

STEPHANIE MITCHELL

# ROLL OUT YOUR JOURNEY

An interactive roadmap to your career success

---


## LEADING YOUR IDEAL LIFESTYLE

Community Leader | Corporate Trainer | Speaker

T  
H  
E  
  
R  
O  
L  
L  
I  
N  
G  
  
M  
A  
T



# TABLE OF CONTENTS

- 1) How to use this workbook
  - 2) About the Author
  - 3) What is the Value of this Roadmap
  - 4) Plug into the GPS - Get ready for your road trip!
  - 5) Step 1: Destination
  - 5) Questions to ask yourself
  - 6) Step 2: Start Packing! - Mission Statement
  - 7) Mission Statement template
  - 8) Step 3: Clarity - Review the road map
  - 9) Visualization practice
  - 10) Step 4: Taking Action! Car in drive!
  - 11) Action steps practice
- 



## HOW TO USE THIS WORKBOOK

This workbook is not meant to just take up space on your computer.

This workbook is interactive and meant to be get the GPS programmed and the car rollin' in the right direction - **building a successful small business and LIVING YOUR ideal life!**

You will learn the **necessary steps** you need to find your direction, get to know your inner boss, gain clarity and inspiration. Above all you will be able to **recognize the proper action** steps that will guide you smoothly through detours, traffic and the annoying potholes that our road is filled with. This combination will get you closer to your **Ideal Life, right away.**

If you really want to make the most of these questions and resources, then I highly encourage you to **APPLY** for a Roll out your Journey call with me to make sure you are rocking and rolling in the right direction!

# WHAT TO EXPECT IN THESE PAGES:

\*Why having direction, mission, and clarity are necessary to propel you forward.

\*How to leverage your accomplishments and strengths to give you a stamp of approval in your industry, even if you're just starting out

\*Exact questions strategic mindful practices you **MUST** put in place in order to have a smooth and successful journey

\*At the end of these pages, you will be more confident in knowing what you want and effectively pitching to your audience, allowing you to make the **IMPACT** and **INCOME** you desire!



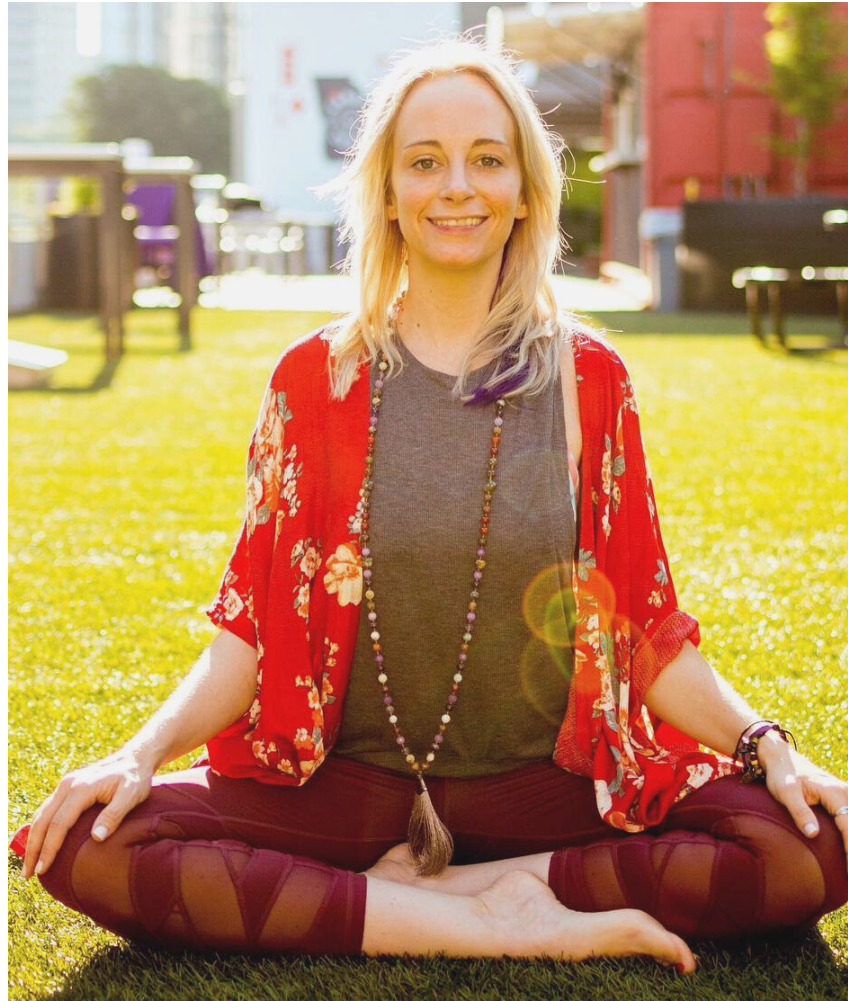
# STEPHANIE MITCHELL

Entrepreneur | Business Coach  
Community Leader | Yoga Lover

I founded The Rolling Mat - Mobile Yoga Studio after spending a long stent in the corporate world, itching to get out and put my own ideas and passions to work!

I possess many talents and skills and come from a long line of entrepreneurs.

I learned a great deal and was inspired by my work with non-profits but I knew that I eventually wanted to get out on my own, become more mindful (and fit), see the world and impact communities in my way, using my creativity and expertise.



---

Thus, I left the corporate hustle, knowing I was meant for more than sitting at a desk. After a 2 month adventure out west where I was surrounded by yogis and other entrepreneurs The Rolling Mat - Mobile Yoga Studio idea was born!

It started out just being about (free) yoga classes in communities and corporate “fitness” days. After countless wrong turns, draining traffic jams, and hearing “re-calculating” from the GPS more times than I cared to...I pulled over, unpacked, and plugged in a new destination!

I dug deep into why I started this venture to entrepreneurship in the first place! **To put my leadership qualities to practice and provide a service to help others.** That service started out with yoga which made me mindful, humble and confident in what I was capable of.

As I purged and re-packed my bags and the car, I realized that my business and talents exceed just teaching yoga (especially for free!) I soon realized that through my 10+ years of dedication, mindfulness, persistence and compassion provided me the knowledge and expertise to branch out and become a Community Leaders, Business Mentor, and Motivational Speaker.

Alongside teaching, I use the mindful practices that yoga has given me and merged them with my business strategy expertise to provide you an exciting and directional journey to your success - no matter where you are on your journey or what industry you are passionate about.

**My passion lies in serving YOU!**



# WHERE YOU'VE SEEN ME

- **Community events:** Atlanta Breweries, Yoga at The Battery, Healthsource Chiropractic, city markets, North Carolina Live and Local Spring festival, South Carolina Long Creek Festival
- **Corporate:** AT&T, Keller Williams, Acuity Lighting, Power Suit Project, Aptitude Health, Whole Foods
- **Podcast:** Dream Life is Real Life with Hanna Hermanson
- **Publication:** My East Cobb Magazine

## What others are saying!



Gwen Baldwin,  
Mind & Body Coach

"After 1 month of working with Stephanie and her Rollin' Yogi mentorship program, my vision board became my reality! Together we built a solid foundation for my business and I gained a clear vision of my true calling. I no longer feel trapped and I am now living my dream!"

”



L'Anda Johnson,  
AT&T Cricket Wireless

"Stephanie has been great, providing weekly yoga in our office. It is a great break and for a busy working mom is the only time I get to exercise."

”

# WHAT IS THE VALUE OF HAVING A ROADMAP?

Maybe you are a go-getter like me that jumps at the opportunity to start a business and learn as you go. Perhaps you are more of a structured type that likes to know and anticipate the outcome of every step.

No matter your personality, you need a destination in mind and a well constructed roadmap to productively guide your journey to your IDEAL LIFE!

Here are a few tangible outcomes you can expect from this roadmap:

- \*Get a clear vision of what you are capable of
- \*Reduce burnout and the unstructured “monkey mind”
- \*Gauge your growth
- \*Time leveraging, eliminate wasting time where it is not needed



- \*Wake up every morning with purpose and direction
- \*Reach the audience that will INVEST in you
- \*Ultimately- this is your secret key to finally unlock how to work smarter, not harder"

So are you ready to load up and get Rollin'?!



# OVERVIEW – GET READY TO PLUG INTO THAT INTERNAL GPS!

Where are you going? What is it that you want? What is your Ideal Day? We will make these discoveries as we plug in our:

## 1) DESTINATION

What is the reason why you have chosen this path and why? This will all come to light as we start packing up the car and discover the power of a:

## 2) MISSION STATEMENT

Route A could be a good choice but Route B looks like there is less traffic to start with...Next we will explore:

## 3) CLARITY

Put the foot to the pedal and let's get this journey ROLLIN' Here lies the moment you've been waiting for:

## 4) ACTION

Throughout your journey you will experience, wrong turns, traffic, detours, and bumpy roads that make you want to pull over and STOP...But you won't as we will discuss how to keep the journey Rollin' through:

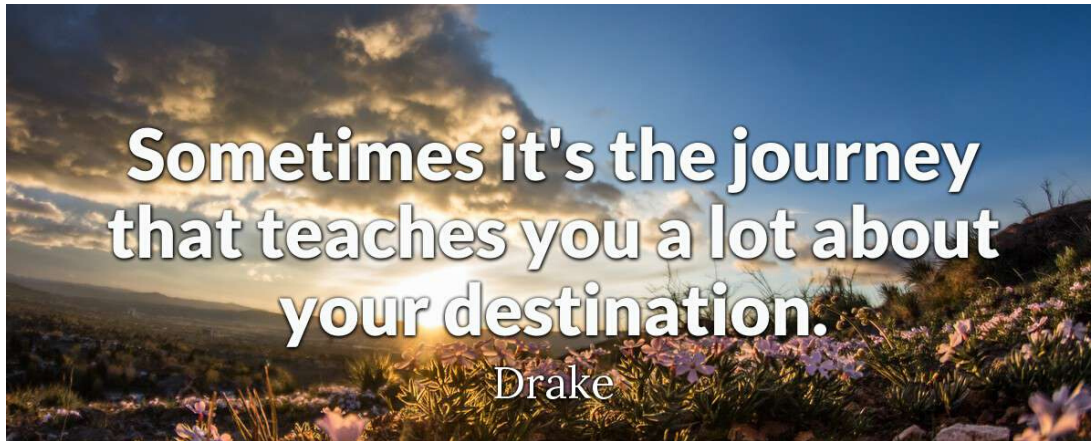
## 5) MOMENTUM

**Fasten your seat belt and get  
ready for the best ride of your life!**



# STEP 1: DESTINATION

You know that saying it's not about the destination, it's about the journey? Personally, I prefer this quote:



You need an **endpoint** so that you can start a productive and successful journey! Otherwise, you are just burning a lot of gas, time and money aimlessly driving down roads to nowhere! Trust me, I know this journey all too well.

The journey itself may shift and **"in 2 miles arrive at your destination"** might shift to **"take the detour ahead"** However, these types of shifts will be easier to solve when we know our overall destination.

What other business owners say:

Thrive Internet Marketing Agency talked about why have a solid foundation is important: It has a clear motivational effect on everyone within the organization. It creates an energy and enthusiasm, increasing commitment and fostering change. This is especially important in difficult or stressful times, as having a clear vision will produce persistence and remind you why you started.

# DESTINATION: QUESTIONS TO ASK YOURSELF

We are drinking that morning cup of coffee and getting ready for that journey of a lifetime! Only problem...We can't quite determine where we want to go.

This stage takes time and some digging into what we want overall, which can be a scary and challenging task...


Questions you might be asking yourself...

- 1) What if I go here but miss the sights I'd see by going there?
- 2) What if the destination takes forever to get to?
- 3) What if I get to the destination and it isn't what I imagined?

All valid questions and to answer them...

You have to start somewhere, what you miss will eventually catch up with you! It's a marathon, not a sprint! Pivot and shift, you nurture what is working, get creative and make the environment what you need it to be, **YOU ARE IN CONTROL**

Here are some important questions to ask yourself when you stuck in determining your destination. (I'll be here...sipping my Starbucks until you are ready:)



- 1) What are expecting from the destination?
- 2) Are your goals specific or broad? Harness the goals
- 3) Is fear a factor in your destination choice? In other words are you staying close to home because you fear the challenges that may come.
- 4) How do you handle falls and overwhelm?
- 5) When you think about your destination, how does it make you feel?
- 6) What do you think the biggest challenges may be?



## STEP 2: WHAT IS YOUR MISSION?

Now we start to pack up the car! It is important to have enough resources with you, but we also want to keep this a smooth ride by eliminating unnecessary items that will load down the car in drive.

Mission statements are powerful and you will find that all of the businesses that have made it have a well thought out mission.



---

Building a clear mission statement will not only keep you on track to the desired destination but it will also put you in the mindset of purpose and living a life of abundance; therefore, guiding you down a more productive road. Having a strong mission and focus will allow you to love and trust the process, especially in challenging times.

Your mission statement will help you discover your non-negotiables (what you MUST pack) while allowing you to see what will take up too much room.

### Here are 7 reasons why it is important to construct a clear Mission Statement (Glenn Smith Coaching (2019))

- 1) Provides Direction
- 2) Future focused
- 3) Helps you make decisions (example: who are you willing to work with)
- 4) Give you (and your team) Alignment
- 5) Welcomes helpful change
- 6) Shapes strategy
- 7) Facilitates evaluation and improvement



# QUESTIONS TO ASK FOR YOUR MISSION STATEMENT

Can't quite decide what to put in the car?  
Here are some helpful questions

- What are your top 3 strengths?
- Is your current structure serving you?
- When it feels like something is NOT working in your business, how do you evaluate?
- What obstacles will you solve?
- Who do you support?
- Why? (most important)

Plug into your internal GPS!



Mission Statement template

Start with your top strengths, how you see yourself (title) what problems you solve, who you solve them for and why  
I am a XX (title), that solves X for X because...

Example:

I am a dedicated and passionate yoga leader that supports yoga teachers and heart-centered entrepreneurs in finding their direction and building a strong foundation to worth, wealth and wellness so that they can take back their life and make the impact and income they deserve!

## STEP 3: CLARITY

LET'S REVIEW THE ROUTE  
BEFORE WE HIT THE GAS!

The previous steps set you up for gaining clarity and having a vision of where you want to go and what your ideal life looks like. It is much easier to manifest and visualize your ideal life when we know who we are serving and what our purpose is!

Lack of clarity in business causes misinformation, mistakes, unhappy customers, frustrated employees, and information lags that overall affect profits.





---

When you have clarity in your direction to the destination, you are able to communicate more effectively. At some point along the road trip, we may need to stop and ask for directions...Hey! It happens and the more clearly you can describe where it is that you are trying to get to, the less complication we will face.

Clarity will assist you in the over-saturated social media world, help you create great content for blogs and emails so that you can attract the audience that you want - those that will invest in you. No one is going to spend hard earned dollars if you cannot explain your purpose and offerings.

On the next page you will find a visualization practice that will allow you to step into what your ideal life will actually be like. When the windshield is clear and we can see the road in front of us, we are much more productive on our journey!

---

# VISUALIZATION PRACTICE

From what was previously gained at the start of the journey all plays a roll here!

Best way to get clear is to visualize what you want!

Here is a practice to help you:  
Practice visualization of ideal life

What does it look like?  
Who is with you?  
Who are you serving?  
Why are you serving them?  
What does it feel like?



# STEP 4: Taking Action!

## Car in drive and foot to the pedal!

Here is where we put the car in drive and get the journey rollin'!

If you have made it this far in the journey, I have a fun pit stop to offer you!

For doing the work in this book, you are eligible to redeem a complimentary 1:1 call with me personally.

Head on over to my calendar and snag the day and time that works for you. [Calendar link](#)

### On the call We will discuss:

- 1) where you are in your journey, currently
  - 2) Any clarity gained from this workbook
  - 3) Obstacles you are facing
  - 4) Steps to get you where you want to be
-



## HOW TO KEEP THE MOMENTUM ROLLIN'

By now, you are receiving the benefits from the practice above and the drive is currently smooth, with no bumps or detours. Somewhere along the first few miles you may be saying to yourself:

**This sure is great! But what happens when I run out of gas?**

Well, my fellow road tripper, that is where an accountability partner (me!) come in.

What happens when you come to a fork in the road and don't know if you should veer right or left?

What happens when you get a flat tire and there is no one there to help you?

What happens when you pull over to ask for directions, but you have lost sight of the destination?

These types of situations is where you need the expertise of someone who cares and is passionate about you not sleeping in the car on the side of the road (Um...Scary!)

I plug into your GPS and guide you along the way. You are NEVER alone.

Still not convinced?

Here are some facts:

New research from Kabbage underlines how important mentors are to small businesses. In fact, the research finds almost all (92%) of respondents that had one found them vital to success. 89% wishing that they had a mentor from the beginning!



# BENEFITS OF HAVING A MENTOR

- 1) Mentors provide information and knowledge.
- 2) Mentors can see where we need to improve where we often cannot.
- 3) Mentors find ways to stimulate our personal and professional growth.
- 4) Mentors offer encouragement and help keep us going.
- 5) Mentors are disciplinarians that create necessary boundaries that we cannot set for ourselves.
- 6) Mentors are sounding boards so we can bounce ideas off them for an unfiltered opinion.
- 7) Mentors can be connectors.
- 8) Mentors have the experiences you can learn from to prevent making the same mistakes beginners make.

---

My line is always open for you to book a call with me and start putting these wonderful practices to strategic use!

Roll out your Journey with me!  
Book a complimentary call here