

BUSINESS FREEDOM 365

Month Four, Week One:
Law Of Attraction

Topic

Who Do You Want To Be?

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Who Do You Want To Be?

This month is all about understanding why people do what they do, who people are at their core, who you are at your core and who you need to attract around you to create the best structure of a business, and to create true business freedom.

People often want to build a business with people that are like them, but this creates a number of challenges.

What we want to talk about is how to build a business that allows us to do what we love for as much of our time as possible and that allows everyone else to do what they love for as much of their time as possible.

The good news is,

For every single task that exists in your business, there's somebody out there in the world that likes doing it.

First off we need to all delve into you and learn what you enjoy doing the most, and what kind of identity you want to create for yourself. Then as the month goes on we're going to learn about specific personality types so you can attract the right people around you.

To begin we're going to talk about the practical laws of attraction.

Attraction is about being attractive.

We're not talking about your aesthetic attractiveness, we're talking about your energetic attractiveness.

Every single person on earth are at their peak attractiveness when they're having fun, when we are doing what we want to, and when we are enjoying ourselves.

HAVING FUN/ENJOYING YOURSELF = MORE ATTRACTIVE

When you start to think in those terms, what you begin to realize is, if you want to create a work atmosphere that attracts important people, then what you want to do is create an environment where you are doing as much work that you love as possible.

The more you are enjoying yourself, the more people will naturally gravitate toward you and want to be around you.

The more you do work that you consider drudgery, the less attractive you'll be and the less inclined people will want to be around you.

So consider being in a mode of enjoyment right before you meet with anyone you want to attract towards you and your company.

By focusing on the stuff you enjoy and the stuff that you love, you will have a different energy, a different vibration when presenting or meeting with others. Now Imagine that every single member of your team loves what they do. All of a sudden the attractiveness of your business is off the charts.

This week the foundation we are going to lay is all about YOU. It's going to be a self examination, who you are today, and who you want to become as a result of being an entrepreneur.

Entrepreneurship, practiced correctly, is the ultimate expression of personal freedom.

That essentially means that you have the liberty to live the life you've always wanted to live, to have the impact that you ultimately want to have.

For this you need to ask yourself the question, **who are you?**

With that question in mind your homework is a written exercise for your journal that comes in a number of parts:

Part 1

A. Who are you in your industry?

B. Who do you want to be in your industry? How do you want them to see you?

C. Who do you want to be in your business? Who do you need to be to build your business?

D. What do you need to change to make that shift?

You don't have to make these changes right here right now but ultimately it's about getting clear about who you want to become. It's not about the destination, it's about the journey and we'd take it one step further to say that its about,

Who are you becoming as a result of the journey?

Part 3

A. Who are you in your personal life? How do others see you? What role do you play in their lives?

B. Who do you want to be in your personal life? How do you want to be seen?

C. What do you need to change to make that shift?

Part 4

A. Who are your business idols?

- _____
- _____
- _____
- _____
- _____

Part 5: Bonus Homework

Post who your idols are in your Business Freedom Facebook group.

