

# Build a Business (and Life) You Love

The Mindset and Habits That Make It Possible

## 1. Mindset: The Inner Game

Identity > Information

- Most people don't lack more tactics, they're stuck under a "five-foot ceiling."
- New identity statement to adopt:  
*"I'm a builder. I create value. I show up, even when I don't feel ready."*

Action > Perfection

- Momentum comes to the mover, not the watcher.
- "20 minutes a day beats 2 perfect hours you never schedule."

Curiosity > Comparison

- Instead of "Why am I not there yet?" → "What can I learn from them?"
- Weekly question:
- "What experiment can I run this week?"

## 2. Habits: The Outer Work

Habit #1 – One Weekly Win

- Each week, write down ONE meaningful business goal.
- At week's end, ask: "Did I do the thing I said I'd do?"
- If yes → celebrate.
- If no → ask: "What got in the way, and what will I change?"

My One Weekly Win: \_\_\_\_\_

## Habit #2 – Daily Builder Ritual (10–20 Minutes)

- Short, focused, real work that touches your business:
  - Create a post,
  - Send a message,
  - Improve a page,
  - Make an offer,
  - Learn & apply one small skill.

My Daily Builder Ritual (what I'll do most days):

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### 3. Community: Don't Build Alone

- You need people who can see what you can't... your "lifeguards."
- "I'd rather have four quarters than a hundred pennies."
- Find 2–4 people who will:
  - Encourage you,
  - Challenge you,
  - Ask how it's really going.

People I can ask into my circle (names):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### 4. Your Next Step

Before tonight, decide:

- My identity statement: \_\_\_\_\_
- My one weekly win: \_\_\_\_\_
- When I'll give my business 10–20 focused minutes tomorrow:  
\_\_\_\_\_

**Builders build. One choice, one day, one step at a time.**