

THE MOXIE COACH

# The 14-Day *Growth* Reset

HOW TO GROW YOUR BUSINESS  
AT ANY STAGE





# The *Moxie* Method™

*The Moxie Method™ is designed to give you the knowledge and skills to work with the thoughts and feelings you are experiencing. Empowering you to make the changes you know are right for you deep down.*

*All Moxie Method programmes, workbooks and courses are designed to get you the result you desire as quickly as possible.*

*Claire x*  
**mox·ie**  
/'mox.si/ noun

- Confidence; courageous spirit.
- Determination; perseverance.
- Skill; know-how.

M

MEET YOURSELF HONESTLY

O

OWN YOUR DIRECTION

X

EXPAND GENTLY

I

IDENTIFY AS THE NEXT VERSION

E

ESTABLISH WHAT PROTECTS YOU

The Moxie  
Method™



# Nice to *meet* *you*

THE MOXIE COACH



Hello, I'm Claire, an accredited Transformational Coach, Operational Business Growth Consultant and qualified teacher.

I've run multiple businesses, managed multi-million-pound budgets and large teams of people. I've taught thousands of students of all ages and mentored business owners at all stages of growth.

I'm passionate about doing business differently: growing your business whilst still finding time for a life outside of work. I believe any business with the right strategies, support and effort has the potential to grow.

*Claire x*



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THE MOXIE COACH

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# How to use this workbook

This is your space to dream big, set ambitious goals and make a plan to grow your business *with* the knowledge and advice for growing your business in 2026.

I'll share with you activities and questions to help you plan your business growth.

At the end of the workbook, you'll find worksheets to plan the year, quarter, month and the next 14 days.

This is your guide to growing YOUR business, be a gentle rebel and do it your way!



## GOALS

*Setting goals for growth that feel aligned*

## RESEARCH

*Using the data you have combined with knowledge to plan*

# The Four Step Process

## TARGETED ACTION

*Take daily purposeful action towards your plan*

## ITERATE

*Review data and make any changes to the plan*



GOALS

# STEP ONE

*WHERE DO YOU WANT TO GO?*







# GOAL PLANNING

GOAL:

ACTION PLAN:

GOAL:

ACTION PLAN:

GOAL:

ACTION PLAN:

# GOAL PLANNING

GOAL:

ACTION PLAN:

GOAL:

ACTION PLAN:

GOAL:

ACTION PLAN:



RESEARCH

# STEP TWO

*FIND THE INFORMATION YOU NEED  
TO WORK TOWARDS YOUR GOALS*





# RESEARCH



WHAT'S THE COMPETITION DOING?

Set a timer for 30 minutes and look around online. Are there similar offers/products out there? What do you like and dislike about what they are doing? What can you use from this research?





TAKE ACTION

# STEP THREE

*TAKING DAILY STEPS TOWARDS THE  
BIGGER GOALS*



# TARGETED ACTION

WHERE ARE YOU?

Where are you marketing your business and how effective is it?

PLATFORM/SERVICE	HOW EFFECTIVE	WHAT CAN BE IMPROVED?

# TARGETED *ACTION*

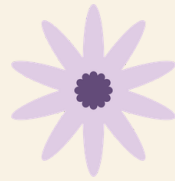


## THE PLAN



Here you're going to set your plan, which platforms are for you and how you are going to use them. When you've listed them all come up with your weekly minimums, what do you commit to doing every week without fail.

PLATFORM/SERVICE	WHEN	PURPOSE	WEEKLY MINIMUM



ITTERATE

# STEP FOUR

*ANALYSE THE DATA, REVIEW THE  
PROGRESS AND MAKE ANY  
CHANGES TO THE PLAN.*



# WHAT IS *ITERATION*

Iterating in your business involves a continuous process of reviewing, refining, and adjusting various aspects of your business to improve its performance, adapt to changing circumstances, and meet evolving customer needs.

Here are steps you can take to iterate in your business:

- **Set Clear Goals:** Define clear and measurable goals for your business. Understand what you want to achieve in terms of growth, customer satisfaction, profitability, etc. We did this in Step One.
- **Collect and Analyse Data:** Gather relevant data about your business performance, customer feedback, market trends, and competition. Use analytics tools to gain insights into various aspects of your operations.
- **Identify Areas for Improvement:** Analyse the data to identify areas where your business can improve. This could include product or service features, customer experience, operational efficiency, marketing strategies, etc.
- **Seek Customer Feedback:** Engage with your customers to gather feedback on your products or services. Understand their needs, preferences, and pain points. This feedback is crucial for making informed decisions.
- **Prioritise Changes:** Prioritise the identified areas for improvement based on their impact on your business goals and the feasibility of implementation. Focus on the changes that will bring the most significant positive outcomes.
- **Implement Changes:** Make iterative changes to your products, services, processes, or strategies. This could involve updating your offerings, optimising internal processes, or refining your marketing approach.
- **Test and Evaluate:** First, implement changes on a small scale (e.g., through pilot programs or A/B testing) to assess their impact. Then, evaluate the results and gather feedback from stakeholders.
- **Adapt Based on Results:** Based on the feedback and results, adapt your strategies accordingly. If the changes are successful, consider scaling them up. If not, analyse why and make further adjustments.
- **Embrace a Culture of Continuous Improvement:** Foster a culture within your organisation that encourages continuous improvement. Ensure that employees are empowered to suggest and implement changes that contribute to the overall success of the business.
- **Stay Informed About Industry Trends:** Keep a close eye on industry trends, technological advancements, and changes in the business landscape. Being aware of external factors can help you proactively adapt your business.
- **Monitor and Measure:** Implement monitoring systems to track key performance indicators (KPIs) and regularly measure the success of your changes. This ongoing evaluation is crucial for effective iteration.
- **Repeat the Process:** The iterative process is continuous. Regularly revisit and repeat the steps outlined above to ensure that your business remains dynamic and responsive to market changes.

# ITERATE

HOW CAN YOU ADD THE ITERATION PROCESS TO YOUR BUSINESS?



BONUS

# PLANNING *PAGES*

These pages are here to help you plan your days, weeks and months, so you can achieve your big goals with ease.



# 14 DAY CHALLENGE

START DATE:

END DATE:

DAY ONE

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DAY EIGHT

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DAY TWO

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DAY NINE

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DAY THREE

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DAY TEN

\_\_\_\_\_

DAY FOUR

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DAY ELEVEN

\_\_\_\_\_

DAY FIVE

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DAY TWELVE

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DAY SIX

\_\_\_\_\_

DAY THIRTEEN

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DAY SEVEN

\_\_\_\_\_

DAY FOURTEEN

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# DAILY *PLANNER*



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M T W T F S S

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5:00 \_\_\_\_\_

6:00 \_\_\_\_\_

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23:00 \_\_\_\_\_

24:00 \_\_\_\_\_

PRIORITIES

NOTES



# WEEKLY *PLANNER*

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

# MONTHLY PLANNER



1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31				



# YEARLY *PLANNER*



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

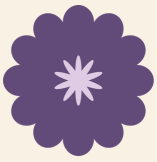
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



# TO *DO* LIST

DATE	ACTIVITY	DONE
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# GOAL SETTING

## PROFESSIONAL GOALS

01

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02

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03

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04

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## PERSONAL GOALS

01

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02

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03

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04

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## FINANCIAL GOALS

01

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02

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03

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04

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## HEALTH GOALS

01

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02

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03

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04

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## GOALS

01

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02

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03

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04

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## GOALS

01

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02

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03

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04

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g's  
m.



GROWTH  
TAKES *TIME.*

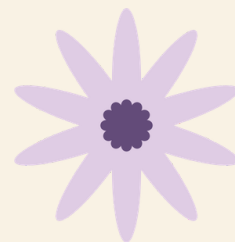
KEEP GOING

# CONGRATULATIONS *YOU DID IT!*

It's no mean feat to make it all the way through a free download. You should be really proud that you even opened it, never mind finished working through it.

You see, we've all been there. We've signed up for the thing that promises us the change, with the huge dreams and hopes for the future. But so many of us never get around to opening them, never mind finishing them. So if you've made it to this page, you should take a minute to be proud of yourself. Here is your big pat on the back!

Now it's time to keep that momentum going. Go ahead and grow your business, your own way, with a gentle rebel spirit.





IF YOU NEED ANYTHING...

# I'm here



If this guide has helped you pause, reset, or see your business a little more clearly, then it's done its job. And if you'd like support turning that clarity into a business that truly fits you, that's exactly the work I do through my coaching and programmes. You're always welcome to explore them when the time feels right.

*Claire x*



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