

# Chapter 1    Your Business Vision

You know **what** your business is going to do, what product or service it is going to provide to purchasers and what benefit it is going to provide to you.

If at this stage you are not clear, really clear, on this then go back to the **Business Vision Workbook**, Module 1 of the **Personal Business Creation System** or to “What They Don’t Tell You About Starting a Business” and get more clarity on what your business does or will do, what the business model is, and what it will do for you.

## **Start With Why**

You need to be clear on the reason **WHY** you are starting this business, why you want to do it and **why** your potential market might engage with you.

If you haven’t done so yet you ought to take a look at a short TED Talk Video by Simon Sinek called ‘**Start With Why**’.

[Watch Video.](#)

**Now this is important, very important, crucial to the success of your business.**

The reason for starting your business, the reason why, *must be entirely consistent with your personal vision of the life you would love to live.*

Remember, as Sinek says –

*People don’t buy what you do, they buy why you do it.*

It's not sufficient just to create a business that simply funds a personal vision or passion, or worse, is inconsistent with what you personally would love to do with your life.

To 'generate income', or to stop you from needing to be employed by someone else, just isn't enough and I cannot emphasise this too strongly.

Ideally what you do as a business should be part of what you love to do in 'life' - part of your 'lifestyle', part of Who You Are.

Without this the issue of 'work-life balance' will always come up, and you know what?

*The 'business' always wins!*

If you're not clear on your personal life vision, then complete the **Personal Vision Workbook** or book a coaching call to help you get clear.

Oh, and remember; if there are any 'significant others' who will, or may be affected by, or involved in your business in any way, you have to make sure that it is consistent with **their** personal vision as well!

Don't make assumptions about this, check it out, have a 'board meeting' and get agreement from everyone involved or affected.

If you don't do this, it **will** cost you - one way or another - believe me!

## **Clarity - Confidence - Certainty**

The next thing to look at is how clear, confident and certain you are about **how** the business is going to work, how it will operate and how you will 'deliver' or provide its products or services.

How much time will it take? What are the logistics? And so on. This will be covered in more detail later.

How the business operates is part of your overall business strategy which will be outlined in your Business Plan as described in Chapter 5.

It's the who, what, where, why and how of your business.

At this stage, well before you hit the 'go' button you need **clarity of vision** about all this, and the end result or outcome of operating your business.

The outcome or result is what you get from operating your business and it can be expressed in many ways, including financial benefit, but also pleasure, sense of achievement, fulfilment and other things.

Although you'll set specific goals as you go along, you should, at this stage, have a clear idea of the interim and 'end' results of running and owning your own personal business.

If you don't, then it's something you need to work on using the PBCS or BVW before you go much further.

Your expected outcome should be realistic in the short term but in the long term it should express **what you really want** rather than being restrained by what you might think, at this stage, is practical or possible.

One thing to note here is that if your vision of the outcome and purpose is not **clear** then you could be creating a 'monster' that gets out of hand and consumes you in one way or another.

This is the opposite of what most people think, which is that businesses inevitably 'fail' if they go 'wrong' but sometimes they succeed beyond all expectation and turn into a Frankenstein like creation!

## **Purpose and Benefits**

You also need clarity on the **purpose** of the business.

This is different to the outcome and is related to the benefits the business provides.

As you will have read in Book 1, there are many definitions of the purpose of a business - most looking from the inside out.

You will need to look from the *outside in* and get clear on, not necessarily the products or services it provides, but on the **benefits** it provides, and how and to whom it provides them.

As the word implies, a ‘benefit’ is a good fit with something that somebody is seeking.

The classic example is that people don’t really want to buy a drill; they want the hole that the drill provides. So, when they buy a drill the benefit is not the drill (as the manufacturer would probably see it) but the **hole!** – but that’s only part of the story!

Your business will provide **benefits** - to you and your customers or clients - and if it doesn’t, you need to go back to the drawing board.

Because if your business doesn’t provide distinct benefits to your target market - your potential purchasers, then you don’t have a business.

**No benefits = no purchasers = no income**

The only benefit to you then might be an enjoyable but expensive hobby!

You have to consider who, besides yourself, it benefits, and in what way. We’ll look at that in more detail in the next chapter.

## **Mission**

Finally, before you start, you should consider and be clear on your ‘mission’ in business and be able to encapsulate what your business is all about and the benefits it provides (and to whom) in a few words.

But don’t make the mistake of ‘scripting’ some sort of corporate style ‘mission statement’ that you read out or repeat parrot fashion when people ask you what you do or what your business does.

You need to have this ‘mission’ so clearly embedded in your mind that you can just talk about it enthusiastically without any ‘notes’.

Some people call this an ‘elevator pitch’ or a ‘60 second presentation’.

The thing is that you must be able to describe what you and your business are all about in between 7 and 12 seconds (which is longer than you think) whenever you encounter someone who asks what you do - and quite often that happens unexpectedly, when you’re not ‘prepared’!

Remember it’s not about what you ‘do’ but the **benefits** you provide.

## **Self Analysis**

Now you have absolute clarity about your business you need to get some clarity about ‘yourself’ in the business context and one way to do this is called a SWOT analysis.

Identify your own personal key Strengths and Weaknesses (in the context of your business) and then consider your own personal Opportunities and anything you consider to be a Threat potentially arising either internally (from your own limiting beliefs or

‘experience’) or externally from someone or something else - again, strictly in the context of your business.

Spend a few minutes doing this before you move on.

## **STRENGTHS**

## **WEAKNESSES**

## **OPPORTUNITIES**

## **THREATS**