



ROOTED
DRAWERS

WORKBOOK

|

How to start

**A WILDLY SUCCESSFUL
RESELLING BUSINESS
IN 2021**

ROOTEDINRESELLING.COM

INTRODUCTION

My name is Shelby - yes, like the car.

I know that diving into the online world can be quite intimidating, but it can also be rather rewarding.

There are so many steps to creating the most perfect platform
there has ever been known to man!

And I am here to support you!

In this workbook, I will first outline my own experience and I will then follow up with some space for you to fill in. With my digital guidance, you will basically write your own success plan, with goals, action steps and practicalities.

GOALS! LET'S DO THIS!

A few of my goals in starting a blog, or website I suppose, also is a reflection of how I want to live life more often. They are as follows:

1

Spend more time doing what you enjoy, what you love, and what you look forward to.

2

Make everything that you're doing in life, count for you, your family, and your closest people. (Everyone has their person!)

3

If something isn't making you happy, whether that be a job, a house, a friend, a family member even, exclude that part of your life.

- 4 Don't spend too much time focusing on the little things. While sometimes the little things in life is what makes it worthwhile, there can also be little things in life that you may put too much attention into, while not focusing on the bigger picture.
- 5 Be yourself, in all that you do. Whether that be going to the grocery store, taking your kids to the park, walking your dog, or spending time with your friends and family. This is one of those instances where the old "Fake it til you make it" will most definitely not work.
- 6 Stop trying. Start doing instead. Don't try harder. Don't try to start something, or finish something rather. Just do it, plain and simple.
- 7 Quit overthinking EVERYTHING. This is one I do, like a lot. The hubs gets super annoyed by it, too. I appreciate him more than anything though; he keeps me in check and sometimes we all need that.
- 8 Work harder. In all things. Let's bring it back YOLO style. While in some ways this can be applied incorrectly, I think it fits well for this instance. Don't waste time that you could be getting things done, or doing those extra five push ups, because only you can improve yourself and the way you live life.
- 9 Slow down. While it's true that you only live once, it's also true that most of us go way too fast in all that we do. We rush through life day in and day out, trying take to take on too many tasks, instead of mastering one first and then moving onto the next. Finish what you start and be great at it, instead of being just okay in everything else.
- 10 Be kind, but don't let others get to your head. Don't let friends or family make you feel bad, or that mean lady at the ticket line in front of you, either. I'm a firm believer in killing with kindness. It'll get you much further than being rude and putting someone down. Bonus: It makes you feel good to make others feel good! Maybe you're the one that's going to brighten that person's day. What's better than that?

Bonus Goal! You don't always have to "roll with the punches." Sometimes you gotta punch back. Metaphorically speaking, of course. Pick and choose which battles are worth fighting for, and which ones are just a waste of your time and breath.

GOALS! *Your turn*

These are your **KEY-VALUE GOALS**. Write broad overarching goals pertaining to your lifestyle and business values, in an affirmative form i.e. *"I have free time daily and my weekends are always for non-work". "I find calm in all the challenging business situations, focusing on all the lessons yielded."*

V1

V2

V3

These are your **SPECIFIC GOALS**. Write specific business goals, in an affirmative form i.e. *"My client/customer is my top priority. I treat them with grace and appreciation in all situations, and I am constructive in negotiating any conflict", "I establish my presence on three online platforms relevant for my niche by the end of Feb" or "I earn such and such amount of money by the second quarter of 2021"*. Make sure your goals are realistic. and revisit + revise them as you go.

S1

S2

S3

S4

S5

S6

S7

S8

Yearly Action Steps

HOW WILL YOU ACCOMPLISH YOUR GOALS?

These are your Yearly ACTION STEPS. Write how you plan on achieving your action steps by outlining key actions you need to take this year, i.e. "I will research my competitors' business models and implement the best practices", "I will create an account on Amazon and outsource the design of beautiful cover images", OR "I will design and order merchandise with my logo and get the products selling on my website". Make sure you are very specific with your action steps.

January

February

March

April

May

June

July

August

September

October

November

December