

## Profits with Purpose: More Purpose, More Profits, More Fun!

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**Welcome Sandra** to your deep-dive planning session and to your 16-week *Profits with Purpose* Coaching Program! *Yay!*

As an experienced mentor and coach, I will help you create and live from a powerful vision, and an inspired action plan that easily attracts a lot more of your ideal clients and customers. How much more purpose, profits and fun? *You get to choose!*

As you're going through this program, I invite you to see this as a powerful spiritual journey, because it is! Anytime we want to step up in a bigger way, fulfill a heartfelt dream or desire, be more fully Self-expressed, or expand our concept of what is possible ... it's a spiritual journey that's calling us to claim more of who we truly are!

*The Profits with Purpose: More Purpose, More Profits, More Fun 5-Star Coaching Package* will help you claim the mindsets and habits that allow you to consistently grow your business, *as you make the difference you most want to make!*

In this first session, we'll be diving deep into your purpose-driven business, assessing where you currently are, and where you really want to go. This session will lay the foundation for getting your mission out there, in a more powerful way.

*Much Love,*

Name of Your Business:

Owner/Principal:

Title, if Applicable:

## Section 1 - Where You Are Now:

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1. What inspired you to start your own business or practice?
  
  
  
  
  
  
  
  
  
  
2. What do you love about your work/business right now? What's working well?
  
  
  
  
  
  
  
  
  
  
3. Where are you challenged? What's not working as well as you'd like?
  
  
  
  
  
  
  
  
  
  
4. What issues or problem(s) would you really like to solve?

## Section 1 - Where You Are Now (Continued)

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5. Are there any areas where you find yourself getting regularly stopped, triggered or challenged? If so, what are they?
  
  
  
  
  
  
  
  
  
  
6. Is there anything you worry about? If so, what is it?
  
  
  
  
  
  
  
  
  
  
7. If you could create *anything*, just by snapping your fingers or waiving a magic wand, what would it be?
  
  
  
  
  
  
  
  
  
  
8. What would you say are your greatest successes in your work? What are you most proud of?
  
  
  
  
  
  
  
  
  
  
9. How would you describe the mission or purpose of your business and the work you do?

10. What “obstacles” have you overcome in your life?

11. As you look at your life as whole, what have you created that you’re especially proud of?

12. What are some of the lessons you’ve learned that made a positive difference for you?

13. What do you *love* to learn and talk about?

14. How would you describe your personal mission? When you look at where others struggle, what touches your heart? What calls you forth ?

15. Let's say you're walking into a party, describe who you gravitate toward?  
Why?

16. Who gravitates toward you? Why?

## Section 2 - Fun and Purposeful, It's-All-Good Business Stuff!

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1. How much money did you make last year from business-related activities?
2. How much do you want to make in the year ahead?
3. Why did you choose that number?
4. How many clients did you serve last year?
5. How many do you want to serve during the upcoming year?
6. Why did you choose that number?

7. Describe your current services? How are they packaged and priced?

### Section 3- Habits, Routines, “Get-tos” and “Have tos”!

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1. Describe your current business-related activities. How would you describe a typical day?

2. How do you start your work day?

3. How do you end your work day?

4. What are you currently doing to grow your business? How often?

5. What aspects and activities of your business do you enjoy most? Least?

6. During a typical work week, how much time do you invest in the following activities?

Taking Care of Your Current Clients/Delivering Paid Services:

Improving Your Current Products or Services:

Developing New Products and Services:

*Being on Purpose*, in other words following your work-related vision, mission or plan:

Marketing Activities such as:

Aligning with What You Want to Attract and Create in Your Work

Having Conversations or Connecting with Your Future Clients

Taking care of Your Current Clients

Improving Your Current Offerings

Planning and Tuning

Administrative Stuff like bookkeeping, mail, filing

Answering Work Related Email

7. Is there anything you are currently doing in your work, that feels like a “should” or a “have to”? In other words, you think you need to do it to get some result, but you don’t like to do it? If so, what is it?
  
8. What are your “get tos”? In other words, you *love the idea* of doing it.
  
9. What are the qualities and attributes of the people you’ve enjoyed working with most?
  
10. How do you see yourself in relationship to your work?
  
11. What insights have you received so far out of doing this deep-dive session?

**Now take a deep, soul-nourishing breath, relax and do a happy dance!** What we did together was very powerful. It will be used to create an experience that will light you up in an even more fulfilling way, one that can *feed your spirit, as well as your bottom-line!* Yay!