



# Ready to Launch Masterclass Workbook



THE  
BOSS  
Architect



**The Boss Architect**  
[@thebossarchitect](#)

The way to get started is to quit talking  
and begin doing.

[#entrepreneurmindset](#)





# welcome

*It's time to tell that launch overwhelm "Goodbye." Let's get your business idea out of your head and into the marketplace.*

I need you to take a moment to understand how brilliant you actually are. The business idea that you have is a culmination of your life experiences, your dreams, and your desire to create something that the world needs and that you're uniquely qualified to deliver.

Every moment you delay launching that idea into the world is a moment you are robbing someone of experiencing the power that you have to change lives with what you do. It's time to cut through the noise of what you think you should be doing and launch.

I'm honored to be a part of your journey even if just for a couple of hours.

Sooooo...Let's get you launched!

*Kendra xoxo*

# THE LEVERAGED LAUNCH PROCESS

## PROCESS STEP ONE

Find the sweet spot between your experience and your skillset to create your "first iteration" offer

01

## PROCESS STEP TWO

Use the "Give 'em what they want" approach to communicate in a way that makes people feel absolutely insane for telling you "NO"

02

## PROCESS STEP THREE

Utilize the Audience Curation method to find the money well that you can continue to tap into to find new qualified leads for your business.

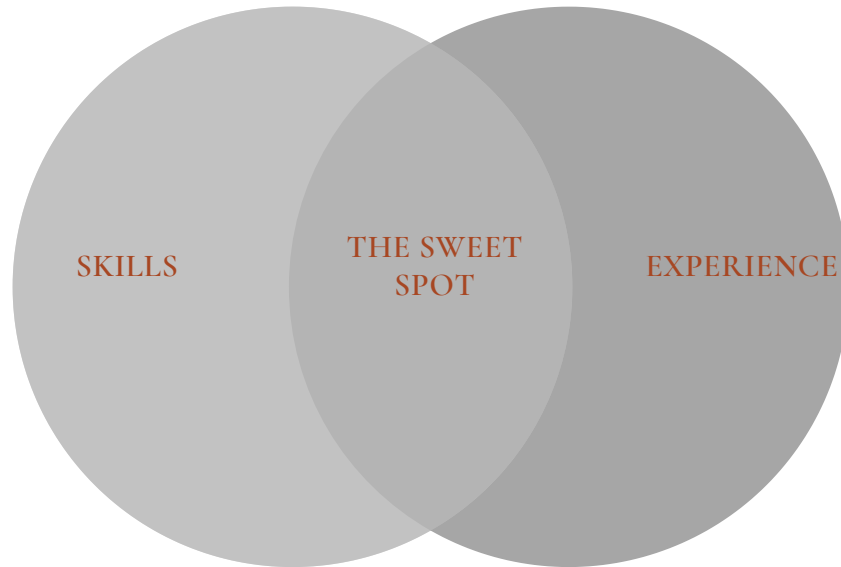
03

## PROCESS STEP FOUR

Use the "One Day "connection method to create a routine for showing up and connecting in the right places, with the right people, nurturing the right relationships

04

# FIND THE SWEET SPOT



SKILLS

EXPERIENCE

SWEET SPOT

# "GIVE 'EM WHAT THEY WANT

WHAT THEY WANT

WHAT YOU DO

YOUR HOOK

# FIND THE MONEY WELL

FOLLOWING

HANGING OUT

SEARCHING FOR

# MAKE THE CONNECTION

INSIDE JOB

WE OUTSIDE

WE'RE LEVERAGING



## NOTES



"Shake your wig off and go live..."

- Kendra J. Lewis



# YOUR ACTION PLAN

MONTH: \_\_\_\_\_

Action Steps:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

MONTHLY  
GOAL

SUN

MON

TU

WED

TH

FRI

SAT


# THANK YOU!

Having you as a part of this training has made my heart so happy. Every day I'm filled with gratitude that I get to honor my calling and purpose by helping business owners like you birth their gifts into the world.

I don't believe in regrets or missed opportunities. I believe that if this idea to launch your business has been nudging you, then that means it's time to lean into that nudge, no matter how uncomfortable it may be.

Now, this training is FREE, and I guarantee you, I'm going to pour my soul and all 15 years of my Fortune 500 experience into it. But the only thing I ask in return is that you pay me back in my love language...RESULTS.

So here's to you stepping boldly into your gift and getting this baby launched!

*Kendra xoxo*

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