



“If you think you’re too small to have an impact, try going to bed with a mosquito.”

Anita Roddick (founder of the Body Shop and pioneer of ethical consumerism)

CHAPTER 1: ONE WORD IMPACT WORKSHEET | YOUR ONE WORD

1. What’s inside you that you want to do but aren’t doing?

2. What is mediocre in your life and business?

3. What needs to change in your environment to inspire a great life?

4. What are some early thoughts on what your One Word is?

5. How do you want people to feel when they see your brand?

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"What you believe, remember, you can achieve."

Mary Kay Ash (founder of Mary Kay Cosmetics)

CHAPTER 2: MY ONE WORD "BELIEVE" WORKSHEET | YOUR ONE WORD

1. What are you telling yourself is the reason why you're not more successful?

2. What companies do you buy from because of their core values?

3. What decisions are you currently struggling with?

4. What's your 'Why' that keeps you motivated?

5. What do you want people to say about your brand?

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“People need to understand that they have all the tools within themselves.”

Deepak Chopra (bestselling author and a pioneer in the holistic health movement)

CHAPTER 3: FINDING YOUR ONE WORD WORKSHEET | YOUR ONE WORD

1. What makes you happy? Give specific people, activities, songs, books, etc.

2. What connects the things that makes you happy?

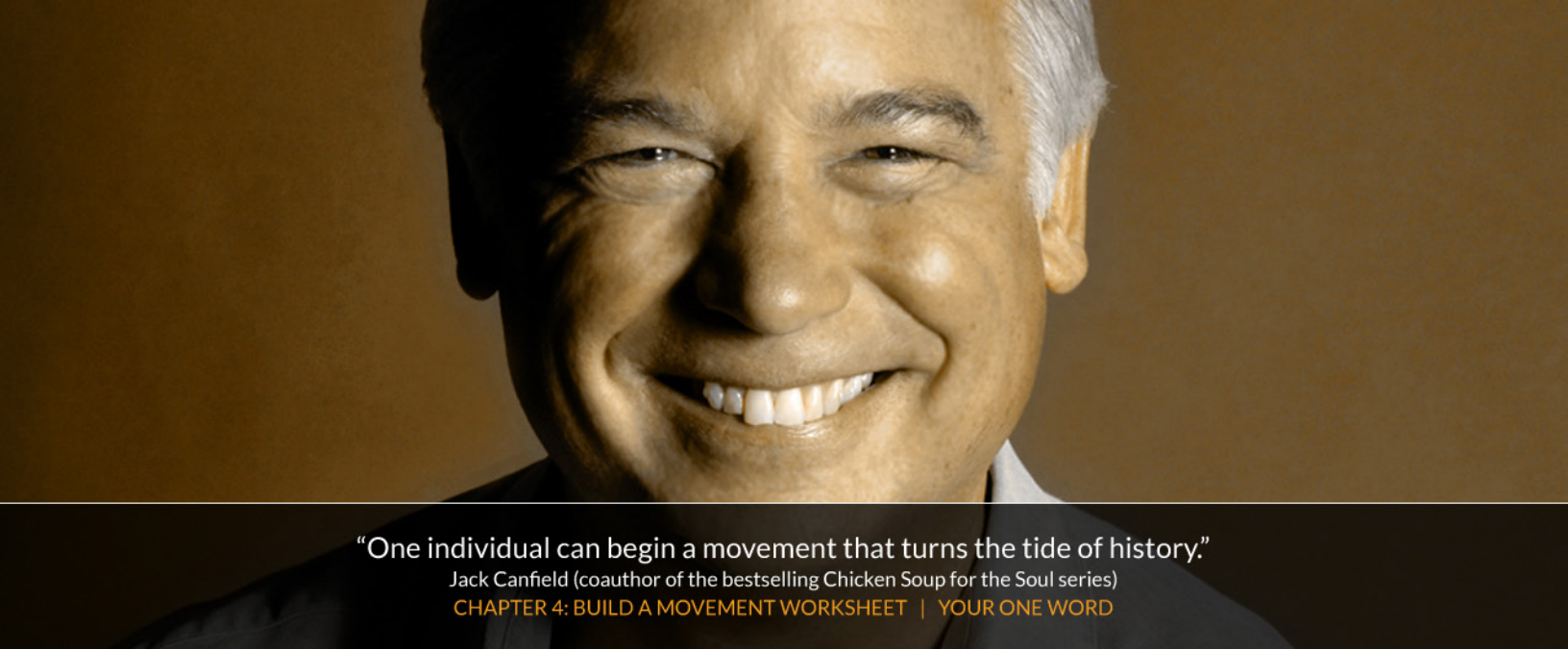
3. What trait to you hate? Why kind of people do you not want to be around?

4. What's your constant? Who have you always been and always will be?

5. What limiting beliefs make you feel like you can't live your One Word?

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A close-up portrait of Jack Canfield, a man with grey hair, smiling warmly at the camera. The background is a soft, out-of-focus brown.

“One individual can begin a movement that turns the tide of history.”

Jack Canfield (coauthor of the bestselling Chicken Soup for the Soul series)

CHAPTER 4: BUILD A MOVEMENT WORKSHEET | YOUR ONE WORD

1. What's the movement you want to start?

2. What's a simple test to start immediately to prove that it works to yourself?

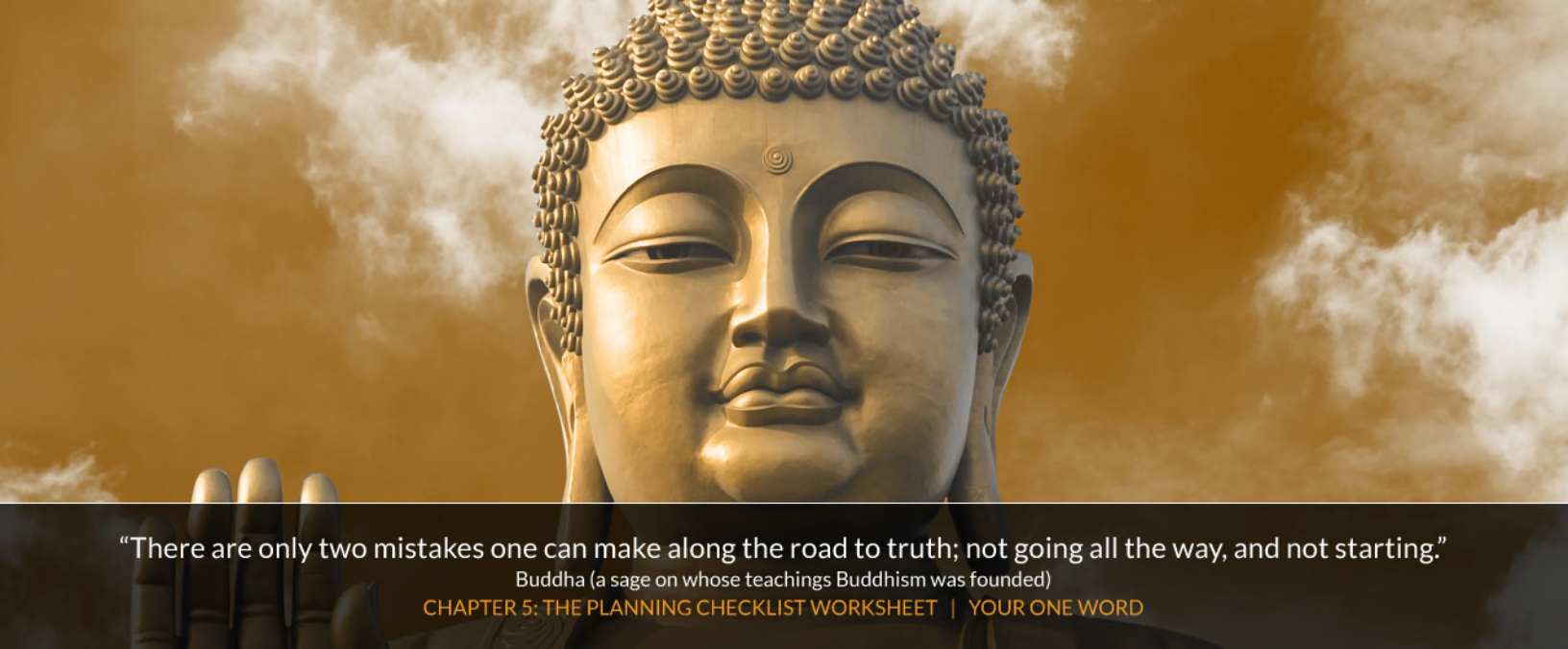
3. What's preventing you from starting right now?

4. What do you hate about being an employee? Why did you start this business?

5. What are some of your favorite motivating quotes?

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“There are only two mistakes one can make along the road to truth; not going all the way, and not starting.”

Buddha (a sage on whose teachings Buddhism was founded)

CHAPTER 5: THE PLANNING CHECKLIST WORKSHEET | YOUR ONE WORD

1. What are the 3 core meanings that make up your credo?

2. List what you can add to your bio to make it personal and interesting.

3. What will you name your fan base and who is your enemy?

4. What will you name your business so it's more than just what you sell?

5. What symbols best represent your One Word and why?

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“Businesses often forget about the culture, and ultimately, they suffer for it.”

Tony Hsieh (CEO of Zappos)

CHAPTER 6: CULTURE WORKSHEET | YOUR ONE WORD

1. How will you use your One Word to attract and hire the right team?

2. How can your office environment better reflect your One Word?

3. What rituals can you create the reinforce the One Word culture you’re creating?

4. How can your company policies better reflect your One Word?

5. Is there someone you need to fire who doesn’t embody your One Word?

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"Our business is about technology, yes. But it's also about operations and customer relationships."

Michael Dell (billionaire founder and CEO of Dell Inc.)

CHAPTER 7: OPERATIONS WORKSHEET | YOUR ONE WORD

1. How can you treat your clients better around your One Word?

2. How can you pick your suppliers around your One Word?

3. How can you select your next new product around your One Word?

4. How can your sales process be improved around your One Word?

5. What tough decisions do you need to make now that you know your One Word?

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