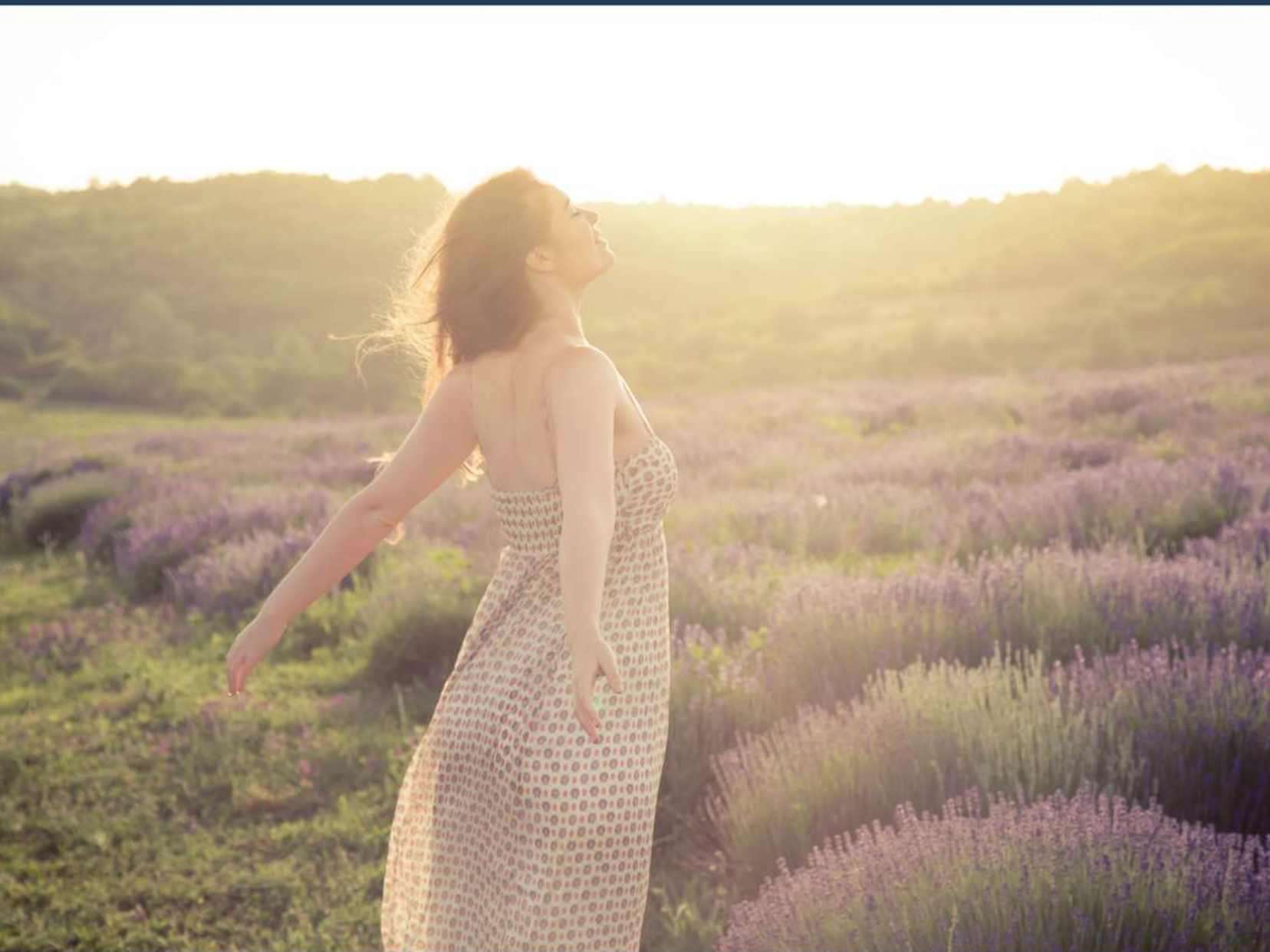


PERMISSION TO BEGIN AGAIN

A GUIDE FOR THE OVERWHELMED DREAMER

BY PAM LAUZON



"I find this book wonderful. I am enjoying going through it at my own pace. It is making me think about what I want & how to do it without compromising. Well written."

-Amazon Review



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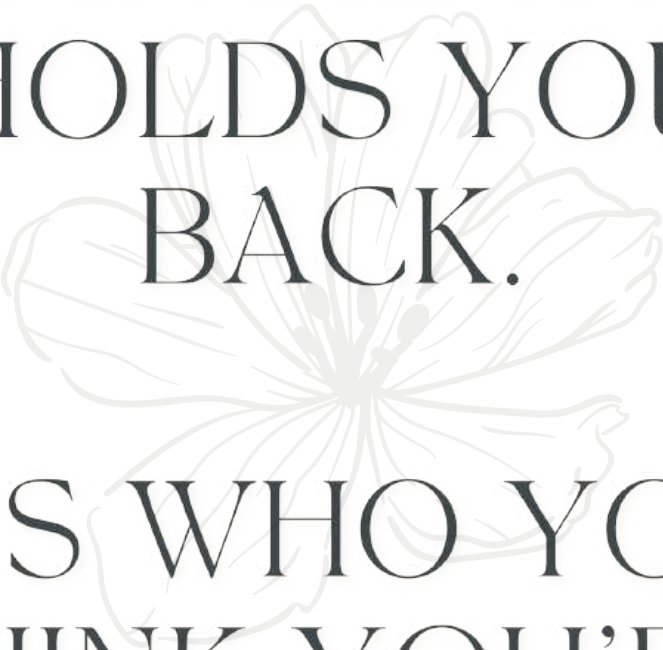
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IT'S NOT WHO
YOU ARE THAT
HOLDS YOU
BACK.



IT'S WHO YOU
THINK YOU'RE
NOT.

- DENIS WAITLEY



Welcome

Long years of attempting to grow your business, find your purpose and create the life you want for yourself and your family have left you feeling worn out, burned out, discouraged and frustrated. Your confidence is not what it once was.

What if you don't have what it takes?

Have you wasted all this time?

You're in the right place! This workbook is designed to help you get to the root of what is holding you back, discover more about yourself and create an exciting plan full of action steps you can start today.

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THE WORK FROM HOME DREAM

When my daughter was born I was faced with the dilemma of putting her in daycare or staying home full-time. It was a really difficult decision because I wanted to be home with her and I wanted to earn an income. What frustrated me most, was that I couldn't see any way to have both.

I took an online course on blogging and learned so much but still felt stuck because I didn't feel like I had anything to blog about.

By the time my son came along we had a pile of debt and two kids who had mysterious health issues. We needed more money but we also needed our kids to have better care.

I had already tried an MLM selling spices and determined it wasn't for me.

My next brilliant idea was offering daycare to local families so I could be home with my kids. Although this solved one problem it created another. I had post partum depression, panic attacks and insomnia and childcare was not a field I was passionate about.

During this time I started dabbling in a new MLM. This time with more caution and suspicion because I didn't want to be "that sales lady" to all my friends. However, it was through this company that I started attending business trainings.

I learned about strategy, marketing, and social media. To get ahead, I took courses on graphic design, web design, email marketing, Instagram and more. I saw this business as my trade and I needed to develop my skills.



Pretty soon I had a large team I was leading and coaching. Seeing them succeed was very rewarding and for a time we really saw no end in sight to our growth.

Then came the pandemic and we did a great job at pivoting to more online business, offering trainings and support to our people so they could keep growing. However, as time went by and the pandemic just kept going, we started to notice that fatigue was setting in.

People were burned out. They were tired. Their passion was dimmed and their ambitions had faded.

In this business it's important to know what you want because if you don't, you won't go after it. I think we had all lost sight of what we wanted or we no longer wanted the same things.

It was time for a new approach. In my personal journey I was learning so much about multiple streams of income, affiliate marketing,

effective branding and copywriting.

How could I use this to help others who are feeling lost and discouraged. Who no longer want to build a business on party sales?

The solution for me was getting very clear about what I value, what my talents and interests are, and creating a business based on service, no matter what that looked like. If my MLM fit into that as one stream of income, then great, but if not, I am more focused on my purpose and less focused on one particular company.

As a full-time web designer, course creator and digital market, I have put together all the things I have learned over the years to help you work through this process. Get to the root of your limiting beliefs, discover where you are holding yourself back and why. Have an honest conversation with yourself and discover your passion.

Create a business that is meaningful to you, serve others and watch your whole perspective shift!



The Journey

- 01 LIMITING BELIEFS
- 02 THE VICTIM CARD
- 03 LIVING IN POVERTY
- 04 KNOW THYSELF
- 05 WHO CAN YOU SERVE?
- 06 MINDMAP
- 07 WHAT IS YOUR GOAL
- 08 CREATE YOUR PLAN
- 09 VISION
- 10 PUT IT TOGETHER

To get the best results from this workbook, do the steps in order, complete each one and DO NOT start this book unless you are committed to finishing it!



01

LIMITING BELIEFS

When I first started my business, I had no money. I couldn't buy the training and resources I needed to succeed. I didn't have the skills. I had kids and debt and a job to juggle. I was living in my parents basement so having meetings or zoom calls was nearly impossible. I had just moved and didn't have very many connections.

My mental health was up and down and my energy levels were low. I was overwhelmed all the time because I needed more money but it didn't feel like I was able to create the life I wanted. How did so many other people seem to be making it happen for themselves?

Why couldn't I be like them?

A woman with long blonde hair tied in a bun is sitting at a white table. She is wearing a black long-sleeved shirt and blue jeans. Her head is resting on her right hand, and she is looking down. On the table in front of her is a white ceramic cup of coffee on a matching saucer. She is also wearing a white watch on her left wrist. The background is a plain, light-colored wall.

01 Why don't you have the life you want?

This image shows a blank sheet of white paper with horizontal ruling lines. A vertical green margin line runs down the left side of the page. The paper is otherwise empty of any text or markings.



02 Has there ever been a time in your life where you have felt the same way?
Describe that scenario below:

Can you see any similarities between that memory and the place you find yourself now?

03 Set a timer on your phone or watch for 60 seconds. Complete the drawing below:



04 Are you confused as to why I would have you do that?
How did you approach the previous page?
Did you complete it?
Did you follow the rules?
Did you stress over it or feel angry?
What thoughts went through your head? How did you behave? Make some observations below:



A close-up photograph of a young woman with light brown hair tied back in a ponytail. She is wearing a white t-shirt. Her face is partially obscured by her hands, which are pressed against her forehead and cheeks. Her eyes are closed, and her expression suggests she is experiencing emotional distress, stress, or sadness. The background is a plain, light-colored wall. The lighting is soft and natural, highlighting the texture of her skin and hair.

05

What observations did you make about yourself during the rabbit exercise?

Think back in your life, have you felt or behaved that way before? When?

Write some examples below:


This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

06 We are looking for patterns.

Look at your answers from the first few questions, do you see any patterns in your life? Are there certain scenarios that bring up negative emotions in you? Do you tend to over analyze? Give up before you finish? Stall and never even start? Decide it's stupid instead of trying? Be honest with yourself, the deeper you go and the more honest you are, the better your results:




07 If you notice patterns where your own behaviour or reactions to things have been an issue for you, can you write out statements that sum up those issues? For example, "I am scared to fail" "I am too worried about what other's think" "I feel stupid all the time" "I can't make decisions"



08 Now rewrite those statements from question 7, but write the opposite and write it in the present tense. For example, if you wrote "I can't make decisions" you would rewrite it as "I am decisive".

09 Choose one of those statements and say it out loud to yourself, how did it feel when you said that? Where in your body did you feel it if at all?

This is not a statement that you believe about yourself, so speaking it out loud tends to cause a physical/emotional reaction in our bodies. For example, If I spoke out loud "I am confident" some part of me says "no you're not, don't lie." The emotion I feel is anger and I feel it in my chest.



NOTE: Our emotions have an impact on our physical health. In the previous exercise, you may have noticed that you feel certain negative emotions in certain parts of your body. For example, stress or anxiety could be felt in your heart, your back etc. If you noticed something like this, do you have any ongoing health issues or symptoms connected to that part of your body? Sometimes addressing the emotions can help you with those physical issues.

***Food for thought.*

10 Please turn to SECTION 10 and fill in the statements from question 9 into the AFFIRMATIONS SECTION. You will need to download the template from the resources section.

These are statements that I encourage you to read out loud each day until you no longer feel that negative emotion.

***If you use essential oils, apply emotionally supportive oils to the part of the body associated with that feeling as you do this.*

WHETHER YOU THINK
YOU CAN, OR YOU
THINK YOU CAN'T,
YOU'RE RIGHT.

- Henry Ford



THE POWER OF WORDS

I bet you can easily pull up a memory of a time when someone cut you down with their words. I heard it said once that we need 5 positive and encouraging memories to override every negative memory. Why do we hold onto those hurtful words so much more easily than the uplifting ones?

Jessica was a teenage girl when I met her. She was about 14 at the time and during her high school years she really struggled with self esteem and confidence. I could tell she wanted to do more and be more, but she was so scared of what others would think.

I wasn't sure how to help her but I had the idea to consistently speak encouragement to her. I started calling her "brave" and referring to her as "the brave one" or "that brave girl". So much so that she would act annoyed

but I could tell she didn't want me to stop. She just didn't believe that for herself yet but she wanted to.

This went on for a few years and one day I heard her refer to herself as "brave". She actually said "I'm brave." I started seeing her speak in front of others, lead other girls, and even though she still felt unsure, she was willing to face those fears.

It was a powerful lesson for me because I really didn't know at that time how impactful my words could be. Witnessing that transformation in someone else was amazing.

If our words can impact others, why don't we use them more? And what would happen if we spoke life to ourselves as well?

TALK TO
YOURSELF LIKE
SOMEONE
YOU'RE
RESPONSIBLE
FOR
ENCOURAGING.



THE VICTIM CARD

02

Disclaimer: In life there are real victims. People who have been hurt or abused or traumatized by another individual. This section is not about placing blame. The blame will always lie with the person who hurt you. The purpose of this section is to help you see that you are not stuck.






WHAT'S YOUR VICTIM STORY?

This might be triggering for you if you have real trauma in your life. If that's you, just know that you are not required to dig that stuff up to complete this workbook. If you have a counselor, I encourage you to do that with them or with a trusted friend.

What I mean by victim story, is the type of story we all have. Everyone plays the victim card from time to time.

Can you think of a time when you felt that life was not fair? Where you felt that someone else was picking on you? Or someone else was getting all their dreams handed to them and you have nothing?

In this section I want you to really be honest with yourself and remember those times when you complained that it wasn't your fault, it just isn't fair.



01 Start by choosing one memory when you were a victim. Maybe it was kids teasing you in school, a sibling picking on you, or something more recent.

Now rewrite your memory but you can only list choices YOU made. Nothing else.

This exercise can be a bit painful because it feels like we are taking the blame away from the perpetrator. It is important to remember that this is not about blame. You are not to blame for another person's choices. However, you are RESPONSIBLE for your own. And if you have choices, you are no longer a victim.



Our victim stories can become a part of our identity. We can get used to leaning on them and shifting the responsibility to the people and circumstances in our life.

Let's be *REALLY CLEAR* - If someone was unfair or hurtful to you, that was in the past. What they did was their fault, but how you choose to behave every moment after that is **YOUR RESPONSIBILITY**. Your choice.

Imagine, a man walks up to you, points a gun at your head and says "give me your wallet or I'll shoot."

You will probably hand over your wallet and say "I had no choice."

Actually you did. You could have chosen to die for your wallet. You always have a choice how you respond. Own your choices. Not to punish yourself but to empower yourself.

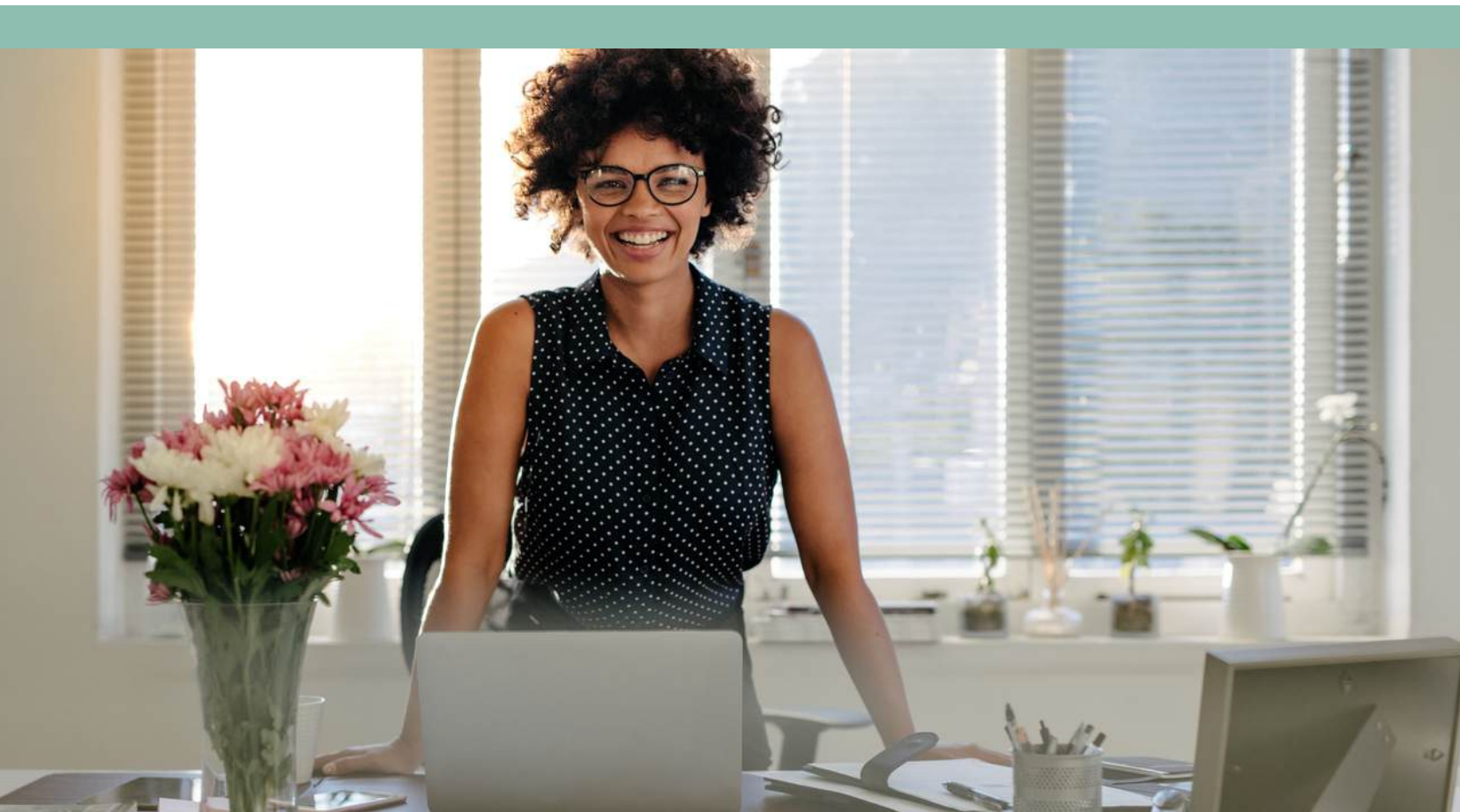
If you handed over your wallet, it's because you chose to. You do not have to live as a victim from that point on. You are free.

[illegible][illegible]



Write a memory where you felt like the victim.

Now rewrite your memory but you can only list choices YOU made. Nothing else.

[illegible]

Before we dive into section three, take some time to reflect on the choices you are making in your life and the patterns you have noticed. What new choices can you make going forward? What areas are you getting sidetracked in?



LOOK AT THE OUTCOME

Someone once told me "the outcome reveals your true intention." At first I wasn't sure what I thought about that. It sounds like if something happens, it's because that's what I really wanted to happen.

That obviously doesn't work in every situation. If I got in a car crash because someone else was drinking and driving, does that mean that I wanted to be a car crash? I don't think so.

However, it does apply to my business. I used to host classes in my home for people on a regular basis as part of my business. Oftentimes I would have no-shows and the class would be cancelled. I would even complain that nobody was coming.

But if the outcome reveals my true intention, then I needed to be honest

with myself. Did I really want people to come? I was feeling pretty tired and watching TV was definitely far more appealing. Did I make every effort to make sure people came? Did I call them and invite them personally? Did I send out reminders? Did I follow up after the class? Nope.

Sometimes we choose our success and sometimes we don't. Instead, we say we really want our business to grow and complain that it isn't when in reality, we aren't actually doing the things that make our business grow.

It's a hard pill to swallow. Look at the outcomes in your business and ask yourself if you are actually choosing your success, or if you are choosing something else instead.



03

POVERTY MENTALITY

I don't have enough money.
I never went to university.
I don't have many friends.
I don't get the same opportunities that others seem to get.

Have you ever told someone what you lack? Have you ever looked at your life and thought you didn't have enough?

Did you ever think of poverty as a state of mind?

Some people have more money than others. However, I am not talking about money, I'm talking about poverty.

The mindset that focuses on what you DON'T HAVE. People who are in poverty mindset can win the lottery and a year later will be in debt. It doesn't matter how much money you throw at these people, it won't change their poverty thinking.



Name what you lack, what you don't have enough of, what you wish you had more of:

Reframe it and state something you are grateful for.

Ex: I don't have enough money becomes I'm grateful for the job I have.

Go to SECTION EIGHT and add Daily Gratitude to your daily tasks list.



CULTIVATE GRATITUDE

A printable PDF version of this page can be found in the resources section at the back of the book.



REAL TALK

I work with Young Living Brand Partners every single day. I hop on Zoom calls to coach them, help them get clarity, build their websites, set up funnels, automate their systems—you name it. And here's something I've noticed that I need to be honest about: YL people ghost me more than anyone else.

It's true. Non-YL clients usually show up, ready to go. But with Young Living folks? A lot of no-shows. Canceled meetings. Missed deadlines. Long delays when it's time to launch. And I'm not saying this to shame anyone. I'm saying it because it's a pattern—and it tells me something deeper.

YL Brand Partners often want more income. They want change. They want to grow. But many haven't yet made the decision to take personal responsibility for that success. They haven't fully chosen to treat this like a real business. And so, when things get real—like launching a website or showing up for a coaching session—they back out.

Because launching makes it real. Then you actually have to take action. And that can be scary.

If this hits home, I want you to know—you're not broken. But it is time to have a heart-to-heart with yourself. Acknowledge the choices you've made so far. Give yourself grace for the delays and the detours. And then decide what's next.

You might decide not to grow YL—and that's okay. You're allowed to walk away.

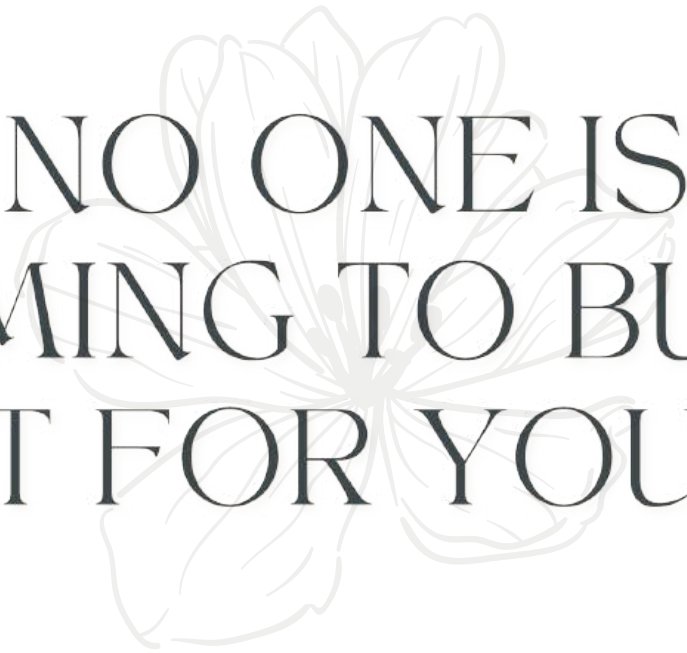
You're also allowed to grow slow. Or wait and come back when you're ready.

And you are 100% allowed to go all in—right now.

But whatever you choose, own it.

Success starts with a decision. And only you can make it.

NO ONE IS
COMING TO BUILD
IT FOR YOU.





04

KNOW THYSELF

The first three sections have really focused on the issues with your beliefs, mindset and choices and how they have led to your current situation.

Now moving forward we want to focus on the positive and what you can now create by shifting your perspective and making new choices.

You have already done a lot of digging and self reflection, now we want to

look at the amazing, unique, beautiful and gifted person that you are.

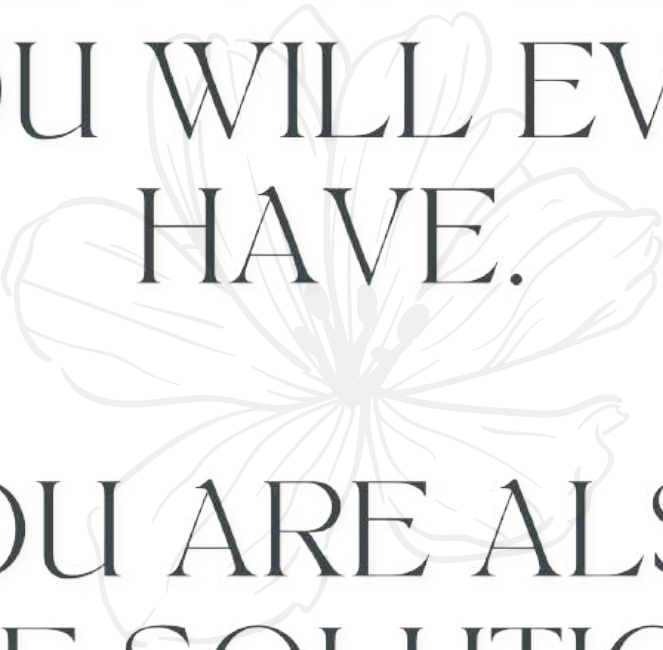
You were created for a purpose.

A purpose that is unique to you!

Has anyone ever told you how awesome you are?

If not, I hope the rest of this book is a huge encouragement to you!

YOU ARE THE
ONLY PROBLEM
YOU WILL EVER
HAVE.



YOU ARE ALSO
THE SOLUTION.

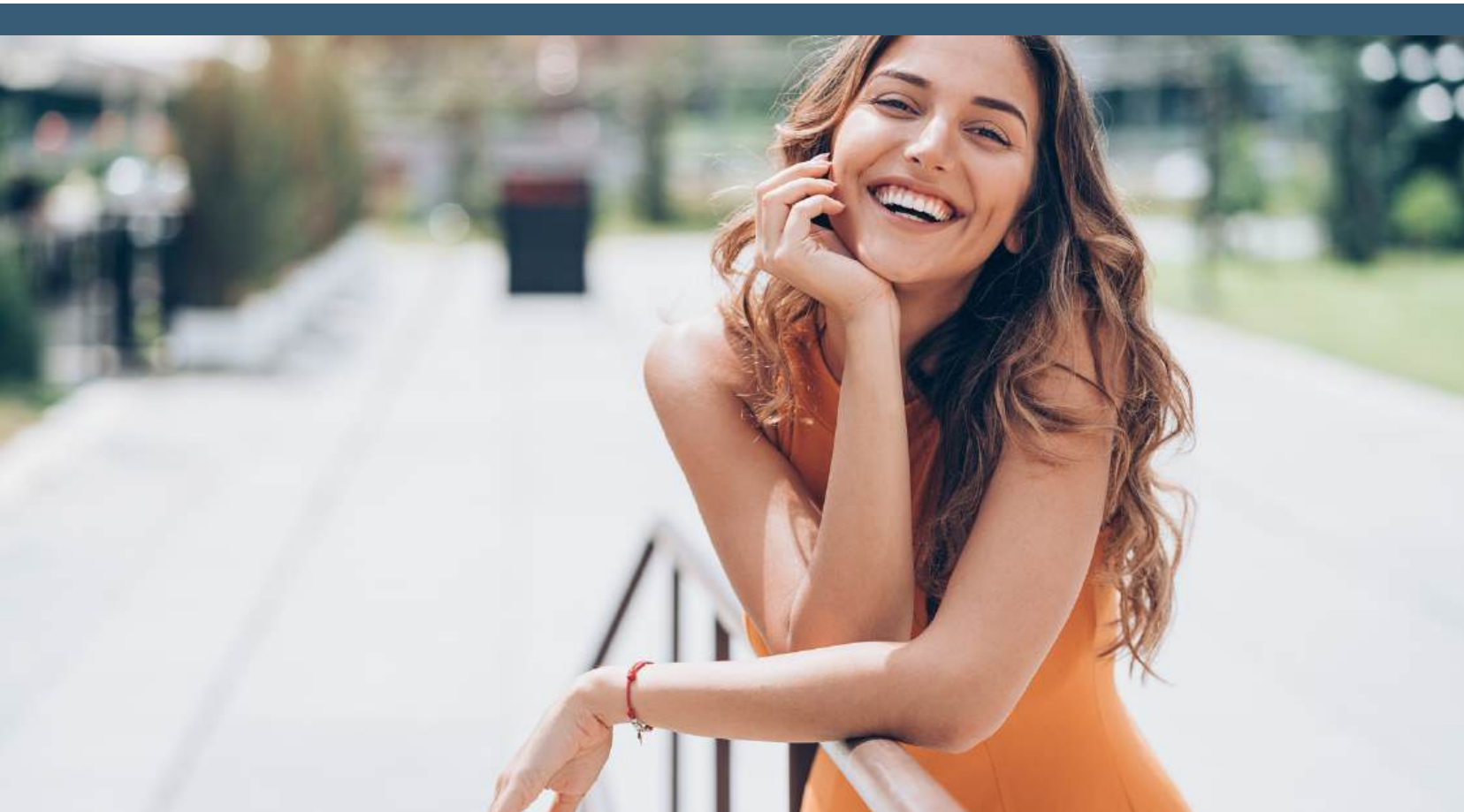
01 In the resources section you will find links to a few personality assessments. You don't have to take all of them but I wanted to give you some options in case you've done some of these before. I want you to look for words that describe you as a person.

What rings true from these assessments? Ask a partner or close friend what they think of your results. Just because a test says something doesn't make it true. You don't have to own those results, but just consider them.

COLOUR PERSONALITY TEST

MYERS BRIGGS

ENNEAGRAM





I AM...



02 Post on social or ask your friends to describe you in one word, what did they say? (only write positive traits down)

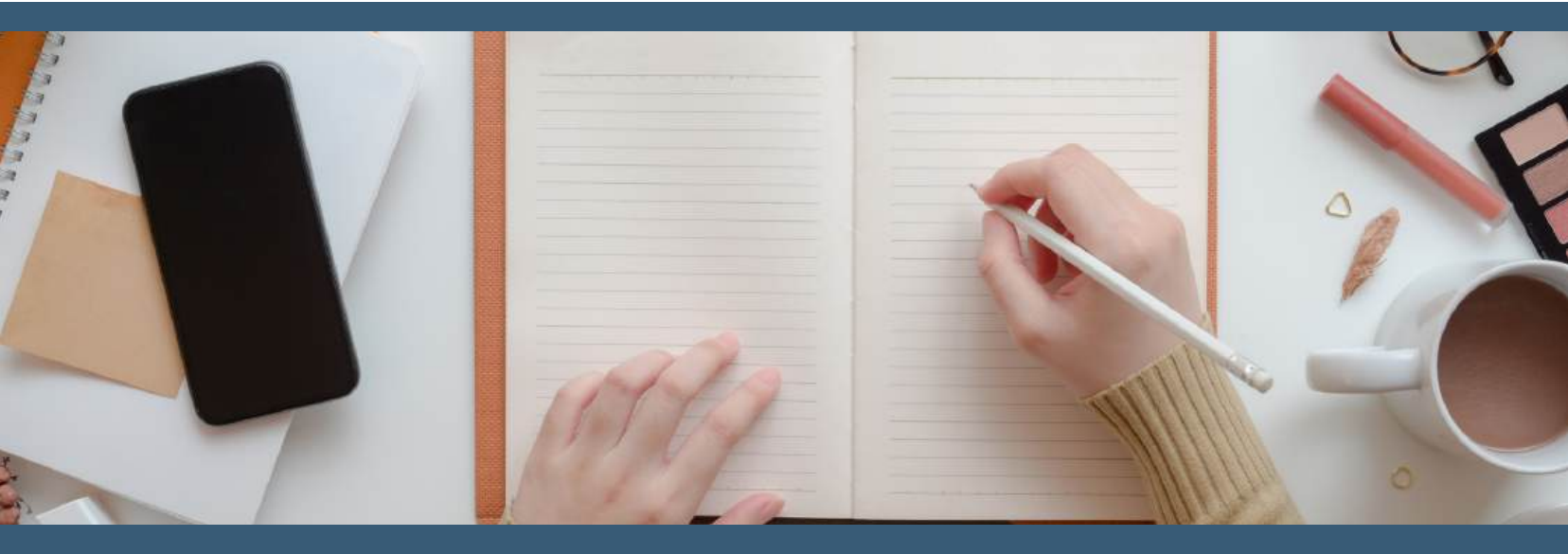
Which of the words above feels the hardest to accept about yourself?

Is it possible that if someone saw that trait in you, it might be there? What do you think about that?

During this exercise, if you found that anyone spoke hurtful words to you, this might be someone you want to unfollow on social, spend less time with or establish more healthy boundaries with.

Surround yourself with people who lift you up and support you.

03 What are you good at? What are your strengths and talents?



04 What are you passionate about? What could you speak for 20 minutes on with no prep time, right now? What gets you worked up or excited?

04 What are your top 5 values? Circle ones that stand out from the list below and feel free to add to it as well.

Acceptance	Challenge	Courtesy	Ethical	Gratitude
Accomplishment	Charity	Creation	Excellence	Greatness
Accountability	Cleanliness	Creativity	Experience	Growth
Accuracy	Clear	Credibility	Exploration	Happiness
Achievement	Clever	Curiosity	Expressive	Hard work
Adaptability	Comfort	Decisive	Fairness	Harmony
Alertness	Commitment	Decisiveness	Family	Health
Altruism	Common sense	Dedication	Famous	Honesty
Ambition	Communication	Dependability	Fearless	Honor
Amusement	Community	Determination	Feelings	Hope
Assertiveness	Compassion	Devotion	Ferocious	Humility
Attentive	Competence	Dignity	Fidelity	Humor
Awareness	Concentration	Discipline	Focus	Imagination
Balance	Confidence	Discovery	Foresight	Improvement
Beauty	Connection	Drive	Fortitude	Independence
Boldness	Consciousness	Effectiveness	Freedom	Individuality
Bravery	Consistency	Efficiency	Friendship	Innovation
Brilliance	Contentment	Empathy	Fun	Inquisitive
Calm	Contribution	Empower	Generosity	Insightful
Candor	Control	Endurance	Genius	Inspiring
Capable	Conviction	Enjoyment	Giving	Integrity
Careful	Cooperation	Enthusiasm	Goodness	Intelligence
Certainty	Courage	Equality	Grace	Intensity

Intuitive	Quality	Stability
Joy	Realistic	Status
Justice	Reason	Stewardship
Kindness	Recognition	Strength
Knowledge	Recreation	Structure
Lawful	Reflective	Success
Leadership	Respect	Support
Learning	Responsibility	Surprise
Liberty	Restraint	Sustainability
Logic	Results-oriented	Talent
Love	Reverence	Temperance
Loyalty	Rigor	Thankful
MasteryMaturity	Risk	Thorough
Meaning	Satisfaction	Thoughtful
Moderation	Security	Timeliness
Motivation	Self-reliance	Tolerance
Openness	Selfless	Toughness
Optimism	Sensitivity	Traditional
Order	Serenity	Tranquility
Organization	Service	Transparency
Originality	Sharing	Trust
Passion	Significance	Trustworthy
Patience	Silence	Truth
Peace	Simplicity	Understanding
Persistence	Sincerity	Uniqueness
Playfulness	Skill	Unity
Poise	Skillfulness	Valor
PowerPresent	Smart	Victory
Productivity	Solitude	Vigor
Professionalism	Spirit	Welcoming
Prosperity	Spontaneous	Winning
		Wisdom
		Wonder



05 Identify your WHY.

What would you do with an extra \$1000 a month?

What would you do with an extra \$5000 a month?

What would you do if all your debt was paid off, you had retirement savings, your kids were set, your parents and other family are set, what then?

Would you travel? Check off items from your bucket list?

Let's assume you've done those things, now what?

You have no limits, no obligations, what do you choose?

Is there a cause you want to contribute to? Is there an organization you want to found? Are there people you want to help?

On the next page I want you to write descriptively of what your big dream is. Paint a clear picture of the life you really want.

You want more from this life than just paying off debt, so look past your current situation and really let your imagination go wild.



MY WHY



YOUR STATEMENT

On the lines above, I want you to write a statement that sums up all your answers for this section. Write out who you are, what you are passionate about and what you dream is.

For example: *"I'm a generous, creative, fun loving mom who loves sports and dogs and is passionate about helping women battling with depression. My dream is to become a counsellor and create a safe, empowering program aimed at single moms."*

Make it your own.

Go to SECTION TEN and fill in your statement.



YOU ARE THE BRAND

One of the best things you can do for your business—and your peace of mind—is to stop trying to be like everyone else. You don't need to copy what that successful leader is doing or mimic every trending reel. The truth is, your greatest strength in this business is YOU. Your personality, your story, your quirks, your passions... that's your magic. That's your brand.

You were never meant to blend in. You were meant to stand out—and not in a flashy, performative way. I mean in a real, human, authentic way. People are craving connection. They're looking for someone who feels approachable, trustworthy, and genuine. So don't be afraid to show up as that person.

Are you goofy and lighthearted? Great—make people smile. Are you thoughtful and introverted? Beautiful—lean into your calm energy. Are you passionate about wellness because of your own health journey? Share that.

Your personal brand isn't about creating a fancy logo or choosing the perfect color palette (although those things can be fun!). It's about showing up consistently with your unique flavour—how you speak, what you care about, how you help others, and why you started. People don't join Young Living; they join you. Your brand gives them a reason to trust you, follow you, and connect with your message.

So take a breath, tune out the noise, and ask yourself: Who am I here to help? What do I want to be known for? How can I show up in a way that feels like me?

Start there. Keep showing up. Keep refining. You don't have to be like everyone else—you just have to be you, on purpose.

That's branding. That's leadership. That's your edge.

PERSEVERANCE
ISN'T LOUD.

IT'S CHOOSING TO
TRY AGAIN—
QUIETLY,
CONSISTENTLY.



05

WHO CAN YOU SERVE?

Have you heard of imposter syndrome? It's that feeling you get when you're about to start something new. That voice that says "who do you think you are? You're not qualified to do this. These people aren't going to listen to you."

Have you heard that voice before?

You might not be qualified to diagnose a disease (if you're not a doctor) and you might not be qualified to fix my car (if you're not a mechanic) but if you have overcome something, if you taken yourself from point A to point B, if you have learned something over the years, you are qualified to help someone else do the same thing.



CREATING A BUSINESS THAT HAS MEANING TO YOU IS CREATING A BUSINESS BASED ON SERVICE.

In this section, consider your strengths, your passions and your why.

We have learned so much about what makes you uniquely suited to help others. Now it's time to get some clarity on who that person is.

You might already know exactly who you want to help. Maybe you have always known. That's great!

But if you aren't sure, use this section to help you determine who you are best suited to help. Look back on your life, how far you've come, and the areas that you know the most about.

If you are a grief counselor, it's easy, you will most likely help those who are grieving. If you are an abuse survivor and you've overcome a lot and healed and rebuilt your life, perhaps you can help others do the same?



01 If you could build a business serving a particular type of person, what person would that be?

02 If you could go back in time and help an earlier version of yourself, how would you help him/her/them?

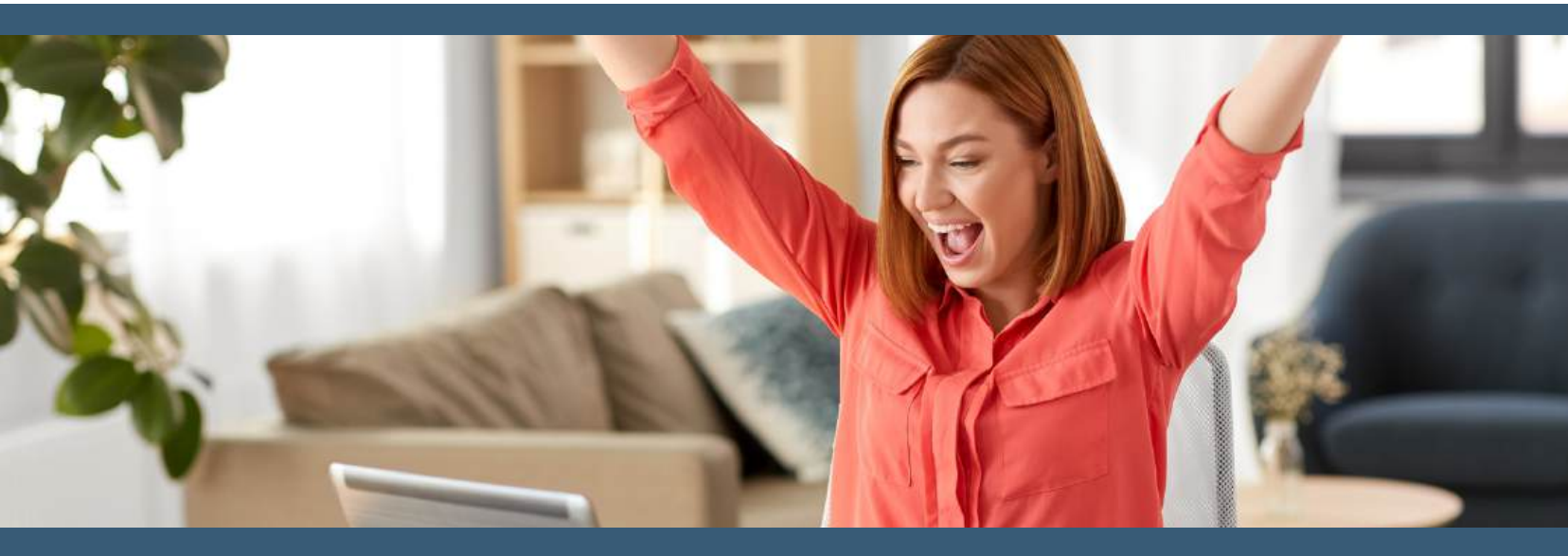
03 What is a challenge you have overcome or an area you have grown in or an area you have more expertise in than you did 10 years ago?

04 Think about this ideal customer/client/person who you could help- can you picture them in your mind? Describe them:



05 What is this person struggling with? What makes their life hard?

06 How do they currently feel about their life and their struggles?



07 How do they want to feel?

08 What do they want for their lives? What is their dream?



09 If they overcome this struggle or problem, what would their life look like? How would it impact their day to day life? Be specific.

10 What would help this person to overcome their struggle?



11 In what ways could you help this person?

12 Write your story out but only the parts that are the same as your audience. In what ways have you walked in their shoes? How did you feel? What did you try? What finally helped?





YOUR MISSION

On the lines above write out who you are here to help and how you will help them. Remember to add in feeling words as well. For example:

My mission is to help single moms who feel overwhelmed and helpless by teaching them healthy daily routines to help them find balance and better mental health.

Make it your own.

Go to SECTION TEN and fill in your mission statement.



LET GO OF DESPERATION

Let's talk about the energy you bring into your business. Because friend—desperation stinks. It's heavy. It's clingy. And it repels the exact people you're trying to attract.

If you're showing up with the mindset that you need this person to say yes... to shop, to join your team, to validate your efforts... then we've got to pause for a second. Because if one “no” can wreck your day (or week), it's not about them—it's about something deeper.

No one person should have the power to make or break your success.

Your worth doesn't go up when someone buys a Starter Bundle. It doesn't go down when someone ghosts you or decides to cancel their order. It just... doesn't.

Are rejections hard sometimes? Of course. You're human. You care. But the most magnetic thing you can do in

this business is show up at peace with yourself, comfortable with who you are, and confident enough to let others be who they are too—no pressure, no chasing, no weird vibes.

You don't need everyone. You're not here for everyone.

You're here for your people. The ones who see the value, who feel your heart, who connect with your message. The rest? Let them go. Bless them and release them.

If your identity is wrapped up in whether or not people say yes to your offer, you're building your business on shaky ground. Let your foundation be stronger than that.

You're valuable whether someone signs up or not. Your joy, your peace, your purpose—they don't come from their decision.

Stand tall. Speak truth. Stay grounded. Your people will feel it—and they'll come.

MINDMAP

06

The following two pages are meant to be a place for you to get all your ideas out of your head and onto paper so you can see them and make decisions. Write without judgement of what is coming out. Let your ideas flow.

Ask yourself, how can I serve my audience?
How can I turn this into a meaningful business?



Blogging

Create a course

Coaching

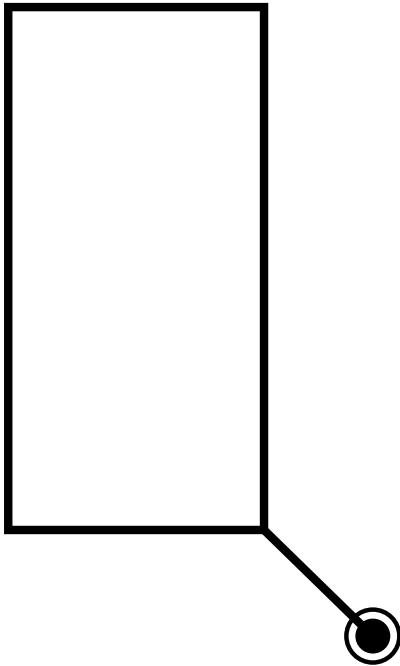
Create a community

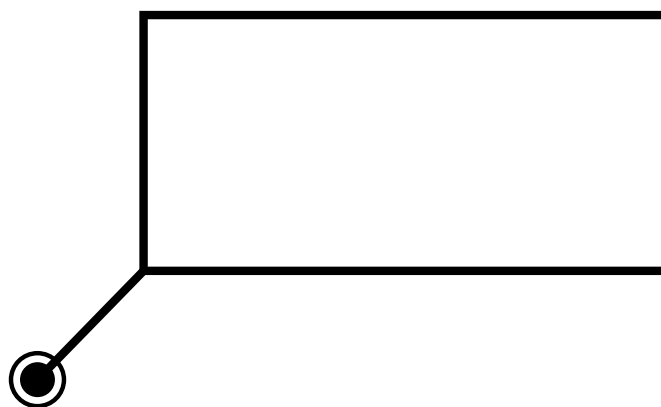
Affiliate marketing

Networking Marketing

Sell products

Make products





Blogging

Create a course

Coaching

Create a community

Affiliate marketing

Networking Marketing

Sell products

Make products



MAKING DECISIONS

One thing I hear again and again is "I feel overwhelmed." Have you felt overwhelmed in your business or in your life? Of course you have! We've all been there. When it comes to building a business from home, I believe overwhelm comes from a lack of decision making.

If you spend all your time learning how to do things and making plans, but never take action, you will feel overwhelmed. If you read about others who are successful doing all these different things, you will feel overwhelmed.

The key is making decisions as you go. Did you create a website or a plan? Awesome, when are you launching? What are the steps leading to that?

Have you decided that you want to serve single moms? Awesome! How? What is the first step? When will you do that?

If you read about someone crushing it in their business, that's awesome for them but what are YOU going to do? Ask yourself, "is this for me?" and if not, just make a decision right then and there and say "that's great for them but it's not for me." No more overwhelm.

You can't do it all. You shouldn't. You won't be successful if you try. Get clarity on what you want, who you are here to serve and how. Make a plan. Take action.

If something doesn't work, re-assess, make a new plan, take action. Make decisions and move forward.



DECISIONS

01 How many hours per day, week or month will you commit to building or rebuilding your business?

02 Will you teach classes? If so, using which methods? In home, online, pre-recorded, free or paid?

03 Which social media platforms will you use for your business consistently?

04 Will you have a website? Will you have a blog?

05 What will you use to manage your contacts and follow up with your people?



07

WHAT IS YOUR GOAL

Why is it good to set goals?

Because if you don't set a goal you'll never achieve it.

Here are a few tips for good goal setting.

1. Set a goal you've never achieved before so it scares you a bit.
2. Set a date for when this goal will happen.
3. Build a plan for how to achieve your goal.

4. Tell so many people about your goal that you feel terrified NOT to achieve it.

5. Be willing to be imperfect, just start.

In this section we'll be building your goals so that you can create a working plan for yourself. Now is the time to make new choices for your life and not fall back into old patterns.



SET GOALS THAT MOVE YOU FORWARD

Let's talk about goal setting—real, powerful, purposeful goals. Not pie-in-the-sky dreams that feel impossible. And not vague wishes like “I want to grow my business.” I'm talking about clear, exciting, slightly scary goals that stretch you just enough to grow, without overwhelming you into paralysis.

Start by asking: What do I actually want? Be honest. Get specific. What would feel amazing to achieve in your Young Living business? Now break it down—what milestones would lead to that dream? How will you know when you've reached each one? Assign dates. Make it real.

Then take those big goals and break them down into sub-goals with actionable steps. What do you need to do this week, this month, this quarter? Write it down. Set dates. Don't just set it and forget it—share it with someone, revisit it often, and adjust when needed.

And if you're not already tracking your business numbers—start now. This is a business, not a hobby. Track your income. Track your expenses. Track your leads, new members, inactives, reactivations, and your Loyalty Rewards percentage. These stats are like a report card—they show you what's working and what needs your attention.

Once you start tracking, you can set smarter, measurable goals like:

- “I will enroll 5 new members a month.”
- “My Loyalty Rewards participation will be 30% by August.”
- “I'll re-engage 3 inactive customers this month.”

These numbers aren't just metrics—they tell a story. They show you how your energy and effort are moving you toward (or away from) your goals.

People who don't pay attention stay stuck. If you want momentum, clarity, and progress—start here.

Set the goal. Make the plan. Watch what happens.



Look at your mindmap and ask yourself which idea should go first? What will lay the best foundation for the rest of your ideas?

Tip: If you don't have a following yet, it might make sense to start creating content in order to gain a following before launching products, courses, etc

Goal:

Date:

Now break that goal down into milestones- what needs to happen to achieve the goal? Set a date for each and sub steps for each:

01 _____

Date: _____

Steps: _____



02 _____

Date: _____

Steps: _____

03 _____

Date: _____

Steps: _____

How will you know that your goal has been achieved?

How will this make you feel?

GOALS GIVE
YOUR DREAMS
STRUCTURE.

ACTION GIVES
THEM LIFE.



08

BUILD A PLAN

Now that you have a goal, I want to clarify a few things. First, your goal belongs to you, and you are accountable to yourself. It's YOUR goal. You are allowed to change it.

If you fall off track, you are also allowed to show yourself GRACE and simply re-evaluate your goal, adjust and keep moving forward.

Do NOT fall into victim mode. If you do, remind yourself to list the choices you have made.

It's okay you made those choices. There is no judgement. Just own your choices, and if you want a different outcome, make new choices going forward.

Be kind to yourself.



BUILD A CLEAR CLIENT JOURNEY

As you build your business plan, one of the most important things to think through is this: What do you want someone to do when they find you online? Whether it's your website, social media, or YouTube channel—what's the first step you want them to take?

Maybe it's to subscribe to your blog, join your email list, or follow you on Instagram. Great. But... then what?

What's the next step?

Do you invite them to a free class, a 5-day challenge, or a freebie that serves them well and builds trust? Then maybe you offer them a chance to make a purchase—something that could genuinely improve their life. A coaching session? A curated Young Living bundle? A system you've created to make their journey easier?

You need to get clear on the full journey you're inviting people into—from the first time they find you to the moment they become a customer, and beyond.

Think about it like a map:

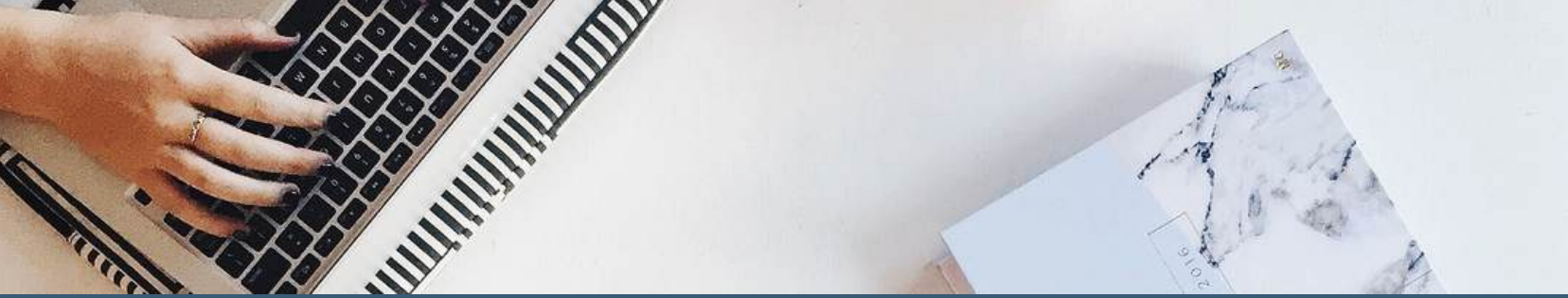
- ➡ First touchpoint—where might someone discover you?
- ➡ First action—what do you want them to do?
- ➡ Follow-up—how will you nurture the relationship?
- ➡ Conversion—how will they buy, join, or commit?
- ➡ Loyalty—how will you keep them engaged long-term?

When you take the time to intentionally map this out, you're not just throwing content at the wall hoping something sticks. You're building trust. You're guiding them with clarity. You're showing them how you can help—and how to take the next step.

The best client journeys are simple, repeatable, and designed with purpose. Take time to build yours now—so you can welcome the right people in and lead them with confidence.

THE CURE TO
OVERWHELM
IS MAKING
DECISIONS.

IT IS OKAY TO
SAY "NO" OR
"NOT RIGHT
NOW."



MY PLAN

GOAL: _____

In order to achieve this goal I will reach these milestones:

01 _____

02 _____

03 _____

04 _____

I will use these resources: (ex Youtube, Get Oiling, The Perfect Blend, website etc)

Every day I will:

Every week I will:



START WITH SERVICE, BUILD WITH JOY

Let's talk funnels—but not the spammy kind that makes people feel like just another number. I'm talking about building something meaningful. A funnel that serves, connects, and truly helps the people you're here for.

It starts with one simple, free resource. Something that answers a question your ideal person is already asking. Maybe it's a guide, a checklist, a quiz, or a short video training. The goal is to help them right now—no strings attached. This is your way of saying, “I see you, I understand you, and I've got something that might help.”

From there, you create a nurturing sequence—emails or messages that tell your story, offer encouragement, tips, and inspiration. You're building a relationship. You're showing up like a real human who gets it. No pressure. Just connection.

Then, gently, you lead them to the next step. Maybe it's an invite to your blog. A class you're running. A link to your YL shop. Whatever it is, it should feel like the natural next step for someone who wants more of what you offer.

You don't need to copy what everyone else is doing. In fact—don't. Put your own spin on it. Make it feel like you. Use your personality. Use your voice.

Then get visible. Whether it's through social media, your blog, or even a podcast—start showing up. Share stories. Add value. Connect. That's how people find you. That's how they trust you. And that's how your audience grows.

When you build with heart, when you take time to create something real, this becomes fun. It works. And you build with joy, with ease, and with confidence—because you're doing it in a way that feels true to you.



IDEAS

HERE ARE SOME IDEAS TO HELP YOU ALONG:

- Once you define your target audience, I suggest you create a free resource for them, such as a guide, mini course, checklist, etc. that will meet an immediate need for them- when they opt in for this freebie, they are placed on your email list.
 - Determine which social media platforms your target audience is on and create accounts there if you do not already have accounts
 - It is ideal to link your social accounts together so you can cross post as efficiently as possible
 - Start building your audience by creating content catered to serving your target audience, not catered to sales. Ask yourself what they want to learn about, or what they need.
 - Make sure each social media channel is directing people to your free offering to get them on your email list
 - Email marketing should be geared at making real connections with your audience and offering them tremendous value
 - Each email should have a Call to Action- direct them to a next step even if it is as simple as watch this Youtube video I made or listen to my podcast
 - Setup a good CRM (contact management system) to keep all your contacts in one place and organize them
 - Schedule blog posts, social posts, emails ahead of time so you can work less and be more consistent
-



TIPS

TO ENSURE YOUR SUCCESS, DO THE FOLLOWING:

1. Write your goal deadlines into your planner.
 2. Tell your partner or close friends what your goal and plans are.
 3. Ask someone to hold you accountable to your daily and weekly tasks.
 4. Write your daily and weekly tasks on your calendar as well.
 5. Start each day by reading your WHY, reading your AFFIRMATIONS and reading your GOAL.
 6. Spend at least 20 minutes a day on your own personal development.
-



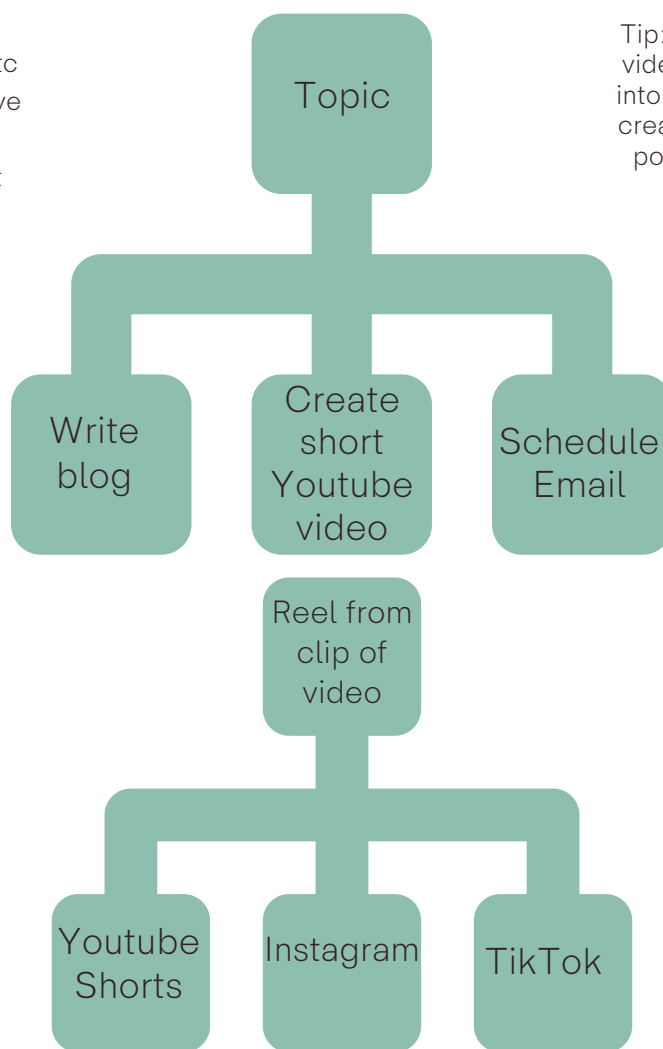
WORK SMARTER

Content creation can be a huge task so set up systems to help you reach more people and spend less time on the computer.

Describe your niche, your target audience, you plan etc to Chat GPT and ask it to give you content ideas that are highly searched for but not widely covered.

Tip: Take a transcript of a video you create, paste it into ChatGPT and ask it to create a blog, IG or social posts, pins for pinterest etc.

Tip: Blogs, Emails and Videos can be scheduled so you can spend one day a month doing 4-6 weeks of work



Creating a list of topics now means you don't have to stress each week over what to say. Scheduling your content ahead of time means you will always be consistent and present. The Perfect Blend is an extremely affordable membership that gives you all your content, strategy & resources with a step by step breakdown to set it all up!



09

VISION

One of the best ways to motivate yourself is to remember the big picture. There will always be days when you feel discouraged, lazy or lost.

There will always be setbacks. Sometimes you will fall off track and you might feel like you want to quit on yourself.

That's why I want you to start your day by reviewing your why, your goal and your affirmations. Another way to help you focus on that big picture, is to create a vision board.

This is a visual representation of your dream so that you can really picture it and focus on it.



HOW IT WORKS

If you are creative, make a collage and turn it into a piece of art you can hang in your office.

If you want something simpler, open up a document in Canva and make a collage that way. You will find a Canva Template for creating a collage in the resources section.

Make sure you print it and hang it somewhere you can see it every day.





MOVE FORWARD WITH GRACE

So what if you messed up?

You didn't reach your goals. You got distracted. You got lazy. You stopped showing up. Maybe you even let it all slide so far you don't know where to begin again.

Let's pause and ask: Who did you actually let down?

Only you.

And that's the best news. Because if it's just you, then guess what? You have full permission to forgive yourself. To show yourself grace. To be kind and gentle and honest all at the same time.

You get to say, "That didn't go how I wanted it to." And then ask, "What do I want to do about it now?"

You are not powerless here.

You can evaluate what happened—not to beat yourself up, but to understand what choices led to the outcome. Own them. No shame, no spiraling. Just ownership.

And from that place, you get to choose again. You can make new decisions moving forward. You can recommit.

You don't need anyone's permission but your own.

But here's the key: you've got to stop playing the victim. No more blaming your upline, the economy, the algorithm, or your schedule. And definitely no more sitting in sadness feeling like you blew it forever.

You're still here. That means you can keep moving forward.

Lead yourself. That's what this takes. Leadership doesn't always look like being on fire—it often looks like quietly deciding, "I'm not giving up on myself today."

That's grace. That's strength. And that's what creates growth.

You don't have to be perfect. You just have to keep going.



BE MORE
FAITHFUL THAN
FLASHY.

PUT IT TOGETHER

10

We're finally here! This is the exciting part. Take all your hard work, all your brutal honesty, personal reflection and amazing dreams and fill out this next page.

I encourage you to hang it in your office with your vision board.

This will serve as the guide for building a brand, developing a social media following, creating a website and so much more!

You can find a digital template in the resources section, be sure to remove the red text.



VALUES

Your Name

LOYALTY

TRUST

INTEGRITY

COMPASSION

STATEMENT

HERE IS WHERE YOUR STATEMENT GOES DESCRIBING WHO YOU ARE, WHAT YOU ARE PASSIONATE ABOUT AND WHAT YOUR DREAM IS.

HERE IS WHERE YOUR MISSION STATEMENT GOES DESCRIBING WHO YOU ARE HERE TO SERVE AND HOW YOU WILL HELP THEM.

MISSION

AFFIRMATIONS

This is where your first affirmation goes.

This is where your second affirmation goes.

This is where your third affirmation goes.

This is where your fourth affirmation goes.

Drag and drop photos that inspire you



RESOURCES

SCAN THE QR CODE BELOW TO ACCESS ALL THE TEMPLATES AND
PRINTABLES THAT GO ALONG WITH THIS BOOK OR VISIT
WWW.PAMLAUZON.COM/PAGE/RESOURCES





THE COURAGE TO TAKE ACTION

It takes courage to show up—especially when you're not totally sure what you're doing.

But that's what this journey asks of you. Not perfection. Not polished. Just the courage to take action and keep going.

You will learn as you go. You'll make mistakes. You'll cringe at old posts. You'll try things that don't work and discover things that do. That's how it's supposed to go. It's not about being flawless—it's about being brave enough to keep showing up.

And when it gets hard (because it will), don't isolate. Surround yourself with others who are on this path too. Seek out a supportive community. Ask someone to check in on you. Invite others to grow with you. Accountability doesn't mean pressure—it means partnership.

Be willing to be seen trying.

Be patient. Be consistent. Real results come from small steps, repeated again and again with heart. And while you're doing that, stop looking sideways. You don't need to move at anyone else's pace. You just need to move at yours.

If you want support building smarter, not harder, check out [The Perfect Blend](#). It's a system designed with heart for Young Living Brand Partners like you—to help you simplify, launch your business with ease, create consistent content, automate your systems, and grow with support and confidence.

You don't have to do it all alone. But you do have to decide.

You are not behind. You are not too late. You just have to begin again, and keep showing up.

Courage. Consistency. Community. That's what changes everything.



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ABOUT THE AUTHOR

Pam Lauzon lives in the Cariboo region of British Columbia, Canada with her husband and two children. She has a degree in Psychology from Trinity Western University and a Certificate in Human Services. She is also a Certified Aromatherapist. Despite these credentials, she works full-time as a web designer, coach and digital artist and has over 10+ years experience as an entrepreneur.

Pam enjoys hiking with her dog, kayaking, lazing about in her hammock and drawing on her Ipad. She loves a good novel and knows far too much about Harry Potter. She is especially talented at killing her plants but still aspires to have a large vegetable garden with chickens.

Her personality can be described as blue, Enneagram 7, and ENFP. Her number one bucket list item is to visit Ireland.

www.pamlauzon.com

PERMISSION TO BEGIN AGAIN

W O R K B O O K

THE ONLY LIMITS YOU HAVE ARE THE ONES
YOU PLACE ON YOURSELF.
ARE YOU READY TO FOR A CHANGE?



PERMISSION TO BEGIN AGAIN is a workbook and tool for those who dream of working from home, creating their own income and being self employed but instead of finding success, have found themselves worn out, discouraged and ready to quit. You might be in the wrong business OR you might need to have an honest talk with yourself about what you really want and your commitment to that goal. Pam Lauzon walks you through a series of exercises and worksheets to help you identify what is really holding you back, get to the root of your limiting beliefs and discover where your passions and values overlap with your purpose so that you can create an action plan for yourself to get unstuck today!

“Pam has a gift to present things in a creative, engaging, simple and straightforward way. Without beating around the bush or being repetitive and with a lot of open ended activities and questions, she gets you thinking and brainstorming in an independent way. Therefore, while supporting you in a subtle way, she guides you to find all on your own the answers you are looking for.

- J.A. (Fort Nelson, BC)

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