



M A N A G E M E N T

# START HERE:

*find your driver*

A practical guide dedicated to helping current and future business owners find their 'why'.

T M A N A G E S , C O M



# INTRODUCTION

When speaking with different business owners or presidents of nonprofits I find that most of them have this one thing in common - they either don't know why they are in business or their 'why' is solely based on making money. I believe the most misunderstood notion of business is ones need to be impactful in a meaningful way. The crazy thing about being impactful is that more times than not, you will be in position to give something away - which totally goes against being in business to solely make money. When you give this 'something' away it has to hold a certain amount of value in order for it to be perceived as valuable. Once you understand your 'why', once you really hone in on what you are really and truly supposed to be doing in business, not the thing that you think will make you the most money, you will be successful.

I'm going to say this and it's not going to be the most popular thing you've read all day: Money should not be your driver. Money should not be the reason you wake up in the early in the morning or go to bed late at night. It should not be the reason you help people, it should not be the reason you create products and services and it should not be your core. In my opinion, if money is your core, you are NOT a bad person you just need to go work for somebody else, not yourself.

This workbook is going to help you define a pure and true driver because we all have them. We all have our experiences, passions and the things we are good at and it's when we infuse all points of who we are together that we define our core, our why - that driver.

Working from the inside out, we are going to define this driver and the essence of your value to others both intellectually and emotionally. Your driver is defined at the intersection of four areas that you will discover in this easy to use workbook.

Let's get to work!



*Tamra Marie*

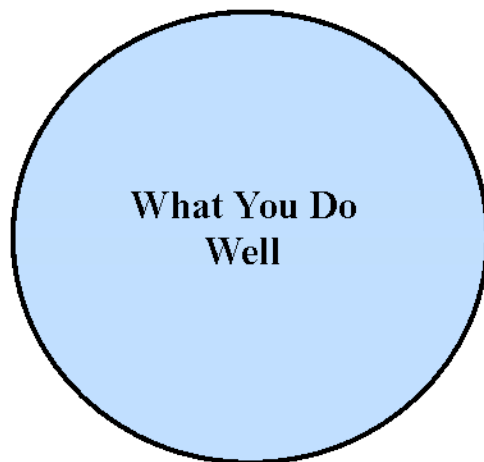
# #1 What Do You Do Well?

## >WHAT ARE YOU GREAT AT?

Before you answer this question let me set the tone: This isn't just a question of what other people think you do well, nor is it a question of what your family has given you pats on the back for. This is literally a question of what you believe you're good at – what you can do at the drop of a dime; it's knowing what your fallback is. What is your go to 'thing' to do? I am asking you this question because it is important to start where you are, and with what you have. Zero in on your knowledge, talents and life experiences. Recall what you've achieved and the obstacles you've overcome. Life experience most times outweighs formal training and your professional resume. Sometimes as a business owner you're put in the position to help your customers with real life situations. Once you help customers in this way they see the value in you and they are three times as likely to purchase your products and services.

So for what you do well, we're going to look at three different areas:

1. Strengths
2. Skills
3. Specialization





# AREA ANALYSIS

## > WHAT ARE YOU GREAT AT?

### Strengths

You will always make the most impact when you play to your strengths. It will be a disservice to you, your customers or potential customers if you try to play to your competitors strengths or if you try to mirror what your competitors are doing, the exact same way they're doing it. You might be an extremely talented writer but with the heavy inundation of video and audio that is overtaking social media right now you may feel the pressure to start vlogging. Because it's forced, it may come off as uncomfortable and turn out to be a total bust. Can your brand be salvaged after trying this? Absolutely! The goal of this workbook is to get you started off on the right track or provide thoughtful redirection for you and your business. So if you are married to writing, be married to writing - that's your strength. Commit to pushing that strength by writing five different items of content every single day and blog like crazy!

### Skills

Skills are what you can do well, areas you can confidently claim a level of mastery over. All skills can be considered whether they relate to your company/ industry or not. I love the idea of talent stacking, where you combine different mediocre talents and layer them in order to create one succinctly unique ability.

"What are my skills?" you might ask.

The reason you're asking that is because most of the time, we're trained to try to be the BEST at one skill which takes years or even decades to achieve. The problem with this notion is that people don't want to spend a decade mastering a whole new skill before they can start their business.

Instead of spending years focusing on being the best at one thing, you need to focus on being 'good enough ' at a unique combination of things. That will make you stand out! If someone else is training just as hard as you at the same core skill such graphic design (for example), it won't matter because they won't have the exact same combination of skills you have.

### Specialization

I am not a fan of using the word expert or specialist because of all the baggage it brings. It's just one of those words that is grossly over used and totally pimped out in the entrepreneurial world. However, you might have a specialized understanding about an industry or a topic that you need to exploit in your business. You've gained this through study, work experience or applying and testing ideas - most of the time it's all three. For emerging fields like genetic counseling, your specialization could be based on getting in the field early and testing. Many people find it hard to claim a specialty. If that's the case, overly focus on talent stacking and create a specialty unique to you.

*“What you need to focus on is being 'good enough ' at a unique combination of things. That will make you stand out!”*

# WORKSHEET QUESTIONS

## >WHAT ARE YOU GREAT AT?

**List your strengths and talents** – if you're unsure, ask people you've worked with or take an informal strength finder test for \$15 at [www.gallupstrengthscenter.com](http://www.gallupstrengthscenter.com)

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**List the things you are not good at and should NOT base your work around**

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**List your skills** (things you know how to do that you could conceivably be paid for- i.e. building websites)

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**Specialization** – List your qualifications AND your lived experiences that can be shared with others

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# WORKSHEET QUESTIONS

>WHAT ARE YOU GREAT AT? - CONTINUED

**List your biggest achievements**

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**What are you better at than anyone else?** This can be a talent stack. If you get stuck, ask someone you've worked with or are close to

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**ADDITIONAL NOTES**

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## #2 What Do You Love?

> ABOVE ALL ELSE, WHERE IS YOUR HEART ?

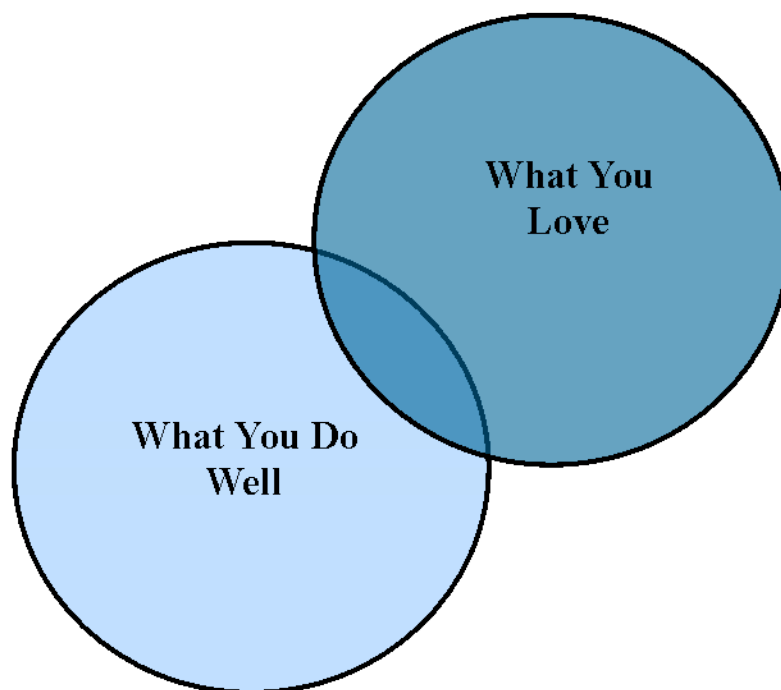
The things you know, what you can do and the strengths you possess are extremely important. But you will always feel as if something is missing until you find what you love to do. If your heart isn't engaged in your work, your work is literally meaningless.

A while ago, my cousin asked me a question about my 'why'. She asked why I didn't want my business to grow beyond my one woman show. Why I was disinterested in growing big enough to hire employees and one day, pass this business down to my children. I answered her simply saying, "I just want to help other businesses grow. I literally get joy when I solve issues that ail business owners". At the very heart of what I do, I want every single business I come in contact with to succeed and it's in that desire that I find out how I can help them and I just help. For me, it's with strategic development and management. It's with educating owners, sharpening communication skills for leaders and killing all traces of ignorance surrounding the topic of strategy as it pertains to each business sector. That's my why because ignorance is not bliss, it's deadly. I believe no matter how small or large the company there is a need to level the playing field in this area.

There's a Ted talk I watched about a year ago given by Simon Sinek that truly spoke to me. He said, "people don't buy what you do; they buy why you do it." If you've never seen that talk, click [here](#) to watch it.

Let's hone in on what you love by analyzing these three bullet points:

1. Satisfaction
2. Significance
3. Service



# AREA ANALYSIS

> ABOVE ALL ELSE, WHERE IS YOUR HEART?

## Satisfaction

Seriously, what do you love to do? Think about your life experiences. When have you felt most alive? What was happening at that very moment in time? What drove that feeling? Think about what you've been gifted with or what you think you were absolutely born to do. The things that make you smile and feel warmth. What activities are you doing when time truly does fly and when things just flow? The words 'passion' and 'purpose' are over used and they're losing their value. But cliché's like "find your passion" are based on a human truth. It's part of the human condition that maturity brings many to seek a larger meaning of fulfillment to counterbalance our efforts. Answer these question as quickly as you can: Imagine all your bills were paid and you were living very comfortably, if you could perform any job in the world what would it be? What would be of interest to you? What hobby would you turn into a profession? This is what helps defines your significance.

## Significance

What on earth really matters to you? Think about the question you just answered above and couple that with your core values and your core priorities. The things you will not compromise in business or in life. If you don't know your core values click [here](#) to take a super informal quiz or go to

<http://trueentrepreneur.com/discover-your-personal-values>.

## Service

This is probably my most favorite area in this workbook. What a lot of entrepreneurs don't realize is that service has to be your core. Clients come to you, your business, your association (this would be members coming to you) because they have a need or want. When a customer or member considers filling that want or need with your businesses products or services you should you feel humbled. Understand, value and cherish this fact because they can go anywhere else but they chose your company, they chose you. This is huge and if this fact alone does not humble you, you've got to rethink what you're doing because being in business is all about serving the customers needs where they are.

How can the things you know or the things you do change someone's life? What tangible things happen for your clients as result of working with you? What valuable contribution do you make to their business or lives? These questions help move you in the right direction when thinking about being of service not just in service.

*“Clients come to you because they have a need or want. When a customer considers filling that need or want with your product or service, you should feel humbled.”*



# WORKSHEET QUESTIONS

> ABOVE ALL ELSE, WHERE IS YOUR HEART?

**What do you love to do?** (peak experiences, what makes you feel most alive)

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**How do you want to feel?**

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**What are your core values?** (if you do not know, click the following link to help you find out at [www.trueentrepreneur.com/discover-your-personal-values/](http://www.trueentrepreneur.com/discover-your-personal-values/))

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**What do you really want from your business?**

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# WORKSHEET QUESTIONS

> ABOVE ALL ELSE, WHERE IS YOUR HEART? - CONTINUED

**What was the best period or project in your working life? What made that the best? Why did you feel so happy?**

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**What are your priorities?** If you are unsure, examine how you spend your time and what you pay attention to

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## ADDITIONAL NOTES

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## #3 What Does The World Need?

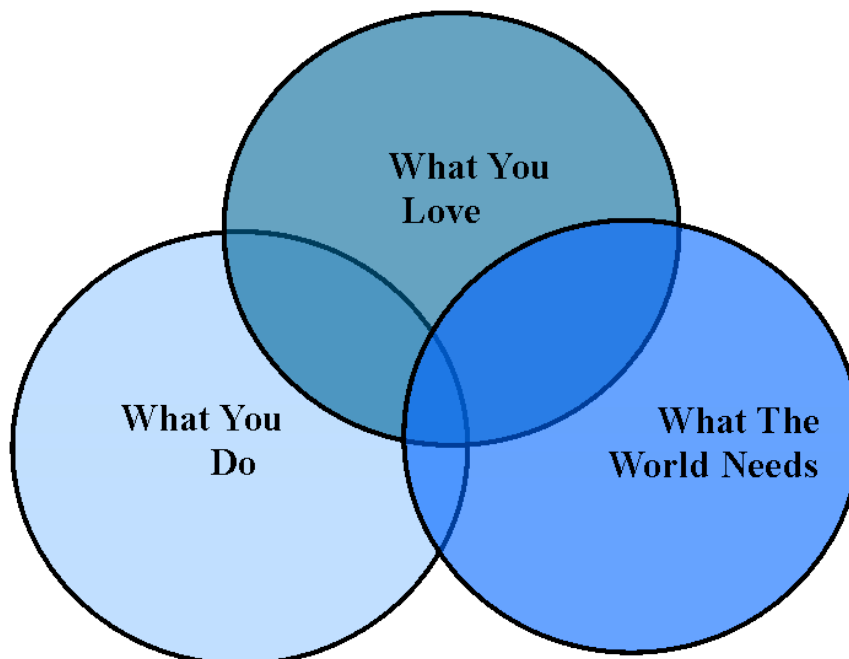
### >HOW CAN YOU AID HUMANITY?

What you do well and what you love displays your value and what you bring to the market. But your business will not function properly unless you design it to serve an existing demand from a group of people you can identify and access. You can either solve an existing problem without knowing exactly which target market the problem belongs to, or you can think about who you want your target market to be and then research to find what problems they have. For the purposes of this workbook I'm going to explain the latter. Just how exactly do you find and identify which segment of the market you'd like to work with? Start with this question, "What segment of the world do you want to help and see succeed?". When you express your gift or talents, who benefits from it? Who wants or needs what you know? What are you always being asked about and by whom? What do you enjoy talking to people about? What help do you love to give whether they are paying you are not?

After you've identified the segment of the market you'd like to target, you now need to understand what problems they have. One way I identify a need with potential clients is to simply get to know them. I ask three basic surface questions for every information-getting question. The surface questions allow clients to relax and establish a welcoming environment as well as a sense of trust. It eases them into their natural state of being. These three questions lay the groundwork for the latter question and make the client twice as likely to answer openly and honestly.

The following two areas will allow us to further delve into figuring out what the world needs:

1. Problems
2. Profile



# AREA ANALYSIS

> HOW CAN YOU AID HUMANITY?

## Problems

The basic strategy here is to start with what symptoms you can relieve, problems you can solve or desires you can fulfill. Here is where we stop and brainstorm, because the key to finding your ideal client group is to make your first target a problem rather than a person. If you've identified your target audience (the segment of the market you want to impact) already, write a list of every symptom / problem they are experiencing. This is one of the most important exercises you can do.

## Profile

Understanding that our job is to target problems, we also need to be aware of the fact that we're

marketing solutions to people. Because we're marketing to people we need to find commonalities so we can connect with them. So think about it, who are they? What patterns or likenesses do they share? How old are they? What's their gender? Where are they located and in what stage of their life are they in? Another critical requirement is the need to reach clients easily and affordably. Where are these people how many of them are there? Is there something you can do virtually or digitally? If so, how can we get it to them efficiently and effectively?



# WORKSHEET QUESTIONS

## > HOW CAN YOU AID HUMANITY?

**Who do you really want to help and see succeed?**

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**List problems they will recognize and want a solution to**

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**Who is ready and waiting for your solution?** (Artists, farmers, lawyers etc)

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**List the age, gender, location, life stage, business stage, experience**

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**What values, beliefs and interests do you share with them?**

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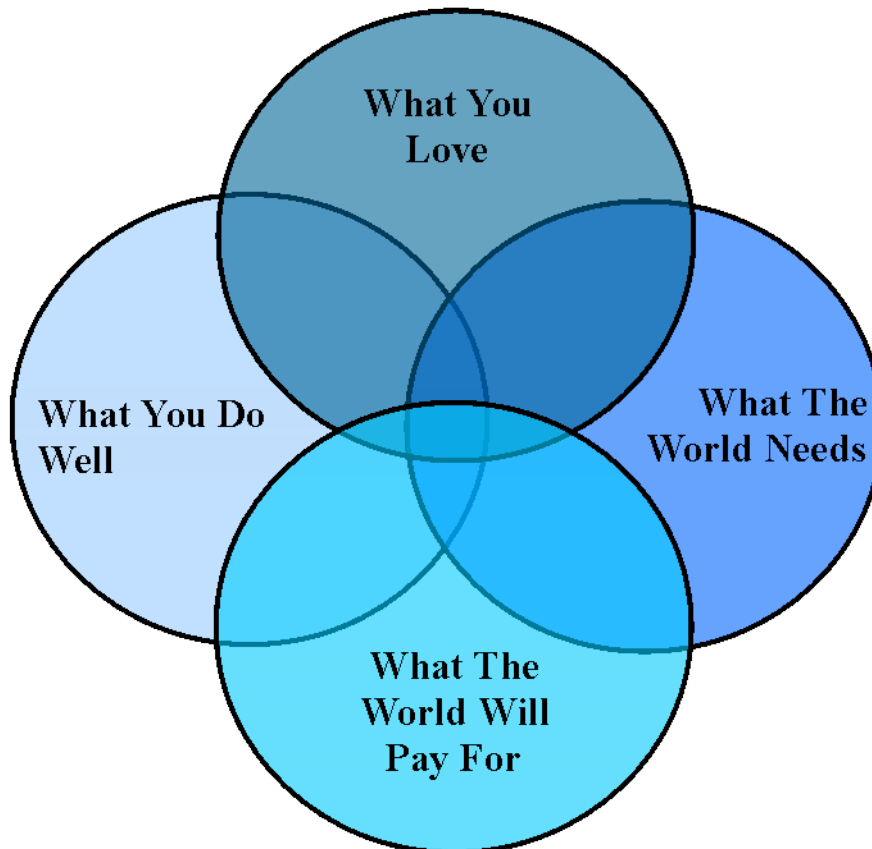
## #4 What Will The World Pay For It?

### >DO YOU HAVE ENOUGH VALUE?

While money should not be your core driver it is a factor in business. Everything of value costs something. Sometimes it's not money but in our situation, because we have businesses, we need money in order to continuously supply value. Again I can't stress this enough, your driver should not be money. Money is an item that comes because of your initial core drive. So understanding that, the answer to this question is really - anything. A person will pay money for what they feel is of value to them. Customers are inherently selfish. It's all about them, what they need what they want and when they want it. So if you present your business, ideas, products or services in a valuable way on the correct platform to the correct target audience and they find value in your business, they're going to buy it.

How do you ensure that your business, products and services provide value? You tap into your target audience and refer the problems section in step three. Figure out what they need and then see if your current products or services fulfill it. If you're giving them what they need they are going to find immense value in it because you are filling a void in their brand, business, products and most of the time, a void in their life.

I challenge you to make sure that every item offered in your business has value. Every product or service should be able to answer or fill a void for your target audience.



## > JOT DOWN IDEAS YOUR PERSONAL AND PROFESSIONAL VALUE

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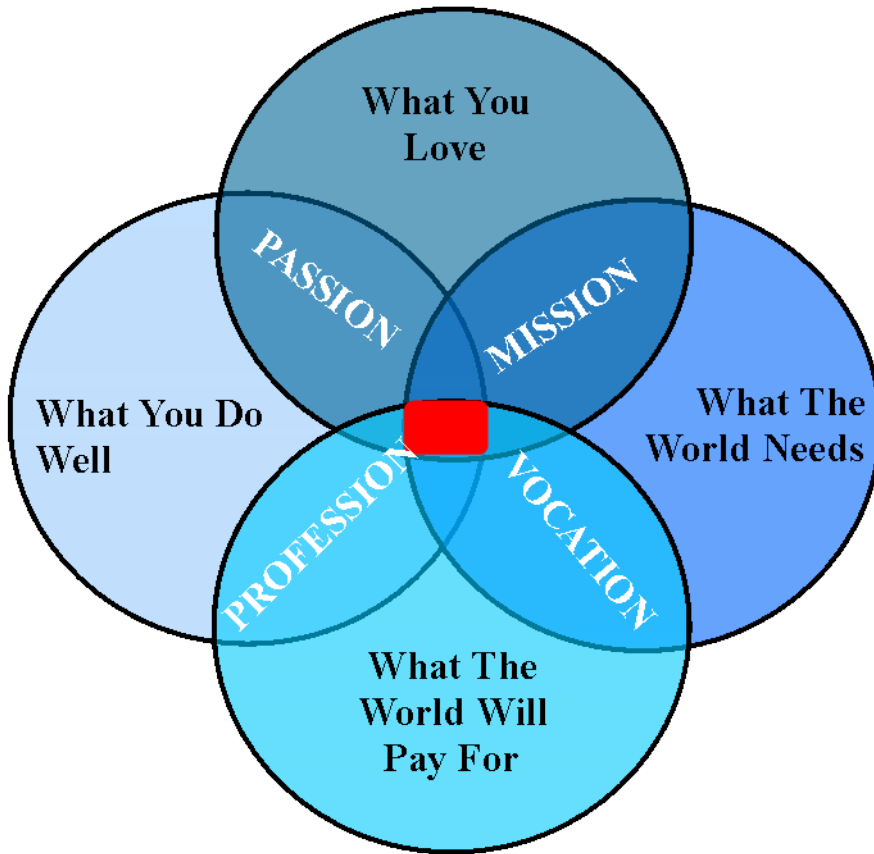
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## > NOTES

# OVERLAP ANALYSIS

## > INTERSECTION IMPACT



I literally wish there were a Venn diagram for life. If there were, I'd examined every little overlap in order to add clarity in my life and instant meaning behind the infamous question, "Why is this happening to me?". But for now, I'll stick with using it to further show you how to identify your driver.

Now we are going to examine the overlaps in your circles.

First, what you're good at and what you love is your **passion**.

Next, what you love and what the world needs is your **mission**.

Next, what the world needs and what you're paid for is your **vocation**.

Lastly, what you're paid for and what you're great at is your **profession**.

### Passion

When we become passionate about our business and its ability to help others, we become attached and at times obsessed and deeply invested. Your new formed passion requires you to commit to the work you are doing in order to deliver meaningful services. As mentioned earlier, your passion comes from the overlap between the two fields you've mastered, what you're great at and what you love.

#### List what you're passionate about

### Mission

Your mission clarifies your true north. It's why you do what you do and how your work measures up to the bigger picture. Simply put, it intelligently answers the why, what and how for your business.

#### How can you combine what you love to what the world needs and add value?

# OVERLAP ANALYSIS

> INTERSECTION IMPACT -  
CONTINUED

## Vocation

This has also been referenced as your calling. No, this is not solely reserved for religious purposes. Your vocation is something you are specially drawn to or best trained or qualified for. Understanding and identifying this is to understand that your business is about more than just you. It is about connecting needs with a product or service that can adequately fill it.

**Other than receiving a pay check, in what ways will your business benefit from providing products and services to your clients?**

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## Profession

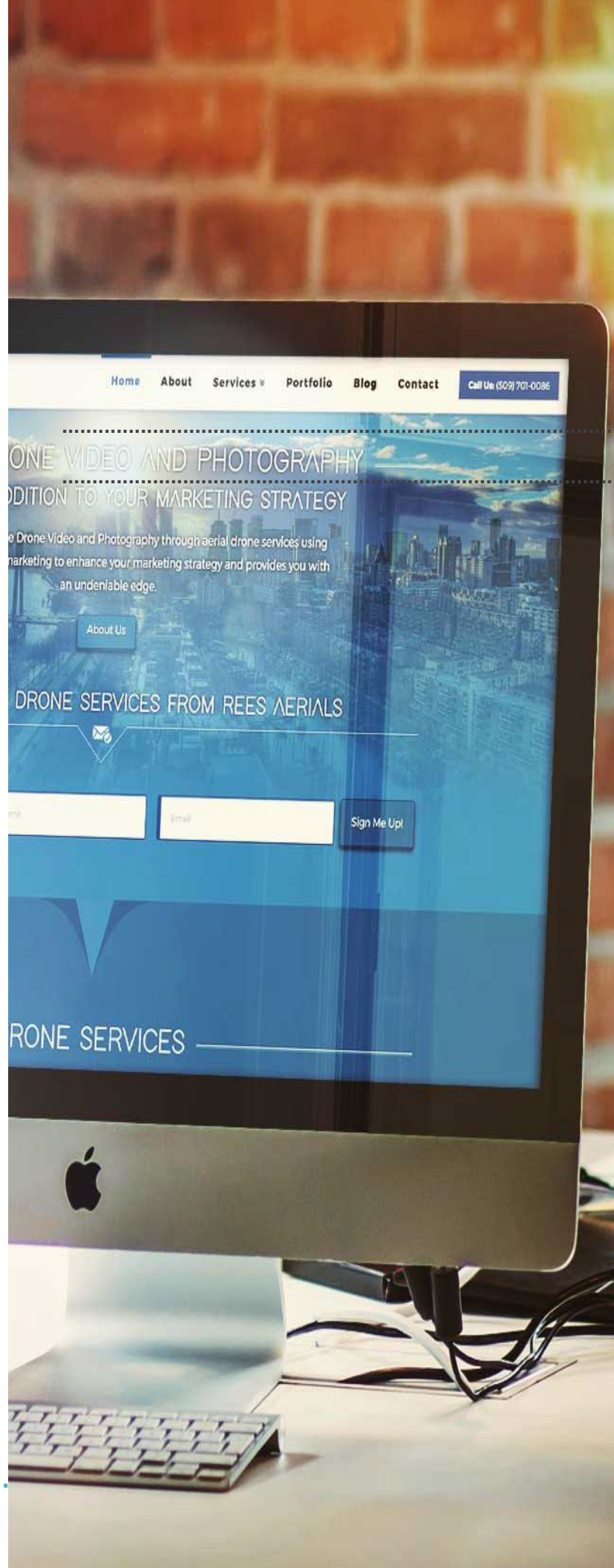
When what you're paid for and what you're good at overlap your profession is a born. This is where talent and skill meet compensation. It is the ability to display your expertise, draw on years of experience and be recognized for both attributes in the form of payment. Your profession is heavily reliant on your vocation and whether or not it has been clearly defined. In some cases, you can take a formal approach by obtaining as much specified training in formal qualifications as possible. This breeds a sense of credibility with your potential customer base and it also showcases your willingness to be a lifelong student -a quality every entrepreneur should have in my opinion.

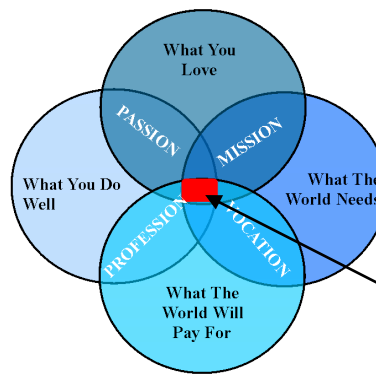
If you're not taking the formal training route you have to do your research. Research your target market, the industry you are targeting or industries you are setting out to target. You have to know what they need and want in their environment. Again, people will pay for a value. You are not going to be seen as valuable if you don't know what you're talking about. You're not going to know what you're talking about if you don't do the research.

**List 2 qualities that constitute your professionalism**

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# YOUR DRIVER

## > YOUR 'WHY'

All four sections overlap and form a natural center. This unique space is what I like to call your **driver** or your 'why'.

This is where going to work doesn't feel like work. It's where your unique story resonates with people who have been waiting for someone just like you and a business just like yours. Your driver is a space in a crowded market place for you to call your own. A place where your brand and offers are truly unique. The self awareness becomes a foundation of your business. It will be the anchor for your mission and vision statements all of your content and your business model. Knowing this puts you on solid ground as you build your business.

**Considering all four areas covered, use this section to come up with your driver sentence**

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## > HOW DO I KNOW I AM ON THE RIGHT TRACK?

When you can tell someone exactly what you do for a living or what business you have while hitting on your driver amid the sentence. Something like this:

*"I'm Tamra, a business strategist. I help owners find clarity, determine positioning and develop an irresistibly effective business brand"*

My driver sentence is short, sweet and to the point. It covers my why which is to help business owners in my own way- through strategy.







# APPLY IT!

Go ahead and apply what you've learned throughout this workbook in your own business now!

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Need some help? Let's chat! Shoot me a text, DM, PM, email or just flat out call me. I'm all ears.

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W W W . T M A N A G E S . C O M

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