



Business That Loves You Back

BLOG TOUR

What does it REALLY take to build a business and life you love?

Welcome! I'm so excited you're joining the Biz that Loves You Back Blog Tour during April 2015. This guide is designed to answer any Q you might have to help you whip up a fabulous blog post and make it a delicious win for everyone!

The Scoop

As women entrepreneurs, we constantly hear big promises about creating a business and life you love. But while our to-do lists runneth over in biz building tips and tricks... we never get any clear insights into how you can love your life, right now, as you grow your business.

While the stars in our industry seem to always be frolicking on the beach or tossing their shiny locks during professional photo shoots, for the rest of us, that's so far from our reality that we're left wondering what we're doing wrong.

The Business That Loves You Back Blog Tour was born to provide a honest look at what goes into building a business while living a life you love. Women entrepreneurs are getting tired of all the hype and desperately want to hear from other women, just like them, who are walking their talk. That's why I've invited you to join us for this blog tour!

The tour is your chance to share your two cents on what it really takes to build a business you love that loves you back. When you design a business that loves you back, you're building your business around your desired lifestyle. You're making time for work AND play. And isn't that why we chose this lifestyle business anyhow? To have the FREEDOM, EASE, and ABUNDANCE to enjoy our lives? I think so!

This is your chance be a voice of honesty, experience and reason in an online world full of unfulfilled promises of millions and unrealistic 4 hour work weeks. Your insight will help other entrepreneurs know that they are not alone, and can consciously design their business 100% around their lifestyle.

By joining us for this tour, I know that you stand for empowering other women entrepreneurs. All we ask is that you help us to make an impression with our message by sharing + encouraging all of our bloggers.

The more everyone shares during this tour, the more everyone wins. Picture that reader who is STARVING for advice and mentors who have been there, and help her to find your fellow bloggers so she can get as much as she can from this tour!

Nitty Gritty Detail {Posting + Sharing}

The calendar will be live at bit.ly/bizloveblogtour and we'll send you an email to confirm your individual post date {plus a reminder the week of – just to be sure!}.

To make sure that you readers can follow along on the blog tour::

1. Write your awesome blog post {see "What to Write" below for ideas, quick start questions, and prompts}
2. Give your readers some context {what is the What it Takes Blog Tour? Who is Racheal?}

Share an intro. Something like:: "I was so honored when Racheal asked me to be a part of the the Biz that Loves You Back Blog Tour!"

3. Please link to the blogger on the day before you {"Yesterday Sarah shared"} and the blogger posting the day after {"Can't wait to read what Jenna has to say tomorrow"}.

4. Whenever linking to Rachealcook.com bit.ly/bizloveblogtour please use the blog tour

landing page at so your peeps can find the entire schedule. It's great if you can include the link in the intro + a PS after your post!

IMPORTANT!

Please save your post URL as <http://www.yoursite.com/biz-love-blog-tour>
This will make it MUCH easier for us to link to everyone via social + emails so that we can send blog tour readers your way. We'll confirm your blog post URL the week your post goes live.

Traffic begets traffic, so if it feels right for you we'd love for you to share your post, one another's posts, and especially the !

Each day we'll update the Business That Loves You Back Blog Tour page with links to all 30 bloggers, plus the hashtag **#bizloveblogtour** on social media.

We'll have graphics galore for you to use on your post and on social media in this Dropbox folder. Feel free to include as the featured image in your blog post, on your sidebar to promote the blog tour, and on social media.

Finally – here's some pre-written posts for your social sharing pleasure!

ClicktoTweet.

[Honored to join the Business That Loves You Back Blog Tour with @RachealCook! building a biz and life you love! bit.ly/bizloveblogtour](#)

[I'm in! 30 bloggers sharing the inside scoop on creating a life you love while building your biz with @RachealCook. bit.ly/bizloveblogtour](#)

[Wish you could pick the brains of your favorite 30 entrepreneurs? Now you can! Loving #bizloveblogtour with @RachealCook! bit.ly/bizloveblogtour](#)

[Behind the scenes with 30 entreps sharing about building a biz that loves you back! #bizloveblogtour @RachealCook! bit.ly/bizloveblogtour](#)

[30 insights on designing a biz u love while loving your life, right now! Can't wait #bizloveblogtour w/@RachealCook! bit.ly/bizloveblogtour](#)

What to Write + Quick-Start Questions!

The goal of the Business That Loves You Back is to share how you consciously design your business around your lifestyle. To share how you let go of all the rules to create your own version of success. Your Biz. Your Life. Your Way.

Here's some questions to get you started::

Your Biz. Your Life. Your Way.

- :: What does it mean to you to 'have it all'?
- :: What is your definition of success?
- :: What does your WHY? Why is your motivation for being a lifestyle entrepreneur?
- :: What does a 'big-enough' business mean for you?
- :: Are you growing your biz fast or slow? How does that impact your lifestyle?
- :: What are your lifestyle non-negotiables? How does your biz support your lifestyle { not just financially - but time, energy, of geography freedom }

Make Space for What Matters Most

- :: How much do you work each week?
- :: How do you plan and prioritize your days so that you get the most important things done first?
- :: What are your favorite productivity practices that free up your time and energy?
- :: What things have you stopped doing in your biz?
- :: Do you map out a plan for your biz? What is your process for setting + achieving your

Live a Life You Love, Right Now

- :: What role does self-care play in your life?
- :: How do you make time for your family + relationships, your health + wellbeing, your personal growth
- :: spirituality, and even other interests + hobbies?
- :: Where in your life could you take better care of yourself?
- :: What areas of your life or lifestyle would you like to upgrade?
- :: How often do you take vacations or breaks away from your business?

The Art of Work-Life Balancing

- :: How do you find balance between work + play?
- :: How do you avoid overwhelm and burnout?
- :: How do you detach from your biz so you can recharge?
- :: What are your favorite strategies to balance life + biz?
- :: Do you do it all solo or do you have a support system/team?
- :: Share a day in the life of YOU! What does your day look like? Is this your dream day? What would you like to change or upgrade?

Can't wait to hear your words of wisdom! And of course, if you have any questions, don't hesitate to reach out to me at hello@rachealcook.com

Hugs + highfives!

Racheal