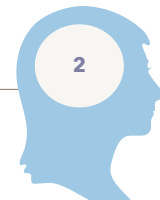


**COMMONALITIES:**

- ✓ GOAL-ORIENTED
- ✓ DRIVEN BY PURPOSE - NOT BY PROFIT
- ✓ TRANSPARENT
- ✓ BELIEVES IN THEMSELVES
- ✓ RESILIENT
- ✓ DECISIVE
- ✓ GIVING SPIRIT
- ✓ LOVES SIMPLICITY
- ✓ FREEDOM OVER FANCY
- ✓ CONSTANT IMPROVEMENT



**STAGES OF A HEART-CENTRED  
ENTREPRENEUR**



**The Inspired**

- just beginning - no income yet
- overwhelmed
- pulled in many directions
- fear of failure
- want the proof, system, step-by-step
- expects immediate wins & results
- unwilling to invest in themselves first
- avoids deep work
- paralyzed by perfection
- don't really know what to create or deliver
- **DESIRE** = finally get started and making money

**The Believer**

- business started
- under 100k in revenue
- may still have trouble identifying/reaching ideal customer
- feels trapped wearing too many hats
- lacks focus & direction
- no priority-operating in reactionary cycles
- in survival trap - struggling to make it to the next day/week/month
- lost some battles, but resilient, unwilling to accept defeat
- **DESIRE** = hit the 100k milestone

**The Achiever**

- crossed the first 100k milestone and looking toward 500k
- making money, but undercharging to satisfy too many different customers
- lack proper systems
- still doing a lot of the work themselves - need to outsource so they can grow
- always feels they are "one client/sale away" from breaking through
- **DESIRE** = focus, reduce hours, make more money, put systems in place that allow them to have more freedom

**The Leader**

- cracked the sales code and are the way to their first \$1 million in revenue
- have figured out their ideal client and have more focus
- have some people doing work, but not enough for them to step out of the daily operations
- still required to make team decisions which means they are not truly free from those operational pieces
- **DESIRE** = reduce working hours and have more freedom