

# BUSINESS FREEDOM 365

Month Four, Week Two:  
8 Paths

Topic

Your Business Path

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## Your Business Path

We're going to start by talking about personality profiling. This doesn't mean putting people into boxes, but it does mean that there are some human nature issues that we need to deal with.

Personality types really do exist. Such as:

- Introverts
- Extroverts
- Creatives
- Pragmatists

With these personality types in mind, it is important to realize that there are people who look at the world differently than you do.

One of the things that we really want to get clear on is the way we look at the world, so we can construct our business and personal life for maximum enjoyment. Then when we start to understand how other people look at the world it's going to help us build a much more effective and powerful team where people are doing what they should be doing most.

Remember entrepreneurs are likely to gravitate to people who they are most like

However, if you hire two creative people, they may love to work together. They may both have great ideas, and are great at starting projects, but they also have a tendency of not finishing what's been have been started.

### **YOU WANT TO CREATE A SPREAD OF PEOPLE IN THE BUSINESS**

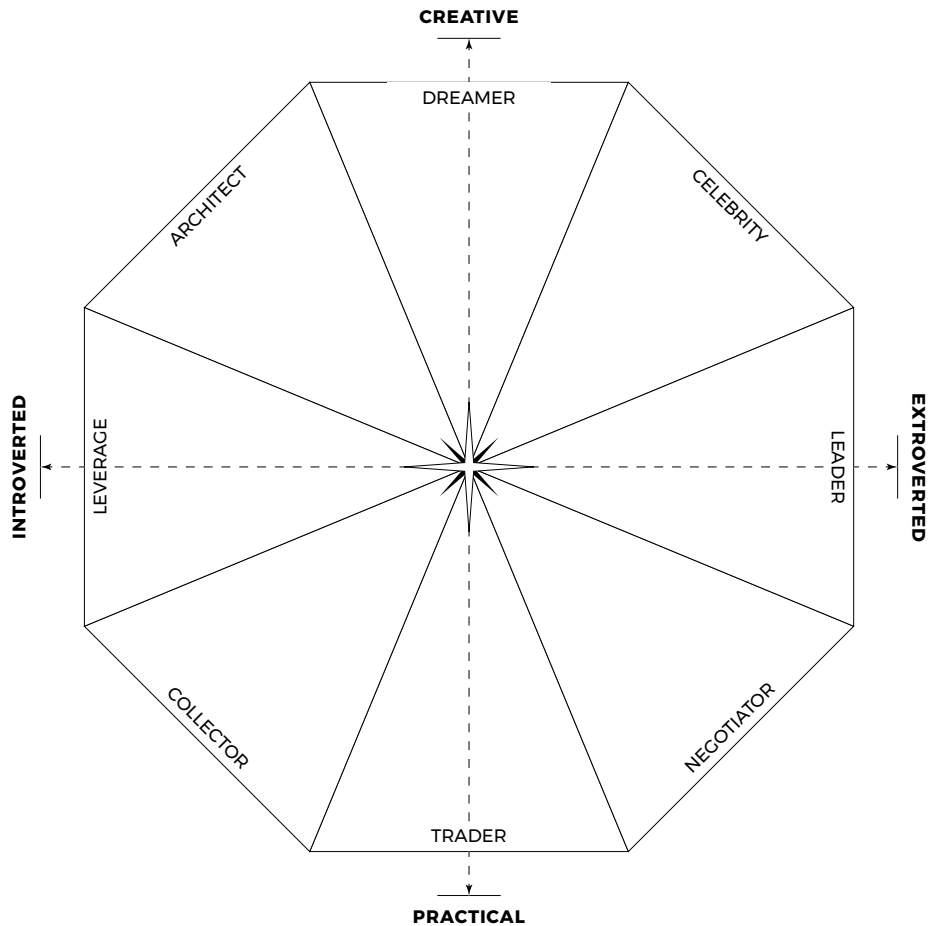
This is where, after one of Eric's workplaces made him take a personality test, that he became deeply interested in personality profiling. and by combining many different popular methods, he developed the system called 8 Paths.

**8 paths is about identifying what your natural path as an entrepreneur is. You probably have one path, where, when you are on that path, life is substantially easier, but when you step off that path that's when things get a little bit more difficult.**

The paths can almost be explained like points on a compass. If we call truly creative, like head in the clouds dreamy, as true north, that is the exact opposite of practical, pragmatic and detail oriented thinking. Then we can have people who are naturally very introverted, and others who are naturally very extroverted.

Take a look at the graph we provided to get an idea of what this looks like.

The eight paths that fall on the graph are:



### CELEBRITY

- These people are the naturally eccentric, the natural super stars. These people are creative and extroverted, and have a tendency of being the center of attention. They fill up a room, and are great at meeting with people, however, they are not great at supply and demand.
- The dark side is they often provide and talk too much, and don't create enough demand

» **EXTROVERTED + CREATIVE**

### LEADER

- The networker is also very extroverted. They are the types of people that know EVERYONE. If you say you are looking for something, or doing something, this person will know exactly who you should connect with.
- These people make fantastic leaders of companies.

» **VERY EXTROVERTED + COMBO OF CREATIVE AND PRACTICAL**

## NEGOTIATOR

- This person just knows how to put a deal together, and how to close a deal. They a lot like the people on the path of connection, in that they have this big mental database of people, but their database is not purely quantity, it's quantity and assets. Instead of introducing you to people at a party, they will get to know you, and then make one really high powered connection.
- The dark side of this, is that it comes so natural to them that they often do it for free.

» **EXTROVERTED + PRACTICAL**

## TRADER

- This person is neither introverted or extroverted, they're just in the middle. This person is on the path of timing and of trends. They are not late for things and they know exactly how long things are going to take. They really ground the creative people by making goals much more realistic.
- These people are extremely important, because they can really help to balance out and ground the company.

» **COMBO OF INTROVERTED AND EXTROVERTED + VERY PRACTICAL**

## COLLECTOR

- These people tend to be much more introverted, but still really practical. These people love data processing and detail oriented tasks.
- Warren Buffett is a prime example of this. He can look at a company's set of financials, and judge the value of the company right away.

» **INTROVERTED + PRACTICAL**

## LEVERAGE

- These people are still introverted, but are getting more dynamic and creative in their thinking. These people are very valuable because they have the ability to look at their company, look at what makes money and know how to maximize it. These people think a lot about returns, and how to maximize everything.
- These people multiply things, and make life easier without relocating too many assets. These people are not too keen on sharing things though because they're really introverted. Talk to them, and give them permission to tell you what's going on.

» **VERY INTROVERTED + COMBO OF CREATIVE AND PRACTICAL**

## ARCHITECT

- The next group is people that are a little bit higher on the dynamic thinking spectrum, but are still introverted. These people LOVE systems and procedures. Funny enough they don't like using systems and procedures, but they love creating them.
- For example, the guy who bought the McDonald's rights would buy up land, and then lease the land to franchises that he sold. This made A TON of money, but also accumulated many other assets like land.
- Everything needs to run like clock work for them.

» **INTROVERTED + CREATIVE**

## DREAMER

- These people are the most creative, and have one of the most important jobs, because they are the beginning, and they are where most projects start.
  - The problem with creatives is that they are really good at starting things, but not so good at finishing. So it is good to surround them with a team that can help them facilitate tasks, or put them in a setting for them to succeed.
- » **COMBO OF INTROVERTED AND EXTROVERTED + VERY CREATIVE**

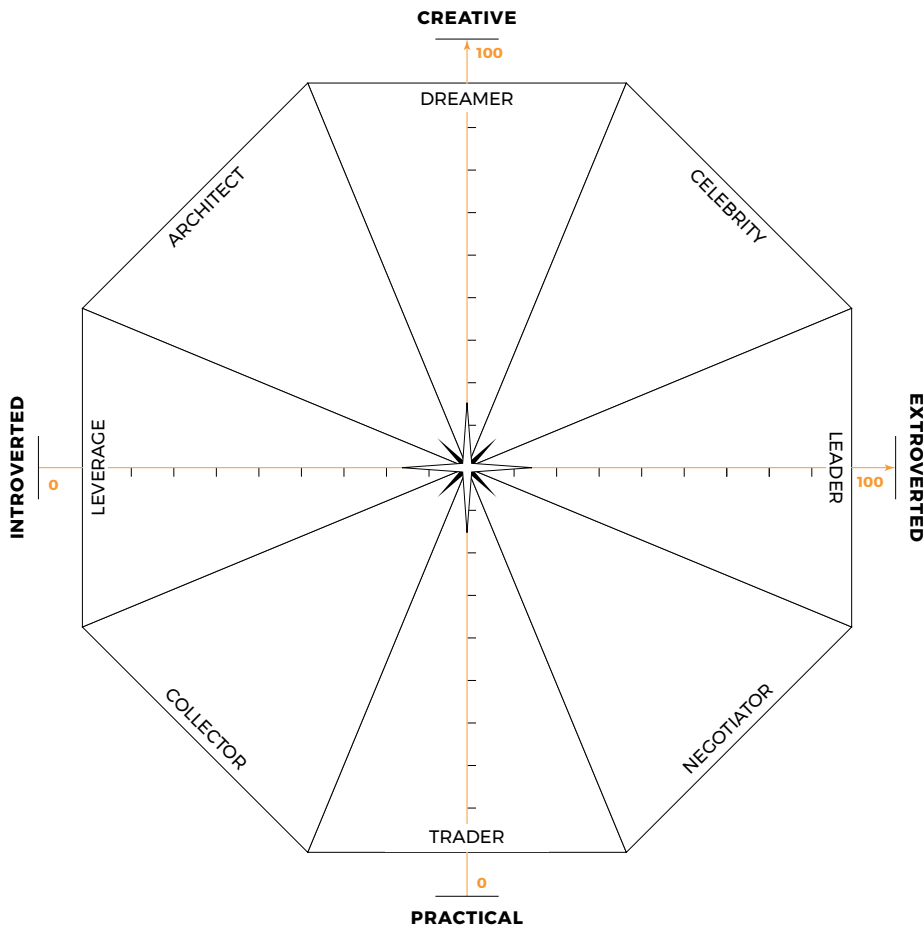
By examining these things you can create a much more powerful team, but first it is important to focus on who you are, which leads us into the homework for this week, which is called:

## FINDING YOUR PATH

### Part 1

Find the scale template below for the homework this week, and chart where you think you fall on it.

There will be two parts, an introvert vs. extrovert and a creative vs. practical component. Both are measured from 0-100, 0 being you are completely introvert, or completely practical, and 100 being completely extroverted and creative. No one is going to be completely 0 or 100 on either scale, but you get the idea. Once you find out where you are on each scale, draw lines on the chart to find the intersecting point. This will give you a better idea of what path you are on.





### Part 3

**Structure your day so that you do the tasks that you dislike first, and the ones that you love later in the day.**

This will help you stay motivated all day long by making the tasks that you love your reward for doing the ones you aren't so keen on doing. Start by structuring your next work day. (This is also an ongoing task, so you can do this for everyday of your week)

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