

Take up space

A roadmap to help you share your
amazingness with the world

Introduction

Welcome!

This free roadmap supports you to share your amazingness with the world, and to take up space with and in your business. It's based on the work I've done in my own business and the many conversations I've had with 1:1 clients about this topic.

The roadmap combines reflection prompts with review exercises, taking you through the various areas in your business where you could take up more space.

I'll support you to reflect on and review six parts of your business:

- the space you create for your business in your life;
- your offerings;
- your website;
- your marketing and newsletter;
- your customer and client boundaries;
- your launches.

I've also included a really fun practical bonus exercise on taking space to use whenever you're out and about. Hint: if you're always the one to move first when you're approaching someone on a path or street, this is for you 😊

Remember:

Taking up space is not the same as being pushy.

Taking up space is inspiring. By taking up space, we allow others to do the same.

Taking up space is empowering. You are an amazing human being, with an amazing business that offers wonderful things for the right people.





Beginnings

Reflection

- How do you feel about taking up space?
- How does the thought of taking up space in various parts of your life and business feel rationally?
- How does it feel in your body?
- Which stories, emotions and desires come up for you?

Space for your business

Reflection

- When do you put other people's needs ahead of your own and your business' needs?
- How do you feel about carving out time and space for your business in your day-to-day life?

Guarding time for your business

- When do you want to spend time on your business?
- Experiment with carving out dedicated time when you're working on your business and are not available for anything else. How are you going to guard this time? Do you need to leave the house, explicitly tell family and friends that you're not available, do something else?

Elevator pitch

- How do you speak about your business to other people?
- Notice when you're trying to diminish your business and what you do, when you use words like "I just...", when you minimize your business or not speak about it at all.
- Draft an elevator pitch about your business that you can use whenever someone asks what you do.

Your offerings

Reflection

- How do you feel about your current offers?
- What feels good and what no longer does?
- What do you keep doing because you feel like clients and customers expect you to?

Review your offerings

- Are your offerings still aligned with what you want your business to be and how you want to spend your time?
- Is your pricing still supportive of your life and the money you want and need to make? When have you last reviewed and updated your pricing?

Website

Reflection

Our websites can be one of the places where we do not take up enough space. We might make it inadvertently hard for people to find out more about us and our work for example.

How do you currently feel about your website? Are you using your website to take up space with your business in the world?

Review your website

- Would someone unfamiliar with you and your business know what you do and what your core offer is?

How easy or hard is it for a visitor to:

- contact you through your website
- purchase your service(s) or product(s)
- sign up for your newsletter

Newsletters + marketing

Reflection

- How do you currently feel about your marketing? How do you feel about sharing about your business and your offers, and inviting people to buy from you?
- Which types of marketing feel good to you right now? Which don't feel aligned? Which would you like to experiment with?
- How do you feel about your newsletter? Do you feel like you're taking up enough space for and with your business through your newsletter?
- Do you share frequently about how people can work with you and buy from you?

Review your marketing + newsletter

- What would taking up more space with your marketing and newsletter look like? How could you gently challenge yourself here?

Take a moment to review:

- the frequency of your marketing + newsletter: how often do you share and where?
- what kind of content you share
- are you showing your amazingness? Are you showing what you do, what you offer and why that is great?

Remember: you are running a business and sharing about what you offer is a key part of that.

Customer + client boundaries

Reflection

- Which boundaries are being challenged in your business?
- How would your boundaries be different if you were to redesign them, starting with your needs first rather than what you think your customers' needs might be?

Review your customer and client boundaries

- What are your boundaries around availability and how are you communicating these?
- What are your boundaries for email/messages and how are you communicating them?
- What are your boundaries around what is included in products and services and how are you communicating them?
- What needs to change for these boundaries to work for you?

Launches

Reflection

- How do you want to feel during this launch?
- How will you support yourself practically and emotionally throughout this launch?
- What do you want to experiment with?

Review your launches

- How are you--repeatedly--sharing about your amazingness during this launch?
- Are you hiding your launch, for instance by not reminding your audience of it, by only putting launch info at the bottom of emails, by not flagging it explicitly on your website?
- How can you gently take up more space for your business during this launch?

Bonus exercise

If you find taking up space difficult, try the following exercise next time you're out and about.

Instead of being the first to step aside on a sidewalk or path, keep walking and wait for the other person to move. What feelings come up for you as you're doing this? As long as you're not physically hurting someone, you're not being rude :)

If you're used to not taking up a lot of space, you'll probably feel really uncomfortable at first.

But remember, this is a practice, and taking up physical space can help us take up space in and with our businesses as well.

Further resources

Read my posts on [slow, gentle and profitable marketing](#)

[What would it mean to root into trust in your business?](#)

[The joys of being unavailable](#)

Guide: [Business boundaries that feel good](#)

About me

I'm on a mission to change how we think, feel and talk small business.

I'm here to help you discover how to run a business that is slow, gentle and profitable.

I know that it is possible to create a business away from the norm of hustle, productivity culture, overwork and someone else's stories--because I'm doing it.

I want to show you ways of working that support your humanness, that fit around your life, your family, your needs and desires.



📌 Find out about my courses, programmes and 1:1 mentoring on www.astridbracke.com

"Astrid has an uncanny ability to simplify muddled messes and tease out practical solutions."

(Vanessa Simpson, photographer)

