
THE 90 DAY ACTION PLANNER

MAKE GREAT THINGS HAPPEN

CO
LAB

**WELCOME
TO
CO.LAB**



**WHERE GREAT
THINGS HAPPEN**

Hi!

Eleonora & Lana here.

We are two creative entrepreneurs from different backgrounds who came together with a vision: supporting other entrepreneurs like us in building strategies, systems and structures to help them define success based on their life purpose, sustain their growth, thrive financially, and free time to focus on their authentic creative work.

Being an entrepreneur, a small business owner or a freelancer can be challenging, rewarding, amazing and terribly frustrating at the same time.

If you are even just a tiny bit like us, you are a very passionate person, you have hundreds of new ideas every day, you know how to hone your craft, and you are at your happiest when you are outside with your camera, or at your drawing board, writing on your journal, developing new concepts for your clients, or inventing new ways in which you will support them in their life and work.

Creative entrepreneurs come in a very wide, interesting range: photographers, designers, artists, filmmakers, writers, architects, crafters, chefs, trainers, coaches, developers, actors, dancers, yoga teachers...

Anyone who creates and share with the world their ideas through services or products are creative entrepreneurs. But to deal with the challenges of inventing your own reality and make it happen, creatives need tools, training and community.

That's why you have now in your hands the bootcamp version of our method to support creatives to go from idea into action: *The 90 Day Action Planner!*

We hope you will enjoy the journey that will bring you from discovering your life purpose (what we call your compass) to make your vision come true step by step.

Welcome to Co.LAB, where great things happen!

Eleonora & Lana
Co.LAB co-founders



WELCOME TO CO.LAB

Co.LAB is an online business learning platform and community for creative entrepreneurs to connect, share, grow and thrive doing what they love.

Co.LAB stands for: Community, Collaborate, Connect, Cooperate, Coordinate, Co-exist, Co-work, Co-create... As you can see, it is very important for us to build and sustain a community that can provide you with practical information, emotional support and opportunities to connect and create together.

It is also a laboratory where experiments take place in a safe, supporting environment, where knowledge is exchanged and new connections are made:
A place where great things happen!

We based our concept on a – quite depressing – reality check: Roughly 20% of new businesses survive past their first year of operation. Around half of all businesses no longer exist after five years and only one-third make it past their 10th anniversary.

For those, who do get ahead, they find themselves stuck in a plateau and don't know how they can scale their business. They also find it difficult to be doing all the things in their business on their own. Oftentimes, they find entrepreneurship lonely, frustrating and de-motivating.

Co.LAB aims to dispel the false myth of the “starving artist” (or “starving creative entrepreneur”) by making sure everybody has the tools, training and community they need to thrive in their business, support themselves and their families by doing what they love, and make their impact in the world.

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We know it is possible to thrive, not starve, by using your creative talents. We believe you have a vision and it is important to share it with the world: It is unique, it is powerful, and if you don't find a way to express it, it will be lost. We support you in fulfilling your own, very personal definition of success.

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We are also aware that creative minds are quite unique and they often like to learn things in a fun, engaging way, following their own schedule and their specific needs, instead of getting information in a pre-packaged way. But at the same time, they need some structure and a good plan to bring their ideas to life.

We worked hard to put together all these needs and design our trainings and tools especially for highly creative minds!

Co.LAB supports creative entrepreneurs by providing strategy, systems and structure to help them define success based on their life purpose, generate financial stability and free their time to focus on their authentic creative work.

NOTHING

WILL WORK

UNLESS

YOU DO.

— MAYA ANGELOU —

YOUR LIFE PURPOSE

Our life purpose is the engine that moves us day to day. It is our compass in aligning our actions with our deeply held values and needs. It is not focused on one outcome alone, rather it is the act of constantly matching our outer lives with the vision we have of ourselves.

What is your life purpose about? You can call it in many ways: your life philosophy, your ultimate goal, your higher end vision. It is the answer to questions like “What is your passion?” or “What do you want to get out of life?”.

We will always have many different goals in our personal and professional life. Sometimes they will be aligned, sometimes they will be in competition and will create tension (think about the very common conflict between family and career). Those goals, if not supported by a deeper understanding of our purpose, can be scattered and not coherent, leading to less successful outcomes and a lot of pain.

Our everyday lower-end goals are represented by the never-ending list of chores and tasks we all have to deal with. But each of those mini-goals actually serves a bigger purpose. For example, you have “Buy groceries” on your to-do list. But this little goal is not an end in itself: You need to go to the store and buy food, because you want to cook dinner for you family, and this serves your higher purpose to create a good moment for your family to be together and eat a home-cooked meal, than in the end brings you to your life purpose: Being a good parent/partner.

The same principle applies to our work, hobbies, passion projects. If we can identify the core purpose of what we do and why we do it, we can easily align our actions to go in that direction: Our life purpose acts as a compass to help us navigate our choices and create a map of our goals and intentions.

How to find your life purpose? We believe that our life purpose is formed by



Potential includes what you are good at, what others say you contribute, what you assess as your zone of genius.

Passion is what makes you wake up in the morning giddy and excited, what makes you feel alive and your heart race with excitement and joy.

Perseverance is what you have constantly held on to, what you have continued doing and will continue to do, what you can spend most of your time engaged in. These are experiences that great focus and conviction are at play.

YOUR LIFE PURPOSE

Take some quiet time to reflect on what is your potential, your passion and what makes you persevere. If you are not sure, don't worry, the exercises in the following pages will help you be more specific.



POTENTIAL

Recall one occasion when you did something you are very good at.

Where were you?

What were you doing?

Who was around you?

What was your impact on them?



PASSION

Think of a moment when you felt alive, energized, connected and full of joy.

Where were you?

What were you doing?

Who was around you?

What was your impact on them?



PERSEVERANCE

Look back to a specific time in your life when you have persevered.

Where were you?

What were you doing?

Who was around you?

What was your impact on them?

YOUR LIFE PURPOSE

Make your values clear. Be specific about what is important for you, what makes you stand out, what do other people tell you as feedback for what you do. Encircle 10 values from this list that represent that. From the 10, choose 3 values that resonate the most.

MY VALUES

acceptance	curiosity	insight	plant life	skill
accomplishment	dependability	intelligence	pleasantness	sobriety
achievement	discovery	intensity	politeness	socialization
adventure	education	intuition	power	social welfare
affection	efficiency	kindness	practicality	solitude
alertness	energy	knowledge	pride	speed
ambition	entertainment	leadership	productivity	spirituality
amusement	enthusiasm	learning	promptness	sports
animal life	escape	life	punctuality	stability
approval	excitement	logic	quiet	status
attention	exercise	love	recognition	strength
attractiveness	exploration	loyalty	relationships	surprise
authenticity	fame	masculinity	relevance	talent
beauty	family	mastery	relaxation	tangibility
belonging	femininity	mechanics	reliability	taste
boldness	fitting in	men	religion	thoughtfulness
calmness	food	mental health	respect	thrift
carefulness	forgiveness	modesty	responsibility	thrill
caring	frankness	morality	risking	tidiness
caution	freedom	nature	roots	tolerance
challenge	freshness	neatness	safety	travel
cheerfulness	friendship	nonconformity	security	trust
children	generosity	observance	self-assurance	truth
cleverness	genuineness	order	self-confidence	trustworthiness
communication	growth	originality	self-esteem	understanding
companionship	happiness	outgoing	self-expression	unselfishness
competence	hard work	outdoors	self-growth	variety
competition	health	patience	self-reliance	vitality
completion	helpfulness	patriotism	sensibility	warmth
confidence	history	peace	sentimentality	wisdom
conformity	honesty	people	serenity	wittiness
contributing	humor	perfection	seriousness	women
control	idealism	persistence	service	work
cooperation	imagination	persuasiveness	sex	
courtesy	independence	physical ability	sharing	
creativity	inquisitiveness	physical exercise	sincerity	

YOUR LIFE PURPOSE

Write down your three most important values. Reflect on why those values are significant for you and what they represents, and where do you see them alive in your personal and business life. You can also add aspirational values: These are values that you see your life reflecting and evolving into in the future.

MY THREE CORE VALUES ARE:

<p>1.</p> <p><i>What I believe in about this value is</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><i>I see, hear, feel this value in my life through</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>2.</p> <p><i>What I believe in about this value is</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><i>I see, hear, feel this value in my life through</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>3.</p> <p><i>What I believe in about this value is</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><i>I see, hear, feel this value in my life through</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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MY ASPIRATIONAL VALUES ARE:

<p><i>I see my personal and work life reflecting those values in the future:</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p><i>And I will take these actions to make this happen:</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

YOUR LIFE PURPOSE

We are not only moved by our values, but also by our needs. Reflect on what needs you want to see fulfilled in your life. Encircle as many as you want, then choose the main three and write them down.

MY NEEDS

AUTONOMY

- choice
- freedom
- independence
- space
- spontaneity
- sustainability

COMMUNITY

- belonging
- cooperation
- fellowship
- harmony
- inclusion
- interdependence
- mutuality
- reciprocity
- solidarity
- support
- trust

**CREATIVITY/
PLAY**

- adventure
- discovery
- fun
- humor
- inspiration
- joy
- movement
- spontaneity

HONESTY

- authenticity
- integrity
- presence

PEACE

- beauty
- comfort
- communion
- ease
- equality
- groundedness
- harmony
- inspiration

CELEBRATION

- celebration of life and dreams fulfilled
- mourning/celebrating losses
- beauty

CONNECTION

- acceptance
- affection
- appreciation
- belonging
- cooperation
- communication
- closeness
- community
- companionship

- compassion
- consideration

- consistency
- empathy
- inclusion
- intimacy
- love
- mutuality
- nurturing
- respect/self-respect
- safety
- security
- stability
- support

- to know and be known
- to see and be seen
- to understand and be understood
- trust
- warmth

MEANING

- aliveness
- awareness
- celebration of life
- challenge
- clarity
- competence
- consciousness
- contribution
- creativity

- discovery
- efficacy
- effectiveness
- growth
- hope
- learning
- mourning
- participation
- purpose
- self-expression
- stimulation
- to matter
- understanding

**PHYSICAL
WELL-BEING**

- air
- food
- movement/exercise
- rest/sleep
- sexual expression
- safety
- shelter
- touch
- water

ORDER

- clarity
- focus
- information
- structure

Choose your main three core needs and write them here:

YOUR LIFE PURPOSE

Make a list of at least 20 business goals. See if some of those goals are connected to higher level goals. Then circle the most important 5 and write down how those goals connect to your values and needs.

MY BUSINESS GOALS

<i>Goals</i>	<i>This goal is connected to</i>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

Fill in the blanks:

My business goals: _____, _____,
_____, _____, _____,
fulfill my needs for _____, _____, _____,
are aligned with my values of _____, _____,
_____ *and will help me in* _____

YOUR LIFE PURPOSE

As for your business goals, make a list of at least 20 personal goals. See if some of those goals are connected to higher level goals. Circle the most important 5 and write down how those goals connect to your values and needs. Do they differ from your business goals? How?

MY PERSONAL GOALS

Goals	This goal is connected to
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

Fill in the blanks:

My personal goals: _____ , _____ ,

fulfill my needs for _____ , _____ , _____ ,
are aligned with my values of _____ , _____ ,
_____ *and will help me in* _____

YOUR LIFE PURPOSE

Now you are going to put all your findings together to form your **life purpose statement**. Remember: This is a continuous exploration, so it could be that you will be refining your life purpose over time until you think it is really “it”.

MY POTENTIAL, PASSION AND PERSEVERANCE



I am very good at _____



I am passionate about _____



I am more likely to persevere when _____

MY VALUES

My three core values are:

MY NEEDS

My three core needs are:

MY LIFE PURPOSE

My life purpose is to

(what you want to contribute in or explore in life)

for

(who you want to do it for)

so that

(why this is important for you)

THANKS FOR DOWNLOADING THIS SAMPLE OF THE 90 DAY ACTION PLANNER!

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*We hope you found it interesting and useful.
The complete planner is a real crash course in productivity and
will keep you on track in reaching your goals and thriving in
your creative business.*
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From October 30, 2017,
you can order your copy of the planner here:
[https://www.kickstarter.com/projects/actionplanner/
the-90-day-action-planner-make-great-things-happen](https://www.kickstarter.com/projects/actionplanner/the-90-day-action-planner-make-great-things-happen)





THE 90 DAY ACTION PLANNER

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