

# how to do your most important work + live your best life



Welcome!

I'm excited to share this guide with you ...

It contains the ‘blueprint’ for how I and so many other successful women have **scaled their business without impacting their joy + fulfillment along the way.**

If you honour the teachings in this guide, you will experience a greater level of flow in your life and business.

“The difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next.

The difference between the two is the difference between living fully and just existing. “

~ Michael Gerber

# start there

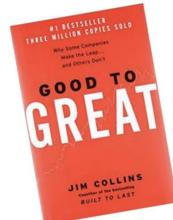
**Q1:** What do you love doing? *Do more of it*

**Q2:** What do you not love doing? *Outsource or stop entirely*

**Q3:** What do you keep putting off? *Outsource or stop entirely*

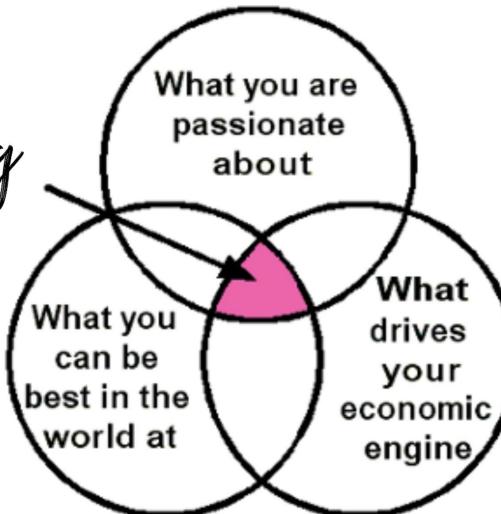
The what ...

## the hedgehog



Hedghog brands know their "one big thing" and stick to it.

The knockoff/comparison brands are more like foxes - they know many things but lack consistency.



# 5 best things to outsource

Taxes + Bookkeeping

House Tasks

Cleaning

Groceries

Creative work outside your genius (ie branding, copywriting)

**TIP:** Do a time audit when you do things - constantly ask yourself "is this a good use of my time?"

Check out [Fiverr](#): outsourcing for lean biz owners (most tasks cost \$5)

**There is nothing so  
useless as doing  
efficiently that  
which should not  
be done at all.**

—  
Peter Drucker

# UNDERSTANDING MY VALUE

## Calculating the money value of time

*"You weren't born to be good, you are here to be GREAT."*

—Darren Hardy

### MY HOURLY RATE

\_\_\_\_\_ Annual income goal  
÷ 2,000 (annual working hours)  
= \_\_\_\_\_ per hour

**My hourly rate is:** \_\_\_\_\_

### MY MINUTE RATE

\_\_\_\_\_ Hourly rate  
÷ 60  
= \_\_\_\_\_ per minute  
X 10 = \_\_\_\_\_ per 10-mins  
X 15 = \_\_\_\_\_ per 15-mins

## ✨ It's time to hire ✨

The following [HOL:FIT Talks](#) episodes will support you beautifully around this topic:

- 👉 #010: 'It Takes a Village to Raise a Vision'
- 👉 #027: How Wonder Women Really Do It All (they don't)

**Note:** If you don't have an assistant ... YOU are the assistant.

# *Weekly Life Design*

*Mon:* Creation (not consumption) day. House cleaner comes, prep weekly evernote list for VA.

*Tues:* Top 3 priorities first, text/email, network connections, 3 calls max in the afternoon, house assistant for 4 hrs (grocery pickup, meal prep, laundry folding, car detailing, cooked meal)

*Wed:* Weekly broadcast prep in the sauna, front stage day + podcast, launch what I prepped on Monday, date night with kids or fam night out

*Thurs:* Top 3 priorities first, text/email, connections with network, 3 calls max, house assistant for 4 hours (packages/post office/cooked meal)

*Fri:* In person meetings/appts/errands, group workout, date night

*Sat:* Personal development 3hrs while doing house stuff, girls tutor 2hrs, long run, massage

*Sun:* Spiritual tune up, brunch, meal prep, long dinner, weekly review

## *3 Keys:*

Mornings are sacred

Peak performance ritual music, oils, water + bulletproof

Closing ritual: top 3 for tomorrow and clean desk and shut computer down

# house assistant posting

First - Here is the ad I posted on Facebook - ended up hiring the 20 yr old daughter of a family friend and pay her \$17/hr (trust + good energy is important when someone will be in your home)

This is a part-time, contract position for 10 hours a week, spread over 2-3 days each week. (T/TH, or M/W/F)

Time: 930a - 1230pm

Pay: \$15/hr

Location: North London

Currently, the position will be primarily focused on cleaning, laundry, organization, running errands, and food prep (chopping veggies, etc). We have a house cleaner that comes once a week to do a more deep cleaning.

**Duties:** *Checklist will be provided daily*

- Regular Cleaning: This includes bathrooms, changing bed sheets, floors, kitchen, etc.
- Laundry: Washing, folding, and putting away 5-7 loads of laundry each week.
- Organizing: Regular organizing of the kitchen, closets, clothing drawers, etc
- Errands: Grocery shopping, post office, etc.
- Food Prep + Baking: Healthy recipes will be provided to guide the food prep/chop/marinade etc
- Child Sitting: Opportunity available 2 nights a month

**Qualifications:**

You would be excited to work in a healthy home

You are cheerful, efficient, dependable and love to organize

You have a dependable vehicle

Ideal: You have professional experience cleaning homes with references

**Interested?** Email [heyholfit@gmail.com](mailto:heyholfit@gmail.com)

# To note

- 👉 I order groceries online each week which my assistant picks up ([from Loblaws](#))
- 👉 I store all of my recipes in the online database [Plan to Eat - here's a free trial](#) (it's \$4/month after that). In there, I plan out each week of recipes & it creates a grocery list based on ingredients. You can add me as a friend under 'holfit' & can view all my recipes.
- 👉 I have a house cleaner that comes 1x/month and does a super deep clean
- 👉 [Ask for Task](#) is an online database of cleaners + handyhumans you can hire in Canada
- 👉 I have a virtual assistant that does about 8 hrs a week - email/social media mgmt, travel) [Dovamatch](#) has trained assistants ready to support your doTERRA biz. Also check out [Fin](#).

## Okay so now for the list ...

My house assistant comes 2x a week from 10a - 3p. I have monthly tasks I add when needed I add to the list anytime I feel like a task at home is draining me. I'm sharing why my list looks like as there might be items you want to consider adding to your delegation list ...

# day 1

- Pick up grocery order
- kitchen: slice all veggies, big salad, 2cups quinoa, hard boil 6 eggs
- chop green onions + celery and put the stems into water near the sun to regrow
- recipes printed
- Create 2-3 crockpot freezer bags
- set table for 5 of us
- Tidy kitchen at the end: load and/or empty dishwasher, clean counters + sinks
- fold laundry
- run dyson vac through the house and clean out filter after into garbage in garage
- empty all garbages
- clean fish tanks
- water all house plants
- bang out floor mats from the main floor (kitchen ones, back door + backyard door)
- Arrange new flowers in bathroom, kitchen + my office
- BEDS:
  - strip all beds and toss in laundry: use 1 tbsp OG detergent to drawer and add 1tbsp laundry powder inside.
  - Spray 10 sprays of [linen spray](#) on mattress + pillows. Put new bedding on.

# day 2

- Recipes printed + set table
- CLEANING: use OnGuard glass bottle cleaner for all
  - Front door window inside/outside, sweep off porch + bang out porch mats
  - Sauna: inside + outside of sauna: add 2 drops arborvitae to cleaning cloth.
  - All bathroom counters, sink areas, mirrors
  - Stairs: polish the glass + stainless rails: 5 drops lemon to cloth + use spray
  - Stovetop and inside dishwasher
- My Car: gas up + clean inside, carwash. Add 2 drops orange + balance to car floor mats
- update biz receipts to expensify

monthly

- Clean health station - remove items from 2 shelves, dust and organize neatly
- Clean inside urban cultivator
- organize large drawer in kitchen near computer
- create new biz folders for doterra biz builders
- label more envelopes with my sticker address
- stuff welcome package envelopes for new enrollees
- Clean fish tanks
- Clean all diffusers - soak parts/inside with squirt OG concentrate + water
- add new doterra order to inventory downstairs
- Top up all foaming handwash pumps with OG soap
- Make up 2 more trays of toilet bombs

This is an excerpt from  
my Green Cleaning  
School eBook ...  
[You can grab it here](#)



# The 2 hr Clean

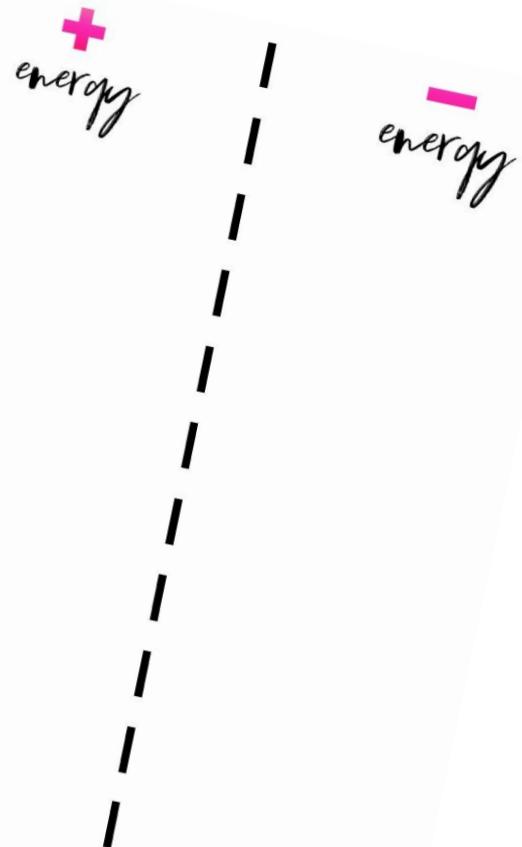
- Water house plants + fill diffuser basins
- Diffuse 2 drops each arborvitae + wild orange
- Play your fave music playlist or podcast
- Drop a toilet puck in each toilet
- Sprinkle carpets with carpet refresher
- Strip the beds and sprinkle with mattress powder
- Run load of laundry/bedding - add your laundry booster
- Dust/Clean all surfaces with all purpose cleaner
- Polish mirrors + glass with glass cleaner
- Clean sinks + shower walls with scrub
- Vacuum floors
- Mop floors with floor cleaner
- Transfer laundry to dryer and add laundry balls/sponges
- Spray beds/pillows with linen spray before remaking
- Tuck a cotton ball with 2 drops lavender into the pillow cases

You are responsible for your happiness.  
In fact, you create it. You attract it. You  
manifest it. You are the architect of your reality.  
You choose your thoughts, your perceptions,  
and your reaction to external forces.  
You possess all of the tools needed to expand  
your awareness, to orchestrate the evolution of  
your consciousness, to choose happiness,  
to choose love. You are that powerful.  
Create the life you deserve. Vibrate love.



# alignment

[Click Here](#) to do your Energy Equation





# energy

- Responds to texts/notificaitons quickly
  - Overgives with time/incentives
  - Their actions don't multiply
  - Thinks in lack
  - Expect things from others
  - Sugar + many processed foods
  - Tell the 'this is hard' story in many areas
  - Do things because of obligation
  - Full calendar each day (no empty space)
  - Care very much what people think
  - Apologizing too often
  - Living someone else's version of success
  - Compares themselves to others
- Their energy feels heavy, tense, scattered, proving + unpredictable**



*energy*

Meditation  
Boundaries  
Abundant thinking  
creates value  
Follow curiosity + happiness  
They feel + express gratitude hourly  
Circulates wealth in alignment  
Every action creates sustainability + empowerment  
Takes ownership of everything, whole foods  
Llv, terrazyme and Mito2Max  
Unplugged for majority of day  
Everything they do tells the same story  
Weekly massage  
Asks for help  
Daily Movement  
Music  
**Their energy feels light, free, playful + stable**

# Boundaries



YOU CAN'T GIVE  
WHAT YOU DON'T  
GIVE TO YOURSELF

**The initiation of wholeness and a  
passage into self agency.**

**Necessary to expand your  
consciousness and your impact**

# helpful tools

The [Beautiful Life Lab](#)



[Branding 101:](#) (free)



link

<http://bit.ly/hfbizheart>



doTERRA [Essential Oils](#)

They will completely change your life



ALL THE

[LINK](#)

TOOLS + APPS

I USE TO RUN

MY BUSINESS

Create the life  
you love + have  
the courage to live it

JOHN IRVING