

Building the Business You Really Want or Need

How to create a business that supports your lifestyle, honors your values, and gives you the freedom you're actually working for.



Defining Success on Your Terms

Most people don't actually fail from lack of talent—they fail from chasing a version of "success" that doesn't fit them.

Success is the ongoing process of making choices that align with your values, taking consistent action toward meaningful goals, learning from the results, and adjusting your approach—all while maintaining your well-being and the relationships that matter most.

This perspective is crucial because it reduces regret, minimizes burnout, and makes progress feel genuinely possible for more people—especially those early in their journey trying to find the path that truly fits them.



What Does Success Look Like to You?

Money goals (need vs. want)

What's your survival number?
Your comfortable number? Your dream number?

Time and schedule preferences

Do you want flexibility, predictability, or complete autonomy over your calendar?

Lifestyle and stress level expectations

How much uncertainty can you handle? What does 'balance' actually mean to you?





Your Personal Reality Check

How many hours you truly have available

Be honest: after your job, family, sleep, and self-care, what's actually left?

Other responsibilities: job, family, caregiving

These aren't obstacles—they're your real life. Your business must work around them.

What you may need to say 'no' to

Every yes to your business is a no to something else. What are you willing to trade?

Your core values and beliefs

What principles guide your decisions and actions? What truly matters most to you?

The impact you want to make

What difference do you want your work and life to create? What legacy do you envision?

Non-financial definitions of success

Beyond money and time, what does a fulfilling life and successful venture look like and feel like to you?

Your Monetary Reality Check



Income you need versus income you want

Your need number keeps the lights on.
Your want number funds the life you're building toward.



How long you can tolerate low income

6 months? 2 years? Your runway determines which business models are realistic.



Matching business model to your budget and resources

Low-cost service business? Product with inventory? Choose what you can actually fund.



Solo vs. Team-Based Business

Pros and cons of each approach

Solo isn't 'small' and team isn't automatically 'better.' Choose based on what you want to manage.

Staying solo on purpose

Keep all profits, total control, simpler taxes and decisions. But limited by your own time and energy.

Planning to hire over time

Leverage others' skills, scale beyond yourself, build something bigger. But adds complexity, cost, and management responsibility.

The Connection: Achieving Success Through Intentional Design

You've now explored the practical elements of designing your business: understanding your personal and monetary reality, choosing your structure, and aligning your business model with your life.

📌 The answer: By designing your business on purpose to align with and support your definition of success.

All of these choices—from how you structure your time to how you price your services—are part of intentional design. This is what it means to build a business on purpose: making deliberate decisions that support YOUR definition of success, not someone else's blueprint.

Design Your Business on Purpose?

Without Intentional Design

- You say yes to every opportunity without asking if it fits
- Your business controls you instead of serving you
- You work harder but feel more trapped
- Burnout, resentment, and constant pivoting
- Years spent building something that doesn't match your life

With Intentional Design

- You make choices aligned with your goals and values
- Your business supports the life you want
- Clear boundaries and sustainable pace
- Fulfillment and purpose in your work
- Building something that actually works for you

Intentional design prevents years of frustration and achieve the success you are



Two Paths: Lifestyle or Growth?

Lifestyle Business

- Designed around your life and priorities
- Prioritizes freedom, flexibility, and personal fulfillment
- Revenue supports your desired lifestyle
- You control the pace and scale
- Success = alignment with your values and quality of life

Growth Business

- Designed to scale and expand
- Prioritizes market share, innovation, and building something bigger
- Requires reinvestment, team building, and systems
- Accepts more complexity and risk for greater impact
- Success = market dominance, significant revenue, or exit potential

Neither path is "better"—they're different goals requiring different strategies. Your choice should align with YOUR definition of success from earlier in this program.

Making Your Decision: A Simple Guide

Start with Your Non-Negotiables

Identify what you absolutely need: time with family, minimum income, creative control, etc.

Match Your Structure

Solo or Team? Based on your time, skills, and desired role.

Set Your Boundaries

Pricing, hours, client criteria - make them clear from the start.

You don't need to have it all figured out today. Use these questions to guide your initial decisions, knowing you can adjust as you learn and grow.

Consider Your Goals

Do you want to build around your life, or build for scale? This shapes your next decisions.

Design Your Offers

What services/products fit your model and available time?

Test and Adjust

Start small, gather feedback, refine as you learn what works.

The Lifestyle Path: Building Around Your Life

If you've chosen the lifestyle path, here are key strategies to align your business with your life and priorities:

Match your service model to your available time

Don't promise quick turnarounds if you only work part-time. Be realistic about what you can deliver.

Focus on fewer, better offerings

It's better to do 2-3 things really well than to offer everything. Specialization makes you more valuable.

Design business models that work for you

Consider packages vs. hourly rates, group sessions vs. one-on-one, or templates vs. custom work from scratch.

Set boundaries to protect your energy

Define your working hours, response times, and availability. It's okay to be unavailable sometimes.

Align your pricing with your desired lifestyle

Your pricing should support your lifestyle goals, not just cover expenses. Factor in your desired income and time off.

Build in flexibility and buffer time

Don't book yourself solid. Leave room for life, unexpected issues, and opportunities that excite you.

Mindset for a Lifestyle Choice

If you've chosen the lifestyle path, embracing these mindsets and strategies is crucial for building a business that supports your life:

Protect Your Time & Boundaries

Clearly define your working hours and capacity. Say no to opportunities that compromise your personal time or values.

Design Sustainable Workflows

Create efficient, repeatable processes that reduce stress and prevent burnout, allowing you to maintain a healthy pace.

Focus on Profitability over Revenue

Prioritize high-margin services and clients that contribute significantly to your net income, rather than chasing top-line growth.

Build Recurring Income Streams

Develop offerings like subscriptions or retainer services for predictable income, reducing the constant hustle for new clients.

Maintain Work-Life Integration

Blend your professional and personal lives in a way that feels natural and fulfilling, avoiding strict separation if it doesn't suit you.

Stay Aligned with Personal Values

Ensure your business decisions, clients, and projects resonate with your core beliefs for long-term satisfaction and motivation.



Beyond Lifestyle: Embracing Growth

If your definition of success includes significant market expansion, rapid scaling, or building a large organization, the growth path may be right for you.

If your vision includes significant market expansion, rapid scaling, or building a large organization, understanding the principles and demands of a growth-oriented business becomes essential.

This path requires a distinct mindset and strategy.



Mindset and Strategies for Growth

Building a growth-oriented business demands a different approach, focusing on scale, innovation, and strategic expansion.



Embrace Risk & Innovation

Be prepared to experiment, iterate, and sometimes fail fast. Growth thrives on new ideas and calculated risks.



Invest & Reinvest

Allocate resources strategically for R&D, marketing, and infrastructure. Profits are often reinvested to fuel further expansion.



Build Scalable Systems & Teams

Establish robust processes and delegate effectively. Your business needs to function efficiently as it expands, not just you.



Prioritize Market Share

Focus on acquiring new customers and expanding your reach, even if it means sacrificing immediate high margins for long-term dominance.



Maintain Adaptability & Vision

Stay agile in execution to respond to market shifts, while holding a clear, long-term vision for where you want the business to go.

Regardless of whether you've chosen a lifestyle or growth business, these red flags signal your business design needs attention:

Red Flags: When Your Business Design Isn't Working

1

Dreading Mondays

You consistently feel anxious or unhappy about work. This signals a values or lifestyle mismatch.

2

Never Enough Time

Constantly overwhelmed and behind schedule. Your service model doesn't match your available time.

3

Wrong Clients Keep Coming

Attracting clients who drain you or don't respect boundaries. Your positioning and pricing need adjustment.

4

Income Plateau

Can't earn more without working more hours. Your business model may need restructuring.

5

Envyng 'Regular Jobs'

Wishing for the stability of employment. Your business may not be providing the security or freedom you need.

One or two red flags? Time to revisit your business design.

Key Principles for Change



Intentional Adjustments

Change doesn't mean starting over - it means making intentional adjustments



Alignment Over Perfection

The goal is alignment, not perfection



Ongoing Process

This is an ongoing process, not a one-time decision



Refining Design

You're not "fixing mistakes" - you're refining your design as you learn



Sustainable Changes

Small, thoughtful changes are more sustainable than dramatic overhauls



Patient Development

Be patient with yourself - course-correction is a skill you develop over time

How to Approach Changes

Intentional Adjustments

Refinement, not restart

Alignment Over Perfection

Aim for fit, not flawless

Refine & Learn

Evolve, don't just fix

Sustainable Steps

Small, thoughtful changes



Taking Action: A Step-by-Step Approach

01

Focus on One Adjustment

You don't need to overhaul everything at once. Identify your biggest pain point or concern and choose one small, actionable adjustment to address it first.

02

Test & Observe

Implement your chosen adjustment and give it time to show results. Test it for 2-4 weeks before making any further changes or evaluating its impact.

03

Compound Your Progress

Small, intentional shifts might seem minor individually, but they compound over time to create significant, sustainable improvements for your business and well-being.

04

Course-Correct Early

It's far easier to make thoughtful adjustments and course-correct now, especially in the early stages, than after years of building momentum in the wrong direction.



Small Shifts, Big Impact

Once you've identified what needs adjustment, here are specific solutions for the most common challenges:



Reignite Your Passion

If Mondays drag, reconnect with your 'why.' Re-evaluate services to align with core values and energy.



Optimize Your Time

Overwhelmed? Simplify offerings, delegate tasks, or adjust your service model for more buffer time.



Attract Ideal Clients

Attracting wrong clients? Refine messaging, adjust pricing, and clearly communicate your value and boundaries.



Break the Income Barrier

Income stuck? Explore new pricing (packages, value-based), expand offerings, or find scalable revenue streams.



Build Your Own Security

Business unstable? Implement predictable revenue (subscriptions, retainers) or create clear off-ramps and vacation policies.

Your Next Steps

Whether you're just starting out or course-correcting an existing business, here's your roadmap:

Foundation Setting

- Define your personal success beyond revenue.
- Assess available hours and minimum income needs.
- Clarify your top 3 non-negotiable values.

Strategic Decisions

- Choose your primary business model (Lifestyle or Growth).
- Decide on solo or team-based structure.
- Design your initial offers to match your chosen path.

Implementation & Adjustment

- Start small and test your approach.
- Watch for red flags and adjust quickly.
- Make small, intentional shifts when needed.
- Periodically confirm alignment with your definition of success.

Wrap-Up: Key Points

You define what success looks like

Stop measuring yourself against someone else's definition of 'making it'

Design your business to fit your life, values, and goals

Your business should support your life, not consume it

Small adjustments over time can make a large difference

You don't need to blow it up and start over—just start making better-fit decisions

Questions? Let's connect:

Email: contact@yourbusiness.com | Website: www.yourbusiness.com

Your Action Plan: The 90-Second Pitch

Now it's your turn to articulate your vision based on what you've learned. Consider these prompts to discuss your business model and to plan for its development:

Your Business Model Choice

Which business model (Lifestyle or Growth) best suits you most and why? What did you learn about yourself that led to this choice?

Your Action Plan

What do you plan to do to better fit your business into that chosen model? What specific changes or adjustments will you make?

Your Red Flags

What red flags, if any, did you identify in your current business design? How will you address them to ensure alignment with your goals?