



# *Shortcut to Success*

25 QUESTIONS TO HELP YOU  
STOP WASTING TIME AND START  
MAKING MORE MONEY IN YOUR BUSINESS

# ABOUT THE AUTHOR



*Hello, I'm  
Christa!*

I help coaches, consultants, healers and other online service providers grow soul fulfilling and profitable businesses through aligned business and marketing strategy, offer creation, and a Bold Boss mindset.

It's my goal to help as many creative and heart centered entrepreneurs make clear business decisions that grow their business with ease.

*Work with Me*

Creating aligned and fulfilling success in your business requires more than a business and marketing strategy customized to you and your values, desires, and business goals. It requires you to step into the confidence, clarity, and commitment of a Bold Boss success mindset. It's time to decide on your unique vision of success and start consciously creating it.

Christa xo



# introduction

“INDECISION IS THE BIGGEST  
THIEF OF OPPORTUNITY”

JIM ROHN

How much time are you wasting trying to learn all the things in your business before you start actually taking the actions that are going to move you forward?

How many freebies have you downloaded, podcast episodes have you listened to, and courses have you enrolled in?

Do you have the infamous shiny object or squirrel syndrome?

IT'S ALL A FORM OF SELF SABOTAGE!

How much more time and money are you willing to waste before you actually start doing the damn thing!

Maybe you can think back weeks, months, maybe even years into your



entrepreneurial journey and see just how many times you've started and stopped on so many different paths when you could have chosen, and followed through on, one and be seeing the results by now.

Maybe it's a course or product that could help you get it done in a reasonable amount of time but that would require you to actually commit to that one thing, FINISH it, and then EXECUTE. And sometimes we need to feel supported in holding ourselves to the fire.

The other thing that I see holding so many entrepreneurs back from actually doing their magic in the world is not being willing to make decisions.

Being unwilling to sit down, get real, and figure out who you are, how you truly want to serve, WHO you truly want to serve, and the offers and services that are going to make it a reality.

I see women fumbling around from one strategy to the next. Testing the waters with different ideas and courses. Polling their audience to see what they want from them. Instead of just DECIDING on the ultimate vision of their dream client and their dream vision of working with them.

They spend so much time chasing clients and chasing sales only to discover they don't even enjoy those clients or delivering on those services.

And I get it, not everyone's brain works the same way. It can be hard to sit down and figure out all the pieces and put them all together in a way that honors your soul and your passion for what you do.



But it's so important you do! Otherwise you sink into this mess of losing the purpose behind what you started your business for and instead ending up in a mess of tasks and the constant feeling you need to know more all while resenting the work you end up doing every day.

And if you're struggling to see the bigger picture for yourself then it's time to find the help you need to put that plan into place because every day that goes by without it is costing you and your business money.

*So here are the important questions you need to be asking yourself...*

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS

QUESTION 1 - Who do I really want to be serving in my business?

QUESTION 2 - Is what I'm doing on a daily basis attracting those people?

QUESTION 3 - Do my current offers serve those people?

QUESTION 4 - How do I truly love working/serving in my business?

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 5 - Do my current offers reflect that?

QUESTION 6 - What am I spending my time on in my business?

QUESTION 7 - What are the things I truly enjoy doing in my business?

QUESTION 8 - Do those two things align?

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 9 - What percentage of my time am I spending on activities that actually create income?

QUESTION 10 - Where am I expending time and energy on things in my business that don't actually align with the vision I have for my life and business?

QUESTION 11 - How can I outsource, eliminate, or reduce them?

QUESTION 12 - What are the true income generating and soul fulfilling activities in my business?



# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 13 - How much of my time and energy am I actually directing towards those?

QUESTION 14 - Where can I create systems, automations, or hire out the things that are taking my time and energy away from what's truly important to me and my business growth.

QUESTION 15 - What are the things that I do, or could be doing, that truly grow my business?

QUESTION 16 - Am I actually doing them? Why or why not?

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 17 - If you don't know what they are, is it time to get help to figure it out? (Spoiler alert! Of course it is because if you're not taking those actions, you're not growing your business!)

QUESTION 18 - What are all the things you are attempting to learn and implement in your business?

QUESTION 19 - What is the amount of time and money I am spending trying to figure all of it out?

QUESTION 20 - Does learning how to do all of these things myself actually directly benefit my clients and customers and my business?

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 21 - If learning all of these things doesn't actually serve me, my clients, or my business is trying to do it all myself really just taking me away from the real work I should be doing?

QUESTION 22 - Is it perhaps a form of self-sabotage keeping me from taking the real income generating actions in my business?

QUESTION 23 - Could I have just decided on and implemented one aligned path in my genius zone and hired out or eliminated the rest and have been 10X further ahead by now?

QUESTION 24 - How many different directions do I have my energy and attention spread between right now?

# 25 QUESTIONS TO HELP YOU STOP WASTING TIME & START MAKING MONEY IN YOUR BUSINESS CONT.

QUESTION 25 - Do I have strategies in place that allows me to focus the majority of my attention, time, and energy on the true income generating and fulfilling parts of my business?

WHAT HAVE THESE QUESTIONS MADE YOU REALIZE? WHAT CHANGES ARE YOU PREPARED TO MAKE?

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