

## *Finding the Heart of Your Business*

How do you find the heart of your business? Your sweet spot. You know what I'm talking about.

Think of those times where you were unstoppable. Happy. Made the big play. Won. Whatever your trophy moments, you were coming from your heart space. The place where things taste sweet. What athletes call, "being in the zone".

Unwrap four elements and you'll find your Heart Space – your sweet spot, where success can finally be tapped and leveraged.

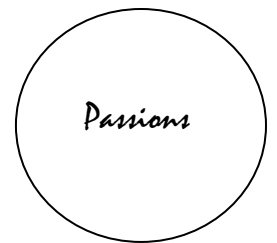
### **1. Name your Spiritual Gifts.**

What are your gifts? Otherwise known as your innate talents. The genius you were blessed with. Everyone has at least 1 of 23 spiritual gifts. Most often more. For example, leadership, teaching, shepherding, coaching ... Once you know and embrace your gifts, you can choose the right kind of business to build and use them to grow it.



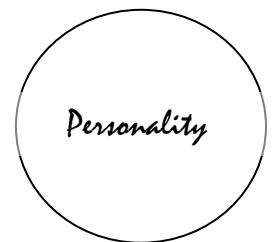
### **2. Know your Passions.**

What fuels your life? What grabs your heart? What do you absolutely love doing, no matter what? Everyone has this flame inside, something they are fully passionate about. If you don't know what that is, name those things that peeve you off. Enrage you. On the opposite side you'll then find your passions, those things that fully engage your heart and soul.



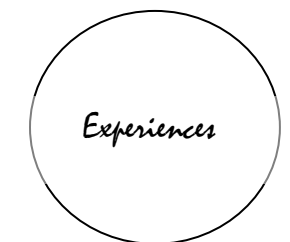
### **3. Embrace your Personality.**

Who are you? What are those key traits and characteristics that make you unique? Contrary to popular belief, our personalities don't change. In fact as we get older, we become more of who we really are. Rather than try to be someone you're not, think of how to leverage who you really are. If you don't know, there are ample personality assessments and quizzes designed to help you figure YOU out.



### **4. Connect your Experiences.**

What are the linkages in your life experiences? I believe that everything happens with reason. Everything accumulates for a higher purpose. Build a timeline of experiences from early childhood to your current life stage. What were the pivotal moments? There are themes

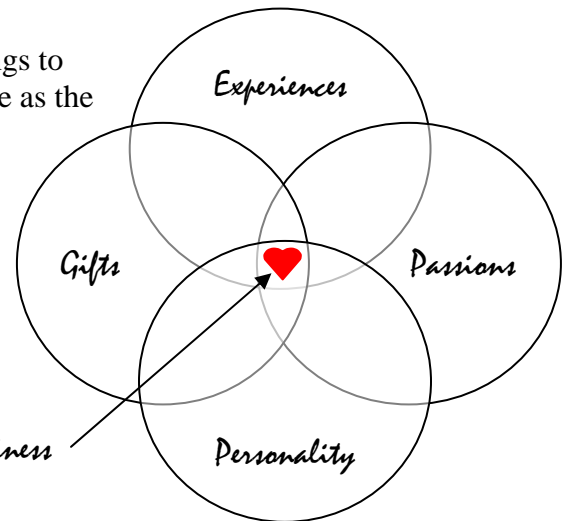


that will surface. These themes will propel your story and what you are destined to build. Your accumulated experience will now work in tandem to give you the experience, wisdom and expertise to shape and share with others.

Once you have connected the four key elements – Gifts, Passions, Personality and Experiences – you focus on where they intersect.

Be honest with yourself. Write down what springs to mind. What pops off the page? What do you see as the common elements?

If you're just not seeing it, give me a call to help you graph out your unique constellation and turn it into your Positioning Power. The success of your business depends on it.



Blessings,  
*Elizabeth*

### *Ps Here's a bonus.*

Do you ever feel scattered? Lots of ideas and things to do but not getting enough accomplished? If that's true for you, you need FOCUS.

**Focus is one of the 5 success principles every business owner must have.**

If you are unclear about what you need to FOCUS on, here's an exercise for you to gain clarity (and momentum).

As it applies to your business ...

1. What do you absolutely hate doing?
2. What do you dislike doing?
3. What are you neutral about doing?
4. What do you like doing?
5. What do you LOVE doing?

You should definitely hire or outsource everything that falls in the #1, #2 and #3 categories. You should think twice about personally "doing" what falls in the #4 category. You should definitely focus your time, energy and resources in the #5 category.

Interestingly enough, you will also find that your Gifts, Passions, Personality and Best Experiences are housed in #5, those things you love to do.

Let me know how this has helped you – and your business. Alternatively if you have questions and need more clarity, email me: [Elizabeth@PeopleCoach.com](mailto:Elizabeth@PeopleCoach.com).  
*More than a Business Strategist and Advisor. A Coach with Heart.*