

101 Business Journal Prompts

Your business journal is like a diary. It is a private place to write your dreams, express what you're afraid of, and identify your path to success. Strive to be totally honest with yourself. Use this journal to help you overcome your fears and reach new heights.

1. What am I grateful for? (Running list)
2. What is holding me back? What am I afraid of? Why? What message am I telling myself that reinforces this fear?
 - a. Turn it around! What message can I begin repeating to myself when that negative comment comes to mind?
3. Who is my ideal client? What is their biggest pain point? How can I help them? How will their life be different after they've worked with me?
4. What is my personal relationship with money? Do I have a negative opinion about "wealthy people?" Why do I want to make money? What will I do with it? How will money help me and those around me to lead a better life?
5. What are my financial goals?
 - a. How much money do I want to make this year? Next year? In 3 years?
 - b. How much is my offer?
 - c. How many sales will I need to make in order to meet my revenue goal this year? Next year? In 3 years?
 - d. How many hours a day/week/month do I actually want to work?
 - e. Do the math:
 - i. How many sales will I need to make each year? (Total goal/offer price = sales needed)
 - ii. Each week (annual sales needed/52 weeks = total sales per week)
 - f. Do these numbers seem reasonable? Do I need to adjust my goals (higher or lower)?
6. What are my specific talents and gifts? How am I using them to make my life more fulfilling? Do I carve out enough time to hone my craft and sharpen my skills?
7. What specific areas are my weaknesses and struggles?
 - a. Which do I need to work?
 - b. Can I utilize the gifts of others to help me in my areas of weakness? (i.e. accountability partner, attend a class, hire an expert)
8. What projects am I dreaming of?
 - a. Which is my focus now?
 - b. What do I need in order to make it happen?
9. What is my definition of success? (Personal, business, financial, social, health, etc.)
 - a. Do I think of success as destination or a constantly moving goal?
 - b. How will I be successful? Who can help?

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10. What advice would I give to someone else who is just starting out in a business like mine?
11. What is most challenging about my business right now?
 - a. Why is this such a challenge for me?
 - b. How can I overcome this challenge?
 - c. What do I need?
 - d. Who can help?
12. What is a recent failure I experienced?
 - a. How did it make me feel at the time?
 - b. What did I learn from it?
 - c. How is it helping me today?
13. What is my next big step?
 - a. How do I feel about this?
 - b. What am I excited about? Afraid of?
 - c. How will I know it's time to take the step?
14. What are some of my favorite "a-ha moments" in my business journey?
15. If I had an extra \$1,000 (or \$10,000 or \$100,000) to spend on my business, what exactly would I do with it?
16. _____ is a role model to me because _____. I am inspired to _____. This is how I can put their inspiration to use in my life and business....
17. This is an idea I have but I'm not ready to act on it yet.
18. How do I feel about debt?
 - a. Why?
 - b. How does that impact my business?
 - c. Do I need to change something here to bring my actions in line with my dream?
19. What am I neglecting in my business?
 - a. Why?
 - b. What am I going to do about this? When?
20. What am I doing that is not in line with my business dreams? How can I stop?
21. What are some things I want to learn more about?
 - a. Why? (what's just for fun vs. essential for the success of your business)
 - b. How will I learn the most important things? When?
22. How do I feel about time? Am I always watching the clock? Are there never enough hours in a day? How do I waste time? Where can I make better use of time? Is time the enemy?
 - a. How can I change my mental dialogue about time? What can I begin telling myself to change my perspective and outlook?

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23. What is my plan for my business's future?
24. How do I feel about risk? Is it something that excites me? Paralyzes me? I ignore?
 - a. Where/When is it important for me to analyze risk?
 - b. Am I doing a fair risk analysis where it counts?
 - c. Is my attitude toward risk aligned to my current goals?
 - d. Do I need to change something here to bring my actions in line with my dream?
 - e. Who can help me work through this?
25. The most important aspect of my business is _____ because _____. Here's how I carefully and intentionally support it.
26. These are some things I do well in my business. I'm proud of myself.
27. What are my core values? What matters to me more than anything else? What keeps my compass pointing True North? What do I refuse to compromise on?
28. What's my marketing strategy?
29. How do I feel about the quality of what I sell? Am I comfortable with this? Do I need to change something here to bring my actions in line with my dream?
30. How is my customer service? How do I know? Does it meet my standards? Do I need to change something here to bring my actions in line with my dream?
31. Here are some of business resources. Some I love. Some I still have to check out.
32. What motivates me? How can I use this more to my advantage when I get stuck?
33. What slows me down and distracts me from my goals? What can I do about this?
34. What legacy do I want to leave?
35. What could get the way of my success today? How will I respond to this?
36. How can I make today better than yesterday?
37. What can I learn from yesterday?
38. What are some ways I've had to pivot lately? Did I get back on track? Do I need to? Do I need to change something here to bring my actions in line with my dream?
39. What main action(s) will I take today that will help me build my dream?
40. What kind of effort do I need to put into my business every day to meet my goals? Is that sustainable for me? Am I hitting this level every week? Do I need to make any changes? Who can help?
41. What frustrates me the most about doing my business? How can I manage this? Can I hire someone to help? Is there a tool I can purchase? Is there a major change I need to make?

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42. There is a difference between healthy competition and unhealthy comparison. Do I have a healthy view when comparing myself to others? What do I need to change? What do I need to tell myself to change my inner dialogue?
43. What do I want out of my business? Why?
44. Why am I in business? What do I love about it? What do I hate about it? Do I want to keep going? What kind of support do I need to keep going?
45. Who are my competitors? What do they offer? What do they do better than me? What I do better than them? How can I set myself further apart?
46. Is my current price point in line with what the market can support for what I'm offering? How do I know? Do I need to get more information? Do I need to change something here?
47. Do I have a sustainable business plan? How long can I keep going like this? What will need to change to keep going?
48. Do I want to grow my business? Maintain it? Slow down? How am I working toward that goal? Can someone help me?
49. Here is who I talk to the most about my own business _____. How are they helpful to me? How are hurtful to me? Do I need to find more support in business?
50. How will I know if it's time to change course, slow down, or quit my business? What specific, measurable indications should I use to keep me from panicking or staying in longer than I should? Do I need to talk with someone about this to assess our mutual tolerance and create a plan of action?
51. Are my customers satisfied? How do I know? How can I get more feedback from them? What can I do when I get positive feedback? What can I do when I get negative feedback? What will I say/do to respond in a calm and non-emotional way?
52. What are some ways to retain or get repeat customers? Do I need to reevaluate my communication strategy? Follow up? Referral program? Discounts? What else?
53. One thing people always say about me is _____. That makes me feel _____. Because _____. I am going to _____ because of this.
54. What are some of the metrics I use to measure the success of my business? How often do I track these numbers? What are my goals? How do I know if I'm doing well? Are there natural ups and downs depending on the season? Is there something I can do here to monitor these numbers better?
55. What's my business brand?

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56. Is my business identity different from my personal identity? Do I ever get these two things confused? Do I sometimes take business criticism or failure too personally? Is there something I need to change here to maintain a more sustainable approach to business?
57. What is one thing I will do this week to make a significant impact on my business? What's my plan? Do I need help? Who will hold me accountable? How will I celebrate when I'm done?
58. What one thing I can STOP doing this week to make a significant impact on my business? What's my plan? Do I need help? Who will hold me accountable? How will I celebrate when I'm done?
59. What am I doing every day/week to keep me focused on my dream and working on my goals? Do I need to put something in place to keep me focused? Who can help hold me accountable?
60. What's my elevator pitch? How can I tell someone in a sentence or two what I do, who I help, and what kind of difference I make for my clients?
61. The areas of my business I do well are _____. The areas of my business I do not do well are _____. What's my plan? Can I outsource? Eliminate something? Double down?
62. I chose this business because _____. It is personal to me because _____. I am passionate about it because _____.
63. My favorite type of client is one who _____. A good reason to turn down a client is _____.

Quotes to think about, agree with, disagree with, journal about, talk about, and be inspired by:

64. "It is not necessary to change. Survival is not mandatory." – Dr. W. Edwards Deming
65. "Success is not final; failure is not fatal: It is the courage to continue that counts." – Winston Churchill
66. "If you don't drive your business, you will be driven out of business." – B.C. Forbes
67. "If you can dream it, you can do it." – Walt Disney
68. "Great things in business are never done by one person." – Steve Jobs
69. "There are no working hours for leaders." – James Cardinal Gibbons
70. "Make a Customer, Not a sale." – Katherine Barchett
71. "Capital isn't scarce. Vision is." – Sam Walton
72. "A goal without a plan is just a wish." – Antoine De Saint-Exupery
73. "It's not about ideas. It's about making ideas happen." – Scott Branson
74. "The secret of getting ahead is getting started." – Mark Twain
75. Whether you think you can, or you think you can't, you're right." – Henry Ford
76. "Don't count the days, Make the days count." – Muhammad Ali

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77. "The biggest mistake a small business can make is to think like a small business." — Aruna Bhayana
78. "Setting Goal is the first step in turning the invisible into the visible." — Tony Robbins,
79. "To be successful you have to have your heart in your business and your business in your heart."
— Thomas J. Watson
80. "You must not only aim right but draw the bow with all your might." — Henry David Thoreau
81. "If you don't understand the details of your business you are going to fail." — Jeff Bezos
82. Don't find fault. Find a remedy." — Henry Ford
83. "The journey of a thousand miles begins with one step." — Lao Tzu,
84. "Alone we can do so little; together we can do so much." — Helen Keller
85. "Always give your best effort even when the odds are against you." — Arnold Palmer
86. "Failure will never overtake me if my determination to succeed is strong enough." — OG Mandino
87. "There is only one thing that makes a dream impossible to achieve: The fear of failure." — Paulo Coelho
88. "What you do today can improve all your tomorrows." — Ralph Marston
89. "Action is the foundational key to all success." — Pablo Picasso
90. "The man who has confidence in himself gains the confidence of others." — Hasidic Proverb
91. The successful warrior is the average man, with laser-like focus." — Bruce Lee
92. "I find that the harder I work the more luck I seem to have." — Thomas Jefferson
93. "Strength doesn't come from what you can do. It comes from overcoming the things you once
thought you couldn't." — Rikki Rogers,
94. Keep your face always toward the sunshine and shadows will fall behind you." — Walt Whitman
95. "You can't be successful in business without taking risks. It's really that simple." — Adena Friedman
96. "There's no luck in business. There's only drive, determination and more drive." — Sophie Kinsella
97. "If your business is not on the internet then your business will be out of business." — Bill Gates
98. "All you have in business is your reputation – So it's very important that you keep your work." —
Richard Branson
99. "You have to work on the business first before it works for you." — Idowu Koyenikan
100. "You don't build a business. You build people and people build the business." — Zig Ziglar
101. "If opportunity doesn't knock, build a door." — Milton