

The Non-Planners Business Plan

#1 Own what you want

1. What do you want to do in your business?
2. What do you want from your business?
3. How interactive or solitary would you like your work to be?
4. Do you like working closely with one client at a time or do you prefer to work in groups?
5. How much profit after expenses (including tax) do you want your business to make? (You may prefer to break this down by week, fortnight, month or year.)
6. What would your days look like? What would be your typical daily routine?
7. In your ideal future, where in the world are you living and working?
8. Right now, what breaks your heart about the world?
9. Right now, what issue or challenge do you feel most passionate about?

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– Notes –

There's a lot of shame about desires. You own what you want when you're not ashamed or embarrassed by your desires and not being influenced by others. Is it possible you're unconsciously influenced by others to want something that you don't actually really truly want? Perhaps something looks appealing but you don't really know that much about it?

Do you not know what you want? Congratulations! Join the club. Although it's not popular to admit, most people don't really know what they want. I struggled with this for years and years. The best (and only) way I know to break this stagnation is to chose one thing and dive in. You can always change your mind later but to make this work, you *must commit to one thing*, for at least a few months, and give it your all. Look for opportunities to actually do this (not just research it or look at it).

If we were more compassionate towards ourselves, I suspect the world would have far fewer problems. You want what you want. Own it. Don't be embarrassed. Do your best to shut down the voices of others squatting in your brain and let your desires rise to the surface.