STUDENT WORKBOOK 1

GOALS AND BATTLE PLAN

BUILD THE BUILDER BEFORE THE BUSINESS



Know why you are building. Choose the next ninety day win. Create a plan that can survive real life.

DREAM BUILD BECOME

ONE WIN AT A TIME

DALLAS COUSINS | UNSTOPPABLE EMPIRE

BEGIN HERE

Build the Builder before the business

A business plan cannot carry someone who has no reason to keep going. This workbook helps you build the personal foundation beneath the business: purpose, ownership, direction, time, and a plan for the next real week.

Your finish line

A completed Builder's Compass and a seven day Battle Plan you can begin before you close this workbook.

The One Win agreement

☐ I will answer honestly instead of trying to sound impressive.

☐ I will distinguish a direction from a guarantee.

☐ I will choose a minimum commitment I can keep during a difficult week.

☐ I will return to the next move when I get distracted or fall behind.

☐ I will build one meaningful win at a time.

Name

Start date

The date I will complete this workbook

HOW TO USE THIS WORKBOOK

One decision at a time

Do not race through these pages. Each mission ends with evidence of completion. A thoughtful unfinished answer is more useful than a polished answer you do not believe.

Step	What you do	Proof
1 Learn	Read the short lesson and example.	I can explain the idea.
2 Decide	Complete the worksheet in your own words.	I made one decision.
3 Schedule	Choose the next physical action and time.	It is on my calendar.
4 Review	Use results to improve the plan.	I changed what evidence disproved.

Use the labels honestly

- Direction: where you intend to go.
- Goal: a result you can observe by a date.
- Action: something you can physically do.
- Assumption: something you currently believe but have not proved.
- Evidence: something observed, counted, completed, or heard directly.

Educational notice: This workbook provides general educational guidance. It is not legal, tax, accounting, medical, financial, or other professional advice. Results depend on your actions, circumstances, market, and continued learning.

A NOTE FROM DALLAS

Your beginning is not your verdict

I did not do well in school unless it was football season and I had to keep my grades up to play. I left high school in the eleventh grade when I turned eighteen. I later earned my GED and completed fifteen college credits, but I could not afford to keep going.

For a while, I drank and partied more than I built. I promised my mother I would make her proud, even though I had no idea how. I lost both of my parents. After my son was born, I worked two full-time jobs to make ends meet. I fell down more times than I can count.

What changed was not that life became easy. I kept getting back up. The cab of my truck became a classroom. I began studying, taking notes, testing ideas, and building the step-by-step system I once needed.

Your past may explain your fears, habits, or starting point. It does not get to make every decision about your future. You do not need to see the entire road today. You need a reason to move and one next move you are willing to complete.

Pause before you continue

What part of this story reminds me of my own life?

What have I survived, learned, or carried that proves I can take another step?

ROADMAP

Six missions and one completed compass

Mission	Decision	Deliverable
1 Find Your WHY	Why must this matter now?	WHY Statement
2 Take Ownership	What is mine to control?	Builder Code
3 See the Dream	What should success support?	Day After the Dream
4 Choose the Win	What result matters next?	90-Day One Win
5 Protect the Time	When will the work happen?	Minimum Schedule
6 Build the Plan	What will I do next?	7-Day Battle Plan

Before you begin

Completing this workbook would be a meaningful win because

_____

The first person I want this business to help is

_____

My first focused work block is scheduled for

_____

☐ I placed the work block on my real calendar.

MISSION 1

Find the WHY beneath the goal

A surface goal can get you started. A deeper WHY helps you continue after the excitement wears off. Your WHY does not need to impress anyone. It needs to be true enough to guide a difficult decision.

The WHY Ladder

- Want: What do I say I want?
- Meaning: Why does that matter to me now?
- People: Who benefits if I follow through?
- Cost: What may continue if I do nothing?
- Identity: Who do I want to become while building it?

Weak and useful answers

Weak	More useful
I want more money.	I want more control over my time and a safer future for my family.
I want to be successful.	I want to prove I can finish something meaningful and serve people well.
I hate my job.	I want to create options without making a reckless decision today.

A WHY is fuel, not proof that an idea will work. Later workbooks will help you choose and validate the business.

MISSION 1 WORKSHEET

Climb your WHY Ladder

1 What do I want to build or change?

2 Why does this matter now instead of someday?

3 Who else benefits if I follow through?

4 What could inaction cost me over the next year?

5 Who do I want to become while doing this?

My first WHY draft

I am building _____ so that _____.

This matters now because _____.

☐ This feels true in my own words.

☐ I can remember it on a difficult day.

☐ It names something deeper than status or applause.

MISSION 1 EXAMPLE

Marcus finds the reason beneath the idea

Marcus is a fictional example used throughout this workbook. He works full-time, has a family, and is considering a weekend mobile auto-detailing business.

Ladder step	Marcus's answer
Want	Build a small weekend detailing business.
Meaning	Create another option instead of feeling trapped by one paycheck.
People	His family and customers who need reliable help.
Cost	Another year of talking about a business without testing one.
Identity	Become someone who keeps small promises and finishes.

Marcus's WHY Statement

"I am building a reliable weekend service so my family has more options and I become the kind of person who finishes what he starts."

It is useful because it is personal, avoids promising an outcome, and can guide Marcus when he is tired or distracted.

MISSION 1 REFINEMENT

Make your WHY usable

A WHY becomes more useful when it can help you choose between competing actions. Test your draft against real life.

Test	Question	My answer
Memory	Can I say it without reading it?	
Truth	Would I still want this if nobody applauded?	
Service	Does it include someone beyond me?	
Tradeoff	Is it worth protecting time for?	
Direction	Does it help me say no to distractions?	

My final WHY Statement

When I feel like quitting, I want to remember

MISSION 2

Take ownership without carrying shame

Ownership means facing what is yours to choose while admitting what is outside your control. Shame says, “I am the problem.” Ownership asks, “What is the next move available to me?”

The Control Line

I control	I influence	I cannot control
My effort	A conversation	The economy
My calendar	A customer decision	Another person’s opinion
My preparation	Support from others	The past
My next action	The speed of progress	Every result

No Excuses means Find the Next Move

It does not mean pretending obstacles are imaginary. Name the obstacle clearly, get help when needed, and choose the safest useful action still available.

☐ I can be honest about hardship without surrendering my agency.

☐ I can ask for help without handing away responsibility.

☐ I can adjust the plan without abandoning the mission.

MISSION 2 WORKSHEET

Draw your Control Line

Situation	Control	Influence	Outside control
Time available			
Money available			
Skills or knowledge			
Family or work demands			
Fear or self-doubt			

Choose the next move

The obstacle I need to stop avoiding is

The part I control is

The next useful action available to me is

The person, resource, or support I may need is

MISSION 2

Choose the identity you will practice

Identity is not a label you wait to deserve. It is a pattern you practice. You become a builder by doing the work a builder does—especially when the action is small and nobody is watching.

The Builder Identity Loop

- Choose: Name the kind of builder you intend to practice becoming.
- Prove: Complete one action consistent with that identity.
- Record: Capture the evidence instead of dismissing it.
- Repeat: Build trust with yourself through small kept commitments.

Examples

Old script	Builder practice
I never finish anything.	I finish the next defined action before opening a new project.
I am too busy.	I protect a minimum block that fits my real week.
I am not ready.	I prepare enough to run the next safe test.
I failed again.	I review what happened and restart with a smaller step.

The identity I want to practice is

MISSION 2 WORKSHEET

Write your Builder Code

Your Builder Code is a short set of behaviors you can control. Write rules that still work when motivation is low.

I am an Empire Builder who

_____

_____

When I do not know what to do next, I

_____

_____

When I make a mistake, I

_____

_____

When a new idea tries to pull me away, I

_____

_____

When I need help, I

_____

_____

☐ My code describes actions I control.

☐ My code allows adjustment without excuses.

☐ My code does not require perfection.

MISSION 3

See The Day After the Dream

Most people picture the celebration. Builders also picture the ordinary Tuesday several weeks or months later. The Day After the Dream™ helps you decide whether the achievement supports the life you actually want.

The five-part exercise

- Completion: Write the goal as if it has happened.
- Ordinary day: Describe a normal morning, not the highlight reel.
- Work: Name what you still do to maintain the result.
- People: Notice who receives more—or less—of your time.
- Tradeoffs: Name the responsibilities, costs, and boundaries that come with success.

Why this matters

A goal can look exciting from a distance and still create a life you do not want. This exercise reveals hidden expectations before you organize your life around them.

Trademark note: The Day After the Dream™ is an Unstoppable Empire teaching exercise.

MISSION 3 WORKSHEET

Write the dream as completed

Begin with the words “I have…” and describe a meaningful result. Do not write a guarantee. Write the direction you intend to pursue.

I have

The date or season is

The people with me are

What changed because I completed it

What did not magically change

Reality check

☐ This achievement supports my values.

☐ I have not confused applause with fulfillment.

☐ I am willing to accept the responsibilities that come with it.

MISSION 3 WORKSHEET

Live the ordinary day afterward

I wake up at

The first hour of my day looks like

The work I still perform is

The work I no longer perform is

The people who receive more of my time are

The boundaries I must protect are

The new responsibilities I accept are

MISSION 3 EXAMPLE

Marcus visits the day after his dream

Marcus first wrote, “I own a successful detailing company.” That sentence sounded exciting, but it did not help him see the life attached to it.

His more useful version

“I have built a tested weekend detailing service with repeat customers. It is Saturday morning. I finish two scheduled jobs, clean and restock my equipment, record the money and costs, and stop by late afternoon for family time. I still answer inquiries, protect the vehicle, and improve the service. I do not accept every job or work every weekend.”

What Marcus discovered

- He wants a controlled weekend business before considering a larger operation.
- Family time is a design requirement, not a reward he postpones forever.
- Success still includes maintenance, scheduling, and customer care.
- His first goal should test demand and delivery—not build a large company.

The tradeoff I noticed in my own dream is

_____

The boundary my future business must respect is

_____

MISSION 3 DECISION

Write your Day After the Dream statement

Several weeks or months after achieving my current dream, an ordinary day looks like this:

_____

_____

_____

_____

_____

_____

_____

_____

My design requirements

Must support	Must not require
_____	_____
_____	_____
_____	_____

☐ This picture feels worth building toward.

☐ I have included work and tradeoffs.

☐ I will use this page to judge future opportunities.

MISSION 4

Turn direction into a Goal Ladder

A dream provides direction. A ladder turns that direction into nearer proof. Each rung should support the one above it, and the lowest rung should describe something you can do or observe soon.

Rung	Purpose	Example
Long-term direction	The life or contribution you intend to build.	Create a trusted service business.
12-month result	A meaningful result for the coming year.	Complete pilots and establish repeat demand.
90-day One Win	One result important enough to matter now.	Complete 10 paid pilot jobs.
30-day checkpoint	Proof you are moving.	Interview prospects and book 3 pilots.
This week	Evidence you can create now.	Hold 5 conversations.

The examples are not promises or universal targets. Choose numbers only after considering your time, resources, experience, and market.

MISSION 4 WORKSHEET

Build your Goal Ladder

Long-term direction: I am building toward

Twelve-month result: By _____ I intend to

Ninety-day result: By _____ I intend to

Thirty-day checkpoint: By _____ I intend to

Evidence I can create during the next seven days

Alignment check

☐ Every lower rung supports the rung above it.

☐ The 90-day result can be observed or counted.

☐ My first week produces evidence—not just preparation.

MISSION 4

Choose one ninety day One Win

A useful 90-day goal is neither a vague ambition nor a list of everything you hope to accomplish. It is one result that reduces uncertainty or creates meaningful progress.

The ONE Test

- Observable: Can I tell clearly whether it happened?
- Necessary: Does it matter to the current stage of the business?
- Executable: Can I influence it with the time and resources available?

Better goal language

Instead of	Write
Work on my business.	Complete 15 customer interviews by December 15.
Build my brand.	Test one clear offer with 20 qualified prospects.
Make lots of money.	Complete five paid pilots and record revenue, costs, time, and feedback.

You can measure activity and evidence without promising a financial result.

MISSION 4 WORKSHEET

Compare possible ninety day wins

Possible result	Impact 1–5	Evidence 1–5	Feasibility 1–5	Total
_____				
_____				
_____				
_____				

Do not let the score decide alone

Use the score to compare. Then check whether the result fits your WHY, current stage, and real constraints.

The ninety day One Win I choose is

_____

It matters more than the alternatives because

_____

I will know it is complete when

_____

MISSION 4 EXAMPLE

Marcus chooses evidence over appearance

Possible result	Impact	Evidence	Feasibility	Total
Build a website	3	1	4	8
Buy a full equipment trailer	3	1	2	6
Complete 10 paid pilots	5	5	4	14
Post daily on social media	3	2	3	8

Marcus's 90-Day One Win

"By December 15, I will complete ten paid weekend detailing pilots, record the time, direct costs, customer feedback, and repeat-interest signal from each, then decide whether to continue, change, or stop."

Why it is stronger

- The result tests behavior instead of collecting compliments.
- The evidence can improve price, process, and scheduling.
- Marcus avoids spending heavily before learning.
- The final decision prevents an endless experiment.

MISSION 4 WORKSHEET

Define done before you begin

My 90-Day One Win

Deadline

The exact evidence that proves completion

What is intentionally not part of this goal

The decision I expect this evidence to help me make

Guardrails

- ☐ It does not require me to control another person.
- ☐ It does not depend on an income promise.
- ☐ It fits the life and boundaries from my Day After the Dream.
- ☐ It can be divided into monthly and weekly proof.

MISSION 4

Backplan three thirty day checkpoints

Do not attempt to plan every day for the next three months. Set three checkpoints, learn during each, and revise the next one using current evidence.

Period	Checkpoint	Evidence	Review date
Days 1–30			
Days 31–60			
Days 61–90			

The learning question

At the end of the first thirty days, the most important thing I need to know is

If the evidence is weaker than expected, I will review

If the evidence is stronger than expected, I will consider

MISSION 5

Protect time that exists in real life

A plan written for your ideal week will fail in your real one. Start with the hours already committed to work, family, health, sleep, and essential responsibilities. Then protect a minimum business commitment you can keep consistently.

Minimum does not mean maximum

Your minimum is the amount you commit to even during a demanding week. You may do more when life allows. The minimum protects consistency and makes the plan honest.

Work-block ingredients

- Start trigger: a specific time or event.
- Location: a place prepared for focused work.
- Single result: the action you intend to finish.
- Shutdown: record progress and define the next move.
- Boundary: what you will ignore during the block.

Rest, health, family care, and safety are not obstacles to remove. Design the business around real human limits.

MISSION 5 WORKSHEET

Audit your real week

Commitment	Days	Hours or window	Can it move?
Primary work			
Sleep			
Family or caregiving			
Health and recovery			
Travel and chores			
Existing commitments			

The time windows that remain realistically available are

_____

The week or situation that would make this plan unusually difficult is

_____

MISSION 5 WORKSHEET

Choose your minimum commitment

Work block	Day	Start	Length	Purpose
1				
2				
3				
Optional				

Write the rule

My minimum business commitment is _____ blocks per week for _____ minutes each.

My normal start trigger is

_____.

If the planned time becomes impossible, I will move the block to

_____.

Reality check

☐ The schedule fits my current responsibilities.

☐ I know what I will work on during the first block.

☐ Doing more is optional; keeping the minimum is the commitment.

MISSION 5 EXAMPLE

Marcus protects a schedule he can keep

Block	When	Length	Purpose
Plan	Tuesday 7:30 p.m.	45 min	Review evidence and prepare outreach.
Build	Thursday 7:30 p.m.	60 min	Create or improve the current test.
Deliver	Saturday 8:00 a.m.	3 hrs	Run pilots or customer interviews.
Review	Sunday 6:30 p.m.	30 min	Record numbers and choose next move.

Marcus's minimum rule

"During a hard week, I will still protect Tuesday planning and Sunday review. If Saturday becomes unavailable, I will reschedule the customer work before accepting another task."

Why it works

- He knows the purpose of each block.
- He includes delivery and review—not only content creation.
- He has a recovery rule before the schedule breaks.

The change I should make to my schedule after seeing this example is

MISSION 5

Protect focus from new ideas

New ideas can feel productive because they create energy. They become expensive when they quietly replace the current decision. Capture the idea without allowing it to command the day.

The Idea Parking Lot rule

- Capture the idea in one trusted place.
- Do not research it during the current work block.
- Record why it might matter and what it would replace.
- Review parked ideas only during the weekly review.
- Promote an idea only when it serves the current 90-day One Win.

Parked idea	Why it matters	What it would replace	Review date

One Win does not kill creativity. It protects execution.

MISSION 6

Build a seven day Battle Plan

A Battle Plan is not a giant task list. It is the smallest set of actions most likely to create the evidence required by your current checkpoint.

The MOVE Framework

- Mission: Name the result this week must support.
- Outcome: Define the evidence you intend to create.
- Vital actions: Select no more than three actions that matter most.
- Execution: Put each action on the calendar with a first step.

Tasks versus actions

Vague task	Physical next action
Research customers.	Message three qualified prospects and ask for a 15-minute interview.
Work on offer.	Draft one promise and list the first three delivery steps.
Do marketing.	Publish one customer-problem story with one invitation.

MISSION 6 WORKSHEET

Choose this week's evidence

The 90-day One Win this week supports

The current 30-day checkpoint is

By the end of this week, I intend to create this evidence

My three vital actions

#	Vital action	Done means	Scheduled
1			
2			
3			

Anything else is either maintenance, optional, delegated, delayed, or removed.

MISSION 6 WORKSHEET

Put the Battle Plan on the calendar

Day and time	Single result	First physical action	Minutes	Done
				☐
				☐
				☐
				☐
				☐

Start and shutdown

Before each block, I will remove or silence

_____

At the end of each block, I will record

_____

The next physical action after this week is

_____

MISSION 6

Prepare for the Wall

The Wall is the moment when the plan meets fatigue, fear, interruption, rejection, confusion, or an unexpected problem. Do not wait for the Wall to decide who you will be.

If–Then–Because planning

If _____ happens, then I will _____ because _____.

Likely obstacle	Warning sign	Response
I get tired.	I start scrolling or postponing.	Shrink the block to the next 15-minute action.
I feel confused.	I open multiple projects.	Return to the 90-day One Win and ask what evidence is missing.
Someone says no.	I rewrite everything immediately.	Record the reason, look for patterns, and continue the test.
Life interrupts.	I miss the scheduled block.	Use the recovery rule on the next page.

MISSION 6 WORKSHEET

Write your obstacle plan

If this happens	Then I will	Because

My support plan

The person I can contact when I am stuck

The specific help I will ask for

The source I will use when I need instruction—not distraction

The signal that tells me professional advice may be needed

☐ Asking for help is part of ownership.

☐ I will not use endless learning to avoid the next test.

RECOVERY PLAN

Return without punishment

Missing a block does not erase the plan. The danger is allowing one missed action to become a story about who you are. Recover quickly, learn honestly, and reduce the next move if needed.

The RESET Framework

- Recognize: State what happened without exaggeration.
- Examine: Identify the cause—capacity, clarity, fear, interruption, or poor planning.
- Shrink: Choose the smallest useful restart action.
- Enter: Put the restart on the calendar.
- Track: Record what to change before the same situation returns.

My restart rule

If I miss a scheduled block, I will restart within _____ hours by completing _____.

The sentence I will refuse to tell myself is

_____

The more accurate sentence I will use is

_____

RECOVERY EXAMPLE

Marcus misses the weekend

Marcus planned to run two pilots on Saturday. His child became sick, so he canceled both appointments. His first thought was, “This is why I can never build anything.”

RESET step	Marcus’s response
Recognize	Family care required the time. The pilots were canceled responsibly.
Examine	The interruption was real, but he had no prepared rescheduling message.
Shrink	Send two honest messages and offer three new appointment windows.
Enter	Complete the messages Sunday at 6:30 p.m.
Track	Create a reusable rescheduling template and leave one buffer window monthly.

The lesson

Recovery protects momentum without pretending the interruption did not matter. Marcus adjusts the system rather than attacking his identity.

When I have fallen behind before, the smallest useful restart would have been

WEEKLY REVIEW

Turn experience into the next plan

A weekly review keeps the plan alive. Ten honest minutes can prevent a month of drifting.

Review question	My answer
What did I complete?	
What evidence did I create?	
What did customers or reality teach me?	
Where did I get stuck?	
What should I keep, change, stop, or start?	
What is the next One Win?	

My weekly review day and time

Where I will record the decisions

PROGRESS SCORECARD

Measure what helps you improve

Score the system, not your worth. A low score is information. It helps you see what to strengthen next.

Area	1 Needs work	3 Developing	5 Clear	Score
WHY	Vague	Personal	Guides decisions	
Ownership	Blame or shame	Mixed	Next move clear	
Dream	Highlight reel	Some tradeoffs	Ordinary life designed	
Goal	Vague activity	Partly measurable	Observable and dated	
Time	Hope to find time	Some blocks	Minimum protected	
Plan	Long list	Some priorities	Three vital actions	
Recovery	Quit after miss	Restart slowly	RESET rule ready	

The area with the lowest score is

_____

The one improvement I will make before moving on is

_____

_____

BUILDER'S COMPASS

Put the foundation on one page

My WHY

My Builder Identity

My Day After the Dream design requirement

My 90-Day One Win

My minimum weekly commitment

My recovery rule

BUILDER'S COMPASS

Complete your operating commitments

The three actions in my next seven day Battle Plan are

The main obstacle I expect is

My If–Then–Because response is

The evidence I will bring to my weekly review is

The next workbook decision I am preparing for is

AI BUILDER COACH

Use AI to question the plan—not command your life

AI can help expose vague goals, missing steps, and unrealistic scheduling. It does not know your full life, values, health, finances, family responsibilities, or professional obligations. You make the decisions.

Prepare before prompting

- Remove private information you should not share.
- Provide your WHY, goal, available time, and constraints.
- Ask AI to identify assumptions and questions—not invent certainty.
- Verify facts and seek qualified advice when the decision requires it.
- Reject any recommendation that conflicts with safety, ethics, or your values.

What a useful response should contain

- A plain-language restatement of your goal.
- Questions about unclear or unrealistic parts.
- A smaller option if the plan exceeds your capacity.
- Three next physical actions.
- Likely obstacles and recovery options.
- No income promise or fabricated evidence.

AI BUILDER COACH

Copy and paste prompt

Act as a practical planning coach for a first-time entrepreneur. Help me strengthen my 90-day One Win and seven-day Battle Plan. Do not promise income, invent market facts, or make legal, tax, medical, accounting, or financial decisions for me. First restate my plan in plain language. Then: (1) identify vague language, (2) separate results I can influence from results I cannot control, (3) test whether the goal fits my available time and constraints, (4) ask up to five questions that would materially improve the plan, (5) suggest a smaller version if needed, (6) propose no more than three physical next actions, and (7) create three If-Then-Because obstacle responses. Label every assumption. End by asking me to choose—not automatically accept—the next action.

My WHY: [paste]
My Day After the Dream requirement: [paste]
My 90-day One Win: [paste]
My deadline: [paste]
My available weekly time: [paste]
My constraints: [paste]
My current evidence: [paste]

Human verification

The suggestion that was genuinely useful

The assumption AI made that I must correct or verify

The action I choose and why

OPTIONAL VISUAL LEARNING

Search with purpose

If you learn best by watching, use one precise search, take only the notes required for the current exercise, and return to the workbook. Do not let learning replace the decision.

Need	Suggested search phrase
Write a meaningful WHY	how to find your why practical exercise
Set a measurable goal	how to write a 90 day measurable goal beginner
Plan limited time	time blocking for side business with full time job
Create weekly priorities	weekly planning three priorities tutorial
Recover after falling behind	how to restart after missing goals without giving up

Watch-for checklist

☐ The teacher explains steps, not only motivation.

☐ The example resembles my current stage.

☐ The advice does not rely on guaranteed outcomes.

☐ I stop after one useful source and apply what I learned.

The one thing I watched

_____

The one action I took afterward

_____

COMMAND CENTER HANDOFF

Carry the decisions forward

Your Business Command Center should become the one place where the current business decisions live. Record these foundation decisions now, then update them when evidence changes.

Command Center field	What to transfer
Mission / WHY	Final WHY Statement
Life design	Day After the Dream requirements and boundaries
12-month direction	Current direction—not a guarantee
90-day One Win	Result, deadline, and evidence
Weekly capacity	Minimum work blocks and total time
Current obstacle	The Wall most likely to appear
Next action	The first physical action on the calendar

☐ I transferred each decision.

☐ I marked unproved ideas as assumptions.

☐ I scheduled the weekly review.

SEVEN DAY BATTLE PLAN

Your next One Win

During the next seven days, I will

Vital action	Date and time	Evidence created	Done
1			☐
2			☐
3			☐

My first action takes less than _____ minutes and begins on _____ at _____.

If I get stuck, I will

At the weekly review, I will decide

☐ The first action is on my real calendar.

☐ The materials or messages I need are ready.

☐ I know what evidence completion creates.

COMPLETION REVIEW

Earn the right to move forward

Completion does not mean every answer is permanent. It means you made the best current decision available, labeled uncertainty honestly, and scheduled the next action.

- ☐ I can explain why this business matters to me.
- ☐ I wrote a Builder Code based on actions I control.
- ☐ I pictured the ordinary life after the dream.
- ☐ I chose one observable 90-day One Win.
- ☐ I protected a realistic minimum work commitment.
- ☐ I created a seven-day Battle Plan with no more than three vital actions.
- ☐ I prepared for obstacles and wrote a recovery rule.
- ☐ I transferred the key decisions to my Business Command Center.

My completion evidence

The most important decision I made

_____

The first action I scheduled

_____

Completion date

_____

BUILDER DECLARATION

One honest commitment

I do not need to know every step before I begin. I will build with honesty, serve real people, test assumptions, learn from evidence, and return to the next useful move when life knocks me off course.

I will not measure my worth by one result, one rejection, or one difficult week. I will measure progress by the promises I keep, the evidence I gather, the value I create, and the courage to improve.

I choose one meaningful win. I schedule it. I complete it. I review what happened. Then I choose the next one.

My name

_____

My signature

_____

Date

_____

My first scheduled action

_____

Your next workbook

Workbook 2: Don’t Build Your Website Yet! Do This First. Use your Builder’s Compass to create the first complete foundation for the business before spending time or money on a website.

NOTES

Capture what must not be forgotten

YOUR FINISH LINE

A completed Builder's Compass and a seven day Battle Plan you can begin now.

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1. **Know the WHY beneath the goal**
2. **Picture The Day After the Dream**
3. **Choose a measurable ninety day One Win**
4. **Protect a realistic minimum work schedule**
5. **Prepare for obstacles before they arrive**
6. **Know exactly what to do during the next seven days**

THE ONE WIN

Schedule the next physical action before you close this workbook.

Remember, you are only one win away.

KEEP BUILDING YOUR EMPIRE