

6 Steps That Will Make You a Better Entrepreneur



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Before diving into this PDF, learn the “why” behind this exercise in one of two ways. Either:

1



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2



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Step 1: Start clarifying your vision

What vision do you have for your business? For example, here's how Carrie describes her vision for the Female Entrepreneur Association: "I want to inspire and empower as many women from around the world as I possibly can to build successful businesses."

"If you don't know where you want to go, any road will take you there."
- Carrie Green

Step 2: Move through your fears and doubts

If you want to create anything worthwhile -- a book, a work of art, a business -- you're going to deal with fear. Carrie calls it the "negative committee in your head" that you hear when you come up with a big idea or dream. It's going to tell you that you don't have what it takes. That you'll fail miserably. That everyone will see you crash and burn and realize you're a fraud. This negative committee is a part of practically every entrepreneur's journey, so it's critical that you find ways to diffuse those voices.

What is the "negative committee in your head" telling you?

What positive messages can you tell yourself the next time the “negative committee in your head” speaks up?

Step 3: Connect deeply with your audience

Go to Facebook and ask your audience: “What is your biggest frustration in your business right now?”

Then, read the comments to understand not only what your customers are struggling with but also the exact language they use to describe their frustrations.

Step 4: Build a tribe of raving fans, subscribers, and customers

In the marketing world, we spend a lot of our energy thinking about how we guide someone from being interested in our services to becoming a customer. As a result, often we never get around to considering how to then turn those customers into raving fans. But this is a critical part of your journey as an entrepreneur, and to do it, Carrie says, you’ve got to “wow and delight” your customers.

What are ways you can create “wow” experiences for your customers?

Step 5: Learn the art of focus

Don watched a documentary recently about Warren Buffett. He said everybody he knows who's successful has learned the art of focus. They just say no to most things and manage their time. It's a key lesson entrepreneurs must learn as our businesses grow and more opportunities come our way.

What opportunity (or opportunities) do you need to decline to keep you focused?

Step 6: Condition yourself for success

A lot of people nail everything on this list except for this final point. They may in fact succeed, but they don't move to that next level of the stratosphere because they're actually not okay with success. There's something deep in them that keeps them from accepting it.

What are ways you can condition yourself for success? For Carrie, it's all about keeping a positive mindset that is always seeking ways to grow. Yes, that means growing the business, but it also means growing as a person and discovering new things about yourself.

SPEND 2 DAYS

CLARIFYING YOUR MESSAGE SO CUSTOMERS ENGAGE

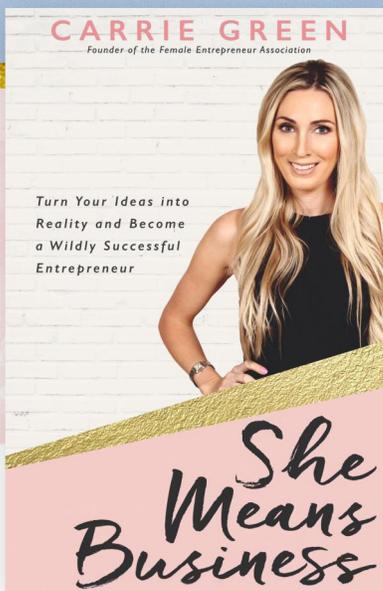
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