

Prosperity by Design: Building a Purpose-Driven Coaching Business

This study guide provides a comprehensive overview of the "Prosperity by Design" philosophy, which focuses on creating a coaching business that aligns with personal values, supports a specific lifestyle, and establishes a lasting legacy.

Part 1: Short-Answer Quiz

Instructions: Answer the following questions in two to three sentences based on the provided text.

1. **What is the "North Star" that should guide every business decision in the Prosperity by Design model?**
2. **What are the four non-negotiable life pillars identified in the text?**
3. **Why is the traditional coaching model considered incompatible with a life focused on family and travel?**
4. **According to the text, what is the philosophical advantage of a digital business model?**
5. **How do evergreen digital products contribute to "True Financial Freedom"?**
6. **What is the core message of the "Steve Jobs Warning" mentioned in the source?**
7. **What specific qualities define a solopreneur according to the text's description of their "special kind of courage"?**
8. **According to "The Blueprint," what is the very first step in building this type of business?**
9. **What is the intended result of a "self-reinforcing system" where business and life are aligned?**
10. **What personal question must be answered before choosing a platform, niche, or pricing model?**

Part 2: Answer Key

1. **The "North Star" is a clear, singular purpose that is bigger than the business itself.** This purpose involves delving into spirituality and contributing something eternal and meaningful to the world rather than something temporary.
2. **The four pillars are Spirituality, Family & Travel, Serving Solopreneurs, and Evergreen Digital Income.** These serve as the foundation of the business, ensuring it honors spiritual truth, lifestyle freedom, a specific calling to help solo builders, and indefinite value creation.
3. **Traditional coaching is location-bound and relies on fixed office hours and one-on-one live appointments.** This model creates an "anchor" that prevents a family from moving freely or waking up in different countries every few months.
4. **The digital model is philosophically aligned with the idea of lasting impact.** It allows a creator to build something meaningful once that can continue to reach and serve people globally long after the initial creation.

5. **Evergreen products generate income indefinitely long after the initial effort is completed.** This creates a stream of prosperity that supports both the creator's purpose and their lifestyle simultaneously without requiring constant re-creation of work.
6. **The warning highlights that "outer success without inner alignment is a hollow victory."** It serves as a reminder that spiritual work, family, and service should not be deferred until "after success" but must be built into the business design from day one.
7. **Solopreneurs are characterized by their vision, resilience, and unshakeable belief in their own ideas despite having no board of directors or corporate safety net.** They often face struggles such as loneliness but gain extraordinary freedom through their solo path.
8. **The first step is to "Define Pillars."** This involves identifying non-negotiable goals and values that the business must honor before choosing a business model or creating products.
9. **The result is that work stops feeling like a sacrifice and becomes an expression of who the creator is.** This system delivers deep satisfaction, knowing that one's legacy is being built surely and quietly every day without regrets.
10. **The individual must ask: "What are your four main goals in life?"** One must specifically define what they want to achieve, experience, contribute, and become before their time is done to use those answers as a filter for all business decisions.

Part 3: Essay Questions

Instructions: Use the concepts from the source context to develop detailed responses to the following prompts.

1. **The Reimagined Coaching Model:** Analyze why the text argues that the "how" of a business becomes easier to design once the "why" is established. Use the shift from traditional coaching to digital evergreen products as your primary example.
2. **The Concept of Eternal Legacy:** Discuss the distinction the author makes between "temporary" business success and an "eternal" body of work. How does the "Prosperity by Design" framework facilitate the creation of the latter?
3. **Alignment vs. Sacrifice:** Evaluate the claim that a properly designed business system allows work to stop feeling like a sacrifice. What role do the four life pillars play in transforming work into an "expression of self"?
4. **Solopreneurship as a Calling:** Explore the author's perspective on solopreneurship. Why is lived experience in this field considered a "calling" rather than just a "credential" for serving others?
5. **The Architecture of Prosperity:** Using "The Blueprint" (Define Pillars -> Choose Model -> Create Products -> Live & Serve), explain how each stage reinforces the others to create a business that "amplifies your life rather than consuming it."

Part 4: Glossary of Key Terms

Term, Definition

"Blueprint, The", "The four-step process for building a business: Define Pillars, Choose Model, Create Products, and Live & Serve."

Evergreen Digital Income,"Revenue generated from digital products (like courses or books) that, once created, continue to provide value and income indefinitely without constant re-creation."

Inner Alignment,"The state where one's outer business success and daily actions are in harmony with their internal values, spiritual mission, and personal goals."

Legacy,"A body of work, set of ideas, or ""light"" that continues to teach and shine long after the creator has moved on."

Life Pillars,"The four non-negotiable foundational commitments (Spirituality, Family & Travel, Serving Solopreneurs, and Evergreen Digital Income) that dictate all business decisions."

North Star,"A singular, clear purpose bigger than business—such as contributing something meaningful to the world—that guides all professional choices."

Prosperity by Design,"The practice of intentionally structuring a business so that it serves a specific lifestyle and purpose, rather than chasing revenue at the expense of personal values."

Solopreneur,"An individual builder who operates alone or nearly alone, relying on personal vision and resilience without a corporate safety net."

Traditional Coaching Model,"A conventional business structure characterized by one-on-one sessions, fixed office hours, and location-bound availability."

End of Study Guide