



7 ADVANTAGES OF DEFINING YOUR BUSINESS

Learn - TinaFletcher.com

This workbook is to work in conjunction with this article.
[CLICK ON THIS LINK - 7 Advantages of Defining Your Business](#)

1. Understanding if Your Passion is a Business or a Hobby

When you get up in the morning is your passion/hobby the first thing you think about? If yes, what parts do you think about?	YES	NO

Do you spend each day moving towards the goal and vision you have for your future?	YES	NO

Is your passion something that can be defined and been shared with others? For example, coaching, physical or virtual products, or services.	YES	NO

2. Taking the Time to Define Your Business

What are you Products or Services?

Why do you want to do this?

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Are you going to work on this Full-time or Part-time?

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Why do you want to do this?

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7 Advantages of Defining Your Business Planner

How are you going to monetize it?

How can you scale your business to reach more people if you don't invest in it?

3. Learning To Start Today ...NO Procrastination Allowed

Ask yourself these questions and then if needed write yourself some notes.

Don't do your favourite task first and leave the rest to last.	YES	NO

Do the tasks you don't want to do first for the day and then the ones you like or love for later.	YES	NO

Set yourself up for success.	YES	NO

Optimal Focus Time	YES	NO

4. Discovering Why You Should Plan for Success

What is Success for you?

What would you give up to achieve your success?

Important factors to take into consideration!

5. Recognize Your Brand / Vision & Sharing It

Who is the audience you are talking to and what do you want to convey?

What colours are you using and why?

Do You have a Logo?

YES

NO

Are you Portraying Your Business or Yourself consistently?

YES

NO

6. Knowing Yourself, Your Strengths & Weaknesses and Making Them Work For You

Strengths

Weaknesses

7. Why You Need to Find the Connection with your Audience

Which platforms are my audience hanging out on and why

Which platforms is the most valuable to my business and my audience (so I will start on it)

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Are there communities offline that I can connect also?

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What value can I give in these communities

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