

MOTIVATED MINDSET

USE THE FOLLOWING PROMPTS TO HELP YOU CREATE A MOTIVATED MINDSET.
KNOWING AND ACCEPTING YOURSELF JUST THE WAY YOU ARE IS THE FIRST STEP OF
BECOMING A SUCCESSFUL BUSINESS OWNER.

WHAT ARE MY GIFTS.

IN WHAT AREAS DO I NEED TO GROW.

WHAT I FEAR MOST.

HOW MY FEARS POSITIVELY MOTIVATE ME.

WHAT MAKES ME FEEL CONFIDENT.

WAYS I AM A LEADER.

WHAT I TELL MYSELF WHEN I BEGIN TO DOUBT HOW AMAZING I AM.

MY PASSION AND PURPOSE

FINDING YOUR PASSION WILL LIKELY LEAD TO YOUR PURPOSE. LIST ALL OF THE THINGS YOU ARE PASSIONATE ABOUT AND HOW THOSE WHO SUPPORT YOU DESCRIBE YOU. THIS WILL GIVE YOU A GREAT START WITH FINDING BOTH.

WHAT DO YOU DO WITH MOST OF YOUR TIME?

1

WHAT ARE YOUR HOBBIES?

2

WHAT DO YOU THINK IS YOUR GREATEST TALENT?

3

WHAT DO OTHERS WHO SUPPORT YOU SAY YOU ARE GOOD AT?

4

WHAT ARE YOUR TOP 3 LIFE GOALS?

5

NAME ONE THING YOU COULD DO EVERY DAY FOR THE REST OF YOUR LIFE.

6

NOW TRY TO COMBINE AT LEAST TWO OF THE FIRST FOUR BOXES (1-4) WITH ITEMS FOUND IN THE LAST TWO BOXES (5-6). CAN YOU FIND A WAY TO TURN THESE IDEAS INTO A BUSINESS? WRITE DOWN SOME OF YOUR IDEAS.

INSPIRING MY "WHY"

HAVING A MOTIVATED MINDSET, PASSION FOR WHAT YOU DO, AND KNOWING YOUR PURPOSE ARE ALL PART OF YOUR "WHY". HOWEVER, THEY AREN'T ENOUGH TO KEEP YOU GOING WHEN THINGS GET TOUGH. WHAT ARE THE THINGS OUTSIDE OF YOURSELF THAT WILL DRIVE YOU TO NEVER GIVE UP, NO MATTER WHAT?

GOALS I HAVE FOR MY LIFE.

HOW I WANT TO SERVE
OTHERS.

WAYS I WANT TO IMPACT
THE WORLD.

RESEARCHING YOUR BUSINESS

FINDING INFORMATION ABOUT YOUR BUSINESS AND THEN USING IT TO PRACTICE YOUR CRAFT IS INCREDIBLY IMPORTANT. YOU MUST ALWAYS DO YOUR RESEARCH. MAKE COPIES OF THIS SHEET AND USE THEM TO GATHER INFORMATION ABOUT YOUR BUSINESS. DON'T FORGET, USE SHORTHAND WHEN TAKING NOTES. AN EXAMPLE WORKSHEET IS PROVIDED FOR YOU.

Dogsitting Business

I. Tim's Dogsitting Service

A. Topic (pricing)

1. Big Dogs = \$35/hr
2. Trained Dogs = \$30/hr
3. Untrnd dogs = \$40/hr

II. Trusted Website about Dogsitting

A. Topic (pricing)

1. most co's chrg by the hr
2. \$ from \$30-\$45
3. Untrnd dogs cost more

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I. _____

A. _____

1. _____

2. _____

3. _____

II. _____

A. _____

1. _____

2. _____

3. _____

III. _____

A. _____

1. _____

2. _____

3. _____

MY RESOURCES

USE THIS WORKSHEET TO BRAINSTORM ALL OF THE THINGS YOU NEED TO START YOUR BUSINESS. THEN DETERMINE IF YOU ALREADY HAVE SOME OF THEM, IF YOU NEED TO BORROW OTHERS, OR IF SOME THINGS NEED TO BE PURCHASED.

THINGS I NEED

THINGS I HAVE

THINGS I CAN
BORROW

THINGS I NEED
TO BUY

CUSTOM CUSTOMER

IN THE BOXES BELOW, DESCRIBE YOUR CUSTOM CUSTOMER, YOUR AVATAR, BY WRITING AS MUCH ABOUT THEM AS YOU CAN. THEN WRITE OUT HOW YOU PLAN TO SOLVE THEIR PROBLEM OR FULFILL THEIR NEED. REMEMBER, THEY WILL MAKE UP YOUR TARGET MARKET.

NAME

AGE

GENDER

FAMILY INFO

**WHERE DO
THEY LIVE**

**WHERE DO
THEY SHOP**

**WHERE DO
THEY HANG OUT**

**WHAT SOCIAL
MEDIA THEY USE**

PROBLEM

NEED

HOW I WILL SOLVE MY
CUSTOMER'S PROBLEM AND
FILL THEIR NEED

★ ★

YOUNIQUELY YOU

IN THE BOXES BELOW, DESCRIBE YOUR VALUE PROPOSITION - HOW YOUR BUSINESS WILL STAND OUT FROM THE COMPETITION - BY ANSWERING THE FOLLOWING QUESTIONS.

What does your business do?

What competitors do you have?

What do your customers like about your competitors?

What don't they like about your competitors?

What makes your product or service different?

4Ps OF MARKETING

USE THE INFORMATION YOU PROVIDE ON THIS WORKSHEET TO CREATE YOUR MARKETING STRATEGY. USE THE BACK OF THE WORKSHEET IF YOU NEED MORE ROOM TO WRITE.

What is your product or service?
What is your value proposition?

Where will you sell your
product or service?

Draw a picture or place a photo
of your product or service here.

How much will your
product or service cost?

Where will you promote
your product or service?

FINDING FINANCING

BRAINSTORM AND RESEARCH ALL THE WAYS YOU CAN RAISE MONEY TO FUND YOUR BUSINESS. BE SURE TO WRITE DOWN THE PROS AND CONS OF EACH CHOICE.

OPTION ONE

PROS
CONS

OPTION TWO

PROS
CONS

OPTION THREE

PROS
CONS