

The Confidently Imperfect Business Plan

Build a Business That Feels Like *YOU!*

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How To Use This Workbook

**This plan is not for impressing investors.
It's your personal permission slip.**

The most frustrating part of starting a business is feeling like we have to stick to one idea that we aren't allowed to deviate from. At least, that's what our brains tell us. This workbook is designed to show you that *you have permission* to play, be messy, and not have the PERFECT business plan. Everything you write in these pages should come from a place of genuine happiness without judgement and worry. No need to overthink as we can always change things down the road. There should also be no need to research anything new when completing this workbook. Answer with whatever knowledge you already have, as this is where your true expertise lies. None of this will be perfect and we don't want it to be. This workbook is meant to give you clarity, create a stronger connection to self, and step forward with courage.





My Unscripted Vision

1. What am I building (in one messy sentence)?
2. What do I *really* want in my business during this season?
3. What would “success” look like if I didn’t compare it to anyone else?



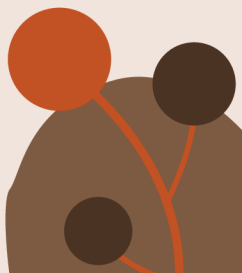
My “Right Now” Clients

This can be who you want to work with if aren't with clients yet

1. Who do I love working with?

2. What are they struggling with?

3. What do they dream of instead?



My Unscripted Offer



1. What is the transformation you want your client to have?

2. What do I love to share or help others with?

3. What price feels like a stretch but not self-betrayal?



My Marketing Magic

1. How do I love connecting with people?

2. What platforms feel energizing (vs. draining?)

**3. What are 3 messy but doable ways I can show
up this week?**



Energy-Aligned Goals

Doable Actions This Month

- ☐
- ☐
- ☐

What I'm Letting Go Of

- ☐
- ☐
- ☐
- ☐





Magnetic Mindset Shifts



Build a business that fits you.
Not the other way around.

There are tons of business strategies in the world that may work for some, but success is **not** one size fits all.



Perfect is exhausting.

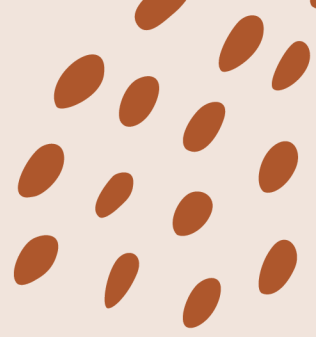
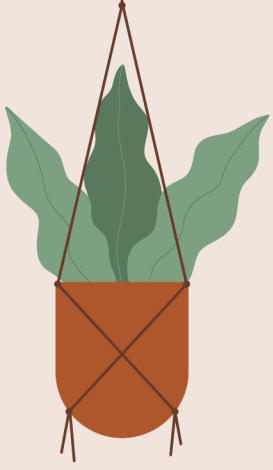
Presenting a certain persona to others is common, but chasing perfection through that is exhausting. Allow people to see the real you, and it will feel so much easier.



Clarity comes from
creating, not planning.

The planning phase is one that us perfectionists will **always** find ourselves in. If we can start to post whatever is on our heart **today**, we can refine as we go.





Your Next Steps

Go Forth In Your New Chapter!

I am so proud of you for doing this work and can't wait to see what magic you create! Use your Unscripted Offer and start marketing it with messy action! If you have any questions, please reach out to me through any of the below links!

If you are interested in diving deeper into your business or if you would like additional guidance with your business plan, you can book a **free 1:1 call** with me where we can explore if personalized coaching and support is for you!

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