

INTRODUCTION:

Application

- You are working more hours than you want to, but you always feel behind.
- You are bringing in sales, but your profit margin is slim to non-existent.
- You wish you could clone yourself so you could be in the office and in the field at the same time.
- No one on your team can do the job (any job) quite as well as you, so you keep wearing all the hats.
- You can't remember the last time you took two days in a row completely off (no phone, no email, no work at all).
- You are handling tasks on a regular basis that drain you and take you out of your area of excellence.
- You are one crisis away from losing it all. If you got sick or hurt, or had to shut down for a week or a month, your business couldn't recover.
- You know your current pace isn't sustainable. You are aware that you need to make some changes, but you have no idea where to start or what to do differently.
- You are working *for your business* when you know it should be working *for you*.

Application

Look back at that list on page XX. What are the top three issues you're facing right now?

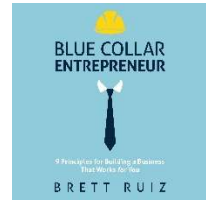
- 1.
- 2.
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CHAPTER 1:

Application

Do you have what it takes to be an entrepreneur? Take a look at the list of entrepreneurial traits below and put a check mark by each characteristic you feel you possess.

- Self-motivated
- Visionary
- Persistent
- Willing to take risks
- Continual learner
- Committed to improvement
- Self-starter
- Able to work with or lead others
- Innovative/Creative
- Positive and abundant mindset
- Possibility focused
- Willing to take responsibility for both actions and outcomes
- Resilient
- What other traits do you have that might make you a good entrepreneur?



CHAPTER 2:

Application

- Have you tried anything new lately?
- What are you doing now that you need to quit?
- What is one thing your last failure taught you?

CHAPTER 3:

Application

- What imperfect action have you taken that has paid off?
- What is an area of your business where you're hesitant to move forward because you don't have all the answers?
- To whom can you reach out and ask for insight or guidance?

CHAPTER 4:

Application

- What are you faking your way through? Get honest with yourself and get some help.
- From whom can you learn?
- Who is your mentor?

CHAPTER 5:

Application

- What networking groups serve your industry? Are you a member of any of them?
- Where could you find like-minded people to learn from and with?
- Who are the truth-tellers in your life?

CHAPTER 6:

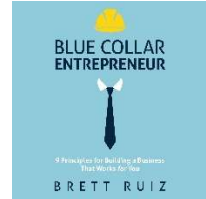
Application

- Do you have the grit it takes to persevere?
- What short-term sacrifices could you make to ensure the growth or health of your company?
- What changes could help your business be more profitable?
- What successes have you already experienced?

CHAPTER 7:

Application

- What are your company's core values?
- Who on your team would fit better in a different role?
- Is there anyone you need to fire?



CHAPTER 8:

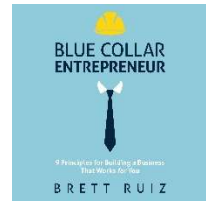
Application

- What processes do you need to define “on paper?”
- Who is responsible for training people in each area of your business?
- What is your break-even point?
- Whom do you need to hire?
- If you can't afford (or don't want) to hire a full-time team member, then are there ways you could use virtual assistants, freelancers, or subcontractors to expand your business, increase your profits, and improve your competitive edge?

CHAPTER 9:

Application

- What would happen to your business if you were hit by a crisis?
- Do you have the insurance and savings in place to cover major losses or see your company through lean times?
- What could you do to be more proactive about potential pivots?



Our Core Values

Character

- Be humbly confident.
- Be honest with yourself and open with the team.
- Be accountable to one another.
- Find joy in others' successes.

Optimism

- Come to work with an open mind.
- Have a healthy, positive attitude.
- Be a great team player.
- Contribute to a healthy, positive culture.

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Readiness

- Be organized.
- Have a forward-thinking mindset. Be proactive and prepared.
- Stay focused on the task.
- Keep a positive outlook and be ready to problem-solve.

Evolution

- Be open-minded about change.
- Be flexible.
- Be hungry to grow professionally and personally.
- Listen to clients and each other to continually improve products, training, and client and team experiences.
- Learn, share, stumble, succeed, and grow.