



# Finance Your Dance Academy

## Spring Into Success Workbook

### SPRING INTO SUCCESS WORKBOOK



WHAT DO YOU DO?:

WHO DO YOU SERVE? WHO  
BENEFITS FROM YOUR WORK?:

WHAT PROBLEM(S) DO YOU  
SOLVE THROUGH YOUR WORK?:

WHAT DO PEOPLE GAIN FROM BUYING YOUR  
PRODUCTS/SERVICES, OR BY ATTENDING YOUR DANCE  
CLASSES/PERFORMANCES/EVENTS? WHAT'S IN IT FOR  
THEM?:



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WHAT IS YOUR MISSION?:

WHY IS YOUR WORK IMPORTANT?  
WHY DOES IT MATTER?:

WHAT ARE YOUR FIVE CORE  
VALUES FOR YOUR BRAND?:

WHAT ARE YOUR TOP 3 PROFESSIONAL/BUSINESS GOALS  
FOR 2019? BE AS SPECIFIC AS POSSIBLE.:



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WHAT ARE THREE WORDS YOU WANT PEOPLE TO THINK OF WHEN THEY DISCOVER YOUR BRAND ONLINE?:

WHY ARE YOU ACTIVE ON SOCIAL MEDIA?:

WHAT MAKES YOU UNIQUE & DIFFERENT FROM YOUR PEERS?:

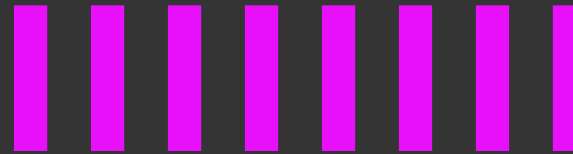
WHAT ARE YOUR TOP 3 GOALS FOR YOUR SOCIAL MEDIA PRESENCE IN 2019?:



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WHICH TWO SOCIAL MEDIA  
PLATFORMS WILL YOU FOCUS  
ON IN 2019?:

WHO DO YOU NEED TO CONNECT  
WITH ON SOCIAL MEDIA TO  
REACH YOUR PROFESSIONAL  
OR BUSINESS GOALS IN 2019?  
WHO IS YOUR TARGET  
AUDIENCE?:

WHAT ARE THE 3 MAIN  
PROBLEMS YOUR TARGET  
AUDIENCE IS STRUGGLING  
WITH?:

WHAT PROBLEMS CAN YOU SOLVE AND/OR WHAT CAN  
YOU TEACH YOUR FOLLOWERS THROUGH YOUR SOCIAL  
MEDIA CONTENT?:



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WHAT TYPE OF CONTENT DO YOU GET THE MOST ENGAGEMENT ON?:

WHAT ARE THE 3 MAIN TYPES OF CONTENT YOU WILL POST IN YOUR INSTAGRAM/FACEBOOK STORIES IN 2019?:

ARE YOU POSTING IN YOUR INSTAGRAM STORIES EVERY DAY? WHY? WHY NOT?:

WHAT INSTAGRAM/FACEBOOK ACCOUNTS WILL YOU REACH OUT TO, IN 2019, FOR COLLABORATIONS OR CROSS-PROMOTIONS, TO HELP YOU INCREASE YOUR VISIBILITY AND REACH YOUR GOALS?:



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HOW MANY FOLLOWERS DO YOU CURRENTLY HAVE ON INSTAGRAM?

ON AVERAGE, HOW MANY DMS DO YOU GET PER/WEEK FROM POTENTIAL CLIENTS/CUSTOMERS?:

WHAT IS YOUR AVERAGE ENGAGEMENT RATE?:

HOW MUCH MONEY HAVE YOU MADE, DIRECTLY FROM INSTAGRAM OVER THE PAST 2 MONTHS?:



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HOW MANY FANS DO YOU CURRENTLY HAVE ON YOUR FACEBOOK (BUSINESS) PAGE?

ON AVERAGE, HOW MANY MESSAGES DO YOU GET PER/WEEK FROM POTENTIAL CLIENTS/CUSTOMERS?:

WHAT IS YOUR AVERAGE ENGAGEMENT RATE?:

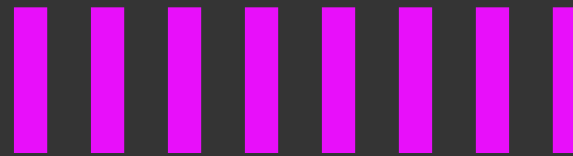
HOW MUCH MONEY HAVE YOU MADE, DIRECTLY FROM FACEBOOK OVER THE PAST 2 MONTHS?:



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WHAT IS YOUR BIGGEST  
FRUSTRATION WITH YOUR  
INSTAGRAM/FACEBOOK  
ACCOUNTS?

HOW MANY VIDEOS DO YOU  
POST (ON AVERAGE)  
PER/WEEK?:

IN WHAT AREAS DO YOU NEED  
THE MOST HELP, WHEN IT COMES  
TO YOUR SOCIAL MEDIA  
PRESENCE?:

IF YOU COULD WAVE A MAGIC WAND, AND GET HELP  
WITH YOUR SOCIAL MEDIA PRESENCE (FOR FREE) TODAY,  
WHAT ARE THE TOP TWO AREAS YOU WOULD WANT TO  
FOCUS ON FIRST?:





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HOW MANY STREAMS OF  
INCOME DO YOU CURRENTLY  
HAVE?:

HOW MANY PASSIVE STREAMS  
OF INCOME DO YOU  
CURRENTLY HAVE?:

WHAT CAN YOUR FOLLOWERS  
BUY FROM YOU ONLINE, OR  
PURCHASE THROUGH YOUR  
WEBSITE CURRENTLY? WHAT ARE  
YOU SELLING?:

HOW MUCH MONEY DO YOU CURRENTLY MAKE (MONTHLY)?  
HOW MUCH MONEY DO YOU WANT TO MAKE (MONTHLY)?  
DO YOU KNOW WHAT TO DO TO REACH YOUR MONTHLY INCOME GOAL?:



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HOW MANY PRODUCTS/SERVICES ARE YOU CURRENTLY SELLING THROUGH YOUR WEBSITE?:

HOW MANY OF YOUR PRODUCTS/SERVICES DO YOU NEED TO SELL PER/MONTH DO REACH YOUR INCOME GOALS?:

WHAT ARE THE PRICES OF YOUR CURRENT PRODUCTS/SERVICES FOR SALE ON YOUR WEBSITE?:

WHAT DOES YOUR IDEAL WORK LIFE LOOK LIKE EVERY DAY? HOW MANY HOURS A DAY DO YOU WANT TO WORK? WHAT DO YOU WANT TO SPEND MOST OF YOUR TIME DOING (FOR WORK)?:



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HOW MUCH ARE YOUR  
MONTHLY PERSONAL  
EXPENSES?:

HOW MUCH ARE YOUR  
MONTHLY BUSINESS  
EXPENSES?:

WHAT TOOLS/APPS DO YOU USE  
(OR NEED TO START USING) TO  
RUN YOUR BUSINESS ONLINE,  
AND/OR IN REAL LIFE?:

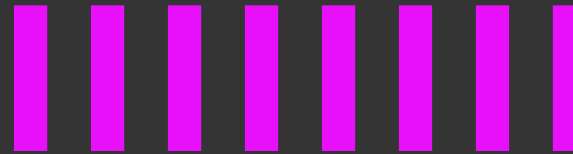
WHAT TYPES OF RESOURCES DO YOU NEED IN 2019 TO HELP YOU TAKE YOUR  
ONLINE BRAND/BUSINESS TO THE NEXT LEVEL? WHO DO YOU NEED TO HIRE?  
WHAT DO YOU NEED TO DELEGATE/OUTSOURCE?:



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WHAT ARE 3 HABITS YOU NEED TO DEVELOP TO HELP YOU REACH YOUR PROFESSIONAL/FINANCIAL GOALS FOR 2019?:

WHAT ARE 3 CHANGES YOU NEED TO MAKE RIGHT NOW TO HELP YOU REACH YOUR PROFESSIONAL/FINANCIAL GOALS FOR 2019?:

WHAT ARE 3 MINDSET SHIFTS YOU NEED TO MAKE TO REACH YOUR 2019 GOALS?:

WHAT IS ONE AFFIRMATION YOU WILL SAY TO YOURSELF, EVERY MORNING, TO KEEP YOU MOTIVATED AND FOCUSED ON YOUR 2019 GOALS?:

**You've only just begun!**

**Now the REAL work  
begins!**

**But you don't have to  
do it alone!**

**Would you like to work  
with me?**

**BOOK A DISCOVERY  
CALL**

**JOIN FINANCE YOUR  
DANCE ACADEMY**

**BUILD YOUR ONLINE  
BRAND FROM SCRATCH**