STAND OUT FROM THE CROWD

Worksheets

My Big Why

• What is my personal reason for being in business?
Your big why

• What difference do I want to make in the world?

Goals record

What do you want your life to look like?
How will you know when you are successful
Personal Values Audit

- Days/Hours you are prepared to work –

- Days/Hours you do NOT want to work –

Personal Values Audit

- What hours can I work and still give my clients my best self?

- Where will you work from and why
Personal Values Audit

- Non-negotiables - what must you include

- What tasks you hate doing and why

Personal Values Audit

- What service delivery model suits you best?
Professional Credentials

Practice areas – all time
Practice areas – wish list

Workshops and conferences
Intellectual Property Audit

- Professional resources you have created

Client Outcome Audit

- Think of the clients who achieved best results
- Write client situation before, after you saw them
Take a stand

- What do you stand for or against in your field?

- I stand for:

- I stand against