CREATIVE
CEO
ACADEMY

BECOMING A CREATIVE CEO

THE WORKBOOK

If you were to design your dream business, what would that look like? Take 2-3 minutes to write whatever comes to mind.

(Ex. How much are you earning? How many days/hours per week are you working? What types of clients are you working with? What industries? What does your team look like?)

IMAGINE YOU'RE AT A FORK IN THE ROAD.

One path is well-worn and familiar—the “path of least resistance.” It's the easy route; the one where you continue on whatever road you’re currently on. You won't have to put in much effort or take big risks, but you'll end up wherever this path leads, not necessarily where you want to go.

The other path is the road less traveled. It's one you create based on your deepest dreams and desires. This path might be challenging and scary at times. It will require courage and calculated risks. However, it also offers the possibility of fulfilling your true potential and impacting those around you in ways that might not otherwise be possible.

What will you have accomplished at the end of each life?
What are the consequences and outcomes of each life?
How will each life affect those around you?

THE WELL-WORN PATH

THE PATH LESS TRAVELED

Write a list of goals you want to accomplish—big and small, short-term and long-term.

Don’t overthink it. But they should be specific and meaningful for you.

BREAK DOWN YOUR GOALS—and start taking action!

5 YEARS

4 QUARTERS

3 MONTHS

2 WEEKS

1 DAY

If you could charge anything for your core offer/service, what would that be?

Now, multiply that number by 10:

What benefits, outcomes, and premium experiences would make the VALUE of this offer worth 10x the price?

What am I currently doing that provides added value for my clients—but I'm not actually talking about when I position my services?

What am I not including yet but would be relatively easy for me to implement that can raise the value of my services?

Know your NUMBERS

YOUR DESIRED TAKE-HOME PAY + ESTIMATED ANNUAL EXPENSES =

Annual revenue goal: _____

DIVIDE THIS BY 12 TO GET...

Monthly revenue goal: _____

Offer	Price	Sales / month	Revenue / month

TOTAL MONTHLY REVENUE GOAL:

Additional Notes