

Step 2 - Your Business Impact

Exercise - Business Impact Statement Generator

The result of this exercise is to create a story - first to tell yourself, and then to share with the world. The words of this story connect you to all the benefits and feelings created when you and your clients do business. The Statement that you create will be a touchstone for you. It will light you up and inspire you. The more you revisit your statement and read it and **feel** it, the more magnetizing energy you send out. Your words attract to you the desires that are contained in the Statement.

This exercise leads you through a journey into your own business. As a Spiritual Entrepreneur, you answer this question for yourself and your business:

What is your business – Really?

Not just at the superficial level of a quick answer. But at the level of service and the *difference* you and your business make in the life and work of your clients. And how your work contributes to the planet. And you want to look at the impact you get and the results you create in your own life. Give yourself some time with this exercise. You may want to put it down after you work on it a bit and revisit it every day for a few days to see what bubbles up and shifts for you.

It always helps to have some reflection and feedback when you do a piece of work like this. You can hear how other Spiritual Entrepreneurs are answering this question on a [TeleGroup](#) or [TeleClass](#), or at a [WorkShop](#) or if you'd like some help with this in a [One-on-One session](#)

Part 1 - Superficial Everyday Answer

Write out a simple description of your business. Its the answer you would give if you met a new person and they said "What do you do?" _____

Was that enough space? Was it more than enough for a simple answer? Does this do justice to what you really do for your clients? Is this why they choose you?

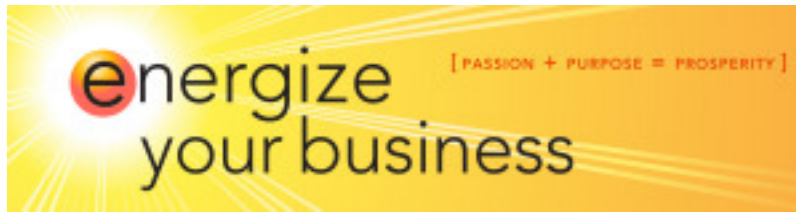
Part 2. Brainstorm

In what areas do your clients get an Impact from working with you? Use these categories to prompt yourself for responses:

Physical, Mental, Social, Relational, Spiritual, Travel, Work/Business, Financial, Creative, Family. Add any other categories where you feel you give an impact to your clients. Use the next page to record your thoughts.



Parts of Life	Current Impact on the Client
Physical	
Mental	
Social	
Relational	
Spiritual	
Travel	
Work/Business	
Financial	
Creative/Hobby	
Family	
Emotional	



Part 3. So What? (reprint another blank chart from the step above to record)

Go through the chart you just filled out and start to “drill down” in the following way:

1. Pick an Impact to work with
2. Ask yourself “So What?” that the client gets that? What does that really mean?
3. What would your best clients say about getting this Impact from you?
4. What else happens for the client now that you’ve given them this?
5. What do they feel? How else does this help them?
6. How does this benefit others and the community and the world?
7. Take your answers above and go back to question 2 and ask again “So What?”
8. At some point, you can’t drill down anymore, and you’re done with that Impact.
9. Go on to the next and continue

Part 4. Client Impact Statements

Take your answers from the Drill-Down above and rewrite the words into statements that have a lot of emotion and feeling. Be very specific and use present tense words:

My clients get _____

My clients enjoy _____

My clients receive _____

My clients love _____

Part 5. What about you? Your Impact Statements

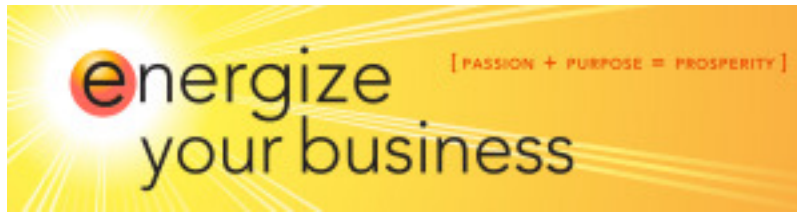
Go through the same process, but now the question is: what Impact do you get or want to get through your business and through working with and serving your clients? Use the same chart to record your answers and go through Part 2 and 3 but with **YOU** in mind.

I get _____

I enjoy _____

I receive _____

I love _____



Did you discover anything new and different in looking at your business this way?

Part 6. Creating the GAP

After completing your thoughts, print out another blank chart and project out 12 months. Imagine the Impact you'd like to give your clients and record that on the chart. This might be a little stretch from where you are now giving them Impact. This is another GAP area to work on and into.

Part 7. Put it all together and Write It Up!

Take all the statements you wrote in sections 4 and 5. Rewrite these into 1 or 2 paragraphs. Use emotion and descriptive compelling words. Use the present tense. Please send your statement along to me. Read your statement through the day. Make sure it lights you up. If it doesn't, you can edit it. This exercise could be the one thing that brings your enthusiasm back on line for your business.

Review:

Are these Impacts secret or do your clients know about it?

Has this exercise helped you gain clarity about Impact?

Can you see using this new point-of-view in all your outreach, marketing and everything you do?

Imagine if every part of your business is **sourced** from this Impact? Would that be a different business? Would that be an exciting place to work for you and others?

Bonus Exercise: Interview your clients about the benefits they get from you. Do the Drill-Down approach until you get to the bottom of the REAL IMPACT that they get most from working from you. If you can get your clients to share this, and then you build this answer into your marketing and referral programs, you are onto something very powerful that will begin attracting the right kind of clients.

This is a great topic to share in a group. You can spark each other to see different benefits about your business that you can't see on your own sometimes. There will be teleclasses and groups on all the different Steps in the book so you can share your experience and hear what other people are experiencing. If you'd prefer, we can also set up a One-on-One session. Please refer back to the website for information on these opportunities:

www.earthandlight.com