

Heart & Hustle Blueprint

The Heart & Hustle 30-Day Challenge

Your story doesn't begin someday. It begins today.

Week 1: Find Your Skill

- Identify one marketable skill
- Define the problem you solve
- Identify your ideal customer
- Write a one-sentence introduction
- Talk to at least five potential customers

My service idea:

Week 2: Serve Someone

- Find your first (or next) paying customer
- Deliver outstanding service
- Ask for feedback
- Request a testimonial
- Record what you learned

My biggest lesson:

Week 3: Improve Your Business

- Create a checklist
- Build one template
- Improve one process
- Ask for one referral
- Simplify or automate one task

One improvement I'll keep:

Week 4: Build Momentum

- Set next month's goal
- Review your wins
- Celebrate your progress
- Plan your next marketing step
- Commit to serving one more customer

My next milestone:

Final Reflection

What am I most proud of after these 30 days?

What surprised me the most?

What will I continue doing?

What is my next big goal?

Heart & Hustle Principle

Success isn't built in one giant leap.

It's built through small actions, repeated consistently.

— Stephanie Sherouse