Creating Your Business Purpose

REVEALING YOUR PURPOSE

The Philosophical Approach:

How would I like to leave this world a better place?

How would I like to serve?

What would I like the greatest accomplishment of my life to be?

How am I expressing my creativity?

What would I like the world to know?

What do I believe in?

When do I feel like I am following my joy?

When do I feel most alive?

How would I like to love the world?

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The Intellectual Approach:

What are you REALLY good at? 10 things.

What are you really passionate about? 10 things.

If you've not landed on a business idea, then see where between these two lists you might find an overlap that is monetizable. Take that, and move on to the next part:

First step: Your ONE peak moment – BEing, Impact, Conditions

Think of a peak moment in your life (personal or professional). A specific moment in time when you were showing up as your best self, or felt like you were on the top of the world, or firing on all cylinders, or proud, or happy.

Write out every detail: Where were you? What happened? How did you feel? Why was this moment so good? Why did it matter? Was this the culmination or the beginning of something?

Who was there with you? What impact did your peak moment have on them? How did you make them feel? What did they do as a result?

What's one word that best describes what you were doing and another word for the impact this moment had on others.
EG: Traveling – Inspired.

Second Step: Your list of awesomeness – collecting evidence of impact and identifying peak moments

Create your past-to-present work-life timeline. Indicate major moves, significant life experiences, jobs, engagements, transitions, milestones, etc. – include the peak moments of your early stages all the way until the present – who was around you, what did you do? What happened. Identify as many as possible.

Depending on how your mind works, you can also draw a life map, a doodle, a timeline, or just a list. Either leads to the same goal. This is for you – nobody will see this. So be as honest and open with yourself as you can.

This can be triggering or exhilarating…or both. Either way. Leave this for a day or two to let it sink in.

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Return to the map/list, circle peak moments that you wish to recreate, and extrapolate common patterns by creating "truth statements." Finish the sentences below.

I make people feel … so that

I create … so that

I build … so that

I bring … so that.

Third Step: Creating your YOUnique purpose statement (or mission) and putting it to the test

One last level up - the bird's angle.

Now that you've identified patterns of impact and actions that lead to your peak moments, can you summarize these patterns in just one, overarchingly true statement? Try a few iterations.

Keep in mind your vision too: Your purpose statement is the doorway toward realizing this vision. Your purpose statement will be true, but it can also speak things into existence

Discuss this statement with someone. Try and put yourself in the position of a client, a collaborator, maybe a sponsor, or agent, maybe put yourself in the shoes of an industry colleague, teacher, or simply a friend. Does the statement entice you to learn more? Do you lean in? Does it set them apart?

Remember, your statement opens a door and draws people in.

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THE PUTTING-IT-TOGETHER-APPROACH

NOTE DOWN YOUR PURPOSE STATEMENT:

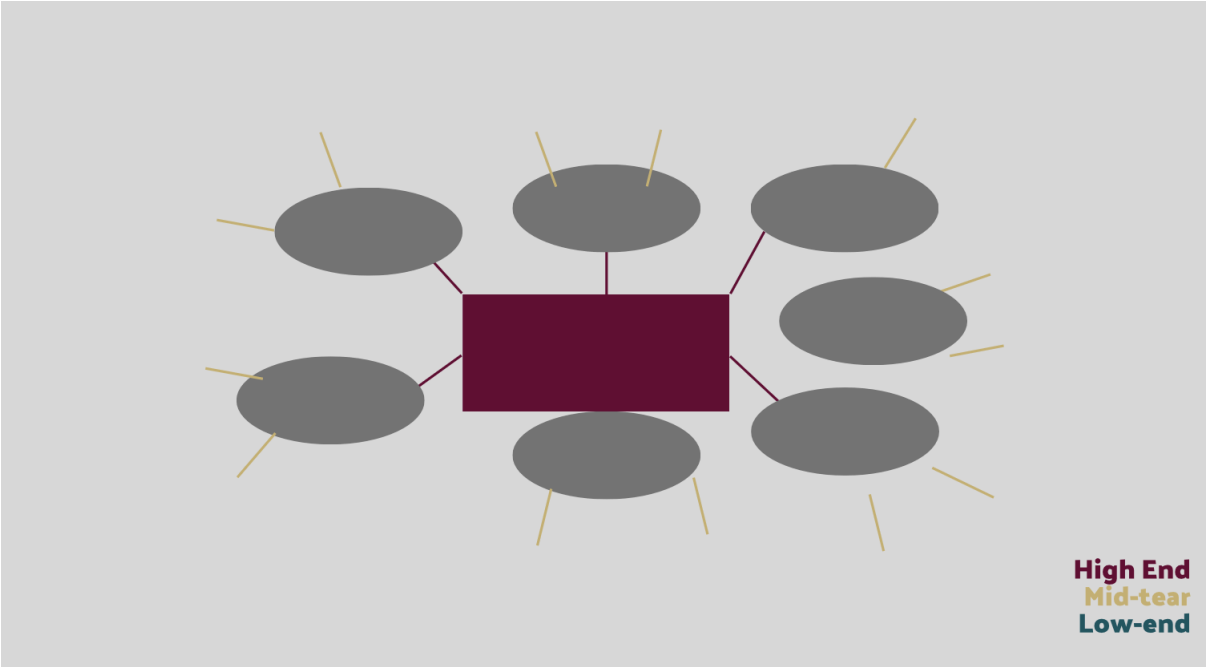
I help_____go
from_____
To_____
so that_____.

PURPOSE-ALIGNED OFFERS (your Client Journey):

What is the end point you take your clients to?

What are the steps to get there?

This is where your offers live:



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