

# *Replace cookie cutter approaches with these 4 steps*

**01**

**WHAT YOU DO**

Write out what you do, as clearly as possible. What result do you provide? How is it tangible? How is it emotional?

**02**

**WHO YOU WORK WITH**

Write out who you work with. How would you sum up your people, without diving into demographics?

**03**

**WHAT YOU BELIEVE IN**

Write out what you believe in. What are the guide posts of your work, your processes? What forms the basis for the results those people get when working with you?

**04**

**WHAT A SUCCESSFUL BUSINESS AND LIFE LOOK LIKE**

Journal around what a successful business and life look like to you. Consider it now, in the near future, and the further-away future? What does it feel like? What does it entail? What do you experience as a result of that success?

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