



# THE BOOTSTRAP DREAMS CLARITY CANVAS™

Talk about your  
business with clarity  
and confidence!

[BOOTSTRAPDREAMS.COM](https://www.bootstrappedreams.com)

# HEY THERE, I'M TAJUANNA!

I hope you and your loved ones are well and thanks for making a BIG deal about your dream. That step alone is amazing. My goal is to help you say, “goodbye” to overwhelm and the scarcity mindset and limitations that have kept you stuck. Coaching alone, however relevant and exciting, can’t turn dreams into reality.

**You know what can?**

Clear and actionable steps you can understand, achieve, and carry forward.

For over 15 years, I’ve received recognition and awards for helping business teams, entrepreneurs, and the most creative beings take action on new ideas, ditch overwhelm, and use processes to achieve desired results. And now, I’m here to help you push past your fears and enhance your business success with clarity, confidence, and commitment. When you don’t, you do yourself and everyone else a disservice.



Outside of up-leveling my (and your) business dreams, you can find me adorning a bold, long-lasting lipstick, dancing without music, exploring new foods, in mommy mode, and seeking to enjoy yet another new adventure. Let's Go!

*Tajanna Taylor*

Project Manager, PMP® | Accountability Coach |  
Speaker - Facilitator | Strategic Partner



# YOUR CLARITY CANVAS™

## The impact of the Bootstrap Dreams Clarity Canvas™ is elevating

The Bootstrap Dreams Clarity Canvas™ helps you make an intriguing first impression. You can confidently articulate the thing you are passionate about doing and share it with the world, while selecting the natural next steps you need to take to follow-through with your vision. You're worth it. Don't be bossed by uncertainty. Thrive and move forward!

# THE BENEFITS OF LAUNCHING YOUR BUSINESS IDEA

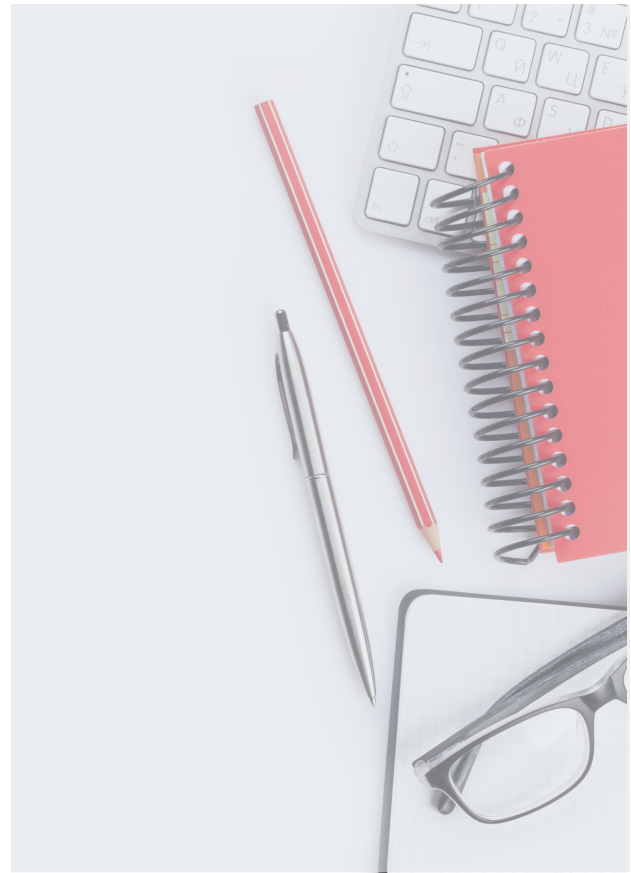
Here are 5 ways this approach will change your attitude about launching your business idea and your ability to do so in your demanding day-to-day life:

1. You have an exciting idea that allows you to do work that's fulfilling while also solving a problem for others.
2. You can monetize your idea in a way that generates revenue and profit to help you live the life of your dreams.
3. You can pivot your idea across various business models that will promote business growth.
4. You can validate your idea with your ideal customers to get feedback based on their awareness, interest, and readiness to invest in your business/product/service.
5. You create a support system that serves as a tribe to help keep you on track, fill your business gaps, and literally move you from no to go. You will literally know what's unique about you and why your ideal customers will want to choose you.

# NOW LET'S GO FORWARD.

So many entrepreneurs are overwhelmed.

If your eyes are glued on everyone else's fastly growing business with their seemingly perfect elevator pitch and irresistible offers, you're likely wondering why it's so hard for you to get that for your business too. You're only seeing other entrepreneurs' success from the outside, not behind the scenes. This is why it's so important to make sure that your greatest competition is yourself. Get clear about your own dream: **WHAT** you do, **WHO** you help, and **WHY** it matters.



You can throw money at beautiful branding (and we love to see beautiful branding). BUT, if you don't have a profitable idea and a message that solves a specific problem... You won't have a business because you won't have any value to offer, and as a result you won't make any money. To make an impact and have success, you have to figure out your zone of genius.

# DID YOU KNOW THAT...

Coaches and consultants who don't help you comprehensively limit you from your full potential. And, over time, the struggle to market your business and grow your audience will only get worse. This is not what Bootstrap Dreams' clients are experiencing in our community and Accountability Accelerator.



So what is the Accountability Accelerator?

The Accountability Accelerator is Bootstrap Dreams' immersive business coaching program for business leaders and entrepreneurs to help you reach your potential...and keep growing to match up to your vision.

"Small wins and strong friends lead to big victories."  
-Anonymous

Working together, up to **83%** of clients express:

- Feeling less overwhelmed
- Having more clarity about how to accomplish working on their businesses
- Increased confidence and
- In improved commitment to show up and get the results they envisioned for themselves, and the people they set out to help



# GRADUAL PROGRESS IS SO MUCH BETTER THAN NO PROGRESS

We continue to work with people comprehensively and the number of people who are consistently winning at their definitions of success is higher than what other experts are reporting.

I can tell you, with over 15 years of consulting experience - specifically in project management - little shifts in mindset, celebrations of small progress, and the way you approach your business can easily triple your efficiency without having to work harder, longer, and unhappier. Whether it's to start a new business or launch a new idea within an existing business, the steps we take together help set a solid foundation. Together, we confidently position your business in a way that will lead to increasing visibility and productivity, so that you can make a higher, deeper impact with your business, now and beyond!

# HERE'S HOW THE BOOTSTRAP DREAMS CLARITY CANVAS™ MANIFESTS YOUR VISION...

## When brainstorming the old way

Relies on starting with how you'll accomplish your dream

## The Bootstrap Dreams Clarity Canvas™:

You have a strategic flow that helps you hone in on what your business is purposed to do, deliver, to who, and why you are capable.

## When making decisions the old way

You are confused about which direction to go and make poor decisions based on your feelings.

## The Bootstrap Dreams Clarity Canvas™:

You have a specific focus on designing the most valuable results based on the priority of your ideal customer.

## When taking action the old way

You randomly do things, spend too much money on what's least important, and do not achieve the results you hoped for.

## The Bootstrap Dreams Clarity Canvas™:

Your potential skyrockets because you are keenly aware of what your business idea is created to deliver and to whom.



# THE BOOTSTRAP DREAMS CLARITY CANVAS™

## WORKSHEET

**People**  
(Who You Help)

**Opportunity**  
(Proof of the Need)

**Problem**  
(Question You Answer)

**Result**  
(The Transformation)

**What You Do**  
(The Thing You Deliver)

**What You Have**  
(Your Skills & Experience)

**What You Need**  
(What You Think You Lack)

**When You'll Start**  
(Date You'll Take Action)

And now, you can create your value statement to pitch your business.



## WANT TO MAKE THE MOVE FROM IDEATION TO MANIFESTATION?

You've now created a value statement that will help you talk about your business with clarity and confidence. Congratulations! Now that you've accomplished this, it's time to show up and follow-through with unwavering commitment.

Confidently pitch your new, valuable idea and back it up with the greatest practical, deliberate, and comprehensive support you can experience for your growing business.

Go further with Bootstrap Dreams Accountability Accelerator. It's the ultimate collaboration - with a project management foundation - suited for taking you and your business to the next level.

**YES, I'M READY!**

# THANK YOU SO MUCH!

Want even more insights and tips to help you move forward with your business?

Head over to the Facebook group:



There's no reason you should embark on this journey alone. I'm here to encourage you.

What You'll Find:

- Serial optimism
- Networking
- Real challenges
- Practical solutions
- An abundance atmosphere that makes room for us all



[JOIN NOW](#)

[Schedule your introductory call.](#)

