

# adding SUBSTANCE

## module 2 workbook

My new career says ...

It means...

It allows...

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I want to be in my new career by...

Skills, knowledge and resources I will need are...

I will get these from....

Obstacles I will face...

I will overcome these by...

First steps...

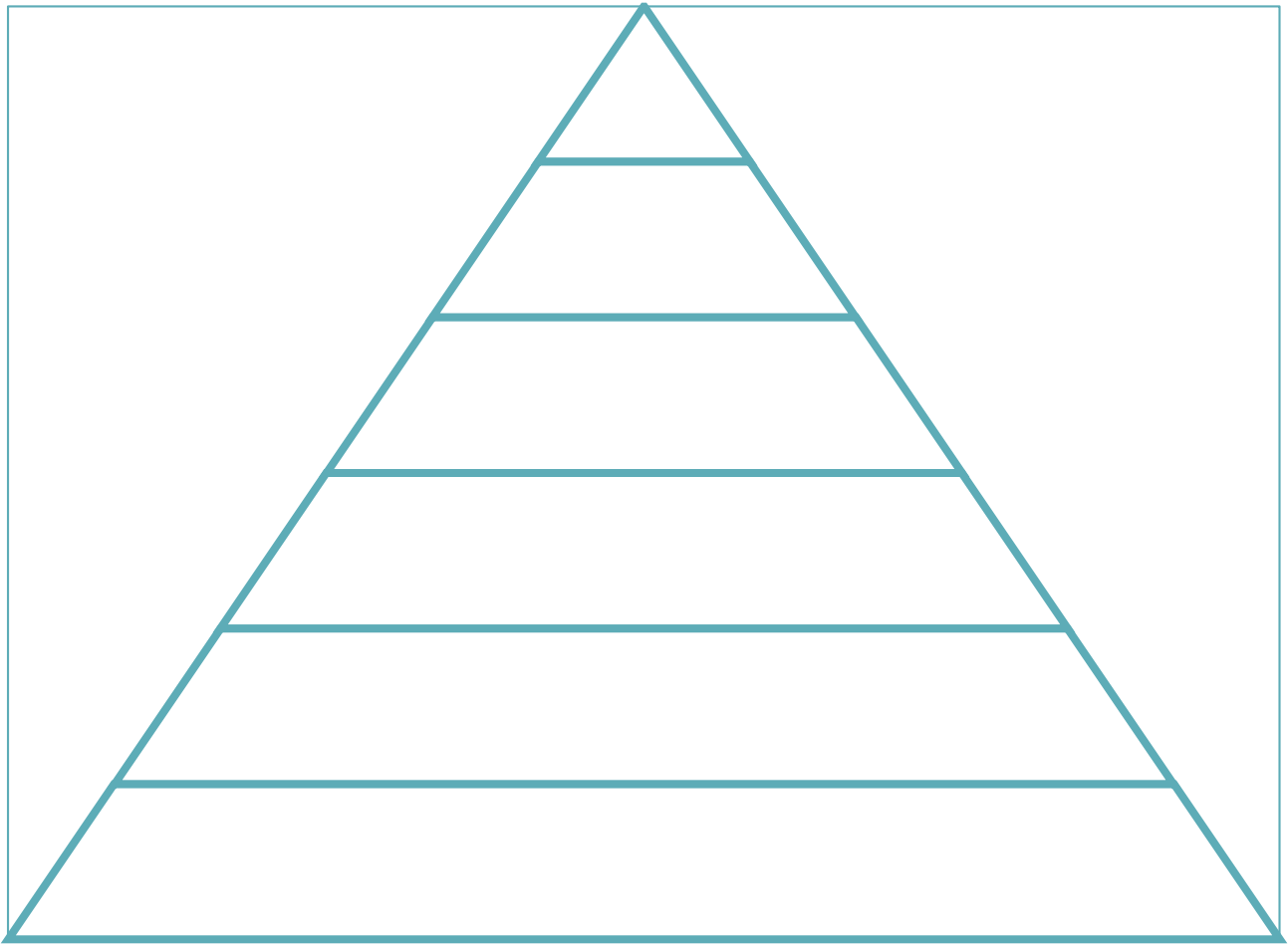
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I will know I'm on the right track because...

- 1.
- 2.
- 3.

I believe, once I'm in my new career, my future goals will include...

My ideal life pyramid...



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Actions that will allow me to start the new while continuing the old are...

Additional help I will need to allow this...

Additional obstacles while trying to work at both...

I will overcome these by...

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Financial capital I'll be needing...

How I could raise this...

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

If I abandon this dream, and carry on with life as it has been, I'll feel...

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My mission statement...

My vision statement...

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My pitch

I am...

What I do

The  
benefits I  
will  
provide

To solve  
these pain  
points for  
you

How my  
skills and  
experience  
support  
this

I overcome  
your  
objections  
by...

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On a scale of 0-10 (0 being cool and 10 being terrified), how scared am I of selling myself and my own product/service/abilities to potential clients or employers?



What's the absolute worst thing that could happen?

How likely is it?

Who I will practice on?

How it went...

On a scale of 0-10, how scared am I now?



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