

Have You Ever Dreamed Of Starting A Business? Do You Want To Grow Your Business But Are Stuck Or Unsure Of What To Do?  
Do You Want To Feel Confident In Your Decisions?

Here are 5 simple things you can do to become inspired,  
clear and confident about your future.

**1. CLARITY & INSPIRATION**

**DIRECT YOUR ATTENTION INWARD**

The answers you are searching for are already here. Getting to them, however, requires you to focus your attention inward.

So, close your eyes and ask yourself the question that is troubling you, such as, "What business is right for me?" or "What service should I offer next?"

Sit quietly for 5 to 10 minutes, listening for answers and repeating the question each time you notice your mind has wandered.

When a relevant idea pops into your mind, jot it down (without judgment), release it, close your eyes and repeat the question. When the time is up, review and assess the ideas you wrote down using the tips below as appropriate.

**2. PASSION & EXPERTISE**

**FOLLOW YOUR HEART**

Look at each of the things you jotted down in the exercise above. Are they things you love to do? If not, cross them off the list.

The things that make us happy at our core are our real purpose for living. They're what we've come to this planet to do. So, passion for what you are or are going to do every day is very important because it allows you to live in service and bliss.

Passion gives you the energy and the inspiration to hit the ground running. However, it's also important that you have expertise in the area—or are willing to get it—before you invest too much time or money in pursuing any business idea. Expertise is a second important ingredient.

**FIVE  
SIMPLE BUSINESS  
ASSESSMENT TIPS**

TO IMPROVE YOUR HAPPINESS,  
EFFECTIVENESS, AND  
DECISIONS



**3.ENHANCE**

**ASSESS & IMPROVE**

Many people are intimidated about starting or growing a business because they think they have to reinvent the wheel—come up with an invention, a unique service. Unless you've got a burning desire to do something no one has else done, there's no need to stress over coming up with something no one has ever done.

Instead, answer the following questions: "How can I improve on this?" or "Can I do this better or differently than the others?" Or "Is there market share not being served that makes room for another business in this category?"

**5. RESEARCH, TEST, & TWEAK**

**ASSESS VIABILITY & EFFECTIVENESS**

You can learn and extrapolate a lot about your ideas, the market and what others are doing in just a few hours of Googling and surfing the Internet, so do your homework. Also, get feedback from people who support you but will be honest with you.

Then, test your idea with a simple landing page (test different versions) that describes your product or service. See if people will give you their email address to be notified when your product or service launches. Then, let the facts and numbers speak for themselves and don't let emotions

**4. PURPOSE & VISION**

**ESTABLISH YOUR "WHY"**

Long-term success and happiness as a business owner won't come just from what you do each day. You can work from sun up to sun down, seven days a week, and your business can still fail.

What's going to bring you long-lasting success is a combination of knowing why you're in business and doing what's necessary to accomplish it. In fact, your why matters more than your what.

To keep you inspired, focused and on the right track, spend some time coming up with a strong "why" for your business.

These assessment exercises will help you feel more confident in your decisions and your future.  
Try them and see if they work!



For more than half a century, Bob Proctor has been the foremost authority in the personal and professional development field. He has dedicated his adult life to helping a world of individuals realize and act on the greatness they already possess within themselves. He's widely regarded as the grandfather of personal development, and when it comes to mastering the mind – he is simply the best.

After meeting Bob Proctor, Sandy Gallagher, an esteemed banking attorney, created Thinking into Results – the most powerful corporate transformational program of its kind. Sandy is now the Co-Founder and CEO of Proctor Gallagher Institute. A genius businesswoman and visioneering expert committed to improving the conscious awareness of the entire world, one individual at a time.

