

# **WORKING TO LIVE:**

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4 action steps to get the life you keep saying you want

## DOES THIS DESCRIBE YOU?

"I want to use my creative talents and love the work I do."

"I want to make a positive impact on other people."

"I want to be 100% in control of my financial destiny."

"I want the flexibility to create my own schedule and work from anywhere."

This is the online entrepreneur DREAM.

But what is the REALITY?...

“I don't have time to take care of my health.”

“My friendships have suffered.”

“I work longer hours than I did when I had a 9-to-5 job.”

“Who has time for hobbies? I'm trying to make my business profitable.”

**WHY?**

We live in a culture that makes WORK our highest priority.

OUTPUT

PRODUCTIVITY

ACHIEVEMENT

And the stakes feel even higher when  
we venture out on our own.

In the beginning, money = SURVIVAL.

Then, you reach a point where money = FREEDOM.

But do we stop there? No.



We get caught in the hustle and money becomes self-validation.

Proof that we can play the game. Beat the odds. Level up.



## WE'RE LEFT WONDERING...

"Is this EVER going to get easier?"

"If I just hustle a little harder, will I finally get ahead?"

"How much longer can I keep feeling this exhausted and stressed?"

The question we want to ask you during this workshop:

**WHY AREN'T WE MORE CONCERNED  
WITH LEVELING UP OUR LIVES?**



What's all that work worth if not to create a  
foundation for you to live WELL?

We're going to teach you...

**HOW TO BEND YOUR BUSINESS AROUND  
YOUR LIFE, NOT THE OTHER WAY  
AROUND.**

We're going to teach you...

**HOW TO RUN YOUR BUSINESS,  
RATHER THAN LETTING IT RUN YOU.**





**BUSINESS (READ: MONEY) CAN  
BE A **TOOL** TO ARCHITECT A LIFE  
THAT YOU ACTUALLY LOVE.**

This is the business training that nobody is talking about.



#secretz

This isn't just pie in the sky dreaming...

**WE'VE BEEN ON A JOURNEY FOR THE  
PAST THREE YEARS FIGURING THIS  
OUT FOR OURSELVES.**

# A little about Jason...

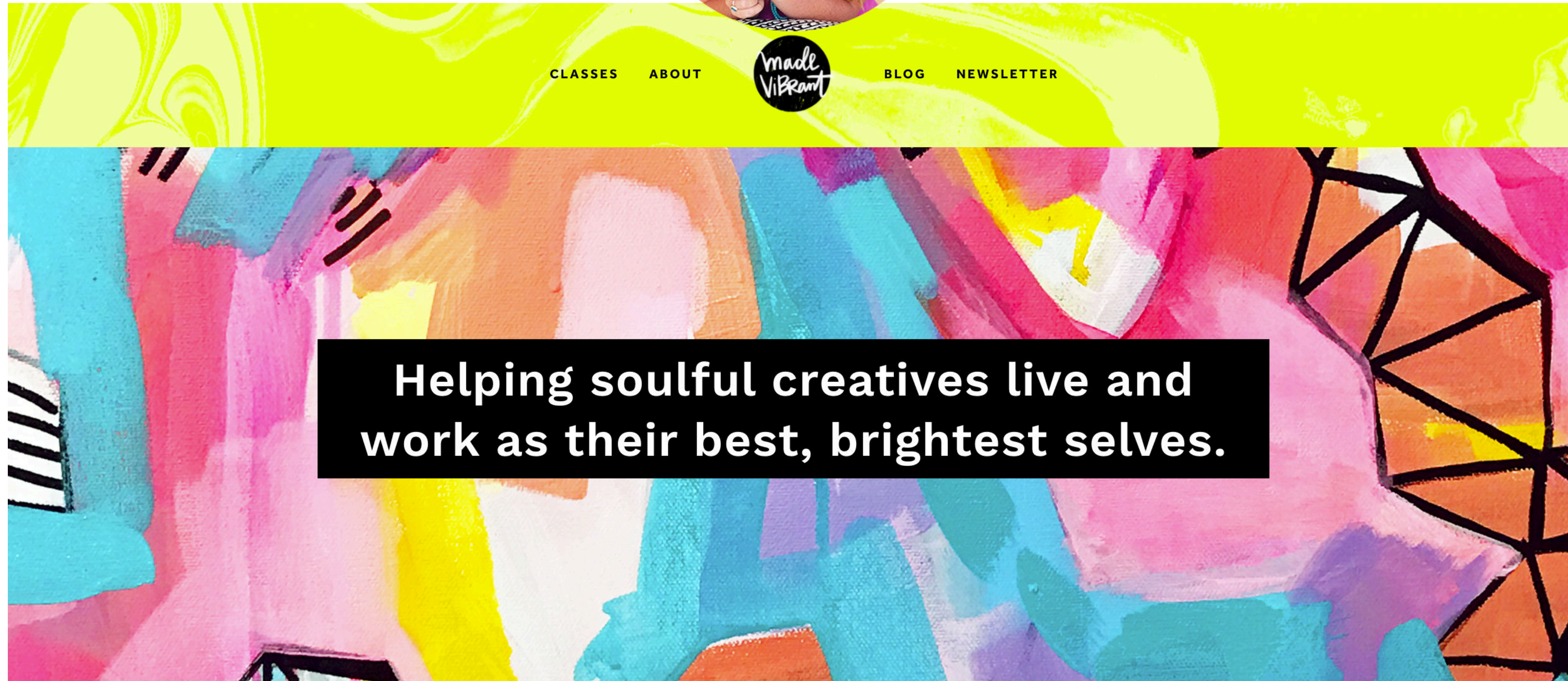


- IWearYourShirt
- Over 1,500 sponsors
- 883 straight days of work, publishing a YouTube video every single day
- Overweight, \$100K in debt

Things had to change...



## A little about Caroline...



[CLASSES](#) [ABOUT](#)

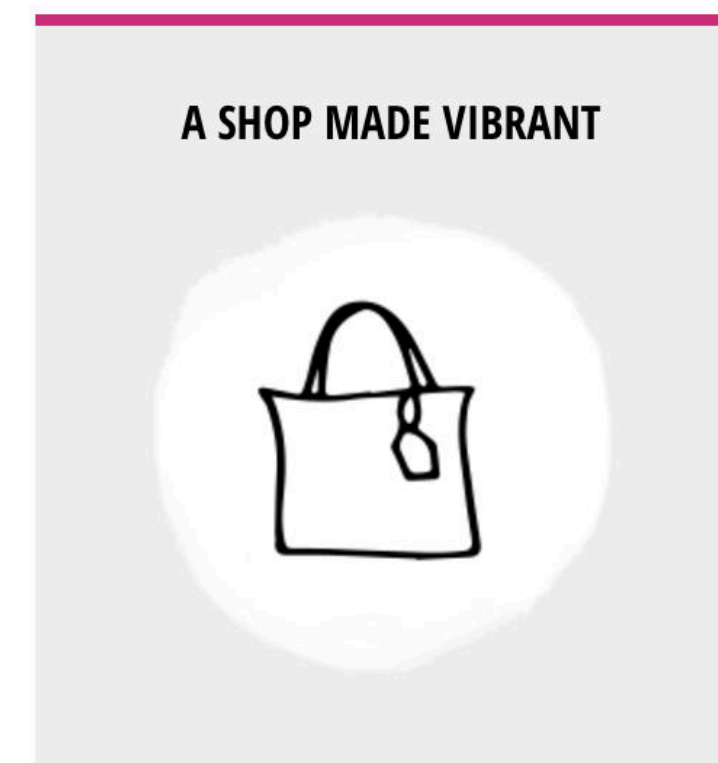
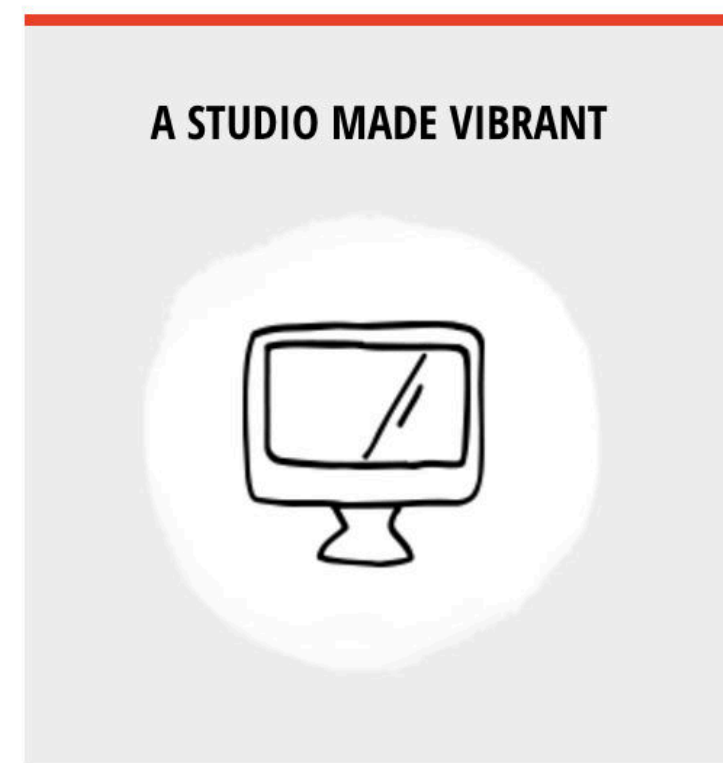


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**Helping soulful creatives live and work as their best, brightest selves.**

## Caroline in 2014...

- struggling to get traction
- not managing my time effectively
- \$6K in my first 6 months
- \$30K by the end of the year



## Caroline in 2015...

- transitioned to digital products
- jumped to \$100K
- worked my TAIL off
- trying to keep my anxiety in check
- still panicked about growing and making more money



## Caroline in 2016...

- making less money
- but getting my health in check
- taking our dream vacation
- devoting time to art
- making room for walks and joy and gratitude

This is our version of living the good life:



We don't share this to say our life perfect, but to say it's POSSIBLE to use your business as a means of experiencing joy, creating peace and filling your days with what you value.

But first we need to accept...

**THE MODEL AS WE'VE LEARNED IT IS BROKEN.**

Business first, life second

or...

LIFE FIRST, business second.

It's time to flip the script on our work-centered world.

So... how are we going to do that?



# 4 ACTION STEPS TO MAKE YOUR GOOD LIFE A REALITY

Goals



Strategies



Tactics

Goal = to design a joyful,  
sustainable life

?

?

# **ACTION STEP 1:**

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## IDENTIFYING THE IDEAL:

Get specific about the life you *\*actually\** want.

Before we design a business AROUND the life you want, we have to get really specific about what that looks like.

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ACTION STEP 1: IDENTIFYING THE IDEAL

We have to set a target.



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ACTION STEP 1: IDENTIFYING THE IDEAL

**FREEDOM AND FLEXIBILITY DO NOT  
JUST HAPPEN — SPACE MUST BE MADE  
FOR THEM TO EXIST.**



The reason so many people burn out is because they don't ever take time to establish boundaries to protect their ideal.

They keep working endlessly without ever identifying what it's for.

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ACTION STEP 1: IDENTIFYING THE IDEAL

# QUESTIONS TO ASK TO START IDENTIFYING YOUR IDEAL:

- How many hours a week do you \*really\* want to be working?
- What headaches are you tired of re-living over and over?
- What do you never make time for that you're tired of neglecting?
- What are you always wishing you had more of in your days?
- What are the things you value most?
- What activities bring you the most joy and peace?

We want to challenge you to break down everything you know or expect from “normal” work hours and work days. Remember: YOU get to make the rules.

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ACTION STEP 1: IDENTIFYING THE IDEAL



# BREAKING THE 9-TO-5 NORMS:

Movies in the middle of the week

#FreeYourMindFridays

Summer sabbatical

Taking off the entire month of December

No calls on Mondays or Fridays

# EXERCISE:

## BLOCKING OUT YOUR IDEAL WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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ACTION STEP 1: IDENTIFYING THE IDEAL

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

6am

7am

8am

9am

10am

11am

12pm

1pm

2pm

3pm

4pm

5pm

6pm

7pm

8pm

9pm

10pm

Step 1: Write out your non-negotiables.

Step 2: Write down your nice-to-haves.

Step 3: Get creative & add to calendar.

Step 4: Add your work blocks last.



### NON-NEGOTIABLES:

- Work out at least three times a week
- Time to create in my studio

### NICE-TO-HAVES:

- Daily time for white space
- Dedicated time for “adulting”

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am		"life day"					
7am							
8am							
9am							
10am							
11am						studio time	GYM
12pm							
1pm							
2pm	"recess"	"recess"	"recess"	"recess"	"recess"	"recess"	"recess"
3pm							
4pm			GYM	studio time	GYM		
5pm							
6pm							
7pm							
8pm	GYM						
9pm							
10pm							

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am							
7am							
8am		"life day"					
9am	5 hour work block		5 hour work block	5 hour work block	5 hour work block	studio time	GYM
10am							
11am							
12pm							
1pm							
2pm							
3pm	"recess"	"recess"	"recess"	"recess"	"recess"	"recess"	"recess"
4pm	3 hour work block		GYM	studio time	GYM	3 hour work block	
5pm			Emails				
6pm							
7pm							
8pm	GYM						
9pm							
10pm							

Repeat process for your YEAR:

January	February	March	April
May	June	July	August
September	October	November	December





# **ACTION STEP 2:**

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## CHANGING THE METRICS:

Break your ideal down into measurable goals.



**THE WAY WE MEASURE THINGS MATTERS.**

What we measure = the way we define success.

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ACTION STEP 2: CHANGING THE METRICS

Measuring only money?  
You're conditioning your mind and heart to live or die based on  
your bank account.

Spoiler alert: this is a recipe for never being satisfied.

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ACTION STEP 2: CHANGING THE METRICS

# EXERCISE:

Define the ways you can measure your life based on the ideal you established.

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ACTION STEP 2: CHANGING THE METRICS

## EXAMPLES:

# of hours you work?

Date nights you have with your spouse?

Trips you take?

Hobbies you pick up?

Saturdays you spend away from a screen?

Getting married on random Tuesdays?

Fitness goals?

Step aside business metrics.



These are LIFE METRICS.

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ACTION STEP 2: CHANGING THE METRICS

# EXERCISE:

Write down your Life Metrics:

Life Metrics	Currently	Ideal

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ACTION STEP 2: CHANGING THE METRICS





# EXERCISE:

Write down your Life Metrics:

Life Metrics	Currently	Ideal
Weeks of travel		
Workouts per week		
Peaceful Mondays		
Nights not working past 7pm		

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ACTION STEP 2: CHANGING THE METRICS

Now that we know what a good life looks like, and how to measure it,  
let's talk about MONEY.

More specifically:  
Using money as a TOOL.

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ACTION STEP 2: CHANGING THE METRICS

# EXERCISE:

Identify the LEAST amount of money you need to get your Life Metrics where you want them.

Your MMM Number  
aka "Your Minimum Monthly Magic Number"



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ACTION STEP 2: CHANGING THE METRICS

**HOW MUCH MONEY ARE YOU REALLY  
SPENDING?**



**WHERE ARE YOU WILLING TO MAKE  
SACRIFICES TO GET THAT NUMBER  
DOWN?**



Getting to your MMM Number:

$$\begin{aligned} &\text{Monthly living expenses} \\ &+ \\ &\text{Monthly business expenses} \\ &+ \\ &\text{Paying off debt} \\ &+ \\ &\text{Peace of mind cushion} \\ &= \end{aligned}$$

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ACTION STEP 2: CHANGING THE METRICS



Getting to your MMM Number:

$$\begin{aligned} &\text{Monthly living expenses} \\ &+ \\ &\text{Monthly business expenses} \\ &+ \\ &\text{Paying off debt} \\ &+ \\ &\text{Peace of mind cushion} \\ &= \\ &\$3,000 \end{aligned}$$

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ACTION STEP 2: CHANGING THE METRICS



Notice we've gone through two steps and haven't even talked about your business at all. That's on purpose.

# **ACTION STEP 3:**

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EVALUATE YOUR BUSINESS.

Develop strategies & tactics to reach your MMM Number and the Life Metrics you want.

Goals



Strategies



Tactics

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ACTION STEP 3: EVALUATE YOUR BUSINESS

STEP 1:  
Go back to your MMM Number.

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ACTION STEP 3: EVALUATE YOUR BUSINESS

## STEP TWO:

Where are you NOW vs where do you WANT to be?

What's the gap? How do you make up the gap?

Ex) \$3,000 ideal - \$1,000 currently = \$2,000 gap

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ACTION STEP 3: EVALUATE YOUR BUSINESS

## STEP THREE: Strategies to “make up the gap”

1. Your Product: Charge more per hour, raise prices, look for efficiencies.
2. Your Marketing: Get more projects, more customers, new audiences.
3. New revenue streams.

# **EXERCISE:**

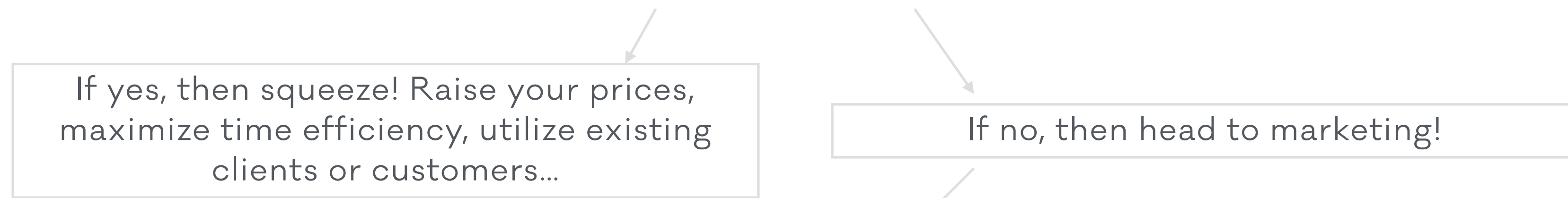
## **WHERE IS YOUR MONEY COMING FROM?**

List out every revenue stream.

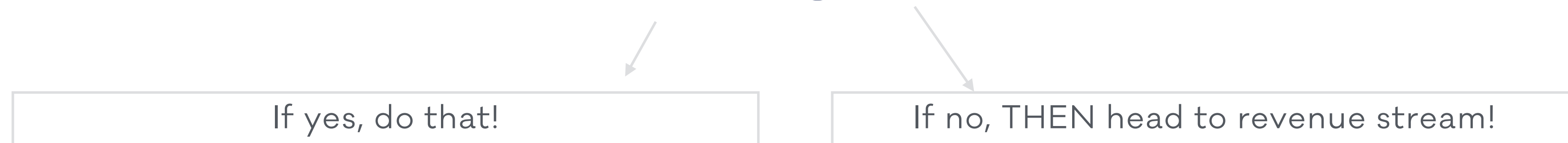
Evaluate each by input vs. output.

# THE DECISION TREE:

Product: Can I squeeze more out of what I'm currently doing?



Marketing: Can I easily get my products/services in front of more people (the right people)?



Are there new offerings or products that I can create & sell?



## \*IMPORTANT NOTE\*

Everyone always wants to START with “new revenue stream”  
but that’s the hardest thing. You’re starting from scratch.

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ACTION STEP 3: EVALUATE YOUR BUSINESS

# EXERCISE:

Using the decision tree, outline short-term and long-term strategies.

# EXERCISE:

## Short-term vs. Long-term STRATEGIES



Revenue stream	Immediate (today)	Short-term strategy (next 1-3 months)	Long-term strategy (next 3+months)
Design client work	More money with current clients	More client inquiries	Taper off client inquiries
Digital products	Make blog information resource	Build pre-launch audience	Create/sell first online course

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ACTION STEP 3: EVALUATE YOUR BUSINESS

# EXERCISE:

## Short-term vs. Long-term TACTICS



Revenue stream	Immediate (today)	Short-term strategy (next 1-3 months)	Long-term strategy (next 3+months)
Design client work	<ul style="list-style-type: none"><li>- Time efficiency</li><li>- Better quotes</li></ul>	<ul style="list-style-type: none"><li>- Redesign website</li></ul>	<ul style="list-style-type: none"><li>- Stop taking on new projects</li></ul>
Digital products	<ul style="list-style-type: none"><li>- Writing product validation blog posts</li></ul>	Email signups on popular posts	<ul style="list-style-type: none"><li>- Create/sell first online course</li></ul>

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ACTION STEP 3: EVALUATE YOUR BUSINESS

MARKETING TIP:  
Specialize and you actually create MORE opportunities.



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ACTION STEP 3: EVALUATE YOUR BUSINESS

Remember your business is the means to get the LIFE you want.  
Life Metrics are the goal, business metrics are how you get there.

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ACTION STEP 3: EVALUATE YOUR BUSINESS

Always come back to this mental framework:  
My business exists to serve the life I want.

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ACTION STEP 3: EVALUATE YOUR BUSINESS

# **ACTION STEP 4:**

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**NAME YOUR TRADE-OFFS.**

Recognize what you're willing to give up to get there.



**SHORT-TERM PAIN  
FOR LONG-TERM GAIN.**



## EXAMPLES FOR MONEY:

Eating meals out: \$1,000/month

Calling credit card companies: \$400/month

Not doing any shopping: \$300/month

Reducing our phone bill: \$100/month

Cutting cable: \$100/month

Stopping biz product subscriptions: \$250/month

**TOTAL SAVINGS: \$2,150 every month!**

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ACTION STEP 4: NAME YOUR TRADE-OFFS

## EXAMPLES FOR TIME:

Limiting social media to twice per day: 3 hours

Limiting Netflix to two hours at night: 2 hours

Limiting time reading articles/emails: 1 hour

Limiting time spent using iPhone: 1 hour

TOTAL SAVINGS: 8 hours PER DAY

That's an extra 240 hours each month!

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ACTION STEP 4: NAME YOUR TRADE-OFFS

What are you willing to trade to get the life you want?  
These aren't forever changes either, they can be short-term.

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ACTION STEP 4: NAME YOUR TRADE-OFFS

# EXERCISE:

Write down what you're willing to give up right now to reach your MMM Number (and your Life Metrics.)

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ACTION STEP 4: NAME YOUR TRADE-OFFS

**STOP GETTING IN YOUR OWN WAY OF  
HAVING THE LIFE YOU WANT.**



**ALRIGHT, LET'S TALK ABOUT  
BUYOURFUTURE.**

**NOW'S A GOOD TIME TO LEAVE IF  
YOU DON'T WANT "THE PITCH."**

**31+ PRODUCTS AND SERVICES**  
**\$7,500 IN IMMEDIATE VALUE**  
**ACCESS TO A PRIVATE COMMUNITY**  
**DIRECT ACCESS TO US**  
**NEVER PAY US ANOTHER DOLLAR!**



**BUT WAIT, AS THEY SAY,  
THERE'S MORE...**

**THERE ARE \$3,100 IN BONUSES!**

**AND**

**YOU GET PERSONAL  
ACCOUNTABILITY FOR 3 MONTHS!**

GO TO [BUYOURFUTURE.COM](https://buyyourfuture.com) 🤯