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BESPOKE PRIVATE COACHING

The Cultured Life Prep Book



WELCOME TO THE CULTURED LIFE

I really love this quote by the Dalai Lama where he said that in order to carry out a positive action we must develop a positive vision. If you have a vision it really creates a strong “why”. A compelling reason why you need to achieve the goals that you’re trying to achieve. Otherwise you might find yourself becoming de-motivated or procrastinating if you don’t have a compelling why. Your why really comes from your vision.

When you are creating your vision it’s really important that you become clear on the woman that you desire to become. The Buddha said that when we find that center, when we sit and center our self, we are able to tap into our true happiness into a clear vision of our self. When were not bombarded with other people’s expectations for us and even our own ego, you have the space and clarity to create a clear vision for the ideal version of you.

That’s when you have the clarity to tap into a purpose that’s more than our self our own desires for our self. Yes, of course you want to accomplish great things and have The Cultured Life; the more you filled up, the more you become a woman you meant to be and the more you accomplish a personal goals, the bigger you’ll be able serve in the world.

But it is also important to have a bigger vision driving you that it’s something meaningful other than the accumulation of things.

Here are some steps to create your Cultured Life Vision:

Take some quiet time and unplugged from everything and everyone around you and really tap into that quiet moment. That moment of inner peace. While you’re in that moment you really want to ask yourself some question. The first question you want to ask yourself of is:

Who do you desire be in this world? What do you desire to experience? *(No one is judging, don’t write what you think you can get, express your true desires.*

What do you believe you are capable of accomplishing in a year? What is it that you truly want to accomplish?

What do you wish you could change in your life this a year? (allow your to be honest)

What do you want contribute in a year?

How do you want your life to look after this coaching experience?

How are you going to commit to creating the life and brand that you desire during your coaching experience?

What will be your word for this journey of building your brand and life styled for freedom? *Select one word that will inspire you and your journey. What is this year about for you?*

GETTING ORGANIZED TO ACHIEVE YOUR GOALS

Getting organized with your life and your days. Focusing on what really matters. Living by your calendar and compartmentalizing your work by specific days and times.

Create a morning ritual. A morning ritual can really help you set the tone for your day. Whether you like to go walking very early, work out, meditation and journaling are all great ways to start the day and find your center.

I encourage journaling as it is a way to really brain dump and write out what is frustrating you now and what you are grateful for. While you are writing you'll be surprised what you discover about yourself and the clarity and inspiration that will flow to you surrounding anything that you may be journaling about. It's great to make it a daily practice.

Don't wait to be in the mood. There are times when I'm not in the mood but when I remember my goals, which are always present in my mind, and on my desk, I build momentum and things start to flow. I am always happy and satisfied that I decided to take action despite how I felt in the beginning. You have to be on fire for your goals. Let the achievement of your goals be your motivation and not mood.

What is or will be your morning ritual?

SELF-CARE

As women, we get become so involved in caring for everyone else. It is so important to take care of yourself in the process and really treat yourself to The Cultured Life that you deserve. When you give to yourself, you can show up more empowered and energetic for everyone else.

Have you had your annual check-up with your doctor? If not, how soon will you schedule one?

Have you had your dental visit and regular cleaning recently? How soon will you schedule this?

How often do you go to get your nails, pedicure, spa treatments, etc.? Create a routine and put it in your calendar for your beauty treatments.

When was the last time you got your hair professionally done (coloured/cut/deep treatment etc.)?
When will you schedule your appointment?

Do you have up to date medical/health insurance? If no, how soon will you get a plan?

Do you eat fresh, healthful food almost every day? How can you improve your personal diet?

CLEARING HOUSE

A cluttered environment restricts your ability to focus and take effective action. According to studies clutter is the result of a mindset. The key reason most people don't let go of things is because of fear. The fear of not being able to afford another one, to create the impression of plenty when they really feel lack.

It is important that you become the woman you desire to be now or at least create space in your life for your desires to come to you. This is what I like to call Clearing House or Decluttering. When you have a clear space, a space that is aligned with the woman you desire to be, you will feel better everyday.

Relationship Clearing

When you are trying to build a successful business, any negative energy that may be draining you at a subconscious level and affect your success need to be weeded out. I want you to take the time to think about your relationships with people and really start creating a plan and taking action around releasing pain, forgiveness or letting go of relationships and situations that no longer serve you. Only you can determine this for yourself and you can use these questions as a guide.

Is there anyone you felt you hurt in anyway that you need to write a letter or reach out to?

Are there any family members (father, mother, etc.), friends and colleagues who have hurt you that you need to forgive? (Write a letter saying how you feel (this is for you) and write another one which you can choose to give to that/these person(s) or arrange a meet up to lovingly tell them how you feel and make peace.

Is there anyone in your life that is bringing a lot of negative energy, hurting and disrespecting you that you need to lovingly disconnect from and why?

Is there anyone you are avoiding? *Are you owing anyone that you need to call and start creating a payment plan to honour your commitment and get out of hiding?*

PERSONAL SPACE

Most people are waiting to reach a certain financial goal to create a space you love. Start where you are with what you have. Adding small touches like a beautiful accent piece of furniture, one luxurious ornament and fresh flowers can make a world of difference.

Begin to arrange your home in a way that inspires you. Clear your refrigerator of all old foods and make every space in your life pleasing even though it may not be your ideal space.

How is your home organized, are things nicely placed or lying around?

Are there any home improvements you need to do to make your space more beautiful and inspiring?

Is your office desk stacked up high with paper and lots of post-its everywhere? This alone can leave you with a constant feeling of stress and urgency. Things lying around symbolize things that are pending. Organize your space and create a beautiful living and working space that inspires you.

You don't have to spend a lot of money to do this. It may mean just moving things around a bit and storing things in a more organized manner.

As a female entrepreneur running a business online, visuals are everything and your clients will be looking up to you for inspiration on the lifestyle that they also desire.

It is important that you become very clear on who you want to be as a woman and how you want to be seen.

Go through your wardrobe and do some clearing there. Items that have been sitting there for the last 15 years without being worn and may never be worn. Get rid of old broken or dried up cosmetics and anything hanging around that is not in alignment with the woman you desire to be, that successful business owner.

Your space really has an influence over how you feel and in general how you perform. So really take the time, to do this exercise. A cluttered space is an energy leak. You really want to clear your space and clear space for the new things that you desire in your life. Something magical happens when you really take the time to clear up the things you don't need.

The more you hold on to things that you don't need is the more you're blocking things that you really desire to come to you. When you're making space you are creating opportunities the things to come to you and the new opportunities that are more aligned with you to come into your experience.

Digital Declutter

It is also important that you declutter your virtual space. Get started by organizing your email inbox and filing/archiving emails that no longer need to be in your inbox. Clear out your spam box and create labeled folders for your important emails for ease of referencing.

Organize the folders on your computer and clear your desktop if there are lots of files all over it. This will help create more clarity and space when you use your computer.

Delete unnecessary files and programs and ensure that you back up all your files on an external drive (*You can purchase one from Amazon if you don't already have one e.g. My Passport Ultra or Seagate*). Also create a cloud backup for your files.

Backup all your files regularly. A few years ago I lost all my updated files because I did not back up often enough. So ensure that you get these systems in place.

What external and cloud systems of backup will you use:

Emails/Notifications

How often are you checking emails daily? I have found that checking emails all day as they come can be a serious time leak. I have been able to make my days more efficient and stay focused on my important task more effectively by checking my emails first thing in the morning, quick check before lunch and at the end of the day.

Turning off notifications during your peak hours can seriously impact your performance. This is not to say that if you have an important task that requires an urgent response you should ignore it, but you may find that most emails don't need an immediate response.

What time slots will you allocate for checking emails daily?

Social Media

Social media is part of our daily lives now but how much time are you spending on Facebook? Are you constantly finding yourself distracted every time a new notification pops up on your social media app on your phone? It's not just Facebook. Tools like Instagram and Whatsapp that push notifications all day, calling for your attention and creating serious time leaks in your day.

What I have done, is to turn off all notifications on my phone and my assistant handles the management of my social media accounts. I check-in in the morning and in the afternoon to engage with my followers personally. Take stock of your day. How many different groups are calling for your time? Find the ones that add the most value to your life right now and are aligned with your goals and delete all the rest.

ELIMINATING CONSTANT DISTRACTION

We can all improve our relationship with time. It is very important that you identify your time leaks and work on ways to become more efficient every day.

How often are you distracted from your important task by the following: Drop in visits, socializing, procrastination, putting out fires, lack of self discipline, fatigue, emails, overcommitting, unclear goals, not setting boundaries, not setting priorities and poor scheduling.

To show up more effectively as a signature brand that is highly efficient, you need to learn how to manage distractions and set priorities that will help you become a more brilliant action taker every day.

Where are you not setting enough boundaries?

How have you been procrastinating in the past and what will you do different now?

Where are you overcommitting in your life? How can release some of those commitments that are no longer in service to you?

LIVING BY YOUR CALENDAR

I have found that living by my calendar has brought more structure and organization to my life. I know that most people believe you become an entrepreneur to have freedom and are afraid that creating a schedule will box you in or restrict you. To the contrary, you will find that your living by your calendar will bring more freedom and structure to your day, where it matters most.

You won't feel guilty going to the gym at a certain time because you will know that it is scheduled. You will find more ease and your efficiency will inevitably go up.

Everyday, I know exactly what I am working on and who I am meeting with. If it is not scheduled, it's not happening so schedule what matters most to you. One of the best calendar systems is Google Calendar.

It allows you to color code your events and create alerts. Since Google offers a host of other services like Google Docs and Forms, it allows for seamless integration.

Here is a typical example of “BRILLIANT ACTION” Calendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDA	
6:00-8:00	MORNING RITUAL							
9:00 - 10:00	EMAILS + SOCIAL MEDIA /TEAM MEETING	EMAILS/ASS INSTANT WORKS ON SOCIAL MEDIA	EMAILS AND CONTENT CREATION	EMAILS/SO CIAL MEDIA	PERSO NAL TRAINER	PREPARE	FAMILY TIME	
10:00 - 11:00	MEETING WITH CLIENT	REVIEW OF PREVIOUS WEEK’ S ACCOUNTIN G	CLIENT PROJECT	MEETING WITH POTENTIA L PARTNERS	EMAILS /SOCIA L			CONTENT/ NEWSLETT ER
11:00 - 12:00	PERSONA L TRAINER	NEW CLIENT OUTREACH		PERSONAL TRAINER	NEW CLIENT OUTRE ACH			
12:00 1:00	LUNCH	NEW CLIENT OUTREACH		LUNCH	LUNCH	LUNCH		
1:00-2:00	CLIENT PROJECT S	LUNCH	CLIENT MEETINGS	CLIENT MEETINGS/ PROJECTS	LUNCH	SELF - CARE		
3:00		PREPARE NEW CLIENT PROPOSALS			NEW CLIENT OUTRE ACH			
4:00 5:00	CONTENT CREATIO N	CLIENT PROJECTS	CLIENT MEETING	NEW CLIENT PROPOSAL S	EMAILS			
5:00-6:00	CHECK EMAILS	CHECK EMAILS	CHECK EMAILS	CHECK EMAIL	NETWO RKing	FAMILY/ FRIENDS		PLAN FOR THE WEEK
7:00 – 8:00	DINNER						FAMILY TIME	FAMILY
8:00 – 9:00	FAMILY TIME							
10:00								BED TIME

Creating Your Brilliant Action Schedule and place it in your Google or iCalendar

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00-8:00							
9:00 - 10:00							
10:00 - 11:00							
11:00 - 12:00							
12:00 1:00							
1:00 2:00							
3:00							
4:00 5:00							
5:00 6:00							
7:00 8:00							
8:00 9:00							
10:00							

DELEGATING AND TEAM BUILDING

As an entrepreneur it can become very easy to get overwhelmed with all the task and people that may be demanding our time that may not be income generating activities and serious time leaks.

I highly recommend that if you don't already have a housekeeper that you get one to support you at home. Huffington Post found that Home organization is one of the most common stress triggers. You may find that you are spending anywhere from 10-15 hours a week keeping up with your domestic duties. This is time that could be spent working on your business and bringing in more money.

You can choose to have someone come in initially once a week or twice a week, while you focus on earning more for your time. I can't stress enough how this can help improve your efficiency as you build and grow your business.

You may also want to consider getting a cook to support you if this will allow you to have more space and time for focusing on income generating task.

You will need the time to work on your business and you need to get organized with your personal life to ensure that it supports your business growth. If you are earning \$150, isn't worthwhile paying someone else \$10-40 to support you?

VIRTUAL ASSISTANT

I highly recommend hiring a virtual assistant. I took way too long to delegate in my business and found myself overworked and overwhelmed. The method I am teaching to build your brand online is designed to help you do it with greater support and efficiency. Some examples of things you may want to delegate to your virtual assistant are:

- Transcribing
- Graphic designing
- Social media
- Blogging
- Proof reading/Editing
- Filtering Emails / Managing Spam
- Updating Contacts
- Handling Customer Service Emails
- Calendar Management
- Appointment Scheduling
- Travel Arrangement
- Reminder Services
- Online Research
- Bookkeeping
- Social media/community manager
- Answer messages and inquires on social media

The daily activities that are predictable are best delegated.

TEAM BUILDING

When building your team, I highly recommend that if you don't already have one that you identify a lawyer and accountant with whom you will work to sort through the legal and taxation elements of your business. There are many contracts and legal documents involved when working with coaching clients and building a business online and you need to ensure that these essential areas are discussed ahead of time.

OTHER ESSENTIAL TEAM MEMBERS (to consider; you don't have to hire all at once, just be aware that as you start to grow your business, the people you may want to have on your team).

- **Graphic Designer**
- **Website Developer/maintenance**
- **Photographer**
- **SEO/Web Marketer**
- **Facebook Ads Manager**
- **Launch Manager**
- **Copywriter**

Who do you want on your “Brilliant team”

MANAGING YOUR FILES AND PASSWORDS

As you grow your business and your team, you will have to get good at your file management and storage. When working with clients online and your virtual team, there will be a lot of file sharing and information that needs to stay organized for you to remain efficient.

Using tools like Dropbox, Mediafire, Google Drive can help you seamlessly manage your files and file transfers. I use Mediafire because I have a lot of very large files and it always me to integrate drop folders seamlessly on my website. Whichever, one you choose, ensure that you select one that best helps you achieve your goals.

Which system will you use for file storage and how soon will you implement it?

You will also find that you have a lot of passwords which you will need to keep organized to ensure that your day is more efficient. I use a tool called Dash Lane which helps reduce the amount of time spent trying to remember my password or finding it on some spreadsheet.

Here are a list of options for you to consider:

- www.dashlane.com
- www.1password.com

Disciplined and ordered action. Doing things in an orderly way. Create space in your life to build your brand strategically and effectively and taking brilliant action every time.

CHECKLIST OF RESOURCES IMPORTANT TO YOUR BUSINESS

An Attorney (best legal structure for registering your business e.g. LLC, LTD., C Corporation etc., to sort out your contracts and provide legal advice even on copyrighting your brand name and mark etc.)

Accountant: to advise on proper bookkeeping methods, consult on taxation and other financial matters related to your business.

Bookkeeping system: e.g. Quickbooks, Freshbooks, etc. Let your accountant advise you.

Your Dream Team: Even though you may not be ready to hire everyone yet, start planning how you want your team to look.

List of Resources to work more efficiently:

Cloud-based file storing system

Professional email address e.g. hanna@hannafitz.com not a gmail or yahoo account

Domain Name:

Instant Domain Search--quickly check specific domain availability

Namecheap--register your domain names

Register.com – register your domain names

PDF Compressor: <https://smallpdf.com/compress-pdf>

Video File Compressor: <https://clipchamp.com/en>

Audio File Compressor: <http://www.mp3smaller.com>

Audio File Converter:

<http://media.io/progress.jsp;jsessionId=4F061060380B8E7C3B71BB2C4142CCC1>

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www.worldpay.com

Virtual Assistants

www.upwork.com

Appointment Scheduling

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