



Stay **Organized** and **On Track** with our

Start The Right Business Lesson Workbook

A Message From Marie

Imagine: in just six weeks, you'll have a profitable and purposeful business idea you love.



WELCOME to *Start The Right Business*, and to your next chapter in life!

You're likely here because you want to create a business and life that you love, and you're not 100% sure how to do that. *Yet.*

So let me ask you this:

Do you have a million ideas swirling around about which business you want to create, but you don't know which one to choose?

Do you know that you want to create something, but you're not sure what it is?

Do you suffer from idea overload and feel overwhelmed by the choices?

If you answered yes to any of these questions, **you're in the exact right place.**

Below is the step-by-step plan that I've taught tens of thousands of budding entrepreneurs to help them get clarity and set a solid foundation for their dream business.

You will learn how to dig deep within yourself to find out what you want to create, why you want to create it and how to come up with the blueprint to get there.

Everything you'll learn in this program is broken down into digestible chunks and crystal clear action steps so you will always know what to do and where you're headed.

Use this workbook as your guide while you go through the Lessons to deepen your learning, track your process/ideas and actually complete each exercise and action step.

Check ✓! Check ✓! Check ✓!

(Bonus points if you print out your Workbook, keep it on your desk and use your favorite pen to fill it up.)

REMEMBER:

There's no wrong way to use this Workbook, besides not using it at all.

Print it. Bind it. Accidentally spill some coffee on it. Open it on your laptop. Type answers to it in a Google Doc. Pull out your favorite journal.

Regardless of *how* you do the work, **use this Workbook as your guide** to complete each objective and go FROM having no idea what to do next TO your dream business, one exercise at a time. Clarity comes from engagement, not thought.

Start The Right Business is a robust course that'll cause you to dig deep into your soul, make decisions from your heart, execute on your ideas and take a committed stand for who you are, what you believe in and – most importantly – the difference you were born to make.

I honor you for taking this step and look forward to supporting you on this adventure.

With all my love,

A handwritten signature in black ink that reads "Marie". The signature is written in a cursive, flowing style.

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01

Define Your “Why”

OBJECTIVE

Now is the time to get clear on why you want to start this business. If you're considering more than one business idea, run through the following questions for each idea you have.

The most important thing you can do when answering these questions is be completely honest. Be 100% real with yourself. You don't have to show these answers to anyone.

Heads Up: If the sole and ONLY motivation for any business idea is money or fame or power — consider it a red flag. Money is awesome. Especially as an entrepreneur, you need to make money! Just don't let that be your only reason.

EXERCISE INSTRUCTIONS

Grab your journal or a notebook. Put pen to paper or finger to keyboard. Don't get too precise or be a perfectionist here. Just write whatever comes to mind and answer as thoroughly as you can. The objective is progress, clarity and self-awareness. Here we go!

01 | Why do you really want to start this business?

What's your personal motivation? List as many reasons as come to mind.

02 | What's the story behind your business?

What's inspiring you to start it? What are you taking a stand for? What do you believe in?

03 | Why should your company exist?

Whose lives/businesses are going to change as a result of it?

04 | What future vision of the world will you and your business help bring to life?

Help!

“I have too many ideas! Do I need to only pick one for now?”

“What if my why is to make money? Is that wrong?”

“What if what I want to do isn’t world-changing or deep or that meaningful?”

Take a deep breath.

Now go to the “S.O.S.” section in Lesson 01.
If you’re having a tough time, this will help.

What Size Business Do You Want?

OBJECTIVE

Let's get real about how much you'd like to earn, what your strengths are, how much time, effort and daily responsibility you want to have and how that impacts the rest of your life.

Are you a...

One-person shop exchanging talents for revenue

(hair stylist, graphic designer, videographer, personal trainer)?

OR

Small business owner selling a product or service

(you sell eyeglasses, candles, you're a salon owner, etc.)?

Yes, there's overlap, hybrids and the opportunity to transition, but understanding the difference helps you know what you'll need to focus on and how that will impact your future growth and lifestyle.



Do not move ahead until you've made a clear choice on the size and scope of the business you want to start. The inability to make clear decisions and move forward is what keeps you stuck in "I don't know what business to start" land.

Even if you make a choice, move ahead and discover you were wrong or want to change your mind, you'll still be way ahead of the masses of wanna-be business owners who are stuck in their heads taking no action.

EXERCISE INSTRUCTIONS

Use your gut instinct (not your ego) to answer. Feel free to write as much as you want. Answer these questions based on what you feel is most true right now, remembering that getting something down is the whole point. These are intentional guesses, not forever declarations.

01 | When I envision my dream business, I envision a _____ business (big, small, micro).

02 | I'd love to have _____ (number of) employees in a year or so. But I can initially get going with just _____.

03 | I run my business from my _____ (home office, office building, anywhere).

04 | My goal is to _____

(run my business through the foreseeable future, pass it along to my kids, sell my business and exit the company, etc.).

05 | In the next 12 months, I'd love my company to generate _____ (dollar amount) in revenue, make _____ (dollar amount) in net profit and I'll be able to take home _____ (dollar amount) as personal income.*

** Knowing exactly why you want to earn a specific amount of money per year is vital.*

More money doesn't necessarily equal more time, freedom or happiness.

Be clear on your financial goals and beware of arbitrarily setting large revenue numbers to stroke your ego.

03

Identify Who You Want to Serve

OBJECTIVE

Determine who exactly you want to serve. Who are your ideal customers?



Heads Up: if you can't imagine any humans you want to help or serve to complete this exercise, that's a sign that perhaps starting a business isn't the best path for you right now. The **ONLY** reason a business should exist is to care for and provide outstanding value for others.

EXERCISE INSTRUCTIONS

Really spend some time on these questions. Be honest about who your business will serve (and even who it will not). And when exploring the lifestyle, behaviors, actions and feelings of your customers - dig deep and go for it. This is about connecting to their deepest fears and their greatest wishes.

01 | Who are the people you and your business will serve?
Who exactly is your product or service for?

02 | What are their day-to-day lives like?

03 | What problems do they need solved?

04 | What keeps them up at night? What are they struggling with right now?

05 | What's their dream outcome or solution?

06 | What do they care about?
(riff on this, use your imagination)

07 | What do they believe in and value?
What's their worldview?

What's Your Business Model?

OBJECTIVE

Get clear on how your business makes money. What *exactly* will people pay you for?



Heads Up: You'll likely have to grind to uncover some of this info.

Be relentless. Be creative. Be generous and bold.

Most people are too lazy to do whatever it takes to make their dream business come to life. If they don't figure things out after 15 minutes of trying, they get frustrated and give up. If they hear five no's, they quit. Don't be that person.

EXERCISE INSTRUCTIONS

Answer the following questions as clearly and simply as you can. If you need to do research or move on to other Lessons to gain more clarity, do what you need to do and come back when you're ready.

01 | Here's exactly how my business will make money:

My customers are _____.

They are paying me to provide _____

_____.

02 | Who is already crushing it with this business model?

Who are at least three companies or people who are successfully making money in the way that you want to? Who are the players in the industry?

- 1. _____

- 2. _____

- 3. _____

03 | How did they build what they've built?

What steps did they take?

Look for articles and interviews online, Google them, follow them on social media, become their customer, engage with them, connect with them.

04 | What are the pitfalls to look out for with this business model and/or industry?

05 | What kind of capital, if any, does it take to start this kind of business?

06 | Based on your research, what kind of skills does it take to hit it out of the park with this business model?

Do you have these skills? If not, what steps can you take to get these skills now?

Mine Your Strengths

OBJECTIVE

Unearth possible business ideas by taking a fresh look at your unique strengths, skills and interests. Get curious about who you are and what you do naturally. How can you use these strengths, skills and gifts to solve problems for others?

EXERCISE INSTRUCTIONS

These prompts are designed to help you see your own unique superpowers in a new light. Don't think too hard about your answers to try to get them perfect. Just write down your first responses.

01 | If you could get paid to do or make something for others, what would it be?

02 | What day-to-day tasks do you enjoy?

03 | What gives you the most satisfaction at your current job?

04 | What are you able to do naturally, quickly or with joy that other people aren't able to?

05 | What have been your most enjoyable work experiences?

06 | What skills do you have that could be translated into services?

07 | What do people thank you for doing for them?

08 | What tools or online applications do you know how to use better than anyone else?

09 | What do you do in your free time?

10 | If money were no object, what would you do with your life?

11 | What do people always seem to ask you to help them with?

12 | Who do you admire professionally and why?

13 | Whose job or business do you wish you had and why?

14 | What do you read about?

15 | What websites do you visit often?

16 | What subjects or fields do you follow?

17 | What pisses you off about an industry, product or service that you'd like to change?

18 | What industries or revenue models are exciting to you?

19 | If you could start a business doing anything in the world, what would it be?



Remember: All great businesses are built around helping people solve problems.

Review your responses and challenge yourself to find at least five potential business ideas to add to your brainstorm list.

Try On Different Futures

OBJECTIVE

Get clear on your next important life goals, then try on each of your potential futures.

EXERCISE INSTRUCTIONS

What are your next big life goals in terms of how you want to spend your time on a day-to-day basis and the kind of money you need or want to earn? Use the following prompts and write your answers now.

YOUR NEXT BIG LIFE GOALS

Are there certain goals you want to reach in terms of spending time with family, freedom to travel, flexibility in schedule, financial goals or creative goals? Write down your next big life goals or life priorities.

TASKS, ACTIVITIES AND THE KIND OF WORK YOU MOST WANT TO DO

If you could paint the picture of your perfect work day, from start to finish, what would that look like? How would you spend your time? What activities would you be doing? List the types of tasks and projects that express your core strengths, skills and desires.

Now that you're clear on your next most important goals and how you'd most like to spend your work time...

Map out what you most want against the realities of each business or industry you're considering going into, or that you're currently engaged with.

NAME ONE POSSIBLE PASSION OR BUSINESS IDEA*

NOW CONSIDER THE FOLLOWING

What would an average day look like in this business or industry?

What skills, strengths or abilities would you need to develop and master in order to be the best in your field?

What's the earning potential of this business or industry?

What compromises (if any) would you need to make to move ahead in this business?

What might your life look like long-term, if you moved full steam ahead with this business?

Any big pros or cons that stand out as it relates to this idea?

**Repeat this process for each passion or business you're considering. In other words...*

Try on various futures and see what aligns.

01 | Are you willing to do what it takes to be one of the best, if not the best, in that industry?

02 | Does it feel exciting to do the work that'll be required of you to reach the level of success you desire?

03 | Go back to your list and cross off any passion that doesn't make the cut.



Remember: Crossing off a passion doesn't mean you must eliminate it from your life—just that you'll release yourself from the pressure of turning it into your full-time business.

The Common Sense Test

OBJECTIVE

Evaluate the remaining ideas in your Clear Idea Matrix, eliminate those that don't measure up and choose one idea to move ahead with.

EXERCISE INSTRUCTIONS

Open up your Clear Idea Matrix, choose one idea and ask yourself these four questions. If you can't answer YES to all four questions, cross the idea off your list. Use your journal or electronic document to work from. Conversely, you might print multiple copies of this worksheet if you'd like.

Ready? Let's go.

YOUR IDEA:

01 | Do I have the real-world experience, skills or abilities to provide this product or service, or am I willing to work my tail off to get them?

If you're not willing to do the steps necessary to bring your idea to life, eliminate the idea.

YES **NO**

02 | Am I willing to focus the majority of my free time on this for at least the next 12 months?

If you're not willing to do the steps necessary to bring your idea to life, eliminate the idea.

YES **NO**

03 | Is this idea aligned with my goal of having a micro, small or big business?

Every business comes with its own unique set of challenges and obstacles. Make sure your chosen idea is aligned with the size and scope of your dream business.

YES **NO**

04 | Is there a clearly defined, easy to reach market of people already spending money on this kind of product or service?

When starting a business, choose an existing hungry market to serve.

YES **NO**

Once you've run each idea through these questions, pick ONE idea to move ahead with for the next step.

If you have more than one viable idea to choose from, use your heart, head and gut to choose. Meditate on it. Pray about it. Journal on it. Do whatever you need to do to make a clear, committed choice focusing on a single idea.

The Dollars & Sense Test

OBJECTIVE

Make sure this idea will get traction by interviewing those you plan to serve and experts who have been there before you.

Part #1: Customer Research

EXERCISE INSTRUCTIONS

Talk with at least 20 people who fit your target market. Do whatever it takes to find 20 people and have casual but research-focused conversations. Make this happen as quickly as possible. Don't let this step stretch out over months. Challenge yourself to reach your goal in a few days.

SAMPLE CUSTOMER RESEARCH QUESTIONS

Who do you currently use for _____? Or what do you currently use for _____? [fill in the blank with the product, service or category you're asking about]

What's working for you now? What do you like about _____ [insert competitive service, product, approach, current situation]?

Based on their response, you might follow up something like this: "That makes sense. Tell me more about why that's important to you..."

It's important to validate and support whatever they're doing now. Especially if they're using a competitor.

***Quick tip: Never talk badly about your competitors. Simply dig deeper to find out what they value about their current solution or situation, and then ask what's missing or what they'd like to see improved. That information will be priceless to you!*

What's not working? What are three things you feel that could be improved?

What are your main frustrations?

What would you like to change about how things are?

What's the biggest pain for you around _____[problem, frustration, issue]?

Would you pay over \$100 to have it taken care of? [\$100 is arbitrary. Swap out that number based on your product or service.]

What does this _____[problem, frustration, issue] cost you in terms of lost time, money or aggravation?

How important is this for you to handle right now?

What else would get better in your life if this was a non-issue?

Have you ever paid for a product or service like this before?

If so, what did you pay for a product or service like this?

What did you like best about it?

What frustrates you about this kind of product or service?

What's a dream solution for you in this area?

SAMPLE QUESTIONS FOR COACHES, CONSULTANTS, TRAINERS & SOFTWARE SOLUTIONS PROVIDERS

Tell me, where would you like to go next?

Tell me more about your current situation. How are things now?

What's stopping you from moving ahead?

Part #2: Industry Expert Research

EXERCISE INSTRUCTIONS

Connect with and interview at least five people who are successfully working in the industry you want to work in. After five conversations, you'll have insight that will save you at least a few years of figuring it out on your own.

SAMPLE QUESTIONS

What are the biggest mistakes novices make when getting into the _____ business/industry?

What are the biggest misuses of time?

Even for experienced _____ [insert type of business or role] what mistakes are most common?

What are the biggest myths you see about _____ business/industry?

What are your favorite instructional books, resources or courses on the subject?

Who trained or influenced you – anyone you recommend I follow?

What were your first two years in business like?

What kinds of rates can someone starting out expect to charge?

[Adjust this question to drill in about profit margins, etc. based on your type of business]

How did you find your first clients or customers?

What skills do you believe are essential to succeed in this industry?

Listen up!

If, after earnestly completing The Dollars & Sense test, you discover this idea isn't going to work out, don't get disheartened. While that's not the outcome we're hoping for, you must understand that every single business owner faces major challenges along their road to success.

As quickly as possible, get back in the game.

Ask yourself, "What do I need to do now to turn this around? What actions do I need to take to keep moving forward? How can I use my creativity, ingenuity and curiosity to make a more compelling offer or somehow do better than before?"



Believe That It's Possible

What are 3 beliefs that you need to adopt right now that will support you in starting the right business for you?

Belief #**01** | I must believe...

Belief #**02** | I must believe...

Belief #**03** | I must believe...



Your Business Vision

OBJECTIVE

Create a clear, compelling business vision backed up by strong emotions. This will give you the strength, excitement and enthusiasm you need to stay the course.

EXERCISE INSTRUCTIONS

Take yourself to a quiet place and turn off your phone, email and anything else that can distract you. Review your notes from **Lesson 2** about the size and scope of your dream business. Open your journal or a fresh document. Write down the date exactly two years into the future from today.

Harness the intelligence of your heart, intuition and long-held dreams. When you begin to write, write in the present tense like you're writing a private journal entry. Describe in as much detail as you can exactly what your business is like, as though it's already happened.

Example: My business now earns \$200,000 in annual revenue at 45% profitability.

The following prompts will spark your imagination, but this is your business vision exercise so feel free to write about any aspect of business or life that you're committed to making a reality.

- How much money does your business make per year, and what's your revenue and take home profit (after taxes, etc.)?
- Why is that money important? What does it help you experience, have or do now?
- What are your revenue sources? How much does each make annually?
- How are you spending your working time daily, weekly, monthly, yearly?

- Who are your favorite clients or customers?
- What does your team look like – how many people work with you? What exactly do they do for you? Part-time, full-time? Local, virtual, combination?
- What kind of positive impact is your work having in the world?
- What kind of press or media attention are you getting?
- Who are your professional colleagues? Who are you connected with regularly?
- What does your workspace look like and feel like?
- How often are you traveling? And to where?
- What are five specific things you're grateful for these days?
- What does it feel like to run this business?

Have fun with this exercise. Once you feel like you've articulated your business vision in a clear, compelling and exciting way, review it daily. Look for things you can reverse engineer and begin to put into place now that will set you on the path to making that vision come to life.

The more you review this document and feel the emotion associated with making it come to life, the more focused you'll stay on bringing it to life.

CREATE YOUR COMPELLING VISION BY TIME TRAVELING INTO THE FUTURE

Date: _____

Design a New Success Ritual

OBJECTIVE

Replace your bad habits with an alternative. Start thinking about what you do on autopilot and use this action step to harness the hidden powerful force of daily success rituals.

EXERCISE INSTRUCTIONS

Grab your journal and let's take a fresh look at the habits that are currently running your life.

01 | What do you do almost every morning? Every afternoon? Every evening?

Write down every single habit you can think of.

02 | Review your list.

What's the one habit from that list that you feel is holding you back the most from starting and growing your business? What one habit, if you replaced it with a simple success ritual, would help you create the greatest amount of happiness, health, productivity and business success?

03 | Design that new success ritual right now.

It doesn't have to be complex or take a lot of time. Make it simple and easy to implement. Remember, you can't just drop a habit, you must replace it with an alternative behavior. Describe your new success ritual in detail, right now. Then, of course, do it.

Don't stop now!

Up to 40% of our lives are on autopilot.

Once you're able to successfully install one success ritual, keep going.
Ensure that all of your daily habits are set up to help you start the right business!

Relentless Flexibility

OBJECTIVE

Stay focused on your ultimate goal and honor your values, but stay completely adaptable and responsive when it comes to the methods you'll use to get there.

Relentless = Fierce Commitment
Flexibility = Ultimate Strength (because you bend, you don't break!)

EXERCISE INSTRUCTIONS

Print out this worksheet or grab your journal. Let's do this.

01 | On a scale of 1-10 when it comes to being relentlessly flexible, how would you rate yourself right now?

1 = Totally Rigid **10 = Relentlessly Flexible**

FLEXIBILITY SCALE									
1	2	3	4	5	6	7	8	9	10

02 | If you feel you're at anything less than a 9 or 10, what changes could you make in your attitude or perspective to be more flexible?

What would you have to believe about yourself and the world in order to make that a permanent shift?

What other areas of your life (intimate relationships, friendships, parenting, health, etc.) might also radically improve if you were to become more relentlessly flexible? Write down all of your thoughts and ideas.

Deep Hunger To Keep Learning

OBJECTIVE

To make ongoing education and learning a regular, habitual part of your life.



Heads Up: Do you need to work back through this program and complete all the steps (remember – it’s about action, not just absorbing information!) or is there something else you know would help you move ahead in your business?

EXERCISE INSTRUCTIONS

Answer this one important question. Whatever comes to mind, write it down now.

What’s one concrete step you can take right now to keep that deep hunger to learn alive in your life?
