

# the *Forgotten* Essentials

**The most underrated & foundational  
marketing to quantum leap your business.**

**PRE-WORK WORKBOOK**



**"BUILDING A BUSINESS IS NOT ROCKET  
SCIENCE. IT'S ABOUT HAVE A GREAT IDEA  
AND SEEING IT THROUGH WITH  
INTEGRITY. "**

*-Richard Branson*

# The Pre-Work

This workbook is to help you:

- Gain clarity for where you're at
- Understand where you want to go
- Extract what you already know, you're lived experience, your personal perspectives, and the "why" behind it all
- This work will enable you to see your purpose beyond any passions
- Begin to unpack your mission, vision, and values to enable smooth decision making in the future

Anyone can learn to market, sell products,  
& make tons of money...

But, to build a sustainable, maintainable,  
scalable, and in integrity business is a whole  
different game.

# Follow the GPS

Let's say you want to go to visit The Empire State Building in NYC...

So, you put NYC into your car GPS and once you go through the Lincoln Tunnel the GPS stops...

It doesn't know where you take you.

You never added the specific address for "The Empire State Building".

While the GPS may get you CLOSE...



**You wouldn't actually GET THERE.**

**A GPS needs to know exactly where you're going, as well as... where you're starting!**



# What about a Mall Map

Remember going to the mall when you were a teen and wanting to find a certain store... let's say you were dying to go to Abercrombie.

1. You'd find the mall directory
2. Look for "clothing"
3. Find Abercrombie on the list
4. Take note of the color/number
5. Find it on the map
6. Then, you'd have to find "YOU ARE HERE" or else the directions wouldn't work

Knowing where you're **STARTING** is equally as important as knowing where you want to go.

We need you to get super clear around **BOTH!**



**"IF YOU DO NOT KNOW WHERE YOU'RE  
GOING, EVERY ROAD WILL GET  
YOU NOWHERE."**

*-Lewis Carroll*

# Brain Dump

This "crazy stupid idea time" isn't supposed to make sense... It doesn't matter "how" or "when"... Just get into flow & play!

- How do you want your life to look?
- How do you want your biz to look?
- How do you want to feel?
  
- Write out your dream scenario day in as much detail as possible...
  
- What are all the things you want to create, do, explore, see, learn, build...

# Personal Story Timeline

Take some time to fill your own life timeline in with all the "positive/good" memories and events on the top. Fill in the bottom with all the "negative/bad" memories.

Be as detailed as possible. Fill in as much as possible. Allow yourself time & space for this exercise. (see example on next page)

Once completed, take an overview of the memories and look for common themes or "aspects" of both the top/bottom moments.

Then, dive deeper...

- Are the top themes different than bottom?
- Are they similar?
- What is reoccurring?
- Do these themes/aspects bring you any clarity?
- Are you able to "connect the dots" for events/moments/character traits/qualities/responses in your life?
- Can you see exactly where you have come from, how far you've come, and where you get to go next?
- How do you feel with this new awareness?



# Timeline Example

## POSITIVE

AGE 10  
Won level 5  
All Around  
state  
champion

AGE 17  
Got into all  
top college  
choices

Themes:  
external  
validation,  
accolades,  
recognition



AGE 3  
Broke my  
left foot trying  
to "beat" my  
older brother in  
a game

AGE 12  
My two best  
friends didn't  
invite me to a  
party, called me  
on 3-way &  
talked behind  
my back

Themes:  
abandonment,  
being "left  
out", wanting  
to fit in

## NEGATIVE

# Your Turn

Take some time, light a candle, turn the page, & get writing!

NEGATIVE

POSITIVE

**"YOUR BUSINESS WILL ONLY GROW TO  
THE EXTENT THAT YOU DO...IT'S A DIRECT  
REFLECTION OF YOU. SO, BE AWARE OF  
WHO YOU ARE, WHERE YOU'VE BEEN, &  
WHERE YOU'RE GOING!"**

*- Jessica Glazer DeRose*

# Mission & Vision

The **VISION** statement gives your company **direction and purpose**.

It's about **who/what you want to become**.  
It is aspirational.

A strong vision helps teams focus on what **matters**, inspires **innovation**, and gives the work a **purpose**.

A lack of vision can cause stagnation, lack of inspiration, and outdated processes.

## VISION

## MISSION

Aspirations & Goals	The core purpose
Future	Present
Effect	Cause
Something to be accomplished	Something to be pursued

Your **MISSION** statement drives the company.

It shapes your **company culture** through the trickle-down effect.

Your mission can quickly motivate your team, as well as crumble one through miscommunication.



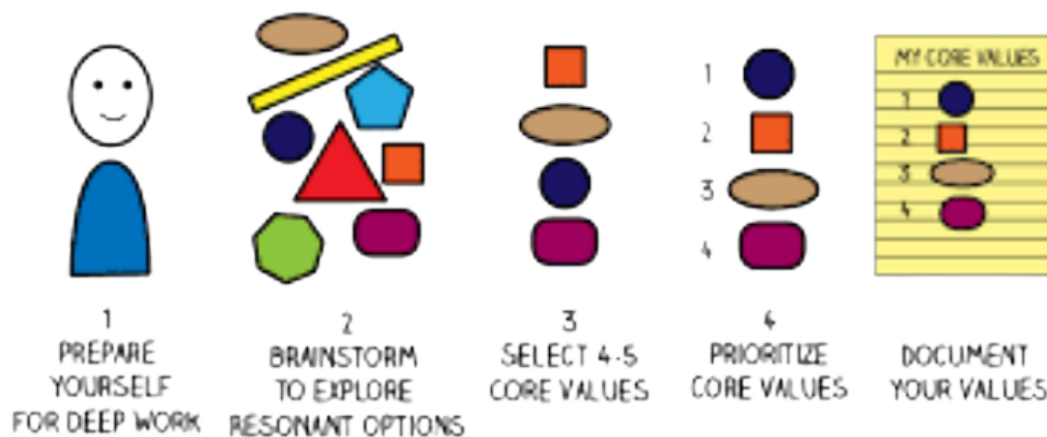
# Core Values

Values are how organizations define the **core pillars of their identity & principles**. It's how they conduct their business and treat their members **from the inside out**.

Company Core Values can **guide decisions** and make processes like hiring/firing, handling customers, adding products easier. These will act as a set of values that the entire organization will not only acknowledge, but they will become the standard..

Ideally you want to **create 3-7 company core values that are shared throughout your internal and external experiences/messaging**.

## 5 STEPS TO DEFINING YOUR CORE VALUES



<https://jamesclear.com/core-values>

**"A SMALL BODY OF DETERMINED SPIRITS  
FIRED BY UNQUENCHABLE FAITH IN  
THEIR MISSION CAN ALTER THE COURSE  
OF HISTORY."**

*-Gandhi*

Thanks for being a part of this journey to making a bigger impact & ripple in this world!

Tag me @iamjessicaderose with your homework & biggest takeaways!

