The Business Breakthrough Bootcamp

More clients, more confidence, and more time and energy for what matters most

Anna S. E. Lundberg
Why this Bootcamp?

- Re-connect to your bigger vision and goals
- Lean in to do the scary work, not just the busy work
- Build a financially viable and sustainable business
- Focus on the right things at the right time for you
- Grow personally as a business owner
- Connect with others working on their own vision
What will you get?

‣ A boost in inspiration and motivation
‣ Renewed focus and clarity on your strategy
‣ Increased self-awareness and confidence
‣ Concrete tools and frameworks that you can apply directly
‣ An actionable plan to get results
Here’s how we do things...

- We take a holistic approach to success
- We believe that success is possible without the ‘hustle’
- There is no Right Answer; we’re here to find *your* right answer
- We recognise that structure + systems = freedom
- We are willing to challenge ourselves and ask for help
Who am I?
Business Breakthrough Bootcamp Survey

Please complete the survey ahead of the Bootcamp to give me a better understanding of where you are in your business and where you might need the most help.

Email

What are your goals for your business this year?

What is your current product or service offering with corresponding pricing? (Examples)

e.g. 12-month individual coaching package for $x, online course at $x, bespoke corporate projects starting from $x...
Our time together this week

- Session 1: (Re-)connecting to your vision
- Session 2: Mapping out your strategy
- Session 3: Strengthening your mindset
- Session 4: Designing your master plan
- Session 5: Dedicated Q&A
There is one crucial thing that’s missing from all the information that’s out there...
How to get the most out of this week

‣ Pretend you’re hearing it for the first time
‣ Apply what you’re hearing to your own situation
‣ Have an opinion (develop your own point of view)
‣ Capture your big insights and action steps…
‣ …and take action
A few ground rules

‣ Commit to being present (for the whole week)
‣ Stay open-minded
‣ Ask questions
‣ Support others
‣ Share wins and celebrate together
YOUR ONE STEP:

Introduce yourself in the WhatsApp group and tell us the *one thing* that you’re looking to get out of participating in this Bootcamp.
Session 1: (Re-)connecting to your vision
Why is your vision so important?

- If you don’t know the ‘what’, you can’t figure out the ‘how’
- A clear vision will serve as a guide to make decisions
- A powerful vision will motivate you to keep going
- Without a personal vision, you’ll work on someone else’s
- When you achieve your own vision, it will be truly meaningful
What is your vision for you? your family? the world?
Consider the 6 human needs

1. Certainty (we need to feel safe, avoid pain, feel comfortable)
2. Uncertainty (we need variety and challenges)
3. Significance (we need to feel important, needed, wanted)
4. Love (we need connection with other human beings)
5. Growth (we need to develop emotionally, intellectually, spiritually)
6. Contribution (we need to give to others)

Source: Psychologist Cloé Madanes, Robbins-Madanes Training
“Most of us have two lives: the life we live, and the unlived life within us. Between the two stands Resistance.”

- Steven Pressfield
What’s the cost of not pursuing this? To you, your family, the world?
How can you anchor your vision in your daily life?
What do you ultimately want to be known for?
Articulating your business mission

‣ Who do you help?

‣ How do you help them? (Pain points/problems? Results?)

‣ So what??
How will you know when you’re successful?
YOUR ONE STEP:

Update your social media bios/website headline (if needed) and share your mission on social. Don’t forget to tag me @annaselundberg