

BE YOUR OWN BOSS ?!



**DO YOU WANT TO CHANGE YOUR LIFE
AND BE YOUR OWN BOSS- WORKBOOK**

**Presented by Jane Gardner of
The Business of At Home Business**

www.boahb.com

About the Author

Jane Gardner has run a home based structural engineering office along with her husband, the engineer, Brian Lytton for over 17 years in Maple Ridge, B.C. Canada. She is the office manager, marketer, networker, computer geek and bookkeeper as well as a Civil Technician for their successful home business.

As well, Jane volunteered in the 1990s at the local home business association for several years and as treasurer and then president of a local community run gallery. A highlight in her life was acting as secretary for a local charitable group that built 5 houses in Sri Lanka for people who lost theirs in the 2004 tsunami.

"I realized early on that my purpose in life was to help others. The rewards of helping others was greater for me than for the person who was getting help. A job well done was always deeply satisfying."

"I am feeling the urge once again to go out and help. What better way than to help others to start their own home business whether a small one for extra income or a business that can sustain a lifestyle. With the blog "The Business of At Home Business.com" I hope to give people ideas on what type of home business to consider; what it takes to start a home business; the techniques and tools to run a home business productively and how to grow your home business by going out onto the internet to market your business."

I hope this manual starts you on a path to explore the possibilities of changing your life to have the freedom and satisfaction of your own business. Please fill in the workbook and email it to me for comments if you wish at janegardner@boahb.com.

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Affiliate Notice

Disclosure - We often promote products and/or services for sale that are not our own. Our recommendation is ALWAYS based on our personal belief that the product and its author will provide excellent and valuable information or service. In most cases, we will be compensated via a commission if you decide to purchase that product based on our recommendation.

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Be Your Own Boss!

This manual has been designed specifically for people who are currently employed and would like to venture into the world of entrepreneurship. It is best suited for people who have always been of the “job” mentality and want to make the exciting, yet scary transition to freedom. Whether you have a business idea that you are working on today or just entertaining the idea of exiting the 9-5 lifestyle, this program will give you the foundation you need to make it on your own.

The manual consists of both lessons and exercises that you can follow step-by-step. You may, however, find that the order in which you follow the lessons and exercises may change based on your personal circumstances. However, it is best to do all the exercises especially the 90 day change of habit (later) to start on your path to entrepreneurship.

I have provided a workbook as well where it is easier to fill in with your work. As mentioned, once you have filled the workbook, if you would like some feedback, you may email me at janegardner@boahb.com.

1. Print out your workbook and fill it in.
2. Scan it and create a pdf with the scanner software.
3. Email it as an attachment to me for comments and ideas to go forward.

Chapter 1 - Conceive Your Idea

The first chapter guides you through the idea creation process. Up to this point of your life, I am going to assume that you have given very little thought towards your ideal vision of the world. Most people never think about it at all.

There are three fundamental concepts here that, once you understand and apply them, your perspective of the world will be forever changed. The three concepts are:



Concept 1: *Acknowledge You Want Change*

By simply purchasing this manual, you have already essentially completed this step. You know in your heart that you want your life to change.

Concept 2: *Have a Clear Intention*

When you define your intentions in life, you are making a powerful statement to your mind that you understand your human ability to create your own reality. You are moving out of the mindset that says “life just happens to me”.

Concept 3: *Convince Yourself that You Must Change*

In order to ensure you stay motivated to make the change and persist with your vision of your life, you will want to keep reminding yourself why you **MUST** persist.

The manual consists of both lessons and exercises that you can follow step-by-step. You may, however, find that the order in which you follow the lessons and exercises may change based on your personal circumstances.

Not everyone enters this system with the same mindset so it is important to go through the following questions. I recommend printing out the following sheet and writing your answers with a pen. It allows you to express your thoughts in the most creative way possible. If you need to use diagrams or pictures to express your thoughts, go for it.

This questionnaire will give you a print-out of your current mindset, helps you realize how you got to where you are today, and helps you identify your true heart's desire.

Concept 1 Questionnaire

How did you get into this current line of work?

On a scale of 1-10, how happy are you with your current job?
If you're not at a level 10, what is missing for you?

Describe how you have changed since the time you decided to enter your current line of work.

Do you have new interests?

Do you have new things that are important to you now.

What bothers you the most about your current occupation.
List anything that registers a negative emotion.

If you had enough money to cover all of your expenses, would you still go to this job every day?
If not, why not?

Now you have a full picture of everything that you don't want. This is actually the easiest part. Humans are very good complainers. We all know what we DON'T want. If you stopped this program here, you would be like the other 99% of the population who complain about their less-than-desirable life circumstances but refuse to take action to change it.

That is not the case for you. You will soon realize the power of this exercise as you proceed to the next step.

Concept 2: *Clear Intention*

The first part of this program is generally the easiest part to complete. Now that you have had a chance to warm up, it is time to dive right into the tough part. You are about to do a set of activities that only a small select group of people ever make the time for. When you define your intentions in life, you are making a powerful statement to your mind that you understand your human ability to create your own reality. You are moving out of the mindset that says “life just happens to me”.

This section is probably the most important one of the entire program. The results of the accompanying exercises will help you define your ideal business.

How do you become crystal clear about your intention?

You start by mapping out your ***Personality Blueprint***.

This is a unique list of **Passions**, **Wants** and **Personal Vision** that ultimately define you as an individual.

Remember these are what you want for yourself not what is happening to you now.

Passions

Everyone is passionate about something. The biggest problem I see in our society is that people do not choose jobs/careers that are in line with their passions. When you find someone who has managed to combine their work with their life passions, you generally meet a very successful and happy person. In fact, being passionate about your work is the first rule of success. Take five minutes and define your passions in life.

Exercise: Define your passions.

In this exercise, your objective is to uncover every activity that you absolutely love to do. Something that you do and time seems to fly by and you can even forget to eat because you are so wrapped up in what you are doing.

List as many passions as you feel are necessary to define who you are and what is important to in your life.

Do not think about work, business or how to monetize an activity.

Just simply contemplate, ***what do I love to do?***

- a) Define the Passion
- b) Describe your ultimate experience with this passion. Why does it gives you so much satisfaction and pleasure?

Example...

- a) Painting pastel
- b) I love painting a pastel painting. Being in the process and developing the picture so it starts to come together. Then that amazing instant when you realize you have done everything you can do to it and it becomes a whole painting. For me, it is the process of painting from beginning to end that gives me the joy and satisfaction.

- a) I love learning piano
- b) I play piano for my own enjoyment. I love the challenge of a new music sheet and practicing the piece until my fingers go to each note required without me having to “read” the music. Sometimes I learn a music piece well and another time, I have less success but it is always the process of learning the piece I enjoy as sometimes the songs can be silly 😊.

What about you? What would you love to do all day and why? Fill in the exercise sheet on next page with your passions and most importantly, what is it about your passion that excites you?

- g) Define Your Passion _____
- h) What is it that you enjoy most about your Passion?

- e) Define Your Passion _____
- f) What is it that you enjoy most about your Passion?

- c) Define Your Passion _____
- d) What is it that you enjoy most about your Passion?

- a) Define Your Passion _____
- b) What is it that you enjoy most about your Passion?

Concept 2 - Passions Exercise

Wants and Don't Wants

You would think that with all of the opportunity, technology and variety available in the world today, people would have an easy time defining what they want. The opposite is actually true. Our world has become so fast-moving and hectic that many people have lost touch with themselves and what is important to them. If you ask them what they want, the answer is usually along the lines of, "I want to pay off my mortgage".

Exercise:

The purpose of this exercise is to uncover an even clearer definition of who you are and what is most important to you. You are going to define your core **wants** and your **don't wants**. With each entry, you will also be identifying why you want or don't want this particular thing. The "**why**" is your motivator to either move toward or move away from the topic in question.

List at least 5 things you want and 5 things you don't want in your life, along with the accompanying reasons for each...

Examples:

Want	Why
I want to earn a million dollars per year in personal salary.	This would give me more than enough funding to have my dream home and support the charities that I believe in.
DON'T Want	Why
I do not want to work in a job that has no meaning for me.	I'm no longer willing to invest 8-10 hours per day doing something that drains and depresses me. I do not want to reach the end of my life and look back in regret.

Concept 2 - Wants Exercise

Want	Why
2)	
3)	
4)	
5)	
6)	

Concept 2 - DON'T Wants Exercise

DON'T Want	Why
1)	
2)	
3)	
4)	
5)	
6)	

Ideal Vision

The final exercise in the section will examine the full depth of your imagination. Think of yourself as an artist with a new canvas to paint on. Only, this will not be a painting, but rather a written description of exactly how you would like your life to look like from top to bottom.

In the future, if you could have the life of your dreams, what would you be doing?

Where would you live?

What work would you be doing?

What would be a typical day in your new life?

Don't worry about how you would have this lifestyle for now, just dream about you're your vision would be for your life.

What kind of people would you work with? What kind of workday do you want? Where do you spend your vacations? How often do you have a vacation? Would you work alone?

Once you have your written description, you now have a picture to work with. You will have a long term vision of everything you intend to create in your life. Since all humans require growth not only for survival but also to be happy, you are giving yourself a path for growth that can last the rest of your life. So fill out the first vision of what your life could be as there will be revisions as you keep working on that vision.

The remainder of this system will get you started you on your journey to fulfilling this ultimate vision.

The only way you can sustain a permanent change is to create a new way of thinking, acting, and being. Jennifer Hudson 2012

Concept 2 - Ideal Vision Exercise

On the lines below, make a written description of your ideal life. Explain every last detail that you can think of. There are no limits. If it is important to you, put it in your vision...

What will your workday be like.. dreams for you, your family and friends; your vacation time; where will you live; what will you do in your life and how will you get happiness and satisfaction out of this new life.

[illegible]

Concept 3: *Convince Yourself You Must Change*

You should really consider this section to be a “living” document of sorts. What I mean by that is that you will require a great deal of motivation and inner strength to succeed in your own business...especially if this is your first entrepreneurial venture.

As you run into hurdles, roadblocks and problems in your business, your mind will play tricks on you and it can be very easy to think small and move into a “why bother” mentality. In order to ensure you stay motivated, you will want to keep reminding yourself why you **MUST** persist.

Exercise:

I call this activity my “emotional motivator”. In this particular exercise, you will be keeping a log of events, people and circumstances that you have encountered that remind you why you are becoming an entrepreneur. Similar to the “wants” exercise, you will have both positive and negative motivators. There are no right/wrong answers here. The only stipulation is to think of things that **FIRE you into action** and keep you on the path to fulfilling your business dreams. You simply list as many answers as you can to the following two statements:

When I succeed then...

If I don't succeed then...

Examples	
When I succeed then...	I will feel such an overwhelming sense of pride, happiness and accomplishment
When I succeed then...	I will have left a legacy for my children and grandchildren to remember me by
If I don't succeed then...	I will have admitted to failure and proven all the doubters in my life to be correct

Concept 3 - Why You MUST Change Exercise

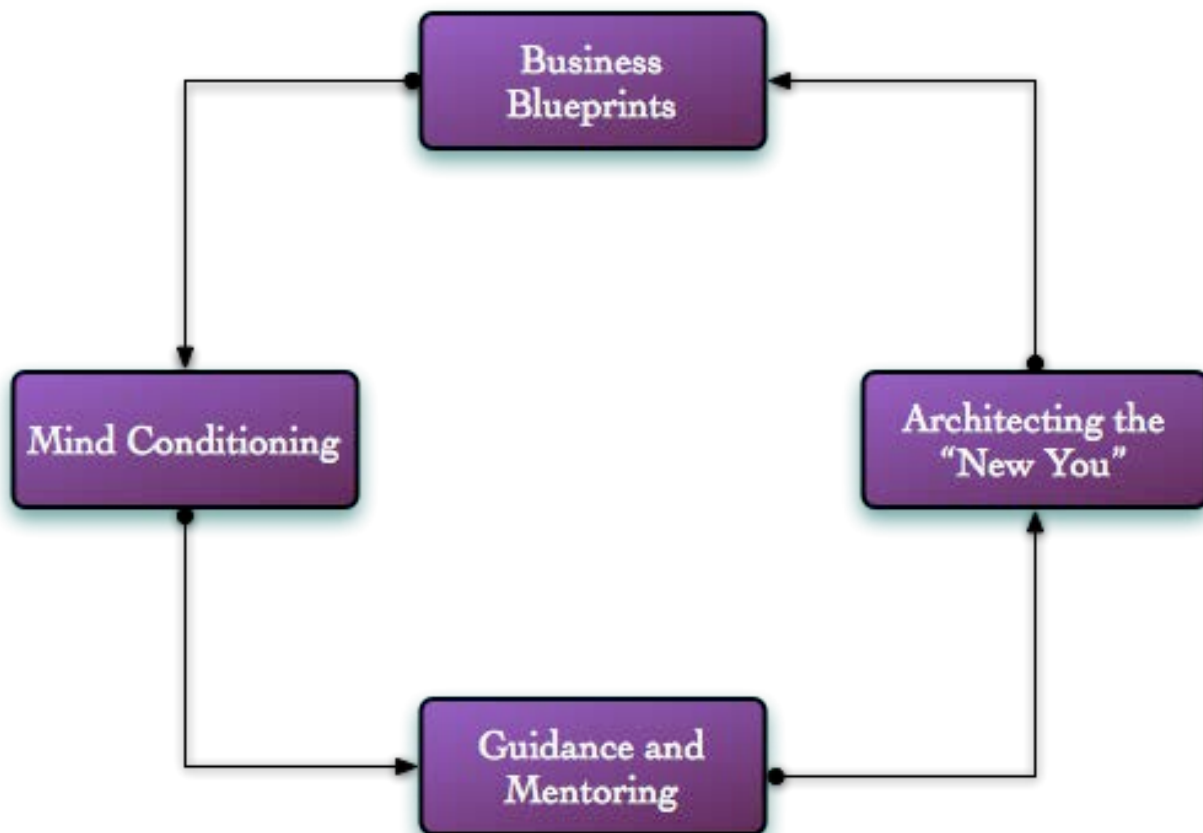
When I succeed then...	
When I succeed then...	
When I succeed then...	
When I succeed then...	
When I succeed then...	
When I succeed then...	
When I succeed then...	
When I succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	
If I don't succeed then...	

Chapter 2 - Create Belief

Now that you have completed chapter 1, you should have a renewed sense of “self”. You have a clear understanding of what you want to accomplish and what will drive you to succeed in business.

Using all of this information, it is time to map all of it into a tangible entrepreneurial venture that you can evolve into your dream business!

In chapter 2, we will be discussing 4 key concepts:



You will use all of the information in these 4 sections on an ongoing basis (daily). This will help you to develop the main skills necessary to succeed in business. While there is an incredible amount of useful information in this chapter, the overall goal is very simple:

To get you to a point where your BELIEF in your ability to succeed in business is GREATER THAN your FEAR of losing the security of a full time job.

For those reading who don't have a job right now then you have the Freedom to dream and get into action to start believing in your ability to start a new business. However, you also need to get into the mindset that you can be your own boss so keep reading! You will realize when you are willing to start your own business. You will feel it. Then, and only then, should you move on to the final chapter of this program.

Concept 1: *Business Blueprints*

I want to start this concept with a mini disclaimer. Learning business and becoming a business owner is an enormous undertaking. You could probably spend the rest of your life working and developing your business skills and still have lots of room for improvement.

You will become great at business by implementing ALL 4 of the concepts from this chapter. In order to get started, however, you have to come to understand "Business Blueprints", which are the fundamental components common to every successful business. These components include:

- **Product and/or Service Development**
- **Marketing and Sales**

Now, even if you have never owned a business before, you are probably thinking to yourself *there is FAR more to running a business than these 2 things* (for example Management, Operations, Staffing, Accounting, Finance, etc...) and this is correct. But the truth is, none of these other things will ever come into play if you don't have the first 2 components in place.

So the goal is simple...

**Create an extremely high value product/service and
develop a super hot marketing plan to ensure business success!**

Product and/or Service Development

What is it that you bring to your market? What purpose did you go into business to fulfill? If you are going through this program in the suggested order, this is where you can now go back to chapter 1 and review everything you learned about yourself, your passions and your ideal vision of the world.

Based on those responses, you now have the creative freedom to design your dream business centered around these key personal motivators.

As you begin to define your business, I want to keep in mind the definition of a business person.



This is an important definition and one that many people just don't seem to grasp.

Selling is not a dirty word as you are solving someone else's problem in return for receiving money. You have designed a new golf ball that flies further than the others of the market then you will have people wanting to buy it once you explain the benefits of owning one. You have a service that will help people lose 10 pounds and you have the proof that your method definitely lets people lose weight then people will flock to your website to buy that service.

You are not selling, you are solving a problem for others at a profit!

Once you have defined your business and the product or service that you are provide, remember every day to say **"I am helping others with my business."**

Change your thoughts and you change your world. Norman Vincent Peale (1898-1993)



Before you do the following exercise, please digest the following....

One of the biggest hurdles I see with new entrepreneurs is understanding how to define value from a business perspective. I have had countless meetings with new business people who sell themselves short on their own skills and have absolutely no idea how to recognize their own value!

Here is the main thing you must understand (and not just nod your head and say yes at an intellectual level... believe it at an emotional gut level):

If you have skill and ability in any area of life and there are other people who do not have that skill, you can sell to them REGARDLESS of your experience.

For example, you may have 3 months experience building decks as an independent contractor. I personally could not build a deck if my life depended on it. You can build a deck for me at a profit. You may not get away with charging as much as someone who has been building decks for 10 years (but you might if you are AMAZING at it) but you CAN charge me money for it.

You do NOT have to wait for permission to sell a skill. Create your own permission and get started. Use your personal commitment to excellence to be your safety net if you make mistakes. As long as you take care of your clients, you will be fine.

Exercise:

- 1) What problems do you intend on solving?
- 2) How are you solving them?
- 3) Who is your audience?

In order to structure your product/service in a way that it serves your customers and brings you revenue, you need to get these three ideas clear in your mind.

Use the table below to describe the problems that you have identified, the way that your business solves those problems and the audience you are helping. The more problems you can identify, the larger window you have to create business opportunities for yourself.

Examples:

Problem	Solution	Audience
Many freelance writers experience pain and discomfort due to Repetitive Strain Injury and it affects them from earning a living.	Create voice recognition software that allows the writer to narrate his/her work through a microphone and have it automatically translated in to computer text.	Freelance writers, Full time journalists, Office assistants, Computer programmers, bloggers.
People are unable to drive to do their chores.	Provide a "Chores on Us" service for shopping	Senior citizens, handicapped persons
No time to do their house chores.	Provide housecleaning service	Working men and women

Concept 1 - Product/Service Development Exercise

Problem	Solution	Audience

Problem	Solution	Audience

Marketing and Sales

This is easily the most important part of any successful business. You may have the greatest invention on the planet but if you are lacking marketing and sales, you are doomed to fail in business.

There are literally thousands of marketing programs, gurus, instructors and systems available today. It would be next to impossible to teach all of the marketing principles you will need to succeed in business here in this program. It is another full course just to explain how to market your business. **However, it is a proactive step to start reading and following successful entrepreneurs while you think about what your business can be in the future. It shows you that you are willing to learn and change your life.**

Before I started as a home-based business entrepreneur, I read many books and took notes on how to start, run and grow a home business. I had an idea about what I wanted to do and then I researched what the market was like and took lots of notes and tried to get many questions answered by reading about successful entrepreneurs. Being able to read about other entrepreneurs' struggles helped to reduce the fear that I wouldn't be able to do what they were doing. I would take notes about where they had challenges and how they overcame them so I didn't have to go through the same process. Also, reading about an entrepreneur and what they felt they had learned from their mistakes is one way not to do the same mistakes!

Things do not change; we change. Henry David Thoreau 1817-1862

Use the following exercise to develop a marketing training plan for yourself.

Concept 1 - Marketing and Sales Exercise

NOTE: For a list of my personal recommendations, please see the page following this exercise:

Area of Focus	Resource(s)
<p>Identify 5 “general” marketing authors and read their free articles/blogs online</p>	<p>Author:</p> <p>Links:</p> <p>Author:</p> <p>Links:</p> <p>Author:</p> <p>Links:</p> <p>Author:</p> <p>Links:</p> <p>Author:</p> <p>Links:</p>
<p>Identify 3 “sales” communities online (forums, social networks, etc...)</p> <p>Join the community and download all of the resources available.</p>	<p>Community 1:</p> <p>Community 2:</p> <p>Community 3:</p>

** Exercise continued on next page **

Area of Focus	Resource(s)
<p>Study the various methods of marketing and find out how well (if at all) they have worked for others in your industry.</p>	<p>Direct Mail: Newspaper Ads: Radio: TV: Internet Marketing: Viral Video: <add others below></p>
<p>Find 2 books or programs on sales/marketing, preferably written about your specific niche. Buy or borrow these books and read them ASAP.</p>	<p>Book Title: Author: Book Title: Author:</p>

Area of Focus	Resource(s)
Watch some reality shows about business, entrepreneurship and marketing	<p>Suggestions:</p> <p>Pitchmen</p> <p>Shark's Tank (Dragon's Den in Canada, UK)</p> <p>American Inventor</p>

Recommended Resources

Marketing:

Seth Godin - <http://sethgodin.typepad.com>

John Jantsch - <http://www.ducttapemarketing.com>

Dharmesh Shaw - <http://www.hubspot.com>

Chris Brogan - <http://www.chrisbrogan.com>

Pat Flynn - <http://www.smartpassiveincome.com>

Scott Stratten - <http://un-marketing.com>

Top Rank Blog - <http://www.toprankblog.com>

Alex Mandossian - <http://www.alexmandossian.com>

Eben Pagan - <http://www.altitudeblog.com>

David Frey - <http://marketingbestpractices.com>

Guy Kawasaki - <http://www.guykawasaki.com>

Sales/Marketing Communities:

Warriror Forum - <http://www.warriorforum.com>

Digital Point - <http://forums.digitalpoint.com>

Small Business Brief - <http://www.smallbusinessbrief.com/forum>

Pro Blogger Forum - <http://www.problogger.com/forum>

Sales/Marketing Books

Michael Middleton **The Reluctant Entrepreneur**

Seth Godin - **Unleashing the IdeaVirus**

Seth Godin - **Tribes**

Seth Godin - **Bootstrapper's Bible**

Chet Holmes - **Ultimate Sales Machine**

Harv Eker - **Secrets of the Millionaire Mind**

Jeffrey Gitomer - **Sales Bible**

Keith Ferrazzi - **Never Eat Alone**

Gary Vaynerchuk - **Crush It**

Jay Abraham - **The Sticking Point**

Dan Kennedy - **NO B.S. Wealth Attraction in the New Economy**

John Assaraf - **The Answer**

Concept 2: *Mind Conditioning*

This program is helping you make a major life change. You are changing the results in your life. Your results are determined primarily by your habits and your habits have been created by the way you think... your mind! Since you're currently stuck in your 9-5 life but want to change this result, you are going to have to change how your mind has been operating around this whole topic.

Gaining control of your mind is the most challenging but also the most rewarding thing you can possibly do. Why? Because once you learn how to direct your mind, you can guide it to help you achieve anything that you fully commit to.

You do this through **mind conditioning**. I also like to call it **mental programming**. Everyone has been programmed to behave in a certain way. Some people have been entrepreneurs their entire lives. They were programmed for this type of lifestyle a long time ago. Since you were programmed with the "job mentality", you are going to have to **reprogram your mind so that you think like the entrepreneur !**

What exactly does this mean? It means that you think of yourself as powerful and resourceful. You see yourself as someone who can overcome fears and limitations. You are willing to do **what it TAKES** to succeed rather than doing what is comfortable or convenient. You take control of your mind so that when challenging situations do arise, you can ignore that voice of worry and summon your voice of strength.

How? Through repetition. **Repetition is the first law of learning** and there are literally thousands of authors and speakers out there who are more than willing to share their stories with you. The more you listen to their stories and apply the concepts to your life, the greater the change you can make in your life.

Exercise: You have to STOP listening to music in the car and insist on listening only to motivational and self-development programs. You have to start carving time out EVERY day to listen, read or watch this kind of material. Your duty in this exercise is to:

- a) Identify motivational programs that you want to learn
- b) Buy or borrow these programs
- c) Study at least 30 minutes of these programs every single day

As I mentioned there are many authors and speakers who have compiled some phenomenal programs that you can use to program your mind. Some talk about general self-development, others are specific to business, spirituality, relationships, etc... It is up to you to go with your heart and study the programs that resonate with you. **You can also upload the mp3 audio in this program to listen on your iPod! Do it!**

Here is a list of authors/speakers I recommend:

Personal Development:

Bob Proctor - <http://bobproctor.com>
Jack Canfield - <http://www.jackcanfield.com>
Les Brown - <http://lesbrown.com>
Napoleon Hill - <http://www.naphill.org>
Maxwell Maltz - <http://psycho-cybernetics.com/blog>
Mark Victor Hansen - <http://markvictorhansen.com>
Tony Robbins - <http://www.tonyrobbins.com>
Earl Nightingale - <http://www.nightingale.com>
Denis Waitley - <http://www.waitley.com>
Zig Ziglar - <http://www.ziglar.com>
Jim Rohn - <http://www.jimrohn.com>
Mike Lipkin - <http://mikelipkin.com>

Businss Development:

Justin Popovic - <http://www.igniteyouressence.com>

John Assaraf - <http://www.johnassaraf.com>

Brian Tracy - <http://briantracy.com>

Gary Vaynerchuk - <http://garyvaynerchuk.com>

Tim Ferriss - <http://www.fourhourworkweek.com/blog>

Brad Gosse - <http://www.bradgosse.com>

Cameron Herold - <http://www.backpocketcoo.com/index.html>

Dan Kennedy - <http://dankennedy.com>

Dan Sullivan - <http://www.strategiccoach.com/index.html>

Jay Abraham - <http://www.abraham.com>

Spiritual Development:

Wayne Dyer - <http://www.drwaynedyer.com>

Eckhart Tolle - <http://www.eckharttolle.com/home>

Deepak Chopra - <http://www.chopra.com>

Norman Vincent Peale - <http://normanvincentpeale.wwwhubs.com>

Louise Hay - <http://www.louisehay.com>

Michael Beckwith - <http://www.agapelive.com>

They always say time changes things, but you actually have to change them yourself.

Andy Warhol 1928-1987

Concept 3: *Guidance and Mentoring*

The biggest misconception about going into business for yourself is that you have to do it all alone. This can actually be a fatal mistake in the life of your business. There is just so much to learn, so much to do, so many decisions to make that if you try to figure out every last step without asking for direction, you are almost doomed to failure.

That is why this concept is so powerful. We live in an information age. We can literally get the help we need for practically any problem we may face and we can do so at the push of a button. Taking this a step further, we can access the people we need to guide and mentors us, at the push of a button. And that is exactly what I want you to do.

Exercise:

You have already defined your business vision as well as a product and marketing plan. You must now begin to open your eyes and find people who are already massively successful in the industry that you are entering into. Believe me, there is no shortage of success stories out there. Your business may be in a unique niche or have a unique spin on an old idea, but every new entrepreneur can find a mentor or coach from a similar industry to help them along the way.

Your job is to:

- a) Identify at least 5 people who have mastered the business skills that you would like to acquire
- b) Figure out how you can develop a relationship with at least 2 of these people
- c) Share your goals with these people and ask them to help you

Once you have completed this, move to the exercise below and fill out one form for each of your mentors.

Concept 3 - Mentor Exercise

Mentoring Preparation Sheet...	
Mentor's name and business	
How you can help this person in their life and/or business? List ideas	
How do you plan to ask this person to be your mentor? List ideas of creative ways to approach this person.	
3 power questions you want to get this person to answer for you. (Don't take more of their time than you feel is appropriate. If you have 3 solid questions you would like to ask, you can focus your meeting around these 3 topics. If the mentor is willing to talk longer and cover more of your questions, then make the best use of both your and their time.)	Q1: Q2: Q3:
Book your next appointment with this person. Date and Time.	Date: Time:

Mentoring Preparation Sheet...	
Thank the person. How do you plan to thank the person for their time? An email? A gift certificate? Show them an outcome of your work?	

The mentoring process will be so life changing that you will wonder why you did not try this earlier. The good news is that you are doing it now and you will reap the rewards of this relationship over and over again.

Coaching

In addition to mentoring, personal coaching is another option to consider when it comes to moving from a career position to an entrepreneurial life. The main difference between coaching and mentoring is that you pay for coaching.

There are professional coaches who make a living helping people transition through major life changes like the one we are discussing in this program. Coaches have systems and processes that will keep you on track and hold you accountable to the goals you have laid out for yourself.

Do you need a coach? Absolutely not. This is just another resource to be aware of and to add to your toolbox should you need support along the way.

It is very easy to use Google or any other online search utility to find coaches who specialize in every kind of business.

As someone who has received coaching, I always recommend the following check points when hiring a coach:

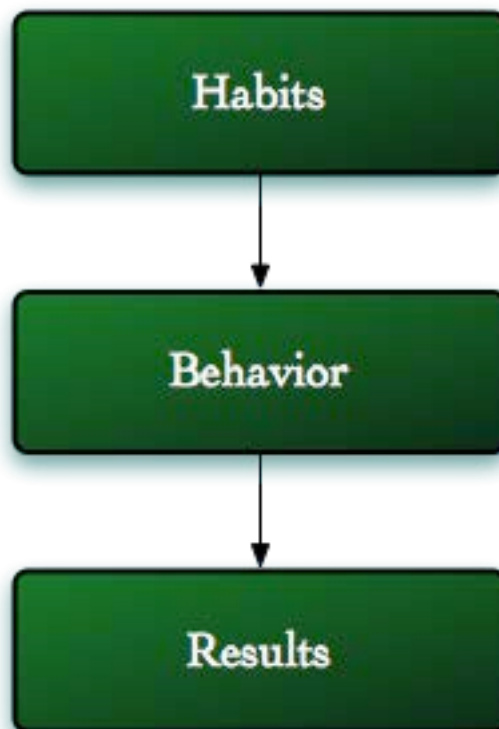
Things to look for when hiring a coach
What is their background? Are they coaching something they have personally done?
Make sure they offer free consultations so that you can be sure you mix well with their personality.
How do they conduct their coaching? Most coaches offer weekly or bi weekly phone calls as well as some kind of ongoing training system that you can follow.
Make sure the coaching packages meet your needs. If they insist on a 1 year contract and you want 6 months to test your results, it is within your right to request this.
What kind of ongoing support do they offer outside of your scheduled calls? Typically you should get unlimited email support and often live chat support as well.

Concept 4: *Architecting the “New You”*

This is where the real grunt work begins. I am about to layout a very simple but incredibly powerful system that you **MUST** commit to. If you do commit to it, I guarantee you will see such drastic changes in your life that it will literally blow your mind. All of the groundwork you have been laying up to this point of this program will begin to take shape and move from a mental “idea” and into physical reality.

I want you to think about your present day results and how you have arrived at the place you are at. I’m sure there are many positive things in your life that you are proud of and grateful for. At the same time, it is only human nature to have other areas of our life where we are unhappy and want change. In your case, the area of career is obviously one of the results you want to change.

So let’s look at the following formula:



Your daily habits generally control your overall behavior. Your behavior (the actions you take) are the direct cause of your results. **It is pretty obvious that if you want to change your results, you must change your habits.** In order to change your habits, you must understand how they work and how they have been formed.

Modern science tells us that between 96 and 98% of all human activity is subconscious (or habitual), things we do without consciously thinking about it. If you think about your morning routine from stepping out of bed, to having a shower, getting dressed, eating breakfast and brushing your teeth, you can very likely do all of these things without really “thinking” about them. You have just been doing them so long that they are a part of you. It wasn’t always this way though. At some point in your childhood, you had to learn how to do each one of these tasks one-by-one.

The same rules apply in your life today. The only difference now is that you need to adopt a set of habits that guarantee business success. The only way to do this is by tracking and monitoring your daily behavior to ensure you are constantly taking action towards your new outcome.

It's not that some people have willpower and some don't. It's that some people are ready to change and others are not. James Gordon MD

Exercise:

You are going to create 6 new success habits and begin implementing them into your life immediately.

Here in chapter 2, I have already given you your first 3 habits:

Business Blueprints

Mind Conditioning

Guidance and Mentoring

Step 1: Identify 3 more habits that you want to implement. This can be any habit that will support you on your road to entrepreneurial success. Some examples:

Daily Gratitude, Meditation, Fitness, Good Deed, Financial Education, Allocate Family time, etc...

Step 2: Fill in the 6 habits on your “Architect the New You” Template

Step 3: Print off 90 copies of the template. One per day for 90 days

Step 4: Fill in every activity you perform throughout your day and as you execute activities that contribute to your 6 success habits, put a check beside the habit. Do not go to bed until you have done something to contribute to each of these habits every day.

As you implement this system, keep a close eye on the things happening around you. Track your progress and notice how you are growing and adapting to your new lifestyle.

Each day your confidence will grow.

Concept 4 –

Architect the “New You”

Tasks Completed

My Success Habits

<input type="checkbox"/>		<input type="checkbox"/>	Business Blueprint
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<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	Mental Conditioning
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<input type="checkbox"/>		<input type="checkbox"/>	Guidance / Mentoring
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<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>	Date:		Did I commit to my work habits today?

Chapter 3 - Make The Change

You now have all of the logistical information required to move you from employee to entrepreneur. You have systems in place to ensure you move confidently towards your business and FREEDOM goals.

Let's revisit the overall goal of chapter 2 and why I have recommended all of the exercises you've seen up to this point. The goal was:

***To get you to a point where your BELIEF
in your ability to succeed in business is
GREATER THAN
your FEAR
of losing the security of a full time job.***

Now that you have stepped over to chapter 3, I am going to assume that the system has worked and you are now this brave, confident, powerful and excited new person. You see your business for what is really is: personal power and freedom. You are excited about the days, weeks, months and years ahead.

There are really just 4 things left to talk about

1. Preparing for challenges
2. Preparing for resistance
3. Overcoming myths
4. Committing to your decision

Concept 1: *Preparing For Challenges*

I'm going to say this right at the beginning of this chapter... BUSINESS IS TOUGH! If you are looking for an easy ride with a free ticket to cash, you are not likely to find it as an entrepreneur.

To succeed as a business owner, you are going to have to prepare yourself for one of the most challenging experiences of your life. DO NOT take this as a negative because it isn't negative. Human beings thrive on challenge. We need to be thinking, working and solving problems to fully tap into our true potential. You are going to be faced with a seemingly endless stream of challenges and roadblocks that will test you every step of the way.

When you become a full time business owner, you are declaring to the world that you are prepared for whatever challenges may present themselves and you will rely on persistence alone to get you through any problem that may temporarily step in your way.

You are going to make mistakes. A LOT of them. And you are going to have to prepare yourself to develop a thick skin to overcome these mistakes and the potential judgements that accompany them. The biggest thing I can tell you about mistakes/failures (whatever you want to call it) is that it may suck at the time, but these instances usually provide you with the best experiences that you can use to your advantage in the future.

You are also going to have failed projects. You are going to start things that simply don't work and you will reach the painful point where you have to walk away from the idea. Understand that EVERY successful entrepreneur has done this and, in fact, the MOST successful business owners are typically the ones who have attempted more "stuff" than anyone else.

The sooner you can learn to embrace challenges, roadblocks, failures (you name it), the easier it will be for you to drive ahead and become the entrepreneur you envision yourself to be!

Concept 2: *Preparing For Resistance*

There are very few guarantees in life. There's the old joke that says *the only two guarantees in life are death and taxes*. I would feel quite confident adding one more item to that list. RESISTANCE. I can almost guarantee you that when you make the leap from security to freedom, you will be met with a great deal of resistance.

The resistance may come at you from many angles; family, friends, coworkers or even just society in general. Often the resistance is well intentioned and never meant to hurt you. And that is how you will have to accept this kind of resistance if you do not want to let it stop you. The resistance may come in the form of ridicule, criticism or some form of negative judgement.

Let's talk about why this happens. In general, when people come from a job mentality and they see someone giving up a "secure" job to pursue a big dream, they will deem this to be a stupid or even reckless move. The difference between you and them is the beliefs you carry and the way you now see the world.

THEY see the job as safety from some unknown disaster that may or may not happen. They need to have a job in order to sleep at night.

YOU see the job as a form of self-limitation and mental slavery. You understand that you are trading away the days of your life for something less than you want and deserve. You know the inherent value of having a larger purpose in life and unless you can find a dream job that allows you to fulfill that purpose, you must create the business on your own.

There is no way to completely avoid or remove the resistance that you will experience from those people around you. Instead, you will need to develop your own strategies for examining the resistance that enters your world and transforming it into something that drives you forward.

It is also important to note that you generally have control over your environment. If there are negative people around you constantly discouraging you and questioning your decisions, you have the ability to spend less time with them. This obviously needs to be handled carefully when it comes to family and friends. The best course of action I have found is to simply share as little information about your plans and ideas as possible. As far as I'm concerned, the less information the negative people have about what you are doing, the better.

Take your interactions with negative people and, instead, invest that time in meetings with mentors, mastermind groups, networking groups, seminars or anyone who will talk about the positive impacts of your decision to become an entrepreneur.

Concept 3: *Overcoming Myths*

If you look at the examples of resistance that I have pointed out so far, you will notice that the resistance is always based on fear and the fear is really just a myth.

Some of the most common objections that people will throw at you when you venture into the world of entrepreneurship are as follows:

What if you don't find any clients?

What if you get sued?

What if you aren't bringing in enough money to pay your bills?

What if you can't pay off your start-up loans?

What if you go bankrupt?

Are you noticing a common theme? That's right, the dreaded ***what if*** scenarios. The person who comes from the job mentality views their decisions as "safe" and your decisions as "risky".

The truth is, safety is a myth. It is a myth because you could paint one of these *what if* disaster scenarios for pretty much every decision you make in your life. And if you actually took part in this ridiculous exercise, you would probably never leave your house. You would ask questions like:

What if I get in a car accident?

What if I slip on some ice and break my hip?

What if I'm in the car alone eating my donut and start choking?

What if I run out of gas on the side of the highway?

Seems pretty ridiculous right? Well every single *what if* statement I have cited is nothing more than an imagined event... something that has NOT happened yet that may or may

not ever happen. Investing time in your present moment reality to worry about the infinite number of *what if* scenarios that life might throw at you is time well WASTED.

Now that we have decomposed that self-defeating way of thinking, let's again visit the goal from chapter 2:

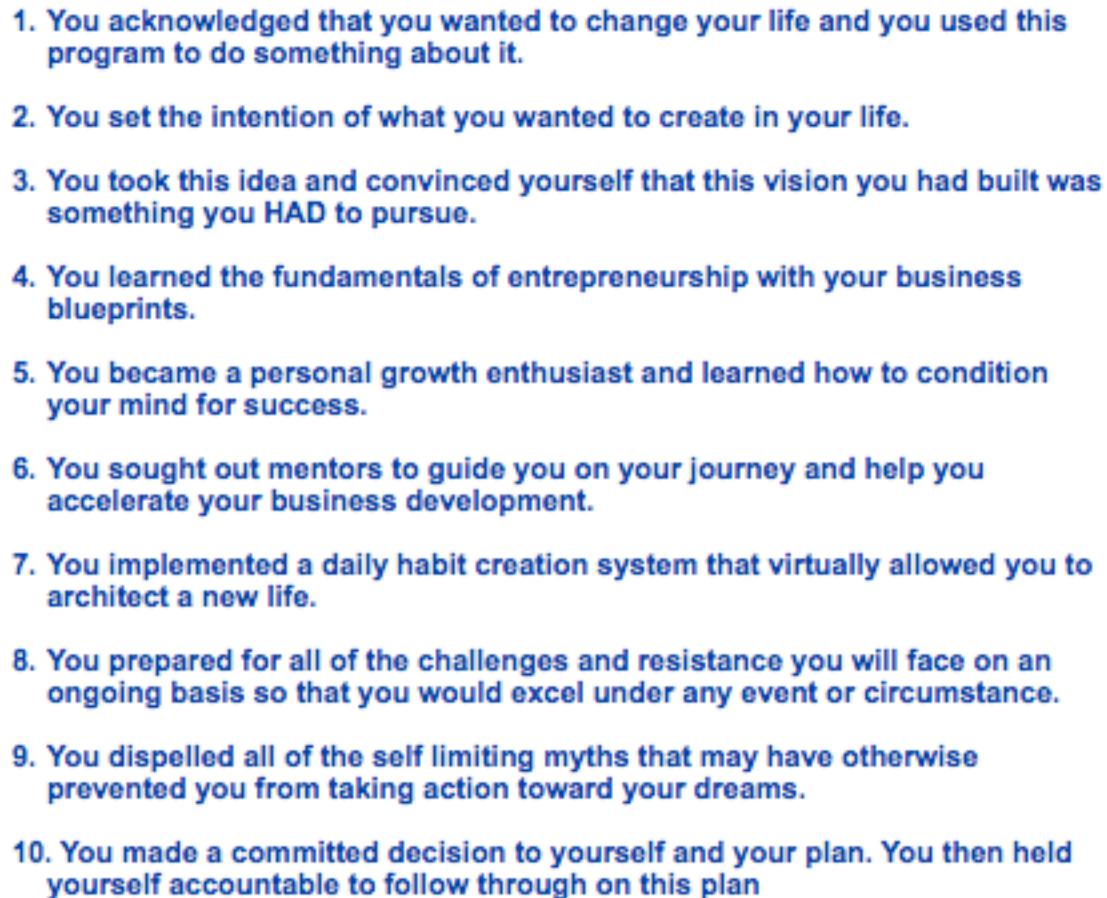
To get you to a point where your BELIEF in your ability to succeed in business is GREATER THAN your FEAR of losing the security of a full time job.

The truth is that there are no guarantees in life. Nothing is fixed. We will make some good decisions and some bad decisions. Our job is to grow to a level of competency and confidence so that we are able to handle whatever life throws at us.

Knowing this is the case, you move out of the ***what if*** mentality by ignoring these myths and move forward towards your ultimate life of freedom.

Concept 4: *Committing To Your Decision*

Review the following 3 discussion points regularly. You have years of societal programming telling you to believe these ridiculous myths. Once you truly understand the 3 previous points from this chapter, and believe them at a gut level, then you will have no problem committing to your decision to make a change in your life.

- 
1. You acknowledged that you wanted to change your life and you used this program to do something about it.
 2. You set the intention of what you wanted to create in your life.
 3. You took this idea and convinced yourself that this vision you had built was something you HAD to pursue.
 4. You learned the fundamentals of entrepreneurship with your business blueprints.
 5. You became a personal growth enthusiast and learned how to condition your mind for success.
 6. You sought out mentors to guide you on your journey and help you accelerate your business development.
 7. You implemented a daily habit creation system that virtually allowed you to architect a new life.
 8. You prepared for all of the challenges and resistance you will face on an ongoing basis so that you would excel under any event or circumstance.
 9. You dispelled all of the self limiting myths that may have otherwise prevented you from taking action toward your dreams.
 10. You made a committed decision to yourself and your plan. You then held yourself accountable to follow through on this plan

Now that you have completed this Be Your Own Boss manual, you know

1. What are some of your passions in life.
2. What you do and don't want in your life.
3. What is your vision for your life in the future.
4. Why you must change your life.
5. How your skills or passions could help people solve their problems.
6. The need to learn from others who are entrepreneurs.
7. How to create new habits and ways of thinking about yourself so you think of yourself as a Boss instead of an employee.

What is your next Step?

- You need to research your idea for a business.
- You need to define the target market of customers or clients for your business.
- You need to see if that market is large enough and how you are going to reach it to get the income and lifestyle you want.

These are some of the steps to take to research and plan your home business. For more resources on finding out whether your business idea is a viable one, you can:

- Subscribe to my blog at www.thebusinessofathomebusiness.com.
- Send me your information in the **Be Your Own Boss** questionnaire at jgardner@boahb.com and we can discuss where you are in your journey and what your next steps will be to continue.
- Read the included bonuses about **Home-Based Income Streams** e-book.
- Read further on how to setup a home-based business or even what kinds of home businesses there are in the world with books like:

Start Your Own Home Business after 50 by Robert Bly

Start and Run a Real Home-Based Business by Dan Furman

The Smart Woman's Guide to Online Marketing, Power up Profits by Kathleen Gage

I want to congratulate you for taking this journey with me. You are among a very small group of people who live the most abundant, fulfilling and happy lives. Your decision to follow your heart and live a life of passion will not only uplift the people around you but will also provide a source of inspiration for many people who will look at you and become inspired to take charge of their own lives.

Feel free to contact me at janegardner@boahb.com anytime with questions.

To your future,

Jane Gardner