

**THE  
WORKBOOK  
VIDEO #1**

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**MAKE IT HAPPEN**



## WELCOME

We all have dreams. A dream of a better life, a lifestyle that allows us more freedom to do what we want. A desire to serve others, to share our knowledge and to spend more time with our friends and family. So what's the number one reason that we don't move ahead? What's holding us back? The reality is most of us just don't know where to start. We're not sure what we need to know first and what we need to do next.

**“Once we understand and acknowledge what we don't know, we can make plans to master it and move our business and our life forward!”**



# MASTERING MOTIVATION

## MASTERING CLARITY AND FOCUS - SETTING THE STAGE

In these modules we will be clearing old doubts, fears, habits and patterns, as we begin to create new ways of thinking, doing and being. This module is key. We cannot move into success without first ridding ourselves of our old blocks. Once you get clear, healthy and focused it will be your time to shine!

Check any of the areas on the following list that may be holding you back from moving forward:

✓	DO I NEED TRAINING ON THIS AREA IN ORDER TO MOVE FORWARD?
	I need to understand how to be comfortable and deal with change both good and bad
	I feel stuck and don't know how to move forward
	I have a great deal of self doubt about my abilities or idea and don't know how to get over that
	I tend to procrastinate because I don't want to do it, or just feel overwhelmed
	I don't know how to let go of things, people and ideas that just no longer serve me
	I don't really know what my true full potential is
	I'm still not clear on what I should be doing, or what I really want
	I don't know why I do what I do, or why I even think that something else will make me happier
	I don't work on any mental exercises that could make be better (like meditation)
	I don't take care of myself physically as much as I should
	I probably don't nourish my body with the right foods to keep me going
	I don't know how to schedule my time in the most efficient manner
	I don't understand how to put everything I need to be doing all together
	I don't have a great relationship with money, I don't understand why I have these blocks
	I don't charge what I'm worth, I need a money rehab!
	I never feel I can make enough money
	I'm not sure what my ideal business is, or even if I feel passionate about any business
	I have need a breakthrough year to get me going!
	I need to learn how to be a highly productive, high performance individual
	I don't have a lot of confidence,
	I don't know how to use influence when necessary
	I don't have personal development plan for myself

## MASTERING SYSTEMS AND PROCESS - FOUNDATION BUILDING

In these modules we will be focusing on setting up systems and processes early your business can run smoothly. Many entrepreneurs get stuck because they simply don't know how to set things up. Here we will learn how to put our plans together and create actions steps, checklists, blueprints and more to keep us moving forward!

Check any of the areas on the following list that may be holding you back from moving forward:

✓	DO I NEED TRAINING ON THIS AREA IN ORDER TO MOVE FORWARD?
	I don't have a clear business model - I need this
	I don't have a clear brand - I need this
	I don't have a finished go to market strategy
	I don't have a 5 year strategic plan and don't know how to do one
	I don't follow a yearly operating plan
	I don't know what systems I need to have in place
	I don't know what branding I need to have in place
	I don't know what type of support team I need
	I don't know what to offer
	I'm not sure who my ideal client is
	I don't know how to structure or create an online product or service
	I don't know how much to charge for my offers
	I don't know how to align products so that I can repurpose them
	I don't know how to offer my products online
	I don't understand the technology or how to get help
	I don't know how to do it myself
	I don't have a website or understand wordpress
	I don't understand how to give a free offer
	I don't know how to do a webinar, a podcast or anything like that!
	I don't know what is the most important thing to start with

## MASTERING MARKETING - GROWING THROUGH INNOVATION

In these modules we will be covering all the innovative and creative concepts necessary for explosive business growth. Beginner to advanced we will learn how to build a strong list, create a marketing funnel to engage with our list and how copywriting and social media can supercharge our results.

Check any of the areas on the following list that may be holding you back from moving forward:

✓	DO I NEED TRAINING ON THIS AREA IN ORDER TO MOVE FORWARD?
	I don't know how to build a list
	I don't know how to create a free giveaway (like an ebook)
	I don't know how to set a free giveaway up online
	I don't know how to use social media to build my list
	I don't know how to write a newsletter
	I don't know how to keep a list engaged
	I don't know how to follow up or sell to my list
	I don't know how to use my personality in my marketing
	I don't know how to speak in front of a crowd
	I don't know how really use social media
	I don't know how to get invited as a guest on other peoples channels/programs
	I don't know how to post or what to write
	I dont know how to set up marketing pages or sales pages
	I don't know how to move my clients through different parts of my business

# MASTERING MOMENTUM

## MASTERING MOMENTUM - LEVELLING UP YOUR GAME

In these modules we will letting your imagination soar! You've mastered the foundation, systems, and your business is set up to win. Now lets get to the next level by ensuring we have the knowledge and skill base to learn more, offer more and earn more!

Check any of the areas on the following list that may be holding you back from moving forward:

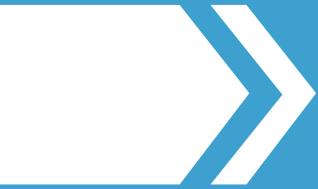
✓	DO I NEED TRAINING ON THIS AREA IN ORDER TO MOVE FORWARD?
	I don't know how to offer up level prodcuts
	I don't know how to upsell
	I don't know how to offer high end prodcuts
	I don't know how to sell to high end clients
	I don't know how to network
	i don't know how to set up strategic partnerships
	I don't know how to become or offer a JV (joint venture)
	I don't know how to write a book and would like to
	I don't know how to get published
	I don't know how to be booked as a speaker
	I don't know how to run my own events

## YOUR NEXT STEP

Now that you have checked off the areas you need to get better at, it may seem overwhelming at first, but it doesn't have to be. The hard part is done, you know what you need to do. The next step is going out and mastering those skills, one step at a time!

**“In Video # 2 , you are going to learn some fundamental skill sets to start your journey, and how to make this year your breakthrough year!**

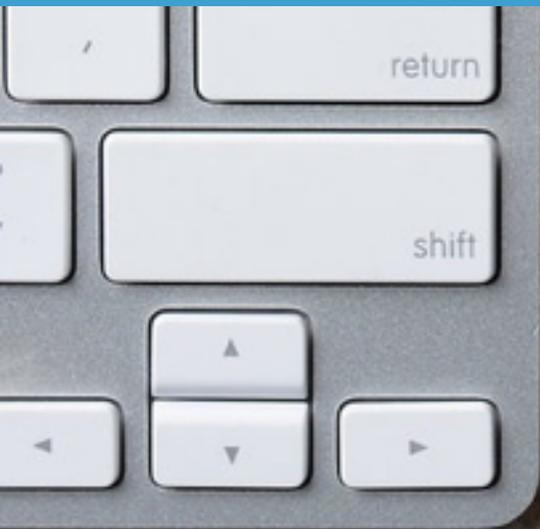
**Get ready to learn how to live the life you want that gives you the freedom, joy and abundance you deserve.**

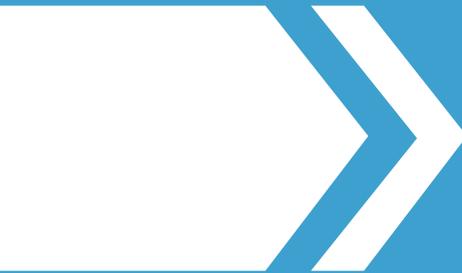


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ONE RED LIPSTICK**

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## WELCOME

If you want to enjoy the business success you are looking for you must master an entirely new way of thinking about your business and year ahead so pay close attention.

Im also going to share with you 3 unique exercises. When you know how to master these you never have to worry about having obstacles in your way that will impede your progress. The goal is to break free of excuses and clutter and get you on track towards having the best year of your life so that you can experience a life of pure joy!

**“What could you  
actually do if  
you didn’t think  
you  
could fail?”**



# THE LOSER WALL

## MASTERING YOUR EXCUSES

You will recall from video #1 the best way to move forward is to acknowledge what you need to do! This is your chance to finally acknowledge all your excuses and put them away for good!



### Exercise # 1

- ▶ Take Cards or cut up paper square and for the next few days write down every excuse you use so that you don't do what you really want to do.
- ▶ Pin the paper on a wall, not a tiny wall behind your desk. It should be on a big wall. A wall where your kids can see it and laugh at it and where your husband can roll his eyes every time he sees it.
- ▶ You need to label it "the loser wall" just in case you forget!
- ▶ Leave it up there for a while, and begin acknowledging your excuses and committing to never using them going forward.
- ▶ When you stop using those excuses you may take it down. However,
- ▶ Before you even think about taking it down take a picture of it. For the rest of your life it will serve as a reminder of your excuses once that you will never use again, you will be that loser again.

# TAKE MASSIVE ACTION

## ACTION CHANGES THINGS

We all know that when we finally take action, things change. Without taking action we are left stuck in the same old rut, or worse. Our actions muscle must continually be exercised in order to move forward.



### Exercise # 2

- ▶ Schedule in 3 new things that you **MUST** take action on this week. Put it in your calendar and stick to it. It doesn't matter what it is, it just needs to be scheduled and completed, You could:
  - ▶ Schedule in daily 20 minute meditations, walks, exercise
  - ▶ Schedule in a half day to learn how to host a webinar
  - ▶ Schedule in time to write 20 social media posts

TASK	COMPLETED
#1	
#2	
#3	

# THE TRIGGERS

## REMINDERS OF WHAT'S IMPORTANT

The words you speak amplify your feelings and trigger mental images, which in turn lead to the actions you take. And the actions you take lead to an outcome. So, if what you think is what you get, then what you say is what you ask for.



### Exercise # 3

- ▶ Write down 3-5 trigger words or phrases that make you feel confident and assured on your path ahead. It can be a phrase you hear, a song that pumps you up, or just a word you see every morning when you wake up. Place your list somewhere where you can see it at a moments notice. And practice using it every day.

Trigger Word or Phrase
#1
#2
#3

## **YOUR NEXT STEP**

If you have completed the three exercises you are well on your way! Continue to utilize them for at least 21 days to ensure they become your new normal.

**“In Video # 3 , you are going to learn about how taking your learning to the next level can completely change your life!**

**You’ve already seen what few simple exercises can do....Imagine the life of freedom you will finally realize if you just commit to yourself. Now is your time.”**



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