

# MOMENTUM MAY:

## Building Relentless Drive for Founders in Q2

### Contents

- Welcome to Momentum May
- The Power of Small Steps
- Top 3 Goals for May
- Laser Focus on Revenue-Generating Activities
- Conclusion and Next Steps
- Strengthen Your Brand Voice & Visibility
- Actionable Business Strategies to Boost May Momentum
- Daily, Weekly, and Monthly Baby Steps for May
- Daily Momentum Tracker
- Weekly Check-in and KPI Review
- Monthly Reflection and Progress Audit
- Affirmations for Unstoppable Progress
- Quick Daily Reminders for Founders
- May Momentum Summary
- Next Steps
- About Mercy Elroi

# NEW EBOOK FOR MAY

BY MERCY ELROI

[WWW.MERCYELROI.COM](http://WWW.MERCYELROI.COM)

# Contents

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Welcome to Momentum May

The Power of Small Steps

Top 3 Goals for May

Laser Focus on Revenue-Generating Activities

Conclusion and Next Steps

Strengthen Your Brand Voice & Visibility

Actionable Business Strategies to Boost May Momentum

Daily, Weekly, and Monthly Baby Steps for May

Daily Momentum Tracker

Weekly Check-in and KPI Review

Monthly Reflection and Progress Audit

Affirmations for Unstoppable Progress

Quick Daily Reminders for Founders

May Momentum Summary

Next Steps

About Mercy Elroi



# Introduction: Welcome to Momentum May

You started Q2 with fresh energy, vision, and new strategies. Now, May is the month to build unstoppable momentum. Here, consistency beats talent, and intentional action transforms dreams into real, measurable success. This ebook will guide you on how to maintain sharp focus, deepen execution, and fuel business growth with clarity, strategy, and energy.

## Setting the Tone for Growth

May isn't just another month.

It's the month where your discipline dances with destiny.

It's where "one day" becomes Day One.

This month, we don't wait for momentum.

**We create it.**

## Founder Wisdom:

"Momentum isn't found. It's forged."



# About Me

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At Mercy Elroi, we believe that founders are the architects of the future.

We coach, equip, and walk with you as you build businesses rooted in resilience, strategy, and bold authenticity.

You're not just building a brand.  
You're building a legacy.



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# The Power of Small Steps

Why Daily Actions Matter

The Compound Effect

Big wins don't happen in grand, cinematic moments.

They are born in quiet mornings, in silent persistence, in invisible discipline.

Every call made, every post written, every no received — compounds.

## Consistency Over Motivation

When motivation leaves (and it will), identity remains.

Act like the founder you're becoming, not the one you used to be.



## Founder Focus:

Ask yourself daily: "If my dream company was already successful, what would today look like?" — Then act accordingly.

## Routine Builds Freedom

The boring, unseen routines are the bricks of your future empire. Guard them fiercely.

## Tracking Progress

Progress hides in plain sight.

When you document your small wins, you prove to yourself that you are moving.



# Top 3 Goals for May

## Vision Mapping

### Choose wisely.

Pick goals that excite you and scare you a little.

**If your goals feel too comfortable, they're not big enough.**

### Founder Focus:

Your May goals are not just tasks. They are declarations of who you are becoming.

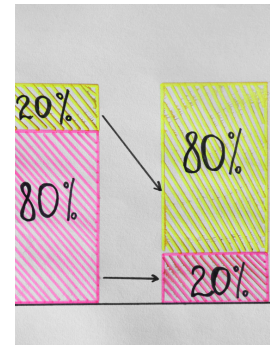
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# Laser Focus on Revenue-Generating Activities

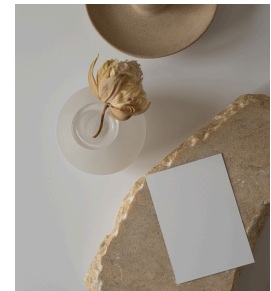
## The 80/20 Rule

You can't water every plant in the garden.  
Focus on the ones that bear the sweetest fruit.



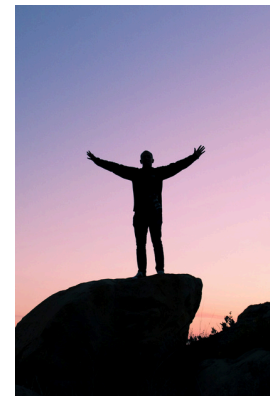
## Optimizing Your Offer

Fall in love with your customer's transformation,  
not your product.  
Adapt. Evolve. Serve.



## Closing Sales Confidently

Selling is not begging. Selling is believing so  
strongly in your solution that you invite others into  
their own breakthrough.



## Founder Nugget:



*“Money follows clarity. Confusion repels cash.”*

### ***Retention Over Churn***

*Delight your current clients.*

*The best marketing is a client who can't stop talking  
about you.*



# Strengthen Your Brand Voice & Visibility

## Authentic Storytelling

Your scars, your stumbles, your small wins — that's your gold.

Don't polish it too much.

Realness is magnetic.

## Building Trust Through Content

Forget virality. Focus on vitality.

Post to serve. Post to heal. Post to help.

## Founder Focus:

What story can you share this month that feels uncomfortable but authentic? That's the one that will move people.

## Audience Engagement

### Listen louder than you speak.

Your audience tells you what they need if you lean in.

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## Visibility Metrics That Matter

One engaged person is more valuable than 1,000 silent spectators.  
Depth over vanity.

# Actionable Business Strategies to Boost May Momentum

## Mid-Q2 Business Audit

Audit your offers like a surgeon.

Cut what's draining you. Double down on what's growing.

### Quick Wins for Fast Growth

Speed builds momentum.

- Offer a quick-win service
- 
- Run a 48-hour special
- 

Create urgency without sleaziness

## Simplify the Customer Journey

Ask yourself: "How fast can someone say YES?"

Remove friction. Add ease.

## Founder Wisdom:

"Every click, every second counts. Simplicity sells."

## Upgrade Systems

Your future self will hug you for upgrading now.

Free up time = Free up creativity.

## Build a Referral Engine

People love to share greatness.

Make it irresistible for them to brag about you.

# Daily, Weekly, and Monthly Baby Steps for May

## Daily Action

- Mindset Reset (gratitude + future vision)
- 1 Focus Block: 60 minutes on needle-movers
- Content that connects (even if it's messy)
- 1 Direct Touchpoint (DM, email, call)

## Founder Nugget:

“Create before you consume.

## Weekly Actions

- KPIs review (no emotion, just data)
- Share a real story behind your wins or lessons
- Time Audit: Prune distractions
- Nurture: Personal email or unexpected gift to a loyal client

## Monthly Actions

- Financial + Metrics review
- New month plan with 1 stretch goal
- Celebrate. Celebrate. Celebrate.

## Founder Focus:

A founder who celebrates small wins is a founder who stays in the game longer.

# Daily Momentum Tracker

<i>Action</i>	<i>Completed? (Y/N)</i>
<i>Morning Mindset Reset</i>	
<i>1 Hour Revenue Focus</i>	
<i>Value Content Posted</i>	
<i>1 New Connection Made</i>	

# Weekly Check-in and KPI Review

## Founder Reflection:

- What delighted me this week?
- What drained me?
- What decisions will I make faster next week?

## KPIs:

- New Leads
- Revenue Booked
- Social/Email Growth
- Engagement Rates

## Founder Wisdom:

“Data is the voice of your business. Listen carefully.”

# Monthly Reflection and Progress Audit

- Which goal stretched me the most?
- What resistance came up — and how did I grow through it?
- What unexpected wins showed up because I stayed consistent?

## Founder Focus:

“Consistency beats talent when talent doesn’t stay consistent.”

## Visibility Metrics That Matter

One engaged person is more valuable than 1,000 silent spectators.  
Depth over vanity.



# Affirmations for Unstoppable Progress

- I am the evidence that progress is possible.
- My momentum is compounding even when I can't see it yet.
- Every small step I take today shapes my legacy tomorrow.
- I am magnetic to opportunities because I move with courage.



# Quick Daily Reminders for Founders

- Energy creates opportunities.
- Simplicity scales faster than complexity.
- Action is the bridge between dreams and results.
- Every rejection is redirection, not rejection.
- Founder Nugget:  
“Rejection sharpens the founder’s sword.”

# May Momentum Summary: What's Next After May

May wasn't just about momentum.

It was about identity.

You are becoming the founder who doesn't just dream — but delivers.



## **June Gameplan:**

- Refine
- Rebuild
- Relaunch

**With even bigger energy.**

# Conclusion & Next Steps



Choose an area you truly care about—whether it's personal growth or business goals—and commit to it. Need support staying on track? I'm here as your accountability partner. Reach out whenever you need guidance or encouragement.

[REGISTER NOW](#)

- *Download Your May Momentum Tracker*
- *Join Mercy Elroi's Founder Accountability Hub*
- *Book Your 1:1 Q2 Growth Session*
- *Celebrate Your May Wins Loudly (Tag us @businesscoachandmentor\_)*



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