

How to Revive & Level-Up Your Business in 2 Days

a DIY Business Retreat Guidebook

put the wind back in your CEO sails before next Monday with a step-by-step video guide featuring leading experts and a power-packed action plan



Table of Contents

[Welcome!](#)

[Day 1: Big Picture Views](#)

[Session 1 → 9:30-10:30am](#)

[Session 2 → 10:30am-12:15pm](#)

[Lunch Break → 12:15-2pm](#)

[Session 3 → 2-3:45pm](#)

[Dinner Break → 4-7pm](#)

[Session 4 → 7-8pm](#)

[Pajama Party → 8pm+](#)

[Day 2:](#)

[Session 5 → 9:30-10:40am](#)

[Session 6 → 10:45am-12:20pm](#)

[Lunch Break → 12:30pm-2pm](#)

[Session 7 → 2pm-4:30pm](#)

[Session 8 → 7pm-8pm](#)

[Pajama Party → 8pm+](#)



Welcome!

Starting and running a business is no easy feat! Even the best business owners need to “take knee” and re-strategize by listening to the best advice out there.

In this guide you'll find a step-by-step, 2-day DIY Business Retreat guide with videos to watch featuring leading experts from all corners of the business world. We chose these videos and corresponding activities with the intention of putting the wind back in your CEO sails.

Optional: Go rent an AirBnB or hotel room for the weekend. Turn off the ringer on your phone. Dive in deep, you'll find really powerful results.

Why did we create this DIY business retreat guidebook? We are fellow business nerds. So much so, that we created an app to empower client-based businesses to run at their highest capacity by automating their scheduling and payment processing. Despite our bias, we know this to be revolutionary for business owners' client acquisition.

After all, we should *all* be doing more of what we do best!

[>>> You can try Fons out for FREE by clicking here. <<<](#)

Happy Reviving!

Love & Awesomeness,

The Team at Fons.com



Day 1: Big Picture Views

Session 1 → 9:30-10:30am

Activity (15 min)

Do a free-write session (on paper or typed out) on what you're hoping to receive from this weekend.

Watch (28 min)

Mark Manson & Marie Forleo: Here's How to Stop Caring About Things That Don't Matter

<https://youtu.be/FCp5mu9P13Q>

Best-selling writer Mark Manson has a fresh, irreverent perspective to share in the conversation about what brings true happiness and fulfillment in life. No matter how great your life is, you're always going to encounter pain and struggle—the question is, how are you going to react to it?

Follow-up (15 minutes)

Set a timer and take some time to list out the things that aren't working in your business or career these days.

- What's not working in your business?
- What's definitely working?
- How sustainable is your current general enthusiasm and energy level?

Session 2 → 10:30am-12:15pm

Activity (15 min)

Go on a walk. Clear the brain and walk around the block. Canine companion optional.



Watch (90 min)

Harvard i-lab | Startup Secrets: Vision, Mission, Culture Workshop featuring 3 case studies

<https://youtu.be/uBUCR7NzDok>

Vision, mission and culture are vital to your company - even at this early stage - do you know how to set yourself up for success? Michael Skok, a serial entrepreneur turned venture capitalist, will share best practice and case experiences for this foundational area of your venture. You'll learn: what it takes to form and build an enduring company, how to understand the crucial aspects of establishing a vision and mission and how to establish and operationalize your culture to ensure your team has the tools to win.

Special guests include, Paul English, most recently founder of Blade and before that Kayak, Mike Duffy Founder of Cylent and formerly with Open Pages, and Adam Melonas, CEO & Founder Chew-Labs.

Lunch Break → 12:15-2pm

Use this midday break to grab something to eat and get yourself out of the house/hotel room. Go partake of something you don't normally get to do or something that really gets your creativity flowing. This might be going to a driving range, taking a yoga class, getting a pedicure/massage. The world is your oyster!

Session 3 → 2-3:45pm

Activity (15 min)

Based on the previous sessions, spend 5 minutes to taking a messy stab at what you'd like your mission and vision statements to be today. (Ex: My business exists to solve _____ by _____, _____, _____, and _____.) If you need to write out several versions for it to "feel" write, that's fine. Also, keep in mind that we'll refine and buff it up later in the session.

Now spend the remaining 10 minutes writing how the current operations of your business (admin, policies, sales structures, marketing, customer experiences, etc.) conflict or harmonize well with this mission statement.



Watch (23 min)

Danielle LaPorte: on Burning Boats and Valuing Destruction in Your Business' Evolution

<https://youtu.be/f7m140mot3s>

Danielle LaPorte is the author of the book *The Fire Starter Sessions: A Soulful + Practical Guide for Creating Success on Your Own Terms*. An inspirational speaker, former think tank exec and business strategist, she is the creator of the online program *The Spark Kit: A Digital Experience for Entrepreneurs* and co-author of *Your Big Beautiful Book Plan*. Danielle has been featured in *Elle*, *Body + Soul*, *Vogue Australia*, *Better Homes & Gardens*, *Globe & Mail*, *The National Post*, *The Huffington Post*, *Entertainment Tonight*, *USAToday* and *BusinessWeek.com*. She was a news show commentator for CBC, and is a former director of a Washington-DC think tank, where she managed a team of analysts studying global trends for the likes of the Pentagon and the World Bank.

Watch (27 min)

Greg McKeown: Essentialism: The Disciplined Pursuit of Less

<https://youtu.be/uCmaj3lGwMg>

Originally from London, England, Greg McKeown is the author of the New York Times bestseller, *“Essentialism: The Disciplined Pursuit of Less”* and the founder of McKeown, Inc, a company with a mission to teach Essentialism to millions of people around the world. Their clients include Adobe, Apple, Airbnb, Cisco, Google, Facebook, Pixar, Salesforce.com, Symantec, Twitter, VMware and Yahoo!

Activity (20 minutes)

Spend at least 5 minutes answering each of the following questions:

- Based on the previous videos, how can you refine and declutter your business' mission statement?
- What's happening in your business that should get touched by the creative hand of destruction?
- What elements of your life and business need a good dose of essentialism?
- If you had a magic wand, which necessary pieces of your life and business would you automate?
 - Bonus brownie points for sending these answers to the Fons team via email: hello@fons.com. Start the email with the sentence “Here are my answers from the DIY Biz Retreat.”)



Dinner Break → 4-7pm

Take a nap, take a shower. Go grab a really nourishing dinner and get ready to unwind into a brilliant business!

Session 4 → 7-8pm

Activity (5 minutes)

Do some jumping jacks or another physical activity that gets your heartbeat rising. We're about to have some fun and "lighten-up" the weekend!

Watch (56 min)

Tina Fey: on Bossypants and great advice for business owners

Google's Executive Chairman Eric Schmidt joins Tina Fey for a fireside chat about her book, *Bossypants*. Get ready for some unruly and hilarious guidance from this comedy queen. You'll hear her thoughts on: how to hire the right people, how to improvise like an expert, and how to know that "you're doing it right."

Pajama Party → 8pm+

Relax and enjoy the evening! Here's a list of our favorite Netflix suggestions that might have a lesson or two on either customer experience, owning a business, or making big bold dreams come true.

- **Happy Face** - Small-town import Ryan Hamilton charms New York with folksy stand-up comic observations on big-city life, hot air ballooning and going to Disney World alone.
- **Iris** - She's flamboyant, opinionated, and 93 years old. And this icon still has an outside impact on the world of fashion.
- **Lion** - An indian man who was separated from his mother at age 5 and adopted by an Australian couple returns home, determined to find his birth family.
- **The Great British Baking Show** - A talented batch of amateur bakers face off in a 10-week competition, whipping up their best dishes in the hopes of being named the UK's best.
- **The Big Short** - A group of wily opportunists make a fortune off of the US economic crash by sniffing out the situation in advance and betting against the banks.



- **The Founder** - After a fateful encounter with the McDonald brothers, struggling salesman Ray Kroc becomes driven to change the way hamburgers are made and sold.
- **Walt Before Mickey** - This portrait of a young Walt Disney traces his path from Missouri to Hollywood, as he juggles big breaks, raw business deals and a budding romance.

Day 2:

Session 5 → 9:30-10:40am

Activity (15 min)

Similar to yesterday, start the day with a free-write session. Only today, use this time to 1) write out some of the highlights and lowlights from yesterday and 2) write about your current marketing needs as a business.

Watch (30 min)

Simon Sinek: If You Don't Understand People, You Don't Understand Business

https://youtu.be/llKvV8_T95M

In this wide-ranging talk, ethnographer and leadership expert Simon Sinek discusses the importance of trust, authenticity, and meaning. Sinek argues that as individuals and companies, everything that we say and do is a symbol of who we are. And it is only when we communicate our beliefs authentically that we can attract others to our cause, and form the bonds that will empower us to achieve truly great things.

Follow-Up (25 min)

Answer the following questions about your business...

- Are there any false messages or symbols you're using to attract your clients?
- How do you empower your customers to trust you? Do you want to change/improve any of those methods?
- Do you believe what your marketing says?
- Which part of your business represents a spirit of generosity?
- Are there any changes you'd like make to your customer experience or marketing as a result of Simon's talk?



Session 6 → 10:45am-12:20pm

Activity (15 min)

Go for a walk! Get outside. Grab a coffee or a snack. Breathe in some fresh air and get ready to think about attracting your favorite clients.

Watch (48 min)

Michael Port: Book Yourself Solid With the Right People

<https://youtu.be/XM6OMJM9brQ>

What would it take to book yourself solid...with people you LOVE to work with?

That's the question today's guest answered in compelling fashion with his New York Times bestselling book, *Book Yourself Solid*.

Bonus Videos!

- Watch (3 min) The Red Velvet Rope Policy
 - <https://youtu.be/T-WxcudVeRU>
- Watch (2:30 min) Defining Your Brand Identity
 - <https://youtu.be/pQaZBbjZsDQ>
- Watch (3 min) Definition of Marketing
 - <https://youtu.be/ISb7edphX4E>
- Watch (3 min) Connect with the People you Are Meant to Serve
 - <https://youtu.be/XWky89-zgOo>

Watch (30 min)

Live Coaching Session with Michael Port

<https://youtu.be/ciPEn7CBito>

Watch a live marketing coaching session and glean some expert wisdom on attracting clients from Michael Port. His wisdom is excellent for client-based businesses.

Lunch Break → 12:30pm-2pm

Use this midday break to grab something to eat and get yourself out of the house/hotel room. Go partake of something you don't normally get to do or something that really gets your creativity flowing. This might be going to a driving range, taking a yoga class, getting a pedicure/massage. The world is your oyster!



Session 7 → 2pm-4:30pm

Activity (15 min)

As we step into this session take an extra 15 minutes to do a quick brainstorm on ways your business can stand out and be completely unique. This might be in a list format or mind map format. Use this time to dump out the marketing methods you *aren't* being seen but would like to be seen in the future. Go BIG!

Watch (60 min)

Seth Godin: Stand Out in a Crowded Marketplace by Embracing Your Inner Genius

<https://youtu.be/6xMxAZhgvVU>

Seth Godin doesn't believe in secrets to success, or in many of the myths that we are told day-to-day. In this interview, you'll learn how to dance with your fears rather than eliminate them, and stand out in a crowded marketplace by embracing your inner genius.

Activity (20 min)

Answer the following questions about Seth Godin's interview...

- What feels impossible about your business right now?
- How are you "taking notes" rather than "being present" in your business?
- What would your clients miss if you were "gone?"
- Are you proud of your work? And are your people proud of it as well?
- Is word of your business spreading?
- What parts of your business exist solely due to tradition or industry standards? Should they?
- Is your business a factory or farm? How does your business facilitate innovation?

Watch (38 min)

Lisa Nichols: How To Turn Your Fear Into Fuel

https://youtu.be/v19rDdlh_kY

Lisa Nichols explains how you can become the designer of your own inspiring story. Lisa Nichols is one of the world's most-requested motivational speakers, as well as media personality and corporate CEO, whose global platform has reached and served nearly 30 million people. From a struggling single mom on public assistance to a millionaire entrepreneur, Lisa's courage and determination has inspired fans worldwide and helped



countless audiences break through, to discover their own untapped talents and infinite potential.

Activity (15 min)

Answer the following questions about Lisa Nichols' talk:

- What would you do if you knew you couldn't fail?
- How would the world be a better place to live if you couldn't fail?
- What do you want? Does the idea of attaining that make your fear wake up?
- What part of your business goals feel impossible?
- How can you use fear to accomplish those goals?

Session 8 → 7pm-8pm

Watch (8 min)

Casey Brown: Know your worth, and then ask for it

<https://youtu.be/PaxNc5-qn6s>

Pricing consultant Casey Brown shares helpful stories and learnings that can help you better communicate your value and get paid for your excellence.

Activity (22 min)

Answer the following questions based on Casey Brown's talk:

- Are you getting paid enough?
- How are you diminishing your business and yourself?
- How could you improve your authentic communication of value to your clients?
- How can you transform your message from "bragging" or underselling into service-centered communication?
- Based on the change you provide your clients, how much *should* you be charging your clients?
- What changes need to occur in you and your business to charge that amount?

Watch (22 min)

Wes Moore: The Difference Between Your Job and Your Work

<https://youtu.be/64O1T8rvC9I>

Author Wes Moore says, "We are not products of our environments, we are products of our expectations."



Activity (20 min)

Answer the following questions based on Wes Moore's talk:

- How are you a product of the expectations of other people?
- How is your environment feeding you and your business?
- What problem are you ending?
- What is your work? How do you bring that to your job?

Pajama Party → 8pm+

Relax and enjoy the evening! Watch one or two of our favorite Netflix suggestions from yesterday! Each suggestion contains a lesson or two on either customer experience, owning a business, or making big bold dreams come true.

