



# MY SUCCESS FACTORS

## **My business is a success because:**

1. I decided to start it and I did start it
2. of my willingness to learn, stretch myself and sit with my discomfort
3. of my creativity to come up with different ideas and my willingness to test out those ideas
4. of the time, energy, intellect and money I have invested in it and myself
5. I get to know my subscribers
6. I meet my subscribers where they're at right now
7. my subscribers love engaging
8. I have a great messaging ecosystem and asset bank
9. I have a consistent reach, nurture, invite, convert and deliver system
10. I qualify my leads
11. I skilled myself up on business foundations
12. I create from desire
13. I have an incredible offer
14. I insist on enthusiastic consent and want matches
15. I consistently overdeliver high value to my clients
16. I hold space with exquisite integrity and compassion
17. I teach people how to fish not keep them dependent
18. I deeply value and celebrate my clients
19. my work is ethical and values driven
20. my work is bespoke
21. my work is efficient
22. my expertise, skill set and training has breadth and depth
23. my lived experience informs my work
24. of my commitment to research and development, my willingness to make mistakes and my reflective practice
25. my action taking clients that create "blow their own mind" results and excel in their fields
26. my clients have taken some knocks in life and their courage, resilience, intellect and creativity make them determined to create a better life and legacy
27. my clients are ready enough to make things happen
28. my clients know who they are and don't play small
29. my clients are irreverent and audacious and don't care about asking for anyone else's permission
30. my clients are done settling for less than they are worth
31. my clients are SMA connectors
32. my clients are SMA romantics
33. I have autonomy with my schedule
34. my schedule supports my health and wellbeing
35. my team loves working on my vision
36. my team is creative and fun
37. my team loves our differences
38. my team lives our values
39. my team is highly rewarded
40. we have high standards
41. it averages a 4 figure monthly income
42. it averages a 5 figure monthly income
43. it averages a 6 figure monthly income
44. I uphold my boundaries
45. I have family time, adventure time, restorative time
46. I have time, energy, bandwidth and space for myself
47. I forgive myself
48. I enjoy the journey
49. I know what I want
50. I have freedom



# SUCCESS

I'm not sure it mean what you think it means

Why did you start your heart centred, soul driven online business?

If you're anything like me you have a passion for a particular topic, maybe it's something you are naturally talented and great at doing, or maybe it's something you've experienced, struggled with and overcome, or maybe it's something you love and want to share with the world.

I've done all three. Great at analysis and stakeholder management so I was a national policy consultant. Overcame mess and disorganisation so I was a clutter coach. Love yoga, kinesiology and meditation so I had my own wellbeing studio.

What I want to focus on now is I sharing my optimisation expertise in a highly connected, with similarly energetic, passionate, fun people that liked to set impossible goals and take big action towards them. I want to work with clients that want connection, support, integration time and reflection time along with action.

With all my endeavours I also want more time freedom, more autonomy, more adventure and more money.

On top of that, as always, my biggest driver is that I don't want to die wondering what could have been if only I had the courage to give it a go.

Why is any of this important to your business success?

Knowing your why and being clear about what you want is critical in setting your success metrics, especially in the early days when you may not have a community of fellow entrepreneurs.

That's when you'll get questions from interested friends and family like, how many clients/products do you have? Are you making money yet? Have you replaced your former income?

People not in your shoes will likely have a very narrow definition of success and it's unhelpful for you to frame it that way: it's only part of your picture.

Some entrepreneurs want to be thought leaders, some want fame, some want to make millions, some want to make systemic change across a large sector, some want to work fast and make big change, some want to work at scale, some want to work one to one. What do you want?

I recommend you create success metrics that cover the breadth of reasons you're doing what you do, the things you want to create, the person you want to be, and the values you want to embody. It's great for your focus, motivation, and to help you accurately assess how you're going according to what **you** value.