

Heart & Hustle Blueprint

Sustainable Growth Playbook

Growing your business without losing the heart that built it.

PAGE 1 - My Growth Vision

One year from today, my business looks like...

What do I want MORE of?

- Better customers
- More revenue
- Better systems
- More free time
- Stronger reputation
- More referrals
- More balance
- Other _____

My Why

Heart & Hustle Reminder: Growth should improve your life, not consume it.

PAGE 2 - Preparing to Scale

Before I Hire Help

- My workflow is documented
- I have written checklists
- I have templates
- I know which tasks I should keep
- I know which tasks I can delegate

Task	Keep	Delegate	Automate
_____	■	■	■
_____	■	■	■
_____	■	■	■
_____	■	■	■

One thing I can stop doing:

PAGE 3 - Building My Credibility

I will collect:

- Google Reviews
- Testimonials
- Case Studies
- Before & After Photos
- Customer Stories
- Video Testimonials

I'll share them here:

- Website
- Google Business
- Facebook
- Instagram
- LinkedIn
- Email Newsletter

My biggest customer success story so far:

PAGE 4 - Staying Encouraged

Wins From This Month

Things I'm Proud Of

My Support Network

Who encourages me?

Who challenges me?

Who can I call when business gets hard?

My Next Big Goal

Heart & Hustle Principle

The goal isn't simply to build a bigger business.

It's to build a business that gives you a bigger life.

— Stephanie Sherouse