



Create Your Compelling Vision Workbook

Why You MUST Create A Compelling Vision For Your Business (And Your Life)

People who have the compelling vision are guided in which actions they are going to take each day.

Think of a compelling vision in terms of a map and choosing where you want to visit.

How do you know where you're going if you haven't got the name of the place you are trying to reach? How do you even know which map you need or where to start?

Having a vision is about living intentionally instead of living accidentally

Compelling vision is just what it says – it's so desirable, it's what *pulls* you (rather than what pushes you). It's the crock of gold at the end of the rainbow, it's a shining light that mesmerises, it's so desirable, it's the "must have".

Think of having a compelling vision as building the foundation for your perfect mansion. You would never build it on sand would you? Your vision is your foundation for your business. The beauty of the foundation is that once it's in place you can still make changes to the design of the mansion – you are not committed.

I'll stick my neck out here and say that I think it is impossible to have a fulfilling business and life without having a compelling vision. I've found it time and time again – examples from famous people, from clients I've coached, people I've met as a business woman and as an employee – and my own experience.

When I started my business in 2003, I did not have much of a vision, just a vague idea of wanting to have my own coaching business, working three days a week and earning the same amount of money as I was earning in full time employment. Yeah, it sounds ok, but there is really no heart or soul to that description.

"If you don't know where you are going, then it doesn't matter which road you take, does it?"

The Cheshire Cat, From Lewis Carroll's Alice in Wonderland

The "why" was missing, the fizz, the excitement and the "Yum" factor! I can tell you that when I had this vague statement, I didn't get very far with my business, until I create a compelling vision.

Think “Beyond The Brick”!

The other major reason for having a compelling vision for your life and your business is to keep you going through the obstacles and the difficult times!

Growing your own business takes dedication and hard work, and there will be downs as well as ups. You will have disappointments, failures (lessons!) and days when you just feel like throwing in the towel and getting a job instead!

It's on these days that knowing your vision (WHY the hell you are doing all this!) is crucial.

Has anybody ever seen martial arts experts when they chop bricks in half with their bare hand?

How do you think they do this?

They do it by visualising what is **beyond the brick**.

Your vision is what is BEYOND THE BRICK. So you are looking not at the obstacle, but at where you want to get.



Three Golden Rules for “Your Compelling Vision” Exercise

1. You have to do this exercise as if there were no restrictions whatsoever
2. Anything is possible, whether you think it's realistic or not
3. Make no assumptions that you know what is possible or impossible for you

Guidelines for Creating Your Compelling Vision

- Make your vision in the present tense, so use phrases like “I am”, “We are”, “We have”, “We enjoy” etc
- Pack it full of sensory detail. This means thinking about what you are seeing, hearing, tasting and so on. You can go into as much detail as you want to about any particular aspect of your vision.
- Pack it with an emotional punch. Your vision statement should describe how you will feel when the outcome is realised. Include an emotional payoff in your vision statement and infuse it with passion. This will make it even more compelling, inspiring, and energising.

Step One – Warm Up! Start Freeing Your Mind

Try these questions to start honing down to the “absolute wants” for your life and your business. Remember, you want what you want, whether or not you think you can have it!

1. What do you want to achieve by running your own business?
2. What do you want to have by running your own business?
3. How do you want to feel by running your own business?
4. What do you really want for yourself (and your family)?

Why do I want my own business?



Step Two – Prepare For The Interview Of Your Life!

Imagine you have fast forwarded to this day in five years time and you are being interviewed by a television programme called *“Successful Online Business Women –The New Breed of Entrepreneurs”* in which there are a series of interviews with women who are successful business owners, having started online businesses within the past few years.

YOU are one of those women!

The interviewer asks you;

“Tell me about your business and your life. What’s a typical week like for you?”

You are getting ready for this interview RIGHT NOW! Scribble some notes in preparation for the interview in the box on the next page.



Notes for TV Interview

Step Three - Summarise Your Vision

Now, summarise your vision into between one to three sentences.

What words will capture the essence of your business and lifestyle vision?

The reason for summarising your vision is simply so that you can write it down quickly and remember it easily.

My Vision... In a Nutshell!

Step Four – Read, Write and Repeat

Once you are happy with your “vision in a nutshell”, simply read it every day and write it down every day. I keep a notebook by the side of my bed and do this every morning. It takes me about 53 seconds!

This will help keep your vision at the forefront of your mind so that you will naturally create your business strategy, goals and daily tasks so that they are in alignment with your compelling vision.

Make this into a daily habit, like brushing your teeth or taking your vitamins!

Step Five – Get On With It!

A vision without action will remain simply a vision. By taking action every day, you will achieve your vision faster than you think! So, off you go, get on with it!

And that's it! I hope you've found this worksheet useful! If you need my support to take you from the vision stage of your business to launching and beyond, you can contact me at amanda@amandaalexander.com