




Leading Lady
Entrepreneurs Network

Planner

**DISCOVER
YOUR PURPOSE**

SO YOU CAN LOVE YOUR BUSINESS & LIFE





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CONGRATULATIONS

On becoming a Leading Lady Boss!!!!

We are so proud of you for taking the step to empower yourself and be the Leading Lady of your life.

The contents of this workbook are intended as a guide to help you take the leap of self discovery and empowerment as you embark on your journey of being a Leading Lady Entrepreneur.

As a woman, you are already familiar with the many balls that we juggle in our daily lives of being mothers, wives, employees, sisters, friends, aunts, girlfriends, business owners, students, etc. Despite our efforts to handle it all with prowess, it can get overwhelming, confusing, frustrating and sometimes even lonely. We spend so much time grasping at straws, winging it and hoping our efforts will yield the best results.

Add to this, the constant changes in technology, the recent Covid-19 global pandemic and fluctuating economic conditions - all of which can make even the most savvy of women feel defeated and hopeless. This is where Leading Lady Entrepreneurs Network features.

We provide business and lifestyle resources for female business owners and professionals that educate, entertain and empower women to have :

- Positive mind sets
- Promote healthy relationships with self and others
- Empower career and business goals
- Encourage multiple revenue stream generation and proper financial management

It is our hope and aim that you will join our online community of Leading Lady Entrepreneurs and use this as well as other resources we have available to become the Leading Lady of your life.

Join our Facebook group <https://facebook.com/groups/leadingladyentrepreneurs>

Download the Leading Lady Entrepreneurs Manifesto

Visit our website <https://leadingladyboss.online>

Shop our range of courses and other resources meant for Leading Lady Bosses!



**How to Discover Your
Purpose So You Can
Love Your Business
and Your Life**

WORKBOOK

COURSE OUTLINE

BRAINSTORM YOUR OWN PERSONAL PASSION PROJECT

The purpose of this section is to list your passions and ideas without filtering. It's a brain dump of all possible ideas that will help identify your passion and ultimately discover your business.

01

PAGE 01

KEEP A JOURNAL

In this section you will learn the importance of journaling and why you should keep one for yourself. It will help you reflect and capture your daily thoughts on various aspects of your life.

02

PAGE 06

DISCOVER YOUR SUPER POWER

In this section you will explore your true purpose and passion. You will find questions that you can ask yourself to help identify that which you are talented at and passionate about.

03

PAGE 12

WRITE YOUR AUTOBIOGRAPHY

This is an exercise on reflection where you will map out the vision of the kind of life, impact and value you would have created or added in your life and of those around you.

04

PAGE 15

PLAN FOR NEW EXPERIENCES

Trying out new things and creating new experiences is a sure way to getting the creative juices flowing. In this section we will explore the methods you can use to plan for new experiences.

05

PAGE 19

COURSE OUTLINE

OUTLINE A LIST OF FUTURE PROJECTS

This section dwells on outlining the projects you wish to embark on someday. Outlining these projects will help you stay focussed and jotting it down is the first step to getting it done.

06

PAGE 25

EVALUATE

In this section you will evaluate and identify recurring themes of things you are either talented in or passionate about. You will map out a plan of action to do more of the things you love, thereby discovering your purpose and loving your life.

07

PAGE 28

NOTES

Please read through each unit and complete the corresponding exercise. You will derive better results if you focus on each unit and complete it accordingly. This is a personal exercise and journey to self discovery. Any answers provided are neither right nor wrong. They are unique to you and relevant to your personal situation. Make a commitment to yourself to complete these in order to derive the best results out of this activity.

You have got this! You are a Leading Lady Entrepreneur!!!





unit 1

BRAINSTORM YOUR OWN PERSONAL PROJECT





If the quote below sounds like the stuff of Facebook memes, it is, and it no doubt graces many office walls and whiteboards, as well. But while doing what you love sounds wonderful and romantic, getting there can be pretty scary.

Maybe you grew up in a working-class home where you watched your parents dutifully put in their shifts at “the office.” They worked Monday through Friday from 8am to 5pm, just so they could enjoy the weekend off and two weeks’ vacation at the end of the year.

Or perhaps you went off to university and studied accounting, engineering, sales or medicine, and now you feel trapped in a job you don’t love. You’d like to change course, but what if you make the wrong choice? What else are you even qualified to do? And what about those student loans or debts you have accumulated? Can you afford a career change?

”

“If you do what you love, you’ll never work a day in your life.”

- Marc Anthony

Here’s another dilemma for those of you who feel as if they’re “working for the weekend” and not pursuing their passions: How can you even know what you want to be outside of your work? How can you discover your passion?

Sound familiar?



The truth is, there are millions of people out there who drag themselves to work each and every day, wishing they were anywhere else but the office, and hoping one day to find what really inspires them. If that's you, then rest assured, you are not alone.

But know this, too: There is still time to discover your passion and start doing the work you love.

Let's start with a little brainstorming regarding your own personal project.



YOUR OWN PERSONAL PASSION PROJECT



Unlike boring corporate brainstorming, we're not going to use a whiteboard (unless you want to) and we're not going to be solving a big sticky problem. Instead, I need you to set aside an hour or so of uninterrupted time. Head out to the park or a coffee shop, and take along your favorite notebook and colour pens. Find a quiet corner, and just let your mind wander. Do a little daydreaming.

Imagine that money is not a concern. You have enough to manage your day-to-day needs, with some left over for fun. You have the freedom to do anything you like with your days.

In your notebook, make a list of all the things you would do with your time if you could spend it any way you liked.

Would you do some shopping?

Would you paint with glorious watercolors?

Would you go back to university and earn a degree in computer science?

Would you travel the world?

Rescue animals?

Work with abused women?

Plant a garden?

If you get stuck, think about what you do on weekends and holidays. Nearly everyone looks forward to relaxing and enjoying their favorite activities after the workweek is done. What are those activities you most enjoy?

The purpose of this exercise is not to make a realistic list of business opportunities, but rather to make a list of possibilities, so don't censor yourself. Write down whatever pops into your head without considering if you can make money with it, whether or not you'll love it forever, or even if you have the skills or talent for it.

That is, after all, what brainstorming is all about. Unfiltered ideas. Dump them on the space below and we'll sort them out later.

IF I COULD SPEND MY TIME ANYWAY I LIKED, I WOULD...



unit 2

KEEP A JOURNAL



02



KEEP A JOURNAL

Maybe you already do this, but I want to challenge you for the next 30 days to keep a daily, purposeful journal. Here's how that works.

First, set aside time each day for journaling. This can be first thing in the morning (great for planning out your day), last thing before you go to bed (perfect for gratitude and reflecting on the day's proceedings), or even right after lunch. It doesn't matter so much what time, but that you make an unbreakable appointment with yourself, and that you commit to doing the work—even when it feels hard or uncomfortable.

Next, rather than just random thoughts and events, try answering specific questions each day. This type of journaling will help you maintain focus, and will allow you to look back later and know exactly what works, what doesn't, and where you might want to focus your energy.

These are examples of some questions to ask each day:

1. What was the best thing that happened to me today?
2. How did I make someone else's day better?
3. How could today have been better?
4. What's the one big thing I want to get done today?
5. What's one thing I did today just for me?
6. Who made me smile today?
7. What has been my biggest achievement this week?
8. Fast forward to next year. What has changed about your life or your business?

You don't have to answer each and every question every day, and there may be others you'd like to add to your list. Have fun with it, and use your journal as a source of inspiration and reflection. Look forward to what you hope to achieve, and backwards at how far you've come. Taking note of recurring themes in your journal is a powerful way to discover your true passion. If the best thing that happens to you every day is that you served a beautiful dinner to your family, then it's clear that being a mom and a great cook is one of your passions.

On the other hand, if your day could have been better if you didn't have to struggle with your accounting software, clearly bookkeeping is not something you want to pursue.

Another thing to include in your journal is gratitude. Every day, you're surrounded with reasons to be grateful. It didn't rain until after you were safely back home. You remembered at the last minute to take your new sweater out of the dryer and avoided disaster. That cold you felt coming on yesterday passed you by after all.

By noting the small (and large) things you're grateful for, it will help keep your attitude positive, and when you're happy, you're more open to discovering your life's passions.

One last point about journaling—embrace your creative side. Many people love to journal on a computer. It's fast and with you everywhere. But it can be cold and impersonal. Rather than using a bland old Word or text document for your daily journaling, consider creating a pretty paper journal instead.

Buy pens in different colors, and fill your journal with not just words, but pictures and doodles and anything else that makes you happy. Collect fun stickers to add to your pages, use sticky notes for important points, and even tuck a photo or two into your updates to remind you of what you've achieved.

Remember, your journal is for your eyes only, and you'll be more likely to use it if it's as colorful and unique as you are. [Leaders in Heels](#) has some great [planners](#), [journals](#), and other [printables](#) that are handy to [buy or download](#) for this exercise..



Exercise: My Daily Journal Questions

In the space below, brainstorm the questions you'll base your journal on. Use the examples above, or write some that have special meaning to you.

MY DAILY JOURNAL QUESTIONS BRAINSTORM

Exercise: Create a Journaling Space

Journaling should be fun and inspiring, not dry and boring. It's not a college essay, but rather a tool to help you discover your deeper truth. Along with your notebook, collect your other journaling supplies and tuck them away in a beautiful bag you can easily pull out when it's journaling time.

Be sure to include:

1. Brightly colored pens
2. Sticky notes
3. Pencils
4. Stamps and stickers
5. Erasers





MY JOURNALING SPACE INCLUDES:



unit 3

DISCOVER YOUR SUPER POWER



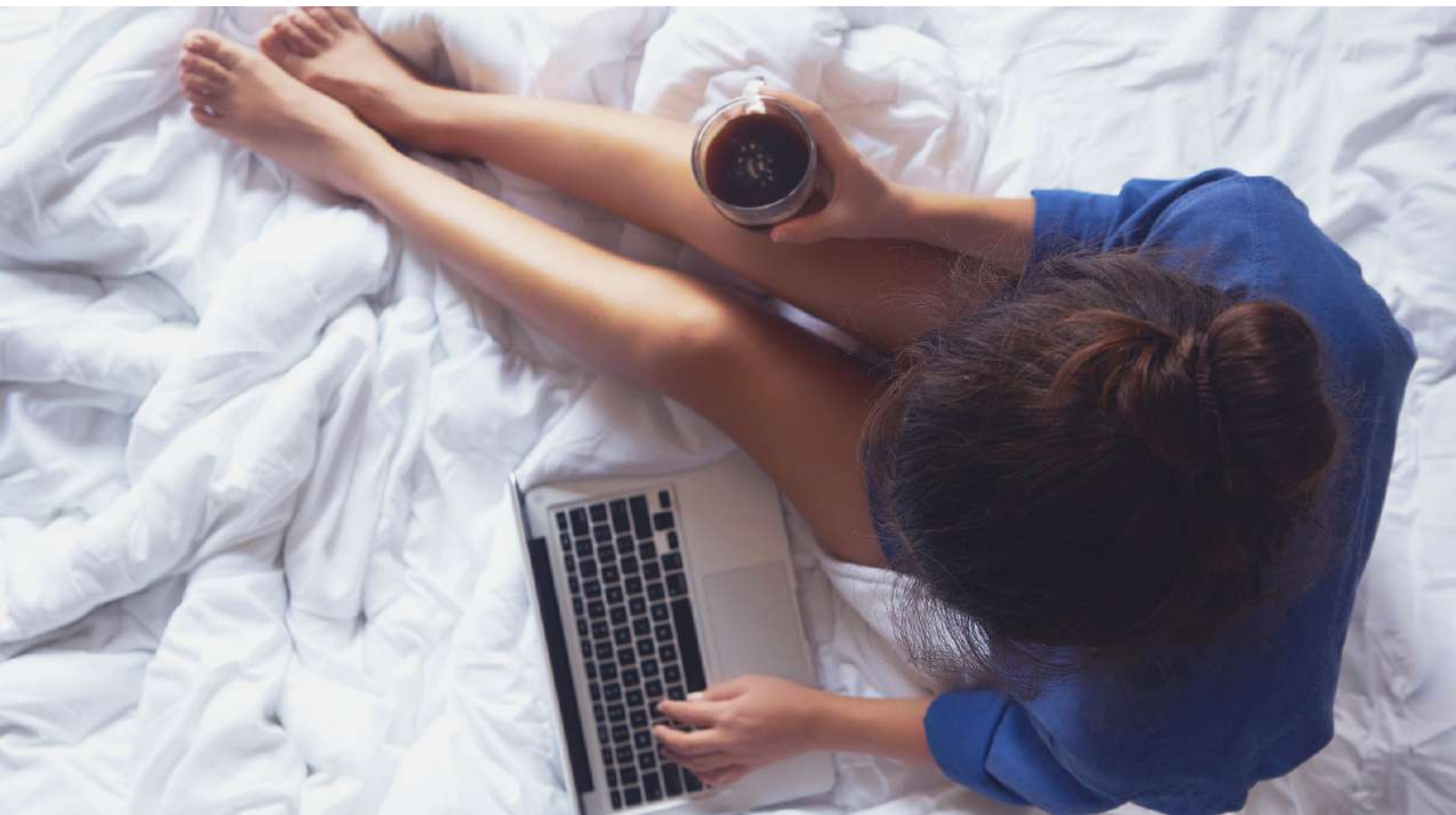
WHAT OTHERS THINK

When it comes to finding your true purpose and passion, what others think might seem like the last thing you should consider. But the truth is, what others think of when they think of you can offer valuable insight into your unique genius and talents. And once you find that, your passion won't be far behind.

So, think about the questions your friends and family and even Facebook acquaintances ask of you. Do they come to you for assistance with their family matters? finances? Writing a resume? Organising their kitchens? Baby sitting?

Are you a sounding board for dating and relationship troubles? Called upon for business and career advice? Requested to assist with catering, flower arrangements, make up services and event planning? Consulted when the family dog won't quit barking?

Whatever it is your friends and family rely on you for, they don't do it out of loyalty or because they don't want you to feel left out. They do it because they value your input and opinion. They know that you have not only a natural talent, but a passion for what you do.



Exercise: Discover Your Super Power

Not sure what others think? Ask them. But don't just ask them what they think you're good at. Ask them what your superpower is. Everyone has one, and when you discover yours, you'll very often find it's closely related to your passion.

Superpowers can be anything. Maybe you're a good connector of people, with a knack for matching complementary businesses. Perhaps you're amazing at creating healthy meals even confirmed junk-food addicts love. Maybe you're simply a great listener who's able to help a friend through a crisis.

Ask your friends, family and colleagues what they feel your superpower is. The answer might just point you to your passion.

MY SUPER POWERS ARE:



unit 4

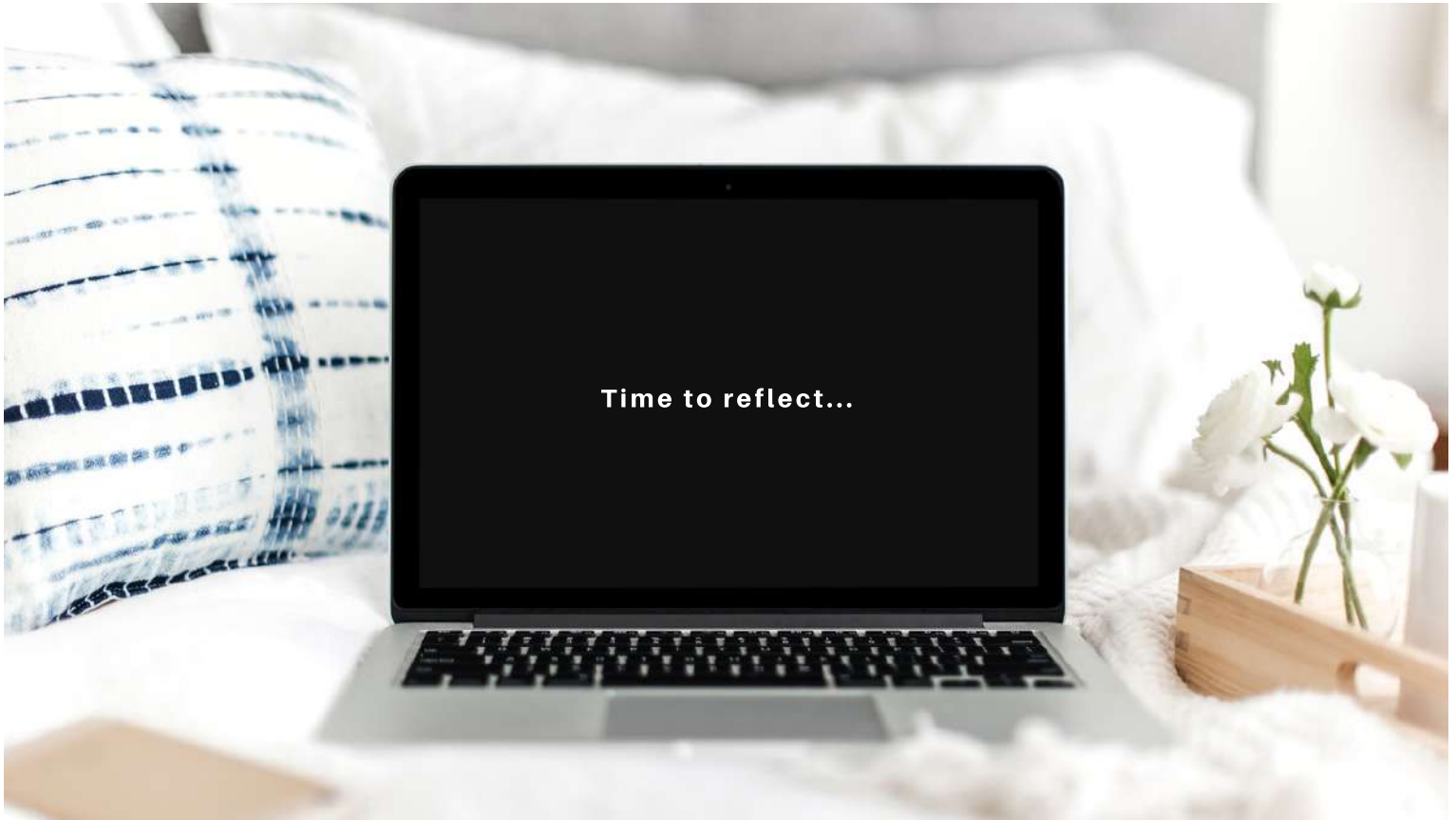
WRITE YOUR AUTOBIOGRAPHY



04



LOOKING BACK



There's a viral video of a couple who—at the hands of a talented team of makeup artists—are made to look decades older than they actually are. As they "age" from 30 to 40 to 50 and beyond, they get a glimpse of each other as they might look in the future. For a brief moment, they get to experience what it might be like to grow old together, and what their life may have been like.

Imagine yourself at 90 years old, looking back on the life you've lived. You're surrounded by mementos of the past. Photos line the walls, your shelves are filled with trinkets and souvenirs, and your heart is filled with memories of a life well lived. Your children are accomplished, and their children are happy and healthy. Your great-grandchildren are just starting to experience life for themselves, and if you're very lucky, they love nothing more than to hear the stories of your life.

Exercise: Write Your Autobiography

Write your memoirs from the point of view of your older self. Don't worry about your creative writing ability, and don't stumble over spelling and grammar. Just spend some time imagining how you'd like to feel at that age, as you look back on your life. Pay special attention to the events that made you feel powerful and gave you the greatest sense of accomplishment.

Did you do anything that changed someone else's life for the better?

Who did you have a positive impact on? How?

What was your favorite year? What happened?

What do your children say is the most important lesson they learned from you?

What's your favorite memory?

What do you look back on fondly?

What was your greatest accomplishment?

If this feels too overwhelming for you, try breaking your life down into decades, and cover the most important points of each. You can always fill in more details later.

Use the next page to capture your notes.

Did you do anything that changed someone else's life for the better?

Who did you have a positive impact on? How?

What was your favorite year? What happened?

What do your children say is the most important lesson they learned from you?

What's your favourite memory?

What do you look back on fondly?

What was your greatest accomplishment?



unit 5

PLAN FOR NEW EXPERIENCES



05



GET OUT OF YOUR COMFORT

In “The Artist’s Way,” author Julia Cameron reminds us that creativity cannot survive in a vacuum. She recommends writers and others spend time in nature, visiting museums, and other activities that “refill the well.”

When it comes to discovering your life’s purpose, you’ll definitely want to get out and try new things as well. Now is the time to try out all those things you’ve thought you might enjoy, but never got around to doing.

Take a yoga class.

Train for a marathon.

Learn to design jewelry.

Only by trying out a variety of activities will you find those that bring you joy—and eliminate those you never want to do again.

Exercise: Plan for New Experiences

Start a list of things you’d like to experience. This can be a living document that you continue to add to as new ideas come to you. It’s also the document you’ll refer to as new opportunities present themselves. However, don’t just list things. Make a plan and do them.

Add at least one new experience to your calendar every month, then do what it takes to fulfill that obligation with yourself. You might just discover a favourite new hobby, or meet your new business partner in that yoga class. But, at the very least, you’ll be refilling your own well.

QUARTER 1

NEW EXPERIENCES I WANT TO HAVE

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

QUARTER 2

NEW EXPERIENCES I WANT TO HAVE

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

QUARTER 3

NEW EXPERIENCES I WANT TO HAVE

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

QUARTER 4

NEW EXPERIENCES I WANT TO HAVE

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

MY PLAN:

DATE COMPLETED:_____

EXPERIENCE:

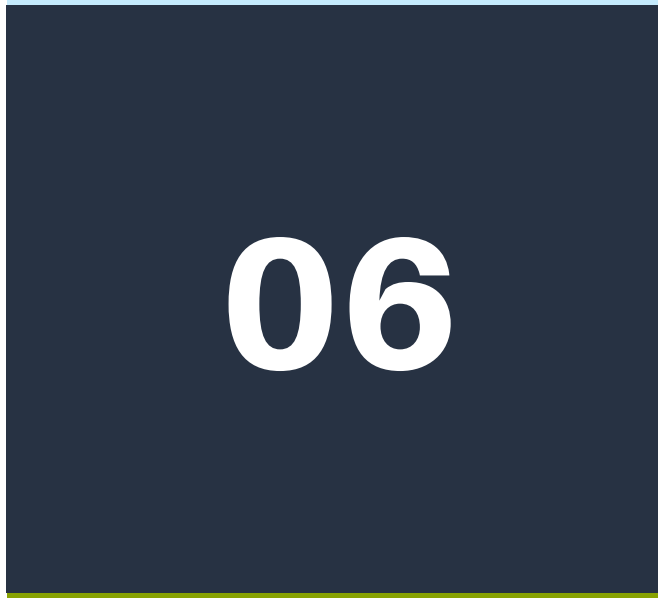
MY PLAN:

DATE COMPLETED:_____



unit 6

FUTURE PROJECTS



CHASE THOSE SHINY OBJECTS

Ask any business coach or mentor the secret to a better business, and they'll tell you it's focus. To be distracted by other opportunities or ideas is to dilute the power of your core business. While this can be true in many cases, it can also cause the purpose-seeking entrepreneur to freeze in her tracks, unwilling to move in any direction for fear of choosing the wrong one. Much like the university graduate who feels trapped in a job she hates, simply because that's what she knows, you'll only end up hating your business and wishing for a day job again.

Rather than wearing blinders to keep you laser focused every moment, take some time to explore other possibilities. Look for complementary ideas that are a natural match for one another.

For example, one prolific and in-demand jewelry designer turned years of teaching and a passion for jewelry into a wildly popular training program for up-and-coming designers. Now she divides her time between creating stunning engagement rings and teaching others how to have a business they love.

Had she remained focused only on jewelry design, she would still be popular, and still doing what she loves, but the addition of the training course allowed her to find her true passion.

Don't be afraid to follow that winding path from time to time. You never know what you might discover around the next bend.



Exercise: Create a List of Future Projects

Productivity gurus call this a “someday” list. It’s the projects and plans you want to do, but not right now. Much like your new experiences list, this is a living document where you’ll record every new project that crosses your mind.

Some will be good. Most will not. But that’s okay. The point is to not close your mind to the possibilities.

MY SOMEDAY LIST

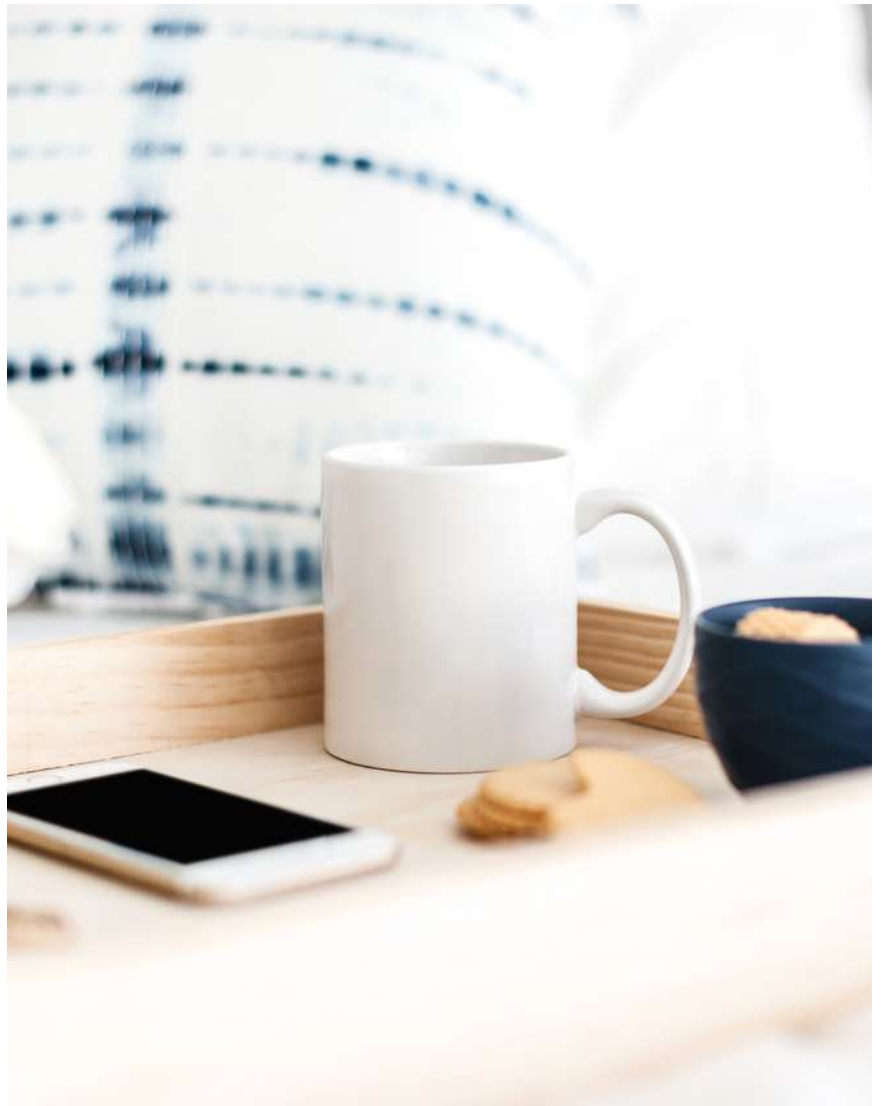
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unit 7

EVALUATE



07



EVALUATE



One at a time, the various exercises in this guide will help you find those moments of true joy, where your mind and your spirit soar, and you're able to feel as if you're truly reaching for your life's purpose.

However, when looked at as a whole, you'll begin to notice themes emerge that will point the way to what you really want to do with your life. This is how businesses and side-hustles come to existence.



Exercise: Reflection

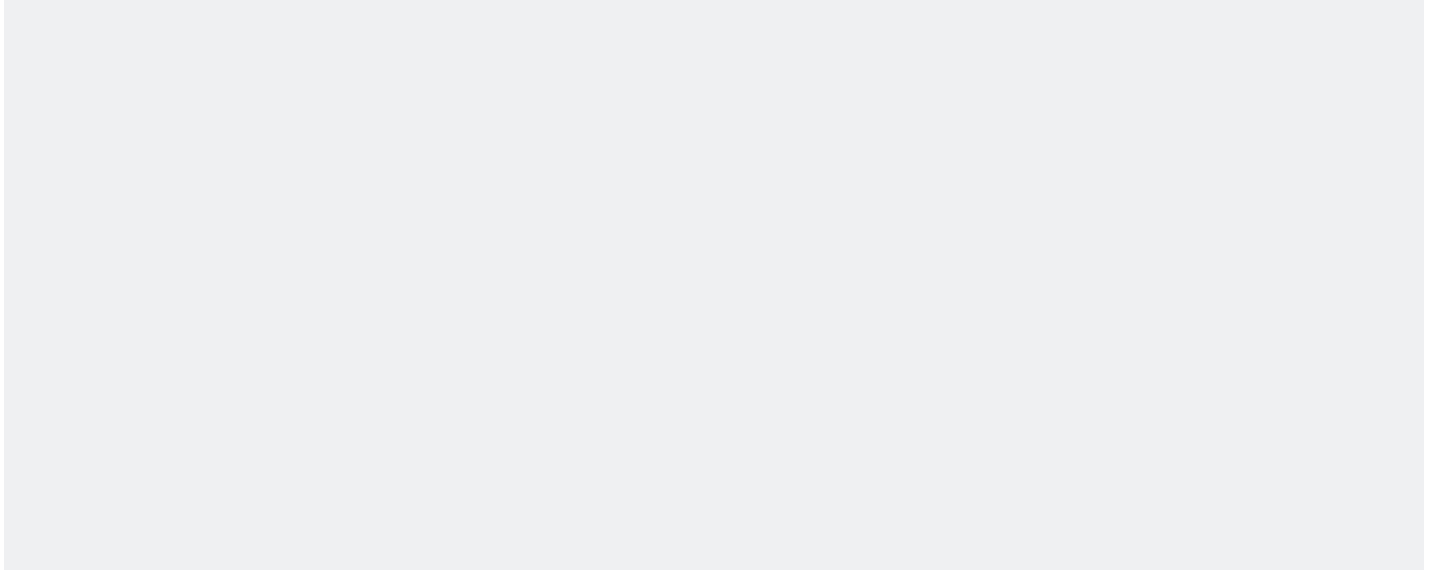
Look back over your journal, your autobiography, your brainstorming session, and your superpower list, and ask yourself:



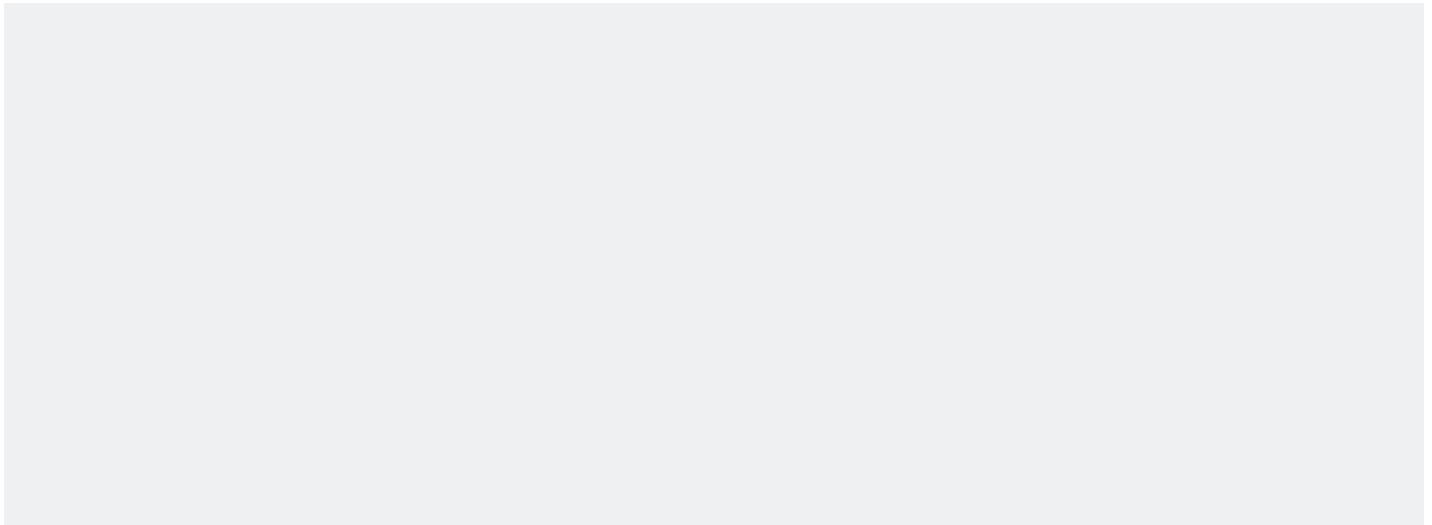
What recurring theme pops up time and time again? (Examples of themes might be Technology, children, crafts, animals, or fitness.)

What superpowers do I have related to that theme?

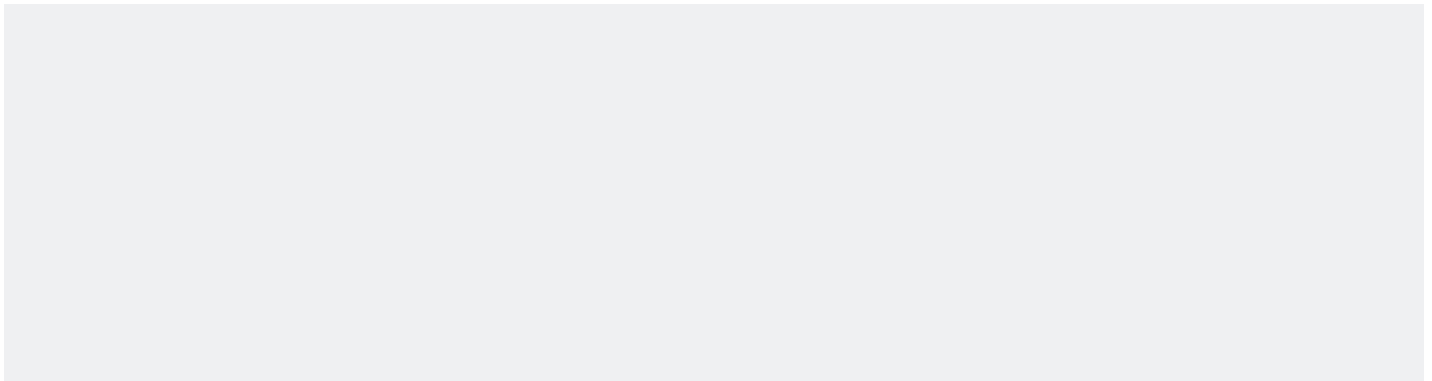
What is my favourite activity related to that theme?



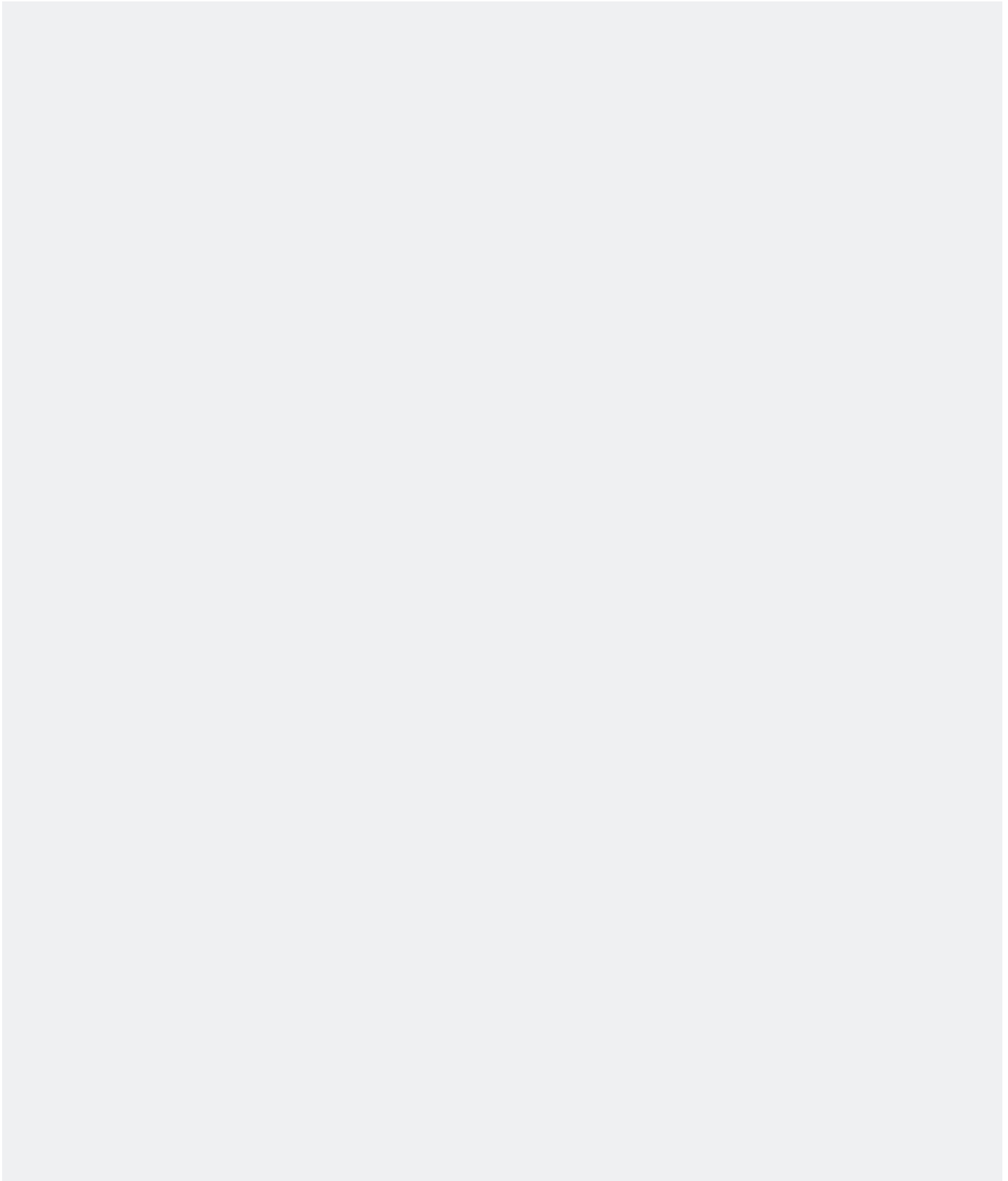
How can I spend my days doing more of that, and less of the stuff I'm not so fond of?



Are there any obvious business ideas that you can already see based on the things you love? If so, list them below.



NOTES



THANK YOU

Thank you for signing up and downloading our workbook. .

We are so proud of you for taking the step to empower yourself to be the Leading Lady of your life.

It is our hope and aim that you will join our online community of Leading Ladies and use this as well as other resources we have available aimed at imparting knowledge and skills to help you improve the following key areas of a Leading Lady Entrepreneur's life:

- Mindset
- Healthy Self love
- Business and Professional development
- Income generation and management

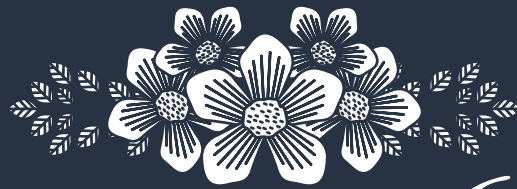
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JOURNALING RESOURCES FOR LEADING LADY ENTREPRENEURS

If you need more resources to help you with your [journaling](#) and [life project planning](#), make it a point to visit: [Leaders In Heels \(https://leadersinheels.com\)](https://leadersinheels.com). They have journals, printables and many other resources that can make the process of discovering the leader inside of you seamless. Take the leap and become the [Leading Lady of your life!](#)





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