

# Business Design

Go back to your Essential Why. This is a critical foundation point for designing your dream business. Before you can attract the right kind of customers, you need to know exactly what you're willing to do (and not to do) in order to attract those clients. Use this worksheet to delve deeper into exactly how you'd like your business to "show up" in the world.

**1. How do you ultimately envision your business?** Is it just you, or do you have a support person or a team? Get as specific as you can. Talk in terms of business divisions, if needed, but be sure to create the big picture – the "end game" if you will. This is where your Noble Empire begins.

2. As you look at that "big picture" vision – which may or may not seem out of reach right now – what emotions, thoughts or feelings come up for you?

**3. What are you NOT willing to do to see that picture come to fruition?** Take as much time and space as you need to clarify your boundaries and "deal breakers". From compromising family time, to illicit or illegal behaviors, what is absolutely off limits? Draw your lines in the sand, and feel free to re-visit this as new boundaries develop (and they most likely will!). Often these boundaries are discovered by accident, as a part of doing business and living live. Many times we didn't know we needed that boundary until it was crossed, and something happened that wasn't desirable.

4. Now that you've seen the bigger picture – where you're ultimately headed – How do you WANT your business to run now so that you can reach that ultimate destination?

5. What gaps can you already identify in where you're at versus where you'd like to be? Are there some obvious steps you can already see to fill those gaps? If so, what? If not, how else might you be able to bridge those gaps?

**6. Based on that long-term picture, what feels like a reasonable "picture" for the next 12 months?** If there are any parts of that picture that seem unclear, identify them, but don't fret about them. Often those parts are unclear because there's a step you have to take before they can come into focus. Again, be as descriptive as possible.

**7. What are your "non-negotiables" for the next 12 months?** What are you NOT willing to do to see this year's vision come to pass? Often, our long-term view sets over-arching boundaries, while this more immediate-term view gives you some very specific boundaries to work within.

**8. Boundaries, very obviously, create limits on what you can and can't do. With that in mind, what ARE you willing to do/offer/change in a different way for your very best customers?** Be as specific as possible. "Anything" or "everything" isn't a useful response. Are you willing to change your pricing, positioning, product line? Are you willing to let go of old ideas and embrace something that may seem totally foreign or unfamiliar to you? Are you willing to relocate? This is somewhat an "opposite" list from the "dealbreakers" lists you've made, but not exactly. This is a brainstorming space that you can come back to throughout the year and give yourself new ideas that are within your self-imposed boundaries. These are ideas that, even if they are uncomfortable, still fall within your boundaries. Thinking objectively about them now will make it easier to explore them later when you may be operating from a momentary space of "lack" or cash flow issues.

**9. What one idea can you pick up and run with today?** How can you quickly implement that one new "willingness" with your very best clients? Don't worry about your entire client base, just focus on serving those most valuable clients for now. They will give you the best (and usually most immediate) feedback to help you see if you're heading in the right direction.



Congratulations!

Ultimately, the act of lifestyle/business design comes down to what you want and what you're willing to do (or not do) to make it happen. Then, as you clarify those elements, it becomes easier to find clients that want to work with you the way you want to work with them – or more accurately, it will be easier for them to find you.

As you continue through Module 3, you'll start to see how delivering on this promise (to yourself and your customers) contributes to the total customer experience that creates a powerful, profitable company.