



Worksheet to accompany my presentation at the AMT Energy Conference 2015

Eastbourne 10th-11th October 2015

I'm A Qualified Energist... Now What? *Running your business (and life) at +10*

This worksheet contains questions designed to guide you through the practical business steps I talked about in the presentation given at the AMT Energy Conference 2015. If you were not at the presentation, some of this may not make sense as it is not designed as a standalone tool! Please contact me for more details: www.tracymorrow.com/contact

- **Where are you on the SUE?**
- **Only attempt the questions when you are at +5 or above!**
- **Don't know how to raise your energy? Email me to sign up for my energy raising tips or arrange a call.**
- **Keep checking back in along the way. If your energy level dips, stop, re-energise, then continue.**

1. What are your business realities? The practicalities of running a business that are not core to what you do e.g. setting up a website, social media, accounts, admin, advertising
2. What is your evidence that you can do this? e.g. qualifications, your story, stories of people you've already helped.
3. What adjustments in mindset do you need? e.g. limiting beliefs.
4. Do you feel lucky? What filters do you have that get in the way of finding your 'lucky breaks'?
5. Who do you need to identify to help with the practicalities of business e.g. business coach, accountant, web designer, branding expert, someone to help you understand your energy levels and how you can raise them to be on top of your game (that'll be me!)
6. Do you know what your steps are?
 - a. What are your SUE SMART goals?
 - b. What is your niche?
 - c. Who is your ideal client?
 - d. What are the benefits your ideal client will get from working with you?
 - e. Where can you get some testimonials from?
 - f. What networking groups can you attend?
 - g. What is the brand of you?
 - h. Who can you tell about what you do? (this needs to be a list of everyone you know!)
7. What raises your energy levels? If you are stuck for ideas on how to raise your energy levels, email me to sign up for my energy raising tips. Better still, arrange a call to find out how your business could benefit from a personalised energy booster plan so you can always be at your best!