

PURPOSE

The Workbook

Build a
Business
You Love



By Yolanda A. Facio

Purpose: Build a Business You Love

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Introduction

Welcome to the Purpose Workbook!

I've taken all the exercises from my bestselling Kindle book, *Purpose: Build a Business You Love*, and put them altogether, here, in this workbook to make your Purpose journey a bit easier.

You can print this workbook out and use it to craft your business purpose.

Whether or not you have a business, this workbook can help you distill down what you do well and what you like to do to create a great business idea. When you've got the best business ideas for you, you can then infuse them with your passion.

That's how you create a business you love!

If you don't yet have the Kindle book, you can grab a copy by using this link: [Get the Book](#)

Good luck!



A Purpose List

Exercise: What do you love?

Make a list of the things you love or care deeply about. These can be people or things. The idea is to think about things that really resonate with you on an emotional level. The items on this list will make up your Purpose List.

Shoot for 10 items. There's no time limit.

Many will come to you quickly. Others will take time to bubble to the surface.

Below is a starter list – some ideas to get your creative juices flowing.

Idea List:

- * Family
- * Starvation
- * Pets
- * Environment
- * Aids
- * Travel
- * Helping Families
- * Water
- * Wildlife
- * Animals
- * Organic Food
- * Historic-Preservation
- * Helping Children
- * Writing
- * Extinction
- * Books
- * Art
- * Gardening

Your turn, make your list of Purpose items:

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

Strengths List

Exercise: They Said Whaaaaaat?

For this exercise, the idea is to spend some time travelling down memory lane and listing out all those descriptors that people have used when describing you to others. Maybe, like me, you're a bookworm, or perhaps you're a car nut. Maybe you're the "shopper" or "bargain hunter".

Include things that you happen to be a "natural" at. We all have things that come naturally to us and those are just as important as the things people see in us.

Make a list of all the things that come to mind, if you need some help with this task ask friends, family, co-workers, and clients.

As a guide, finish this sentence: " _____ comes so easy I don't even have to think about it." Or, "I'm a natural at _____."

Your Turn make of list of your Strengths:

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Passions/Likes List

Exercise: I LOVE it!

Questions can really help to pull things out of your brain that you might not have thought of. So I've included a few questions to help you get started. If you get stuck, then stop and do something else for a while, or sleep on it. Many times taking a walk, or just letting things stew in your brain for a little bit of time, will reap some great ideas.

As well, I've included a mini-list of my Passions/Likes to give you some example ideas.

Questions:

- Do you remember the last time you were doing something and completely lost track of time? What were you doing?
- What would you most like to do today?
- What is your favorite thing?
- What was the last thing that you did that you liked enough to tell someone else about it?

Example List:

- * Reading
- * Books
- * Running
- * Being outside
- * My dogs
- * Cooking
- * Coffee
- * Music
- * Trails/Hiking
- * Sharing great stuff

Your Turn! Make a list of your Passions/Likes:

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

* _____

Dislikes

Exercise: I simply hate that!

Understanding what you don't like is just as important as knowing what you do like. We have a tendency to accept what we don't like simply because we've never taken the time to say, "I don't like this".

When you begin to think about what you don't like, think in terms of not just stuff or things but rather behaviors, environment or conditions.

Go! Make a list of things, places, conditions, behaviors, etc. that you simply do not like. Anything goes and, remember, there are no rules!

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Skills

Exercise: Look At What I Can Do!!

Make a list of all the skills you have, no matter how mundane you may think they are. This should be a long list!

Some of mine to get you started:

- * Field strip and clean a handgun
- * Create video presentations using Camtasia and Powerpoint
- * Set up a Wordpress blog
- * Read, review & write construction contracts
- * Negotiate contracts
- * Estimating
- * Project Management
- * Produce a short film
- * Create marketing campaigns

Your list:

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Positioning Statements

Exercise: What sets you apart?

Your positioning statements are exceptionally important because they show how you stand out from your competition, how your product or service is better or different, or more improved.

Answer the following questions to begin building your positioning statements:

- * Does my product or service provide a solution, if so, how?
- * What is special about my product or service that others don't provide?
- * Do I have a "secret sauce" to my offering that others don't have?
- * What benefits do I provide that solve a problem?
- * What makes my offering unique?
- * What specific *want factor* do I address for my potential customers?
- * Does my product or service make life easier?
- * Do you offer a special guarantee?

Make a list of your answers:

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

The USP

Exercise: Creating Your Unique Selling Proposition

Take your top three differentiating factors, your best positioning statements and construct a tagline. You can start by simply stringing the best of your list together and then begin to refine into a workable sentence. This should be something you can repeat anywhere, anytime, to anyone, and they will know exactly what you do and how you do it.

* _____

The Perfect Customer

Exercise: Who the heck are they?

Determining your perfect customer is a combination of Demographic information and Psychographic information. Try to answer as many questions as you can about your perfect customer:

- * Age: Does my product/service make sense for teenagers or seniors? Baby boomers or middle aged folks? Tweens or Gen Xrs?
- * Sex: Are they male or female?
- * Location: Does my customer live in a specific country? Do they live in a house or apartment? Does it matter if they live in my city? Does my customer live in a cold or wet climate? Is it dry or hot? Does climate matter?
- * Income: Do my customers have a lot of money? Or are they boot-strappers? Are they frugal or just careful with their money? Do they have disposable income or does all their money go to pay bills?
- * Lots of other stuff: Do they watch TV? Do they read books or magazines? Do they travel? Do they have children, if so how many? Are they married? Do they have parents? Do they like the outdoors? Do they drive or have a car? Are they college educated?
- * Psychographic stuff: Do they value convenience over quality? Do they value quality over price? Do they buy based on what's popular? Are they happy? Are they active? Are they high stress? Are they workaholic? Do they have medical issues? Do they value time and freedom? Do they value structure? Are they organized or messy? Do they value family over work?

Your Perfect Customer list:

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Tying It All Together

Exercise: Part One – Skills Refinement

The first part is to take your **skills list** and review it writing down the 5 key things that you know how to do that you really like doing. Consider that you might be doing this skill for several hours a day and several days in a row, remember this is a business and that means work is involved so try to narrow the list to things you know you can do every day if necessary.

* _____

* _____

* _____

* _____

* _____

Exercise: Part Two – Strengths Refinement

Part two of the exercise deals with your **strengths list**. Pull it out. Review your list of strengths and think about which things on the list come most naturally AND that you feel a sense of goodness about. What I mean by “goodness” is this, and I’ll use myself as an example – I feel good when I’m able to take a chaotic group of people and organize them and their efforts. I feel accomplished and, well, good about it. So I’d like you to take your listed strengths and narrow them down to three or four that you really feel good about doing.

* _____

* _____

* _____

Business Brainstorm

Exercise: Create a Business Idea List

1. There are no rules for this exercise, anything goes. Use a notebook or blank paper, you'll need some space to write stuff down.
2. Try to do two 30-minute sessions. Breaking the two sessions up with an activity or even sleeping on it will help you create more ideas.
3. After a day or two have passed, review. Modify and refine the list. Try to re-think the items on the list. Do they really make sense for you? If not, remove them. The idea is to pare the list down to no more than ten items.
4. Recreate your list with just the ten best ideas.

My Ten Best Ideas:

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Filtering Your Idea List

Exercise: Applying the Filters

Part One: Dislikes

The idea here is to take one business idea at a time and apply your dislike filter to it, ask the question will I have to deal with this dislike item if I choose this kind of business? Apply each item on your dislike list to each idea on your business idea list.

Ask yourself, “Will pursuing this business idea cause me to have to do things I don’t like? Or deal with things I don’t like?”

If the answer is “YES” then take the idea off your list.

Part Two: Passions/Likes

Like the exercise above, this filter exercise is designed to make sure that the business ideas on your list are things that you *want* to do.

Ask this question, “Will pursuing this business idea allow me to do the things I like?” Answer truthfully to make sure you’ll enjoy the endeavor you will undertake.

If the answer is “YES”, this time it stays on the list. If you feel uncomfortable about something or even give a great deal of pause before answering, you should probably remove it from the list.

Part Three: Creating Your Business Purpose

Take your Purpose list and review. Find a few things that really resonate with you and begin brainstorming how you can infuse those passions into your business ideas. It may be auxiliary to your business like the ones I've described above but they can also be a unique twist on your business idea. An example might be if you provide social media services that you do so specifically for vets or animal related non-profits, then your purpose becomes your business, raising awareness for those businesses that provide services for pets.

Mix it up, twist it about and see what you can come up with! No rules!

- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

Taking Action

You've heard it before, you've probably heard me say it before... but hey, repetition can create motivation! So I'm going to say it again: Traction comes with Action.

No matter how small the steps you take are, you can create a business you love with effort and action.

If you don't yet have a business, then exploring the exercises can help you narrow your focus to a business that makes sense for you.

If you already have a business, then now is the perfect time to evaluate and make sure your business is all you want it to be.

And, if you have questions, please feel free to email me at: yolanda (at) yolandafacio (dot)com or visit the website at: yolandafacio.com

About the Author

Yolanda A. Facio is an entrepreneur, consultant, writer and speaker. She is co-owner of Exotic Motorwerks, Inc., a small Porsche-only service boutique. For the last 20+ years she has also taken on the role of President and CEO of Custom Architectural Woodwork, Inc. a custom commercial manufacturer of high-end millwork. An “in the trenches” business owner, she provides consulting and workshops for small business owners ready to grow their businesses and avoid the inevitable overwhelm that comes along with it. The author of four self-published books including the forthcoming *Balance-Driven Business*™, Yolanda divides her time between running successful businesses and helping other business owners do the same. Yolanda has a BIS from Arizona State University in Business and Communication, as well as an AAS in Film and Television Production. She lives in Phoenix, Arizona with her partner and two furry best pals. You can find her online at www.yolandafacio.com.