

# THE SELF-COACHED ENTREPRENEUR

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UNLOCK CLARITY, CONFIDENCE, AND GROWTH  
BY ASKING THE RIGHT QUESTIONS

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## PREFACE: HOW TO USE THIS BOOK

This isn't a book you have to read cover to cover, or finish in one sitting. Instead, think of it as a conversation partner, one that asks you the right questions at the right time. This book will help you unlock clarity, confidence, and growth from within.

Here's how to get the most out of it:

1. Jump Around.
2. Each chapter stands alone. Flip to the topic that speaks to your current challenge.
3. Pause & Reflect.
4. Don't rush. The value comes from reflecting, not racing to the end.
5. Revisit Often.
6. The questions you need answers to, as well as your answers to the questions, will change as you grow. That's the point.
7. Use a Journal.

## PREFACE: HOW TO USE THIS BOOK

8. Keep a notebook nearby, or use the margins of this book, to capture insights as they come.
9. Create Your Manifesto.
10. At the end, you'll craft your own set of guiding questions. Let them evolve with you.

### **Remember:**

This isn't about having all the answers.

It's about learning to ask better ones.



## FOREWORD

As a founder, coach, and entrepreneur who has led multiple businesses, I've learned that answers don't drive growth; questions do.

*The Self-Coached Entrepreneur* is not a traditional business guide filled with how-to strategies or step-by-step plans. Instead, it offers self-guided growth through self-reflection. The information contained here is for entrepreneurs who want to build successful businesses without losing themselves. Through powerful questions, storytelling, and coaching prompts, each chapter helps founders pause, realign, and gain clarity. It addresses challenges like procrastination, fear of change, misaligned definitions of success, and burnout.

As an entrepreneur myself, I've always believed in the power of a well-timed quote, the kind that makes you stop, think, and feel seen. Motivational quotes have been a quiet companion throughout my entrepreneurial journey. Taped to my monitor, scribbled in journals, folded into presentations, and emailed to my family, they've helped me push through

hard days, reframe challenges, and, most importantly, ask better questions.

That's what led to this book.

I didn't write *The Self-Coached Entrepreneur* because I had all the answers. I wrote it because I was deep in the work of leading a growing company, iLease Management LLC, and I needed clarity, perspective, and space to pause and reflect.

Like most entrepreneurs, I had plans, goals, metrics, and meetings. But underneath it all was a quieter truth: something felt off. Not in the spreadsheets, but in how I was moving through them.

I began to notice that the hardest challenges weren't about logistics, development, or tactics, but about alignment, energy, identity, and momentum.

So, I started writing down questions. These questions helped me pause and really consider what I was doing and where I was going.

This book is a collection of those questions, designed to meet you in the middle of the journey, not the beginning or the end. Each chapter offers a story, a reflection, and a prompt to help you return to what matters. And, yes, you'll find quotes along the way, some that may be familiar, all offered for your pleasure and growth.

As a note of transparency: I wrote this book from my experience launching three startups, currently leading iLease Management LLC, being a college adjunct professor in an MBA and MSIT program, and being a certified agile coach. I used a variety of frameworks and tools, including AI-assisted writing platforms, to help shape and refine this work. The voice, experiences, and questions are fully my own, technology simply helped bring them into focus.

You don't need to read this book in order, and you don't need to finish it in one sitting.

Just let the right question find you when you need it most.

Because a single good question, answered with reflection and truth, can change everything!

—John Meedzan,  
Entrepreneur, Agile Coach, and Powerful Question-Asker



## INTRODUCTION

Entrepreneurs are overwhelmed with answers but starved for the right questions.

If you're reading this book, chances are you've already created a new product or service. You've launched the business, found the clients, and sent the invoices. Maybe you've even grown a team or hit your first six figures, or your first wall.

But beneath the milestones, you may be wondering:

- Why do I feel stuck, even though things are working?
- Why am I still overthinking every decision?
- Why does this not feel as good as I hoped it would?

The answer, in many cases, isn't more input, another podcast, system, or strategy. What you likely need is a pause and a better question, the kind of question that doesn't just

fix a problem, but reveals a pattern; that doesn't just make you smarter, but gives you more clarity.

That's what this book is for.

### **The Core Belief of This Book**

In entrepreneurship, questions will always arise. Developing the ability to navigate them and find the right answers on your own will give you an advantage.

Each chapter in this book offers a short story, practical insight to reflect on and steps you can take to realign and move forward.

**Reflect** on what's true.

**Realign** with what matters.

**Move forward** with clarity.

You don't have to know the answers yet.

But if you're willing to ask better questions, honestly, patiently, and courageously, this book will provide what you need most: *clarity from within*.

Now, you might be wondering, *where do I start?*

The beauty of this book is that you don't have to follow a strict order. Each chapter stands alone, ready to meet you in whatever season of entrepreneurship you're navigating. Still, if you prefer a sense of direction, here's how this journey will unfold:

### **Your Roadmap to Clarity, Confidence, and Growth**

This isn't just a collection of questions, it's a path to realignment, resilience, and sustainable success. The chap-

ters are organized into five key stages that reflect the natural evolution every entrepreneur may face:

1. See Yourself Clearly

*The Power of Entrepreneurial Awareness*

Reconnect with your purpose, redefine success on your terms, and recognize the growth you've already achieved.

2. The Courage to Evolve

*Moving Beyond Fear in Business*

Identify where things are holding you back, whether it's procrastination, limiting beliefs, or resistance to change, and discover how to move forward intentionally.

3. Lead in Alignment

*Building a Business True to You*

Shift from reactive decisions to purposeful leadership by aligning your actions with your values and vision.

4. Work Smarter, Not Harder

*Creating Sustainable Success*

Simplify your processes, honor your energy, and design a business that supports both growth and well-being.

5. Keep Moving Forward

*The Mindset of Sustainable Growth*

Learn how to maintain momentum by using intentional questions as your compass, ensuring you grow without losing yourself along the way.

You can start at the beginning, flip to the section that resonates most today, or revisit chapters as new challenges arise. There's no wrong way to navigate this book, only the way that keeps you connected to what matters.

So, take a breath, and open to where you feel called.

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**“Self-reflection entails asking yourself questions about your values, assessing your strengths and failures, thinking about your perceptions and interactions with others, and imagining where you want to take your life in the future.”**

**—ROBERT L. ROSEN**

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Let's begin with a single, better question.



PART 1

# SEE YOURSELF CLEARLY

THE POWER OF ENTREPRENEURIAL  
AWARENESS



# ONE

## DON'T LOSE SIGHT OF YOUR WHY

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“People don’t buy what you do; they buy why you do it.”

— SIMON SINEK, *START WITH WHY*

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### The Presentation That Didn’t Land

Bridget stood in front of a group of angel investors, her slide deck polished to perfection. Her startup, a workplace wellness platform, had decent traction. The numbers were solid, and her pitch was tight.

But as she wrapped up her presentation, one of the investors leaned forward and asked a question that caught her off guard:

“I get what it does. But why are *you* building this?”

Bridget blinked, and her throat tightened. She hadn't expected *that* question. She gave a quick answer about market opportunity and growing trends, but the energy in the room had shifted.

After the meeting, her advisor pulled her aside. "You know what I didn't hear?" he said. "You, your heart, your story. The part about what you're building and why it truly matters."

Bridget had built a great product. But she'd forgotten to stay connected to the reason she started building it in the first place.

## Let's Reflect on This

You risk burnout if you disconnect from purpose. Without meaning, momentum fades.

As entrepreneurs, we're taught to focus on what we're building, our product, our pitch, our funnel, our forecast.

But if we don't stay connected to *why it matters to us*, we lose our anchor. We start chasing validation instead of vision. We perform success instead of experiencing it. And worst of all, we burn out trying to build something that doesn't feed us anymore.

Your venture doesn't just need a market fit. It needs a *meaning that fits* with you.

That doesn't mean you need a dramatic origin story. It just means your business needs to stay connected to you.

Because when you remember *why* it matters, you make better decisions. You communicate with more clarity. And you can pivot without losing your purpose.

The question: **What am I building, and why does it matter to me?** is your anchor in the noise.

### Realign & Move Forward

Let's forget the metrics for a moment and go deeper, to the part of you that started this in the first place.

1. If I asked you to describe what you're building, not in features or deliverables, but in meaning, what would you say?
2. Who or what is this business really for? Is that still true today?
3. When you picture your business *working beautifully*, how does it feel, not just for your clients, but for you?
4. What's something you've been building out of habit, obligation, or momentum, but not joy?
5. If you could make one small shift to reconnect with why these matter to you, what would that be?

### Don't Lose Sight of Your Why

You started this for a reason, don't lose that thread. If you've drifted, that's okay. Just come back to what still feels true and build from there.

**Action:** Write down your original *why* and circle the part that still resonates.