

The 30 Day Challenge to 3X Your Business!

Workbook Three

30 Day Challenge!

Welcome to the third week of the 30 Day Challenge to 3X Your Business!

For the next 7 days, we'll be focusing on your WHY.

You might be wondering, "Josh, shouldn't we have started with this first?" Some people would say so, but I feel like getting clear on what your business is going to be first is the right step. Then, create your WHY. The reason is, your personal passions may not translate into a good business. Plus, when you know your business and you know your customer, it's much easier to create a "customer facing WHY" that will resonate with them.

It's absolutely possible for you to 3X your business in the next 12 months. But you better have a big WHY if you really want to achieve that kind of rapid growth.

It really is a critical component of having the foundation you need.

And, heck, it's WHY we're doing this stuff, right?!

I've also made a video that goes along with this week's activities so be sure to watch that as well.

Let's go!

Josh

Founder, LinkedSelling



ASCEND is just a couple weeks away! If you haven't already, now is the time to lock in your spot. Please email MargaretMuir@LinkedSelling.com to confirm your spot!

Day 15 Assignment

Why your WHY is so critical. A reflection.

Today's assignment isn't very interactive. I just want you to let these thoughts sink in, and then feel free to riff below with your own.

The more convinced you are as to the importance of your "WHY" the more impactful our work this week will be.

Here are the primary reasons it's so important:

- Without a clear WHY, you're just working for the sake of work. And for the sake of money.
- Which is fine, but you will reach a point where you're making money, and you'll realize that there's something missing. Something more that you're looking for, that money alone can not fulfill.
- Have a clear WHY makes it so much easier to get out of bed every single morning, energized to dive into your work and keep pushing forward.
- It makes it so much easier to push through those crappy days and deal with adversity head on.
- As important as anything else, having a WHY that you articulate in your marketing and sales process will help you get more clients and grow your business.
- After all, "People don't buy WHAT you do, they buy WHY you do it."
- You will be more fulfilled!

Add your thoughts and ideas here:

Day 16 Assignment

Your Levels of WHY

There are 4 levels of WHY that I'd like us to reflect on today. They are:

- Your Survival Why
- Your Family Why
- Your Personal Why
- Your Business Why

Each of them are uniquely important, and you should spend some time getting clear on each of them. Today let's start with the first two. Often, when you are just getting started, these are the most pressing.

Your Survival Why

When you are just getting started, this may feel like your only WHY. Your need to make money, pay the bills, and put food on the table. If you make it, you stay in the game. Pretty self explanatory. And although it never goes away, this WHY certainly should fade into the background as your business grows.

My survival why:

Your Family Why

This is your WHY for your kids, your spouse, your extended family, whoever is important to you. What does having a successful business enable you to do for them, that is most meaningful to you?

My family why:

Day 17 Assignment

Your Personal WHY v. Your Business WHY

Today we want to talk about your Personal WHY.

It's different than your business WHY.

First, let's talk about why your business exists. This is not your "Customer Facing WHY" but is more of a "this is the kind of work I do" exercise.

My business exists to:

If your business exists to fulfill that purpose, it should be pretty clear to you that there is something more meaningful to you personally. It may correlate to what your business does, but there's likely more to it.

Your Personal Why

This is the deeper, more meaningful WHY that you feel personally. It could be that it's important to you to be seen as successful, that you love what you do, that you know this is your great work, that it empowers you to go on amazing vacations, to have the freedom you want, to make the impact that you were meant to make.

Whatever it is, this is what your business does for you personally.

My personal why:

Day 18 Assignment

Creating Your Customer Facing WHY

Your “Customer Facing Why” is the WHY that defines why the market allows your business to exist.

Look at it this way. If on your website you said, “I’m here to serve my clients so that I can put food on my family’s table” that might resonate with some people, but it’s not the best way to attract clients. Your prospects need to see a WHY that relates to them and your company’s mission in the world. And think bigger than “Our mission is to help small business owners deal with IT problems.” Maybe it could be “We take care of the IT stuff, so you can focus on what you do best, growing your business.”

In our business, we talk a lot about the impact that we want to have in the world. *“By helping business owners like you, we know that we can reach many more people than we could on our own. When you grow, and you reach more clients, your work impacts all of those clients and their employees and their families, not to mention yours! Together, we can help improve the lives of hundreds of thousands of people.”* That’s a powerful WHY and doesn’t say anything about what we do. That doesn’t mean that you shouldn’t include something about what you do, but it’s not 100% necessary.

My customer facing why:

Day 19 Assignment

Communicating your WHY

Now that you have clarity around your WHY, it's time to stick it in a drawer and never think about it again, right?

Wrong! NO! Don't do that!

Your WHY needs to be a living breathing thing. It needs sunshine and exposure to real clients to flourish. If you aren't communicating your WHY then it won't do you much good in growing your business.

Here are some of the best places to weave in your Customer Facing WHY:

- ☐ Website
- ☐ Email signature
- ☐ Business card
- ☐ Sales Script
- ☐ LinkedIn Profile
- ☐ Social media mentions
- ☐ Marketing materials
- ☐ Talk about it on podcasts
- ☐ Other places:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Day 20 Assignment

Time to Get to Work

Yesterday we identified the various places that you can communicate your WHY in your marketing. Today, I want you to focus on actually doing it.

Pick the 3 most impactful areas, and implement it today.

That might include:

- ☐ Updating your home page to add your WHY to your site copy.
- ☐ Revising your sales script to include a section about your WHY.
- ☐ Updating your email signature to include your WHY.

These are just a few ideas. Find the 3 areas that you think will really move the needle, and spend a little time today implementing.

GO!

Are you all set for ASCEND?! If not, please let us know what we can do to help. If you're locked in and ready to rock, WE CAN'T WAIT TO SEE YOU THERE!

Email MargaretMuir@LinkedSelling.com for questions!

Day 21 Assignment

Moving Past the 30-Day Challenge.

Here we are $\frac{3}{4}$ of the way through the 30 day challenge. We've done a lot of work together, and let's reflect back on why we started down this path.

The entire premise of the 30 Day Challenge is that you must have the core fundamentals in place before your business can grow. Without them, it's an uphill battle.

So now you've got these fundamentals in place. Or do you? Well, here's the thing. Nothing is ever set in stone. And you'll remember how I shared with you that I regularly revisit these principles to make sure I'm pointed in the right direction. Things change, and as such sometimes your business will shift. And that's ok!

But you can't be in perpetual planning mode. That's not ok.

So at this point, we've done enough planning, and it's time to start taking action.

Today I want you to reflect and visualize how you want every work day to be. And realize that it's not a pipe dream! That's the power of being a business owner. You can decide today exactly how you want every day to be. You can create the life that you want. It's right in front of you, you just have to decide to do it. And it starts with taking action.

Let that action begin today.

Look back on the Daily Disciplines you created on Day 14 (week 2 workbook), make sure it still looks good, print that bad boy out, stick it on your wall next to your desk, and let's roll!

Over the final 9 days of the 30 Day Challenge, I'll be sharing with you more resources to help you take massive action and to get even greater results from the work you are doing.