

# *7 Essential Shifts for Creating a Lively Biz*

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Learn the 7 Essential Shifts you  
must make to turn your new or  
current business into a Lively Biz  
~ Priority-Based, Purposeful, Profitable  
& Part-time  
*With Alicia Forest MBA*



# 7 Essential Shifts for Creating a Lively Biz

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*My fellow Lifestyle Entrepreneur,*

*I'm delighted that you're here!*

*So... you want to create a business that funds your desired lifestyle?*

*A life that is fully supported by your business instead of a business that runs you ragged and gives you none of the time, money or energy freedom you crave?*

*A life that comes first, fully funded and supported financially, operationally and passionately by a business that is truly an expression of YOU that also joyfully supports your perfect tribe? Well, the warmest of welcomes to you then!*

*In this guide, I'll share with you the 7 Essential Shifts to make to move your new or current business into one that is what I've coined a Lively Biz ~ Priority-Based, Purposeful, Profitable and Part-time!*

*I'm so glad you're along for the ride!*

*Cheers,*

*Alicia*

**A Lively Biz is priority-based, purposeful and profitable - and part-time.**

So what do I mean?

**Priority-Based:** I believe your business should support your lifestyle so that it enables you to keep what's most important to you as your first priority.

It's also what will get you through the hard days of being an entrepreneur.

By Priority-Based, I mean:

- ~ Putting your Life Priorities on your calendar first. Things like vacations, school events, travel, self-care, and whatever else is important to you.
- ~ Then planning your business activities around these Life Priorities.

Your priorities may be entirely different than mine or anyone else you know. The important thing is to honor those are that the most important to you and build your business around them (not the other way around!).

### *Action Step*

What does Priority-Based mean to you?

What's one thing you can do to make your business more Priority-Based?

**Purposeful:** If your business doesn't have a purpose beyond just making money, you cannot create a true lifestyle business.

By Purposeful, I mean...

- ~ Does it feel meaningful?
- ~ Does it have milestones to mark?
- ~ Does each income stream have a purpose, other than making money?
- ~ Does it matter to you more than the next shiny object?
- ~ Does it move your life forward consistently?
- ~ Does the bigger vision sustain your momentum?
- ~ Does it feed your creative self?

### *Action Step*

What does Purposeful mean to you?

What's one thing you can do to make your business more Purposeful?

**Profitable:** If your business doesn't make significant profits, you simply cannot have the kind of impact you want to have, in your business, your life or the world.

By Profitable, I mean...

- ~ Do your offers have wide profit margins?
- ~ Do your net profits sustain your desired lifestyle?
- ~ Do your profit levels give you financial peace of mind?
- ~ Do your profits enable you to re-invest in your business growth?
- ~ Do your profits push you into a higher tax bracket?
- ~ Do your profits allow you to save money?
- ~ Do your profits allow you to give money?
- ~ Do your profits make sense for the level of business you're currently in?

### *Action Step*

What does Profitable mean to you?

What's one thing you can do to make your business more Profitable?

**Part-time:** If you're going to work 24/7, you might as well get a job. ;-)  
Seriously, though, if your business doesn't give you time freedom, then it's not a lifestyle business. And I know that's what you want or you wouldn't be reading this.

My own definition of part-time is 4 days a week, 10am-2pm (give or take a half-hour on either side, and slightly more when in launch mode), two weeks off over the holidays, two weeks off in March for spring break, and the entire summer off.

By Part-time, I mean...

- ~ Does your business give you time flexibility?
- ~ Does your business give you the freedom to work the hours you want?
- ~ Does your business enable you to keep your priorities in order?
- ~ Does your business use leverage to support your desire for part-time hours?
- ~ Does your business support you taking the time off you want for vacation, holidays, retreats and rest?
- ~ Do you take the weekends off?

### *Action Step*

What does Part-time look like to you?

What's one thing you can do to make your business more Part-time?



## *Essential Shift #1*

### YOUR BUSINESS REFLECTS WHAT YOU DESIRE FIRST

You hear it all the time that your customer or client is #1.

Well, I believe YOU are #1.

Only then can you truly and completely serve your right people.

When you make your client or customer first, you'll serve a bunch of people but it will feel harder than it needs to be and it won't ever feel quite right.

When you put your desires first, more and more of the right people will show up as the others fall away.

Everything will feel easier and more fun ~ and your business will be more abundant.

#### *Action Step*

What do you most desire in your business?

What's one thing you can do to bring in more of your desires?

## *Essential Shift #2*

### TAKE CARE OF YOURSELF AND YOUR BUSINESS WILL TAKE CARE OF YOU

Putting our heads down and getting to work first is how most of us are conditioned.

It's ingrained in us to work hard, putting the work first before ourselves.

I'm going to suggest you put your own care first before taking care of business.

Take the first 30-60 minutes of your day and take care of YOU.

Journal, meditate, move your body, read or listen to something to support your inner growth, paint, knit, color, sing, dance - do whatever brings you joy ~ even quiet joy ~ and helps lift your spirit, connect to your deepest being or highest self ~ whatever works for you.

Do this first - take care of you first - and you'll be amazed at how your business will then take care of you so much more. Things will flow easier - money, clients, customers, creating, productivity - trust me on this. It will change everything for you.

### *Action Step*

Choose one thing that takes care of you and do it first. Commit to that one thing in writing here.



## *Essential Shift #3*

### SERVING MORE BY SERVING LESS

If you've been feeling a gentle (or strong) pull to help more people, this one's for you.

If you don't have an option for people to learn from you in a way that's affordable and accessible to a critical mass of your perfect tribe, now's the time to start morphing your current offers into one or more.

This is called Leverage.

By offering a way, or more than one way, to be helped by you, you leverage your time, energy, and your overall freedom in your business AND you are able to help more people at the same time.

So, it's time to move your higher-level 1:1 work to groups, or your live courses to online evergreen courses, or your free email list to a paid membership ~ you get the idea.

In order for you to help more people, you have to have a way for them to work with you that supports your Lively Biz and supports their wants and needs at the same time.

And yes, of course you can continue doing your one-on-one work as well -just don't make that your only egg in your basket of offers.

### *Action Step*

Which one of your offerings will you leverage? Choose just one and start shifting it today.

## *Essential Shift #4*

### EMBRACE MONEY AS IF IT WERE YOUR LONG-LOST BEST FRIEND

We all have money issues, limiting beliefs, secret money madness, scarcity thinking, the sense that there's never quite enough (or even close to enough) or worse...

We don't pay attention to our money until it forces us to - and that's usually not a pleasant experience (this was my money story for a very long time).

Paying attention to our money means we really have to take a hard look at ourselves and at things that actually don't have to do with money at all.

But if you really want to change your relationship with money for the better, then you must do this work (and it's an ongoing process, so be forewarned).

There are so many ways you can begin this essential work - read a book, take a course, simply start tracking your money (that's paying attention).

This is such a critical component to your ultimate success AND happiness that I'm going to plug my Lively Biz Business Club here because I personally know that having real-time support and accountability makes ALL the difference in shifting your money story to one that's far more abundant, flowing, easy, grace-filled and uplifting - and not just for you personally but for all the people you can help by being all that much more financially successful.

### *Action Step*

What's one thing you can do to pay attention to your money?

### *Essential Shift #5* **DO YOUR OWN INNER WORK**

It may sound like I'm repeating myself a bit here, but beyond working on your money mindset and your spiritual self-care, delving deeper into your own stuff and healing it will only give back to you in the form of more ease, joy, happiness and abundance.

But even more importantly, this is the work that will lead you back to you.

If that just made you catch your breath or resonated elsewhere in your body, then please pay particular attention to this one. Please.

I want for you everything you want ~ and the only way to get there is to do this very work.

It takes a huge amount of courage and conviction, but this is an absolute key to unlocking the place inside where the true you is still there, waiting patiently for you to remember her, to come to release her, and to allow her to fully bring her essence back to you and your purposeful work in the world in this lifetime.

I'll share this has taken many forms for me over the years and it hasn't stopped - because it doesn't stop.

I started journaling when I was 12 and continue today. This was my first form of being able to understand anything I was going through, to gain clarity and to release things so I could grow in a more positive direction.

At 19, I invested in Tony Robbins Personal Power cassette tapes. Then I tried conventional therapy when I was 21 and 26 - disasters both - but I didn't give up on that avenue of helping me to heal, and I found the best therapist when I was 36 and did some deep work with him for 18 months.

In between and since, there have been many books and courses. Lots more journaling. Talking to friends and colleagues. Intensive retreats. Energy healing. Mentors and coaches. I've joked that I've gone from no "woo" to one-woo to woowoo (and now some of my clients tease me that I'm triple-woo ;-))

What I've learned about myself and my purpose in this life could fill a book, but what I want to share with you is that connecting to that you that is the true you is the most amazing and self-supporting thing you could ever do - for yourself, your loved ones, your life purpose, your perfect people - and it's an ongoing process that's not an easy journey, but it is completely and utterly worth it.

### *Action Step*

What's one thing you can do to support your inner growth?

# *Essential Shift #6*

## COMMIT TO STRUCTURE

To get more tangible and practical for you, if you don't have structures in your business, now is the time to start putting them in place.

If you balk at the very word, I promise they can be loose and flexible and bend to your muse, but you need to have some parameters in order to be far more successful and happier in creating your Lively Biz.

So what do I mean?

I mean having structures for how your business operates, what your policies, processes and procedures are, what your boundaries are for clients and customers, how money is handled, how much time you dedicate to marketing, what that marketing is, how much time you dedicate to creating, to rest and recharging, etc. You get the picture.

What does this look like?

It's completely up to you how you put these structures in place, but here are my main recommendations if you don't already have these in place (and if you do, kudos to you! Now ask yourself, how are they working and where else can you put structures in place?).

### **- Create a policies page**

Every business challenge is an opportunity to create a new policy.

When you have a general policy page and individual policies written and overt in your business, you'll immediately eliminate a lot of frustration and customer service issues.

Make sure a link to your policy page is next to your 'buy' button or is part of your written documents when someone is considering investing in your program or product.

### **- Create client agreements**

Create clients agreements that your clients must sign before beginning your work together that include your payment policies. This shows the Universe you value your work and your time, as well as makes it clear to your clients what your payment expectations and repercussions are should they fail to pay as agreed to.

### **- Create boundaries for clients and customers**

Make sure you're clear on how your clients and customers can access you, and do it in writing. Have your response time expectations in an autoresponder if you're emailing with clients. Remind often if need be.

When you're off, be off. Just because someone emails or calls does not mean you must respond immediately. To avoid frustration on your client or customer's end, be sure to manage those expectations from the beginning. Even better, have an assistant be your buffer.

### **- Create structures for your work time**

This is going to be different for everyone, but even loose structures are better than none. I do recommend you do your client work, creative work and marketing first every day before you get online, and on social media in particular.

Yes, I know you know this ;-) ... but are you still going to Facebook or Instagram before you do your work for the day first? Once in awhile is fine, but try to do your work first before getting sucked into other people's energy and agendas.



I'll admit that last sentence alone is what shifted things for me with regard to social media. Going there first - or anytime during the day - when I knew I should be focusing on creating or marketing, I was letting other people decide how I was spending my time (my precious time, just like it's your precious time) by allowing myself to get sucked into their energy and their agendas - instead of honoring my own. Well, THAT was not going to work for me at all.

So, create a structure around your work time, whether that's incorporating Michael Gerber's 'work on your business days and work *in* your business days and *free* days', or knowing what you want to focus on for the week and deciding day-to-day what you'll do when - whatever works for you.

Just remember to do your work first. And when you do move from your agenda to someone else's, just remember to only give it the time it deserves. Set a timer if you need to. A lot of my own business comes from connections on Facebook, so I want to spend time on Facebook cultivating those connections and deepening those relationships, so I could spend hours doing so, but not at the expense of the other important marketing and creation I need to do in my business. So I try my best to limit my time and not get lost in Facebook for hours and to focus my efforts when I am on social media. Even just setting a timer for 30-60 minutes of commenting on clients' and potential clients' posts, connecting with centers of influence and quality groups I'm involved in helps to move my business forward without sacrificing productivity elsewhere in my business. This also falls under the purposeful part of creating and enjoying a Lively Biz of your own.

### *Action Step*

What's one structure you can put in place to support your business?

### *Essential Shift #7* **ACCEPT THAT LIFE INTERRUPTS**

One of the biggest benefits of creating a Lively Biz is to support you on all levels when Life Interrupts, especially when it's a major and extended situation.

Maybe a pandemic happens and your entire life and livelihood shifts. Maybe your child is sick and has to stay home from school. Maybe your spouse gets called into work or has to go out of town unexpectedly. Maybe your internet connection goes out or your phone is down. Maybe your child gets really sick and needs more intense care. Maybe your car breaks down. Maybe the house you've been renting suddenly becomes unavailable. Maybe your child's school closes unexpectedly and you have to focus on finding a new and right school. Maybe your child is having a really difficult time at school and as much as you'd like to compartmentalize like your husband can (or at least my husband can), you just can't focus on work. Maybe you get a call from your mother to tell you your father is in the hospital and you have to drive hours or get on the next plane to get to them asap. Maybe your parent has a terminal illness and spending time with him and supporting your other parent becomes more important than anything else for months. Maybe a loved one passes and your heart and mind need more time than you ever thought possible to grieve and heal.

These are just the highlights of my own Life Interrupts. And I'm sure you could easily add your own.

The first and most important gift to give yourself when this happens is to accept it and know that you simply won't be able to focus on your business until it's handled or passes.

The more you resist, the more stressful the Life Interrupts becomes, which only makes things worse - so much worse - which is the very last thing you need during that time.

The second gift is what your Lively Biz - if you set it up the way I've shared with you here - gives you during these difficult times. Freedom, flexibility, financial peace of mind, and so much more.

Like support and understanding from your clients and customers because you're a model of this way of being in the world and in your work. And that's truly what most people want ~ a business that supports their Life and what's most important to them as they do their own purposeful work in the world.

A business where you can step away and know that it will keep humming along, even if it needs to be adjusted or some things don't happen, or sales slow down for a period of time. Yet knowing that it won't all come to a screeching halt makes ALL the difference.

And for that peace of mind alone, well... gratitude is a tiny word.

I hope you've found what I've shared with you here helpful. I'd love to expand on these essential shifts and share more of how I've created my own Lively Biz since 2001 and have helped thousands of others do the same. And now I'm able to do it in an affordable and accessible way in my brand-new Lively Biz Business Club.

If you'd like to find out more, visit this page:

<https://aforest.lpages.co/lbbc-interested/>

In the meantime, please come join us in our free Lively Biz for Lifestyle Entrepreneurs Facebook group.

Join us here --> <https://www.facebook.com/groups/livelybiz/>

Until next time, sláinte (cheers!),

*Alicia*



*I'm Alicia Forest -  
founder of Lively Biz*

I teach and inspire women entrepreneurs who want a life they love that's supported by business they love— without giving up a single thing to have it.

I'd be delighted to show you to how to design (or re-design) your business into one that honors what's most important to you, with the practical business strategies that create ease, flow and profits, in less than part-time hours.

Over the next few days, I'll be sharing with you how we can do that together.

I look forward to helping you transform your business into one that's priority-based, purposeful, profitable and part-time!