

ScaleUp Blueprint WORKBOOK



Maja Kazazic

Congratulations!

You've unlocked this exclusive preorder bonus from Scale Up Blueprint™. Let's get started



Maja Kazazic

Welcome Letter from Maja

Welcome to your Scale Up Blueprint™ Action Workbook.

You didn't land here by accident.

The fact that you're holding this workbook in your hands—or scrolling through it on your screen —means you're ready for more. Not just more success, but more alignment, more momentum, and more intentional growth. You're ready to scale, and not just in business or leadership, but in the way you show up in every part of your life.

This workbook is your guide to putting the Scale Up Blueprint into action. It's where the insights from the book become your own lived experience. Where mindset becomes movement. Where clarity becomes commitment.

And most importantly—it's where you stop waiting for the “perfect time” and start building what's next, one intentional step at a time.

You don't need to do everything all at once. Just one block at a time. One breakthrough at a time. One aligned decision at a time. That's how real transformation happens.

So here's my invitation to you: don't just read this workbook—use it. Make it messy. Highlight it. Scribble in the margins. Come back to it every time you feel stuck or ready for a new level.

Let this be your space to grow boldly and honestly.

I'm proud of you already.

Let's build something extraordinary.

-Maja



How to Use This Workbook

This workbook is your personal implementation guide for the Scale Up Blueprint™.

Each section is designed to help you reflect, take action, and track progress—without overwhelm. Whether you're leading a company, managing a team, or scaling your own life, these tools are here to support your next breakthrough.

Here's how to get the most out of it:

✓ **Work at your own pace.**

You don't have to rush. Focus on one building block at a time and come back to the others when you're ready.

✓ **Start with honest reflection.**

Use the prompts in each section to uncover what's working—and what needs your attention. Your answers are for you.

✓ **Take small, clear actions.**

Each building block includes a Quick Win Checklist. Pick 1–3 actions per week. Tiny steps build massive momentum.

✓ **Track your progress weekly.**

Use the 90-Day Plan and Weekly Tracker to stay focused and flexible. Progress is more powerful than perfection.

✓ **Celebrate your wins.**

Even the smallest wins matter. This workbook includes journaling space to remind you how far you've come.

✓ **Revisit regularly.**

Scaling isn't a one-time thing. It's a rhythm. Come back to this workbook as often as you need to re-center, re-align, and recommit.

Let's begin.

Your next level is already within reach—this is the space where you claim it.



PART 01

THE SCALE UP SNAPSHOT

Where are you now—and what’s ready to rise?

Before you dive into the 7 Building Blocks, let’s get a clear picture of your current foundation. This simple self-assessment will help you identify your strongest areas and your biggest growth opportunities.

There are no right or wrong answers—just honest ones.

Take a deep breath. Tune in. Be real with yourself.

Step 1: Rate Yourself

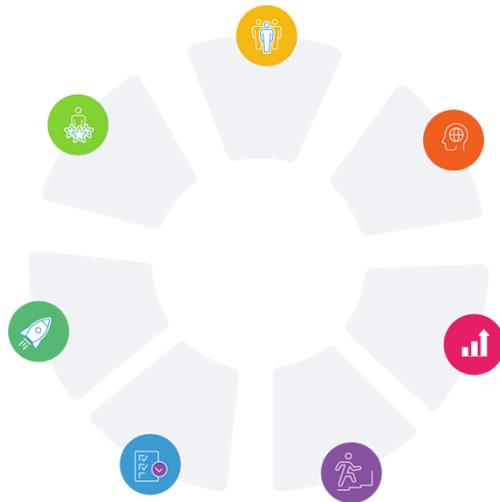
On a scale of 1 to 10, how solid is each building block in your life, business, or leadership right now?

Building Block	Rating (1 = Needs Work » 10 = Solid & Strong)
1. Leveraging Support & Strategic Networks	1 <input type="text"/> 10
2. Mindset & Reframing Challenges	1 <input type="text"/> 10
3. Unlocking Hidden Potential	1 <input type="text"/> 10
4. Micro-Actions That Drive Big Growth	1 <input type="text"/> 10
5. Discipline & Consistency	1 <input type="text"/> 10
6. Tenacity & Overcoming Setbacks	1 <input type="text"/> 10
7. Measuring Results & Sustaining Momentum	1 <input type="text"/> 10



PART 02

7 BUILDING BLOCKS



Quick Win Checklist

Use this checklist to take action—right now.

- Identify three people in your network who can help you reach your next goal.
- Schedule one conversation this week with someone whose perspective you value.
- Join (or re-engage with) one group, community, or event that aligns with your scaling goals.
- Identify one gap in your current support system and outline a plan to fill it.
- Offer value first: find one way you can help a peer, partner, or client without expecting anything in return.

My Actions This Week

Write 1-3 small, clear actions you'll take to activate this building block.

- _____
- _____
- _____



Building Block #2: Mindset & Reframing Challenges

Theme:

The way you see a challenge determines whether you break through it—or break under it.

Every obstacle is an invitation to upgrade your perspective. Most people stop when it gets hard. But those who scale? They pause, reframe, and keep moving.

Reframing isn't about denial. It's about choosing a story that moves you forward.

Quick Concept Recap

Your mindset is the filter that shapes how you interpret everything—opportunities, setbacks, conversations, and even your own ability. If you believe you're stuck, you are. If you believe you can shift, grow, or try again, you will.

Success doesn't start with strategy. It starts with belief.



Quick Win Checklist

Take bold, belief-shifting action this week.

- Write down one limiting belief you've been holding—and rewrite it into an empowering one.
- Each morning this week, visualize yourself achieving your next big milestone.
- Reframe one current challenge by asking: “What could this be preparing me for?”
- Identify one past success that came from a challenge and note the lesson.
- Create a daily reminder (sticky note, phone alert, journal prompt) of your new empowering belief.

My Actions This Week

Choose 1-3 small mindset shifts or daily practices to commit to.

- _____
- _____
- _____



Quick Win Checklist

Use these actions to reconnect with your strengths and step into what's next.

- List three skills or strengths you haven't fully leveraged in your current role or business.
- Identify one area where you've been playing small—and write a plan to stretch it.
- Ask a trusted friend or colleague what they see as your untapped strengths.
- Dedicate 30 minutes this week to learning or improving one skill that excites you.
- Remove one task or obligation that drains your energy and replace it with something that fuels you.

My Actions This Week

What small, powerful shifts can you make to unlock more of your potential?

- _____
- _____
- _____



Quick Win Checklist

Choose your micro-moves—and let them build your momentum.

- Choose one big goal and break it into 5–7 small, measurable steps.
- Identify the single smallest action you can take today to move that goal forward.
- Create a recurring 10-minute “micro-action” time block in your calendar for the next two weeks.
- Track your progress daily—focus on consistency, not perfection.
- Celebrate one small win this week, no matter how minor it seems.

My Actions This Week

What small actions will you take—and repeat—to build momentum?

- _____
- _____
- _____



Quick Win Checklist

Take action to simplify your focus and strengthen your follow-through.

- Choose one habit that, if done daily, will create long-term impact—and commit to it for 30 days.
- Set a specific time each day to work on your most important task—and protect it fiercely.
- Create an accountability system (partner, app, or checklist) to track your discipline.
- Remove one distraction that consistently pulls you away from your focus.
- Reward yourself at the end of the week for following through on your commitments.

My Actions This Week

What consistent actions will you take—and honor—this week?

- _____
- _____
- _____



Quick Win Checklist

Strengthen your resilience muscle with these small, real actions.

- Identify one setback you're currently facing and write down three possible paths forward.
- Revisit a past challenge and note how you overcame it—use it as proof you can do it again.
- Set one “non-negotiable” action for this week, no matter what obstacles appear.
- Replace one self-defeating thought with a solution-oriented one.
- Share your story of overcoming a challenge with someone who might benefit from it.

My Actions This Week

What will you commit to—even when it's hard?

- _____
- _____
- _____

Quick Win Checklist

Take practical steps to reinforce your progress—and make it stick.

- Identify your top three success metrics for the next 90 days.
- Create a simple tracking system (spreadsheet, journal, or app) and log your progress weekly.
- Schedule a monthly “review and refine” session to adjust your actions.
- Choose one ritual to celebrate progress—no matter how small the win.
- Identify one next-level goal you’ll work toward once your current target is achieved.

My Actions This Week

What will you measure? What will you celebrate?

- _____
- _____
- _____



PART 03

YOUR 90-DAY
SCALE UP PLAN

This is where your vision becomes structure—and structure becomes momentum.

Now that you've explored all 7 Building Blocks, it's time to pull everything together into one focused plan. The next 90 days are your runway. You don't have to do it all at once—but you do have to start.

This section will help you clarify your top priorities, break them down into actionable milestones, and track your progress consistently.

Step 1: Define Your Top 3 Goals

These can be personal, professional, creative, financial—whatever area you're ready to scale. Be bold. Be specific.

Goal 1: _____

Goal 2: _____

Goal 3: _____

Step 2: Break Each Goal into Milestones

For each goal, identify 3–5 key milestones that will show you're making progress.

Goal 1 Milestones:

Goal 2 Milestones:

Goal 3 Milestones:



Step 3: Weekly Action Tracker

Use this grid to track your consistency for the next 12 weeks. Choose a few non-negotiable actions (e.g., journaling, outreach, exercise, deep work block) and check them off each week.

Week	Action 1	Action 2	Action 3	Notes/Wins
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



PART
04

MY SCALE UP WINS JOURNAL

Because no win is too small. Every step forward counts.

Sometimes the biggest shifts don't show up as fireworks—they show up as quiet breakthroughs. A boundary you finally set. A day you didn't quit. A small action that led to a big opportunity.

This space is for those moments.

Use it to track your wins, breakthroughs, aha moments, and proof that you're growing—even when it's slow. Come back to it any time you need motivation, clarity, or a reminder of who you're becoming.

Journal Prompts (Optional)

- What's one thing I'm proud of this week?
- What felt like a small win—but meant something big to me?
- What did I handle differently that shows my growth?
- What unexpected momentum showed up once I committed?



Journal Pages

Date: _____

Today's win:

Why it matters:

How I felt:

What this tells me about my growth:



Journal Pages

Date: _____

Today's win:

Why it matters:

How I felt:

What this tells me about my growth:



Journal Pages

Date: _____

Today's win:

Why it matters:

How I felt:

What this tells me about my growth:



PART 05

REVIEW & REFINE

This is where growth becomes clarity—and clarity becomes power.

You've done the deep work. You've taken action, tracked progress, and started showing up in new ways. Now it's time to pause, review what you've learned, and refine what's next. This isn't the end—it's the next beginning.

Final Reflection Prompts

Use these to capture your growth and sharpen your focus for the next 90 days and beyond.

- Which Building Block had the biggest impact on my growth? Why?
- Where did I experience the most resistance—and what did it teach me?
- What action, habit, or mindset shift made the biggest difference?
- What do I want to continue doing—no matter what?
- What's one thing I now believe about myself that I didn't believe before?
- What does "scaling up" mean to me now?

Commit & Continue

Now, choose one simple sentence to guide your next chapter:

My commitment going forward is to...

Because I know I'm capable of...



You Did It

You showed up. You did the work. And you grew.

That's what scaling up really is—it's not a one-time leap. It's choosing, again and again, to stretch. To reflect. To take action. To rise.

You've now walked through all 7 Building Blocks. You've created a 90-day plan. You've tracked your actions, faced resistance, and uncovered new parts of yourself.

That is not small.

So take a breath.

Honor your progress.

And know that you're never starting from scratch—you're always starting from experience.

From Maja:

I wrote this workbook for you—the version of you who knows there's more. I hope it gave you clarity, momentum, and a reminder of your own power. And I hope you remember this: Scaling doesn't mean being perfect. It means being brave enough to keep going."

You're not alone in this. I'd love to hear your wins and support your next step.

Come connect with the Scale Up community, take the quiz, or share your breakthroughs online. We rise together.

-Maja



Bonus: Share Your Breakthrough

We learn out loud. We inspire through action.

Take a moment to reflect on your favorite insight, win, or quote from this workbook—and share it with your people.

My Favorite Quote or Realization:

Snap a photo of your workbook in progress

Post it on Instagram or LinkedIn with the hashtag: #ScaleUpBlueprint

Tag me at [@MajaKazazic] so I can celebrate with you!

That's it! 🎉 Your Scale Up Blueprint™ Action Workbook is complete — and it's now a full standalone or companion product ready for design, launch, and lead-generation magic.

