

SET YOUR BUSINESS UP TO LAST

with Monica Maria Aparicio

Guided Business Evaluation Workbook

A companion workbook for the free guided experience





WELCOME!

Hi, I'm Monica Maria Aparicio, and I've been guiding women leaders for the last 19 years. I've taken all my years of practice and experience to create this workbook for you.

This workbook isn't designed to give you more information. It's designed to help you see your business differently.

As you move through this experience, you'll be invited to slow down, reflect, and observe your business through a new lens.

Rather than asking, "*What strategy should I try next?*" We'll begin with a different question: "*What is my business trying to show me?*"

There are no right answers. The value of this workbook comes from your willingness to notice patterns, tell yourself the truth, and stay curious about what you discover.

You don't need to finish it all today. Leave space, and return to it. Come back and answer honestly. Trust what begins to emerge.

Monica Maria

SET YOUR INTENTION

Today's date:

Take a moment to pause before you begin.

This workbook isn't about finding the "right" answers. It's an opportunity to honestly reflect on where your business is today and where it's asking you to grow.

Set an intention for this experience, write freely, and trust what emerges.
The more honest you are with yourself, the more valuable this experience will be.

You can use these questions to guide you:

Why did you decide to begin this experience today?

What do you hope will become clearer by the end of it?

If this experience gave you exactly what you need right now, what would that look like?

YOUR BUSINESS FOUNDATION

The 4 Pillars of Building a Business that Lasts



No business is built through marketing alone.

And no business thrives through inner work alone.

A business that lasts is built through the ongoing relationship between your inner world and the external structures that carry your work into the world.

Throughout this workbook, you'll reflect on four interconnected pillars that together create a sustainable business, one that supports your mission, your leadership, and the life you're building.

PILLAR 1: MASTERY

Mastery isn't about knowing more.
It's about knowing yourself.

The more clearly you understand your rhythms, gifts, experiences, and way of expressing your work, the less energy you'll spend trying to become someone else's version of success.

Businesses become sustainable when the woman behind them becomes integrated.

Evaluate Yourself

Gnosis: How well do you know yourself?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What have you discovered about yourself that has made your business stronger?

When do you feel most alive, creative, and focused?

Where do you feel you're still trying to fit someone else's way of doing business?

PILLAR 1: MASTERY

Evaluate Yourself

Integration: How connected are you to your body of work?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

How much of your lived experience is reflected in your work today?

Where have you separated parts of yourself that belong together?

If someone experienced your business from beginning to end, would they encounter the whole of who you are?

Evaluate Yourself

Self-Expression: Are you seen and heard in your entirety?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What parts of yourself feel easiest to express?

What parts remain hidden?

If you gave yourself complete permission to be seen, what would change?

PILLAR 1: MASTERY

Patterns I'm noticing...

What surprised me?

What feels strongest?

Where am I avoiding something?

What wants more attention?

What is the one thing this section revealed that you don't want to ignore?

PILLAR 2: LEADERSHIP

Leadership is your ability to guide yourself and others.

Leadership begins long before someone says yes to working with you.

It lives in your vision, your decision-making, and the confidence with which you stand behind your work.

This pillar invites you to explore how clearly you're leading your business today and whether your leadership is supporting the future you're trying to build.

Evaluate Yourself

Vision: How clearly are you holding your mission for today and tomorrow?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

How do you feel about your current offers and the way they are structured?

How far ahead are you leading your business, and does your vision extend beyond your next launch?

If there were no limitations, what would you create, how would you deliver it, and who would you serve?

PILLAR 2: LEADERSHIP

Evaluate Yourself

Innovation: How able are you to do things differently and create change?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What is asking to evolve in the way you do business?

How could you express your work in a way that feels more authentic and aligned?

What unique experiences or areas of knowledge could you weave together to create something only you can offer?

Evaluate Yourself

Conviction: How firmly do you stand behind your work?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

How confident are you when speaking about your offers, pricing, and the value of your work?

Would you enthusiastically invest in and experience your own offers?

Where do you notice hesitation or uncertainty in the way you lead your business?

PILLAR 2: LEADERSHIP

Patterns I'm noticing...

What surprised me?

What feels strongest?

Where am I avoiding something?

What wants more attention?

What is the one thing this section revealed that you don't want to ignore?

PILLAR 3: COMMUNITY

The ecosystems you create where your wisdom lives.

Your work isn't sustained by marketing alone.

It grows through the relationships you build, the conversations you create, and the communities that gather around your message.

This pillar invites you to reflect on how people discover you, connect with you, and continue the journey alongside you.

Evaluate Yourself

Marketing: How well do you gather your community?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

How do you genuinely feel about marketing your work?

How consistently do you show up, even when you aren't launching something?

What is the biggest obstacle preventing you from marketing in a way that feels sustainable?

PILLAR 3: COMMUNITY

Evaluate Yourself

Communication: How clearly do you convey your message?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What forms of communication allow you to express yourself most naturally?

Are you using your strongest communication styles throughout your business?

How clearly do people understand the value and depth of your work?

Evaluate Yourself

Connection: How able are you to create and nurture relationships?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

How intentionally do you build relationships beyond simply posting content?

Do you have spaces where people can stay connected with your work outside of social media?

How could you create a deeper connection with your current and past clients?

PILLAR 3: COMMUNITY

Patterns I'm noticing...

What surprised me?

What feels strongest?

Where am I avoiding something?

What wants more attention?

What is the one thing this section revealed that you don't want to ignore?

PILLAR 4: CONTRIBUTION

How your work creates lasting change.

Every business exists to contribute something meaningful.

Beyond the services you provide, your work has the power to create transformation, strengthen communities, and influence lives far beyond your direct clients.

This pillar invites you to reflect on the impact you're creating, the transformations you facilitate, and the prosperity your work makes possible, for both your clients and yourself.

Evaluate Yourself

Impact: How can you change the world through your work?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What is the deeper contribution your work is here to make?

How does your work create change beyond the individual client?

Can you clearly describe the ripple effect your work has on the lives your clients touch?

PILLAR 4: CONTRIBUTION

Evaluate Yourself

Transformation: How is your ability to facilitate lasting change?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

What is the primary transformation your clients experience through your work?

What additional changes often emerge that clients didn't expect?

Why are these transformations meaningful, for both your clients and for you?

Evaluate Yourself

Prosperity: How are you and your clients thriving?

Circle one.

1 2 3 4 5 6 7 8 9 10

Reflection

Does your business reflect the true value of the transformation you provide?

Is your business designed to sustainably support your time, energy, and income?

Where do you experience the greatest limitations to prosperity, and what might need to change?

PILLAR 4: CONTRIBUTION

Patterns I'm noticing...

What surprised me?

What feels strongest?

Where am I avoiding something?

What wants more attention?

What is the one thing this section revealed that you don't want to ignore?

LOOKING ACROSS THE 4 PILLARS

Final Reflection

As you look back over your responses, notice which areas of your business feel most supported and which are asking for your attention.

Which pillar feels strongest today?

- ☐ Mastery
- ☐ Leadership
- ☐ Community
- ☐ Contribution

Which pillar is calling for the greatest growth?

- ☐ Mastery
- ☐ Leadership
- ☐ Community
- ☐ Contribution

What do you now understand that you couldn't see before?

What is the one insight you don't want to leave behind?

What is one meaningful step you can take in the next 30 days?



CONGRATULATIONS!

You've just done something many business owners rarely give themselves permission to do.

You paused.

You reflected.

You looked beyond strategy to explore the deeper foundations of your business.

Whether this experience brought certainty, questions, or somewhere in between, you've already begun an important shift.

Clarity doesn't always arrive in a single moment.

More often, it unfolds as we're willing to see ourselves and our work more honestly.

Take a moment to acknowledge what you've learned.

Your business doesn't need to become someone else's version of success.

It needs to become a true reflection of your vision, your leadership, and the impact you're here to create.

That is the work of building a business that lasts.

CONTINUE YOUR EXPLORATION

By now, you've probably noticed something.

Some answers brought you clarity. Others, instead, raised new questions. This is completely normal.

Often, the most meaningful insights don't arrive as solutions. They arrive as patterns; patterns we start to recognize.

While this workbook can help you recognize those patterns, you don't have to interpret them on your own.

If you'd like personalized guidance, I invite you to continue your exploration through a private Psychology of Prosperity Diagnosis Session.

Together, we'll identify what's influencing your business today, clarify what your next season of growth is asking of you, and map a path toward to build a business that can sustain both your mission and your life.

During your Diagnosis Session, we'll:

- Explore the patterns emerging across your four pillars.
- Identify your greatest opportunities for sustainable growth.
- Clarify where your time, energy, and attention will have the greatest impact.
- Create clear and aligned next steps for your business.

BOOK YOUR DIAGNOSIS SESSION