

Start Your Business in 10 Days (10-Step Workbook)

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Welcome!

I'm so proud of you for taking this step. Whether you've had an idea on your heart for years or you're just beginning, this guide will help you bring it to life.

I started with a single idea - a hula hoop, and built it into a business that has touched thousands. And if I can do it, so can you.

How to Use This Workbook:

- Work through one module per day (or at your own pace).
 - Use the teaching content to learn and stay motivated.
- Complete the workbook prompts — don't just read, take action.
 - Use the affirmations daily to rewire your mindset.

What You'll Gain:

- A clear business vision.
 - Simple but powerful steps to set up your business.
- Confidence to launch and attract your first customers.
 - A mindset to keep going when challenges come.

Affirmation: "I am ready. I have everything I need to begin."

Day 1:

Your vision is the soul of your business.

Without it, you risk building something that drains you or doesn't truly fulfill you.

With it, you magnetise the right people, opportunities, and income because everything you do is anchored to a bigger purpose.

Hannah's Story:

When I first started in business, it wasn't about chasing money. I wanted freedom to be present with my children while building something of my own.

I started small, in the beauty world, then one hula hoop changed my whole life. A single hoop class opened the door to Globe Fit, which became a movement, then a children's club empire, and now a global training academy.

Common Mistakes to Avoid:

- Building a business just for money (with no passion or purpose).
 - Copying someone else's vision instead of creating your own.
- Keeping your vision vague - "I just want to help people" isn't enough.

Mini Checklist:

I have written my business vision in one clear sentence.

I know my top 3 non-negotiable business values.

I can explain my why in under 60 seconds.

Workbook Prompts:

1. My business vision in one sentence: _____
2. My 'why' for starting this business is: _____
3. The people I want to serve are: _____
4. The problem I want to solve is: _____
5. The lifestyle I want my business to give me is: _____
6. My top 3 core values are: _____

Affirmation: "My vision is magnetic. It guides my actions, attracts aligned clients, and creates the life I was born to live."

Day 2:

Before you pour your time, money, and energy into a new business, you need to know if people actually want what you're offering.

Validation doesn't have to be complicated - it's simply about checking if there's demand, who else is already doing it, and how you can stand out.

✨ Hannah's Story:

When I launched my first hula hoop classes, I didn't know if anyone would turn up. I tested it by putting out a few social media posts and flyers. People came, they loved it, and that validation gave me the confidence to keep going. One hula hoop class turned to 2 and then 3 and then before I knew it I was training new instructors and creating my own global instructor training program. Everything starts with ONE. One idea, One client, One payment.

Common Mistakes to Avoid:

- Skipping research and hoping for the best.
- Copying competitors instead of creating your own USP.
 - Undercharging because you didn't check the market.
- Asking family/friends only — they're not always your ideal customer.

Mini Checklist:

I know who my competitors are.

I have checked average pricing in my industry.

I can describe what makes me different.

I know where my ideal client hangs out.

Workbook Prompts:

1. List 3 competitors in your space.
 2. What are they charging?
 3. What do you like about what they offer?
 4. What could be improved?
 5. What makes YOU different?
6. Where does your ideal client spend their time?

Affirmation: “There is space for me in this market. My unique gifts set me apart.”

Day 3:

Your business structure and name are the foundations of your brand. They give your business legitimacy, allow you to open accounts, and help people take you seriously.

✦ Hannah's Story:

When I chose "Globe Fit," I wanted something that felt bigger than me. I didn't want just "Hannah's Classes" - I wanted a brand that could expand, attract opportunities, and feel global.

Common Mistakes to Avoid:

- Picking a name that only makes sense now (and limits you later).
 - Choosing a name too complicated to spell or remember.
 - Forgetting to check domain names and social media handles.
 - Ignoring legal structure until it becomes a problem.

Mini Checklist:

I have chosen a business structure.

I have researched and confirmed my business name is available.

I have checked domain name and social media handles.

My name reflects my bigger vision.

Workbook Prompts:

1. Write down 3 potential business names.
2. Why do these names feel aligned with your vision?
3. Check if the domain/social handles are available.
4. Which name feels most future-proof?
5. Which structure suits you best?
6. One action I will take this week is: _____

Affirmation: “The name I choose holds the energy of my vision and opens the door to future possibilities.”

Day 4:

Branding is more than a logo - it's the feeling people get when they encounter your business.

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✦ Hannah's Story:

Started simple with Canva graphics, bright colours, and energy that matched the fun of hula hooping. Over time, Globe Fit became instantly recognisable.

Mistakes:

- Overthinking logos before starting.
- Copying someone else's branding.
 - Being inconsistent.

Checklist:

I know my brand colours and fonts.

I have a simple logo.

My brand story is clear.

I can describe my brand personality.

Prompts:

1. 3 words to describe my brand: _____
2. My colours are: _____
3. Fonts I'll use: _____
4. My brand story: _____
5. My brand feels like: _____

Affirmation: “My brand is an authentic extension of me. It attracts the right people with ease.”

Day 5:

Money is the oxygen of your business.

✨ Hannah's Story:

I made mistakes early by mixing personal and business money. Opening a business account, tracking finances, and outsourcing bookkeeping transformed everything.

Mistakes:

- Ignoring tax.
- Mixing accounts.
- Overspending.
- No insurance.

Checklist:

I have a business bank account.

I know my tax obligations.

I track income and expenses.

I have insurance.

Prompts:

1. My startup costs: _____
2. My monthly income goal: _____
3. My system for money tracking: _____
4. My biggest money fear: _____
5. One action step: _____

Affirmation: “I run my business with clarity and integrity. Money flows with ease.”

Day 6:

Your online presence is your shop window.

Hannah's Story:

My first website wasn't perfect but it gave me credibility. Social media consistency built trust and led to bigger opportunities.

Mistakes:

- Waiting for perfect.
- Too many platforms.
 - No clear bio.

 **Checklist:**

I have a domain.

I have a website or landing page.

I've set up social media.

My bio is clear.

Prompts:

1. My domain: _____
2. My website headline: _____
3. My chosen platforms: _____
4. My bio: _____
5. My consistency plan: _____

Affirmation: “I am visible and magnetic online. The right people are drawn to my presence.”

Day 7:

Your first customers validate your business.

✨ Hannah's Story:

My first hoop class gave me proof and confidence. Every stage since started with a simple first offer.

Mistakes:

- Overcomplicating.
- Pricing too low.
- Not telling people.

 **Checklist:**

I have a simple offer.

I've set my price.

I wrote a launch post.

I told 5 people.

Prompts:

1. Problem I solve: _____

2. My offer: _____

3. My price: _____

4. My launch post: _____

5. First 5 people: _____

Affirmation: “I call in my first aligned customers with ease.”

Day 8:

Systems give freedom.

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✦ Hannah's Story:

At first I did everything manually. Later I used tools like Google Drive, booking systems, and outsourcing.

Mistakes:

- No systems.
- Avoiding tech.
- Reinventing the wheel.

 **Checklist:**

I organise docs.

I use a task tool.

I automate 1 process.

I have templates.

Prompts:

1. 3 tasks to systemise: _____
2. Tool I'll use: _____
3. Process to automate: _____
4. Templates I'll create: _____
5. My productivity habit: _____

Affirmation: “I create ease with smart systems. Productivity brings freedom.”

Day 9:

Marketing is storytelling, not selling.

✦ Hannah's Story:

I built my brand through consistent posts and storytelling, not ads. That visibility led to multiple media opportunities, increased visibility and more sales.

Mistakes:

- Overthinking.
- Too many channels.
- Expecting instant results.

 **Checklist:**

My core message is clear.

I picked 1–3 channels.

I planned 5 pieces of content.

I'll show up consistently.

Prompts:

1. My core message: _____

2. My channels: _____

3. 5 content ideas: _____

4. My story: _____

5. Consistency plan: _____

Affirmation: “My message is magnetic. The right people are waiting to hear from me.”

Day 10:

Mindset is the foundation.

✦ Hannah's Story:

I stayed consistent through inspections, challenges, and setbacks —
resilience grew my empire.

Mistakes:

- Thinking it'll be easy.
- Quitting at the first sign of a challenge
 - Comparing.
 - Doing it alone.

 **Checklist:**

I have a mindset routine.

I accept rejection.

I celebrate progress.

I have support.

Prompts:

1. My fears: _____
2. My reframes: _____
3. My daily practices: _____
4. My support network: _____
5. Letter from future self: _____

Affirmation: “I am resilient, consistent, and aligned. I choose to believe in myself and my vision.”

Bonus Wrap-Up Module: Your CEO Future

Congratulations!

You've completed all 10 modules! Take a moment to celebrate how far you've come.

You now have a vision, a plan, systems, and the mindset to succeed.

Next Steps:

1. Review your notes and action steps.
2. Choose ONE thing you'll implement this week.
3. Keep momentum - consistency beats perfection.

Work With Me:

If you loved this workbook and want deeper support, I offer 1:1 mentorship and group programs through my brand Jumping Through Hoops.

Whether you're building a movement-based business, stepping into coaching, or simply want a mentor who gets the entrepreneurial rollercoaster - I'd love to help you grow.

Reach out via: hannah@globefit.co.uk on instagram at [@iamhannahcharlotte](https://www.instagram.com/iamhannahcharlotte) or via my website at www.jumpingthroughhoopsmedia.com

Affirmation: "I am a CEO in the making. I choose to keep showing up, keep growing, and keep believing in my vision."