



Mindful Business – Episode 11 – eliantyson.com

Heartful Business Prompts

When you die, what do you want to be known for personally?

What do you want to be known for with regards to your business?

What would make your business more perfect?

How much money do you need to make to live the way you desire?

What areas of your business do you need to change to reach your financial goals?

How many hours do you want to work in your business on a weekly basis and still reach your financial goals?

If that is less than what you are working now, what could you adjust to make it so?

If that is more than what you are working now, what could you adjust to make it so?

Delegation... what things do you do now could you easily train someone else to do to “get it off your plate?”

If you worked your ideal number of hours per day as identified above, what would your ideal day look like?



Show more heart in your business:

It what ways can you show to your followers that you are putting more heart (and strategic planning) into your business? It could be in the words you use, the phrases you say on video or the images you pick to share.

What stories could you share that show you are a compassionate business owner?

What stories could you share that show you are a compassionate human?

Where is your strength? Writing, speaking, images/graphic design

One of my core teachings is matching your ideal client to your story and to your business. If you know who that person is, you can more easily craft messages (written, verbal or visual) to them. You can speak directly to them SOOOOO much more easily.

What are your core values? Narrow your list to 3.

What is your ideal client's core values? Narrow to 3.

Now try matching these up. Which of your three and their three make the most sense to go together?

Example:

If they value health and I value being strategic, my message can speak to **being strategic with your business AND your health... not sacrificing... being health conscious is a strategic decision for both mind and body.**

Your turn:

If they value _____ and you value _____, your message can speak to _____



Do this for each of the three value sets.

If they value _____ and you value _____, your message can speak to _____

If they value _____ and you value _____, your message can speak to _____

Now you can take these matched values and mention them in your marketing. Use them in your social media posts. Use them to show why working with you makes such good sense 😊

Need more assistance?

I work with small business owners to work strategically to grow their business. If you would like to explore working together, please email me at eliantyson@eliantyson.com and we can set up a complementary consult call.