A man with a beard and a wide smile stands in front of a brick wall. He is wearing a white t-shirt and dark jeans. He has several tattoos on his arms. On his left arm, there is a tattoo of a cross with the text 'Do Not Fear Only Believe Mark 5:26'. On his right arm, there is a tattoo that says 'Fearless' and 'Faith'. The background is a red brick wall.

THE FEARLESS LIFE PROJECT: MASSIVE IMPACT ACTION GUIDE

3 Simple Steps To
Explosively Grow Your
Business And
Optimize Your Life

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Helping Passionate Entrepreneurs Build Massively Successful
And Impactful Businesses On Their Own Terms

- Perspective...CHILL OUT



INTRODUCTION: IT'S ALL ABOUT YOU

Want to know something ironic?

As human beings, we have never had more information available to us than we do today. Yet as a result of this constant barrage of tips, strategies and statistics, it has become more difficult than ever to make a clear decision with confidence. There is a never ending downpour of (often conflicting) expert opinions telling us what we should and shouldn't do, which leaves us more confused than when we started.

We are being pulled in a million different directions, and this endless stream of facts and figures is stalling our growth by scattering our ability to move forward with certainty.

If you're anything like me, however, you probably perform best when you are 'in the zone'. When you are clear on your mission, connected to your vision, and have the motivating drive to get shit done no matter what is standing in your way.

When you are in this state, you aren't hesitant, shy or doubtful.

You have a keen sense of what needs to be done, and a relentless spirit to finish the job. As a business owner trying to maximize your growth and impact, i'm sure you'll agree that it's nearly impossible to operate from this place of conviction and courage when you are constantly being stressed and scattered.

When you are clear on your mission, connected to your vision, and have the motivating drive to get shit done no matter what is standing in your way.

That's exactly why I created this no nonsense plan-of-attack that you are holding in your hands (or most likely have loaded up on the screen.) Because, right now, you don't need more noise, more bells and whistles.

You don't need more tactics, more insider secrets or growth 'hacks'.

Right now, you need **clarity** and **action**.

You need a simple system of implementation that is going to enhance your current ability to grow the business that you love so much that you can reach more clients and have a bigger impact on this world.

Because odds are, when you started your journey, you had a vision so bold and exciting that your drive and passion outweighed your crazy workload. You hustled and white-knuckled your way to respectable levels of growth and expansion.

But as someone who has been where you are, and who also specializes in helping business owners and entrepreneurs optimize their ability to grow and scale, I can confidently say that what got you to where you are now is not going to get you to that next level.

There are certain things you cannot simply grind and hustle your way through, because as a leader, your most important (and finite) assets are your confident connection to your vision and your relentless drive to make it a reality.



Your most important assets are your confident connection to your vision and your relentless drive to make it a reality.



These two things get drained and scattered because, as you grow you handle more moving parts and face bigger obstacles, which can ultimately lead to way more stress, anxiety and burnout.

Yes, there is a time and place to utilize the fancy tools and latest schemes that are overloading your inbox and social media feeds.

And yes, there will always be a time when good old fashioned hustle is the solution. **But neither of those things will make a lasting impact unless you as a leader have a way to optimize your time clearly and effectively as you continue to grow.**

This guide will help you master a proven system that I have used to help 100's of clients to maximize their clarity, drive and performance while strategically counteracting the effects of stress, doubt and uncertainty. Because when you can get back in that 'zone', where you can take action with passion and certainty, your ability to grow your business becomes limitless.

So if you've had enough of the information overload and you're finally ready to jump into action with an unbeatable sense of clarity and purpose, then follow this simple 3-step action guide.

Read on to learn exactly how maximize your growth, revenue and impact while liberating yourself from stress and anxiety.

**Buckle up and check any doubt at the door.
You Can Totally Do This!**

HOW TO MAXIMIZE THIS SYSTEM

Like I mentioned, this is not another information ebook or pamphlet.

This is a no nonsense ACTION guide, so print this bad boy out and work your way through it one step at a time.

I will provide you with all the worksheets and organizational tools needed to be as effective as possible, so attack each step with focus and intention.

Here is an overview of what this process will look like:

STEP 1:

BUILDING YOUR PARADISE

You want clarity, right!? Well this strategic exercise will help you paint a crystal clear picture of where you're going and what crucial steps need to be taken in order to close the gap on where you want to be.

STEP 2:

REVERSE ENGINEER YOUR SUCCESS

Based on your results from Step 1, this exercise will show you how to prioritize the action steps you need to execute in the next 90 days so that you can move forward and grow with focus and purpose.

STEP 3:

OPTIMIZED EXECUTION

Now that you know where you're going and what steps need to be taken to get there, it's simply a matter of taking consistent action in a powerful way. I give you my most powerful tools and systems that will organize and optimize your week so you can maintain your clarity and drive as you continue to close the gap on building your paradise vision.



STEP 1: BUILDING YOUR PARADISE

This exercise will help you get crystal clear on the growth you want to achieve. You may have done something similar when creating your business plan or completing your yearly goal setting, but this exercise dives much deeper in optimizing not only your business, but also your role within it.

Many times people make the mistake of setting business goals that totally disregard the well-being of the person who is responsible for achieving them (aka, YOU). Creating ambitious goals is great, but if you set them in a way that requires you to sacrifice your happiness, health and fulfillment in the process, then you are setting yourself up for eventual burnout and failure.

Many times people make the mistake of setting business goals that totally disregard the well-being of the person who is responsible for achieving them.

This exercise is different because it helps you to build your ideal business within the context of your ideal lifestyle. This sets you up for long-term growth and even more success because you will have powerful balance in your life that will allow you to maintain high levels of passion and productivity (while having way more freaking fun).

When you complete this exercise, make sure you are in a quiet place that is free from distractions. Take a few deep breaths to clear your mind and get ready to **have fun** with this. This is not just another thing on your to-do list, so embrace this exercise as the first step in creating a thriving business inside of a fulfilling life that you love.

PART 1:

ON THE WORKSHEET PROVIDED, FILL OUT THE 'PARADISE' COLUMN BY ANSWERING THE FOLLOWING QUESTION:

In 6 months from now, what does your ideal business look like, and how do you fit into it?

Don't limit yourself by playing small here. Really ask yourself, what would be an incredible life to wake up to every day? Don't worry about the 'How' right now, just focus on what would feel amazing to you.

Also, i'm assuming your best life ever doesn't involve making a bunch of money while also being miserable, unhealthy and stressed out. So I encourage you to think of your goals in terms of your ideal Mind-Body-Business.



MIND

What is your happiness, confidence and stress levels like?



BODY

What is your health, energy and vitality like?



BUSINESS

What is your revenue, growth and impact like?



Some of my clients are reluctant at first to believe that the mind and body have an impact on the business side. If you fall under this category, answer this question: Do you show up more powerfully for your business when you are positive, motivated and energetic? If yes, then leveling up your body and mind will definitely increase the bottom line in your business in an exponential way. There's a reason the top 20 most successful entrepreneurs in the world all invest time into their physical health and mental wellness every day.

To really help you get clear, I encourage you to think about specific details of what your life will be like.

What does your typical day look like, what kinds of tasks you will be doing, how much you will be making, how happy you will be, etc.

Include measurable details as well as emotional details.

MEASURABLE DETAIL EXAMPLES (AKA WHAT IT LOOKS LIKE):

1. I am generating 3x monthly revenue when compared to last year
2. I am taking home X amount of dollars each month
3. I have hired 3 new key employees that are reliable and productive
4. I have closed 5 high-ticket clients that I enjoy working with
5. I am only checking email 2x per day
6. I gratitude journal 1x a day to boost my happiness and clarity
7. I am getting 8 hours of restful sleep every night
8. I am working out 4 days a week
9. I have 2 incredible trips planned to exciting places that i've never been
10. I am reading 1 personal development book each month to level up my mindset

EMOTIONAL DETAIL EXAMPLES (AKA WHAT IT FEELS LIKE):

1. I feel so much gratitude that my business is growing while my stress is decreasing
2. I have so much confidence knowing my new hires are competent and reliable
3. I look at my schedule and feel incredible because my meetings are filled with clients I actually love to work with
4. I feel so relaxed and rested waking up after 8 hours of sleep
5. I feel so clear and energetic now that I am working out and taking care of my body 4 days a week
6. I am so excited to travel more and go to inspiring places that will refuel my creativity
7. My mindset feels so much more positive when I journal and focus on things I am grateful for
8. It fills me with joy when I can look across the dinner table at my family and truly connect with them because my mind isn't in a million places

PART 2:

ONCE YOU HAVE FILLED OUT THE 'PARADISE COLUMN', IT'S TIME TO COMPLETE THE REST OF THE EXERCISE.

Fill out the 'Today' column

Simply take inventory on where you are today. What does your current reality look and feel like? Again, think in terms of Mind-Body-Business and include measurable details (what are the specifics) as well as emotional details (how do you feel).

Fill out the 'Roadblocks' column

What is standing in the way between where you are now and actually building your paradise vision? What challenges need to be faced? What changes need to be made? What actions need to be taken?

There's a reason the top 20 most successful entrepreneurs in the world all invest time into their physical health and mental wellness every day.



TODAY

ROADBLOCKS

PARADISE



STEP 2: REVERSE ENGINEER YOUR SUCCESS

Now that you have created a very clear picture of where you are, where you want to go (Paradise!) and what's standing in your way, it's time to break things down into bite-sized components so that you can begin to take action on them in a badass way. You do this by creating 90-Day Targets.

CREATE YOUR 90-DAY TARGETS

Look at your Six Month Paradise Vision and the roadblocks that are standing in your way.

Where do you have to be in 90 days in order to feel like you are on track to make your paradise into a reality? A lot of the clients I coach through my programs find it helpful to simply take their six month vision and cut it in half and use that as a setpoint for their 90 Day Target.

Just like you did for creating your Paradise vision, you want to create these targets in regards to the three components of your life: Mind-Body-Business. Your capacity to lead and grow your business is heavily dependant upon your ability to optimize your energy, clarity and drive, so set yourself up for as much success as possible by focusing on all three areas of who you are as a person.

Your capacity to lead and grow your business is heavily dependant upon your ability to optimize your energy, clarity and drive, so set yourself up for as much success as possible by focusing on all three areas of who you are as a person.

EXAMPLES:

MIND 90 DAY TARGET:

If in 6-months I am committed to reading 1 personal development book a month, in 90 days I will be finishing a new book every other month.

BODY 90 DAY TARGET:

If in 6 months I am committed to running 4x a week, in 90 days I will be running 2x a week consistently.

BUSINESS 90 DAY TARGET:

If in 6 months I am committed to closing 5 new high-ticket clients that I love to work with, in 90 days I will have closed 2-3 high-ticket clients that I enjoy.

INPUT YOUR 90-DAY TARGETS HERE:

 <p>BUSINESS</p>	Create 2-3 90 Day Targets For This Area Of Your Life
 <p>MIND</p>	Create 2-3 90 Day Targets For This Area Of Your Life
 <p>BODY</p>	Create 2-3 90 Day Targets For This Area Of Your Life



Don't get super stressed about setting your 90 Day targets in stone. They may shift and change as you grow. I encourage you to revisit this exercise each month to make any modifications to your targets. And obviously, repeat the entire exercise in 90 days to align yourself to hit your 6 month Paradise goal.

A man with a beard and short hair is seen from the back, writing the word 'Clarity' in blue marker on a whiteboard. A circled number '1' is written above the word. The man is wearing a dark grey t-shirt. The background is slightly blurred, showing what appears to be a meeting room setting.

STEP 3: OPTIMIZED EXECUTION

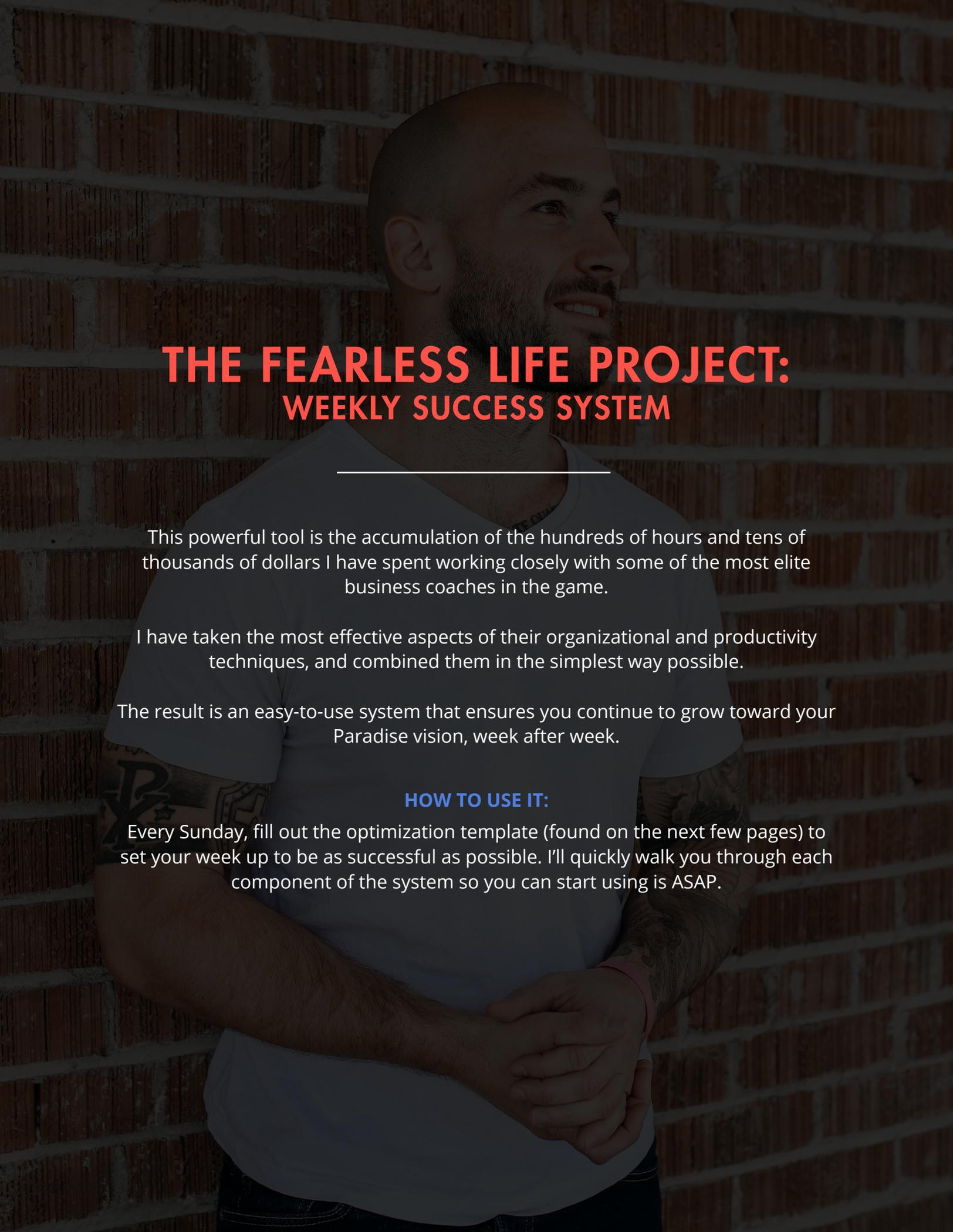
Awesome job creating those 90 Day targets! Now that you have broken your six month Paradise Vision down into a subset of smaller goals, it's time to simplify things down even further so that you can get crystal clear on what you need to do on a weekly basis.

To do this, I am going to hook you up with
The Fearless Life Project: Weekly Success System.

This is the same weekly optimization tool that I give to my 1-on-1 coaching clients who are investing thousands of dollars, but I want you to have it because it allows you to organize your week with clarity and confidence (plus I happen to think it's pretty damn awesome....yeah, i'm a little biased).

It's time to simplify things down even further so that you can get crystal clear on what you need to do on a weekly basis.

This system will help you break down your 90 Day targets into weekly segments so that you can consistently move forward with confidence and momentum.



THE FEARLESS LIFE PROJECT: WEEKLY SUCCESS SYSTEM

This powerful tool is the accumulation of the hundreds of hours and tens of thousands of dollars I have spent working closely with some of the most elite business coaches in the game.

I have taken the most effective aspects of their organizational and productivity techniques, and combined them in the simplest way possible.

The result is an easy-to-use system that ensures you continue to grow toward your Paradise vision, week after week.

HOW TO USE IT:

Every Sunday, fill out the optimization template (found on the next few pages) to set your week up to be as successful as possible. I'll quickly walk you through each component of the system so you can start using it ASAP.



CONNECT WITH YOUR WHY:

In this section, you intentionally remind yourself of why building your vision is so important to you. Underneath it all, what is the main reason you are working so hard to bring your vision to life?

- » Is it to build an exciting and abundant life for you and the ones you love?
- » Is it to change as many lives as possible with your product, service and message?
- » Is it to create the freedom and fulfillment you know you deserve so you can feel happy and in control of your life?

Whatever it is, reconnect with it by writing it down every week. Read it every day.

POWER TASKS:

In this section, you select and commit to the 2-4 big objectives that will REALLY move your business forward this week.

In my coaching system, a POWER task stands for a **P**rioritized **O**bjective **W**ith **E**xponential **R**eturns, meaning that when you complete this type of task, it adds serious value to your business in a lasting way.

For example, checking and responding to email is not a POWER task. Closing a game-changing client, developing a new product or service, forming a strategic relationship, blocking off 60 distraction-free minutes to cold call prospects...now THOSE are POWER tasks.

Look at your 90 Day targets and simply create POWER tasks that will move you closer to those goals. Once you have your POWER tasks locked in, it is your duty to structure your week in a way that allows you ample time to get those tasks done.

SUPPORT TASKS:

In this section, you write down all of the other (often recurring) tasks that need to get done in your business and in your life to keep things chugging along.

Responding to emails, communicating with your team or with freelancers/contractors, scheduling, content creation, social posting, current client deliverables, etc. If there is something on this list that you absolutely hate to do (typically drains your energy and creativity), start thinking about ways to automate it with a software or delegate it to an assistant or team member.

! If you run a one-person show, make it your mission to prioritize your POWER tasks, and sprinkle in the support tasks whenever you can knowing that as your business grows, you will be able to create the support systems that you need to keep scaling.

WEEKLY OVERVIEW:

This is a simple way for you to clearly layout your week in the context of your POWER tasks. Once you put them in place, it becomes very clear when and where you can insert your support tasks.

I have included a completed sample template to give you an idea of how to best utilize this portion.

EXECUTE AND REVIEW:

Once you have all of the pieces in place, it's simply a matter of being accountable and doing the things you have scheduled for yourself.

On a consistent basis, review how your previous week went to see if you need to modify anything. Maybe you bit off more than you can chew and need to break your POWER tasks down into smaller projects. Maybe you used your time inefficiently and need to organize yourself differently to fix it.

No one is perfect, so consistently reflect on your week and adjust as needed going forward.

It's simply a matter of being accountable and doing the things you have scheduled for yourself.



THE FEARLESS LIFE PROJECT

WEEKLY OPTIMIZER

What is your WHY:

Build an abundant and fulfilling life for me and kirstin, delivering value in an authentic way that lights me up :)

This Week's POWER TASKS	Support Tasks
<p>1. Outline and finalize new lead magnet</p> <p>2. Block off and execute 3 30-minute sessions of cold calling and follow ups</p> <p>3. Collect 3-5 testimonials from happy clients to use for marketing purposes</p> <p>4. Finalize new website layout with designer and set deadline to have completed by Thursday.</p>	<ol style="list-style-type: none"> 1. Social media posts Mon/Wed/Fri 2. Send out weekly email blast to my list 3. Take Scruffy to the vet (friday) 4. Monthly revenue report for February 5. Reply to emails at 11am and 4pm every day. 6. Go for a run Tuesday, Thursday, Friday

Weekly Overview

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Wake up, read, eat with family 6:30 AM	Wake up, read, eat with family 6:30 AM	Wake up, read, eat with family 6:30 AM	Wake up, read, eat with family 6:30AM	Wake up, read, eat with family 6:30AM
	Run, 2.5 miles 7:30AM		Run, 2.5 miles 7:30AM	Run, 2.5 miles 7:30AM
POWER TASK 30 minute cold call 10:00 AM		POWER TASK Reach out for 3-5 testimonials 9:30 AM		
	POWER TASK 30 minute cold call 12:30 PM		POWER TASK 30 minute cold call 12:00 PM	POWER TASK Follow up for 3-5 testimonials 9:30 AM
POWER TASK Outline New Lead Gen 90 minutes distraction free 12:45 PM		POWER TASK Outline New Lead Gen 90 minutes distraction free 12:45 PM		Take Scruffy to the vet 11:45 AM
	POWER TASK Finalize New Website Layout w/ Designer 60 minutes distraction free 1:30 PM			

THE FEARLESS LIFE PROJECT

WEEKLY OPTIMIZER

What is your WHY:

This Week's POWER TASKS

Support Tasks

Weekly Overview

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

THE SECRET INGREDIENT

As I mentioned in the beginning of this guide, now more than ever, we are bombarded with shiny new tips and tactics that claim to be the silver bullet that will massively grow our businesses while getting rid of all of our problems.

It actually pisses me off that the entrepreneurial landscape is so congested with people taking over your newsfeed, telling you that you CAN'T be successful until you go out and get something.

Whether it's the latest software, the latest script, the latest system, the latest conference, the latest webinar, the latest online course, the latest whatever....

They tell you the answer lies somewhere out there, outside of yourself.

It's exhausting, overwhelming and ineffective.

Because none of those things will have a true or lasting impact on your ability to grow. That's why I created this action guide- so that you can maximize your unique strength in order to be your fullest self.

Right now you are the only thing that you need to build an authentically successful business that enables you to live a fun and fulfilling life while having a positive impact in the world.

You are the secret ingredient. You are the key to growing as big as you want.

It's simply a matter of optimizing yourself (your clarity, your drive, your confidence, your conviction, your efficiency) so that your life and your business can become limitless.

And if you're reading this and you know that you are ready to ditch the stress, anxiety and overwhelm that comes when your business starts to feel more like a job than a passionate mission....

And you want to reconnect with your purpose in an authentic way so you can build a massively successful business in alignment with what actually makes you happy....

Then I am going to help you kick-start this process so that you do not lose this momentum.

Because I have been there.

I have watched an inspiring video that spoke right to me.

I have read a deep article that just seemed to click.

I have heard an incredible podcast interview and thought 'YES, this is what I need!'

And then....

Life happens. Business happens. Family happens.

Stuff comes up. Shit goes wrong. Our attention is required elsewhere.

You get side-tracked and before long, that spark of massively huge potential is gone and lost forever.

I am not going to let this happen to you.

Because your growth matters.

Your success matters.

Your impact matters.

And we are going to make right now matter.



THIS QUESTION SAYS IT ALL

So if you're ready to create change, just ask yourself-

“What would my life and business look like if I could show up powerfully every day with clarity, drive and an unbreakable connection to my goal vision?”

Would you get more done?

Would you have more fun while doing it?

Would you grow more confidently, reach more clients and impact more lives?

Would the stresses and anxieties that drain you of your focus and passion no longer have as strong a hold on you?

Would you be able to live a fuller life, spend more quality time with the ones you love, and generate the money that you know your uniqueness is worth?

If you can honestly answer 'yes' to these questions, then it's time to take action and turn this momentum into tangible growth for you and your business.

To reward you for being here, and for being authentic and passionate about maximizing yourself, your business and your impact on the world, I am going to hook you up with a **Strategic Success Session**, where I will personally help you get crystal clear on the action steps you need to implement in order to optimize yourself and your business.

EXCLUSIVE OFFER: STRATEGIC SUCCESS SESSION FOR YOU AND YOUR BUSINESS

We will hop on a video call (yes i'm an actual human being that wants to help) and spend an entire session on you to create as much value as possible for you to apply immediately to your business:

- ✓ 1-ON-1 GUIDANCE FROM ME
- ✓ CLARITY ON GOAL PRIORITIZATION
- ✓ UNCOVER HIDDEN CHOKEPOINTS IN YOUR BUSINESS
- ✓ IDENTIFY AND CREATE SOLUTIONS FOR YOUR BLINDSPOTS
- ✓ PATCH UP YOUR ENERGY LEAKS
- ✓ STRATEGIC ACTION STEPS
- ✓ KEY TAKE-AWAYS
- ✓ USEFUL RESOURCES FOR GROWTH

This is a one-time offer coaching session (valued \$297) for those who have completed the Massive Impact Action Guide. So if you're seriously ready to commit 45-minutes to creating the clarity and direction you need to move forward with confidence, then use the promo code 'FEARLESS97' on the registration page to waive the \$297 investment and secure a complimentary session.

SCHEDULE AN APPOINTMENT!

*And again, i'm an actual human person, so when you schedule, i'll reach out personally to confirm. No bots, no spam, no non-sense.

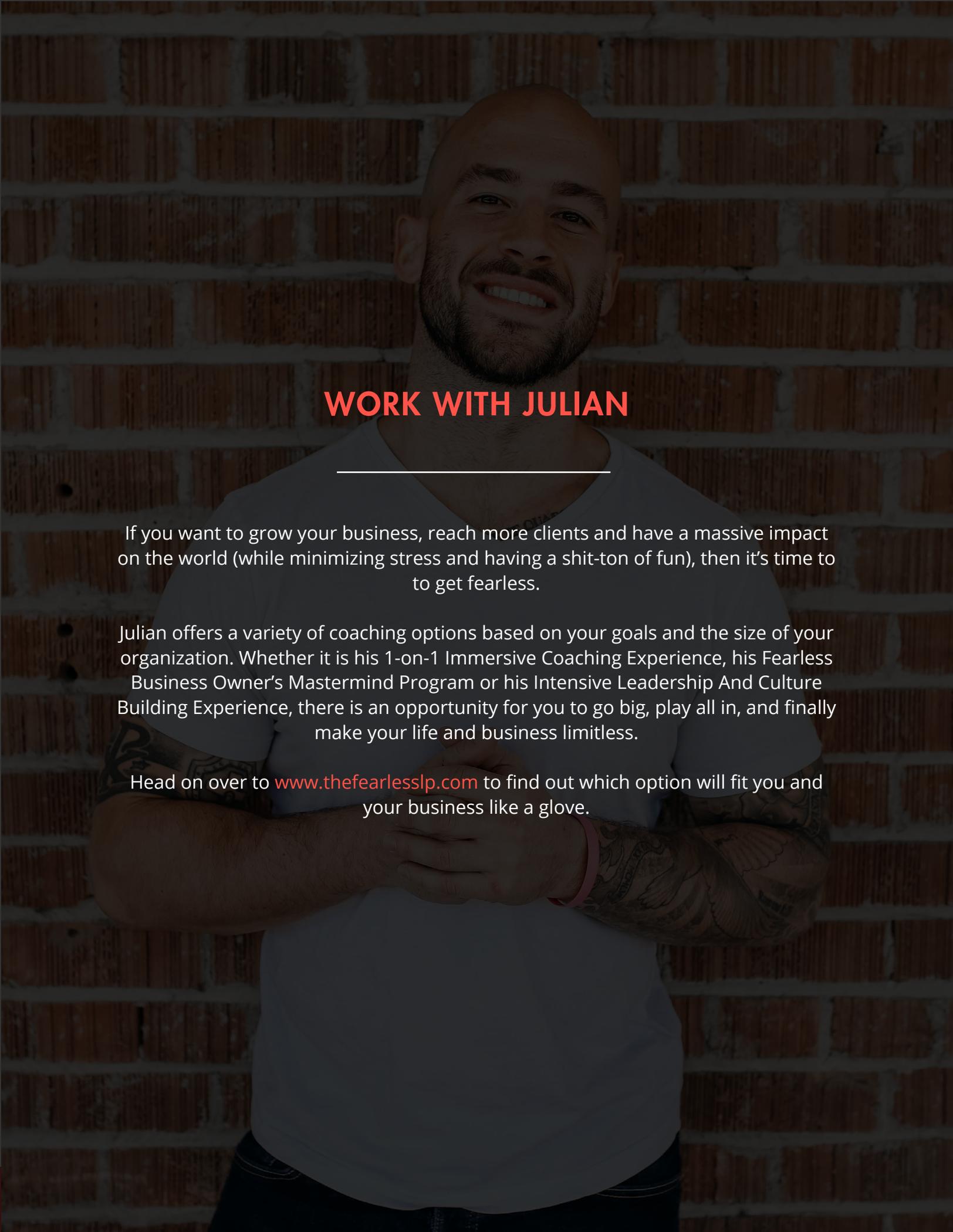
WHAT'S THIS JULIAN GUY ALL ABOUT?



Julian Rosen is a writer, speaker and committed coach who specializes in helping stressed-out entrepreneurs to build thriving businesses. Through his revolutionary coaching platform, The Fearless Life Project, Julian helps business owners implement a proven system for optimizing clarity and performance while counteracting the effects of stress and anxiety so that they can grow and scale with confidence.

As a business owner who also battles with anxiety, Julian loves connecting with and supporting other passionate individuals who are on a mission to build their boldest vision.

Julian's fiancée is a travel-nurse, so the two of them move around the country every few months with their dog, Logan, looking for warm weather and the most amazing chicken wings (so far, The Lodge in Tempe, Arizona is in 1st place).



WORK WITH JULIAN

If you want to grow your business, reach more clients and have a massive impact on the world (while minimizing stress and having a shit-ton of fun), then it's time to get fearless.

Julian offers a variety of coaching options based on your goals and the size of your organization. Whether it is his 1-on-1 Immersive Coaching Experience, his Fearless Business Owner's Mastermind Program or his Intensive Leadership And Culture Building Experience, there is an opportunity for you to go big, play all in, and finally make your life and business limitless.

Head on over to www.thefearlesslp.com to find out which option will fit you and your business like a glove.

CONNECT WITH JULIAN

Maybe you want more badass tools and strategies for building a limitless life and business?

Maybe you want to connect with an inspiring person who doesn't take himself too seriously?

Maybe you just want more positivity on your newsfeed (lord knows we need it now more than ever)?

Follow me on social media for exclusive content you can't get anywhere else...and pictures of my dog eating people food.



Facebook



LinkedIn



Instagram



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