

The Non-Planners Business Plan

#3 What questions need answering?

1. Assume you've achieved your one big goal already. Start from the end and work backwards. Now what questions need answering about what you need to get there?

Questions like:

“How can I...?”

“How do I...?”

“What do I need to...?”

“Where can I find...?”

2. Resist coming up with answers. We're simply coming up with relevant questions to be answered.

3. A lot of life comes down to this: how can you ask better questions?

4. What issue or challenge do you feel most passionate about?

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– Notes –

This might be the single most important thing that I've learnt in my efforts at becoming better at planning: don't let your logical brain rush in with quick answers. Do your best to keep an open inquiring mind. Once you've written out all those questions that need answering, your subconscious brain (which is far more creative) can get to work.

Questions that need answering could include:

How do I increase awareness of my premium program?

How do I grow my email list?

How do I increase my number of referrals?

How do I clone my best clients?

Who are the key businesses that are talking with my ideal clients before they reach me?

The art of asking better questions is a key business skill. For example, the question "why do I always struggle in my business?" is likely to be met with "because I suck." Reframe your questions to get a better answer.