

PASS-I-ON
WORKBOOK

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1. FAITH

UNDERSTAND WHAT FAITH IS

“According to your faith will it be done to you.” MATTHEW 9:29 (NIV)

You get to choose how much God blesses your life and uses you in his plan for the world. Daring faith is the key to fulfilling God’s will and moving to success. Where there is no faith, there are no miracles. Faith is the key to miracles in your life.

- Faith is _____ when I don’t see it.

“Faith is being sure of what we hope for and certain of what we do not see.” HEBREWS 11:1 (NIV)

- Faith is _____ when I don’t understand it.

“It was by faith that Noah built an ark to save his family from the flood. He obeyed God who warned him about something that had never happened before.” HEBREWS 11:7 (NLT)

“It was faith that made Abraham obey when God called him to go out to a country which God had promised to give him. He left his own country without knowing where he was going.” HEBREWS 11:8 (TEV)

- Faith is _____ when I don’t have it.

“It was faith that made Abel offer to God a better sacrifice than Cain’s. Through his faith he won God’s approval . . .” HEBREWS 11:4 (TEV)

- Faith is _____ when I don’t feel like it.

“It was by faith that [Moses] left Egypt without fear of the king’s anger; he held to his purpose like someone who could see the invisible.” HEBREWS 11:27 (NJB)

- Faith is _____ before I receive it.

“By faith the walls of Jericho fell, after the people had marched around them for seven days.” HEBREWS 11:30 (NIV)

If you wait until after a prayer has been answered to thank God, that's gratitude, but it's not faith. Faith is thanking God that the answer is already on its way, even before you see it.

- Faith is _____ if I don't get it.

God is more interested in your character than your comfort. He is more interested in making you holy than making you happy. So sometimes he gives you the ability to handle trials instead of removing them from your life.

“The world was not worthy of them . . . These were all commended for their faith, yet none of them received what had been promised. God had planned something better.” HEBREWS 11:38-40 (NIV)

“These trials are only to test your faith . . . So if your faith remains strong after being tried in the test tube of fiery trials, it will bring you much praise and glory and honor on the day of his return.” 1 PETER 1:7 (TLB)

ASK YOURSELF

On a scale of 1-10, with 1 being “nonexistent” and 10 being “absolutely unshakeable,” how would you rate the strength of your faith today?

- Of the six facets of faith described, which one do you want to strengthen first and why? What practical step can you take this week to move in that direction?
- Who do you know that demonstrates strong faith? What lesson can you learn from their example?
- How have you seen God do something extraordinary, even miraculous, in your life or in the life of someone you know? How has that experience impacted the way you think about faith?

LET GOD EMPOWER YOUR PURPOSE AND LEAD YOU TOWARDS SUCCESS

“I have learned the secret of living in every situation, whether it is with a full stomach or empty, with plenty or little. For I can do everything through Christ, who gives me strength.” PHILIPPIANS 4:12-13 (NLT)

Faith means we believe that Jesus can do what we ask, and that with his help, we can do what he asks us to do too. Have you been trying to live life on your own power? If so, I guarantee you're getting nowhere—at least on the things that really matter in life. You can read all the motivational books in the world and still never make any progress toward your dreams. You need the supernatural help of God to live a life of faith. Surrendering your life to Jesus is the safest decision you'll ever make. It will teach you to trust God, and it will stretch your faith as you see that indeed you “can do everything through Christ,” who gives you strength.

WHAT DID YOU HEAR?

What did God say to you as you read the Scripture?

WHAT DO YOU THINK?

How does it apply to your life?

WHAT WILL YOU DO?

Don't just be a hearer of the word. Be a doer of the word. (James 1:22)

NOW TALK TO GOD

This is where you turn your thoughts into prayer. It could be a prayer of gratitude or praise. It could be a prayer of confession or a request for God's help. It's up to you. Take a minute to write a prayer of response to what God said to you.

5 Ways to Grow Your Faith

1. Read the Word.

The Bible is a book that is intended to produce/strengthen faith in you

2. Put the Word into practice.

The Bible is full of instructions and commands for every area of our lives: relationships, money, sexuality, temptation, worry, anger and fear.

3. Surround yourself with people of faith.

One of my favorite sayings regarding relationships is, “Show me your friends, and I will show you your future.”

4. Read great books.

Apart from the Bible, great books have been the primary source of building my faith.

5. Trust God in the pain.

I believe that God uses difficulties and pain to stretch and grow our faith.

Questions to ponder/bother you:

1. How often do you read God’s Word? _____
2. Do you deliberately try to follow what God’s Word says? _____
3. Do your closest friends have a strong faith? _____
4. What books do you need to start reading to grow your faith? _____
5. What pain are you going through right now that you need to trust God with?

TAKING ACTION GROW YOUR FAITH

It is time for you make a commitment to act. Complete the promise below and review it with your counsellor, a teacher or your family

A PROMISE TO MYSELF

I promise to follow the steps listed out on how to grow faith as I believe that Faith is the first building block to success.

Today I will:

This week I will:

At the end of the week I will check to know if the level of my faith increased or not.

Signed: _____

Date: _____

2. FAVOUR

No doubt everyone wants to walk in divine favor. However, not all people know how to do it. If favor is missing from your life, it is not God's fault because He has plenty of favor to dispense on His people, and He never runs out of it for the righteous, according to Psalm 102:13.

What you must do now to receive God's Favor

1. **Obey God** and follow His commandments. When you obey God, you put yourself in the right position to receive God's favor.
2. **Believe it.** Believe that you deserve God's favor because you do. Having faith speeds up the favor being in your life.
3. **Affirm it.** Never doubt it, but affirm that it is available for you.
4. **Acknowledge it.** Know that God's favor can be in your life.
5. **Act like it.** Begin to act like you have divine favor even if you don't know it at the time.
6. **Speak like it.** Use positive words instead of negative words about God's favor. Speak like you walk in divine favor. Watch what you say because your words become action, and your action become deeds.
7. **Embrace it.** Embrace God's favor by accepting compliments that others give you because they see God operating in your life. Just say, "Thank you" when people compliment you. Don't downplay any compliment.
8. **Pay attention.** Pay attention to what God is doing instead of paying attention to what others are doing to hinder you from walking in God's favor.

8 ACTIVITIES TO ATTRACT GOD'S FAVOUR (To Survive Hard Times)

Make these activities a to-do list and make sure that you try to follow through with the whole course:

1. Trust in the Lord and seek His help.
2. Get a means of livelihood no matter how humble
3. Avoid envy
4. Maintain a spirit of gratitude
5. Match your expenditure to your earnings

6. Pay your bills as soon as you can
7. Do not borrow money you have no intention of paying back
8. Give (It is not only the wealthy that should give)

Abundant Blessings and Favor Prayer

Heavenly Father, thank you that you are my protector and provider. Thank you that you are the light of the world, guiding my steps on your path. You have promised that you are able to bless me abundantly, so that in all things at all times, you will supply everything I need. Increase my faith that I may see your favor in my life. To you be glory and dominion, forever and ever. Through Jesus Christ, our Lord, Amen.

3. PASSION

INTRODUCTION

This worksheet will help you find a business idea that will excite you, challenge you, and give your life a greater sense of meaning and purpose. Oh, and it can also help make you rich.

STEP 1 - WHAT MAKES YOU HAPPY?

- Write down 10 things you like to do in your spare time.
- When your time is your own, what do you do?
- What are your hobbies?
- What do you do with your friends?
- What have you done recently to help people?

Think about the things that make you happiest and fulfill you. Try to write activities you see yourself being able to do all day long and not get bored.

For example, watching TV might be a good break if you're stressed out and overworked but you'd quickly get bored of it if that was all you did all day.

Don't write down what you think you "should" do. Don't limit yourself to the expectations others might have of you. Be honest with yourself and write down what actually makes you happy.

You also don't need to worry about if you're going to make money from the activity (yet).

For now just focus on what you enjoy doing and what can also serve others.

STEP 2 - HOW MUCH LOVE?

Next to your 10 ideas, put down a number from 0 to 10 for how much you love doing this activity with 0 being the lowest and 10 being the highest.

STEP 3 - HOW MUCH DOES IT HELP?

Business success comes from providing value to others.

Next to your 10 ideas, put down a number from 0 to 10 to show how much you value you bring to others by doing the activities that you love.

ACTION SHEET - ACTIVITY, LOVE, VALUE

ACTIVITY	LOVE	VALUE	TOTAL

STEP 4 - ADD IT UP!

Add up the Love and Value scores for each idea.

The more you love what you do and the more it adds value to other people, the better odds you have of being successful.

The activity that I built my business around is helping entrepreneurs.

I love helping entrepreneurs and I can have a meaningful impact on people's lives when I do it. It's a 10 love and 10 value for me. There are a lot of different ways to make money from your activity.

Don't worry about that yet. I help entrepreneurs in a lot of ways and make money many different ways. The important thing right now is figuring out what the activity is.

Everything will follow from there.

How many of the ideas have a score of 16 or higher?

If the activities don't score at least 16 points then they either aren't interesting enough for you or they won't help people enough.

Either way, they aren't where you should focus your efforts as an entrepreneur.

Draw a circle around the ideas which have a 16 or higher.

We'll need them for future activities in the book.

STEP 5 - WHAT ARE YOUR WISHES?

Repeat the same exercise with activities that you wish you could do.

These are things you've either tried a couple of times or have only dreamed of doing.

Think about things your friends have done that you want to try or activities you've read about in magazines or daydreamed about.

Pick 10 activities that you always wanted to do and put down on a scale of 0 to 10 how much you love it and how much value it will add to other people's lives.

Once you're done, total it up and again and circle the ones that are 16 or higher.

ACTION SHEET - DREAMS, LOVE, VALUE

S/N	ACTIVITY	VALUE	LOVE	TOTAL

STEP 6 - YOUR FRUSTRATIONS

We're going to do this activity one more time.

This time think about the things that have frustrated you in your life that you then solved.

- How did you find the solution?
- Did you invent something?
- Did you do research and educate yourself?
- Did you get someone else involved?

Some of the best business ideas come from solving your own challenges.

If you're facing them, chances are others are going through the same problem and would pay you for a solution.

Pick 10 problems that caused you a lot of frustration and that you then solved.

Assign the same 0 to 10 scores for how much you would love helping other people solve those problems and how much value you'll provide to people who have those challenges.

One last time, add up the Love and Value totals and circle the ideas that have a 16 or higher total score.

ACTION SHEET - PROBLEMS, LOVE, VALUE

S/N	PROBLEM	VALUE	LOVE	TOTAL

STEP 7 - ADD MORE VALUE

Here's a quick challenge exercise for you.

If there are ideas that you scored a Love score of 10 on but had a low Value score, think of how you can turn your love into something that helps people.

You might be saying "Well I love travelling, but it doesn't add value to people's lives."

If you really love it, you can find a way to share that love with others and make a lot of money in the process.

Here are a few examples of how people turned their love of something into a business when nobody thought it would be possible.

Love: Puppets.

Idea: A TV show featuring puppets interacting with people.

Reaction: Rejected by TV networks who said it wouldn't attract an adult audience.

Who: Jim Henson, creator of The Muppets.

Love: Video games.

Idea: Represent sponsors at video game tournaments.

Reaction: People told him you can't make money playing video games.

Who: Johnathan "Fatal1ty" Wendel, the world's first prominent professional gamer who has made over \$500,000 and practices "playing" games over 8 hours per day.

Love: Hip hop.

Idea: He couldn't sing or dance so he started a clothing line.

Reaction: People said it's too competitive & he wouldn't make it. He took a full time job at Red Lobster to pay the bills while he worked on his dream.

Who: Shark Tank's Daymond John, founder of FUBU

Love: Baking.

Idea: Open a cookie store.

Reaction: Husband tells her "Oh, sweetie, that is such a stupid idea."

Who: Debbi Fields, founder of Mrs. Fields Cookies. She has a net worth of over \$65 million today.

Your turn.

In the table below write down all your ideas that scored a Love score of 10 and a low Value score.

Then next to it really think about how you might be able to turn that love of something into a business that can add more value to people's lives.

ACTION SHEET - VALUE CREATION

VALUE CREATION IDEA KEY PASSION

1.	
2.	
3.	PASSION #1
4.	
1.	
2.	PASSION #2
3.	
4.	

STEP 8 - PICKING THE BEST IDEAS

Now that you've completed all three exercises you should have at least a few ideas with a score of 16 or higher.

If you don't have any activities that score at least 16 then you need to do some deeper thinking. This is not an easy exercise for many people and it should not be rushed.

Think back to some of the greatest highs that you had in your life. What were you doing?

Take an afternoon off, book some time with yourself at a local coffee shop and go through the exercise again.

You need to score at least one 16 before you launch.

For each business idea that scored over 16, the next step is to learn about the industry to see if it's for you - and the fastest way to get started is through aspirational mentors.

Here's the first test to see if you're going to make it or not in the industry. It's time to get to work.

Next to each business idea I want you to commit to doing research to find an aspirational mentor someone who has done what you're trying to do.

The research will come through the Internet and going to the library or local bookstore.

You have to spend at least 30 minutes on the internet researching and actually make the trip to the library.

ACTION SHEET - BEST IDEAS

S/N	BUSINESS IDEA	INTERNET	LIBRARY	DONE

STEP 8B - IMPORTANCE

The library trip is important.

You can probably find the books online but getting off your seat and getting out of the house creates momentum.

You're more likely to keep taking the steps you need to take to get your business started.

In the table above, put a check next to each idea if you're willing to go and do 30 minutes of research on the Internet and go to the library to learn about the business.

Once you've actually accomplished it, check the done box.

Don't worry if you don't have 10 ideas to fill the table. Just fill in as many as you have from Step #1 that scored over 16.

If you're not willing to commit to some online research and a trip to the library then you're probably not going to have the commitment to make that business a success and you can cross it off your list.

Similarly, if you commit to do it but don't follow through, you probably won't follow through on the business itself.

Only the ideas with a check in the done box are worth of your attention.

If none of them are checked off then go back to Step #1. You need to find something that you're really passionate about.

If you're not willing to commit a couple of hours to the journey then you're on the wrong path.

STEP 9 - WHAT DID YOU LEARN?

As you did your research did you get excited about the business opportunity or did you feel like it wasn't for you?

A great way to tell if you're into an idea or not is how much time you spent researching it.

Did you just do the bare minimum 30 minutes online and quickly glance at a book in the library?

Or did you immerse yourself in it and lose track of time because you were so excited about what you were learning?

As an entrepreneur, you're not going to succeed by just doing the bare minimum.

In the table below, write down how much time you think you spent actually researching each idea.

Circle the idea that you spent the more amount of total time on.

This is where you want to start.

You love it, it adds value to people, you committed to doing something about it, you followed through, and you spent a lot of time on it.

You've got all the right ingredients to move on to the next step.

ACTION SHEET - IN THE FLOW

S/N	BUSINESS IDEA	INTERNET TIME	LIBRARY TIME	TOTAL TIME

STEP 10 - COMBINE YOUR PASSIONS

So what do you do if you have a few ideas that scored well?

Combine them.

Most businesses are boring. They're forgettable. It's why nobody talks about them.

The way to stand out and be remembered (and have more fun) is to combine your passions into one business.

Take those top ideas and find a way to make everything work. Think and instead of or.

If you love flowers and meditation those may seem like two completely separate business ideas.

But they're not.

Combine them. That's where your real opportunity lies.

Be the flower shop that makes people feel calm. That plays tranquil music when people walk in. That has regular workshops with meditation experts. That educates people about the smell of flowers can be a part of your meditation. That names bouquet packages after famous meditation practitioners or techniques.

Use the examples and exercise below to take your top ideas and then fuse them together to create a business that is remarkable and worth talking about.

SUMMARY

- Working for someone else sucks.
- You have to follow your passion and not just be trying to make a lot of money to have success in business.
- Identify what makes you happy, what you wish you could do, and what frustrations you've solved.
- Combine those ideas with what can actually help people to find your winning business idea.
- Get to work. If you aren't willing to do some online research and go to the library, you're not committed enough.
- See which ideas get you so excited that you blow past the bare minimum and lose yourself in.
- Combine your multiple passions into one business idea. You'll stand out more easily, have more fun, and make more money.

LEARN FROM ANTHONY ROBBINS

"Live with passion!

There is no greatness without a passion to be great, whether it's the aspiration of an athlete or an artist, a scientist, a parent, or a businessperson.

People are not lazy. They simply have impotent goals - that is, goals that do not inspire them... In life you need either inspiration or desperation.

One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power.

Most people dabble their way through life, never deciding to master anything in particular.

We can change our lives. We can do, have, and be exactly what we wish."

4. RESILIENCE

BUILDING RESILIENCE

5 Exercises for Developing Resilience

Let's look at some few examples that can help you build resilience

1. The Brief Resilience Scale

The Brief Resilience Scale is an assessment for understanding your current resilience. While this may not build your resilience directly, it can give you a general overview of your current resiliency skills and abilities. In order to increase your resilience, it's important to know where you stand.

Designed to be compact, the scale itself includes only six questions. Each self-report item is answered on a five-point Likert scale, where 5 indicates "Strongly Agree," and 1 represents "Strongly Disagree."

Doing this exercise will help you to recognize where you are in terms of resilience and begin to identify where you can improve from your current state of resilience.

Statements

1. I tend to bounce back quickly after hard times.
2. I have a hard time making it through stressful events.
3. It does not take me long to recover from a stressful event.
4. It is hard for me to snap back when something bad happens
5. I usually come through difficult times with little trouble.
6. I tend to take a long time to get over setbacks in my life.

Responses

Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

Instructions and Scoring

Note that items 1, 3, and 5 are positively worded, and items 2, 4, and 6 are negatively worded. The BRS is scored by reverse coding items 2, 4, and 6 and finding the mean of the six items.

For questions 1, 3, and 5: 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

For questions 2, 4, and 6: 5. Strongly Disagree, 4. Disagree, 3. Neutral, 2. Agree, 1. Strongly Agree

Add the responses varying from 1-5 for all six items giving a range from 6-30. Divide the total sum by the total number of questions answered.

BRS score Interpretation

1.00-2.99 Low resilience

3.00-4.30 Normal resilience

4.31-5.00 High resilience

2. Exploring Past Resilience

This exercise focuses on your past experiences with resilience.

Start by thinking about a time in your life that was particularly challenging or demanding, especially one that was emotionally draining or difficult emotionally. Think about how you handled that situation and eventually came through on the other side.

Next, answer some questions to consider the different resilience skills and strategies you applied. For example:

- What was your objective at the time?
- What challenges did you need to overcome?
- What difficult thoughts and emotions do you recall experiencing at the time?
- What skills were helpful to you in dealing with the situation? What perspectives or mindsets in particular?

Going through **Exploring Past Resilience** and answering these questions will help you to realize the resilience skills you already possess, which can aid you in further building on those skills.

Use this exercise to remind yourself that you have already practiced resilience many times before and that you are fully capable of handling whatever comes your way.

3. The Resilience Plan (The 4 S's)

This exercise can help you set goals on improving your resiliency and making sure you keep your resilience-building on track.

First, identify a recent experience in which demonstrating resilience helped you overcome adversity. Working through the sheet, you'll then learn about the 4 S's of resilience and how they helped you cope at the time:

- Supportive people – People who gave you advice, or perhaps helped you develop a new, more helpful perspective
- Strategies – Methods and approaches you implemented to deal with difficult thoughts and feelings
- Sagacity – Wisdom and insights that may have been helpful
- Solution-seeking behaviors – Planning, for instance, or searching for useful information.

Next, identify a current challenge you'd like to deal with by applying your resilience plan. The exercise will guide you through the steps of crafting a plan, and the worksheet includes examples and templates to get you started.

Finally, you're invited to apply and evaluate your **4-S** Plan so that you can continue developing resilience for the future.

Resilience is like many other skills or abilities, in that you cannot put forth effort once and consider your learning done. To truly build meaningful resilience, it must be a practice rather than a crash course. Use this goal-setting exercise to facilitate your goal striving.

4. It Could Be Worse...

This is an exercise that you can use for yourself or guide your clients through when they are feeling down or excessively worried.

“It Could Be Worse” refers to thinking about three ways that their situation could be worse, specifically for yourself or your client).

For example, if your plans for your business didn't go as planned, you might feel upset or disappointed, which could lead to feelings of worthlessness. Instead of focusing on what happened in this situation, think about three ways that it could be worse.

Spend a few minutes truly imagining each scenario. Think about what you would see, hear, and physically feel in each scenario.

It may seem counterintuitive to imagine things being worse, but thinking through these three ways can actually remind you of what you already have and instill gratitude for the good things in your life.

STEPS ON BEING RESILIENT

After understanding your strength for being resilient, we already understand that for growing a business RESILIENCE is a key factor that can help us keep moving forward.

It's a process and it could take time to nurture. Research has shown that while some people seem to come by resilience naturally, these behaviors can also be learned. Whether you're going through a tough time now or you want to be prepared for the next. Here is a to-do list achieve resilience, take your time while going through the process and tick out each skill you are able to develop:

	Find a Sense of Purpose		Always get enough rest
	Believe in your abilities		Develop problem solving skills
	Develop a strong social network		Set goals to solve the problem
	Embrace change		Be proactive
	Be optimistic		Keep on working on your skills

Resilience may take time to build, so don't get discouraged if you still struggle to cope with problematic events. Everyone can learn to be resilient and it doesn't involve any specific set of behaviors or actions. Resilience can vary dramatically from one person to the next.

Focus on practicing these skills, as well as the common characteristics of resilient people, but also remember to build on your existing strengths.

5. REJUVENATION

Steps to Rejuvenate Your Business

1. Plan Where You Want To Be

This is a crucial first step to take when you want to rejuvenate your business.

ASK YOURSELF: Do I still have the same goals as I did when I first started? If so, are there any aspects of it that have changed? And if it has changed entirely, is my current business model achieving what I want it to?

DO THIS: Sit down and really plot out the course of your business over the next year, five years, or even longer. Have a rough idea of where you want to be, where you want your business to be, and the goals you want to achieve along the way.

Having those goals set will give you something fresh to work toward and may bring about new ideas.

2. Get On The Same Page

It's important to be on the same page as everyone you work with regardless, but it becomes especially crucial when you are looking to refresh things. Often times, the employees in your company will be among the first to feel when things are starting to get stale or not work anymore. Because of this, they should be the first people you turn to when you're considering how to freshen things up.

DO THIS: Make sure everyone knows where you are currently and where you want to be in the future so you can work together.

3. Host Brainstorm Sessions

And speaking of working together, nothing can help you start churning out new ideas quite like a good old-fashioned brainstorming session.

ASK YOURSELF: How do I want to achieve my goals? What are innovative things I can do that no other business in my field is doing?

DO THIS: Pull in employees, business partners, and anyone who has a say in where things are going to be heading in the future. After you have established where you want to go and making sure everyone is in it together, you can actually get down to the nitty-gritty of planning.

The more brains you have on board, the easier this task will be.

4. Find Insurance That Fits

Of course, running a good business isn't all about the fun stuff like inventing, designing, planning, and selling. Insurance is a big part of a business success. You'll want the best small business insurance possible to keep you out of hot water in the case of an unpredictable accident or financial emergency.

DO THIS: Get a good and reliable insurance so that you can spend your time thinking about more important things, like how best to meet your customers changing needs.

5. Cut Out The Excess

ASK YOURSELF: Is there anything you don't need anymore? Everything from old paperwork to broken equipment can be looked at through a lens of whether or not its reusable, recyclable, or something that should just be thrown away.

DO THIS: Take some time to evaluate your business as it currently stands, and where you want it to be when everything is said and done. Apply these same sort of logic to your marketing strategy as well and determine what still works and what might need a little facelift.

An Explicit Guide To Rejuvenating A Failed Business

A general guide to rejuvenating a failed businesses or ventures that have once been successful.

There are many businesses that have once been quite successful in their own markets as well as regions, however, for various reasons (not necessarily financial) have failed. it can be very demoralizing to see your own business fail but, it is imperative to understand that this is not the end of the world. There must be a reason as to why it has failed in the first place. Try out any of this listed out bit by bit. Check done before each criteria that you have completed.

S/N	THINGS TO DO	DONE
1	Identifying why the business has failed	
2	Working on the failing factors	
3	Innovative changes to attract and retain demand	
4	Improved Business Model	
5	Improved Value proposition Canvas	
6	Re-launching the business towards success	

Tips: The most important lesson that you need to take home is that 70% of new businesses fail every year. A business takes years to develop so it all comes down to the determination you have to fail time over time until you reach success. What is of most vital importance is that through this failure you learn why a certain factor caused your business to fail and develop a solution

5 Steps To Rejuvenate A Failing Business

It's tough when you pour your heart and soul into a business only for it to fall into a decline. We all know that the risk of getting into business is that there is a huge possibility that your business will fail.

It's sad, but you should not think that it's the end, nor should you give up because you know what? It is perfectly possible to bring a dying business back to life. Here are activities that can help you rejuvenate the business. Why not try this out and tick a yes to each one your able to complete

1. Rebrand
2. Change Directions
3. Tighten Your Niche
4. Conquer The Internet
5. Take A Few Risks

Remember this when trying to Rejuvenate your Business in general

Does your small business need a little something extra? If you have been turning over the same stable profits year after year, but aren't growing as a business then something is wrong. Success is not about having a stable, solid company. Success is about always striving to improve and grow your company whenever you can do so. If you feel as though your company has hit a wall and that it is no longer improving then, you need to take action. There are plenty of ways that you can move your business in a new direction and find new ways of expanding. Many business owners settle for below par standards. They get all too comfortable in the day to day running of their business that they forget why they started the company in the first place.

One thing all entrepreneurs have in common is a lust for money and success. Don't let these two vital things slip away from you just because you have become lazy. Instead, work hard to improve your business wherever possible.

6. REBRANDING YOUR BUSINESS

Are you an innovative leader or a low cost provider?

This positioning will drive many of your subsequent decisions. But you can't just make something up. It needs to balance who you are as a firm and who you want to become. You must be able to support your positioning or your brand will be hollow.

Please take out a few minutes to answer this few questions.

1. What does your brand stand for?
2. Is your brand aligned with your business?
3. Who are your brand's primary target audience and what underpins their perceptions and buying decision?
4. Is your brand collateral outdated?
5. Do you generate brand awareness in the market?
6. Has your product or services changed and do you need a new product to launch?
7. Are you entering a new market?
8. Are you struggling to bring in new customers?
9. Do you know what makes you brand, company, and product or service different – really different?
10. How does the market perceive your brand

EVALUATE YOUR BRAND

STEP 1

The reasons for my rebrand include (tick all that applies):

<input type="checkbox"/>	Reputation damage	<input type="checkbox"/>	Stagnant growth
<input type="checkbox"/>	Merger and acquisition	<input type="checkbox"/>	Increased competition
<input type="checkbox"/>	Globalization	<input type="checkbox"/>	Change in business strategy
<input type="checkbox"/>	Legal requirements	<input type="checkbox"/>	Outgrowth
<input type="checkbox"/>	Loss of relevance	<input type="checkbox"/>	Low morale
<input type="checkbox"/>	Rationalization	<input type="checkbox"/>	Innovation

	Repositioning		New product developments
	Slumping sales		Change in target market

STEP 2

On a scale of 1 – 5, with 1 being very weak and 5 being very strong, how would you rate your brand status in the context of each of the following brand components?

	Brand strategy: the action plan for putting your brand to work		Brand purpose: the reason behind why you do what you do as a company – the reason beyond the money
	Brand promise: the pledge, assurance, or guarantee that identifies what your customers can expect each and every time they connect with your company		Brand culture: your company’s collective behavior, what it stands for and the experience it creates internally and externally
	Brand voice: how your brand expresses its personality and messaging, the tone in which you engage with your audience		Brand value: the core values that provide a frame work through which all decisions entailing your brand are made
	Brand personality: the individualistic traits, characteristics and personality your brand embodies to make it different and stand out		Brand positioning: how your brand is perceived by your target customer relative to its competitors and where it sits in their mind

If you scored below a 3 on one or more of the above components, you would benefit from a rebrand

WHAT YOU NEED TO DO

1. Build Your Brand Identity

This is the part of the rebranding strategy where you develop the visual elements that will communicate your brand. Think firm name, logo, tagline, colors, business card design, stationary, and the like.

Many folks confuse these elements with your brand. Your brand is your reputation and your visibility, not your firm’s name or its logo. Your brand identity is a sort of visual shorthand for your brand.

2. Build Your Website and Online Presence

Your website is your single most important communication and business development tool. It is the place where you can tell a compelling story to each of your audiences. It is the first place a prospective client or employee will turn to learn more about your firm.

All rebranding strategies eventually involve your website. In a very real way, a website is built on the framework of your messaging architecture.

3. Marketing Collateral

At this point in your rebranding strategy, you will develop all of the marketing materials that you need to communicate your brand and services messages. Think pitch decks, proposal templates, brochures, one-sheet fliers and trade show booths.

These are the tools that you will use to communicate your message. They should be firmly anchored in your brand strategy.

4. Brand Building Plan

The final element of your rebranding strategy is to develop a plan to promote and strengthen your new brand. How will you launch it internally

It's also important that you build the brand in a way that communicates your firm's reputation and expertise, as well as its name. It must communicate your market positioning. Brand building is different for professional services.

Start with a sound rebranding strategy. Find an experienced partner. Give rebranding the attention it deserves and the rewards will follow. A well-positioned firm that clearly communicates its brand is a formidable competitor indeed.

7. SUCCESS

10 Greatest Success Tips in Business

Sometimes what helps us to be successful in our professional lives is not such a great idea in our personal lives — competition is a quality that comes to mind. At the same time, we all have a limited amount of time each day to do the things that we want to do.

So how to be successful in life? What's the key to success?

Here, there are steps to follow after reading through up to this page. Follow through and understand this steps as they will help you complete your path to success. Also some questions have been listed for you to ask yourself in this workbook so as to help you really grasp the meaning of each step.

1. Add Value

No matter what you do and where you go, you can't go wrong with adding value. Simply put value is anything that people are willing to pay for.

In your professional life, the more value you can offer the more money you can make. In your personal life, more value translates to closer relationships and strong personal growth.

The best way to add value is to find the intersection between what people are willing to pay for and what service or product you can offer that is aligned with your values, strengths and goals.

Ask yourself: How are you adding value to your employers and loved ones today? What can you do to increase your ability to add value?

2. Follow Your Passion

Reading numerous biographies on great people and from my own personal observations and encounters, I've realized that those who achieve greatness professionally and personally follow their passion.

The reason why great people are few and far in-between is because most people don't even know what their passion is. For those that do figure out their passion (we have discussed this in the beginning and I am hoping that by now you might have figured out what your passion is), most people don't follow their passion consistently. This is one of the main reasons why people don't reach their goals.

Ask yourself: Do you know what your passion is? If not, please check at the beginning of these book to understand it? If you do know what your passion is, are you following it?

3. Be Extraordinary

If you do the same thing as everyone else, it's hard to be successful.

It is important to find the edge and then push past it. That is how you become noticed and get what you want.

Whether it is money, meaningful relationships and/or a sense of personal accomplishment, the extraordinary person attracts them all.

Ask yourself: How are you extraordinary? If you feel just ordinary, what are you going to do to become extraordinary?

4. Start Now

There are many factors that go into reaching success but the one factor that is required is taking action.

Most people miss out on reaching their full potential because they never start. They are always preparing, planning and waiting for the best time to start.

If I waited until I was ready, I would not have a coaching practice, a website, a workshop, etc. The stars rarely align and you will never be completely ready so just start now and adjust along the way.

Ask yourself: Are you waiting for something before you start? What is your planning to doing ratio? What's really the worse thing that can happen if you got started right now?

If you are someone that's just been waiting. Please, I just hope that you get started on what you have been wanting to do. This book will still be here when you get back.

5. Hunt for Good Mentors

People who "make it" usually credit their success to a mentor or a group of mentors who really helped guide them to get to where they are.

Mentors have gone down the road that you want to travel and can guide you to get to your destination faster than if you went at it alone.

If you want to be healthy, you would find a mentor who is already healthy. If you want to be rich, then you have to find someone who is already rich. If you look for successful business tips, then find a successful entrepreneur as a mentor.

What surprises me is how rarely people engage in mentoring relationships and those who do usually find mentors in only one aspect of their lives. If you want to be successful, be active about finding mentors that will help you achieve what you want.

Ask yourself: Do you have a mentor in your life now? If not, ask yourself what barriers are preventing you from finding or establishing a mentoring relationship?

If you do have a mentor, do you have one for the different aspects of your life (financial, health, professional, personal, spiritual, relationships, parenting etc.)?

6. Build a Support Group

While mentors serve as a guide with whom you review your past actions and plan your next steps, a support group are your companions that help you with during the actual execution of your plan.

This may be in the form of a mastermind group or accountability partner where you keep each other accountable for your goals and to help each other deal with situations that may arise while you are on your journeys.

It is extremely helpful to have someone you know that is willing to listen to your frustrations and self doubt and to encourage you and remind you of how far you've already come.

Ask yourself: Who is in your support group?

7. Personally Know Your Finances

Numbers scare a lot of people. Start talking about assets, liabilities and net worth and people's eyes just glaze over.

If you are one of these people who run away from numbers, please stop running because you are hurting yourself.

If you want to be financially independent, you need to know how to keep score.

Finances tell you how well you are doing and reveal the health of a business.

If you don't understand finances, you have to learn. It's easy once you get over the limiting belief that you are no good at numbers.

Ask yourself: Do you know your net worth? If you are bad at numbers, what specifically makes you believe that? How can you improve your financial intelligence?

8. Get Help

It is important to know and understand all aspects of your business but that does not mean having to do all the tasks involved in maximizing your potential in those areas.

It is true that we can always learn new things and become competent in them but what is also true is that we are only given 24 hours each day and to live full lives, it is more effective to do what we do best and to outsource tasks that we're not good at to people who excel at them.

Delegating effectively takes trust and the ability to clearly communicate what you want

Ask yourself: How are you spending your time? Is it doing things you are awesome at? If not, what are you doing that you can outsource or delegate so you can devote more time doing what you're great at? What's stopping you from outsourcing or delegating?

9. Learn Sales

Many people cringe when they hear the word sales. "I would never be in sales, that's a sleazy job." It is exactly this type of thinking that stops people from being their best.

Sales is nothing more than persuading someone of something.

When you are looking to get a date, you are selling. When you are interviewing for a job, you are selling. When you are trying to persuade your spouse or kids to go to Europe for your family vacation, you are selling.

In a professional setting, sales is paramount and the lifeline for any business. If you want to get the most out of life and business, learn the skills for effective selling.

Ask yourself: When you hear "sales", what associations come to mind? Are they positive or negative? Do you know the how to sell effectively? If not, how do you plan to learn?

10. Be Resilient

Things rarely work out the way you planned and there will always be distractions and stumbling blocks that you have to deal with when you are on your road to success.

The key point to remember is to persist and to develop the courage to move on even when everyone around you is telling you it is ok to give up. This does not mean stubbornly holding on to your original plan but rather continuing to pursue your goal as long as the reasons for doing so is still valid (Make sure you know the "Why" of what you want).

When everything seems to be going wrong, keep in mind that “the road to success is paved with a thousand failures” so each failure actually brings you closer to where you want to be.

Ask yourself: How often do you quit because things got tough? Would you describe yourself as an unshakeable optimist? Do you view problems as opportunities or warning signs? How do you view failure and are you making sure that you don’t make the one mistake people make when learning from their mistakes?

Final Thoughts

This is not an exhaustive list, but it does provide a concrete idea of what successful people do.

Start small, pick one thing at a time and try to make it your habit. Gradually take up all these traits and you’ll be a lot closer to success in business.