



*Create Your
Business*

Understanding Why You Are in Business

If you've been in business for more than a month, you pretty much know the products that you're selling, the programs that you're offering to clients and all the work that you're putting out there in the world.

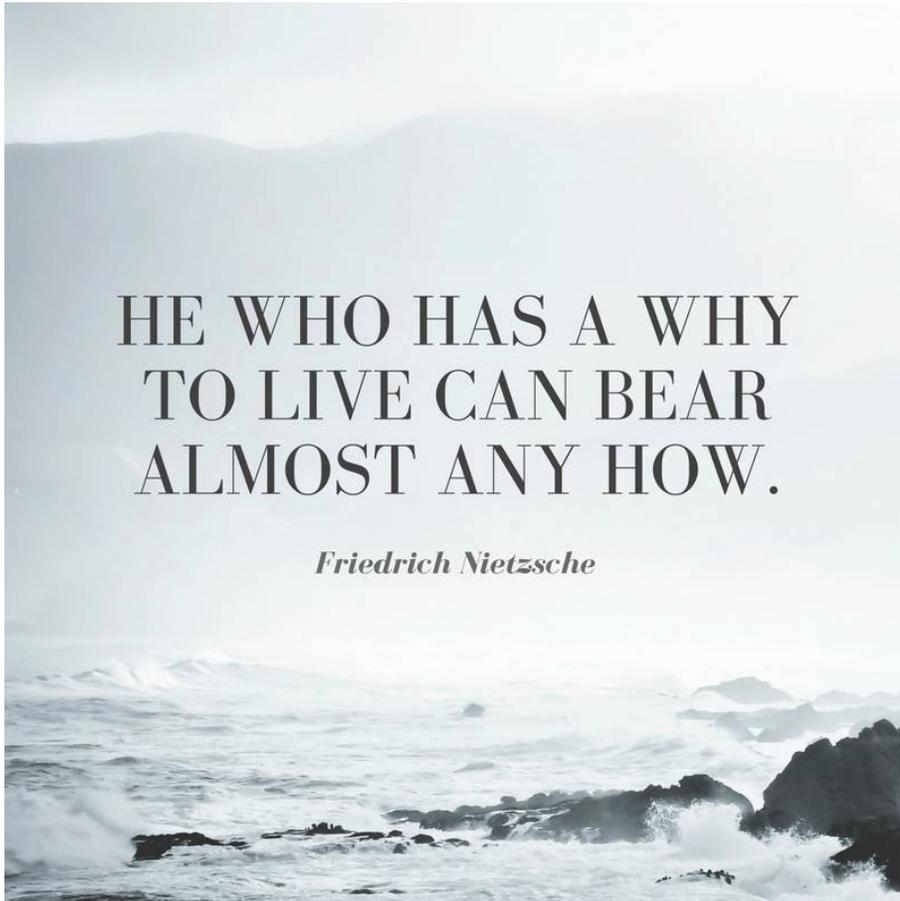
But where we all seem to get stuck is working through all the things that make us different or unique. Knowing why someone would click that Buy Here button over our competition.

I get that. Because I know that there's only a small group of entrepreneurs who can clearly share WHY they do what it is they do.

With the exception of saying that you're in business because you've got bills to pay, do you really know WHY you started your company?

Before we can do the work into who your customers are and how to reach them, we need to do some deep down digging about understanding your company's WHY.

Your WHY is your purpose, faith and conviction about what drives you to get up every day and open your doors or start up your laptop before the sun comes up.



German philosopher Frederick Nietzsche once said, "He who has a why can endure any how."

And so this is where we'll start with your Create Your Business journey.

Your Why and Your Goals

When you first made the decision to start your business, your mission was clear. You knew what you wanted to do and how you were going to do your amazing work { or maybe you had a general idea but you knew where to start! } to achieve the goals in your life that truly excite you.

You knew that you wanted to move forward creating a better life for yourself versus just going to some 9 – 6 office job because that's what you think you're supposed to do.

Deep down inside, I suspect that you already know your WHY.

There was something inside of you that found the courage to take the risks to make your start. You knew what to do to stay motivated when life challenges you with more expenses and craziness than you could have expected.

I know that you KNOW your WHY. You just haven't had the opportunity to share this with everyone else.

Because here's the thing ... your WHY is what is going to set your company apart from the others out there. It's what inspires you to face your challenges and discover a way to take action.

AND knowing and sharing your WHY with your community is what will inspire them to take action to share your messages and not just buy what you're selling but encourage others to buy your products or sign up to your programs.

I first learned about the idea of finding your WHY was when I discovered Simon Sinek.

To get you started working on your WHY Statement, let's make sure that you have a clear idea of what your WHY Statement should be:

- It should be simple and clear.
- It should include action steps.
- Focuses on how you'll help your customers.
- AND it should be written in just one single sentence!

I'm sure right now, you're thinking ... WWHHHAAATTT????

How am I going to fit all that into one sentence? Fortunately for you, Simon Sinek has shared with us his basic format to use to help you pull together your WHY Statement.

The WHY Statement Format:

TO _____ SO THAT _____.

The first blank is that part where you state how you help your customers. How you'll make their lives better with your WHY.

And the second blank space represents the impact that your work/product/business has on your customers.

To use this template, let me share with you a few more prompts to get your mind thinking about how to fill in those blanks:

- **What makes you come alive?** What's something that's connected to your passion, grabs your focus and you know that when you put your full attention towards it, this will increase your impact to the world around you.
- **What are your strengths?** What happens when your natural talent and skills connect with your passion? When you're deep into this space, you know that you're providing more value to your customers and you're enjoying the work that you're doing.

Now let's get to work on your WHY Statement!

Grab a pencil and paper or pull up a word document and use the "TO _____ SO THAT _____" template to start drafting your WHY Statement.

Take as long as you need to do this and know that you can make as many changes that you need to your statement until you find the one that resonates with you on an emotional level.

Here's how Simon Sinek expresses his WHY:

"TO inspire people to do the things that inspire them SO THAT, together, we can change our world."

An example for a coach who works with women entrepreneurs:

"TO help women unleash their inner power SO THAT they create a life where they feel fulfilled, inspired, and empowered."



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Let's review what happened so you can start making real changes.

What changed for your business in 2019?

Which parts of your business were you able to let go of in 2019?



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Let's review what happened so you can start making real changes.

We all experience fear as we move forward and grow our business. Think about a time when you allowed fear to hold you back in 2018.



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Let's celebrate your year in 2019

What happily surprised you with your business in 2019?

What three things are you the most proud of in 2018?



Create Your Business

Let's celebrate your year in 2019

What were your three biggest challenges with your business and how did you rise up to face those challenges in 2019?



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Let's keep the momentum going in 2019

Describe how you want the rest of 2019 to unfold in three words.

What are you looking forward to seeing happen in 2019?



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How will create real changes in 2019?

2019 will be the year that I finally

A top-down view of a watercolor palette with five pans of paint in yellow, blue, orange, and green. Two brushes, one with a wooden handle and one with a grey handle, are positioned diagonally across the palette. The background is a light grey textured surface.

**How can you
bring more
creative energy
into your life?**

“For as long as I can remember, I’ve had trouble starting things.

I have great ideas and good intentions, but actually committing to that very first step makes me nervous. For a long time I didn’t realize what I was doing. I’d just enjoy letting the ideas swim around my brain while I found other things to do.

The revelation came when I actually admitted what was going on. The truth was that I was scared that I’d fail or that the final result wouldn’t live up to the promise of the initial idea – or that everyone would laugh at me. So I would do anything else I could think of.

I was deluding myself that the ideas I had were so great that turning them into real things would be the easy bit.

Turning ideas into real things is NOT the easy bit.

It takes work. And delaying the work does one thing – it delays the work.

The tasks you’ll find are a collection of thought provoking questions and techniques that I’ve come to rely on when I’m daunted by the start of a project. They will help you shift your perspective and get you excited about turning all your ideas into real things.”

{ forward from *The Art of Getting Started* – Lee Crutchley }

It was that realization that helped me to create the Creative Insight Process that you'll be working through during the time that we're together.

And the good news You've already done the hardest part.

You showed up today and started.



How Einstein Can Help You

We all know about all the amazing things that Albert Einstein discovered in his lifetime. But everything wasn't always uncovered with brilliant ease. Einstein had many many moments when he was struggling and stuck with how to move forward.

And when he was in this place, he would shift his attention into what he called "combinatory play" – which is the act of opening up the analytical part of his brain by participating in something that opened up the right side, the creative part of his thinking.

This is why Einstein learned how to play the violin. When he was struggling with solving a math problem, he would spend hours playing music until the answer appeared as an insight.

Einstein's version of combinatory play is what I like to call the Creative Insight Process.

And how is this going to help you grow your business? I like to tell my clients that when you get stuck, when you find yourself struggling with what to do next, go do something creative.

It can be something as simple as walking your dog and noticing the colors on the leaves of the trees. Go paint a picture on the walls in the downstairs bathroom. Bake a cake for your family. It doesn't matter what you decide to do, just don't sit there feeling overwhelmed ... just go do something.

Some of you may be thinking – but aren't I just ignoring my problem? Am I just procrastinating and taking my focus off my work? Yes, you are shifting your focus but with using the Creative Insight Process, you're not just doing nothing. You're taking action.

Any action beats feeling the struggle. And your action – no matter what it is! – will draw out your inspiration and help you uncover the answers that you're currently seeking.

Time to dig into the Creative Insight Process!

On the following pages, you'll find your first Creative Insight Process exercises. Take your time to work through the exercises and be sure to stay open to the new ideas that you experience as you work through the process.

Your Power Word

For the past several years, I have used a Power Word as the foundation for my marketing and plans for where I'll take my business.

I usually choose words that represent how I'd like my year to feel. Words that give me a path to travel or help move myself outside of my comfort box.

I started this tradition back in 2014 and I will admit, it did help me create a consistent theme to everything that I worked on in my business.

My power word for 2014 was **Design**. In 2014, I began the process of designing the plans and direction for my business.

As the years progressed, my Power Words helped me to take my business to the next level with Power Words like **Build, Invest, Focus and Clarity**.

It didn't take me long to come up with my next Power Word. I knew what I needed to do with my business to have the year that would bring me the growth I wanted to see in 2019.

My power word for 2019 will be **Possibility**, as in the "possibilities are endless."

What is a Power Word and Why it Matters

Your Power Word is more like a 'concept' you'll choose as a guide and a path to grow your business. But here's the thing ... your Power Word needs to be specific and have meaning for you with how it relates to your business.

If you've used Power Words in the past, I'm sure you're familiar with how all this works. But with the Creative Insight Process, you're going to take this whole word thing to a new level!

You're going to do more than choose your Power Word. You're going to get creative and paint your word on the rock with the supplies that you've found in your box.

To get you started with this process, let me give you a few tips to make this experience even more powerful:

First know that the reason we work on your Power Word in the first month of the Create Your Business Box is to give you direction of how to move forward with the marketing strategies that we'll work on together.

The next important part of this process is that your Power Word is more about the meaning of your word and the associations that you give to it.

Let me explain --- there's a dictionary meaning of the word, its grammatical definition. Then there's the meaning of the word that comes from our experiences and feelings towards it.

This is why it's SO important that your Power Word really speak to you and your business. You could very well use a word that doesn't connect with the dictionary meaning but one that inspires you from a personal experience.

How do you choose your Power Word?

If you don't know where to start, pull up an online thesaurus and type in the first word that comes to your mind. You'll see the dictionary definition as well as a list of other terms that speak to you.

And keep searching and going down the rabbit hole looking for words and reading the descriptions. You'll find a Power Word that resonates with you and will give you the motivation to keep pushing forward this year.

Once you've chosen your word, I want you to sit with it for a few days.

Think about the way the word makes you feel. Does it excite you? Does this match up with where you are in your life and your business?

Is this Power Word the best way for you to describe the path you're on with your business?

Once you've settled into your Power Word, think about all the images and colors that come to you when you think about your Power Word. Think about the way your Power Word can be physically represented.

And now I want you to take all those images and translate it into creating your Power Word on to the rock you have in your box.

Use the steps on the following page to help you get ready to paint your Power Word.



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Creative exercises: Your Power Word

Get ready to paint your Power Word!

- 1. Rinse and dry your rock before you begin painting.**
- 2. You'll need your paint, brushes and a cup of water. To add more details, you can use a fine point permanent marker.**
- 3. For better coverage, start with a layer of white paint first.**
- 4. To deepen colors, you'll need more than one coat of paint. Allow the paint to dry between coats.**
- 5. Look at your rock --- let the shape inspire your creativity.**



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Creative exercises: Take it on the road

1. Think about four tasks you do all the time at your desk just sitting next to your laptop.

2. Let's take this on road!

Thinks about four different places where you can those tasks outside of your office area like a park, coffee shop, the mall, anywhere but your desk!

3. Find and keep a souvenir from each of these places.



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A few words to remember as you move forward into 2019:

- 1. Don't be afraid to fail.**
- 2. Admit when you're procrastinating.**
- 3. Procrastination kills free time.**
- 4. Several small goals are better than one huge one.**
- 5. Doing anything is better than doing nothing.**
- 6. The sooner you take the first step, the sooner you can start walking.**
- 7. Today was tomorrow yesterday.**

{ from Lee Crutchley - The Art of Getting Started }