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5 STEPS TO FINDING THE BUSINESS INSIDE YOU





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A person wearing a white knit sweater and a white beanie with a red and yellow tassel, standing in a field with their arms raised in a 'V' shape. In the background, there is a modern building with large glass windows and some trees under a bright sky.

GET TO KNOW AND LOVE YOURSELF

Getting to know and love yourself before starting a business is crucial. It enables you to identify your strengths, weaknesses, passions, and values, which can help you clarify your purpose for starting a business. This knowledge can motivate you, guide your decisions, and improve your ability to handle the challenges and stress that come with entrepreneurship. When you love yourself, you have more confidence, resilience, and a better sense of self-worth, which are essential qualities for success in business.

Now, how can you do this? Start becoming more aware of what you actually bring to the table, your gifts, your ideas. Do you bring the energy? The peace? The creativity? The art? The listening piece? The endurance? The laughter? The encouragement? The hospitality? The enthusiasm? The logic? What are your strengths? What do people say you're good at? What do you love to do?

Put on some beautiful music and create a happiness mind map, brainstorming all the things that make you feel happy. This may be hard at first, but take your time and enjoy the clarity. Think of activities that feel fun and inspiring. Singing? Dancing? Playing music? Outdoor activities? Travel? Write? Learn? Study? Art? This will be fun!!

A young child with red hair, wearing a colorful plaid shirt and blue jeans, stands on a small silver step ladder. They are drawing a large rocket ship on a grey concrete wall with white chalk. The rocket has a pointed nose, a circular window, and a triangular base. A small black and white dog sits on the ground to the left, looking up at the child. The background is a solid purple color.

DARE TO DREAM

Start blocking out time to think about those things you've discovered on the happiness mind map. Think about the real reason you do what you do. What's driving you? There is no one else like you, that is meant to do what you do, that can bring what you can. Life has brought you here for what purpose? What do you really want?

Maybe start researching a few of the items on your happiness mind map. Use another mind map to brainstorm how those activities could generate income. Are others making money at it? What are the offline as well as online opportunities? Again, take your time and enjoy this process. It actually feels good to start to honor yourself.



MAKE A PLAN FOR YOUR BUSINESS

Creating a plan for your new business is crucial because it helps you clarify your goals, identify potential challenges, and develop strategies to overcome them. It can also help you secure funding, serve as a blueprint for your operations, and guide your decision-making as your business grows. In short, a business plan is essential for any entrepreneur who wants to build a sustainable and successful business.

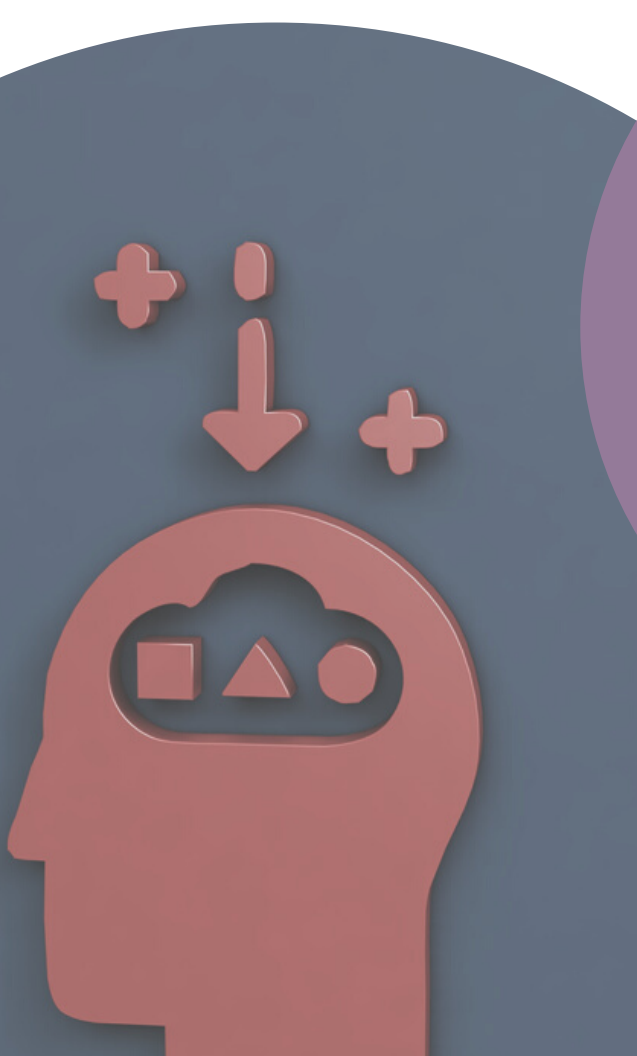
Begin to think about what your next step would be. Begin to share your ideas, online and offline. Connect with people who are already doing what you'd love to do. Find some inspiring books to read. Do you need some training? How much time would you want to devote to this activity? What would your perfect day and week look like? Who could you collaborate with in order to make this a reality?

Start writing down some goals, some small steps that you will take to begin moving forward. Get excited about your plan. Don't lose heart if everything doesn't just fall in line before you. But the clearer you can see what you want, the more likely things will begin to take shape.

INVEST IN YOURSELF

This is really huge. Spending money on yourself will give you confidence. This could be any kind of training, a course or a book. It could be a coach or mentor to challenge you and hold you accountable. It could be an assistant or housekeeper. If spending the money is a real hurdle for you, consider starting to record where your money is going. Oftentimes, when we realize how much we're spending on nonessentials, we'd gladly give those up for the things we'd really want.

There are so many great resources online, for business and personal development. Spend what it takes to gain skills, work your plan, and learn from experts. Once you feel more organized, your mind will be freed up to better manage your life and business.



Investing in yourself is crucial when starting a business because it sets the foundation for success. By developing the knowledge and skills necessary to run a business, you increase your chances of making informed decisions and avoiding costly mistakes.

Additionally, investing in yourself shows a commitment to your goals, which can help attract investors, partners, and customers.

A hand holding a smartphone is positioned on the right side of the frame. In the background, a QR code payment sign is visible on a wooden surface. The sign has the text "Payment" and "Acceptance" above the QR code. A blurred coffee cup is on the left. A large white circle is overlaid on the bottom left, containing the text.

GET ONLINE! PEOPLE ARE MORE ACTIVE DIGITALLY

It costs so little to acquire a domain name, set up a website, and add a shopping cart. It's free to blog and to start engaging on social media platforms. It's free to join forums and Facebook groups and put out surveys. This is all so important for momentum. Let everyone know you are building an email list, and start thinking of something of value that you could give away in exchange for emails.

Remember no one has implemented your idea/product/service exactly like you will. Don't waste time trying to teach yourself everything when there are so many great teachers out there. Start asking for help. Start asking questions. Start sharing your dreams. Start using your gifts. Start doing your own business!!!