

LUXE CEO *Starter* WORKBOOK

- Content Confidence
- CEO Strategy Tool

mommies2mogulsdigitals

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CEO STRATEGY TOOL

Test Drive Workbook

A Luxe Preview by

Coach Reimonda | Mommies 2 Moguls

HOW TO USE THIS WORKBOOK?

Use this workbook alongside your CEO Strategy Tool Test Drive experience to reflect on your current mindset, gain clarity on your business goals, and take action. This workbook is a preview of the full CEO Strategy Blueprint available inside Luxe Society.



STEP 1

Confidence, Clarity & Quick Wins

Rate your current mindset and business clarity.

1. On a scale of 1–10, how confident are you in your decision-making as a CEO?

Answer: _____

2. What's your current business offer and who is it for?

Answer: _____

3. What's one task you've been avoiding that could create a breakthrough in your business?

Answer: _____

STEP 2

CEO Self-Assessment Quiz

Answer each and total your score.
(1 = not yet, 2 = kinda, 3 = absolutely)

1. I make decisions quickly and confidently. _____

2. I rarely feel stuck in my business. _____

3. I know my monthly revenue goals. _____

4. I feel confident creating content that converts. _____

5. I regularly invest in tools or support to grow. _____

TOTAL SCORE: _____



RESULT KEY:

5-7	8-11	12-15
CEO in Training	CEO in Motion	Luxe Legacy in the Making

STEP 3

Boss Moves Blueprint (Lite)

Use this section to audit your mindset, brand, and visibility.

What drains your energy most each week? _____

What energizes you and lights you up? _____

Are you clear on your niche and offer? (Y/N) _____

Are you showing up online 3+ times per week? (Y/N) _____

PICK ONE ACTION FOR EACH AREA TO FOCUS ON THIS WEEK:

- Confidence Action: _____

- Clarity Action: _____

- Quick Win Action: _____

WHAT'S NEXT?

If this workbook helped you get clarity and momentum—imagine what the full Luxe Society CEO Blueprint could do for your business. As a Luxe Society member, you'll unlock exclusive templates, live coaching, Luxe-level AI tools, and more.



VISIT
https://luxesocietymembership.com
to upgrade and join the Luxe Society today!

CONTENT CONFIDENCE GENERATOR

Test Drive Workbook

A Luxe Preview by

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HOW TO USE THIS WORKBOOK?

Use this workbook alongside your Content Confidence Generator Test Drive experience to brainstorm, organize, and create content that feels aligned, magnetic, and profitable. This is your first step to showing up with clarity and confidence.



STEP 1

Define Your Brand Message

1. What do you sell or teach?
   Answer:

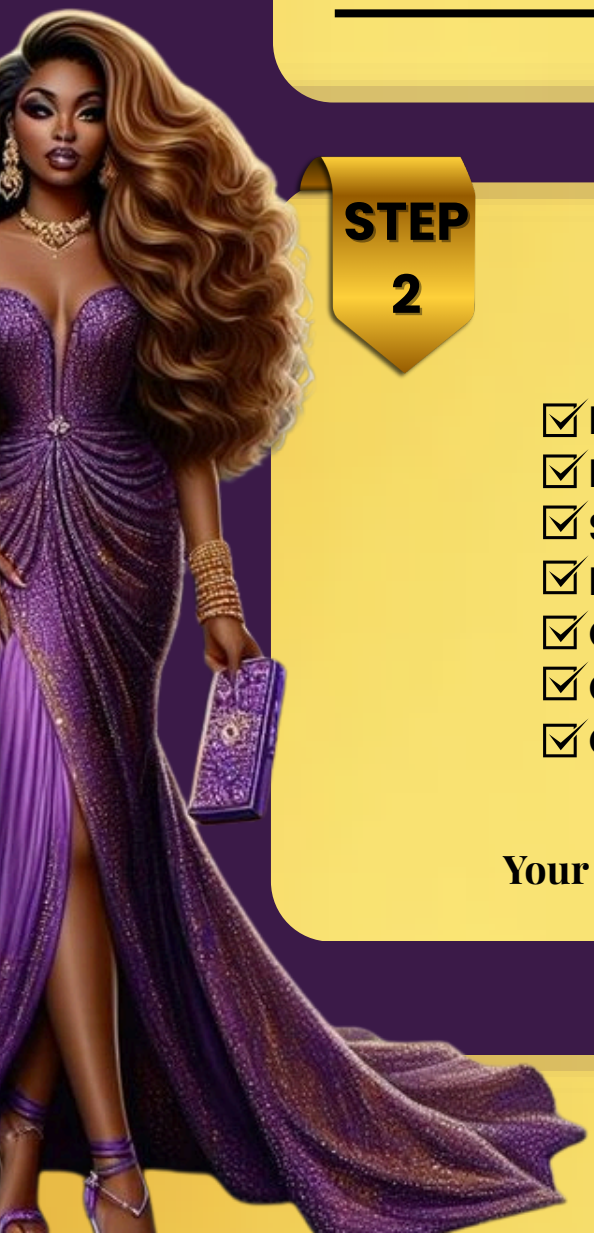
   _____

2. Who is your ideal client or audience?
   Answer:

   _____

3. What transformation do you help them achieve?
   Answer:

   _____



STEP 2

CHOOSE YOUR VIBE

Pick a vibe you want to show up with:

- ☑ **Motivational**
- ☑ **Bold**
- ☑ **Sassy**
- ☑ **Educational**
- ☑ **Classy**
- ☑ **Calm + Supportive**
- ☑ **Confident + Direct**

Your Vibe of the Day: _____

STEP 3

Pick a Content Type

What do you want to create today?



- ☑ **Instagram Caption**
- ☑ **Reels Hook**
- ☑ **Live Topic**
- ☑ **Email Subject Line**

Chosen Content Type: _____

STEP 4

Write It Out (with help from the AI Tool)

Use this space to paste or write your final piece of content.

_____

_____

_____

_____



WANT MORE CONFIDENCE LIKE THIS?

This is just the beginning. Inside Luxe Society, we help you automate content, brand with boldness, and market with ease.

JOIN THE MOVEMENT AT

https://m2mluxesociety.com