

THE BUSINESS FIX JOURNAL

EVERY BUSINESS HAS A CASE. THIS IS YOURS

*A strategic reflection tool to help
you clarify your business goals,
challenges, and next move.*



DNFC CONSULTING

Welcome to The Business Fix Journal



This journal is your space to pause, reflect, and realign.

Whether you're joining me for a free webinar or diving deeper into strategy through The Business Fix Lab, this resource is designed to help you step back from the day-to-day and reconnect with the bigger picture of your business.

Inside, you'll find a series of strategic reflections that guide you through identifying your goals, naming your challenges, and clarifying your next move. There are no right or wrong answers—just honest insights that bring you closer to clarity.

Because your business isn't broken, it just needs a fix. A thoughtful one. A strategic one. A fix that's rooted in your vision, your values, and your unique path forward.

So carve out a moment, step into the role of strategist, and let's begin.

- *Disa*

How to Use This Journal

This isn't a workbook. It's not a checklist. It's a strategic space - for you.

Use it to:

- Reflect on your current business goals
- Identify what's standing in the way
- Clarify your next strategic decision

You can write directly in the journal, type your responses, or simply use it as a thinking tool. What matters most is that you engage with the questions honestly—and revisit them as your business evolves.

This journal is designed to support your experience with DNFC Consulting —whether you're attending a webinar, booking a consultation, or joining The Business Fix Lab. It's not a generic tool—it's tailored to help you get the most out of our strategic work together.



Define Your Business Goal

What's one outcome you want to achieve in the next 6–12 months?

Think beyond revenue. Consider visibility, systems, client experience, or brand positioning. What would make you feel like your business is moving in the right direction?



My goal is...

Why this matters to me...

What success looks like...

Identify Your Current Challenge

What's standing in the way of that goal?

Is it clarity, capacity, consistency, confidence—or something else? Be honest. This isn't about fixing everything—it's about naming what's slowing you down.



The challenge I'm facing is...

I've been avoiding or unsure about...

This challenge affects my business by...

Clarify Your Next Strategic Move

What's one decision or action that could move you forward?

It could be refining your offer, improving client onboarding, adjusting pricing, or seeking support. Choose something that feels meaningful and doable.



My next move is...

What's holding me back...

What I need to make it happen...

Your Business Fix Statement

This is your strategic anchor—a simple, clear statement that captures what you need to focus on next.

Based on your reflections, complete this sentence:



To move forward, I need to...

What's Next?

You've taken the first steps. Now let's make it count.

This journal was designed to help you reflect, clarify, and realign. Whether you're joining The Business Fix Webinar, attending the Lab, or booking a one-on-one consultation, your responses here are the foundation for what comes next.

Here's how to use it moving forward:



For Consultations

Bring your journal with you. These are the exact questions we'll explore together—so you'll arrive prepared and ready to dive deeper.



For Business Fix Lab VIPs

Use your journal to shape the question you'll submit. The clearer your challenge, the more tailored and actionable the response will be during the live session.



For Your Own Strategy

Revisit your answers monthly or quarterly. Your business will evolve—and so will your clarity.

Ready to fix what's holding you back? Let's take the next step—together.

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