



So you're thinking about starting a business. Maybe you've even got a name, or a domain, or something that makes this real for you. AWESOME! Add real value to your business creation process by having an honest chat with yourself (and only yourself) about the following KEY areas to the working life, career and business you're ready to create. This is how focused and inspiring business start to take shape.

## What is the life vision (not career vision) that this new working life is going to serve?

Owning a business is hustle and bustle, so you better make it a worth while venture. Too often one's focus is on on the product or service they will provide, as opposed to how the business will serve them. So think big - from retirement plans, to every day living, to income dreams and other goals - what is the life vision you're working to and how will this business help create that?

## What will this business stand for?

We've all heard of values - the way things are done. We've also heard of a mission - the goals this business is focused on. But standing for something as a business doesn't just bring heart and soul into your work, it begins the process of building emotional connection with your audience. What do you stand for in your profession .. what will your business stand for too?

## What is the fundamental goal your business is trying to achieve.

It's useful to remember the academic definition of an organization - a group of people working together towards a common goal. Whether you intend to work alone, or build a team round you, successful businesses always remember their focus. So keep that focus sharp from the start by being clear about what your business is working towards together for the community. Hint: This is not your desired revenue - that's the outcome.

## How do you want your business to feel to anyone who engages with it.

Business is relational. But just because you like the way something feels, doesn't always mean your customers will. So, firstly think about all your different audience groups, then list how it should feel for each (don't forget yourself and your employees). Once you have your list - find the commonalities.

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