

COURAGE WITHIN

with Ewa Heard

Strategies for connecting with your business idea

The only way to connect with who you really are is to have time to 'disconnect' from all the noise and business around you and to look inwards.

Below I have listed many ways that will help you connect with who you truly are and what you want. You don't have to start using all of them at once so pick your favourites.

Start implementing them from today and see the difference in how you feel. By implementing these strategies, you will become more self-aware and it will be easier for you to connect with who you are, your passion and your purpose.

Let go of what other people think

Try your best not to listen to people who have a good idea of how your life 'SHOULD' be. We do not want to focus on things you should be doing but rather, things you truly want. It will be very hard for you to listen to your true self if you keep hearing things you should be doing instead.

Remember, we are all different and one size does not fit us all. No-one will live your life for you, and although people might want the best for you; their advice is based on their perception of what a good life is. Their perception might be completely different from how you see your ideal life. Breaking away from 9 to 5 is not conventional but this is your life and you need to make the decisions that are in line with your true self.

Action Points:

- ✓ **Whenever you hear the word 'SHOULD' from people around or yourself, I want you to stop and question it: "Should I really be doing it? Why should I be doing this? What do I want to do instead?"**

By asking yourself a question about what you want, you start connecting with your true self. It is a way of giving yourself a permission to do what you want. At the beginning you might struggle to know what you want but the more you ask, the more insight you will receive. Start by asking questions about simple tasks like what you want for dinner or what you want to do on a Saturday. This will get you started.

Once you know what you want, the key is to then start doing what you want. The more you do things that you want and enjoy the clearer you become about what you want to do in life. This will lead you to your passion and purpose.

Listen to your emotions

Your emotions are a good connection to your true self. They will guide you to make the right decision. When you feel negative emotions or feelings, it is a sign that you are doing something against your true self. When you feel positive emotions, it is a sign you are doing something in line with your true self. Try to disconnect from your mind and connect with your feelings and emotions.

Action Points:

- ✓ **Tune in to your emotions. Observe how you feel when you complete certain tasks in your day to day life. Think about what each emotion is trying to tell you.**

Listen to your emotions and your intuition as they will guide you to your passion and purpose.

Slow down and reflect

We are so busy in our day to day life that we operate on auto pilot and there is no time for reflections. Reflections are essential for increasing your self-awareness and connecting with your true self.

Action Points:

- ✓ **Find 10-15 minutes each day to reflect on what happened during your day. Find a quiet place where you will not be distracted. Can you find patterns in your thinking and behaviour? You may want to create a journal to capture your reflections.**

The following questions might help you:

- **What have I done today that came easily to me and/or gave me energy?**
- **What activities gave me positive emotions?**

- What activities have felt most draining?

Self-reflection will help you get into the routine of looking inwards.

Meditation

Meditations allow you to disconnect from the world and look inwards.

Action Points:

- ✓ Find a meditation technique that works for you and meditate every day for 15-20 minutes. Do not give up if you do not see results straight away. Eventually you will gain clarity, calmness and greater self-awareness. This is a powerful way of connecting to who you really are and what you want.

If a traditional way of meditation is not for you, find your own way to quiet your mind. you might want to go for a walk, listen to music or find another way that works for you.

Feedback

Ask 5-10 people from different walks of life and who know you well to describe your unique strengths, your characteristics and attributes. Look for common themes.

Action Points:

Below are some sample questions you might want to ask:

- When I'm at my happiest or my best, what kind of things am I doing?
- What do you think I do uniquely well?
- How do I inspire you?
- What seems to come easier to me than to most people?

Visualise

I absolutely love visualisation because it is just you, your imagination and your vision. There are no limits so relax, dream big and let go of any expectations.

People experience visualisation in different ways. Some people see vivid images, some feel emotions, some can hear or smell. The more senses you involve in your visualisation the stronger you will feel. The key is to connect to your vision on an emotional level. We want your vision to give you positive emotions as this will give you drive, motivation, inspiration and energy to make it a reality.

At the beginning you might find it difficult to visualise but the more you do it, the more you connect with your true self and the clearer your vision becomes. If you can't connect to your vision on an emotional level, this means your vision is not appealing enough to you. Keep practicing and it will come to you.

Close your eyes and visualise what you wish to achieve. If there were no limits, if you knew you couldn't fail, if money was not an issue and no one was judging you. What would you want your life to look like? I want you to start visualising this on a daily basis.

For example, "I want to create a business that is aligned with who I am, my passion and my purpose." Picture your goal as if it already happened. Visualise what life would look like once you have achieved your goal. How would you feel? Don't worry if you can't picture the scenario clearly - just feel. Visualise in as much detail as possible. Where are you? What can you see? Who is with you? What can you smell? What can you hear?

Now visualise what type of person you need to become (your ideal self) to achieve your goal. How do you think? How do you act? What are your beliefs? Who are you surrounded with?

Don't worry about how unrealistic your visualisation is. This is a way of connecting to your true self.

Action Points:

Get into a habit of visualising your ideal lifestyle, your ideal business and your ideal self on daily basis. You can do this many times throughout the day. You can do it when you are waiting for a train, when you are queuing or when you are making a cup of tea.

Create a vision board with photos/pictures that represent your ideal life/business or anything you want to achieve. Put it in a visible place and visualise your success every time you see your vision board.

An Exercise

This exercise will help you identify how you wish to feel in your business and what you can do to feel in this particular way.

Watch my video [here](#) and follow the steps.

Education

If you carry on doing what you have always done, you will not move forward. Try different things and learn by doing, not only by thinking.

Action Points:

Immerse yourself in a topic you are interested in, be it how to become a successful entrepreneur or how to connect with your true self or anything else that interests you. Go to seminars, workshops, events (there are many that are free or online). Read books, posts, listen to podcasts and learn as much as possible on a topic that interests you.

Me time

Have time for yourself. Spend more time doing things you love rather than things you should or have to do. Offer yourself true quality time, whatever that might be for you. Climb a mountain, go for a walk, play an instrument or read. This will help you identify what your soul needs to thrive. You will connect with your true self and may lead you to unexplored opportunities.

Don't limit yourself

This exercise is all about refraining from rationalising anything you feel. Rationalising will come later in this process, but firstly, it is crucial to give yourself permission to let go of the programming that we have all experienced from society. I want you to feel, understand who you really are deep inside. This is the key to creating the business that is right for you.

Our mind is programmed to keep us safe and every time we want to do something unknown or life-threatening our mind will alert us with fear. Although this is a great system for when we are faced with a real life-threatening situation for example climbing mountains; it is not so great when the situation is not life-threatening such as starting a business. Our mind cannot differentiate between the two. When you start connecting with your passion and purpose, your mind might see it as a life-threatening, risky and unfamiliar territory. You might hear yourself finding excuses for why you

cannot make it happen. Be aware that this is just your mind trying to protect you. If this is the case, acknowledge your fear as now you know why it happens and put it aside.

Don't throw your passion away too quickly just because you are not sure how to turn it into a business yet. We will focus on how you can do it in a next section. There is always a way to make things work. Just because you are unaware of it, it doesn't mean it doesn't exist.

Action Points:

- ✓ Don't limit yourself. Give yourself permission to connect with your true self, your passion and purpose. Don't rationalise your choices straight away and don't let your mind overpower you with fear and limiting beliefs. We will rationalise your choices in the next sections.

Remember, the role of your mind is to keep you safe and anything unknown triggers the sense of FEAR. You will learn how to deal with this later in this guide so don't worry about it for now.

Exercise

In the table below write down how you can incorporate above strategies in your day to day life, starting tomorrow. See my example for some ideas.

Date	Time	Strategy	What do I want to achieve

Date	Time	Strategy	What do I want to achieve
11/07/2018	6.30am-6.45am	Meditation	I want to feel calm, stress free and positive about my day.
11/07/2018	6.45-7am	Visualisation	I will visualise my ideal lifestyle. I want to feel inspired and motivated.
11/07/2018	12pm-12.15pm	Feedback	On my lunch break, I will email 15 people and ask for feedback on my strengths
11/07/2018	7pm-7.30pm	Reflection	I want to reflect on my day, on my feelings.

I remember when I was breaking away from my 9 to 5 job I used many post-it notes to help me stay focused and I still use them today!

My post-it notes say:

- "SLOW DOWN and REFLECT".
- "You are what you think – SMILE". This helped me to visualise my escape and fuelled me with energy and motivation.
- "Should". To check whether I do something I want, or I 'should' be doing.
- "INNER SELF". To remind me that I wanted to connect with my true self.

These are just my examples of what helped me. What could you do to help you connect with your true self in your day to day life? Write it down and implement it.

1.

2.

3.

4.

5.

Special Offer!!!

"Ewa's changed my life! She helped me do something that I didn't think was possible. I created my business and already moved from my full-time to part-time job. I wouldn't have done it without her support. This was the best investment I have ever made! If you want to create your business and escape your 9 – 5, Ewa will move heaven and earth to help you" – Becky

If you are interested in working with me on 1-1 basis then the time to act is NOW as you will receive a 10% discount with code **COURAGE2019**.

(Must be used within 30 days of initial subscription. One code per person)

Escape 9 – 5 Personalised Programme

In my 3 month personalised programme I use transformational coaching techniques, mentoring, stress management training, law of attraction and psychology to help you create a business of your dreams so that you can leave your 9 to 5 quicker.

I share with you the lessons I learned from my own journey, my experience, my clients' experience and the knowledge I acquired from personal- development and from working with world-class mentors and coaches so that you can find your way faster. This is a step by step process which will take you from creating your business idea to launching your business.

This programme has practical, educational as well as coaching and mentoring aspects. I have tested different types of programmes and this produces the best results for my clients.

During my 3 month Escape 9 – 5 personalised programme you will:

- create an unstoppable mindset for success by implementing mindset exercises and overcoming your fears, doubts, limiting beliefs, negative thoughts and any behaviours that stop you from moving forward
- create and validate a business idea that is aligned with who you are, your passion and purpose
- identify your ideal client and create a message that will connect with your ideal clients
- gain clarity on how your new business will operate (develop your product/service and sales funnel)
- develop a personalised escape plan
- develop a personalised plan of action so you know exactly what you need to do in order to accelerate the growth of your business so you can escape your 9 – 5 job quicker whilst minimising potential risks
- feel happier and less stressed in your current job
- manage your time better
- feel confident, courageous, motivated and focused

Topics covered:

- ✓ Create Unstoppable Mindset (how to overcome most common fears, how to overcome limiting beliefs, how to fix your money story)
- ✓ Connect with Your True Self. Gain Clarity on What You Truly Want
- ✓ Create Your Ideal Business Idea
- ✓ Develop Your Brand
- ✓ Identify Your Ideal Client
- ✓ Create and Validate your Product/Service
- ✓ Craft Your Message
- ✓ Build a Sales Funnel and Pricing
- ✓ Create Your Business Strategy
- ✓ Develop your Escape Plan

What's included:

- Your first one-hour coaching session is FREE
- 6 x 60 min one to one coaching sessions (2 sessions per month). All sessions are conducted via Skype, Whatsapp video call or telephone. Face to Face sessions can also be arranged.
- Unlimited coaching/support via email
- Personality Test
- Self - Awareness questionnaire
- Strategies for overcoming stress and dissatisfaction at work
- Strategies for maximising your time
- Educational modules explaining all topics as mentioned above
- Access to my online and offline community where you can gain support from other members

If you are tired of wasting your time and money on solutions that do not work and do not give you what you want and you feel more stressed and more trapped in your 9 – 5 job, this programme is for YOU.

Book your FREE, non-obligatory phone call with me now via <https://calendly.com/couragewithin/45min> to find out more about my programme and to discuss the next steps you should take in order to escape your 9 – 5.

You should be proud of yourself! You have just made the first step towards creating the life you have always wanted, on your terms. This is your first step towards your life transformation. Do not give up and let your fears overpower you. Find the courage within to push forward. I know you can do it! Enrol onto my programme now to accelerate your escape so you could live the life you have always wanted.

Your journey begins now, and it will be so exciting!

DREAM BIG, DON'T SETTLE AND TAKE ACTION NOW.

Warm wishes.

Ewa Heard

COURAGE WITHIN
with Ewa Heard