

OFFICIAL WORKBOOK

Re•de•fin•ing

RICH

*Achieving True Wealth
with Small Business,
Side Hustles & Smart Living*

SHANNON HAYES

Chapter 2

REFLECTION CHALLENGE

PRACTICE SEEING

“That’s not possible where I live.” Did you find yourself thinking this at least once as you read chapter two? We have a tendency to get so entrenched in our perceived economic realities that we think they’re set in stone, and we can’t see the opportunities that are around us. But the life-serving economy can pop up like a cheerful dandelion in the crack of a sidewalk. And you could step over it every day, bemoaning the lack of beauty in your neighborhood. So, before you read on, use the following prompts to take few minutes to reflect and practice seeing where the life-serving economy has already started in your world.

1. Think of people you know who don’t seem to live by the standard rules. Do they work for themselves? Are they free spirits? Do they take risks that you’re too afraid to take? Do they devote their lives to their loves and passions? They’re probably already living outside the extractive economy. Write down their names and consider how you feel about them. Do you judge them for not buying into the extractive economy? Do you admire them? What can they teach you about yourself?

2. List the people that you want to populate your daily life. Who are you and your family members making time for, no matter what? In what ways do you expect to make time for them?

3. Describe the home and land surrounding you as you want it to be. Full of your kids' friends? Serene and quiet? Rich in the cooing, clucking, squawking, bleating, mooing, and oinking of farm animals? Dense with growing fruits and vegetables? Is everything in its place? Or do you accept and welcome chaos? Write it down here.

4. Describe how each of you sitting at the table wants to spend your time.

5. What are the essentials that must be in your life in order to enjoy it? Foreign holidays? Mornings off? Daily naps? Camping trips? Home-cooked meals? Dinners out?

Everyone sitting around the table doesn't need to agree on everything. A lot of the answers will be unique to each person. That's fine. But you need to hear one another. You need to know what makes each person in your family tick, what makes them buzz with joy or feel like life sucks. And then figure out what you can agree on, and what you can agree to disagree on. That's a good enough start on a QOLS. Write down your official QOLS on the next page, print it out, and tack it up where you can all see it and refer to it and move on.

QUALITY OF LIFE STATEMENT



FAMILY SIGNATURES:

Chapter 4

REFLECTION CHALLENGE

INCOME INVENTORY

Based on what you've read in chapter four, you may already have more income than you realize, and you can probably see many more opportunities that you were overlooking before. Let's spend some time fleshing out these ideas further, especially now that you have a QOLS to guide your exploration.

1. List all your current income sources. Where do they fall in the categories we discussed in this chapter?

<i>INCOME SOURCE</i>	<i>CATEGORY</i>

2. Do your income sources align with your QOLS?

YES

NO

3. Select three income categories that would best suit your life right now and identify potential income sources within those categories that appeal to you.

<i>CATEGORY 1</i>	<i>INCOME SOURCES</i>
<i>CATEGORY 2</i>	<i>INCOME SOURCES</i>
<i>CATEGORY 3</i>	<i>INCOME SOURCES</i>

4. What personal beliefs about money and income are interfering with your pursuit of your preferred sources? What beliefs will you need to adopt to make that transition?

Now, use the table with the days of the week to fill in your QLOS needs. Hikes? Quiet time for tea and knitting? Time to practice a musical instrument or have lunch with your mom? Naps? Then start assigning the appointments and tasks to each day. As you look at the map, look for ways to make the week more efficient: Can you combine errands? Delegate tasks to someone else? Eliminate unnecessary tasks?

QLOS NEEDS

TASKS

<i>SUNDAY</i>		
<i>MONDAY</i>		
<i>TUESDAY</i>		
<i>WEDNESDAY</i>		
<i>THURSDAY</i>		
<i>FRIDAY</i>		
<i>SATURDAY</i>		

Chapter 6

REFLECTION CHALLENGE

REST AWARENESS

Learning to relax and unplug is hard. To take effective guilt-free rest, it helps to closely examine our own attitudes, socialization, and assumptions. Some reconciliation between what you believe, what you desire, and what you practice might be in order.

1. Spend a few minutes examining and writing out your own perceptions of leisure and vacation. What did you learn growing up? Were you encouraged to take off and play, to hide away in your room with a creative project, or were you accused of frittering away time and pushed into a rigorous “enrichment” schedule? Did you take vacations? How were they spent? How did your family view others who took time to rest and play?

2. When you consider rest time, playtime, and idle time now, what is your attitude about it? How do you feel when you see other people engage in it?

3. If you have children, what are you teaching them about idle time, rest time, and playtime? What are you actually telling them? What are you teaching through your actions?

4. Write down the three best ideas you've had in the past ten years. Next to each idea, jot down what you were doing in the days and hours before the idea came to you. Can you remember what your mental state was like?

1.

2.

3.

5. Try making a commitment to less stress and more profit. Choose time for leisure in three zones: (1) daily rest and recovery periods, (2) during the week with days off, and (3) over the course of the year with scheduled vacations. Work it into your daily schedule, weekly map, and your yearly plan.

I, _____, hereby commit to less stress and more profit. I commit to prioritizing daily, weekly, and yearly periods of rest and recovery.

Signature: _____ Date: _____

6. Be mindful of your rest. Reflect on Sonnentag's findings. Good rest requires relaxation, mastery experiences, control, and detachment. When you look at your daily schedule and weekly map, try to find opportunities for all of these attributes. Relaxation might be a movie, listening to music and staring at the ceiling, or just a nap. Mastery experiences might involve reading a book, working on a craft project, practicing an instrument, or playing a game. Control means that there are opportunities for leisure in your week where you aren't in service to others. And detachment means unplugging, truly stepping out of reach. Brainstorm ways you can integrate rest into your schedule below.

Chapter 7

REFLECTION CHALLENGE

VALUING YOUR WORK AND BUILDING CONNECTIONS

Spend a few minutes reflecting on the role of pricing in business viability. Once you've convinced yourself that it's okay to ask for what you need, let's explore how you're going to build a marketing plan into your daily life.

1. Worried about the prices you need to charge to stay afloat? Play small-business tic-tac-toe. Make a list of ten small businesses you've encountered over the past five years. Next to the list, create three columns with each of the following headings: "Low Prices," "Meets My Standards for Quality and Ethics," and "Stays in Business for More Than Five Years." Next to each small business, put an X in each column that applies. Does any small business get three in a row? I doubt it. If they do, ask them if they'll bottle their secrets and sell them as a magic elixir.

<i>BUSINESS</i>	<i>LOW PRICES</i>	<i>MEETS STANDARDS</i>	<i>STAYS IN BUSINESS</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

2. Making time to communicate (and making time not to communicate). In chapter seven, I talk at length about how marketing our business transcends mere commerce and enters the realm of creating genuine community and connection. That means we have to do more than just provide a service, generate an Instagram post, and collect money. This should be the most rewarding part of the work. But if we're always harried, then fostering communication and connection becomes a burden. So make time for it. Go back to that weekly map you made and block out hours to work on your social media posts, to get inspired to write your newsletters, to enjoy the creative writing process, to give yourself time to offer thoughtful replies to customer emails, to respond to phone calls.

3. Content practice. As I mentioned, customers are pretty bored by perfection. We are all struggling in our time on this earth. We are all learning. These struggles and lessons are the heart of marketing: they tell the story of your efforts to be ethical, they help buyers recognize the authenticity of your labors, and they foster deep human connection. They're also a lot more fun and interesting to write about than how perfect, pretty, and delicious you and your products are. Don't get me wrong—there is a place for promoting polished perfection, but that kind of embodiment of ideals doesn't need to happen all the time. It's incredibly stressful to live up to, and it's easy to run out of things to write and photograph! So, if you are coming up with social media posts for the coming week, try this exercise. On the next page, make a column of "perfect" ideas: pretty pictures showing how "together" you and your business are and how-tos that show how smart and talented you are. Then make a column of "real" ideas: interesting messes you encounter in your work, life lessons you've been facing, moments of sadness where you realized something beautiful, a new challenge you are tackling. Generate content from both lists in the coming weeks. Which ones spark the most engagement and connection with your customer base? (Likes from Russian bots don't count.)

