

Beyond Better Call # 11

As recorded from a conference call with Phil Kaplan by Brennan Forsyth.

Consider the Following:

- 1) In one sentence describe your present Creative Tension:
- 2) With your Creative Tension in mind, describe the outcome but tie it to an emotion or sense:
- 3) Describe your Premium Product in one sentence
- 4) Choose a few words that describe your present plan for growing your Reach:
- 5) Describe your present need for improving the effectiveness of your Funnel:
- 6) Describe your present idea for developing your greater Spillover potential
- 7) What is something about your present business that is actually fun
- 8) Describe one thing about your outcome that will be thrilling:
- 9) Think of a time when someone solicited and persuaded you to join with them and decide what was the character trait about you that made them want you to join them:
- 10) What are three opportunities in your life that came about as a result of that trait.
- 11) Do you have a single marketing directive and if so, what is it? If not, what should it be?

Draw a triangle:

Inside the triangle draw a circle that touches each of the walls

The circle represents your core business. The triangle represents you.

Inside of the circle, write down 5 or 6 words that describe your core business

On the corners of the triangle write one of following words:

- Premium Product
- Media Message
- Funnel

In a few words, write down what each of these are to you.

Now draw a circle around the outside of triangle so that it touches all three corners.

This circle represents Congruence. Tie all of these elements together and you have before a different perspective on your business and your Endgame.

What do you want to exist so you are able to remove the circle (You) from the triangle (your business)?

In order for this to work, the outside circle must show a Congruence between your Premium Product, your Media Message and your Funnel.

With this established you are then able to choose your level of involvement with all, some or even none of three elements that make up your business.

Even if you decide to sell your business you can choose to do any of these three things independently. Ultimately, whether you want to remain involved or not, you want to get to a point where your business can run with or without you involved. You can't just sell 'you' (your Funnel) to your clients you must be able to sell them your business.

It's never too early to start thinking about your Endgame. Your business should never be a burden or a necessary evil, and taking these steps will help you maintain the perspective you need to help your business grow into what you want it to be.

What you want is to be able to have your business and yourself as separate entities. You are not your business and your business is not you. One can't work without the other this way. As you build your business it may seem like you must always be involved in your business, even vice-versa, but as always your Endgame is to be able to build your business to where it can function successfully even without your direct involvement.