



# FOUR STEPS TO DEFINING YOUR ENTREPRENEURIAL DREAM

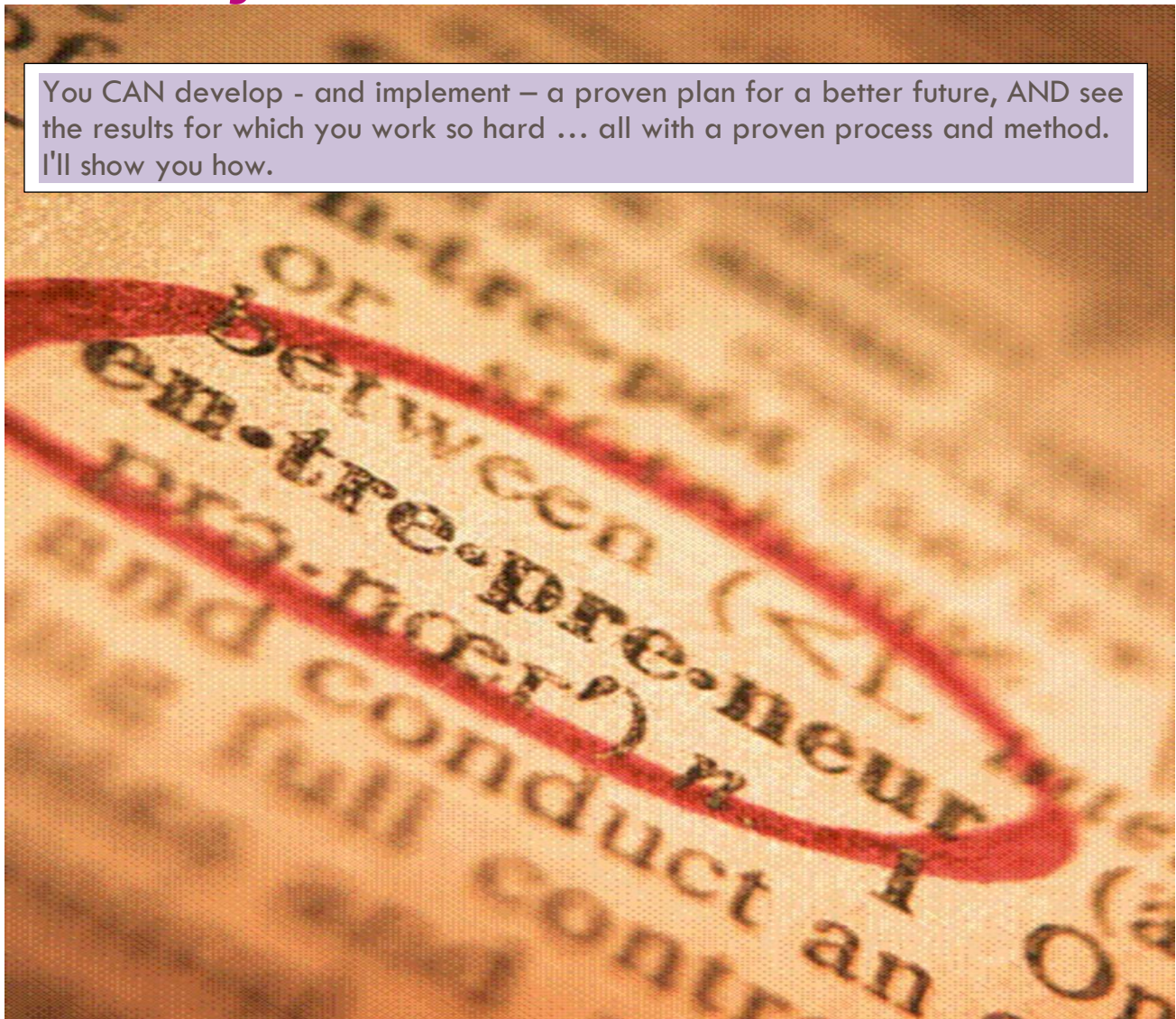
Starting the Journey

Do you remember that feeling of being a child and dreaming of all the things you would do when you grew up...make having your own business a dream that becomes a reality!

If you're tired of being frustrated with your boss not appreciating your contributions, feeling a sense of dread at having to go to work tomorrow, certain your soul is being crushed as you are ignored for your contributions, and you wake up each day thinking; "Okay, Now What?" and you're ready to take action *now* to get real results that leave you energized and excited about having your own business - and tomorrow is too late to make it happen; this is for you ...

## Imagine exploring how you can achieve your dream and confidently step away from those Monday Blues!

You CAN develop - and implement – a proven plan for a better future, AND see the results for which you work so hard ... all with a proven process and method. I'll show you how.



# Welcome.

If you're here, chances are some (or all) of the following may sound familiar.  
You have been struggling with feeling uninspired by your work, and you know it's time for a change.

But you ...

- Don't know where to start. *You have ideas and energy, but you keep tripping up over how to begin.*
- Are frustrated that you have more to give than you currently are expected to provide. *It's difficult to remain motivated at work, because you are bored with working for a company that asks you to do things that are so meaningless to you.*
- Daydream about being your own boss. *No matter what you do, the same dream keeps popping up of you having your own business.*
- Feel stressed out. *You stress about pretty much everything ... and it's affecting your sleep and relationships.*
- Are frustrated and overwhelmed. *You feel like you are meant for bigger and better things and can accomplish that professional dream you have had to own your own business, if you could just have someone help you get the jump start you need to get into, start and succeed in your own business!*

If any (or all) of this resonates with you, I'm so glad you're here.

You are not alone.

Maybe you were once happy in your current role, liked working with the people on your team, enjoyed learning about the business, looked forward to interacting with customers, and found work interesting.

Or, maybe work was ALWAYS a job, and was not compelling to you and has just been a place to earn money.

Either way, it's natural to feel stuck when you begin attempting to make positive changes, and you fear the unknown, step out of your comfort zone, and worry about if you have "what it takes."

If you're like so many of the people I've worked with, all of a sudden, something just clicks one day, and you realize:

"I need to do something differently."







"Can I get the results I want in terms of pursuing my passions?"

"How can I be sure that anyone will want to buy from me?"

"Will I be *able* to maintain any results I get, or will I risk everything and be a failure?"

"Is it even *possible* for me to be really be in my own business?"

I Want You to Know That It IS Possible to Be Successful, Fulfilled, Passionate about work, and That You CAN TRULY Enjoy your work life...because it is YOURS!

When you do, you have confidence in your ability to create your own destiny and future. Your sense of self improves dramatically. You no longer count the hours until the workday is done, but are excited about the difference you are making in the world, for your customers/clients/and most importantly; yourself. You are aligned with your reason for being.

You feel calm, capable, and ready to tackle any challenge that comes your way.

Sounds great, right?

In fact, right now you may be thinking, "Yes! That does sound great, but HOW?"

Great question.

I understand where you're coming from, because I've been in your shoes.

That's why helping you create a working plan for launching your own business—and assisting you in avoiding common pitfalls—is so important to me, and that's why **I'm giving you this step-by-step guide** to help you do so.

Now, it's time to do the “work!” Complete the following exercises.

## 4 Steps to Creating Your Own Path and Following The Tracks to Your Success, Starting Now

### Step 1. Make The Commitment – Doing What I Love

That's right – if you are going to start your own business, you will spend quite a lot of time at it. You might as well be able to commit to it for the long-term! Working at something you are not passionate about will lead to seeking distractions, hobbies, or finding things to do aside from the business. Be prepared to be fully immersed in the business. This isn't about status, or keeping up with your sister-in-law's expectations of you, or outdoing your neighbors. *This is about your future.* It all begins (and hinges on) your commitment to yourself, to your finding the work that is most meaningful to you, and to making a positive change.

Ambivalence is your enemy – commitment, your closest friend! When you are committed, will power becomes unnecessary because you've set your priorities. When it's decision time, whether that means deciding to go make one more sales call, focus on improving your marketing messaging, following up on past due invoices, or contacting that person you met at a networking event; the decision is clear: you choose for you, and that makes all the difference.

Wondering exactly HOW to make this kind of commitment?

*You locate your Big Why.*

Complete the following exercise:

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Ask yourself this question: **WHY** is being in this business and fulfilling the needs of customers you have identified important to me?

# Answer A:

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2

Then ask the question AGAIN, but this time insert your answer from above so the question becomes: "WHY is (insert answer A) important to me?"

Then write down the answer to that question, here:

# Answer B:

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3

Then ask the question AGAIN, but this time insert Answer B from above so the question becomes: "WHY is (insert answer B) important to me?"

Then write down the answer to that question, here:

# Answer C:

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Repeat this process until you can't answer the question any more – that's when you'll know you've hit your BIG WHY. Write it down, share it with others, and use it as a constant source of motivation.

When your WHY is big enough, and you're crystal clear on it, the commitment happens naturally, and your dedication to that commitment allows you to make choices and take actions that become easy as you work toward your goal.

## Step 2.

## Where I Excel ... Being Good At It




Sure, there may be things that we love to do, but not everything you enjoy are necessarily strengths. For instance, not everyone who sings in the shower would be considered a good singer! You not only need to love the work, you will also need to be good at it to reach your goals (otherwise, it is a hobby).

Skills, knowledge, experience, and insights provide you with the confidence to recognize where the business opportunities can be found and exploited.

*When you are an "expert" or can rely on "having been there yourself" so you can speak with credibility about customer needs, solution options, or other aspects that would impact the business, you will project that to your customer and establish yourself as someone they want to do business with versus competitors.*

Following are several common types of ways expertise is communicated:

### Licenses, Certifications and Degrees:

-  Licenses from local municipalities, state or federal institutions.
-  Certification from industry associations for having completed a course of study or program.
-  Academic credentials from an accredited institution (Degrees representing completing a rigorous curriculum).

This further ensures your customers that your expertise is genuine and that you are not only competent, but an expert.

## Customer Success Stories, Testimonials, and Endorsements:

- Customer success stories are a powerful way to demonstrate expertise because customers can see how someone else achieved results through your efforts. Sharing how you helped someone else in a similar situation as your prospect can be a great way to show expertise.
- Testimonials (where the customer shares the value of your efforts) are even more powerful as it is in the voice and experience of the customer and often attributed by name to the specific customer.
- Endorsements from independent authorities through awards, competitions, or rankings communicate expertise versus other competitors.

Even if you are just starting out, there are successes you have contributed to, stories from your own experience, and those that will vouch for your skills, characteristics, etc. In time, being able to use actual business examples will supplement the examples you use now.

## Your Communication:

- Your website conveys your expertise by focusing on customer opportunities (a common mistake new and old business owners make is spending too much time on their “About Us” and not enough demonstrating that they expertly understand the issues of their customers).
- Your emails, phone conversations, or presentations demonstrate your expertise (or lack of expertise) by how they are formatted, grammar, clarity of thought, etc.
- Your agreements and contracts also convey the level of your expertise. A contract that has spelling errors or mathematical/calculation errors will call into doubt your level of attention to detail and expertise.

Your expertise cannot remain static. It must always be updated and revised to represent the latest skills and thinking. What was once “state of the art” or “best in class” may no longer be even marginally acceptable after some time.

## Your Network:

- Who you know is critically important in opening doors for you with prospects and future clients. Leverage your friends, neighbors, former co-workers, congregants, shopkeepers you know – in fact, everyone you meet is a potential link to a customer!
- Similarly, maintaining connections with experts or those that have come before you allows you to gain from their experience to learn what they have done that were mistakes you should avoid, and steps taken that contributed to their success.
- Owning a business can be isolating, so having people to engage with and discuss your ideas, frustrations, wins, and questions is essential. Use your existing community to support you.



You have more people than you may realize eager to see you succeed. When asked, people will be glad to help out. All you need to do is make the request.

## Step 3.

## Being Accountable: How I See The World

I can't stress this enough:

If you want to experience true transformation and success, remain aligned with your core values, ethics, and be consistent with your morals. Trying to mirror someone else's path to success that is in conflict with your own perspectives or views on what is, "right" will lead to internal stress and self-doubt.

Contrary to the phrase that often gets stated, "it is nothing personal, it is just business," how we conduct our business is a direct reflection on what our priorities are; what we establish as critical (and what we choose to diminish in importance), and how we wish to be seen by others. In short, business is VERY personal!

What words would you use to describe what is important to you (you may add others):

Accountability	Courage	Happiness	Perseverance	Learning
Faith	Curiosity	Creativity	Compassion	Security
Commitment	Respect	Beauty	Optimism	Recognition
(Other)	(Other)	(Other)	(Other)	(Other)

## Step 4.

## Where Can I Make A Difference?

If you have recently ordered a pizza to be delivered to your home, you may have noticed that the box likely has the following phrase on the top: "You have tried the rest, now try the best!" The concept is a good one. Are you differentiated from others and offer something "better" than others? However; when EVERY pizzeria has the same box, with the same message, and often nearly indistinguishable products from any other pizzeria in town; it ceases to lose any impact.

Your business will succeed if you are able to demonstrate how your point of view, expertise, approaches, etc. truly create a marketable difference that people would be willing to choose over other products or services, AND pay for them.

What is going to separate you and your business from all the other competitors in the market? What is unique or special about your business? Think in terms of what value you will provide that is different or better than other competition the customer could choose (customer service, product or offering, speed, accuracy, cost, quality, etc.). Be specific – it is not enough to say, “I produce the best cupcakes...identify what makes them the best!

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## Bonus Tip: Share the “WHY” of your business journey with your friends, family and loved ones.

Not only does this open the door for more support, but making the people closest to you aware of your dedication to your business will help keep them from inadvertently thwarting your plan by casting doubt, being negative, or distracting you from your own goals and objectives.

## Conclusion.

I hope that by reading this special report, you've discovered the initial decisions you need to make to pursue that dream. You are now clear on the WHY you want to own a business, WHAT business ideas align with your strengths, the critical integrity issues important to you, and how you will differentiate yourself and your business from others. These few action steps you have taken *right now* are the start to beginning to dramatically improving the likelihood of your business launch success—and your entire life—so you can feel energized, focused, and full of joy.

Once you've completed the sections of the preliminary step-by-step guide above, you'll have made a commitment to knowing what you want, what you possess, and what business ownership means to you.

**CONGRATULATIONS!** You have taken that bold leap into exploring how to make your business ownership dreams come true!

Now, you might find yourself wondering, "Okay, Now What?"

How do you make the leap from where you are now, to where you want to be? What do you do *next* to start moving toward a thriving business? What do you do if you find yourself "stuck" again, because let's face it ... obstacles will continue to pop up as you move out of your comfort zone and toward your goal!

## Discover Your Next Steps.

I'd be honored to help you define your next steps, so that you can begin moving from where you are now to where you want to be with confidence, focus, and energy.

You're invited to join me for a complimentary, no-obligations "Chat and Chew With You" Strategy Session, where together, we will:

- **Define your next steps** on your journey toward creating the business plan.
- **Outline a specific plan** for implementing those next steps.
- **Make powerful forward progress**, so you can begin living a successful, happier, and more fulfilling life.

**Schedule Your Complimentary ["Chat and Chew With You" Strategy Session Here:](#)**