

Let's Go!



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HER IMPACT Founder

**3 STEPS TO GET
YOU GOING ON
"THAT THING"
YOU'VE BEEN
WANTING TO DO**

Stepping into unexplored version of ourselves is intimidating. It's a part of us that we haven't met yet. Vulnerable, I believe is the word. I have a few tips to help you press past that initial stage of vulnerability so that you can cross over that starting line. Getting acquainted with vulnerability allows your internal strengths to show up, allows you to think outside of the box and allows the strongest version of yourself to do her thing to find her purpose! So...Let's Go!



JUST START!

God, what did you have In
mind when you created Me?



1.

WHY?

What is your origin story?

Why do you want to do this thing?
Write down in 200 words or less how
you got started on your why?
Open up a new Google doc and get
typing.

What problem are you solving?

Write down in 300 words or less what problem (s) your Idea will solve. Work backwards from your end goal. Take your time and keep it tight. This can eventually be used as a starting point for your mission statement. You may be need to pitch this is in an elevator one day!



2. WHAT

What is Your Strategy for Implementing This?

How are you going to translate your problem solving into action? Be as thorough as possible here. This is something that you will most likely rethink and test out, but for now just write down what you think it looks like In real life



2. HOW

Practice!



Remember that elevator pitch I talked about? Write down a 3-4 minute pitch on what you are doing, why and what problem it will solve and how you will implement it?
Practice out loud (time yourself :-)

You got this girl!

Leveraging your Social Connections

PRACTICE YOUR ELEVATOR PITCH IN REAL LIFE

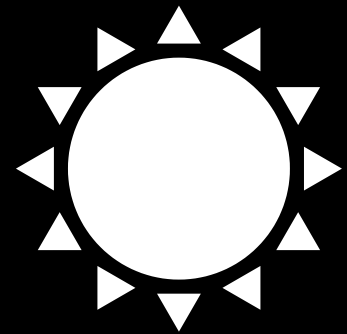
Find one person to talk to about your mission and idea. Ask them if they understood what your idea will do and what problem it will solve? If not ask them why and take their input into consideration. The more you hear yourself say this out loud the more you will hear the holes, the parts that you may have missed and how your words land on other people.

HAVING FRIENDS IS GOOD FOR THE EGO

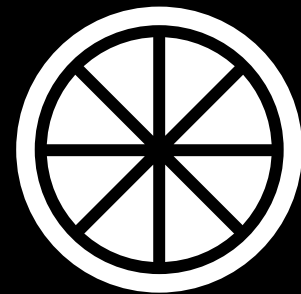
Refine, Refine. Refine. The best thing you can do is dial in on your why. Other people don't know what all the Ideas flying around in your head sound like until you verbalize them or show them. You can practice with them by refining your mission so that others can buy into it. Good friends will tell you what is confusing or seems intangible. Being teachable is one of the best qualities of a starter!

The Traits of Healthy Starters

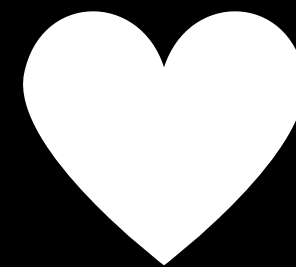
Observe and practice these for yourself



Choose the risk
of Optimism



Carving out
Time to work
on your Idea



Show Yourself
Some Love this
Is hard work!



You're doing it!
A step is a step
towards
progress

**DO NOT POSTPONE
YOUR START ANY
MORE.**

There is NEVER a perfect time to get started. 5 years from now is still 5 years from now. Set a weekly schedule. Every small step leads you closer to your goal.

**NEVER
UNDERESTIMATE
YOUR RESILIENCE.**

Humans are resilient creatures. Most of our fears lie in thinking that we can't recover. You can recover. You will recover. Starting over is a lesson learned.

**RECORD YOUR
CREATIVE THOUGHTS
EVEN THE ONES YOU
THINK AREN'T GOOD**

Pen and Paper still does the job. Grab an idea or brainstorming notebook and keep it at your side as much as possible. We never want to lose a great Idea

Useful Everyday Tips

GOOGLE DOCS ARE YOUR FRIEND

Computer crash? No problem
Save your docs, presentations
and spreadsheets so that your
ideas are not lost!

DON'T REINVENT THE WHEEL

Use apps that already exist
to do your logo and website
stuff. I recommend Canva
and Fiverr. They will make
your creative life easier.

LEVERAGE YOUR SOCIAL MEDIA FOR YOUR BUSINESS

Social Media is a great way to
begin to get the word out. Take
courses on how to better utilize
it as your idea evolves.

FAIL QUICKLY, BUT WITH MEANING

Rejection and Failure are
gifts. They are redirecting
you to something better
for you.

EXERCISE MINDFULNESS

Be Mindful of your
emotions and energy.
Make a habit of checking
In with yourself daily. This
is a marathon not a sprint

DON'T COMPARE

Learn from others, but do
what you do the way you
do it and have confidence
in your unique approach

Final Words

Trust that you were created
to do something to
positively Impact the
world. Let's Go

**-ANGELA MOTT, FOUNDER OF HER
IMPACT**

