

THE  
**Presence**  
& **Profit**  
METHOD

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THE COMPANION WORKBOOK

VIDEO ONE

# What do you really want from your business?

Take your time with these. The clearer you get on what you actually want, the easier every business decision becomes from here on out.

*Don't just think about your answers — write them down. The act of writing activates the part of your brain that starts hunting for the opportunities, ideas, and connections to get you there. That's why this matters so much.*

**1** What kind of income do you want?

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**2** What does the right work–life balance look like for you?

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**3** How many hours a week do you want to work?

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**4** Who do you want to work with — not just industries, but personalities?

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# Locate yourself on the map

Every creative service business moves through four stages. Knowing which one you're in right now is what tells you where to focus next.



TAKE THE 60-SECOND QUIZ

[creativeceoacademy.com/quiz](https://creativeceoacademy.com/quiz)

Scan the code or visit the link to find your stage.



THE STAGE I'M IN NOW

THE STAGE I WANT TO BE IN

To move up a stage, what would you need to build or shift?

SKILLS

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STRATEGIES

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MINDSET SHIFTS

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# The LEAN CEO™ Model

A simplified, expert-led model that grows your income without growing your hours, headcount, or hustle. Fill in each letter as we go through it together.

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# Your Creative CEO Profit Roadmap

Start with the income you actually want to take home, then work backwards to the exact prices, offers, and number of clients that get you there.

*In a few minutes you'll have a clear, realistic picture of what your business needs to look like to hit your goal — and the confidence that comes from knowing the numbers actually add up. Follow along at the end of the video, or set aside ten minutes this week.*



FILL IT OUT HERE

[creativeceoacademy.com/roadmap](https://creativeceoacademy.com/roadmap)

Scan the code or visit the link to plug in your numbers.



## QUICK NOTES ON MY NUMBERS

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# Your Video 1 Checklist

- Take the quiz** to find out what stage your business is in.
- Fill out your Creative CEO Profit Roadmap.**
- Join the Presence & Profit Slack community** so you can ask me questions along the way.
- Enter to win the \$100 Amazon gift card** (details below).



## Win a \$100 Amazon gift card

Email a screenshot of your completed Profit Roadmap to **info@chavashapiro.com** with the subject line **CEO**

Add a one-liner about your biggest aha moment.

*Want to keep your numbers private? Just blur or block them out.*

# Your biggest takeaway

Write down your single most powerful aha moment from this video.

*It's worth the 30 seconds. An insight you only think about fades by tomorrow – but one you write down sticks, and your brain keeps working on it in the background. Capturing it is what turns a fleeting realization into something you actually act on.*

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CREATIVE  
CEO ✨  
ACADEMY

## Don't want to figure this all out alone?

Creative CEO Academy is the 12-week business accelerator for creatives, consultants, and service providers who want their business to run on their terms — the positioning, offers, sales, and systems that turn good work into a business that fits the life you want.



SCAN TO EXPLORE THE PROGRAM

[CreativeCEOAcademy.com](https://CreativeCEOAcademy.com) →