



Business Clarity

Find Direction. Focus Your Energy.
Build a Business That Feels Like You.

A workbook
to help you gain
clarity, create a plan
and take confident
action.



By Judy Illing,
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Introduction: Your Journey Begins

"This is not a book about pushing harder, doing more, or ticking off business goals at breakneck speed. This is a softer kind of guide."

Welcome to your Business Clarity Workbook - a gentle companion for building a business that feels like home. This interactive guide transforms the wisdom from the original ebook into practical exercises, reflection spaces, and action planning tools.

How to Use This Workbook

- **Go at your own pace:** Work through chapters monthly or focus on what speaks to you most
- **Be honest in your reflections:** This is your safe space for authentic exploration
- **Take action gently:** Small, consistent steps create lasting change
- **Return often:** Your answers may evolve as you grow

Your Starting Point Reflection

Before diving into the chapters, take a moment to capture where you are right now:

Today's Date: _____

Current State of Your Business:

- What's working well?

- What feels challenging or overwhelming?

- What do you hope to gain from this workbook?

Chapter 1: Clear the Clutter - Reflection & Action Guide

"You don't need to do more to be enough. You just need space to remember who you are."

Understanding Your Mental Clutter

Reflection Questions:

1. **Brain Dump Exercise:** Write down everything swirling in your mind about your business right now. Don't edit, just let it flow.

2. **Identifying Your "Shoulds":** What business advice or expectations feel heavy right now?

- I should be _____
- I should have _____
- I should do _____

3. **Stress Inventory:** What's been quietly stressing you out behind the scenes?

Finding Your Golden Threads

What Still Feels True?

1. What aspects of your business still bring you joy or energy?

2. What practices or routines anchor you and feel aligned?

3. What moments remind you why you started this business?

Gentle Release Practice

What Are You Ready to Let Go Of?

1. Old plans or strategies that no longer serve you:

-
-
2. Services or offerings you've outgrown:

-
-
3. Expectations (yours or others') that feel heavy:
-
-

Creating Space for Growth

Visioning Exercise:

1. What kind of energy would you love more of in your business?
-

2. How do you want to feel as a business owner? (Circle all that apply)

- Calm
- Confident
- Grounded
- Inspired
- Peaceful
- Energized
- Other: _____

Your Gentle Reset Plan

This Month's One Small Shift:

If you could make one change this month that would create relief, what would it be?

Action Steps:

- ☐ Week 1: _____
- ☐ Week 2: _____
- ☐ Week 3: _____
- ☐ Week 4: _____

End-of-Chapter Reflection

Complete this after implementing your gentle reset plan:

- What changed in how you feel or think about your business?

- What became lighter or clearer?

- What do you want to carry forward?

Chapter 2: Show Up Gently - Visibility Workbook

"You don't have to shout to be seen. You just have to show up as you."

Redefining Visibility

Personal Definition Exercise:

1. What does being visible mean to YOU (not what you think it should mean)?

2. What would visibility look like if it felt nourishing instead of exhausting?

3. How do you want people to feel when they see or hear from you?

Discovering Your Natural Voice

Communication Style Assessment:

Which of these feels most natural to you? (Check all that apply)

- ☐ Writing heartfelt posts or articles
- ☐ Recording voice notes or videos
- ☐ Sharing visual content (quotes, graphics)
- ☐ Teaching through tips or tutorials
- ☐ One-on-one conversations
- ☐ Speaking at events or in groups
- ☐ Storytelling through personal experiences

Your Preferred Platforms:

Where do you feel most comfortable showing up?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Email newsletter
- ☐ Blog/website
- ☐ Podcast (as guest or host)

- ☐ In-person networking
- ☐ Online communities/groups

Releasing Performance Pressure

Pressure Points Inventory:

1. What visibility advice or expectations have felt heavy lately?

2. Which parts of "showing up" have felt performative or misaligned?

3. What could you let go of to honor your energy better?

Your Gentle Visibility Plan

Weekly Commitment:

"Each week, I will show up by..." (Choose 1-2 actions that feel sustainable)

- ☐ Posting once on _____
- ☐ Sending a short newsletter
- ☐ Commenting meaningfully in ____ group(s)
- ☐ Starting one genuine conversation
- ☐ Sharing one story or insight
- ☐ Other: _____

Visibility Reframes

Mindset Shifts:

Replace limiting thoughts with empowering ones:

Instead of: "I have to show up" Try: "I get to connect with people who need what I offer"

Instead of: "I'm not consistent enough"

Try: "I show up when I have something meaningful to say, and that's enough"

Your Personal Reframe:

Instead of: "" Try: " ____ "

This Month's Visibility Challenge

Choose ONE action that feels both exciting and manageable:

- ☐ Share your story or "why" behind your business
- ☐ Post a behind-the-scenes glimpse of your work
- ☐ Ask your audience a question and engage with responses
- ☐ Share a lesson you've learned recently
- ☐ Offer a helpful tip in your area of expertise
- ☐ Other: _____

End-of-Chapter Reflection

- What surprised you about visibility this month?

- What part of showing up felt most like you?

- What would you like to carry forward next month?

Chapter 3: Your Sustainable Schedule - Time & Energy Planning

"You are not behind. You're just building a rhythm that finally honors you."

Current Time Reality Check

Time Audit Exercise:

1. What does a typical week currently look like for you?

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Weekend: _____

2. What tasks take up most of your hours?

3. What drains your energy, even if it doesn't take much time?

Identifying Your Natural Rhythms

Energy Mapping:

1. What times of day do you feel most focused and creative?

2. When do you typically experience energy dips?

3. What days of the week feel most productive for you?

4. What routines or practices help you feel calm and centered?

Defining "Enough" on Your Terms

Sustainable Success Metrics:

1. How many hours can you realistically and sustainably work each week?

2. What does a "good enough" week look like for you?

3. What would a calm, kind, and productive week FEEL like (not just look like)?

Creating Your Kinder Weekly Flow

Ideal Week Design:

Map out your preferred rhythm:

Monday Focus: _____

Tuesday Focus: _____

Wednesday Focus: _____

Thursday Focus: _____

Friday Focus: _____

Buffer Time Needed: _____

Rest/Creative Time: _____

Admin/Business Tasks: _____

Gentle Boundaries

Energy Protection Strategies:

1. What could you simplify or streamline?

2. What could be paused, delegated, or dropped?

3. Where are you overgiving your time or energy?

This Week's Gentle Shift

One Change Commitment:

"This week, I will honor my energy by..."

- ☐ Working in focused blocks instead of scattered throughout the day
- ☐ Taking a proper lunch break
- ☐ Saying no to one draining commitment
- ☐ Starting work later on _____ (day)
- ☐ Protecting _____ time for creative work
- ☐ Other: _____

Weekly Rhythm Tracker

Use this for 4 weeks to find your sustainable pattern:

Week 1:

- Energy Level (1-10): ____
- Productivity (1-10): ____
- What worked: _____
- What didn't: _____

Week 2:

- Energy Level (1-10): ____
- Productivity (1-10): ____
- What worked: _____
- What didn't: _____

Week 3:

- Energy Level (1-10): ____
- Productivity (1-10): ____
- What worked: _____

- What didn't: _____

Week 4:

- Energy Level (1-10): ____
- Productivity (1-10): ____
- What worked: _____
- What didn't: _____

End-of-Chapter Reflection

- What shifted in how you approach your time?

- What rhythm felt most supportive?

- What habits do you want to carry forward?

Chapter 4: Refine & Shine - Clarity & Messaging Workshop

"When you know what you offer, you show up with quiet confidence. No pushing. No pretending."

Core Offer Clarity

The Heart of What You Do:

1. What problem do your clients or customers face before they find you?

2. What changes after they've worked with you or used your product?

3. What transformation or relief do you help create?

Your "Why" Deep Dive

Purpose Exploration:

1. What first drew you to this work?

2. Why does helping with this challenge matter to you personally?

3. What's the deeper story behind what you do?

Understanding Your People

Real Human Focus:

1. Who do you feel most drawn to help?

2. What are they struggling with or searching for?

3. What do they need emotionally, not just practically?

Your Unique Approach

What Makes You, You:

1. What's unique about how you work, communicate, or support people?

2. What do people often say they appreciate about working with you?

3. What quiet strengths do you bring to the table?

Crafting Your Clear Message

Simple Statement Exercise:

Using this framework, create your clear message:

"I help _____ [type of person] with _____ [specific challenge] so they can
_____ [desired outcome]."

Your Version:

Alternative Versions (try 2-3 different ways):

Message Testing**Sharing Practice:**

Choose one place to share your refined message:

- ☐ Update your website About page
- ☐ Revise your social media bio
- ☐ Use it in a social media post
- ☐ Practice saying it out loud
- ☐ Share it in a networking conversation

Feedback Tracking:

After sharing, note:

- How did it feel to say/write?

- What responses did you get?

- What would you adjust?

End-of-Chapter Reflection

- What shifted in how you talk about your offer?

- What feels easier or clearer now?

- What do you want to keep refining?

Chapter 5: Worth & Wealth - Money Mindset Healing

"You are not too much. Your work is not too expensive. You are worthy, just as you are."

Your Money Story Exploration

Childhood Money Messages:

1. What did you learn about money growing up?

2. How was money talked about (or not talked about) in your family?

3. What beliefs about money do you still carry today?

Money in Your Business

Current Money Feelings:

1. How do you feel about charging for your services? (Circle all that apply)

- Confident
- Guilty
- Uncertain
- Excited
- Anxious
- Proud
- Other: _____

2. Where do you notice hesitation, guilt, or fear around money?

3. Do you ever underprice, over-deliver, or avoid financial conversations?

Redefining "Enough"

Your Version of Success:

1. What kind of income would feel nourishing (not just impressive)?

2. What kind of work pace supports your energy and health?

3. What do you want money to make possible in your life?

Honoring Your Value

Value Recognition Exercise:

1. What do clients consistently thank you for?

2. What transformations or results do you help create?

3. What would you say to a friend who doubted the value of her work?

Now say those words to yourself.

New Money Intentions

Empowering Beliefs:

Complete these statements:

"I'm allowed to..."

"I want to feel..."

"Money is a tool that helps me..."

"I choose to..."

One Brave Money Move

This Month's Action:

Choose one small action that aligns with your new intentions:

- ☐ Review and potentially adjust your pricing
- ☐ Send that invoice you've been putting off
- ☐ Track your income and expenses for clarity
- ☐ Have a money conversation with a coach or peer
- ☐ Add a "buy now" button you've been avoiding
- ☐ Set up a separate business savings account
- ☐ Other: _____

Action Plan:

- What: _____
- When: _____
- Support needed: _____

Money Affirmations

Daily Reminders:

Choose 2-3 that resonate with you:

- ☐ "I am worthy of receiving payment for my valuable work"
- ☐ "Money flows to me easily and ethically"
- ☐ "I price my services with confidence and clarity"
- ☐ "I deserve to be compensated fairly for my expertise"
- ☐ "My work creates value, and I'm comfortable receiving payment"
- ☐ Write your own: _____

End-of-Chapter Reflection

- What shifted in how you think about money?

- What belief did you release or reframe?

- What do you feel more willing to receive or ask for?

Chapter 6: Map It Out - Gentle Marketing Planner

"Marketing doesn't have to be loud to be effective. It just has to be true."

Redefining Marketing

Your Marketing Mindset:

1. What words or emotions come up when you think about marketing?

2. Which parts feel heavy or confusing?

3. Which parts (if any) feel exciting or aligned?

4. What would marketing feel like if it were easier and more joyful?

Your Core Messages

What You Want to Share:

1. What messages do you want to share more often?

2. What do you wish people knew about your work?

3. What do you stand for, and how can you share that clearly?

Your Natural Marketing Style

Preferred Methods:

Which feel most aligned with your energy? (Check all that apply)

- ☐ Writing heartfelt posts or articles
- ☐ Sharing inspirational quotes or visuals
- ☐ Creating educational content or tutorials
- ☐ Speaking in videos or live sessions
- ☐ Storytelling through personal experiences
- ☐ Engaging in conversations and comments
- ☐ Email newsletters
- ☐ Podcast appearances or hosting
- ☐ In-person networking or speaking

Simple Marketing Rhythm

Your Gentle Plan:

"Each month I will share my work by..."

Platform: _____ **Type of content:** _____ **Frequency:** _____

Example: "Each month I'll send one newsletter and post 3 times per week on Instagram."

Your Version:

Content Categories

Your Core Topics (Choose 3-5):

- ☐ Personal stories and business values
- ☐ Tips and tools that help your audience
- ☐ Behind-the-scenes of your process
- ☐ Reflections on wellbeing and balance
- ☐ Gentle encouragement and mindset shifts
- ☐ Industry insights and trends
- ☐ Client success stories (with permission)
- ☐ Other: _____

This Month's Marketing Focus

One Thing to Try:

Choose one action that feels both exciting and manageable:

- ☐ Start a regular content series (e.g., "Monday Motivation," "Tip Tuesday")
- ☐ Write and send your first email newsletter
- ☐ Share your offer more clearly on your platform
- ☐ Record a short video explaining what you do
- ☐ Engage more meaningfully in online communities
- ☐ Collaborate with someone in your network
- ☐ Other: _____

Marketing Calendar Template

Week 1:

- Monday: _____
- Wednesday: _____
- Friday: _____

Week 2:

- Monday: _____
- Wednesday: _____
- Friday: _____

Week 3:

- Monday: _____
- Wednesday: _____
- Friday: _____

Week 4:

- Monday: _____
- Wednesday: _____
- Friday: _____

End-of-Chapter Reflection

- What part of marketing felt easier this month?

- What felt most like you?

- What would you like to carry forward or leave behind?

Chapter 7: Connect with Your People - Audience Understanding

"You don't need to speak to everyone. You just need to reach the ones who need you most."

Your Ideal Person

Real Human Visualization:

Close your eyes and picture someone who finds your work and thinks, "That's exactly what I needed."

1. What is she feeling right now?

2. What is she navigating, worrying about, or hoping for?

3. What kind of support is she craving?

What They Really Want

Emotional Needs:

1. What is your audience truly craving? (Circle all that apply)

- Clarity
- Relief
- Progress
- Peace
- Confidence
- Connection
- Understanding
- Hope
- Other: _____

2. What are they hoping will change in their life or business?

3. What will they feel once they've worked with you?
-

Meeting Them Where They Are

Current State Understanding:

1. What stage of the journey are they on?
 - ☐ Just starting out
 - ☐ Feeling stuck or overwhelmed
 - ☐ Ready to grow or level up
 - ☐ Looking for support and community
 - ☐ Other: _____
 2. What language do they use to describe their problem?
-
-

3. What might they be googling, journaling about, or silently struggling with?
-
-

Why You?

Your Unique Connection:

1. What do people say they appreciate about working with you?
-
-
2. What energy or approach do you bring that feels different or safe?
-
-
3. What do you want someone to feel after interacting with your brand?
-

Building Connection

Connection Before Conversion:

What are 2-3 ways you could show up for your people without asking them to buy?

This Month's Connection Goal

Deepening Relationships:

Choose one thing you'll try this month to build or deepen connection:

- ☐ Start a meaningful conversation in comments or DMs
- ☐ Ask your audience a question and genuinely engage with responses
- ☐ Share something personal or vulnerable that shows you're human
- ☐ Invite replies to your newsletter with a specific question
- ☐ Offer free support in a group or community
- ☐ Send a personal thank you message to loyal followers
- ☐ Other: _____

Audience Research Questions

Getting to Know Them Better:

Use these questions in surveys, conversations, or social media:

- What's your biggest challenge with [your topic area] right now?
- What would success look like for you in this area?
- What have you tried before that didn't work?
- What do you wish someone had told you when you were starting?
- What kind of support would be most helpful right now?

End-of-Chapter Reflection

- What did you learn about your people this month?

- What helped you feel closer to them?

- What do you want to keep doing to build trust and connection?

Chapter 8: Confidence in Your Content - Creative Expression Guide

"You don't need to create like everyone else. You just need to create like you."

Content Creation Feelings

Honest Assessment:

1. What kind of content do you actually enjoy creating?

2. What topics light you up and make you excited to share?

3. When do you feel most in flow while writing, recording, or sharing?

Identifying Your Blocks

What Holds You Back:

1. What stops you from creating or sharing consistently?

2. Is it perfectionism, fear of judgment, or not knowing what to say?

3. Do you compare yourself to others or overthink everything you post?

Releasing the "Shoulds"

Content Freedom:

1. What "content rules" have you picked up that no longer serve you?

2. What would it look like to create with more freedom and less fear?

Your Content Pillars

Core Topics (Choose 3-5 that reflect your mission and message):

- ☐ Personal stories and business journey
- ☐ Tools, tips, and practical advice
- ☐ Behind-the-scenes of your process
- ☐ Reflections on wellbeing and balance
- ☐ Gentle encouragement and mindset shifts
- ☐ Industry insights and trends
- ☐ Values and beliefs you stand for
- ☐ Client transformations and success stories
- ☐ Other: _____
- ☐ Other: _____

Your Content Rhythm

Sustainable Sharing Plan:

"This month, I'll share content by..."

Platform: _____ **Format:** _____ **Frequency:** _____

Examples:

- "One Instagram post per week plus stories when inspired"
- "One newsletter per month plus one blog post"
- "Three LinkedIn posts per week focusing on tips and insights"

Your Version:

Content Ideas Generator

For Each Pillar, Brainstorm 3-5 Content Ideas:

Pillar 1: _____

Pillar 2: _____

Pillar 3: _____

This Month's Content Challenge

Create Something True:

Choose one piece of content you'll create this month that feels authentic and valuable:

- ☐ A post about your journey and what you've learned
- ☐ A simple "how I help" explanation in your own words
- ☐ A story that shows what you believe in
- ☐ A gentle reminder your audience needs to hear
- ☐ A behind-the-scenes look at your process
- ☐ A tip or tool that genuinely helps people
- ☐ Other: _____

Content Plan:

- What: _____
- When: _____
- Platform: _____

Content Confidence Builders

Mindset Shifts:

- Instead of "I have nothing original to say" Try: "My perspective and experience are unique and valuable"
- Instead of "I'm not expert enough" Try: "I'm sharing what I know to help others on a similar journey"
- Instead of "What if people judge me?" Try: "The right people will appreciate my authenticity"

Your Personal Reframe:

Instead of: "" Try: " ____ "

End-of-Chapter Reflection

- What content felt most aligned or natural this month?

- What shifted when you gave yourself permission to show up differently?

- What rhythm do you want to keep building on?

Chapter 9: Your Business, Your Way - Integration & Alignment

"You started this for a reason. Let's return to it."

Checking In With Yourself

Current State Assessment:

1. What feels heavy, misaligned, or out of rhythm in your business right now?

2. What are you doing because you think you should, rather than because it feels right?

3. What parts feel like a "no" in your body, even if they make sense on paper?

What's Still True

Your Anchors:

1. What part of your work still lights you up?

2. What do you know is true about what you're here to offer?

3. What moments remind you why you started this in the first place?

Your Legacy Vision

What You Want to Be Known For:

1. What do you want people to feel after interacting with you?

2. When someone mentions your name or brand, what do you want them to say?

3. What ripple do you hope your work creates in someone's life?

Success on Your Terms

Personal Definition:

1. What does success look like for YOU (not society's version)?

2. What kind of impact do you want to make?

3. What kind of life do you want your business to support?

Values Alignment Check

Core Values Assessment:

List your top 5 personal values:

Alignment Questions:

- How well does your current business reflect these values? (1-10): ____
- Where do you see the strongest alignment?

-
- Where do you notice gaps?

-
- What changes would bring you into better alignment?
-

Your Business Vision**Future Self Visualization:**

Imagine your business one year from now, fully aligned with who you are:

1. What does a typical day look like?
-
-

2. How do you feel about your work?
-

3. What kind of clients or customers are you serving?
-

4. What impact are you making?
-

Integration Action Plan**Bringing It All Together:**

Based on your work through this entire workbook, identify:

3 Things to Keep/Strengthen:

3 Things to Change/Adjust:

3 Things to Release/Let Go:

Your Gentle Realignment Plan

Next 90 Days:

Month 1 Focus: _____ **Key actions:**

Month 2 Focus: _____ **Key actions:**

Month 3 Focus: _____ **Key actions:**

End-of-Chapter Reflection

- What feels most important to focus on right now?

- What are you most excited to implement or change?

- What support do you need to make these changes?

Your Personal Action Plan

Key Insights Summary

From Your Workbook Journey:

Biggest Aha Moments:

Most Important Changes to Make:

Strengths to Build On:

Your Gentle Business Manifesto

Complete These Statements:

My business exists to: _____

I want to be known for: _____

My ideal clients feel: _____

Success for me means: _____

I commit to showing up: _____

I will honor my energy by: _____

30-60-90 Day Action Plan

Next 30 Days - Foundation:

- ☐
-

- ☐
-

- ☐
-

Next 60 Days - Building:

- ☐
-

- ☐
-

- ☐
-

Next 90 Days - Integration:

- ☐
-

- ☐
-

- ☐
-

Accountability & Support

Your Support System:

Who will help you stay accountable to these changes?

What kind of support do you need most?

- ☐ Encouragement and cheerleading
- ☐ Practical advice and strategy
- ☐ Someone to check in with regularly

- ☐ Professional coaching or mentoring
- ☐ Peer community and connection

Regular Check-In Schedule

Monthly Review Questions:

Set a recurring calendar reminder to ask yourself:

1. What's working well in my business right now?
2. What feels out of alignment and needs adjustment?
3. What do I need more of? Less of?
4. How am I honoring my values and energy?
5. What support do I need this month?

Final Reflection

Your Commitment to Yourself:

"I commit to building a business that..."

Date: _____ **Signature:** _____

Resources for Continued Growth

Recommended Practices

- **Weekly Business Check-ins:** 15 minutes every Friday to reflect on the week
- **Monthly Alignment Review:** Use the questions from Chapter 9 monthly
- **Quarterly Vision Refresh:** Revisit your values and goals every 3 months
- **Annual Business Retreat:** Take a day to deeply reflect and plan

When to Revisit This Workbook

- When you're feeling overwhelmed or scattered
- Before making major business decisions
- When you've outgrown your current approach
- During transitions or challenging periods
- When you want to reconnect with your "why"

Remember

"You don't have to do it all to be a good business owner. You just have to keep coming back to what feels right for you."

Your business is a reflection of who you are. Let it evolve as you do. Trust your instincts. Honor your energy. Build something that feels like home.

This workbook is your companion on the journey to business clarity. Return to it often, trust the process, and remember—you're exactly where you need to be.