



CREATING A BUSINESS  
FOR SUCCESS

# MASTERCLASS WORKBOOK





This workbook can be used as a resource to take practical and actionable steps towards creating a business for success.

The following information accompanies the videos in our Business Foundations Masterclass 'Creating a Business for Success' with Lisa Macale. The full masterclass four part video series can be viewed via the link below.

[TAKE ME TO THE MASTERCLASS](#)





# CREATING A BUSINESS FOR SUCCESS

01

Identify what success means to you. What you are striving towards? What type of entrepreneur are you?

02

Create a business that aligns with your interests, skills and passions.

03

Complete your business research and validate your business idea.

04

Work through our 'setting up your business foundations checklist' - you can find this [\*\*here\*\*](#).

05

Complete your business plan - link [\*\*here\*\*](#)





"To live the lives we truly want and deserve, and not just the lives we settle for, we need a third measure of success that goes beyond the two metrics of money and power, and consists of four pillars: well-being, wisdom, wonder, and giving."

*-Ariana Huffington*







## WHAT DOES YOUR VERSION OF SUCCESS LOOK LIKE?

Think about your work and your business and take a moment to write down the dream you want to work towards. This may be vague or really specific; think about what comes to mind for you and start to jot down some ideas. Consider the below definitions of entrepreneurial types and how the four pillars of success (well-being, wisdom, wonder and giving) might play a part in your definition.





# ENTREPRENEURIAL TYPES:

## ACHIEVEMENT ENTREPRENEUR

"Achievement entrepreneurs usually have a personal disposition to achieve something difficult and bigger. Achievement entrepreneurs have an inner motivation or inclination to accomplish something important and unique to attain a feeling of self accomplishment and satisfaction" - Jenna Kutcher



## LIFESTYLE ENTREPRENEUR

In comparison the business dictionary describes a lifestyle entrepreneur as "an individual that creates a business with the purpose of altering their personal lifestyle and not for the sole purpose of making profits. A lifestyle entrepreneur focuses more on the life rewards provided to people that enjoy and have a passion for what they are doing.







## CREATE A BUSINESS MODEL AND OFFERINGS WHICH ALIGN WITH YOUR PASSIONS, INTERESTS AND SKILLS

There is so much power in aligning your passions, interests and skills with your business. By doing this, you will be more motivated to keep moving towards your goals despite all the obstacles that will present themselves. The first step is to ask yourself the below questions and give thought to what excites you about your business.

From there you will need to consider how your passions, interests and skills can be aligned with your business. This can start with a small step or change towards creating more alignment.

Warren Buffett has suggested that the importance of finding what brings true meaning and what makes each day meaningful, should be the focus of an individual's efforts especially in business. Creating a business model or offerings that reflect your passion is not something you will normally achieve immediately; it is a journey.





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"Marrying your work to what you love and what gives you a reason for being enables you to be the best version of yourself. It gives you energy, it creates personal alignment and consistency in all parts of your life. It also enables you to bring the best version of yourself home at the end of the day, which has a multiplier effect on your family, and a reciprocal effect as well,"

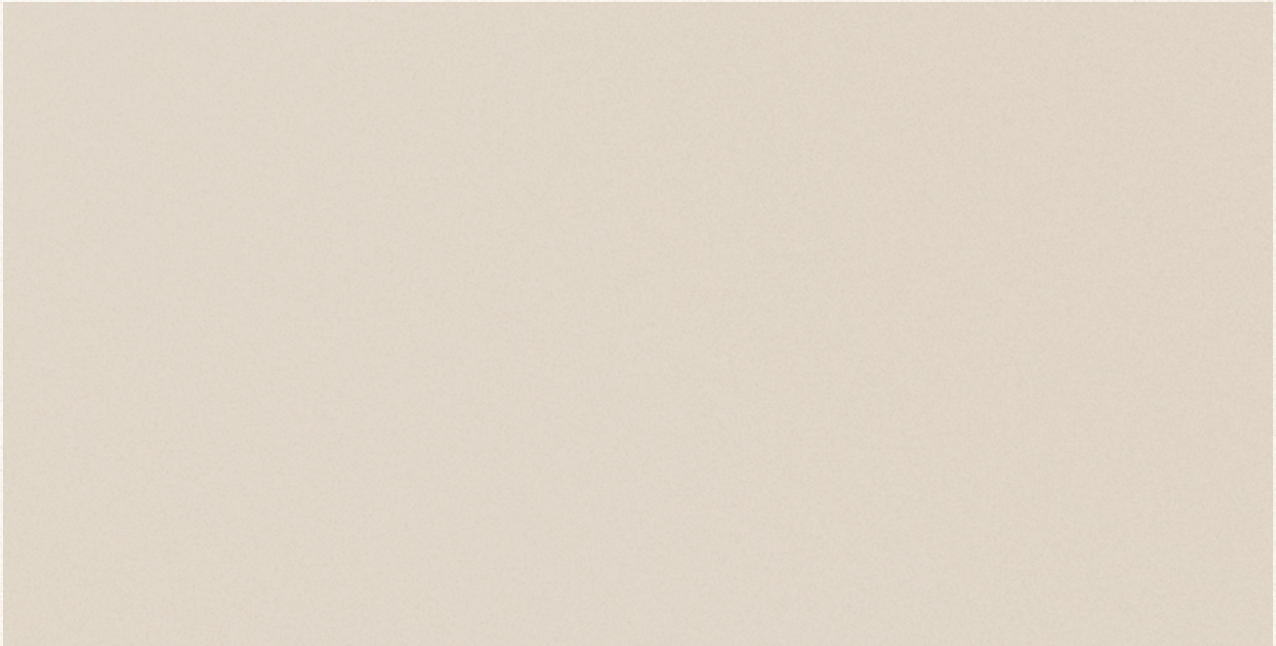
- Danielle Duell



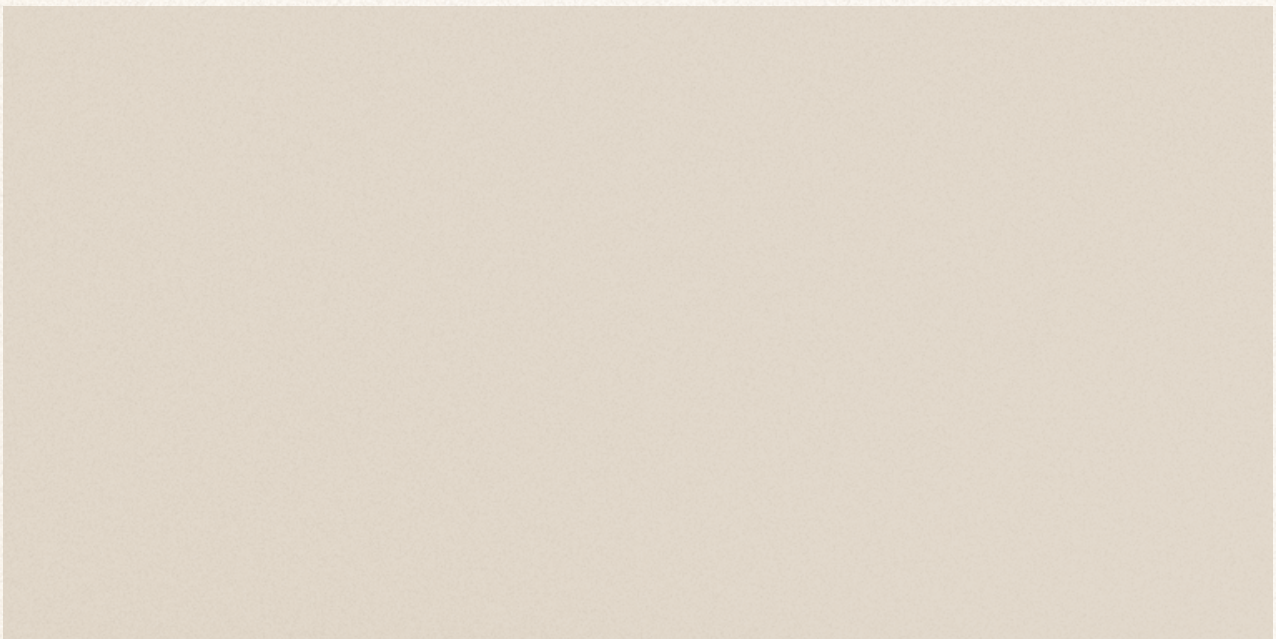


# YOUR PASSIONS, INTERESTS AND SKILLS...

What key skills do you know you possess? What comes naturally to you and what have you been told you are good at?



What are your interests and passions? A passion could be something that you'd be willing to invest time into, even if you weren't being paid.



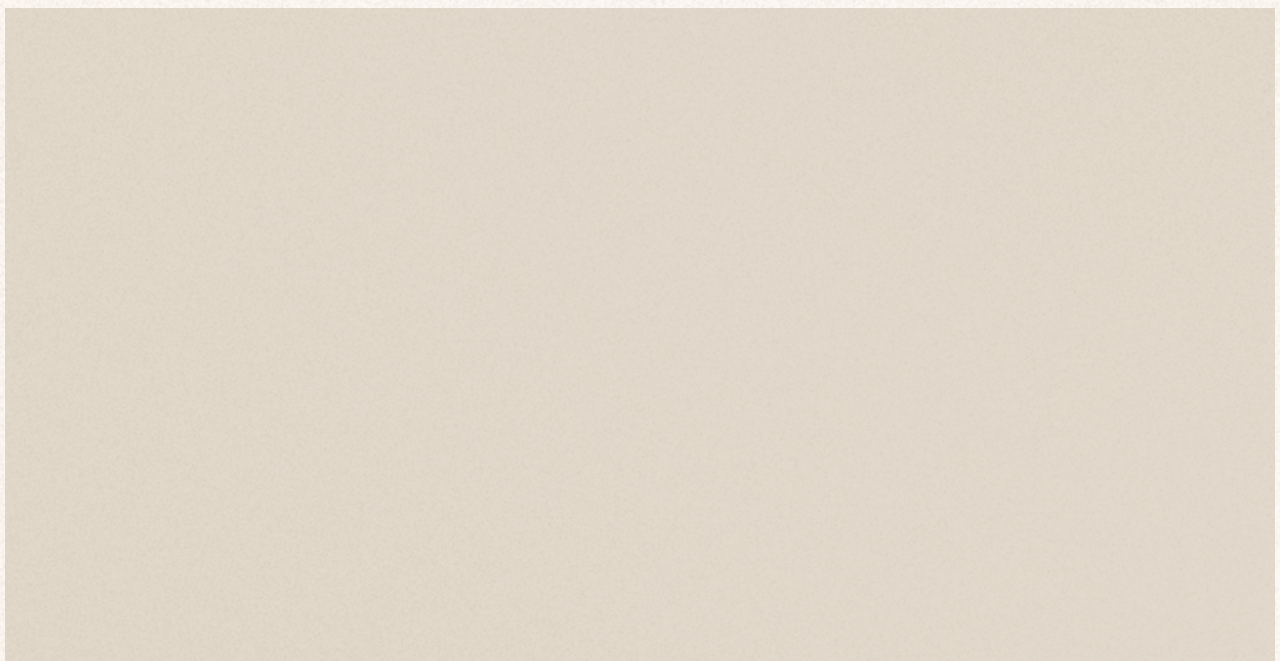


# THE PURPOSE BEHIND YOUR BUSINESS IDEA OR OFFERINGS...

Why do you believe there is a need for your offerings? Perhaps your business might offer a unique point of difference or something your competitors don't?



What solution are you giving your clients or what problems are you solving? Your offering is likely to get your customers from point A to point B or offer some type of transformation.





Now let's consider how the passion, interests and skills you identified can align with your business model or offerings. This could be a small change to your business or how you operate to incorporate more of the tasks that interest and excite you.

For instance, if you own a coffee shop, you might bring your love of art to your business by having your space host art events. If you are a Social Media Manager but love teaching others about social media you could create webinars, courses, eBooks or a coaching program.

Passion/Interest/Skill	How more alignment can be created through weaving passions/interest/skills into your business





A soft, warm-toned background image of a desk. On the left, there is a stack of books. In the center, a small, lit candle sits in a glass holder. To the right, a laptop is open. The overall atmosphere is calm and focused.

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PASSION GIVES YOU  
THE MOTIVATION  
AND CONFIDENCE  
THAT YOU NEED TO  
DELIVER YOUR  
MISSION AND  
PURPOSE FOR WHAT  
YOU DO AND WHY  
YOU DO IT.





# VALIDATING

## YOUR BUSINESS IDEA

Once you have your business idea, I highly recommend doing some market research to validate if you are on the right track. If you are already established and considering rebranding or adding new offerings then this step might be a little easier as I would assume you have a customer/client base to help you solidify what they want.

If you are just starting out then you are going to need to get a little creative with how you do your market research. Below are a few key ways for how you can go about seeking validation and clarification around your business idea.



### GOOGLE FORMS

GOOGLE FORMS ARE SUCH A GREAT - AND FREE - WAY TO QUICKLY SURVEY AN AUDIENCE.



### TYPEFORM

SIMILAR TO GOOGLE FORMS, TYPEFORM CAN BE EMBEDDED INTO YOUR WEBSITE.



### FRIENDS/FAMILY

TRY TO FIND FRIENDS/FAMILY WHO ALIGN WITH YOUR IDEAL CLIENT TO TEST YOUR IDEA WITH.



### FACEBOOK GROUPS

FIND FACEBOOK GROUPS IN YOUR NICHE THAT YOU ARE ABLE TO PROMOTE YOUR BUSINESS IN. MAKE SURE TO CHECK FB GROUP RULES AND GUIDELINES BEFORE POSTING ABOUT YOUR BUSINESS.



### LEVERAGE YOUR SOCIAL MEDIA

UTILISE YOUR POLLS AND QUESTION FEATURES TO ENCOURAGE DISCUSSION AND FEEDBACK AROUND YOUR IDEA.



### MARKET RESEARCH

MARKET RESEARCH STRATEGIES MIGHT INCLUDING ATTENDING NETWORKING EVENTS TO SPEAK ABOUT YOUR IDEA OR LEVERAGING OTHER BUSINESSES' AUDIENCES TO CONDUCT YOUR RESEARCH.





## MY IDEAS

# FOR MARKET RESEARCH

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Business Foundations Masterclass Workbook

*'Creating a Business for Success'  
with Lisa Macale*



[WATCH THE MASTERCLASS HERE](#)