

The Heart of Business

Business
as the Next Frontier of
Personal and Spiritual Development

Workbook

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In this video, and workbook, we explore some of the ways you can find greater meaning and create more impact with your work.

As you know, the world is going through big changes now. It is more important than ever to stay in touch with trends, to anticipate what your customers will want from you and your ideal business.

To discover the bigger changes afoot, how they affect your business and the highest expression of what you want to create, please follow me on

Instagram <https://www.instagram.com/donnabrown/>

Linkedin. <https://www.linkedin.com/in/donna-brown-99a04913/>

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It's time to dive into the heart of your own business.



Business.

B How much do you feel your business reflects your highest gifts and dreams of who you want to be and the impact you want to have in the world?

B How would you describe your business?

B List five negative qualities you associate with businesses or the world of business.

- 1.
- 2.
- 3.
- 4.
- 5.



Personal Development and Spirituality

B How do you describe your own spirituality and path of personal development?

B Do you think spirituality is something practical?

B List five positive qualities you associate with a satisfying spiritual life, and would like to have more of in your own personal development:

- 1.
- 2.
- 3.
- 4.
- 5.



Personal Development and Spirituality

B For each of these positive qualities, list three new ways they can be applied to your business - in your offers, your messaging, your actions.

No idea is too big or too small.

- A -	1 - B -	- C -
- A -	2 - B -	- C -
- A -	3 - B -	- C -
- A -	4 - B -	- C -
- A -	5 - B -	- C -



B Take some time to describe how you would like your business to make you feel. List as many qualities or feelings as you like,

B Choose the top three.

- 1.
- 2.
- 3.

B What actions can you take now so you feel your business is designed to support you?

B Take a few moments to list the ways you would like you customers to feel. List everything that comes to mind.

B Choose the top three.

- 1.
- 2.
- 3.

Now list three actions / products / services you can create or take to help your clients feel more this way.

It is ok to use something you already do that you feel works well, however, you will get more out if this if you stretch yourself to think of new ways.


1		
- A -	- B -	- C -
2		
- A -	- B -	- C -
3		
- A -	- B -	- C -





Purpose


As you know from the video, I feel purpose is quite different from how we normally imagine it.

Let's start with a few questions to see if we can point you in a direction that is helpful.

 What are you good at?

 How much do you enjoy doing the things you are good at, or have developed a skill for?

 What brings you joy, makes you feel excited, in your business or in another area of your life?

 Are you already paid to do the thing that lights you up? If not, what are the reasons you feel are holding you back.



Purpose

 What is your purpose?

 What is the purpose of your business?

 How can you incorporate more of this?

 How can you best serve your "heart clients"?



B If you could communicate only one message that would create lasting impact in the world, what would it be?

Try writing it as a short speech or message you would deliver to all your clients: past present and future if they were sitting here in a room with you right now.

B How can this be integrated into your offers, products, messaging and even how you run your company today?

They do not have to be big actions. sometimes the small steps over time bring the biggest results.



Intention

In the video, I spoke about setting an intention, and about how powerful this can be as a daily practice.

It is something you can say at the beginning of the day, before a call or presentation, even before posting on social media.

B What is the intention you would like to set for yourself and your work?

B How would you like to affect the world with your highest self and best work?

If possible, try to set an intention that includes those who may never work with you or buy your products.

When you have time, you can read or say the extended version of this.

As you get used to it, you can also do a condensed version. You can make it so concise you can use it even before writing and sending an email.

Don't be afraid to change it. Enjoy it and the process of creating it. This is you, offering your very best work to the world so that everyone possible benefits from it.

For example, before writing a newsletter, take a moment to create your intention, which might look like this:

May whoever reads my newsletter or even sees it in their Inbox, feel loved & encouraged.


May they receive the message they need most, no matter what I wrote or how imperfectly I wrote it.

May they be inspired to take action, to care for themselves and the people they serve, to be moved into action to bring forward their best work.



Compassion

Bringing compassion into your marketing moves it being from fear-based to love-based. Instead of "you NEED to buy my thing/service", your message is "I hear you, I see, I am here to help."

 Take a recent marketing campaign of yours. Look at its messaging. How can you transform it into one based on compassion?

Hint: the points you address do not have to change. What you might find is that you change HOW you speak about them.

**I hope this has been a transformative journey for you.
I would love to hear your feedback about any your
experiences as you apply your new insights to your life
and business.**

