

MY *Fearless*
WEALTH BUILDING
FORMULA WORKBOOK
BY SHARON KOENIG



Meet Sharon... *Success Strategist and Business Coach*

- Female serial entrepreneur for nearly 25 years. Companies in the tech industry, fitness industry, beauty industry and personal growth industry.
- Mom to my three beautifully talented kids, Matthew, Samantha and Sophia.
- Homeschool extraordinaire for nearly 13 years.
- Retired Professional Physique athlete, marathoner and biathlete.
- Core Values activist, serious bookworm and wealth building #boss lady.
- Manifestation badass of all things lovely, abundant and beautiful!



My love for being an entrepreneur is in my blood and I can't imagine living the traditional 9 to 5 lifestyle. I have created a lifestyle which allows me to move around the world and continually create wealth as long as I have my laptop and now, I'm sharing my knowledge with the world.

I started my life over five years ago after my marriage failed. I had invested my trust in my husband's ability to build our retirement but discovered instead that there was NONE. There I was, starting over after a 23 year marriage... nearly PENNILESS.

Having several multi-six-figure business was amazing but everything had come to a CRASHING halt with the divorce. Then, realizing that I didn't even have much a retirement fund, created a sense of fear in me that I had to shake. How was I going to take care of my kids? How was I going to continue homeschooling my children? How was I going to make money?

The principals and business rules that I outline in this book are what I applied to my businesses which put me back on the map. Applying these strategies is what has helped me regain an abundant lifestyle which allows me the freedom to do what I want and spend more time with my kids.

The important mission for me is to teach women all around the world who may be working to regain their independence just as I did the success formula which creates wealth for me.

What I believe...

A woman is STRONG!
A woman is SMART!
A woman is POWERFUL!
A woman CAN be RICH!

She is loving... she is LOVELY!

You're Worthy of Achieving Wealth and Success.

Everyone has a different vision of success in life. Your success and wealth can be defined as anything you wish; you simply need to do some self-reflection to decide what is most important to you.

While creating wealth and success is simple, it is NOT easy for some people because they become overwhelmed and burned out from working too hard at the “wrong” things. Overwhelm comes from not knowing what to do and when to do it.

There are some “rules” that you need to grasp in order to truly create wealth. Below, I will describe these timeless rules which I have adapted and created a great deal of abundance, success and wealth in my life. I know that if you implement this formula, you too will be wealthy beyond your wildest dreams...

So let's get started!

RULE #1 - Believe that creating wealth is feasible for YOU.

- I am here to tell you that once I lifted the limitations that I put on myself, my endless success became evident. Thinking that because I didn't have an education or that I was a female or that I didn't have enough time made me believe that I could not create wealth. ***YOU are unstoppable. YOU are limitless and wealth IS possible for you!***

List below, the limiting beliefs that are holding you back from BELEIVING that wealth is possible for you.

RULE #2 - Do not have a ceiling on your income.

- Thinking small is a trap that keeps YOU small. It doesn't create wealth and your eyes won't be open to possibilities. You must concede in your minds-eye that anything is possible and therefore, your income is limitless.

Script in detail the GRANDEST possible income potential that you would like for yourself.

RULE #3 - A J-O-B will NEVER make you rich.

- The ONLY way you can create wealth AND work as an employee is being great at investing.

What will it take for you to become self-employed and be in a position to create investments?

RULE #4 - Understand “The Law of Income”.

- You will be paid in proportion to the value that you give to your marketplace. The number one reason people are broke is because they aren't putting enough value out. (*What determines value?*)
 - Decide if there are people actively paying for the product or service that you offer.
 - Decipher how much of your product or service is already out there.
 - Ask yourself how good are YOU at what you do. Do you deliver good quality in your service or products?
 - Is there too much of what you want to or are offering in the marketplace?

What can you do to add more value in the industry that you are in?

RULE #5 - Timing is EVERYTHING!

- You must choose “the right niche” at “the right time”.
- Get in on a trend, not a fad. Trends last forever. Fads always fade.
- Today’s trends; electronics, technology, communications, nature, gardening, spirituality, adventure, relationships, health, wellness, appearance and entrepreneurship.

What niche are you most passionate about? You will need to drill down and get very specific within a niche topic. (i.e. Weight loss for new moms or spirituality for female entrepreneurs.)

RULE #6 - Implement a system for your business.

- The three parts to ANY business are; marketing, production and administration. Go to know them well or outsource.
- Creating a “system” means the business will eventually function WITHOUT you. That is your long-term goal.
- If you don’t have a system then you might as well think of it as... “Owning a J-O-B”.
- You can’t do everything yourself.
- The business is separate from your identity. YOU are NOT your business.
- Ask yourself, “how can this business be done without me?”

RULE #7 – Duplicate

- Once you have set-up a good system and learned what works, you can begin duplicating it over and over again setting up other businesses.
- Do NOT duplicate until you have mastered a functioning, successful system.
- Recruit UP for rapid success. Network with people who are a step ahead of you. Hire a professional to be on the fast-track to success.

RULE #8 - Leverage is the secret sauce of the rich!

- Work SMARTER instead of HARDER!
- Leverage means doing MORE with LESS. (example: money earning interest)

RULE #9 - Your inner world creates your outer world.

- You need to be able to step into position to create the business of your dreams.
- You have to be the “right” person for the task.
- Skills to deal with fear and adversity when hardship arises.
- People are “buying” YOU not your product or service.
- If your image is weak or your message is weak, clients/customers won’t believe in you.
- Understand your different “Planes of being” (emotional, mental, spiritual, physical/material).
- The physical/material world is a direct manifestation of the first three.
- Your money blueprint is extremely crucial. It will stay with you for life until you can identify what needs to be changed and change it. Ask yourself, “What do I want and expect to happen with my financial situation?” THAT is your money blueprint.
- What would it take for you to be the right person for the task? (Describe the “right” person and how you can become them.)

RULE #10 – Entrepreneurship is a lifestyle.

- Being an entrepreneur is NOT a sprint but a MARATHON.
- It is a way of life that is a small demographic, and unconventional to a large number of people on our planet. Attract and seek out the people who will understand.
- The average person won’t understand why you do it but YOU MUST KNOW WHY YOU DO IT!
- Expect to have a means to resolve and cope with the ups and downs of entrepreneurship.
- A network system is critical to your ultimate success.