

FOR AMBITIOUS WOMEN READY FOR MORE

Stop Dreaming. Start Earning.

THE COMPANION WORKBOOK

Your guide to the
DREAM Framework™

*Discover your gift.
Turn your passion
into a **paycheck**.*



CLARITY

Get clear on what
you're meant to do.



CONFIDENCE

Build the belief to
charge for your gift.



INCOME

Create a simple plan
to start earning.



ALICE FLOWERS

UNSTOPPABLE

— *Women* —

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ALICE FLOWERS

Unstoppable Women

Hello, Beautiful

Before we get into the framework, I want you to have something to hold in your hands — or on your screen — as you move through this training. This workbook is where the ideas in Stop Dreaming. Start Earning. become yours.

You don't need to fill in every page in one sitting. Some of these prompts will land instantly. Others may need a quiet evening and a cup of tea. Either way, keep coming back to it.

Here's what I know to be true: you already carry a gift that someone else needs. This workbook is simply the space where you stop dismissing it, and start building with it.

I'm so glad you're here.

With you every step,

Alice

Your passion has been the answer to someone's prayer this whole time.

— Alice Flowers

How To Use This Guide

This workbook follows the training video, step by step. As you watch (or rewatch), pause at each section and complete the worksheet before moving on.

- Watch the training first, start to finish, without stopping.
- Then rewatch it in sections, pausing at each letter of the DREAM Framework to complete that section here.
- Be honest, not impressive. This is for you, not for anyone else to grade.
- Keep this workbook somewhere you'll see it again — this is the beginning of a plan, not a one-time exercise.

What you'll walk away with:

- ☐ Clarity on the gift you already carry
- ☐ A clear picture of the one woman you're meant to serve
- ☐ The beginning of a simple, sellable offer
- ☐ A plan to attract your first clients using people already around you
- ☐ Permission — real, written-down permission — to charge for your gift

INTRODUCING

The DREAM Framework™

Dreams don't become reality by accident. They become reality through decisions. This workbook walks you through five of them.

D	Discover Your Gift <i>Uncover what people already come to you for.</i>
R	Recognize Its Value <i>Stop mistaking evidence for coincidence.</i>
E	Establish Your Offer <i>Turn your gift into one clear solution for one clear person.</i>
A	Attract Your First Clients <i>Build trust with the people already around you.</i>
M	Monetize With Confidence <i>Give yourself permission to be paid.</i>

D Discover Your Gift

Your gift leaves fingerprints everywhere you go. It's rarely your job title — it's what people naturally come to you for. Because it comes so easily to you, you've probably assumed it isn't valuable. It is.

Reflect

What do people constantly ask you for help with?

What do people thank you for, over and over?

What comes so naturally to you that you've been giving it away for free?

Quick gift check

Circle or underline any that sound like you: financial advice, organizing, encouragement, decorating, cooking, writing, teaching, styling, planning, listening, problem-solving, motivating, simplifying, mediating, healing.

R Recognize Its Value

The women who hesitate longest are usually the women with the most to offer — because they're too close to their own gift to see it clearly. If everybody could do what you do, they wouldn't keep calling you.

Reflect

List 3 times someone said "can I pick your brain" or asked your opinion instead of Googling it.

You've been calling this coincidence. Rewrite it as evidence. ("It's not a coincidence that... it's evidence that...")

Finish this sentence: "My gift wasn't given to me to stay hidden — it was given to me to..."

Playing small isn't humility. It's fear.

— Alice Flowers

E Establish Your Offer

You don't need a business today. You need one solution, for one problem, for one person. People don't buy your gift directly — they buy the transformation it creates.

Meet Your One Woman

Give her a name. Picture her clearly. Everything you build grows from her.

Her name:

What keeps her awake at night?

What frustrates her most?

What dream has she been quietly carrying?

What is one step you could help her take, right now, toward that dream?

From product to transformation

What people think they're buying from you (the product):

What they're actually buying (the transformation — clarity, confidence, peace of mind, progress):

A Attract Your First Clients

You don't need 10,000 followers or a viral video. You need trust. Visibility creates familiarity. Familiarity creates trust. Trust creates opportunity. Your first clients are probably already closer than you think.

Your warm network

List the real names of people who already know, like, and trust you.

Friends:

Coworkers or former colleagues:

Church, community, or social circle:

Neighbors or acquaintances who've quietly watched you for years:

Your visibility plan

- ☐ This week, I will show up and teach one thing I know.
- ☐ This week, I will share one piece of my story publicly.
- ☐ This week, I will have one real conversation about what I do — not a pitch, a conversation.
- ☐ This week, I will say the words "yes, I can help you" to at least one person.

M Monetize With Confidence

When you charge, you aren't charging for your heart — you're charging for your time, your experience, and the years it took to become who you are. Someone is praying for exactly what you carry. The question isn't whether you should charge. It's how many people never receive your gift because you were too afraid to offer it.

Reflect

Finish this sentence: "I have resisted charging for my gift because..."

Now finish this one: "The truth is, my gift deserves to be paid because..."

How many people might miss out on your gift if you stay quiet another year?

Say it out loud — then write it down

- ☐ I give myself permission to stop apologizing for my gift.
- ☐ I give myself permission to stop shrinking.
- ☐ I give myself permission to stop saying "maybe one day."
- ☐ Today, not someday, I take my next step.

You're Not Starting From Zero

You already carry value. You already have experience. You already have a story. You already have something someone needs. You're starting from evidence.

Your DREAM Framework checklist

- ☐ D — I have named the gift people already come to me for.
- ☐ R — I have started collecting evidence of my own value, instead of dismissing it.
- ☐ E — I have described one woman, and one transformation I can offer her.
- ☐ A — I have listed the real people in my warm network and one visibility step to take this week.
- ☐ M — I have given myself written permission to charge for my gift.

Dreams are beautiful. But dreams don't change families, create freedom, or build legacies. Decisions do.

Your Next Step

This workbook was designed to help you believe you're capable of building a real business around your gift. From Passion to Paycheck is where we roll up our sleeves and actually build it — together.

From Passion to Paycheck — 4-Week Course

- Identify your profitable gift
- Package it into a real, sellable offer
- Learn how to attract your first paying clients
- Build the confidence to actually ask for the sale

Regular price: ~~\$347~~ Special training price: **\$197**

Prefer a guided conversation first?

Apply for a complimentary Business Clarity Session. It isn't a sales call — it's a conversation about where you are, where you want to go, and what's standing in your way. If Deep Dive Coaching is the right fit, Alice will tell you. If it isn't, she'll tell you that too.

She arrived wondering, "Could I really do this?" I hope she's leaving with a different question: "Why have I waited so long?"

— Alice Flowers

Keep believing.

Keep building.

Stop Dreaming.

Start Earning.

ALICE FLOWERS

Unstoppable Women

It's not just a dream. It's your next chapter.