



JOURNEY TO THE Destination

Brandi Rae Business Consulting



Article 0 – Intro



Welcome

Business travels beyond profit, it is more than providing a service or product. Business is a tall tale journey brought to life. The ideas, envisioning the successful arrival to your destination, feeling the high of seeing yourself in your future state—is how the journey begins. Not every idea will make it past a bullet point in a list of endeavors. Contrarily many ideas will cross over to initial planning, such as creating business names, researching the current relative market, or sourcing product.

The journey begins when your mind opens to the infinite ideas of how you will obtain success. Every journey is bound to face hurdles at some point, regardless of who you are, or what you have. Life will have it, that your attention naturally gravitates to the biggest gap or obstacle. Rather the gap is acquiring space to operate, funding to get started, or guidance in the mounds of required paperwork, you will be inclined to close the gap as ideas continue to grow and begin taking form.

Setting The Destination

Every business venture begins with at least one goal in mind – the goal being the destination. To reach the destination, a journey takes place; a journey filled with ups, downs, unknowns and familiarities. Yet there is one constant across every journey and that is change.

Change is defined as the act, process, or result of becoming different. Change is inevitable in business and ultimately the goal. The change occurs as the vision transforms into reality.

In business, we set our destination and build a plan to arrive at that destination. In rare cases, does that plan go smoothly without encountering challenges along the journey. As challenges arise, decisions are ineluctable and we do not always possess the knowledge required to make the most informed decision. So, what do we do in such situations? In most scenarios, we turn to common resources such as the internet, a friend, or experts of the topic. All of which are good ideas; however, all are missing one essential ingredient, your unique *vision*.



Taking a step back to build a strategy that supports your plan proves to be more essential than commonly used resources we often turn to. A business strategy supports your plan by creating structure and a measurable outcome.

After nine years of false starts with my consulting business, I decided to swim with the current and the plan formed inherently. From there, I documented my plan and built a strategy around the plan to support it.

To not become overwhelmed with the process, I went back to the basics, the 5 W's and an H! I crafted my strategy and named it, "Six Aces." I asked myself the following questions and my strategy formed:

WHO - Who is your audience? Who is your team?

WHAT - What are your strengths and weaknesses? What are you offering? A service, a product, or both?

WHEN - When will funding be secured? When will you be prepared to launch?

WHY - Why are you doing this? Why is your service/product needed or useful?

WHERE - Where do you envision your business one year from this moment? Where is your prime customer base?

HOW - How can success be maintained? How can success be measured?



Every journey has a beginning, middle and end. Change is happening throughout each of these phases giving way to a natural desire to tweak the plan as we go, as we learn more, as we become more vested in the destination.

Remember, change is inevitable in business so as we go along our journey to our destination, we must live in the present while planning for the future.



At times our desires may drive our excitement and prove to be more ambitious than we set out to be resulting in off-roading.

Contrarily, without embracing the challenges from change, the journey becomes stalled, eventually shifting to accommodate a journey that arrives at a less desirable destination.



Hence the process and changes along the journey, strategy is required to bridge the vision to reality. We are always on a path which requires a journey to get to our destination. Your plan is the creativity. Your strategy adds value to your creativity.



Wrap Up

Throughout the following nine articles, remain open to receiving the information and take time to close yourself off and apply what fits to your personal journey.

Remember there are always two ways to perceive matters in the business world. When the glass is half full, it is also half empty simultaneously.

“Journey to the Destination” is composed of nine topics – each topic offering two perspectives to better understand how to navigate your journey.

THE JOURNEY

Article 1 - Storyteller & Onlooker

Article 2 - Mind & Body

Article 3 - Positivity & Negativity

Article 4 - Order & Chaos

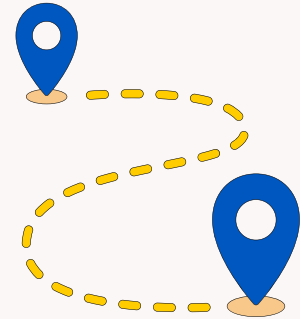
Article 5 - Awareness & Psyche

Article 6 - Action & Reception

Article 7 - Growth & Building

**Article 8 - Individualism &
Connection**

Article 9 - Beginnings & Endings



*Here is your personal
journey in becoming your
own business!*

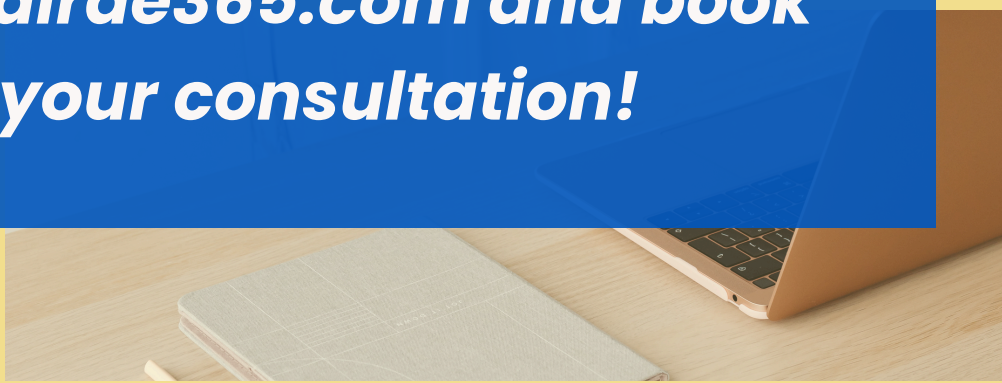




*Journey to the Destination is
a series that reflects different
aspects of the business
journey.*

It is not a guide to starting
your business; instead it is a
guide to support the
experience to the destination.
The “behind the scene”
experience.

***For small business
consulting, visit
brandirae365.com and book
your consultation!***



SIX ACES

WHO

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Who is your team?

WHAT

What are your strengths and weaknesses?
What are you offering? A service, a

WHEN

When will funding be secured?
When will you be prepared to launch?

WHY

Why are you doing this?
Why is your service/product needed or useful?

WHERE

Where do you envision your business one year from this moment?
Where is your prime customer base?

HOW

How can success be maintained?
How can success be measured?

Ask yourself these questions every six months and document the answer. You may notice change in some answers as your vision continues to align with your success.

Congratulations, you are experiencing growth!

About Brandi

Brandi Rae Business Consulting is here to support small business owners, serving as the bridge between dreams and reality. My mission is to empower entrepreneurs by providing comprehensive consulting services that nurture business growth, operational excellence, and enduring success.

Being "me" has always been an exception to the rule book, something I take pride in. We all have a purpose here on Earth and for many years, I dreamed of creating a safe place for those with unique talents that should be shared with the world. A community for entrepreneurs to release their true inner self. It brings me joy to share what I have learned along my journey, in hopes to help others reach their destination!

"Reflect You" in all that you do!

– Brandi Rae, CEO



Brandi Rae