

# BUSINESS FREEDOM — 365 —

Month One, Week Three:  
Foundations

**Topic**

What Business Are You In?

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## What Business Are You In...

What business are you in? No, it is not a sarcastic or even rhetorical question. Really ask yourself what your business is and what you provide. What your business is, is not only defined by the services you provide, but it encompasses the industry, who your clients are, what they need and what your internal operations are like. Many businesses confine themselves to what they think they are, and fail to ask what they *really* are and what they could be. Every business wants to be successful and expand, but don't think of expansion as a growing client list or more business locations necessarily. Expansion can be much more internal than that, by offering more and different services that your client needs you can internally expand your business without that much investment. Think of the video, Eric came up with the example of Richard Branson and his accounting department. Branson noticed that his clients could use some help with their books, and his accounting department didn't have much work, so he expanded his company to offer accounting services. Looking at current business resources and considering what your current clients need can help you expand in new and creative ways.

The goal of this exercise is to delve into that, to really unlock what your business is and where you can take it so you can achieve true business freedom.

### Exercise 1

Write out a clear description of what business you are in right now - ideal target market, what services are you offering, etc.

## Exercise 2

Write out what you could be doing to expand your business.

*(Think about the examples in the video, for example: Richard Branson's accounting department, Duolingo's high level translation services, and the research and development that Eric's movie studio did for the US government)*

## Exercise 3

Write out who your target audience and clients are, and what are some of the others things that they need that you don't currently provide.

