHIEVE YOUR GOALS)?

- What percentage of your time do you spend wearing your 'Copywriter' hat? 00%
- What percentage of your time do you spend wearing your 'Consultant' hat? 00%
- What percentage of your time do you spend wearing your 'Biz Owner/Manager' hat? 00%
- What percentage of your time do you spend wearing your 'Marketer' hat? 00%
- What percentage of your time do you spend wearing your 'Entrepreneur' hat? 00%



## PART 02: HOW YOU SHOW UP IN YOUR BUSINESS MATTERS

Let's talk a bit about the kind of business you are running today and the kind of business you want to be running a few months from now.

**Q: HOW DO YOU SHOW UP IN YOUR BUSINESS TODAY?** (Highlight one of the options below in your favorite color. And remember, regardless of where you are today, your goal is to become UNIQUE or REMARKABLE.)

- Order Taker
- Available
- Craftsman
- Unique
- Remarkable

**Q: WHAT ARE YOUR TOP 3 STRENGTHS?** (This could be ANYTHING - there's no right or wrong answer. Spend some time thinking about what you do better than anyone. Toot your own horn.)

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN

**Q: WHAT ARE YOUR TOP 3 WEAKNESSES?** (This could be ANYTHING - there's no right or wrong answer. Be honest with yourself.)

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN





## PART 03: BUILD THE RIGHT BUSINESS MODEL FOR YOU

*What are you building? What do you want your business to look like one year from now? What about five years from now? Are you building an agency or a product? Do you want to create courses or a coaching program? Do you want to stay lean and run a flexible business that allows you the freedom to travel? Do you want to focus on strategy? Do you want to write multiple books? Do you want to sell a membership or subscription?*

**Q: WHAT TYPE OF BUSINESS MODEL DO YOU WANT TO BUILD?** (Highlight one of the options below in your favorite color. And remember, there are no wrong answers.)

- The Agency Model
- The Specialist Model
- The Community Model
- The Product Model
- The Hybrid Model
- The \_\_\_\_\_ Model ( ←Create Your Own)

**Q: DESCRIBE WHAT YOU WANT YOUR BUSINESS TO LOOK LIKE FIVE YEARS FROM NOW (AKA WHAT IS YOUR BUSINESS VISION?)...**

(Don't edit yourself. Write about what excites you, so this community can support you as you start to build it. Include details. Get specific. It all matters.)

FILL THIS IN FILL THIS IN FILL THIS IN FILL THIS IN FILL THIS IN FILL THIS IN FILL THIS IN FILL THIS IN



**Q: WHAT TYPE OF MARKETING-SLASH-PROMO ACTIVITIES DO YOU ACTUALLY ENJOY? WHAT'S FUN FOR YOU?**

(This could be writing long-form content or emails or speaking on podcasts or hosting FB LIVE or creating silly videos on YouTube or interviewing folks on a podcast or hosting events or running in-person workshops and events or ??? ) ←*We'll come back to this in a future module.*

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN
- FILL THIS IN
- FILL THIS IN

## **PART 04: HOW TO TAKE CONTROL OF YOUR DAY & GOAL-SETTING**

**Q: WHAT DO YOU WANT TO ACCOMPLISH IN YOUR BUSINESS OVER THE NEXT 4 MONTH? SET THREE BIGGISH GOALS TO WORK ON.**

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN

**Q: LIST A FEW HABITS OR BEHAVIORS (NOT GOALS) YOU CAN START DOING EVERY DAY OVER THE NEXT 5 MONTHS TO MOVE YOU CLOSER TO YOUR GOALS / DESIRES / VISION FROM ABOVE?**

(What are you willing to commit to working on and completing with us in The Copywriter Accelerator?)

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN



Your Daily 4 will change almost every day, but to get started, list a first Daily 4 that you can start working on today or tomorrow.

- THING 1 - FOR YOU
- THING 2 - FOR YOUR CLIENT
- THING 3 - FOR YOUR BUSINESS
- THING 1 - FOR SOMEONE ELSE

## PART 05: WHAT TO DO WHEN STUFF GOES SIDEWAYS

It happens. Kids get sick. Projects fall through. Clients don't get you the information you need (or ignore your invoices for weeks). And your personal life bleeds into your business... It's normal. But, what happens when your business bleeds into your personal life? How do you protect yourself (and your family)? Let's start with making a few commitments from day one...

**Q: WHAT DO YOU REFUSE TO SACRIFICE FOR YOURSELF (OR YOUR FAMILY), NO MATTER WHAT?**

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN

**Q: HOW WILL YOU CARVE OUT 2-4 HOURS EACH WEEK TO WORK "ON" YOUR BUSINESS WHILE IN THE COPYWRITER ACCELERATOR? WHERE WILL THESE HOURS COME FROM?**

- FILL THIS IN
- FILL THIS IN



- FILL THIS IN

**Q: HOW WILL YOU TAKE CARE OF YOUR HEALTH (AND SANITY) OVER THE NEXT 5 MONTHS... AND BEYOND? WHAT ACTIVITIES WILL YOU COMMIT TO?**

- FILL THIS IN
- FILL THIS IN
- FILL THIS IN

## **PREP WORK: STANDING OUT IN AN ELBOW-TO-ELBOW MARKET (PREP FOR MODULE 02 ON NICHING AND FINDING YOUR X-FACTOR)**

**Q: WHAT DO YOU WANT TO BE KNOWN FOR?**

(Again, there are no wrong answers here. And your responses will probably shift over the next few months. What would you like your fellow copywriters, clients, family, friends and colleagues to know about YOU? Feeling stuck? Use this document as a way to brainstorm with us. We'll comment back.)

- I WANT TO BE KNOWN FOR... XXXXXXXXXXXXXXXXXXXXXXXX
- I WANT TO BE KNOWN FOR... XXXXXXXXXXXXXXXXXXXXXXXX
- I WANT TO BE KNOWN FOR... XXXXXXXXXXXXXXXXXXXXXXXX

**Q: WHAT EXPERTISE DO YOU CURRENTLY HAVE?**

(Certifications, credentials, crazy-cool past experiences you can amplify, badges, courses you've completed, education, mastery of specific tools → what would you list on your resume?)





- EXPERTISE #1: FILL THIS IN
- EXPERTISE #2: FILL THIS IN
- EXPERTISE #3: FILL THIS IN
- EXPERTISE #3: FILL THIS IN
- EXPERTISE #3: FILL THIS IN
- EXPERTISE #4: FILL THIS IN

## BONUS: ARE YOU CHARGING ENOUGH?

## \$\$\$ TEST A NEW RATE \$\$\$

WE CHALLENGE ALL MEMBERS OF THE COPYWRITER ACCELERATOR TO BUMP YOUR RATE UP 20-30% IN YOUR NEXT PROPOSAL. YOU IN? IF SO, TEST IT OUT AND LET US KNOW WHEN YOU DO IT & REPORT BACK...

LET US KNOW WHAT HAPPENS HERE. LET US KNOW WHAT HAPPENS HERE. LET US KNOW WHAT  
HAPPENS HERE. LET US KNOW WHAT HAPPENS HERE. LET US KNOW WHAT HAPPENS HERE. LET US  
KNOW WHAT HAPPENS HERE. LET US KNOW WHAT HAPPENS HERE.





## YOU MADE IT! HERE'S WHAT YOU DO NEXT...

### **INSTRUCTIONS:**

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