

# 8 Steps to Starting your Business

1. Goal Setting  
– WHY and  
Core Values

8. Check what  
is working and  
reassess

7. Systems and  
Automation

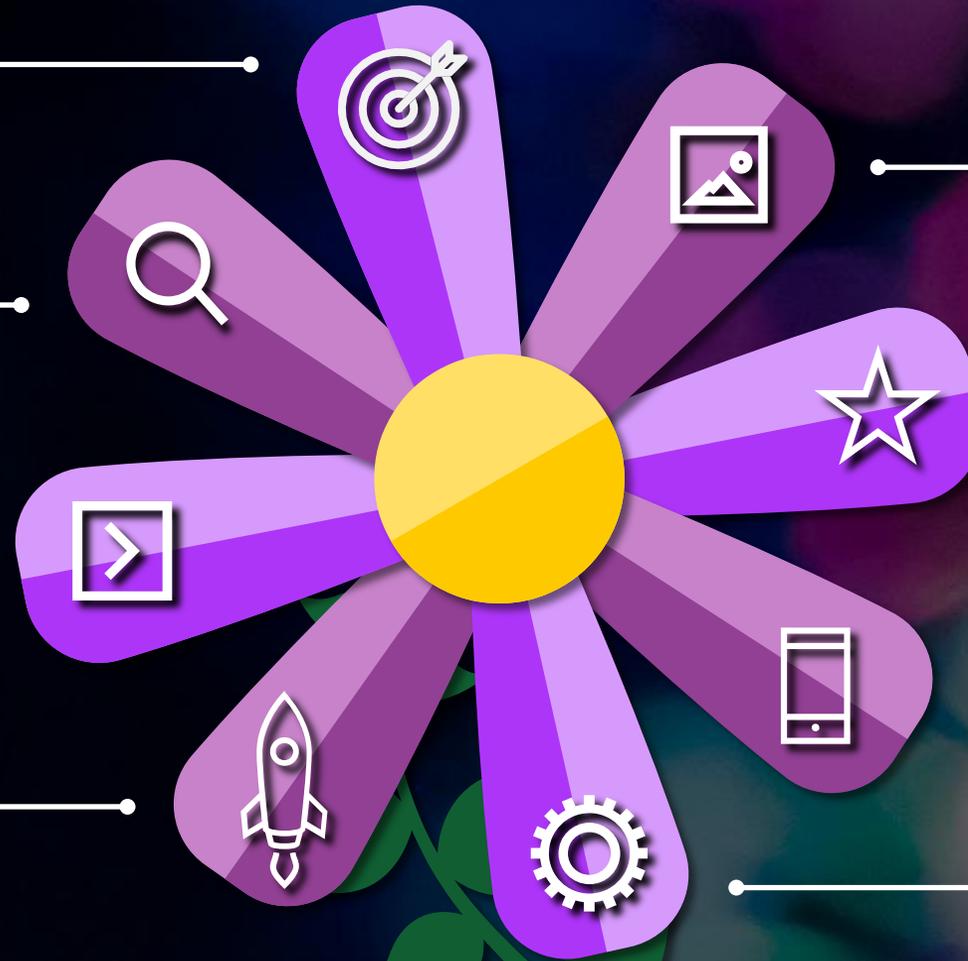
6. Scaling and  
Resourcing

2. Target  
Audience Ideal  
Client

3. Branding

4. Sales and  
Marketing

5. Road Map  
Strategic Planning





# Goal Setting

- Open your mind to possibilities
- How easy it achieve
- Early ranks to aim for
- What it takes



# Goals Setting Strategy



Goal

Date

Requirements

Core Offer



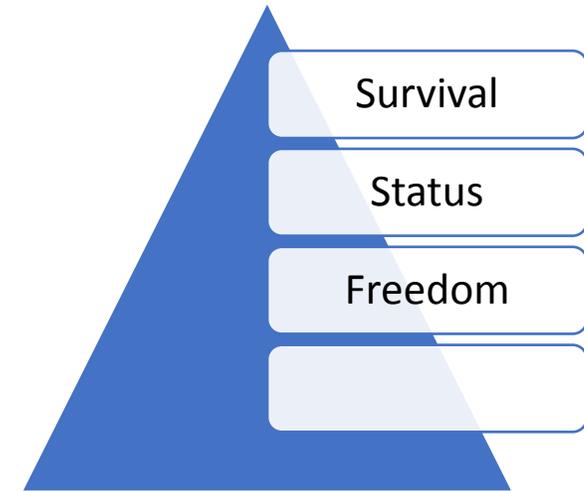
Target Audience

what benefit does your client get from what you offer.





# Your WHY?



One core value that will motivate you.

You will instinctively choose this value over any goal you set. So anything that doesn't align with your personal truth will fall away quickly.

# Your core values

Acceptance	Candour	Consciousness	Devotion	Fairness	Greatness
Accomplishment	Capable	Consistency	Dignity	Family	Growth
Accountability	Careful	Contentment	Discipline	Famous	Happiness
Accuracy	Certainty	Contribution	Discovery	Fearless	Hard work
Achievement	Challenge	Control	Drive	Feelings	Harmony
Adaptability	Charity	Conviction	Effectiveness	Ferocious	Health
Alertness	Cleanliness	Cooperation	Efficiency	Fidelity	Honesty
Altruism	Clear	Courage	Empathy	Focus	Honour
Ambition	Clever	Courtesy	Empower	Foresight	Hope
Amusement	Comfort	Creation	Endurance	Fortitude	Humility
Assertiveness	Commitment	Creativity	Energy	Freedom	Humour
Attentive	Common sense	Credibility	Enjoyment	Friendship	Imagination
Awareness	Communication	Curiosity	Enthusiasm	Fun	Improvement
Balance	Community	Decisive	Equality	Generosity	Independence
Beauty	Compassion	Decisiveness	Ethical	Genius	Individuality
Boldness	Competence	Dedication	Excellence	Giving	Innovation
Bravery	Concentration	Dependability	Experience	Goodness	Inquisitive
Brilliance	Confidence	Determination	Exploration	Grace	Insightful
Calm	Connection	Development	Expressive	Gratitude	

# Your core values



Inspiring	Moderation	Professionalism	Self-reliance	Status	Tranquillity
Integrity	Motivation	Prosperity	Selfless	Stewardship	Transparency
Intelligence	Openness	Purpose	Sensitivity	Strength	Trust
Intensity	Optimism	Quality	Serenity	Structure	Trustworthy
Intuitive	Order	Realistic	Service	Success	Truth
Joy	Organization	Reason	Sharing	Support	Understanding
Justice Kindness	Originality	Recognition	Significance	Surprise	Uniqueness
Knowledge	Passion	Recreation	Silence	Sustainability	Unity
Lawful	Patience	Reflective	Simplicity	Talent	Valour
Leadership	Peace	Respect	Sincerity	Teamwork	Victory
Learning	Performance	Responsibility	Skill	Temperance	Vigour
Liberty	Persistence	Restraint	Skilfulness	Thankful	Vision
Logic	Playfulness	Results-oriented	Smart	Thorough	Vitality
Love	Poise	Reverence	Solitude	Thoughtful	Wealth
Loyalty	Potential	Rigor	Spirit	Timeliness	Welcoming
Mastery	Power	Risk	Spirituality	Tolerance	Winning
Maturity	Present	Satisfaction	Spontaneous	Toughness	Wisdom
Meaning	Productivity	Security	Stability	Traditional	Wonder



# Core values groups



**Integrity**

**Feelings**

**Spirituality**

**Achievement**

**Creativity**

**Enjoyment**

**Presence**

**Intelligence**

**Strength**

**Freedom**

**Courage**

**Order**

**Health**





# Action Plan

- Set a goal include a date (30/60/90days)
- Highlight your core values
- Group your core values (see workbook list)
- Prioritise your list
- Reduce to 3-5
- Define your core values (write what each one means to you)
- Write a sentence about your WHY

I \_\_\_\_\_  
so that \_\_\_\_\_  
\_\_\_\_\_

