

**LESSON 1**

*Homework*

1. **Describe your vision of your perfect future.** *Don’t hold back. Write in as much detail as possible what your day looks like, what you’re doing, who you’re interacting with. Picture it in as much clarity as possible and describe it below:*

1. **What is your “why”?** *Some suggestions are below to get you started, but I recommend you write it in your own words*
* Spend more time with family
* Supplement family income (bills, vacation, kids’ sports, etc.)
* Build Self-Confidence
* Replace a full-time or part-time income
* Being your own boss
* Do something you love while earning money
* Time flexibility
* Working from home
* Work with Spouse
* Keep busy and have fun
1. **Create your ideal customer persona:** *(copy and paste to create as many personas as you like)*
* Name:
* Age:
* Gender:
* Married? Children?
* Occupation:
* Online Hangout Spots:
* Needs, wants, or pain points:
* Other information:
* Photo (find an example of a photo of what your customer might look like to help you visualize who you are speaking to):

1. **What are some fears that hold you back from running your business?** List each one and answer the following questions: Is this fear rational or irrational? How can you address it or overcome it?