

# Emerging Woman Entrepreneur's Top 10 Questions to Ask (And Answer) Today

The following questions are designed to get you thinking about and acting with a passionate mindset so you can grow your heartfelt business.

## 1. Your Self Motivation

### Question: Why Do You Do What You Do?

- When you think about your business, do you smile to yourself or do you trudge around like you're carrying water up a hill?
- Do you see how the business contributions you make enrich you and your clients, or do you feel disconnected from the service you provide to others and the reward it gives you?
- Do you love what you do enough that you would do it even if you did not get paid?

Although this line of questioning may seem indulgent, it's actually quite relevant.

**Why is your motivation level important? Because when the going gets tough, the unmotivated are nowhere to be found.**

As an entrepreneur, you will be testing your boundaries, learning new things, and facing sophisticated challenges. If you don't feel that your business is exciting, interesting, and fulfilling, not only will you not have the power to make great decisions, but your whole life will seem like a prison sentence.

The worst reason you can go into business in any particular field is "for the money". Is that really ever the reason? No! It's usually to build your future, to contribute, to give your family a wonderful life, to be a good citizen, to teach, to empower, to entertain. Getting paid well for those things is a side benefit, not the main reason. You just can't cuddle up to a dollar bill—no satisfaction in that...

**So, find out what turns you on and do it. No excuses about how you won't be able to make money in your area of passion. Time and time again, entrepreneurs have disproved that myth. Take your leap of faith and go for it!**

### Question: Why Do You Do What You Do?

**Your Answer:**

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## 2. Your Passion

### Question: What Gets You Out of Bed in the Morning?

**I am a firm believer that this Life has room for all of us.** Conformity is not the bedfellow of creativity. Many a business idea or technological breakthrough came from those who march to the beat of their own drum. So, beat your drum!

**When you get a spark of passion, the only thing to do with it is fan that flame.** Nurture and respect the seemingly silly or crazy ideas that come to you. Throw off the shackles of expectation and reasonability and choose your own path. Maybe you like art, science, manufacturing, or maybe fashion. Maybe what you believe is the next big wave is something you can't say out loud to your current circle of friends for fear of getting ridiculed or rejected. Do you know the solution to that? Get some new friends!

**And remember: Being ahead of your time does not make you weird.** It makes you a maverick. It makes you the one who everyone else is going to be second to when the wave crashes to shore. It doesn't always mean you'll be right, but rather that you had the courage of your conviction to choose, to influence the future, to decide what was right for you.

**You may be wondering how this question is different than the first one.** Here's the difference. Your motivation is the philosophical grand scheme, the overarching higher purpose to your actions. It's the why.

**Your passion is the what.** Do you like chocolate or vanilla? Do you like to work at night or day? Do you like people or your computer better? It matters not what your answers are, but merely that you ask and answer. Explore your desires.

**Honor your preferences.** It is no one else's place to tell you what you love. And, if you are willing to keep your mind open, you might find preferences where you thought you had none, or perhaps release habits that no longer inspire you.

### Question: What Gets You Out of Bed in the Morning?

**Your Answer:**

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## 3. First Impressions

### Question: Would I Hire You If I Saw You at The Grocery Store?

**Okay, so you enjoy your sweat pants.** Who doesn't? But, how do you **feel** about yourself in your sweat pants? Are you plugged into the flow of life or are you just schlepping by? Are you ready to say yes to whatever opportunity or synchronicity comes your way today or not? Take an honest look at your image when you consider this question. If you don't like what you see, change it.

**Please understand that it's not how fancy you're dressing, but the energy you're radiating.** Confidence is an attractive quality against which even designer clothes pale in comparison, especially when you are all aglow. More importantly, how you care for yourself is often seen as a reflection of how you care for others.

**A smile and direct, clear eyed gaze can captivate.** A brief yet exciting explanation of how you could serve a new client belongs on the tip of your tongue at all times. You can inspire others in or out of your power suit. You just have to be mentally ready. When opportunity knocks, open the door. Recognize it and act. Be ready for success whenever and however it shows up.

**Personal and professional competence becomes who you are not just what you do.** Modernly, it is more acceptable to be consistent rather than one personality at work and one personality in your personal life. Consistency builds trust in your integrity and allows others to move forward because they feel comfortable that you will take care of them.

**When you are alive with enthusiasm and joy, it shows.** People love it and want to be near it. Everything else fades into the background as your conversation guides a person through a thought provoking scenario. Your ability to comprehend their needs and to fulfill them makes you seem like the best dressed person in the store.

**But, it never hurts to dress up a bit. Who knows who you might meet...?**

### Question: Would I Hire You If I Saw You at The Grocery Store?

**Your Answer:**

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## 4. Lifelong Relationships

### Question: Are You the “Love ‘em and Leave ‘em” Type?

**The best quality, most cost effective clients are the ones who have already found you.** Both the ones that have shown they were interested in what you have to offer and haven't bought yet as well as the ones who have already purchased.

**So, the question then becomes “How do I sell to these people?”** You do this by understanding the pre-sale and post-sale flow of needs and you service those needs. Sounds complicated, but I will illustrate with an example.

**When a man falls in love with the girl of his dreams, and wants to propose marriage, what does he traditionally do?** He probably goes diamond ring shopping, right? Maybe he also buys a new suit, gets a haircut, makes dinner reservations, and picks up some roses.

**Then, she says yes. What happens next?** A wedding, that's what! And, we all know what goes with that—catered food, cakes, flowers, dresses, honeymoons, jewelry, venue rentals, musicians, manicures, hair styling...and more.

**What happens next?** This happily wedded couple will likely buy a house, furniture, cars, baby stuff. Don't forget, too, everything that the fine young man did before meeting the girl of his dreams—dating services, gym memberships, cologne, etc. Both the pre and post event sides are opportunities for you to give great service and become known as the “go-to” expert.

**You do not have to be the original creator of the products that support this cycle.** You just have to be able to understand what people buy and when they buy it and work cooperatively with suppliers who can support your clients' needs.

**You can still only focus to get new clients all the time if you wish, but why work so hard? Mine the goldfield that is already in your possession.**

### Question: Are You the “Love ‘em and Leave ‘em” Type?

**Your Answer:**

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## 5. Ask and Listen

### Question: Is Your Ego Willing to Take a Backseat?

**Sometimes in our lives, we think we know everything.** We hold tight to our agenda and argue for our point of view. We fight to be vindicated when questioned. We can get bogged down in a very stubborn and stuck place. Even when we are actually right, we use forcefully presented evidence to “prove” our validity. We can isolate ourselves from others and perhaps even damage relationships with our insistent behaviors.

**Worse still, we even do this in business to our clients, the very people we are focused on helping.** We don't necessarily argue openly, but we make assumptions, we disregard details that are important to them but not to us. We push forward with what we want to choose. We attempt to dominate the timing of a sale, the terms of a sale, the marketing method, the delivery method—basically we want what we want on our terms.

**The client, however, has their own point of view.** They want what they want. They rightfully imagine that since you are in the business of serving clients that you actually care what they think about it all.

**Alignment with your client can only happen if you are willing to ask and listen.** Being out of touch with your clients' deepest desires (the desires they are willing to pay you to fulfill), can be easily fixed, but it will take muzzling your ego.

**So, when was the last time you went to your clients and asked them what they think?** Have you ever surveyed them after a sale? Do you ask why you didn't get the sale if they went with a competitor instead of you? Do you listen?

It can be an unnerving prospect to deal with an unhappy client to get to the root of a problem. Don't let that stop you from asking and listening. You will learn and grow if you do.

### Question: Is Your Ego Willing to Take a Backseat?

**Your Answer:**

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## 6. Consistency is King

### Question: Can You Finish What You Start?

**Entrepreneurs traditionally are idea magnets.** They are able to see creatively with ease. Their vision is from a mile high, macro level. They have world class imaginations. They instinctually create new products and new trends that impact the world. They are forward thinking personalities driven by faith and hope.

**But, as the son of Donald Trump once said, an idea is worth about two cents.** Execution of the idea is where the value lies.

**So, how do we conquer our tendency to start and not finish?** How do we most successfully move from inspiration to implementation?

You can hire help, of course, but on a more philosophical level, there is something else you can do to improve yourself in this area.

**The one thing is to do one thing.**

I am not trying to be coy. Doing one thing, every day, always, will get you there. By identifying the most leveraged, power packed, and effective thing to do and then doing that one thing, your business will skyrocket.

**This does require that you distill down the noise in your work environment and stop doing busy work.** The one thing you do today may be to not check your emails in the morning and instead take that time to take your hardest task, the one you've been putting off, so you are at your top energy and top motivation of your day. Don't stop for the day until you've done that one important thing.

**So, today, do one thing. By building habits, showing up, resting when you need it, and doing one yet important small thing every day, you will go a long way to building your business.**

### Question: Can You Finish What You Start?

**Your Answer:**

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## 7. Your Dream Team

### Question: Are You Willing To Share Power?

**Running your own business can be hectic.** But, even worse than having too many jobs to do is having jobs to do that you are not competent to perform. The work still needs to get done, but it's excruciatingly difficult for you to do them.

**For best results, hire out.** Believe it or not, there are people out there who think accounting and web programming is fun. If you are like me, you do not. (And, if you are one of those people who think accounting is fun, *I love you and am so grateful that you are in the world.* Really, I mean it.)

**All kidding aside, do not let your pride or budgetary excuses get in the way of delegating off the jobs that need to get done that you are not good at.** There is no glory in focusing on your weaknesses. Spend time on your strengths!

If you were to struggle, go to school, spend hours studying, take twice as long as someone who is already terrific, what have you done? Maybe you've gone from horrible to barely adequate. You've invested a lot of time for very little leveraged improvement, time you could have spent on things only you can do.

**If you were to focus on your strengths, your unique gifted abilities that no one else can do quite as well as you, then you might go from excellent to world class amazing bar none. Isn't that a better use for your time?**

It's important as a business owner to know enough about the functioning of your business to hire intelligently, to apply thoughtful oversight, to audit results, and to keep things going. You are responsible for that.

**But your main role is to be the primary visionary of your business.** You are the inspiration. Are you really going to allow an outdated idea like "work harder" drive the rate of your success? Work smarter instead and always hire the best.

### Question: Are You Willing To Share Power?

**Your Answer:**

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## 8. Birds of a Feather

### Question: Do You Love Your Clients?

**The adage that birds of a feather flock together often holds up to reality.** So, if you are currently interacting with clients you don't like, stop today, because if you do a good job for them, they will be inclined to refer you their friends, who are probably cut of a similar cloth. Same hassles, same issues.

**Your satisfaction and happiness as a business person is crucial.** In order to maintain drive, motivation, and inspiration through your long nights, you must like, even love, who you serve and what you do. If you have clients that drive you crazy, stop working with them. Don't do it anymore. Fire those clients now.

**Too often people will fall in love with their business concept rather than with their clients.** They think it's such a great idea, they believe in it so powerfully, yet they denigrate the client that needs their product. They minimize their feelings of dislike for their clients "for the money" or because they feel that their idea is so brilliant. Sometimes they throw in a touch of martyrdom or victim hood too.

As an example, you can find natural health providers that make broad sweeping, derogatory comments about how "everyone" ignores their health, how "no one" ever takes any steps to improve themselves until they are death's door, etc. They berate the "system". These individuals do not love their clients. They love the idea of their business. Instead of providing an optimistic opportunity for change, they berate the potential pool of prospects that need their help. This business attitude will not work.

**Bottom line is that I choose to go a provider that believes in me** and expresses their joy that I am choosing to care for myself. The others do not get my business. And, I know I am not the only who makes decisions in the same way.

**So, fall in love with your client. If you can't love them, leave them. Period.**

### Question: Do You Love Your Clients?

**Your Answer:**

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## 9. The Dark Night

### Question: How Do You Deal With Disappointment?

**It's bound to happen.** A wonderful contract you were anticipating falls through or someone doesn't pay their invoice on time. Maybe you get sued by a long time client who has grown into a family friend or one of your workers gets hurt.

**Being your own boss does not give you immunity from the normal, day-to-day challenges of big corporations.** It gives you lots of joys but you still have to deal with whatever comes your way. You will be called out of your comfort zone and be pressed into action solving a crisis sooner or later. Face that now.

**To better handle set-backs in the future, start by examining your past reactions to disappointment.** Take the time to reflect on how you feel and behave when things don't go your way. Do you get angry? Do you get depressed? Do you ignore it and then go out and do reckless things to blow off steam? Or, perhaps do you get up, brush yourself off, learn from the mistakes made (if any), and keep going?

**Next, go ask your friends and loved ones how you deal with disappointment.** If they tell you something you didn't already admit to yourself, believe it. Often when we are under stress, we do not see clearly. Our support group can see things we do not. You don't have to necessarily take their advice on how to change your behavior, but listen to what they have to say and then decide for yourself what you will or won't change.

**It's okay and healthy to acknowledge the disappointment and to grieve.** I'm not suggesting wearing black for a year and crying all the time, but in your mind, that wonderful contract was alive and real. It is no longer. Denying the validity of your loss does not extinguish it. Instead, it might arise again as a cold or a vodka soaked Vegas all-nighter. By examining your reaction to disappointment, you can find relief and move on faster. Take steps to understand your process and honor it.

### Question: How Do You Deal With Disappointment?

**Your Answer:**

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## 10. Celebrating Your Victories

### Question: What Is Fun to You?

**Any goal worth pursuing is worth celebrating when you reach it.** So, when was the last time you stop working and celebrated? If you're like most entrepreneurs, that was too long ago!

**The responsibilities of running your own business can weigh on you.** You can get consumed in the idea that if you don't get it done, it's not getting done. If you've actually implemented the advice I offered about contracting out, this isn't true, so quite clinging to it. (And, if you haven't yet, what are you waiting for?)

The biggest problem I have seen, especially with women, is that entrepreneurs have forgotten what they even consider a treat. When I ask them what they do for fun, they say "my job is fun". Bull! Fun is fun! It's important that you love your job, but it is still work.

**One way to begin drawing a more distinct line between work and play is to set office hours.** Then, honor them without exception. Give yourself the same respect you would give your employee. Give yourself permission to punch out and "go home", even if that means you walk from your office to the living room. Besides, what good is being your own boss when you are a tyrant? Loosen up. The downtime will actually make you more productive because rest helps. Be sure to rest as well as play. It's good for you and good for your business.

**What I want you to do is get out several pieces of paper and start writing down all the cool stuff you enjoy to do.** Maybe it's golf, travel, making bread, eating chocolate, discovering fine wine, playing with your kids, getting your nails done, running a marathon, dancing, karaoke, oil painting, gardening, crossword puzzles. Capture as many ideas as you can—small things, big things, free things, expensive things—and then pick one and do it today. Do one every week. Get into the habit of having fun and notice how much more creative and likeable you become. We are meant to experience variety. Grab the gusto and have some fun!

### Question: What Is Fun to You?

#### Your Answer:

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