

Gentle Business

MASTERMIND

Resource List

GENTLE BUSINESS MASTERMIND

Annual Business Check-In Doc:

https://s3-ap-southeast-2.amazonaws.com/gbm2018/GBMmind_annual_check_in_docdocx.pdf?fbclid=IwAR2GA5Hrnoz9Ci9nEW4sM_eMhpy9TA-paYHYF6pZXdl1JIRvVzA-rbrKmmaA

SELF CARE

Guided Meditation:

<https://insighttimer.com/sarahblondin/guided-meditations/loving-and-listening-to-yourself>

Guided Meditation:

https://insighttimer.com/sarahblondin/guided-meditations/learning-to-surrender?_branch_match_id=573678674807819088

Simple Meditations: [Simply Being app](#)

Meditation to tune into your body and support yourself with self-care:

<https://www.dropbox.com/s/n1agq5h9atrsk9z/Listen%20To%20My%20Body%20meditation.mp3?dl=0>

Morning routines of 6 successful entrepreneurs:

<https://www.bettymeansbusiness.com/morning-routines-of-successful-women-entrepreneurs/>

How to step back from 'busyness,' and choose the things that are most important:

<https://www.hayhouseradio.com/#!/episode/more-time-for-what-matters-most>

The Gap by Ira Glass: <https://vimeo.com/85040589>

Get creative & tune into your heart:

<http://create.nicolanewman.com/wisdom-cards/>

Feel a little happier in the day jobs, while building a biz 'on the side':

<https://becsands.com/free-downloads>

A quick stretching sequence:

<http://www.jasonyoga.com/2015/02/10/evening-sequence>

SOCIAL MEDIA

Facebook and Instagram ads:

<https://serve.academy/free-facebook-ads-lesson/#here>

Free in-depth video course about setting up Facebook Ads:

<https://cathowell.com/>

What to consider when posting stories on Instagram:

<https://ellieswift.com/instagram-story-checklist/>

Free 5 Day Social Challenge: <http://ellieswift.com/shineonsocialchallenge/>

Free hashtags guide: <http://ellieswift.com/besthashtags/>

How to use Instagram stories to grow your list:

<https://www.amyporterfield.com/2018/07/219/>

How to gain more Instagram followers: <https://instagrowthboss.com/replay>

10 Ways To Use Pinterest for your Business:

https://lookaside.fbsbx.com/file/Jenna%20Kutcher_%20Pinterest%20for%20Business.pdf?token=AWy1QIHq6U4AHa5leidkt2DgrZp1tQUHs5_drdfCbc5UmKINeIfH4abJzDH8F26bNdp0K0_u1zNALt8deyIDLfPua4bxswcmrZjUDHVsjTQZ-yTw7_vAHMtUUwW5J_RUw6Se8432dRtq60CPZt-ns-mS

SOCIALLY CONSCIOUS BUSINESS

A 28-day journey to kickstart your life-long anti-racism work:

<https://www.meandwhitesupremacybook.com/book/>

Cultural appropriation:

<https://mailchi.mp/fb7e3906b165/social-justice-resource-guide-cultural-appropriation?e=1b2a1a58f7>

Call to Sacred Activism Interviews:

<https://www.sonalifiske.com/free-resources.html>

Leadership Lessons from the Dancing Guy:

<https://www.youtube.com/watch?v=fW8amMCVAJQ>

On dismantling systems of oppression in business:

<https://medium.com/@taragente/dismantling-systems-of-oppression-in-business-4-commitments-for-working-together-a9bcd78690d6>

Facing Race, Equity & Diversity in the Coaching Industry:

<http://www.trudilebron.com/single-post/10considerations>

Overview on difference, identity and power and how these might impact your life and work:

<http://desireeadaway.com/difference-identity-and-power/>

How to create a framework for how you can work on being more socially conscious, creating change, and being a better ally:

https://apps.carleton.edu/campus/intercultural/assets/dev_liberatory_conscious_001.pdf?inf_contact_key=99294dd53c139c82d4a686d3e08a2da8746e07ee435cfcb9017d7851c5bde4c9

Framework for doing more in the area of social change/socially conscious business:

http://stepupprogram.org/docs/handouts/STEPUP_Action_Continuum.pdf

Build ethics into your business:

<https://www.yesandyes.org/2017/09/build-ethics-into-business.html>

Strategies in addressing power and privilege:

https://beyondinclusion.files.wordpress.com/2011/07/ask_leticia_part_3.pdf

Writing Prompts to Use If You've Been Accused of White Fragility or White Privilege:

<http://leesareneehall.com/expressivewriting-prompts-to-use-if-youve-been-accused-of-whitefragility-spiritualbypass-or-whiteprivilege/>

Creating a Give Back Policy:

<https://www.naomiarnold.com/how-to-create-a-give-back-policy/>

B-Impact Assessment to get ideas on having a socially conscious business:

<https://bimpactassessment.net/>

Click on I Wish To Proceed and take some of the Implicit Bias Tests (e.g., on race):

<https://implicit.harvard.edu/implicit/takeatest.html>

<https://implicit.harvard.edu/implicit/australia/takeatest.html> (for Australians)

Classes about how anti-blackness/white supremacy, patriarchy and capitalism show up in coaching, spiritual and wellness spaces:

<https://www.andrearanae.com/class>

A free series for changemakers and entrepreneurs in the field of coaching, the arts, and wellness on topics at the intersection of social justice and healing: <https://yourstorymedicine.com/>

How **they** can be a pronoun for one person:

<https://www.dictionary.com/e/they-is-a-singular-pronoun/>

Brief outline of different types of racism:

<http://www.intergroupresources.com/race-and-racism>

Recommended by Desiree Adaway: Emergent Strategy: Shaping Change, Changing Worlds

<https://www.goodreads.com/book/show/29633913-emergent-strategy>

Recommended by Desiree Adaway:

<https://thebodyisnotanapology.com/magazine/over-the-ally-9-ways-solidarity-is-an-act-of-radical-self-love>

Eco friendly alternative to Google: <https://www.ecosia.org/>

FREE WEBINAR: How to run a transformational business while the world is burning by Andréa Ranae:

https://coachingasactivism.lpages.co/worldburning/?fbclid=IwAR10T-mHN-kaV_H1TLxM-lgvXKiQ2600tUpZsE1XRKFJBpQHSxiNFX9I19E

PRODUCTIVITY & SYSTEMS

ASANA: <https://app.asana.com/>

ASANA video - how Amanda uses it: <https://vimeo.com/261420595>

ASANA video - how Naomi uses it:

<https://www.useloom.com/.../e0eeebb3f5024fef91575cb1776955d>

Best Productivity Hacks and Apps:

<https://melaniewheatley.com/the-best-productivity-hacks-and-apps-you-need-to-know/>

Digital Brainstorming: <https://mindnode.com/>

For those on a decluttering mission:

https://www.pickuplimes.com/single-post/2017/11/05/30-DAYS-TO-MINIMALISM-printable-guide?fbclid=IwAR1Po8R_VQ2CCW-KKAYLGK-epEPal8eDldlxPn_xNxrCPvdbcWASva6V6Wl

WEBSITES, BLOGGING & LIST BUILDING

How to Strategically Lay Out an Effective Home Page:

<http://buildingastorybrand.com/lay-out-an-effective-home-page/>

Building an opt-in and your list:

<https://30daylistbuildingchallenge.com/signup-now/>

Free content creation and editorial calendar: <https://lacyboggs.com/>

Content Creation:

<https://www.amyporterfield.com/2018/01/195-the-6-pillars-of-my-content-creation-process/>

Blog headlines: <https://coschedule.com/headline-analyzer>

Blog title generator:

<https://www.impactbnd.com/blog-title-generator/blogabout>

If you're looking for "emotional" words:

<https://www.thepersuasionrevolution.com/380-high-emotion-persuasive-words/>

Getting started with branding & website: <https://learn.publishyourthing.com/>

A website (including About page) checklist:

<https://gillandrews.com/wp-content/uploads/THE-Website-Content-Checklist-Gill-Andrews.pdf>

Writing an About page:

<http://inspacesbetween.com/blogging-business/about-me-page/>

Drag and drop WP website platform: <https://showit.co/>

(And an example): <https://krystalclarkcreative.com/>

Tracking spreadsheet for website & social media stats:

<https://www.dropbox.com/s/tynrhj9ubzwqljo/Website-Social-Media-Mailing-List-Tracking-Spreadsheet.xlsx?dl=0>

PODCASTS

Guide to starting a podcast:

<https://prologger.com/the-definitive-guide-to-setting-up-and-marketing-a-podcast-to-help-grow-your-blog/>

Pitching for podcasts:

<https://juliesuzanneparker.com/pitching-perfectly-for-podcasts/>

WRITING & PUBLISHING

How to get published on The Huffington Post:

<http://www.sarahjensen.com.au/how-to-get-published-on-the-huffington-post/>

A 3-word process that helps you to write clearly:

http://www.alexandrafranzen.com/wp-content/uploads/2017/01/feel-know-do_free-workbook_franzen.pdf

PUBLIC SPEAKING & CONVERSATION

Public Speaking Tips:

https://lookaside.fbsbx.com/file/Public%20Speaking%20Tips.pdf?token=AWwMRJKj-A_VIKLweIGqbFK1gFX_fQUW7VEB0fr0sUMLSVwQZwF3pJ6oinWfe_ph6-BmU4CrUAPWZkYMtZ7Pncl2ztxv1CEGCXcuAt3-7cqE5bbA_5FbRwJWYMU5r92A5Y8mHFJjeo8jMIWKxYhd0x

Uncomfortable conversations:

<https://inquisitivehuman.com/2018/05/16/love-letters-to-humans-no-16-on-difficult-conversations/>

DESIGN & DESIGN ADMIN

Book or ebook templates: <https://www.bookdesigntemplates.com/>

Make PDFs into editable worksheets for free: <https://www.pdfescape.com/>

Reduce PDF size and other PDF edits: <https://smallpdf.com/>

Design resources for DIY design including fonts, photos, textures, designs for Instagram stories: <https://creativemarket.com/>

Steps to Fix Blurry Images From Canva:

1. Save your Canva graphic as a PDF.
2. Go to <https://smallpdf.com/pdf-to-jpg>
3. Drop your PDF file in the yellow box, or choose it from files.
4. Click 'Convert Entire Pages'.
5. Download as ZIP.
6. Extract your ZIP files.

BUSINESS ADVICE

Earning your living through your creativity:
<https://www.february13creative.com/>

Beautiful Biz Workbook:
<http://www.cassiemendozajones.com/products/beautiful-biz-workbook/>

Coaching School/Model: <http://coachschoool.academy/switch-register/>

PITCHING TO INVESTORS

<https://medium.com/the-mission/the-greatest-sales-deck-ive-ever-seen-4f4ef3391ba0>

<https://medium.com/the-mission/the-best-sales-pitch-ive-seen-all-year-7fa92afaa248>



<https://www.zuora.com/resource/best-sales-deck-ever/>

ONLINE GROUP PROGRAMS

<https://betaandbeyond.com/>

GDPR

Privacy Policy template for GDPR:

https://forms.youronlinegenius.com/website?r_done=1

QUEENSLAND BASED BUSINESS GRANTS

<https://www.business.qld.gov.au/starting-business/advice-support/grants/entrepreneur-grants>