

THE ENTREPRENEUR'S
FOUNDATION FOR SUCCESSFUL
BUSINESS GROWTH

FIRST THIS,

Book Club Discussion Guide

THEN THAT

LESLIE HASSLER



WELCOME

TO THE BOOK CLUB DISCUSSION GUIDE

We're excited that you've chosen *First This, Then That* for your book club!

Whether you're here to refine your business strategy or gain personal insights, this guide will help spark meaningful conversations and offer practical steps to turn ideas into action.

This guide invites you to explore how prioritization, focus, and small steps can make a huge difference in your business or personal life. Ready to start? Let's dive into discussions, reflections, and some actions that will move you closer to your vision!

If you have not bought *First This, Then That*, head to <https://www.yourbizrules.com/buyfttt/>

or to go more in-depth with the Companion workbook, go to www.yourbizrules.com/FTTTcompanion



Your Biz **RULES**





First This, Then That: The Core Pillars of Business Success

The Book Club Discussion Guide is built around four key themes in the book ***First This, Then That***. These themes help guide business owners through essential steps to grow their businesses with focus and intentional action.

Theme 1: See the Future – Your Business Vision 1

At the core of any successful business is a clear and compelling vision. This theme encourages participants to articulate where they want their business to be in the future. The discussion and exercises in this section help participants define their long-term business goals and understand how a clear vision can guide daily decision-making.

By the end of this discussion, participants should have a well-defined vision that excites them and aligns with their personal and professional values.

Theme 2: Less is More – Focus on What Really Matters 3

Business owners often feel overwhelmed by countless tasks and responsibilities. This theme emphasizes the importance of prioritization—focusing on fewer, high-impact tasks that truly drive growth. Participants explore how to identify the most critical actions that will move their business forward and how to let go of distractions that can derail progress.

The exercises in this section are designed to help participants reflect on what matters most and develop strategies for staying focused on key priorities.

Theme 3: Build Momentum – Turning Small Steps into Big Wins 5

Success is built one small step at a time. This theme focuses on how breaking big goals into manageable actions can create momentum that leads to significant results. Participants learn how to take the first step toward their goals and how to maintain that momentum with consistent progress.





First This, Then That: ***The Core Pillars of Business Success***

Through group discussions and activities, participants gain the confidence to start small and build on their wins, which leads to greater achievements over time.

Theme 4: Challenge Accepted – Staying Focused When Things Get Tough 7

Every business faces obstacles, but how you respond to those challenges defines your success. This theme guides participants through discussions on resilience, focus, and overcoming setbacks. It offers strategies to remain committed to their vision, even when the going gets tough.

The exercises and discussions in this section encourage participants to reflect on past challenges, draw lessons from them, and apply those insights to current or future obstacles.

When you are ready, we are here to help you	9
If you Liked This Book	10
About Leslie	11





Theme 1 :

See the Future - Your Business Vision

A clear vision is like a compass for your business. It guides your decisions and helps you know where you're headed. In First This, Then That, vision is the first critical step toward success.

Group Discussion Questions:

- What's your dream for your business that you haven't shared out loud yet? Why not?
- How do you think crystal-clear vision can help you make better daily decisions?
- What would your business (or life) look like if you knew exactly where you wanted to go?
- What areas of the business are not serving you, or your vision?



Theme 1 :
See the Future - Your Business Vision

Activity:

Take 5 minutes to quietly reflect and write down where you want your business to be in 12 months. Then, share your vision with a partner in the group.

Describe your vision:

Reflection Prompt:

- How does it feel to say it out loud?

- What surprises you about what you wrote?

- What actions are you currently taking that may be moving you away from this vision?

- What specific changes can you make starting today to ensure your actions align with your vision?



Theme 2:

Less is More – Focus on What Really Matters

You've got a hundred tasks on your to-do list, but which ones will truly move the needle? Business growth is about focusing on fewer things with more impact. Focusing on strategies from ***First This, Then That*** helps you zero in on what matters most.

Group Discussion Questions:

- When was the last time you felt overwhelmed by tasks? How did you get through it?
- What's the one task or project that, if done today, could significantly impact your business or life?
- How do you decide what to focus on when everything feels urgent?



Theme 2:

Less is More – Focus on What Really Matters

Activity:

In pairs, share the top three things you're working on. Now, challenge each other to identify the one that has the highest impact. Imagine if you let go of the other two for now—how would that feel?

My top three things I am working on:

Reflection Prompt:

- What's holding you back from focusing only on what truly matters? Is it fear of missing out or distractions?
- What distractions or habits could pull you away from focusing on this priority?
- How will you handle these distractions when they arise?



Theme 3:

Build Momentum - Turning Small Steps into Big Wins

Big goals can feel intimidating, but success is built one small step at a time. When you focus on taking consistent action, you build momentum that compounds into results.

Group Discussion Questions:

- Have you ever achieved something big by starting with just one small step? What was it, and how did it grow?
- What's a small action you could take today that could have a ripple effect on your business over the next month?
- Why do you think small steps are often overlooked when we plan for big goals?



Theme 3:

Build Momentum - Turning Small Steps into Big Wins

Activity:

Take one goal you're working on and break it into small, manageable steps. Share your first step with the group and set a deadline to take action within the next 24 hours. Accountability is key!

My Goal is:

The steps I will take to achieve this goal are the following:

Reflection Prompt:

After breaking down your goal into smaller steps, reflect on:

- What's one small win you can celebrate after completing the first step?
- How will that win build confidence to keep you moving forward?
- How can your partner know when you are stuck and need encouragement?



Theme 4:

Challenge Accepted - Staying Focused When Things Get Tough

We all face obstacles, but how we handle them determines our success. The First This, Then That approach helps you stay grounded and focused, even when things don't go according to plan.

Group Discussion Questions:

- What's one challenge you're facing right now that feels overwhelming?
- How can staying focused on your vision help you push through the tough times?
- Have you ever overcome a business challenge by staying focused on what mattered most? What did that look like?



Theme 4:

Challenge Accepted - Staying Focus When Things Get Tough

Activity:

Each person shares a current challenge they're dealing with. The group offers advice on how to stay focused and keep moving forward.

My current challenge is:

Ideas on strategies I can use:

Reflection Prompt:

- What's one practical strategy you can implement right away?
- What past challenge have you overcome, and what lesson did it teach you?
- How can you apply that lesson to the challenge you're facing now?



WHEN YOU ARE READY, WE ARE HERE TO HELP YOU.

About Your Biz Rules

At *Your Biz Rules*, we help business owners grow with clarity, focus, and action. Our *First This, Then That* approach is designed to guide you step-by-step through sustainable business growth. We know that growth isn't about doing more—it's about doing the right things in the right order, at the right time.

How We Help

- **Profitable Growth Incubator:** A 6-month program, a small cohort style that helps you prioritize, take action, and build momentum in real time.
- **Fractional CFO Services:** Financial guidance for long-term business profitability and growth.
- **Business Audits:** We uncover hidden opportunities and inefficiencies to help you scale faster.
- **Private Consulting:** One-on-one support to tackle your toughest business challenges.
- **Workshops & Speaking:** Equip your team or audience with actionable business strategies.

Ready to get started? If you want to learn more about how we can help you scale your business profitably and successfully, contact us at <https://yourbizrules.com/chat>.

Your Biz **RULES**



www.yourbizrules.com



support@yourbizrules.com



If You Liked This Book ...

In our next book, *Scaling Rich™: Creating Predictable Profits to Grow Your Business without Burnout*, we share how to scale your business efficiently and profitably while upholding your core values.

Scaling Rich is crafted to resonate with every entrepreneur. It details Alex's journey as he scales his business without compromising what's important to him.



Imagine running a business where everything operates smoothly, your team is thriving, and every decision enhances the company along with your most valued relationships and experiences.

In *Scaling Rich*, you'll learn to pinpoint the perfect moment to shift from growth to scaling, maximize your profits, and improve cash flow, stepping up as a visionary leader who transcends daily tasks.

Scaling Rich introduces a fresh perspective on growth beyond boosting revenue or market share. It's about creating a business that succeeds financially and enriches your personal life, offering a sustainable alternative to the relentless hustle culture. It aligns your business ambitions with your personal values and life goals.

You'll uncover advanced strategies to enhance your operational efficiency and profitability, apply savvy financial tactics to fund your growth, and intelligently invest in ways that further your company's goals. These strategies lay the groundwork for a business that serves your ambitions and supports the life you love.

Get ready to transform your business and personal life approach with *Scaling Rich*. This book provides a comprehensive blueprint for achieving prosperity and enriching the relationships and experiences that mean the most to you.



About Leslie Hassler

Leslie Hassler is a dynamic author, speaker, business strategist, and founder of Your Biz Rules. Leslie empowers entrepreneurs to cultivate strategies that lead to sustainable growth and increased profitability while avoiding burnout.



With a proven track record in business, finance, mindset, marketing, and entrepreneurship, Leslie's holistic approach has helped businesses across all industries overcome challenges and thrive in a balanced manner. Many business owners who are experts in their field come to Leslie and Your Biz Rules after some measure of success to understand how to run a business that meets their business and their life goals.

Leslie shares her expertise in her books *First This, Then That* and *Scaling Rich*. She has been recognized on stages across the United States, including prestigious events such as the National Association of Women Business Owners and the Women's Business Enterprise National Council. Her insights have also been featured in notable publications like Entrepreneur.com.

Leslie is a mother of two, avid traveler, Past President of NAWBO DFW, and alumni of the Goldman Sachs 10K Small Business program. Your Biz Rules is WBENC, HUB, and AI Mastery Certified.