

Chapter 10 Getting Started

First Steps

1. Create your business ‘**vision**’ and understand **why** you want to do this.
2. **Understand** where you are now and where you want to go
3. **Set your goals and targets and make your plan.**
4. Turn your plan into **action**.

Passing ‘Go’

You don’t *have* to make an all or nothing choice.

You can be employed and start your own business at the same time (provided of course it’s not in competition with your employer!)

There are millions of people worldwide who are employed but also do network marketing, affiliate marketing, internet marketing, or have an expert business and many have a conventional or skill based business running alongside their ‘regular employment’.

You could *start* your ‘great idea’ business while you’re employed but you can’t really own a franchise and be employed as well, that just doesn’t work.

There are really just two questions to ask yourself.

First of all is there something that you really passionately **want** to do, and is that best achieved by being employed, or by having a business?

Second, is what you ultimately want to be, do, have and give, consistent with the potential earnings you could achieve through employment, *and* the time you would have to sacrifice in order to generate those earnings?

Your passion doesn't *have* to be turned into a business, but it can be, or, your business can itself be your passion. But the key question is 'what is the **best** way for me to fulfill my passion, having a business or being employed?'

**In other words, which risk is greater?
Having your own business or not having one?**

Getting Started

To make your first steps you'll need three things:

- A clear **Vision** of *what* and *why*
- A clear **Plan**
- **Help**

Once you've completed the first of these you may then need some help to decide whether or not your needs will be best met by having a business, but assuming they will be then you need to create your 'Business Plan'.

Now this may start as a few ideas jotted down on a piece of paper, but that's not going to be enough if you want your business to be successful.

As I've explained already you need to think everything through and that can be difficult if you've never done it before, especially as you need to cover all the bases, not in massive detail but enough to 'start the ball rolling'.

There's a lot to do but don't be put off or discouraged because help is at hand.

The **Business Vision Workbook** will help you with the first task. It's a short highly structured, audio guided exercise that will guide you through creating your business vision with a particular emphasis on your 'why.

It includes an hour of expert coaching when you've completed it.



Business Vision Workbook

"Resistance is Created Through Lack of Clarity"
CLARIFY YOUR VISION
CLARIFY YOUR 'WHY'

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