



Her Next Move

BY MADEHERSELFABOSS

PRE WORK

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HERSELF A BOSS
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Mindset Reset: Stop Winging It

your strategy can't grow if your mindset is still stuck in survival mode. Before we get into the numbers, let's deal with the thoughts running the show behind the scenes.

Call Out the Lies - Check any that sound like you:

- I don't have enough time.
- Nobody is paying attention to me.
- I'll never make real money from this.
- I need to do more to be successful.
- I should already be further along.
- Other
- I'm working so hard but the money still isn't consistent.
- I don't know where my next client is coming from.
- I keep starting things but never finishing.
- I feel like I'm doing this all alone.
- I'm scared of failing in front of everybody.

Flip the Script

Rewrite each lie into a new truth. Example: "Nobody is paying attention" → "The right people will see me when I show up with intention."

Lie: _____

Truth: _____

Lie: _____

Truth: _____

Lie: _____

Truth: _____

Lie: _____

Truth: _____

Future Self Vision

90 days from now... how will my life + business look different if I have clarity + consistent cash flow?

I'll feel:

I'll be able to:

My business will:

Self-Care Check-In

Because growth without grind means you are part of the plan, too. One habit I need to start for myself:

One habit I need to stop for myself:

Anchor Statement

Write a one-liner mantra you'll bring into the event. Example: "I run my business, my business doesn't run me."

My mantra:

Clarity Foundations – Know Your Numbers & Niche

If you don't know your numbers and who you serve, you're building blind. Cashflow clarity starts with honesty. These questions will show you exactly where you're at today so we can create a plan to grow tomorrow.

Numbers Check

Answer these honestly. No judgment clarity is power.

Last Month's Income

Last Quarter's Income (add up 3 months)

Average Monthly Expenses:

Profit (Income – Expenses)

How much do you want to consistently earn each month?

Reflection: If your business kept running exactly as it is now for the next 6 months... would you be happy with those numbers? Why or why not?

Audience Snapshot

If you don't know who you're talking to, your content won't connect. Let's clear it up.

Who is your ideal client?

Describe her in 1-2 sentences. Example: "She's a new mom who wants to start her own online business but feels overwhelmed by tech"

What is she struggling with right now? (List 2–3 specific pain points.)

What transformation are you helping her create?

(Finish the sentence: “I help her go from _____ to _____.”)

Alignment Check

Match your numbers + your niche. Does my current audience want/need the offers I’m selling?

Yes No Not sure

If “not sure,” what do I need to get clear on?

Clarity kills confusion. These answers are the foundation of your growth plan. Bring this page with you to **Her Next Move online training**, because the clearer you are here, the faster we can map out your 90-day plan.



Cash Flow Check – Map Your Offers

If you don't know what you're selling and how it's making (or not making) you money, no 90-day plan in the world can save you. This page will help you see exactly where your cash is (and isn't) flowing so you can stop guessing and start growing.

List Every Offer You Have Right Now

Write down every product, package, or service you currently sell even the ones collecting dust. Let's see the full picture.

Offer Name	Price	How Many Sold (last 90 days)	Total Revenue	Worth Keeping? (Y/N)
Ex: 1:1 Coaching	\$500	2	\$1,000	Y

Identify Your Core Offer

Out of everything above... Which offer do you actually want to be known for?

Which offer brings in the most consistent revenue right now?

Do those two match?

Yes No

Spot the Gaps

Check all that apply:

- I don't have a low-ticket "entry" offer to get people in the door.
- I don't have a solid mid-range/core offer that pays the bills.
- I don't have a premium/high-ticket offer for clients who want more access.
- My offers don't feel aligned with the audience I actually want to serve.

Cash Flow Reflection

Answer honestly: Which offer drains me the most?

Which offer lights me up the most?

Which offer do I need to double down on for the next 90 days?

Confused offers = confused cash flow. Bring this page to **Her Next Move** and we'll build a 90-day plan that makes your money-making offers the star of your business no more side distractions, no more guessing.

Visibility Audit – Where Are You Showing Up?

You can't grow if nobody knows you exist. But showing up everywhere without intention? That's not visibility, that's burnout. This audit will help you see where your energy is leaking and where to focus to actually get seen and get paid.

Where Did You Show Up in the Last 30 Days?

- | | |
|--|---|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Podcast (yours or guest) |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> YouTube |
| <input type="checkbox"/> TikTok | <input type="checkbox"/> Networking / In-person events |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Speaking engagements / Workshops (virtual or live) |
| <input type="checkbox"/> Email list / Newsletter | <input type="checkbox"/> Other: _____ |

Rate Effectiveness

On a scale of 1–5, rate each channel you checked above.

(1 = total crickets, 5 = actually brought leads/clients)

Example:

- Instagram: 2
- Networking events: 4

Write yours here:

Time vs. Results

Which platform takes the most of your time?

Which platform actually brought you leads or clients?

Do those match? Yes No

Decide Where to Focus

You don't need to be everywhere. You need to be consistent in the right places. Which 1-2 platforms will I commit to focusing on for the next 90 days?

Which platform(s) will I let go of (for now) to protect my energy?

Visibility Goals

Fill in the blanks: I will consistently show up on _____ (platform) _____ times per week. I will track my visibility by measuring _____ (example: engagement, leads, sales conversations).

By the end of 90 days, I want my visibility to lead to _____ (example: booked calls, paid clients, brand awareness).

Being "everywhere" isn't the flex being consistent where it counts is. Bring this page to **Her Next Move Online Event** so we can lock in the marketing strategy that gets you seen *and* paid.

Pre-Event Reflection Sheet

You've done the prep work now let's put it all together. This sheet is your foundation for Her Next Move. Bring it with you, because we're going to turn what you write here into your 90-day roadmap.

Where I Am Now

My Current Monthly Income: \$ _____

My Last Quarter's Income: \$ _____

My Consistency Level (1-10): _____

My Biggest Block (from quiz result):

- Overworked Hustler
- Invisible Marketer
- Stuck Starter

Reflection: Right now, the hardest part of my business is:

Section B: My Next 90 Days

My #1 Revenue Goal (next 90 days): \$

The Offer I'll focus on selling:

The Marketing Channel I'll commit to:

One habit I'll let go of that keeps me stuck:

One new habit I'll commit to building:
