

# BIG BRAND SYSTEM WORKSHEET

## Take Stock & Make a Plan

Today's date \_\_\_\_\_

*NOTE: please read through all questions before beginning to fill in your answers.*

### 1. What does success look like to you?

*“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” – Albert Schweitzer*

Here's the beautiful thing about owning your own business: you get to define what success looks like.

Business success is usually about profits, but profit can look like a lot of things. How do you profit from your business and your career? What's truly important to you? Look at the ideas below and note which ones apply to you.

- Money and the lifestyle it provides
- Time flexibility
- Location flexibility
- Recognition from your customers and peers
- Helping others
- Doing work that contributes to the greater good
- Something else?

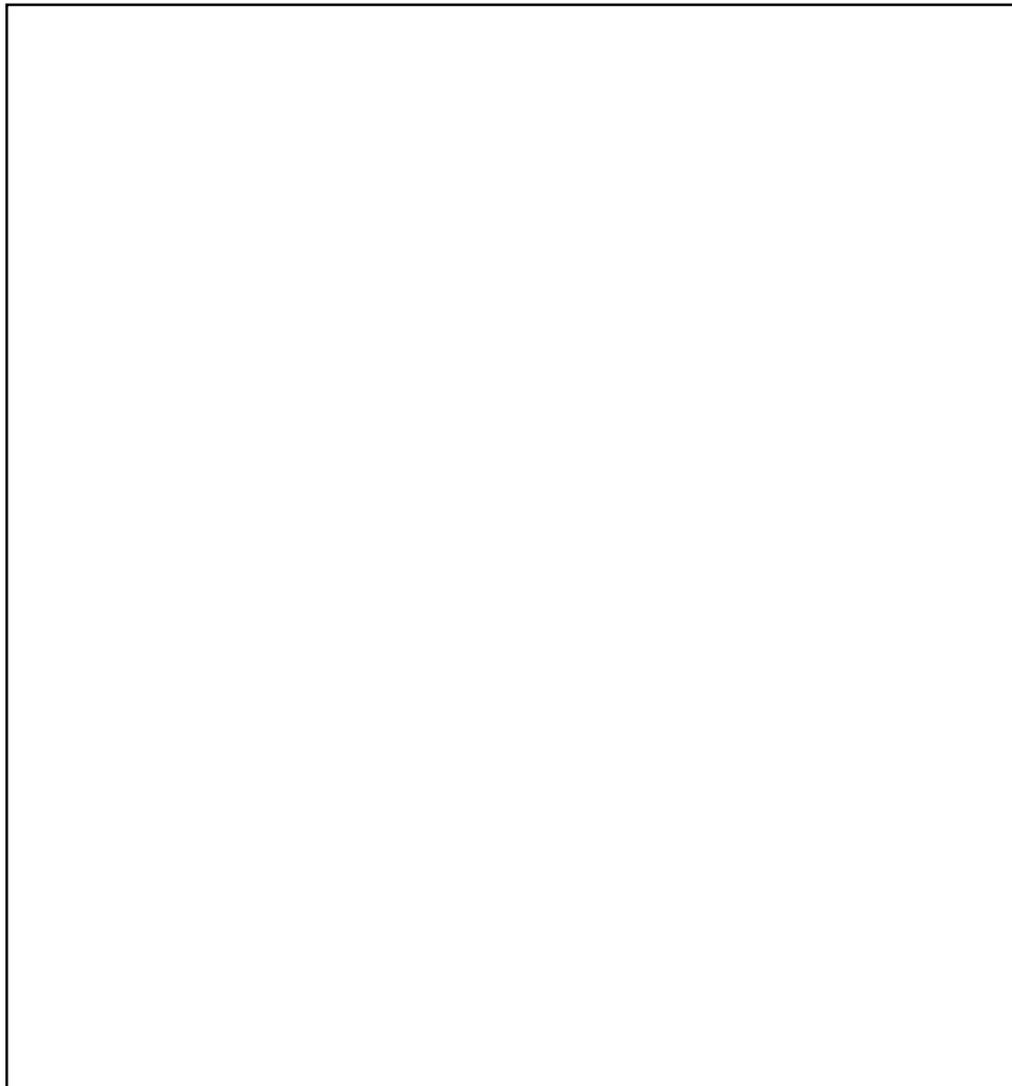
## 2. What are my assets? What do I bring to the table?

*“If you count all your assets you always show a profit.” – Wilson Mizner*

What education and experience do you have?

Entrepreneurs are lifelong learners. What have you mastered? What books have you read recently — what new skills have you acquired?

What are people always telling you you’re good at? Your natural talents may not seem like anything special to you if they come easily — but identifying these natural skills can help you build on them.

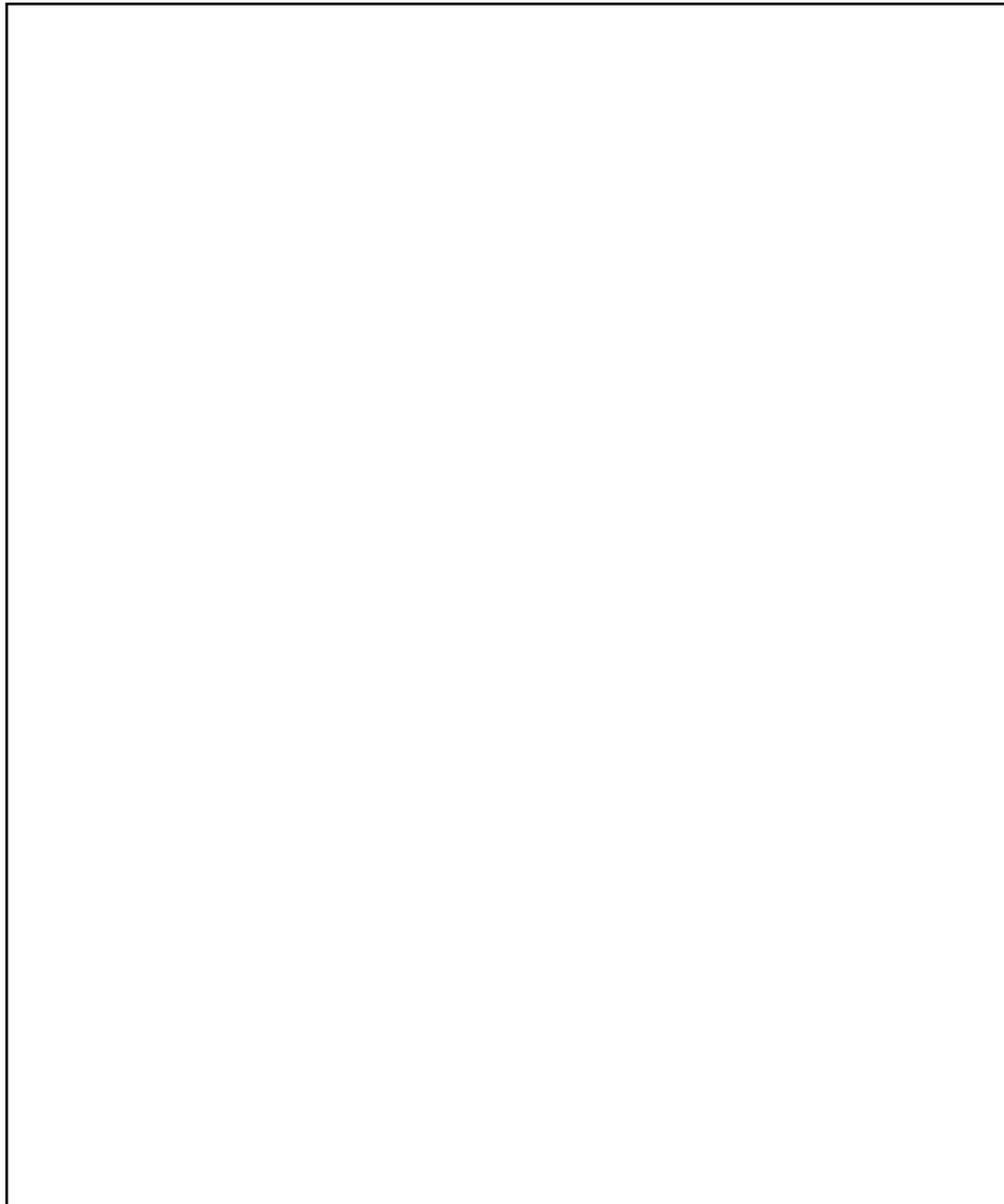


### 3. Where do I need improvement? What are my weak points?

*“Strive for continuous improvement, instead of perfection.” – Kim Collins*

Do you have ongoing challenges you deal with? Be honest with yourself here — no one is going to read your answers.

Even if your challenges are embarrassing, own up to them. Facing them head on is the only way to get past them.



## 4. How can I improve my skills?

*“There is no end to education. It is not that you read a book, pass an examination, and finish with education. The whole of life, from the moment you are born to the moment you die, is a process of learning.” – Jiddu Krishnamurti*

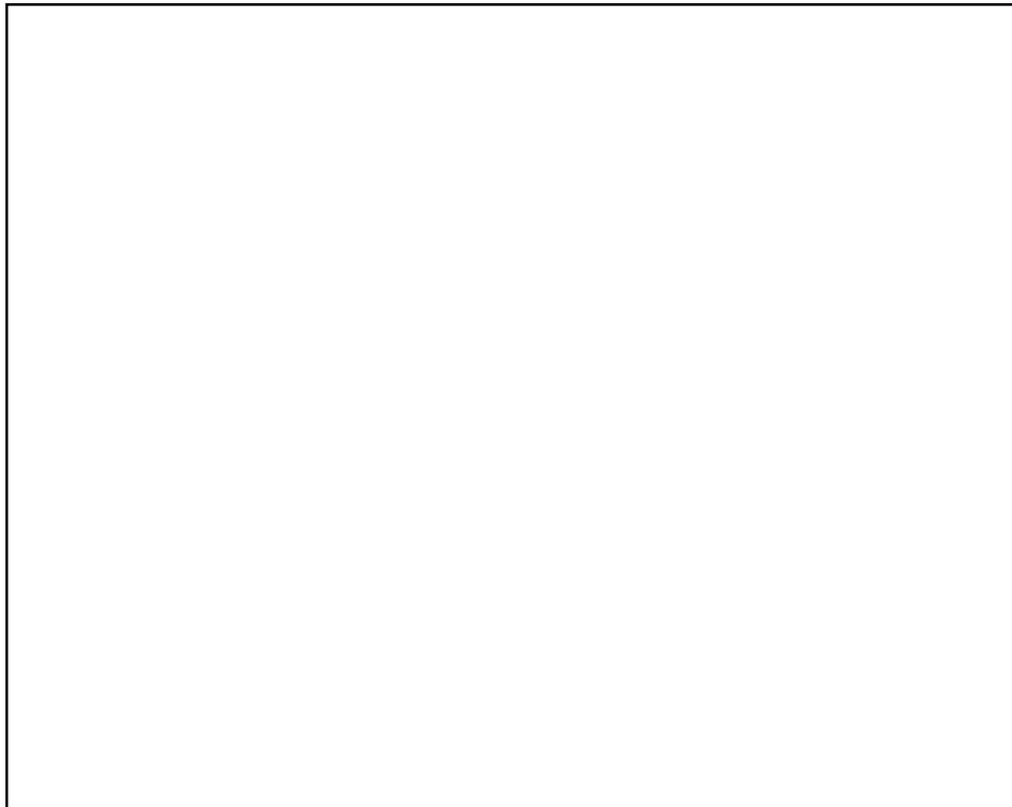
Every business owner has strengths and weaknesses. How can you build on your strengths and make up for your weaknesses?

What can you do to master the skills you’re lacking?

And don’t be afraid to ask if it’s a good use of your time to try to improve the skill you might be lacking or if it makes more financial sense to hire someone to help you in these areas.

You don’t have to be an expert at everything in order to run a business. You can build on your strengths and shore up your weaknesses by hiring strategically.

Write down your challenges and how you’ll meet them. Then, give yourself a deadline!

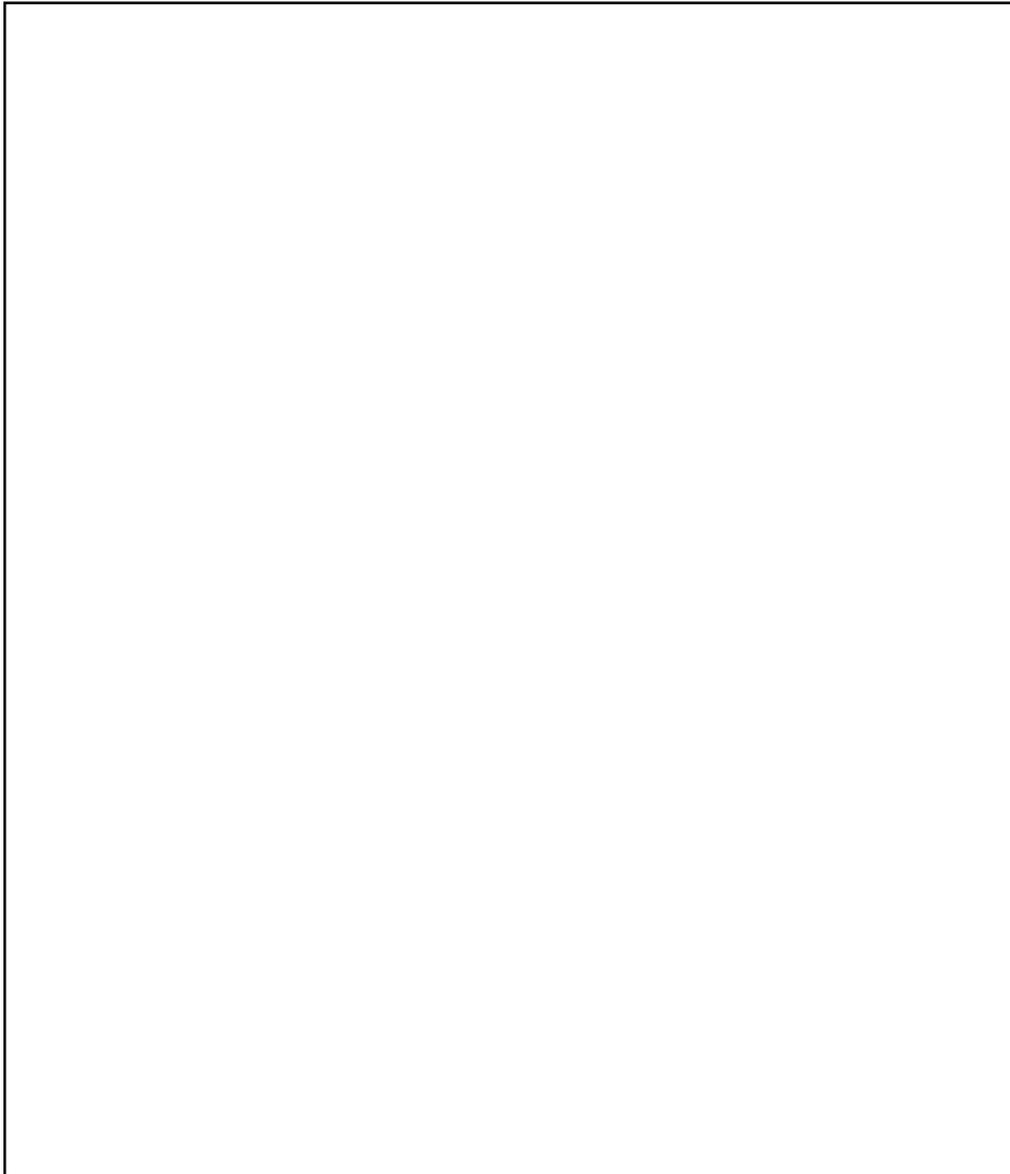
A large, empty rectangular box with a thin black border, intended for the user to write down their challenges and how they will meet them, as instructed in the text above.

## 5. What should I focus on right now?

*“Focus on the journey, not the destination. Joy is found not in finishing an activity but in doing it.” –Greg Anderson*

We have limited time and energy. We’ll make more progress if we focus that time and energy on the right thing at the right time.

Sort through the options and choose one project that you’ll focus on in the near future — and give yourself a deadline for getting it done.

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**6. (Optional) If increasing income is a goal, what offer will you work to improve – or what new offer will you create?**

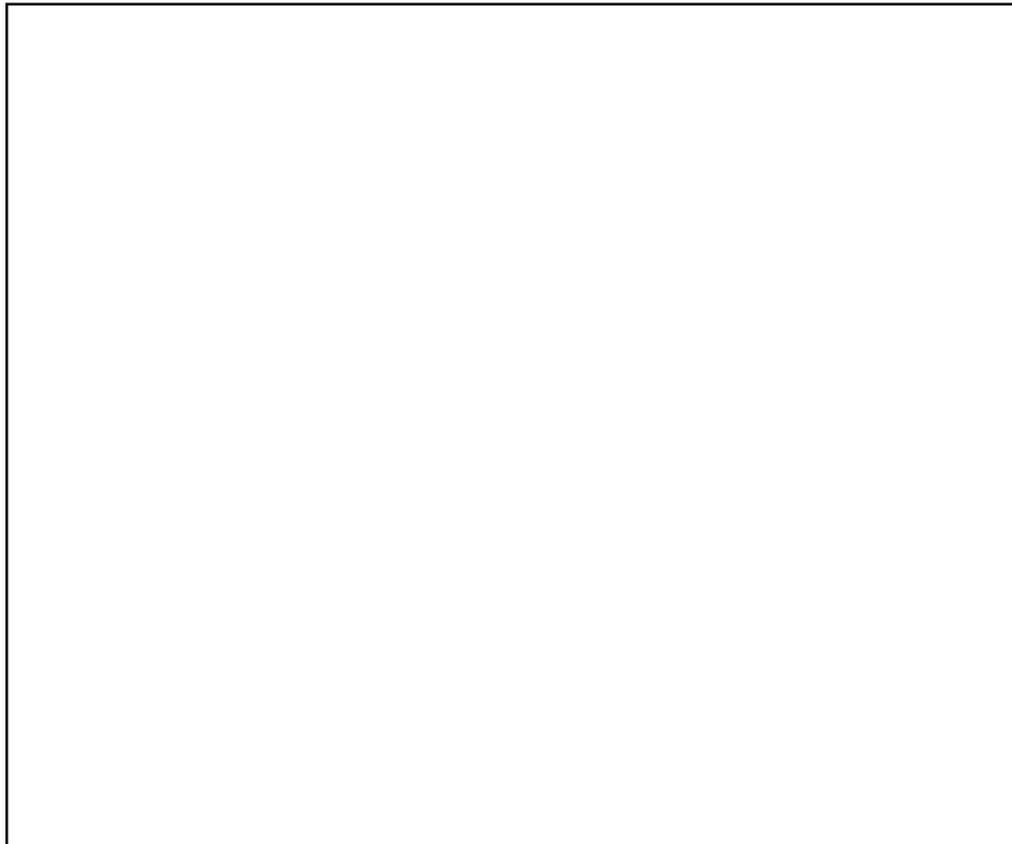
*“I ... get the minimum viable product to market as soon as possible.*

*It’s my job to be entrepreneur-in-residence, an internal change agent.” – Todd Park*

When you want to boost income, you have two basic paths:

- 1. Optimize an existing offer.** Boost the price or look for new buyers. Build extensions on an existing line of business. Create marketing events — special promotions that bring in an influx of income.
- 2. Create a new offer.** If you’re going to create an new offer — whether it’s a product or a service — ask yourself what a minimum viable version of the offer would look like. How can you deliver a high-value solution quickly and easily so you can test your new offer and refine it over time?

If increasing income is a goal, write how you’ll do that and give yourself a deadline.



## 7. How will I use my answers to make plans for the weeks and months to come?

*“Faith is taking the first step even when you don’t see the whole staircase.”*

*– Martin Luther King, Jr.*

Once you’ve defined what you want to work on, you’ll want to get started. But where should you put your attention? Answer this final question:

### What’s the first step I need to take to move toward my goal?

Break down your plans into actionable steps. Add those action steps to your calendar and block out specific days and times when you’ll work on them.

