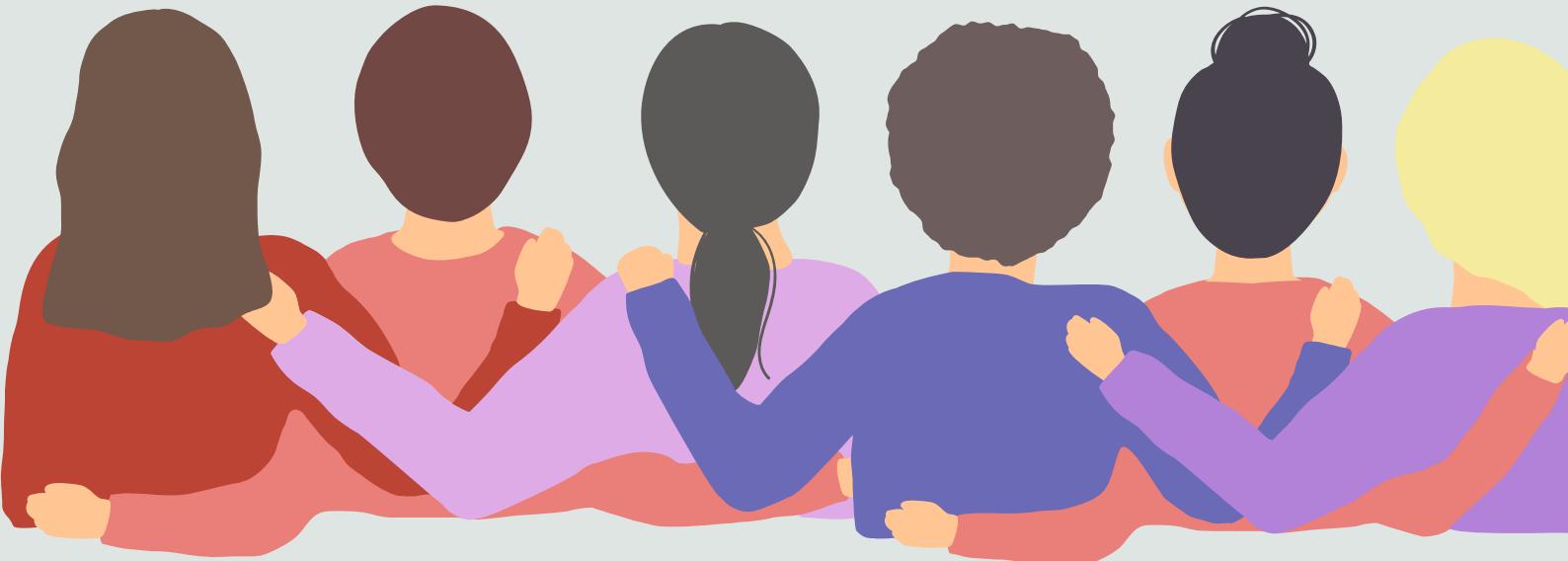




# The Femme Power Road Map

## 5 Soulful Steps to Start Your Dream Business

Created by The Femme Power | [thefemmepower.com](http://thefemmepower.com)



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The Femme  
POWER

01

# Welcome

Hey there, powerhouse! 

I created *The Femme Power* because I know how it feels to dream of something more—something of your own—and not know where to start. For too long, the business world has made us feel like we're too emotional, too soft, too much.

But I believe something different.

I believe your intuition is your greatest business strategy.

Your softness is your strength.

And your voice? It's meant to be heard.

This workbook is your invitation to dream boldly and begin building a business rooted in purpose—not pressure. It's not about doing more or being perfect. It's about showing up bravely and taking one step at a time—with clarity, with courage, and with community. So take a deep breath, Because this roadmap is your first step.

I'll walk you through the exact 5-phase process I wish someone had shown me when I was just starting out. And girl—you've got this. I believe in you with all my heart.

This guide will help you turn your dream into your first real steps toward launching your business.

Let's build something powerful—together.  
Ready? Let's go.

With love,

Ruth

*Founder of The Femme Power*

# 01 How to Use This Guide

This is not your average business plan—it's a soulful map to help you start from the inside out.

Each phase includes:

- a short lesson
- a mindset shift
- an easy action step
- a personal reflection from my own journey
- and a journaling prompt for your journey

You can move through the phases in a single sitting—or stretch it out over a few days. Make a cup of tea, light a candle, and let this be your space to reconnect with your vision.

*Tip: Print it out and write directly on the pages, or open it digitally and use a journal on the side. You get to do this your way.*

02

# The 5 Phases

This journey is yours—and it starts right here.

The Femme Power Roadmap – 5 Soulful Steps to Start Your Dream Business is designed to guide you step by step, with heart, clarity, and sisterhood.

In these 5 phases, you'll reconnect with your purpose, clarify your idea, build a solid foundation, craft your first offer, and share your business with the world—before it's perfect.

You don't need a degree, a fancy logo, or a 10-year plan. You just need your dream and the courage to take one step at a time. This guide will hold your hand, cheer you on, and remind you: You've got this.

Whether you're starting from scratch or finally answering that whisper in your heart—this is your permission slip to begin.

Let's ditch the overwhelm, tune into your power, and make space for something real, something bold, something yours.

Let's build it—together. 

## 02 Phase 1: Dream Boldly

Reconnect with your why, your values & your big-picture vision  
You didn't land here by accident—you're here because there's something bigger calling you. Something that's been tugging at your heart.

In this phase, we slow down to tune in. You'll reconnect with your why, your values, and the bold vision that's been *quietly* waiting for permission to grow.

### **Mindset Shift:**



You don't need all the answers—you just need to trust your inner spark.

### **Action Step:**



Write down what success feels like for you. Not what it looks like for others.

### **From My Journal:**



"When I first started dreaming about creating something of my own, it felt wild. I had no business plan. No audience. Just a knowing in my gut that I was meant for more than waiting around for the perfect opportunity. I wanted freedom. I wanted to make an impact—and I didn't want to do it in someone else's box."

### **Journaling Prompt:**



What kind of life do you want your business to support you in creating?

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# 02 Phase 2: Clarify Your Idea

Define what you want to offer, who it's for, and why it matters

You have the heart. Now let's shape it into something clear and powerful.

In this phase, we'll turn your passion into purpose—by defining who you want to help, what you'll offer, and the impact you want to create.



## Mindset Shift:

Your idea doesn't have to be perfect—it just has to be true to you.



## Action Step:

Write a one-sentence description of your offer. Start messy, refine later.



## From My Journal:

"I kept coming back to one question: What do I wish existed for women like me? That's when I realized—I didn't just want to sell a service. I wanted to create a movement. I wanted to give women the confidence and support to start before they feel ready."



## Journaling Prompt:

Who do you feel called to serve—and why?

# 02 Phase 3: Build the Foundation

## The mindset, tools, and habits you need to get started

Behind every strong business is a woman who knows how to support herself—mentally, emotionally, and practically.

In this phase, we create a solid base: your mindset, boundaries, systems, and the tools that will help you grow without burning out.

## Mindset Shift:



You don't need to hustle—you need to build your way.

## Action Step:



Choose two supportive habits you'll commit to this week (ex: weekly planning, time blocking, journaling)

## From My Journal:



“I started small—slow mornings, watering my plants (yes, I’m a plant lady), journaling, and just being my true self. Weekly planning. Letting rest be productive. That became my rhythm—and my foundation.”

## Journaling Prompt:



What do I need to feel grounded and supported as I begin this journey?

# 02 Phase 4: Make it Real

Craft your first simple offer and show up with confidence

This is where your dream gets real.

You'll shape your first offer—something simple, powerful, and totally you.

It's not about fancy funnels or perfect graphics. It's about starting where you are and learning as you go.



## Mindset Shift:

Clarity comes from action—not overthinking.



## Action Step:

Outline your first offer: what it is, who it's for, how it helps.



## From My Journal:

“I was terrified to share my first reel on Instagram—let alone my first offer. I kept waiting until it was ‘good enough.’ But the truth? It got better once I shared it. Talking to people, seeing what resonated—that’s what shaped it. I didn’t need to know it all. I just needed to start.”



## Journaling Prompt:

What am I ready to create, even if it's imperfect?

## 02 Phase 5: Launch with Love and Confidence

Share your business with the world, even before it's perfect  
You've done the work—it's time to share it.

In this final phase, you'll practice showing up, speaking your truth, and inviting people into what you've created—with heart, not pressure. You'll launch with love, not fear.



### Mindset Shift:

You don't need to be perfectly ready—you just need to be real.



### Action Step:

Share your idea, offer, or story on social media this week—even if it's just with your close circle.



### From My Journal:

"When I finally posted about The Femme Power, my heart was racing. But when even just one woman replied, saying, 'This is exactly what I needed'—it reminded me why I started.

Launching isn't about being loud. It's about being real."



### Journaling Prompt:

What would I say if I trusted people were already inspired by what I'm building?

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# Reflection

## Your Journey So Far

Take a moment to breathe and reflect. You've just taken 5 powerful steps toward your dream. *That's no small thing.*

- What surprised you?
- What did you uncover about yourself?
- What do you feel excited to create next?

Write it out below. This is your story in the making.

04

# Ready to take the next step?

Let's keep going—together.

You've taken the first brave steps. And now? You don't have to do it alone.

★ Ready to go deeper?

Join The Femme Power Circle—a safe space to share your wins, get real support, and grow together. This is where your next bold step begins.

Here's how we can keep building your dream together:

- Follow me on Instagram: @thefemmepower\_official
- DM me “I’m ready” to chat about your next step
- Stay tuned—more free trainings, tools & community goodness are coming your way



You're powerful. You're ready. And I'm proud of you for going this step. I am so happy to be part of your journey.

With love,  
Ruth

05

# Bonus

## Journaling Prompts to Stay Aligned with Your Why

Use these anytime you feel stuck, unsure, or like you're drifting off course.

1. Why did I start this journey?
2. What impact do I want to make?
3. What does success feel like to me?
4. Who am I becoming the person I want to be?
5. What fears can I release today?
6. What does my future self want me to know?
7. How can I make this more joyful?
8. What would I do if I trusted myself fully?
9. What's one brave thing I can do this week?
10. How would my life look like if all my dreams come true?