

Business Essentials Workshop

Trainer: - Liz Almond, The Mindset Shifter
Insightful Minds



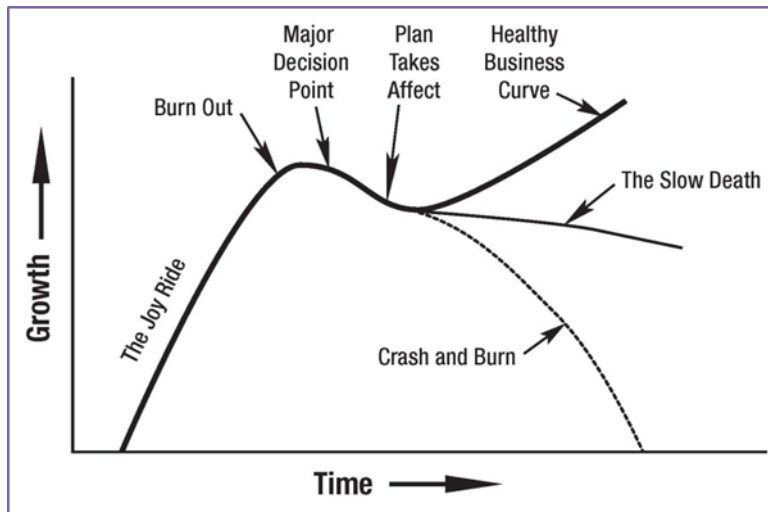
Learning outcomes for today

- Carry out a SWOT analysis on your current position in business
- Describe the importance of looking after yourself to allow your business to develop and grow
- Identify at least 4 blocks to earning money in your business and solutions to remove the blocks
- List 4 ways to change your current finances, to grow your business
- Identify a potential niche/microniche for your business
- Explain the 5 aspects to the Key Person of Influence approach
- Name 5 potential types of businesses that you can collaborate with to refer business quickly
- Identify at least 3 positive actions to take after the workshop to empower your business



Business Growth Cycle

Where are you on the cycle?



Do you have a business plan for your business? If no, why not? What excuses are you telling yourself?

Personal SWOT Analysis (taken from Do it or Ditch it? by Bev James)

The Personal SWOT analysis is designed to evaluate your strengths and weaknesses in relation to your ambitions and potential. Ask yourself:

<p>Strengths</p> <p>In this box, list what you feel you are good at and the skills you would like to strengthen. Don't be modest or shy about this part.</p> <ul style="list-style-type: none"> • What experience (or qualifications) do you have? • What skills do you possess? • What do you think you do better than anyone else? • What influential contacts do you have? • What achievement are you most proud of? • What are the strong points about your character/personality? 	<p>Opportunities</p> <p>In this box you will need to list the things you can do to improve your skills further and overcome your challenge areas to develop yourself for the future.</p> <ul style="list-style-type: none"> • Are there any courses you can attend? • Are there any self-development programmes? • Do you know someone who can be a mentor? • Is there a coach who could help you develop? • Do any of your current strengths open any doors/make you even more useful?
<p>Threats</p> <p>In this box you will need to itemise anything that may restrict your development if unaddressed.</p> <ul style="list-style-type: none"> • What obstacles might limit your personal progress/development? • Could any of your weaknesses lead to threats if not addressed? • What lack of skill or ability holds you back? • What self-limiting belief holds you back? 	<p>Weaknesses</p> <p>In this box, list your weak spots and areas that are a challenge. These are the areas you would like to address and overcome. Don't worry – you haven't got to show them to anyone else.</p> <ul style="list-style-type: none"> • What do you avoid doing? • What limits you? • What fears do you have (conflict, failure)? • What skills do you lack? • What knowledge do you lack? • What personality traits hold you back? • What vulnerabilities do you have (health, finance, relationship)? • What negative traits do you have (easily stressed, quick to anger)? • What might those around you see as a weakness?

Strengths

Opportunities

Threats

Weaknesses

Are you sabotaging the success of your business and the money you could earn?



There are some key signs I see in my clients which are blocks towards them earning their full money potential, self-assess yourself to see if you are sabotaging yourself?

How many do you say 'yes' to?

	Poor behaviours	Tick
1	You leave your tax return until January to finish, leaving yourself really stressed with the deadline approaching or you let the tax return date pass knowing that you will incur the £100 fine.	
2	You were never good at Maths, so you ignore the finance stuff until you really have to do it! You don't have a fixed weekly session paying your bills and checking your personal and business finances. You don't track the sales/income in your business effectively.	
3	You don't set yourself daily, monthly and yearly goals and review them regularly to see how well you are achieving your success. You have no vision board in place. You haven't even considered what the vision is for your business.	
4	You have no business plan in place, so you have no structure which brings all elements of your business together, so that you can see a clear picture. There is no reference to numbers on your plan i.e. you haven't set measurements of success – Key Performance Indicators.	
5	You have no financial projections for your business and you don't regularly track how you are doing against the projections you have set.	
6	You never check/track statistics which surround your business e.g. google analytics, number of people visiting your website, reviewing how big your email list is or your Facebook likes/Twitter followers.	
7	You think meditation is a waste of time and don't practise it night and morning for 10 minutes a day. You don't even know what meditation is?	
8	You never take time out for you. There is always too much to do. Relaxation is not a priority. You have to work hard to achieve success which means working many hours a day in your business.	
9	Your office, house and car are all cluttered, messy and in need of a good clean. You hope no one will notice as only you know how bad it is.	
10	You have a number of broken things and unfinished 'projects' around the home, office and garden. You don't make it a priority to fix things/declutter.	

	Poor behaviours	Tick
11	You don't make writing up your expenses a priority, so are not clear on all the numbers relating to your business. You have no idea how much you earn per day or month. You don't track your mileage until you have to, so miss mileage off as you forget to record it. You don't routinely ask for a receipt for every purchase you make, so that you can see the true cost of your business.	
12	You have no profile picture (or one which is not including your face) up on Facebook, Twitter and Linked in. Your visibility is obscured and you are not fully willing to show off your talent/gifts to the world. You don't like being captured on film, as it makes you feel uncomfortable. You have always felt a little different or awkward and putting your photo up will be putting you into the spotlight.	
13	You aren't networking because you don't like having to pitch for business, it fills you with fear or you just don't understand why you would need to build relationships with people who will not buy your products/services. You feel lonely as you work by yourself but you don't know how to network.	
14	You have a long term chronic health condition such as depression, diabetes, heart condition, fibromyalgia, ME, chronic pain, asthma, etc, which you are either ignoring or you are losing time out of your business to manage your condition.	
15	You have debt which is not well managed and you are feeling terrible because you are so worried about how to pay back the money. Things have got out of control and you have affected your personal credit rating as you have struggled to pay your bills.	
16	You think that clients are more important than you, so you don't book a holiday as customers come first or you are waiting to have enough money available before you will take the holiday.	
17	You are lacking confidence in your abilities as you 'don't feel good enough.' You are charging way less than other business owners but you don't feel worthy of charging more. You feel pressurised by the competition and feel that you are never doing as well as them.	
18	You are having a few too many duvet days and are lacking motivation. You have lost your 'mojo' and sparkle. You can't see the point to your business anymore now your relationship has broken down. You have stopped networking and seeing friends and making connections for your business.	
19	You are angry about how your previous employer treated you and you are determined to 'show them' how successful you can be in business as you believe you can do it better.	
20	Your partner at home is not supporting you. You are feeling more and more frustrated that they don't understand what you are trying to achieve in your business and they are nagging you to spend more time at home but you have work to do which is really important. You don't feel that you can be yourself.	



Describe the importance of looking after yourself to allow your business to develop and grow?

How well do you value yourself and others?

GOAL SETTING



What are your top 4 goals for this year which link into your vision?

List at least 10 statements finishing the sentence, Money is.....



Write down what Law of Attraction qualities do you need to have to be attractive to the universe?

What is blocking you from earning more money?



Record 4 actions you are going to take to change your current finances.

- 1.
- 2.
- 3.
- 4.



Reflect on your niche? Who is your ideal client?



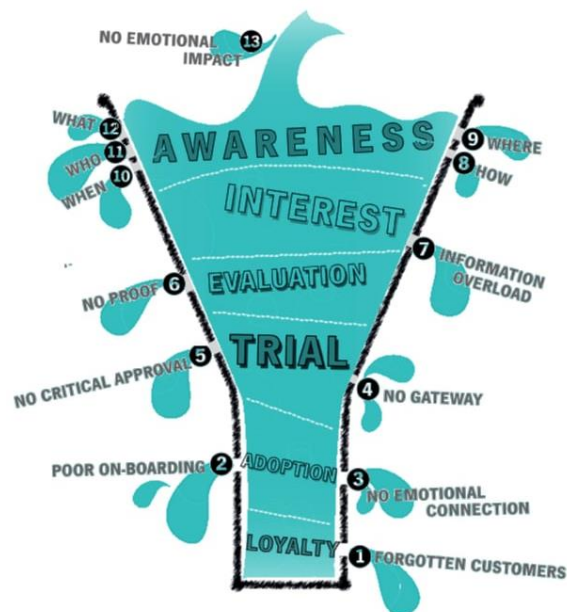
Key Person of Influence Approach (taken from The Key Person of Influence by Daniel Priestley)

According to Daniel Priestley, to get the most opportunities and to create the most influence, you need to become a Key Person of Influence within your niche/microniche. There are 5 main areas which you need to consider:

1. Products
2. Pricing/Positioning
3. Pitch
4. Publish
5. Promotion

Sales Funnel and Lead Generation

You need to create a sales funnel of people who become aware of your products/services and who travel through the funnel from awareness to loyalty. The key is to have a water tight funnel which has no leaks like in the picture. Do you even have a funnel yet? Have you looked at the different levels of pricing you need to have in place. As you meet your ideal clients, you will feed them into your funnel via emails, newsletters, networking, etc. As they know more and more about you and use your services, they will become more loyal.





Networking and Collaboration

You will not succeed in business if you try to create your business isolation of others. If you continue to act as a loner, doing things by yourself as you are afraid to ask for help, your business is likely not to survive. Your choice!

The Go Giver Approach to networking

In the excellent book 'The Go Giver', Bob Burg and John David Mann describes the 5 principles for success in life. These are:

- ♥ **The Law of Value - Your true worth is determined by how much more you give in value than you take in payment.**
- ♥ **The Law of Compensation - Your income is determined by how many people you serve and how well you serve them.**
- ♥ **The Law of Influence - Your influence is determined by how abundantly you place other people's interests first.**
- ♥ **The Law of Authenticity - The most valuable gift you have to offer is yourself.**
- ♥ **The Law of Receptivity - The key to effective giving is to stay open to receiving.**

Remember in the first 6 months of networking, you possibly may get no business sent your way, especially if you are unclear about what you offer. Networking is never about you, make sure you are always helping others and others will help you back. As you build relationships over time, collaborations will become apparent and you can work with other business owners in partnership. You need to have a networking strategy and know what type of businesses you need to link with to get the best results.



List five types of business you can link with

- 1.
- 2.
- 3.
- 4.
- 5.

What 3 actions are you going to take after this workshop?

- 1.
- 2.
- 3.



The Seven Steps To Creating a Successful & Profitable Business Coaching Programme

Awakening the Visionary Within

A group coaching programme aimed at fledgling and existing business owners

6 month – 1 evening a week support/training session

Investment – £1200 - payment plans are available with 50% deposit.

Starting September 2020

Before you throw any more money at advertising, marketing, your website or other promotional stuff, it is time to look at yourself! By investing in your personal development, you can learn from a very wise award winning, author, mentor and coach and save yourself a lot of heart ache. You can waste money very easily in business and it is time to change some of your habits and strategies at home and in your business, so that you can have the life and business that you desire.

- *Are you feeling overwhelmed by having so much to do?*
- *Can you see that everyone around you is doing much better than you?*
- *Are you anxious about how to make a profit from your business?*
- *Do you feel a bit confused about what to do first in your business?*
- *You have a great idea for a business but you don't know where to start with it*
- *You lack confidence in your abilities and need support and a sounding block*

- *You are sabotaging your success and you need someone to keep you accountable*
- *You have no idea how to network, how to do a pitch or how to get clients*
- *Everything just seems much harder than you thought it was going to be and you are becoming disheartened and you are ready to give up*

Then this group coaching programme is for you. You will become **accountable** to the rest of the group and will help each other succeed. By learning from others and helping one other, your life and business will change. Additional 1-1 coaching/therapy is also available as required (additional cost) as some issues will be specific to a person and need bespoke support to be given.

What is included in the programme

- 6 months weekly training via Zoom supported by an award winning spiritual teacher, coach, mentor, and therapist.
- A secret Facebook group for support, guidance and mentoring support
- Handouts
- 3 hours 1-1 mentoring/coaching/therapy with Liz
- A few surprises along the way including meditation, thinking outside of the box, visualisation, affirmations, using therapy techniques to clear mindset blocks

The outcomes of attending this six month group coaching programme, you will

- Create a realistic vision for your business and uncovered your work values
- Uncover hidden blocks towards your success and money
- Build lasting friendships which can turn into lasting referral sources
- Gain contacts to help you with your business
- Create a one page business plan which is linked to your personal vision and the vision board you have created
- Feel more confident around numbers in your business and identify money blocks in your business
- Stop sabotaging your success as you have learnt to be accountable to others as well as yourself
- Identify sabotaging habits and understand how to change them to feel more empowered and to easily practice what you preach
- Establish an effective network which feeds you referrals

Programme

Module 1 Discovering the true value hidden behind your business and uncovering your vision

Module 2 Identifying how well (or not) do you value yourself and others and learning some new skills to ensure you stay focussed on your goals

Module 3 Making business planning sexy and fun and in line with your vision and financial goals

Module 4 Being honest about money blocks and how to manage money and numbers in your business

Module 5 Making money is all about relaxing, doing what you love, looking after your health and following your true path. How focussed are you about your health?

Module 6 Practicing what you preach and changing your habits to work from an abundant & positive mindset. The importance of being congruent within your business

Module 7 Asking for help and using your network to grow together and to gain more referrals

Module 8 A review of all the successes and planning for the future

For more information or to book a free discovery call to discuss in more detail about my programme, just email liz@insightfulminds.co.uk or ring me on 07815 904848.

“Feel empowered, confident and happy with moving your business forward quickly and in the right way, building step by step a sustainable business.”

Other information about my workshops and 1-1 work can be found on my website www.insightfulminds.co.uk or book yourself a discovery call.