

HOW TO WRITE YOUR WAY TO A

Rock-Solid Mindset

IN JUST A FEW MINUTES EACH DAY!



Nivelle Bennett

BUSINESS COACH • HYPNOTHERAPIST

Lesson 3: Build a Bigger, Better Business with these Simple Daily Practices

Learning Objective: Improve your business creativity with daily journaling.

Did you know that the majority of the most successful people in the world, including historical figures such as Charles Darwin, Thomas Edison, Frida Kahlo, and Albert Einstein, to name a few, are also known for their journaling habits? With its numerous benefits, including clearer thinking, enhanced productivity, and improved health (alleviating stress and quality sleep improvement), it is no surprise that such prominent individuals had their own pen to paper habits.

Journaling, especially for the entrepreneurial mind, can be used as an effective tool for building a bigger and better business. If you haven't embraced the habit, or you are in the process of adapting the routine, here is why and how journaling is a must-have in the business world.

Remember, adapt a routine and process that works for you. If that means keeping four different journals, then so be it. Or create your own journal and use dividers to separate the different sections, so that everything is still in the one place. Lastly, dream big with your future plans but be honest with your business review. Going forward, this will establish a clear-cut baseline to review and assess your goals and milestones against.

STEP ONE

Explore How a Business Journal is Beneficial to You

The simplest and most straightforward benefit of keeping a business journal is that it acts as an inspirational and motivational tool. The inner feeling of wanting to achieve a goal, coupled with the drive to push on and pursue them, are essential combinations as you strive to build a business. Without such forces, you'll find yourself in the "trial and error" phase for extended periods of time. With business journaling, you can map out new ideas and all the possible situations that may arise.

Running a business requires perseverance, and as you endeavour to scale your business to the next level, you need enough juice to drive the process regardless of the hiccups along the way. With the right inspiration, you'll be able to envision what building your business into a bigger and better enterprise will do for your life. You can then seek strength from the possibilities of such success recorded in your journal, offering the much-needed motivation to fast track your efforts.

You can also take notes about your business idols – either known worldwide or simply within your local community – who have built their businesses from the ground up. What risks did they take? Why do you admire them? What's one change you can make right now to be more like them? These are all thought-provoking journal prompts that can get you dreaming about your future business.





Problem-Solving Tool

While you may be wondering how journaling can give you the drive to build your business, remember that yesterday's thoughts could be tomorrow's solutions. Say if you were faced with a new challenge, there's a high chance that through journaling, you've already subconsciously anticipated the problem and run a scenario of how you could best handle it, thus leading to a quicker problem-solving process. It means that a business journal can help you to solve, if not avoid, future similar issues that could derail your business's success.

As you navigate particular challenges and solve more problems while scaling your business, you'll be better positioned with avoiding potential blowbacks as well as giving your business a competitive edge. With a business journal, you'll get a chance to enjoy a smooth-running business, a significant ingredient in your recipe for pursuing bigger, better goals.

A Development Tool

How often do you second-guess your ideas, only to see them propel your competitors to new heights? Well, sometimes, all it takes is writing down the ideas a couple of times to

gather the much-needed confidence and act on it. If you feel certain about an idea, you are less likely to second-guess it and be more willing to give it a go, even if it's only on a trial basis. Before you know it, such ideas could be the only thing standing between you and achieving success within your dream business.

As you write down free-flowing ideas, you are also creating a platform to brainstorm, design, and develop the new concepts needed to fast track your business's success. Your mind picks up on things subconsciously, and if you make it a habit to record your thoughts every day, you could be surprised by how much potential your business has as you pinpoint areas that could be enhanced.

As you concentrate on running your business, such thoughts are suppressed as your focus is on areas requiring immediate attention, making your journal the only tool to let your ideas flow. Without inventive developments, your business can't outdo your competitors, and your pursuit of making it bigger and better will be thwarted by the inevitable challenges that come along.



STEP TWO

Foster healthier relationships by journaling

Have you ever spoken to a client, and after they are long gone you are left wondering how and why you said certain things? Or why they put off hiring you? These daily exasperations can take quite a toll on your emotions, and if you don't drain them, they can build up and affect how you respond in future interactions.

If your thoughts are clogged with such negative energy, the littlest annoyance that comes your way can end up feeling like a mountain of angst, prompting you to react in an irrational, unfriendly manner. Such stress affects your relationships with all your clients, meaning that you will struggle with developing long-lasting, loyal relationships. Before long, you will have unintentionally built a reputation as someone who doesn't listen or can't connect with clients.

Journaling helps you to not only record your brilliant business ideas but also release any negative thoughts, ensuring a clearer head for the rest of the day. With a clear, positive mindset, you can smile more often, give your clients a memorable experience, and ensure that they'll want to come back for more.

Effective business owners are able to compartmentalise by putting any negativity and problems aside to focus solely on their customers needs. Having a clear and open mind as you interact with each client is vital and a business journal helps tremendously.

Still not sure how journaling can help your communication skills? Let's start off by writing

down some objections (or excuses) your prospects might use when they don't want to commit. Write down each objection but then add your positive response. For instance, if a prospect quibbles over your price being too expensive, write PRICE TOO HIGH in one column of your journal and write your own response next to it, such as "consider it an investment in your future" or "I have XX years of experience and have developed unique solutions to problems."

If you have a string of prospects who say no to your offer, reflect on how each prospect meeting/call was similar. What was the conversation like? How could you have handled their questions or objections differently? At the end of the call, did you just say, "OK, it was great speaking with you," or did you make the effort to suggest another, less expensive product or program you offer?

Cast away the negativity and disappointment inside your journal but always add a positive spin with what you can do differently or better during the next prospect call.

STEP THREE

Use your business journal to Brainstorm Content Ideas

We touched on this idea in Lesson 1 but it's worth repeating: Adopting a journaling habit helps to improve your writing skills, which are invaluable when growing your business. You are probably familiar with the phrase "content is king", coined by Microsoft founder Bill Gates. Well, it has stood the test of time, and it simply means that you can't run a successful business without compelling content.

While the online world opens unlimited opportunities to grow your business, you need a constant stream of content to keep your audience informed and engaged. Gone are the days when you can just add some SEO keyword phrases to each page of your website and hope that the search engines will send traffic your way.

Your audience needs content, plain and simple. People want to interact with you; they want to feel a connection on social media; they want proof that you're the "real deal" and won't steal their money with phoney ideas. You must have content that you can leverage to showcase your expertise, and as a means for attracting new clients. Once they're hooked, you can then continue to foster those relationships via social media and email marketing.

As you consistently journal, you enhance your writing skills, meaning that you can craft content that keeps your target audience glued to your site. Not only does your writing style

improve but you'll develop a talent in choosing topics to write about. You won't sit staring at your computer with writer's block as frequently because your brain will always be thinking about ideas to share with your audience.

Creating more content for your website and social media profiles translates to extensive reach, better lead generation, and enhanced conversion rates, the foundations for improved sales revenue and profitability.

Now that you have a glimpse of what keeping a business journal could do, are you ready to dive in? But before we continue, let's get one thing out of the way first: Keeping a business journal is not just about writing down your random thoughts every now and then. If you want to get the most out of this practice, consistency is crucial. You need to develop and follow a set routine to ensure your business journal is well-aligned with your goals of building a bigger and better business.

A stylized, handwritten signature logo consisting of the letters 'M' and 'B' intertwined, with a small dot at the end of the 'B'.

Some of the tips that can help you get it all kick-started include:

Setting a Routine

Do you know the easiest way to generate great ideas? Here's the answer, a brain dump. Sure, you might think that you need to filter your thoughts, but that can come later. Make it a habit to write down at least 700 words every morning, without editing and overthinking. From the brain dump, you might be surprised by how profound your thoughts go subconsciously, and how you overshadow such ideas while trying to dig deeper with certain filters. Once you've completed your brain dump, you can then re-read your list and pick the most valuable ideas worth building on.

Remember, the brain dump can be anything business-related. Content ideas; product ideas; ways to grow your business; ways to increase your social media reach. Add it ALL to your brain dump list and filter through it later.

Another tactic is to keep a brainstorming list of content titles and ideas, so you always have a list to explore when you're thinking up your next blog post. Add to this list every morning or as inspiration strikes throughout the day.

The Filter

How many good ideas can you come up with from the unedited and unscripted brain dump? Let's put it this way, as you tap into your unlimited potential, there'll be a lot, but you don't have to go that far.

With just ten ideas every morning, you are setting your business on a path to success. While filtering the ideas, your brain will now pick out more intimate details that can help you to see new opportunities. This is a chance to recognise what you have been missing out on; it could be income streams and opportunities that you haven't explored. From the build-up, you would be amazed by how much you can come up with when you're not overthinking the process, as opposed to all the times you've burnt the midnight oil trying to generate new and interesting ideas.

Rank Them

You now have a handful of ideas, but you can't comfortably pursue all of them at once without getting overwhelmed. Let prioritising be your friend. Determine the most important ideas and the ones that can be put on the back burner. By ranking your ideas, you can then generate your top goals for propelling your business.



STEP THREE



With your goals in mind, select the top three ideas and rank them accordingly. Ensure that you identify your top three goals every day, and to make it even more effective, handwrite them. This is a powerful approach that ensures the goals sink in deeper, building the much-needed confidence to pursue them. Without prioritising, you'll jump from one idea to the next without realising any valuable benefits.

Keep it Warm

Your tight schedule can quickly overshadow your goals, which is why you need to remind yourself of these goals continuously throughout the day, so you can stay focused. If you become discouraged with anything during the day, quickly pull out some testimonials from happy clients to quell those negative feelings.

These kind words will boost your confidence so you can clearly visualise your next steps without second-guessing everything, especially on bad days when you feel like an impostor or incapable of accomplishing your goals. With such confidence, you can push past the mental hurdles and carry on.

As you work on your confidence, inspiration, and motivation, don't forget the secret weapon: Envisioning your business's future. Where do you see your business in the next financial year? What about the next two, three, or five years? Can you feel it happening? When journaling, write the answers to these questions in the present tense, like it is already happening, to create that momentum and build on self-assurance.



Reflect and Evaluate

Keeping a business journal provides the ultimate stepping stone in your quest to build a bigger and better business. This, however, doesn't mean that you should be all smiles as you envision your business's future. As good as it is, you need to sit back, observe and reflect, to ensure that you get the most out of your efforts.

While reflecting, you can spot some missed opportunities as well as blind spots to avoid. As the saying goes, "Hindsight is 20/20," so get in the habit of reflecting on what has and hasn't worked in your business.

Among the points to consider as you reflect and evaluate your ideas and goals include:

What am I doing well?

What are my business's strengths? What did I do to achieve it? Can the same be applied in pursuit of my current goals? Establishing your strengths is as important as spotting your weaknesses, as you start to realise what you can leverage in your quest to build a bigger and better business.

What am I learning?

Every step is a learning opportunity, and if you aren't learning anything, then you'll never move close to achieving your goals. Throughout the journey, you'll be learning and accumulating experience, and such insights come in handy as you scale your business to the next level.

How can I improve?

There is always room for improvement. Even on points that you feel you are doing exceptionally well you'd be surprised that is always more to do.

What should I do differently in the future?

You don't want to make the same mistakes, but if you can't remember what you did wrong, you are bound to repeat such steps. What did you do that added no value to your business? Even worse, cost a fortune and derailed your progress? Such information is crucial, and as you strive to build an empire, you can't afford to repeat the same mistakes..

"I work well under pressure" How often do you quote that phrase, denying your business the opportunity to scale to new heights by failing to keep a business journal? While every prospect call might seem like it brings out the best in you, you still haven't explored the free-flowing ideas that are always running through your mind when you aren't "thinking."

With the simple daily practice of keeping a business journal, your efforts to build a bigger and better business will become more natural and seamless, giving you an innovative edge that your competitors can only dream about.



STEP FIVE

Get started with one simple prompt each day

You'll notice that some of the prompts from your personal financial journal can work in this business journal as well. Always keep your business and personal finances separate but you can certainly explore the similarities within a single journal.

Consider this business journal a place to brainstorm your ideas for growth. Of course, add some financial information in this journal if it fits but that is the primary difference between the business and financial journals.

Choose ONE prompt each day and dedicate 5-10 minutes writing your answer. If your time runs longer because you have a lot to write, so be it.

- Write or create your business mission statement.
- Who do you want to serve in your business?
- What services, products and/or programs do your clients need?
- What are your clients' pain points that you can solve?
- How specifically can you solve your clients' problem?
- Where do you see your business next year? In 5 years? In 10 years?
- Do you see yourself staying a solopreneur or hiring a team? Why?
- Do you see yourself opening a physical office location with employees? Why?
- Write down your current income. What products, services, or programs are bringing in that income?
- What income level do you want to achieve next year? In the next 5-10 years? What products, services, or programs will you add to reach those goals?
- What's your best selling product, program, or service? How can you sell more units?
- Does your best selling product, program, or service need an update or added features? Work on a new price for this updated product.
- Write a review of how your business has gone in the last year. What were your successes? What could use improvement? What are your lessons learned?
- What milestones did you reach this week?
- What were your challenges this week?
- Name 3 positive things that occurred this week.
- Choose a primary goal for the week. Break it down into smaller action steps to make it more achievable.
- "Eat the frog." What task or project have you been procrastinating about? Prioritise that one day this week and get it done.
- Write about your favourite time management tool. Do you currently use it frequently to stay focused? How can you make improvements on your overall time management?

MORE ON THE NEXT PAGE



STEP FIVE

- What are some stories or case studies you can share with your audience? Focus on the positive outcome.
- What would you like help with this week? Who can you ask for help?
- What's your favourite tip about your area of expertise? How did you discover this tip? Share it with others via your content.
- What is something you want to create this next week? Do you have the resources? Who can you ask for help?
- What was your work/life balance like last week? Is there anything that needs improvement? Changes to be made?
- If you had a sudden infusion of \$10K, how would you invest in your business?
- When is the last time you intentionally invested in your business?
- Is there a tool you need for growing your business? How much will you need to invest? How will this purchase grow your business (be specific)?
- Name 1-2 business people you would like to meet. What would you ask them? Why do you want to meet them? What lessons can you learn from their stories?
- If you were granted an extra hour each day, how would you spend it (with money being no issue)?
- What's the best business/self-improvement book you've ever read? What lesson(s) did you learn? How did you implement this advice into your life and business?
- What mindset roadblocks do you need to break in order to move forward and grow your business?
- What are 5-10 business accomplishments you're proud of?
- What do you know now that you wish someone had told you when you first started your business?
- What would you like to tell your younger self about running a business?
- List 10 things you want to improve/change about your business. Do you have the funds/resources to do this?
- What can't you live without in your daily life? List 3 non-negotiable tasks that bring you closer to realising your potential.
- What was the inspiration for starting your business (or creating your best selling product)? Remind yourself of what put you on this path to entrepreneurship in the first place.
- Outline your current marketing strategy. Is it working for you? What changes can you make to expand your reach and increase sales?
- Write about an "aha" moment in your business life.
- What causes or charities are important to you? Create a goal to donate XX amount; then work out a plan for earning that extra income.
- Ask for testimonials from happy clients. Utilise them in your marketing and look through them whenever your confidence lags.
- What's the worst business advice you received? What lessons did you learn?
- What's the BEST business advice you received? What lessons did you learn?
- How do I want to feel when working? How is that different from my current feelings about work?
- List your daily tasks; which of them makes you most productive? Which ones can you change to improve your productivity and efficiency?

Happy Journaling!

MB.