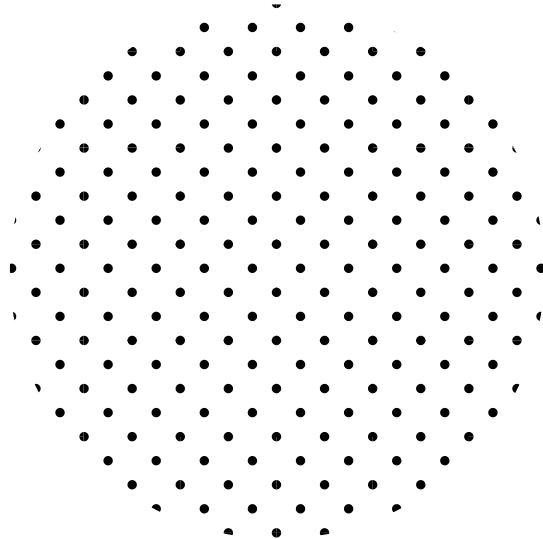


THE VISION CHALLENGE



@shontaviajesq
#VisionChallenge



www.shontavia.com #VisionChallenge

WELCOME TO THE VISION CHALLENGE!

Congratulations for making the decision to start your business with VISION. Your vision is the foundation for your business, and I want to help you create a customized plan based on that vision.

I'm so glad you're starting this journey with me. I created this challenge with you on my heart and in my mind, because the world needs your ideas to come to life!

Creating a business is tough, and getting started is definitely one of the toughest steps.

Thankfully, you don't have to go at it alone! My mission is to help you, and other people like you, use your expertise to become a successful business owner.



TIME TO COMMIT

If you are committed, this challenge will, over the next month, help you create a vision **and** plan for the brand and business you so desperately want.

This challenge pumps the breaks on all of the information and noise coming from social media, Google, other people, and your own head.

We are starting from ground zero -- with YOU. And, with what you want for your brand, business and life.

I once read a book where the author asked, "with no clear picture of how you want your life to be, how on earth can you begin to live it?" This makes so much sense! With no destination in mind, how can we possibly know where we're going?!

This vision challenge helps us create **your** picture for your business so that you know exactly where you're headed. Let's make it happen!

With gratitude,

Shontavia



THE CHALLENGE

I created this challenge to help you:


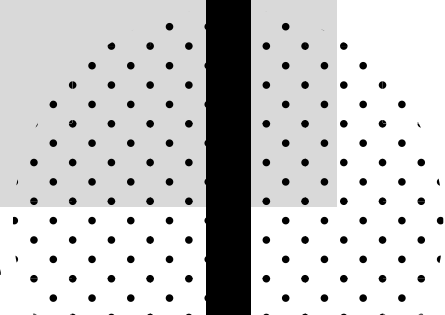
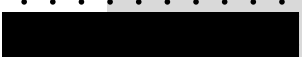
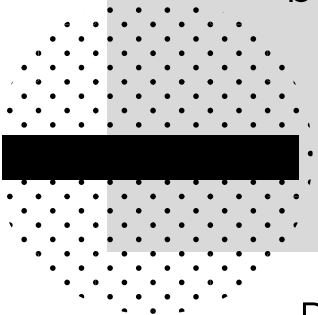
- get a clear vision on what your personal brand is,
- connect that vision to a business model that supports the impactful life you want, and
- take the necessary steps to start your business the right way.

You can buy hundreds of one-size-fits-all business books that tell you how to register a business, get a Tax ID number, and apply for the right licenses.

But, none of this means much if you don't know what to do with your business or how to make it work for you.

We've all heard the statistics about how many businesses fail. One reason for this is that many people create businesses that don't make sense for them or their lives.

Trying to fit your unique personality, goals and desires into a cookie-cutter model isn't always the best path. So, let's find YOUR path.



THE CHALLENGE

I **know** there's a lot to do, but to whom much is given, much is required.

You have all the tools you need—not only to walk through these steps, but to **succeed and thrive in business**.

It is my strong belief that the world is depending on you to do that thing that keeps tugging at your heart and mind.

You were put on this Earth for a reason, and those ideas, tugs and desires you feel are the compass pointing you in the direction you need to go. The closer you get to operating in this zone, the more confident and capable you'll be.

The Vision Challenge is merely the GPS telling you how to get to your business without getting lost, stuck in traffic, or ending up in Maine when you should be in California.

I will be the voice of your GPS. Each morning, you will receive one email from me that will help you accomplish your goals.



GET YOUR MIND RIGHT

Before we get started, I'm going to ask you to do a few things to get ready.

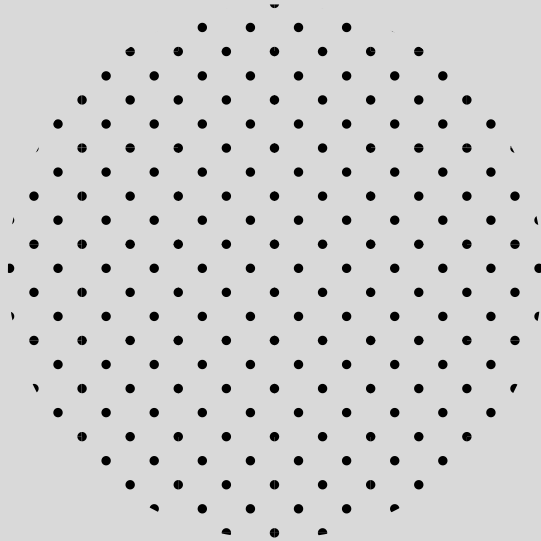
#1. **Block thirty minutes each day** to devote to your vision. Literally pick a half-hour window and add the words "MY VISION" to your phone's calendar. Use this time to read my daily email and take the Vision Challenge.

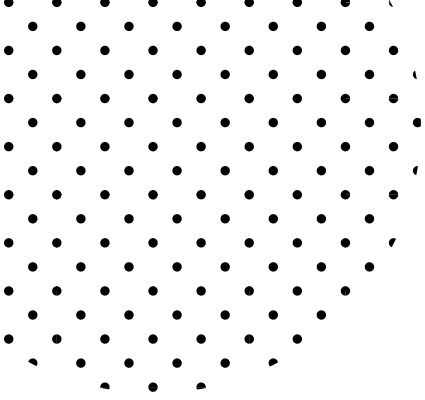
#2. **Print out this workbook and write in it each day.** Over the next four weeks, I'll ask you to complete exercises that ultimately lead to your completed vision. This workbook will walk you through each step that I send you by email.

#3. **Give yourself permission to dream.** The vision you're creating deserves your biggest and best desires--not some watered-down thing limited by what is "practical" or "doable." While you may ultimately settle on X, don't be afraid to explore Y and Z too.

WEEK 1

YOUR DREAM



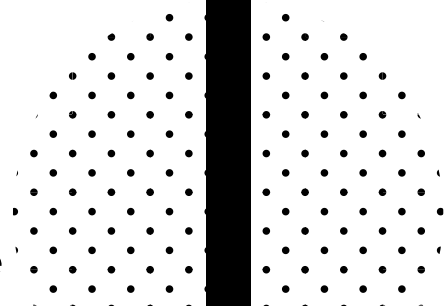


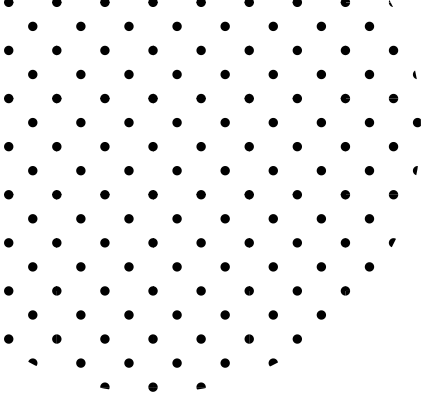
DAY 1

Writing your vision is one of the most important things you can do for your business. Pick a time frame between 1 and 3 years from today and choose an actual date. What does your life look like on this date?

This includes your family, your day-to-day, and your health.

For more, check out the Day 1 email, which is in your inbox.



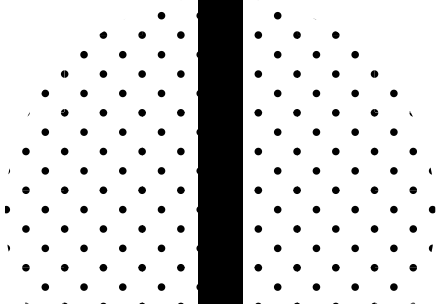
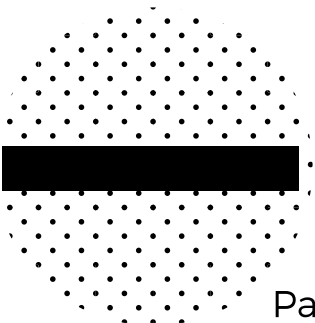


DAY 2

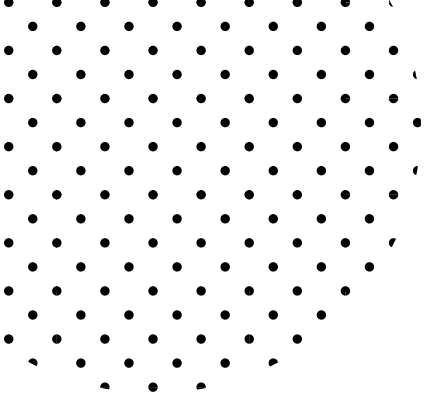
Pick a time frame between 1 and 3 years from today and choose an actual date. What does your professional reputation look like on this date?

*What are you known for? What is your specialty or expertise?
What do your social media bios say?*

For more, check out the Day 2 email, which is in your inbox.



DAY 2

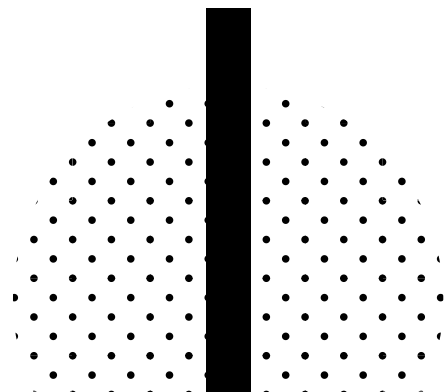
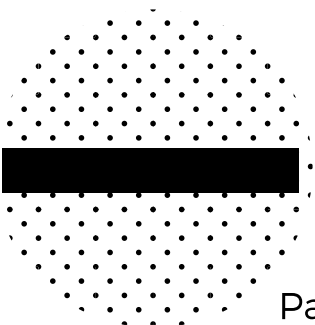


DAY 3

Let's come back to this moment in time. As of right now, why do you want to start your business? What is motivating you to do this?

Wanting to make money is fine, but what else is pulling you in this direction? Family? Legacy? Making a difference?

For more, check out the Day 3 email, which is in your inbox.





DAY 4

Pick a time frame between 1 and 3 years from today and choose an actual date. What does your business look like? For more, check out the Day 4 email, which is in your inbox.

Name of your business:

Number of employees:

Location:

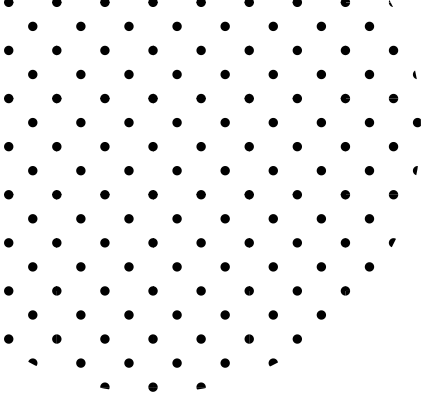
What are you doing each day?

What is your business's personality and vibe?



DAY 4

What else is happening in your business on your chosen date?

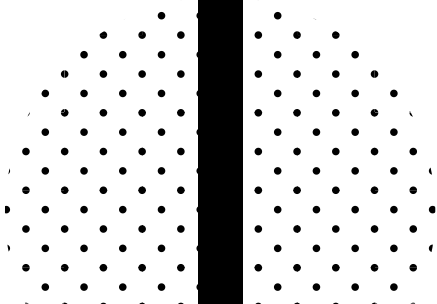
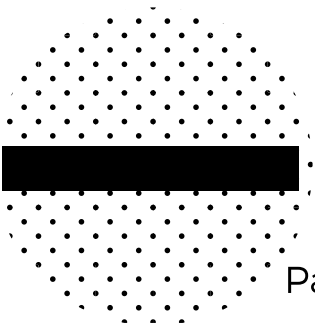


DAY 5

Pick a time frame between 1 and 3 years from today and choose an actual date. Who is your business helping?

Who are your customers? Who is following you on social media? Who wants to hire your and/or buy from you?

For more, check out the Day 5 email, which is in your inbox.





DAY 6



Pick a time frame between 1 and 3 years from today and choose an actual date. How are you making money?

What are you selling and for how much? Some options include products, services, online courses, etc. How many people are buying these items?

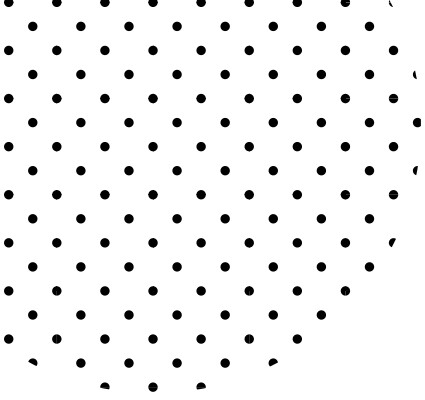
For more, check out the Day 6 email, which is in your inbox.

Begin by answering the following questions:

1 My business makes total **revenue** (all income from sales) of _____ per year.

2 My business makes total **profits** (income minus expenses, debts and costs) of _____ per year.

3 I **take home** _____ per year.



DAY 6

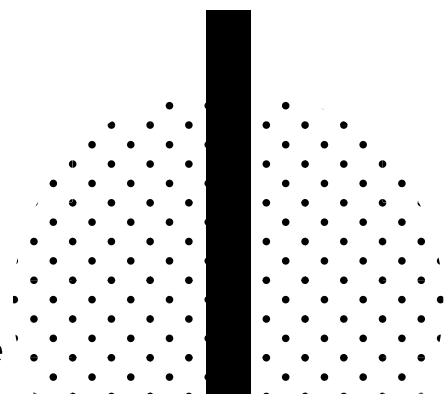
If you're ready to get very specific, complete the next two pages. If you're not, don't worry about it. You can come back to these later.

I SELL:

PRICE/ITEM

I SELL:	PRICE/ITEM
Item 1:	
Item 2:	
Item 3:	
Item 4:	
Item 5:	

If you need more space for items, copy this sheet as many times as you need to!

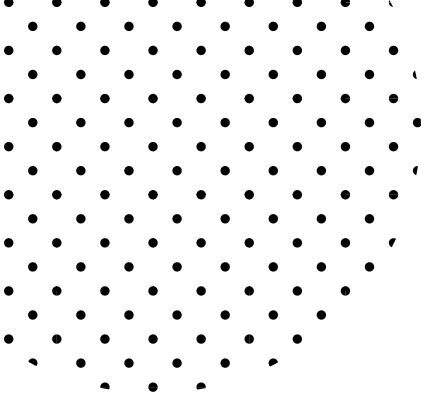


DAY 6

- I sell _____ units of item 1 per year, which equals revenues of _____.
- I sell _____ units of item 2 per year, which equals revenues of _____.
- I sell _____ units of item 3 per year, which equals revenues of _____.
- I sell _____ units of item 4 per year, which equals revenues of _____.
- I sell _____ units of item 5 per year, which equals revenues of _____.

My total revenue equals = _____ per year.

(Does this match the number on page 16?)

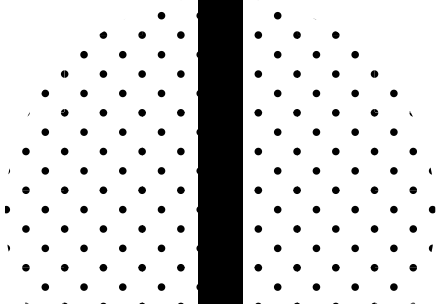
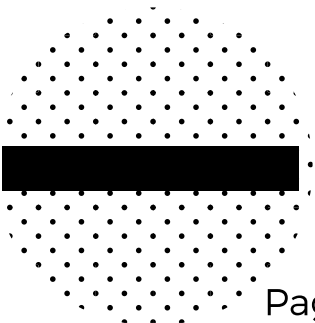


DAY 7

Congratulations on making it to the end of Week 1! Pick a time frame between 1 and 3 years from today and choose an actual date. How do you feel? What does your energy look like?

If your business is doing all of the things you've said from earlier this week, how does this impact your physical and mental health?

For more, check out the Day 7 email, which is in your inbox.



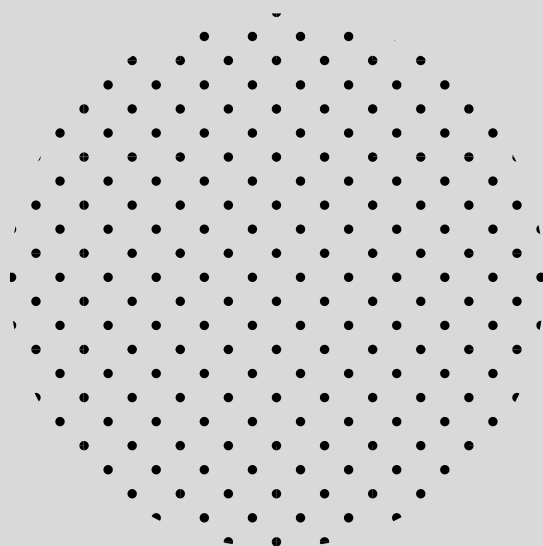


DAY 7



WEEK 2

YOUR BRAND



DAY 8

Your personal brand is a combination of how you see yourself and how others see you. This week, we will start by looking at how you see yourself. Today is all about your personality.

For more, check out the Day 8 email, which is in your inbox.

What is my attitude and personality like today?

Visit <https://www.16personalities.com/> and take the test. Write your personality type below.



DAY 8

What part of the personality test did you agree and disagree with? Jot those observations down below.

I AGREE WITH:

I DISAGREE WITH:

DAY 9

Answer the following questions: What am I constantly giving advice to others about or helping others do? What kinds of questions or requests do I get the most from people inside and outside of work?

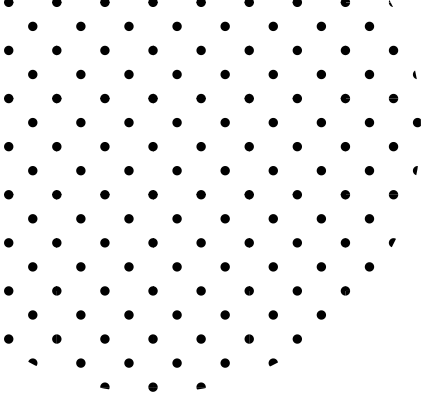
For more, check out the Day 9 email, which is in your inbox.

What am I constantly giving advice to others about or helping others do?

What kinds of questions or requests do I get the most from people inside and outside of work?



DAY 9

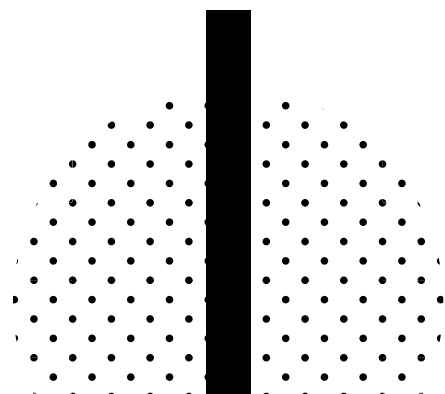
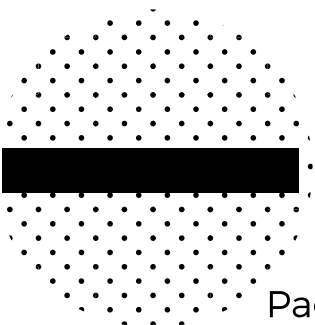


DAY 10

Answer the following question: Where do I volunteer my time for free right now?

This could be with community service, church or other service organizations. This could also be advice or help you're giving family and friends for free.

For more, check out the Day 10 email, which is in your inbox.





DAY 11

Let's do a text, email & social media audit.

Look at the last week or two of texts, emails and social media posts you've sent and/or posted.

What kinds of content and information are you sharing with people right now? In the columns on the next page, make a list of these things.

Some examples might be:

- Bible verses
- Encouraging quotes
- News articles about specific topics
- Social media posts about specific topics

It is okay if the answer is "nothing." This just means you may have some growing to do in this area once you start your business.

For more, check out the Day 11 email, which is in your inbox.

DAY 11

TEXT

EMAIL

**SOCIAL
MEDIA**

Empty box for text input.

Empty box for email input.

Empty box for social media input.

DAY 13

Your personal brand is a combination of how you see yourself and how others see you. This week, you will ask other people how they see you.

For more, check out the Day 13 email, which is in your inbox.

Who is your Trusted Tribe? Write their names and contact information below.



DAY 13

When you hear back from your Trusted Tribe, write their feedback below.

My Trusted Tribe says my best qualities are:

My Trusted Tribe says I am good at:



DAY 14

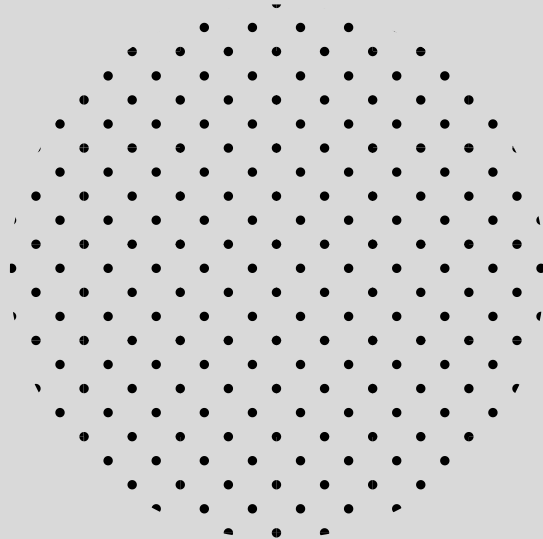
Congratulations on making to the end of Week 2!

Take today to reflect over what you've written so far. Re-read Days 1-13 and add things you think might be missing. Use the space below to write down how all of this makes you feel. If you're not feeling great, explore why your dream makes you feel this way.

For more, check out the Day 14 email, which is in your inbox.

WEEK 3

YOUR MESSAGE





CREATE YOUR MESSAGE

For Week 3, I've created a one-page Message Model that will help you hone in on the key components of your business. Now that we've started to organize your thoughts around (1) the future you want, and (2) your current position, it's time to start connecting all of the dots.

The Message Model is where you will do this. Before you jump headfirst into business ownership, this model will help you make sure you're jumping into the right end of the pool.

The Message Model is easy to start and hard to finish. It requires you to truly focus on the most important elements.

No fluff, no chaser. Straight business.

You should be able to use some of your notes from Weeks 1 and 2 to get started.

If you start to feel overwhelmed, put the workbook down, walk away, and come back later. Remember, you're doing this work now so that you avoid pitfalls later.



DAYS 15-19

The message model has five components:

- The Issue/Topic
- Ideal Customer
- The Problem
- Current Options
- Your Solution

Your job this week is to summarize your plan for your business on one page. You can use the Message Model as a guide.

I've included a sample Message Model on the next page for a fictitious shoe business.

There's a blank model following that sample, along with a notes page if you need to write some things down. If you need more pages, that's fine-- just print out as many copies of page 38 as you need to.

For the next 5 days, make sure to check your email for daily suggestions on how you can fill out this chart box by box.

MESSAGE MODEL

- Existing high-heeled shoes are uncomfortable
- More comfortable high-heeled shoes don't look great
- Flat shoes aren't always seen as professional/formal as high-heeled shoes

THE PROBLEM

- Flat shoes
- Wedge heel
- Uncomfortable high-heels
- Competitors include: Sammie's, Inc., H.T. Shoe Company, and Kam's.

CURRENT OPTIONS

- A high-heeled shoe that looks great and comfortable for all-day wear.
- Shoe invention (patent pending) that makes high-heeled shoe feel comfortable
- New design that makes comfortable high-heeled shoe feel great

YOUR SOLUTION

- Comfortable high-heels

ISSUE/TOPIC

- 45 year old woman named Nicole
- Married with 2 kids and lives in Georgia
- Works in a corporate setting and makes \$100k/year
- Often attends after-work networking events
- Prefers high-heeled shoes because she likes and feels more confident in them.

IDEAL CUSTOMER

MESSAGE MODEL

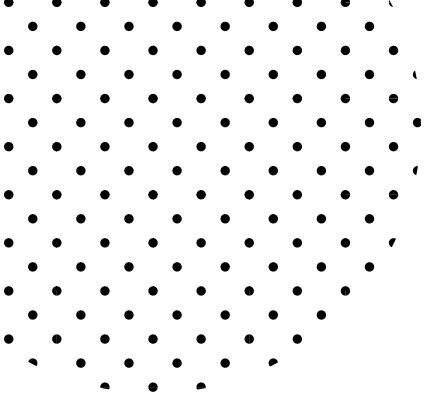
THE PROBLEM

CURRENT OPTIONS

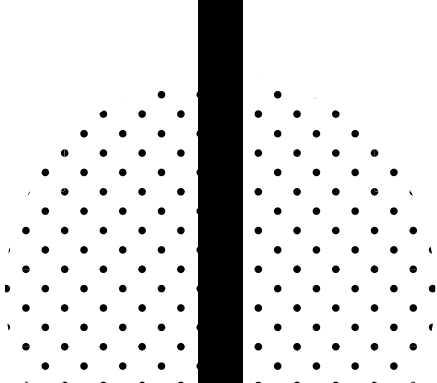
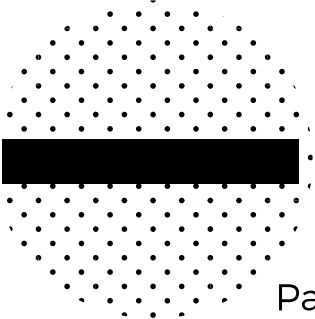
ISSUE/TOPIC

YOUR SOLUTION

IDEAL CUSTOMER



DAYS 15-19





DAY 20

Now that you have created a Message Model for your business, it is time to create your 30-second elevator pitch. Today's goal is for you to create a message that allows you to explain your new business quickly. You can use the below formula.

For more, check out the Day 13 email, which is in your inbox.

Hi, my name is _____ and I

(founded/am creating) a company

called _____.

Do you know how _____

_____?

What I/we (do/will do) is

so that



DAY 21

Congratulations on finishing Week 3! Now that you've explored your dream, gotten organized with your current brand, and created a message around your business, I want you to share the good news.

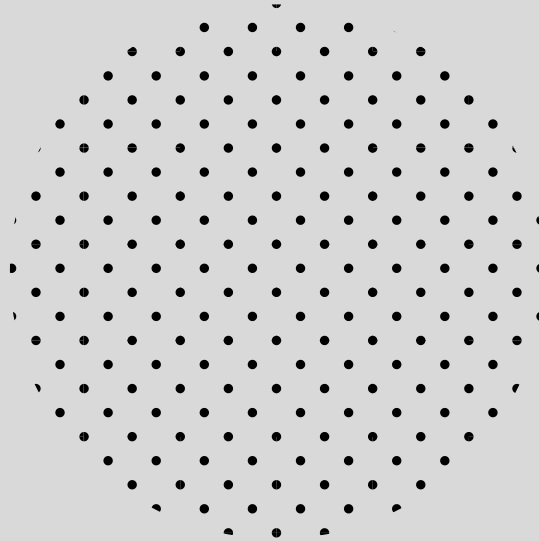
Go back to Day 13 and pick three people from your Trusted Tribe to share your 30-second pitch with. Ideally, you should choose people who responded to your earlier email.

You should deliver your pitch either in person, by phone, or via video messaging. Don't email or text it! You want to get their reaction to your content *and* delivery.

For more, check out the Day 21 email, which is in your inbox.

WEEK 4

YOUR PLAN





DAY 22

Alright! We are heading into Week 4 and coming to the end of the Vision Challenge.

This week, we are going to combine all of things you've done and create a plan to get your business started.

First, please review everything you've written thus far. Second, answer the below big-picture questions about your business.

For more, check out the Day 22 email, which is in your inbox.

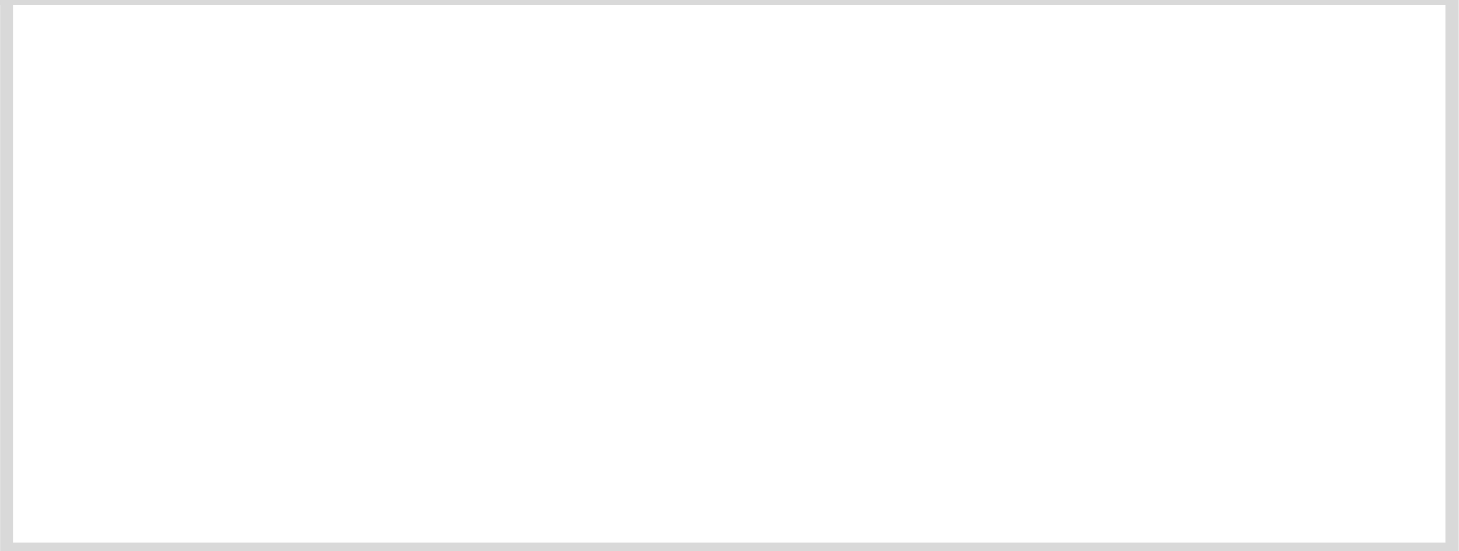
What is your business's mission?





DAY 22

What is your business's focus?



What do you value in your business?





DAY 23

Today, we are going to focus on your clients, customers and followers. Who does your business serve? What are some common qualities of your ideal clients and customers?

In addition, are there any key partners or collaborators you will work with?

For more, check out the Day 23 email, which is in your inbox.



DAY 23





DAY 24



Today, I'd like you to do some research on other people in your field/working on your topic. Try to find at least 3 people in each category below.

For more, check out the Day 24 email, which is in your inbox.

**"NEXT
LEVEL"**

PEERS

MENTORS

--	--	--

--	--	--

--	--	--



DAYS 25 - 26

Aww snap! You're nearing the Vision Challenge finish line and I'm soooo excited for you.

For Days 25 and 26, I'd like you to type your vision and put it in a place on your laptop or phone where you can read it every week.

In my experience, creating this document takes more than one day because you may want to add/delete/rearrange things.

Consider including the following sections:

- Mission & Vision
- Who you serve & work with
- Where you're operating
- What you sell & how you make money
- Your peers & mentors
- How you feel & what your life looks like

Add anything else that's relevant for your business.

If you'd like to see an example, you can find the vision I've written for my company at <https://tinyurl.com/vtfv4o8>.

DAY 27

Now that your Vision is typed up, you'll need to create a plan based on what you've written. Everyone's checklist will look different.

With the checklist below, I've included some things you should consider. Please add your other relevant items.

- Find an accountant (& maybe a lawyer)
- Register your business w/ the appropriate state
- Get a tax ID number
- Open a business bank account
- Check your business name for competitors
- Determine whether you need addt'l licenses/permits
- Protect your intellectual property
- Reserve your business's domain name
- Reserve all social media handles
- Create a social media strategy
- Create products/services for sale
- Create a website
- Follow the people from Day 24 on social media
- Create a marketing plan



DAY 27



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DAY 28

CONGRATULATIONS!! You finished the Vision Challenge. I'm soooo proud of you.

On this last day, I want you to:

#1. Stop and express gratitude for getting through **FOUR FULL WEEKS** of the challenge.

#2. Set a calendar reminder to read your typed vision at least once per week.

#3. Head over to shontavia.com to sign up for my #MakeItHappenMonday Newsletter, which provides weekly tools, tips and strategies for building and growing your new business.

BONUS: If you'd like to stay connected with me and get exclusive insights and direct feedback about your business, join me at programs.shontavia.com. You'll find a supportive community of business owners, side-hustlers, entrepreneurs and creatives. And me!