



Shannon DePalma Coaching

**Focused**

**&**

**Fierce**



# Shannon DePalma Coaching

## Focus / Growth / Movement

Dear person full of so much potential,

Hi. I'm Shannon and I used to be a girl that was lost. Lost in business and lost in what I am doing with my life. **I changed my college major 6 times, no seriously; 6 TIMES.** I've started a vintage jewelry business, an Etsy shop, a floral design business, I've thought about becoming a Physical Therapist, and I've been a counselor. Holy confusion!



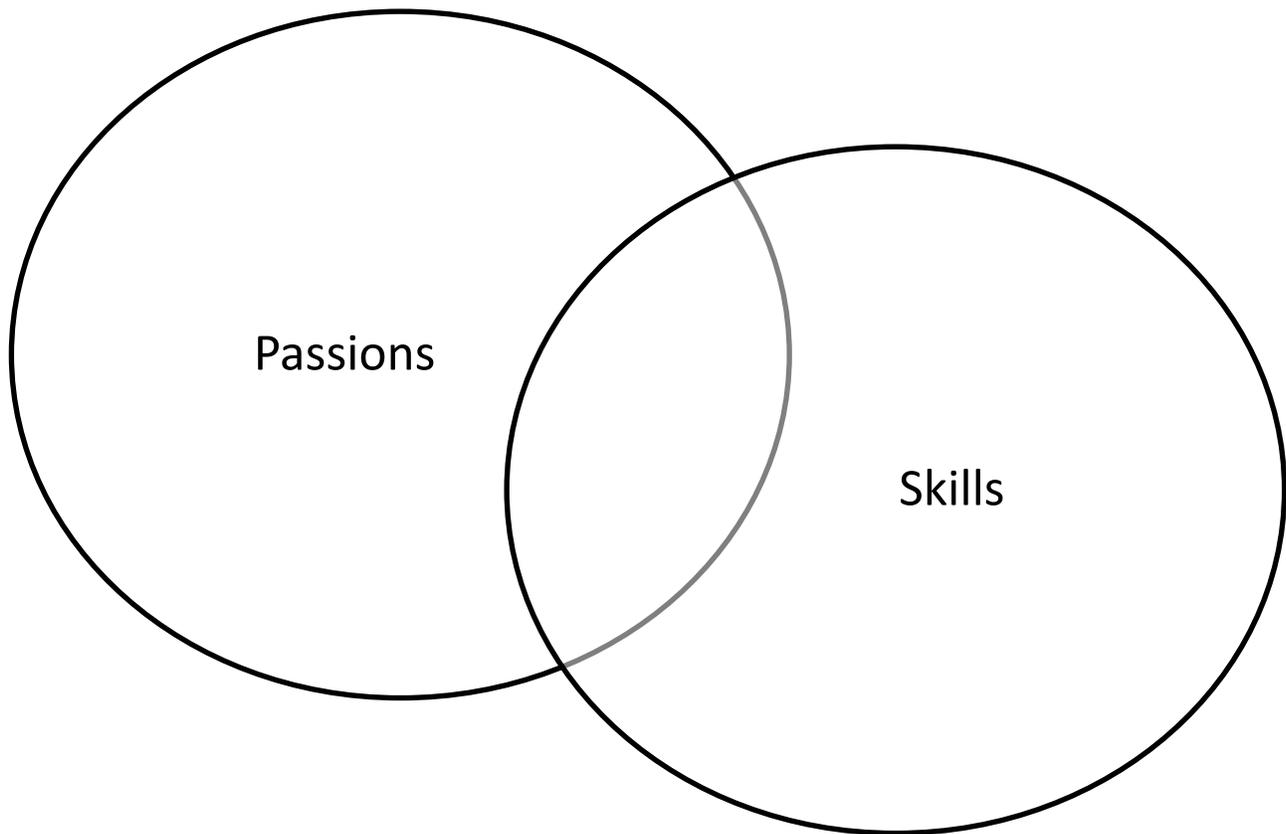
I was direction less and man it sucked. It was so hard to go to the Holiday parties and hear my family members ask "What are you doing this year?" If this is you, I want you to know, it's okay to have a lot of different passions but **let me help you find direction, embrace your passions, and get real clear.** I want you to read those 3 words above and know those are meant for YOU. This is your time to find **focus, growth, and movement.**



## Shannon DePalma Coaching

### Step 1: Find Focus

**1.) Where do your passions and skills merge? Do this even if you have a business already started. Skills** = anything you've learned on the job or by learning / **Passion** = anything you can't shut up about, you could spend hours doing it without noticing how much time passes





## Shannon DePalma Coaching

### Step 1: Find Focus

**1.) List 3 people in business you would die to trade places OR 3 jobs you were destined to do:**

1)

2)

3)

**2.) WHY do you admire these people or jobs? WHO do they work with?**



**Shannon DePalma Coaching**

## **Step 1: Find Focus**

**Using your mutual interests from the venn diagram and answers from question 2;**

**List out words that repeat:**



## Shannon DePalma Coaching

### Step 1: Find Focus

Now using your repeating words pull out a verb, a group of people, and an adjective.

I love to \_\_\_\_\_

for/ to /with \_\_\_\_\_

that \_\_\_\_\_.

In the first space put a verb (teach, create, design, photograph), for the second blank put a group of people that keeps popping up (women, men Christians, teenagers, women in their 50's), and finish it off with more words that keep repeating (weddings, branding, bible verses).

For example: I love to teach to creative women that can't find direction in their business.

I love to photograph for brides that have off beat weddings.

I love to design for Christian women that love framed scriptures.

**“But Shannon I have a MILLION INTERESTS. They can't all be summed into 1 sentence.”**

I get it.

**Did I tell you? I changed my college major 6 times? Seriously, I get you. Head to the next page.**



## Shannon DePalma Coaching

### Step 1: Find Focus

**In order to figure out WHO you want to work with you need to know WHY you do whatever it is you do!**

***“We can’t figure out where we want to go until we figure out where the fuck we are” – I said that***

I love doing what I do because.....

(Do it again different answer) I love doing what I do because ...

People should work with me over anybody else because..

(Do it again, different answer) People should work with me over anybody else because..(THIS IS YOUR WHY)



I'm starting a business!

Who would buy this?! I feel like a fraud, I mean I'm not really a business person.

I just sat on Facebook for 5 hours, I've sold a few things, fixed my logo 10 times, and feel super frustrated I can't quit my job.



## Shannon DePalma Coaching

### Step 2: Get Growthy

**1) We get a great idea, start a business, or the wheels start turning.**

**2) The Fraud Complex kicks in.** Who are we to sell jewelry? We didn't go to school for jewelry design.

No one gave us a certificate to say "You are officially allowed to run a business now."

The way we've been raised is to achieve finish line after finish line. From grade school to college we get an official certificate to say okay you're ready but starting a business, running a business, growing a business, there is no one there to say okay you are ready now. **YOU ARE ALWAYS READY.**

**3) Engage in fear based action.**

**Fear based actions:** It keeps you busy but stops you from doing the REAL work like asking a blog to feature your work, contacting someone on Facebook who could use your services, or even telling someone "hey you should buy my work!"

**Fear based actions:** 1) Browsing Facebook and not engaging 2) Tweaking your logo 10 times

3) needing everything to be PERFECT 4) doing things around the house that can wait

Why are you procrastinating?

Read on....



Shannon DePalma Coaching

## Step 2: Get Growthy

The minute we decide to change, try something new, or want to grow is the minute that FEAR will creep in.

**When you say “I want to lose weight, I want to change my body” FEAR will be that voice that says to you at 5 am, “Agghh let’s work out later” but you won’t.**

**When you say “I want to make \$10,000 in my business this year” FEAR will be the voice that says to you “It’s really not possible.”**

**When you say “This is the decision I’m going with” FEAR will be that voice that says “What about all the other choices?!”**

**FEAR WILL STOP YOU FROM GROWING.**

**FEAR WILL NEVER ALLOW YOU TO REACH YOUR TRUE POTENTIAL.**

**UNLESS YOU KICK IT IN THE FACE.**



Shannon DePalma Coaching

## Step 2: Get Growthy

It has to be tackled every day.

Nobody loses weight by exercising 1 or twice a month, or eating healthy once a week.

It has to be a consistent fight every day.

**TODAY YOU DECLARE YOU'RE DONE WITH THIS FEAR BULL SHIT AND FOR 10 DAYS YOU WILL TAKE SMALL, CONSISTENT STEPS TOWARD YOUR GOAL.**

I (your name) declare that from today (date) I will take consistent action toward my goal until this ( date) .

WRITE IT. MEAN IT.



## Shannon DePalma Coaching

### Step 3: Movement

**Plan your 10 days to a measurable goal. THIS IS THE MOST IMPORTANT.**

**Goal:** (For example submit your product to 3 magazines for promotion)

**Break this goal down in your 10 days working backwards:**

**Day 9:** Email all 3 magazines

**Day 8:** Prepare email template to send out

ETC.



Shannon DePalma Coaching

**Step 3: Movement**

***Science proves it takes 66 days to form a habit.***

***You've already got 10 down, only 56 more to go.***

***That means you'll be taking consistent, strategized  
action towards a business goal.***

***A goal that is focused, it has direction, and  
movement.***

**Your Welcome.**



**Hi I'm Shannon and I Work with Creative Women who want to get out of bull shit and into money.**

**I help them find their ideal client, their path, and their message  
so they can make more sales and create a cohesive brand.**

**My first business was an Etsy shop that grew into a wedding floral design business.**

**In the first 2 years of business:**

- **Doubled my sales**
- **Hit my first 5 figure month**
- **Quit my day job**

**I'd love to help you grow with more focus, more direction, and a real PLAN.**

**Let's step the fuck up, so many things are possible when you decide to  
step into your power.**

**[I'll show you how you can do it.](#)**