

TOP 10 BUSINESS SECRETS



If you want to create a successful business doing work you love, here are my top 10 secrets! Remember, this is your business and you get to design it to work for you!

- 1 DEFINE CORE VALUES**
Pick 3-5 value words that resonate with you. Use your values to guide your decisions so you're not sacrificing what's most important to you in life.
- 2 CREATE A VISION**
Create a clear vision for both your business and lifestyle 3 years out. Use your vision to help you stay on track along the way.
- 3 SAY NO**
Create your personal agenda and say "no" to things that don't align with the long-term vision for your business and life.
- 4 KNOW YOUR TALENTS**
Discover what you're good at and let your talents, knowledge and skills guide the direction of your business.
- 5 MASTER YOUR TOPIC**
Become a lifelong student! Invest time building your expertise and become the best at what you do.
- 6 KNOW YOUR AUDIENCE**
Be clear on who you want to serve. Know their biggest dreams and deepest fears so that you can speak their language in your marketing.
- 7 CREATE THE RIGHT OFFER**
Create an offer around what I call your Business Quadfecta, the intersection of what you're good at, what you love, what people want and are willing to pay for.
- 8 PRIORITIZE PROFIT**
It's easy to get distracted by seemingly important tasks. Remember, you are in business to make money so prioritize income generating activities first.
- 9 MAKE YOURSELF #1**
Treat yourself with the upmost respect, especially when things get challenging! Make time to nourish yourself mentally, emotionally and physically.
- 10 HAVE FUN**
Do things you love that span beyond your business! Schedule time each week to do what you enjoy so that you're enjoying life while creating your success!