

EXERCISE: The moment of truth

The moment of Brutal Truth comes when you sit down with a blank piece of paper and decide to complete this exercise for yourself. This is a very important step, so do it properly. Don't just scribble a few things down in your 12-minute lunchbreak.

1. Get up early one morning before everybody else, and before you've even made a coffee or read the paper, go into a quiet room and sit and think about it.

2. Draw a line down the middle of your page, and on the left-hand side write the heading 'frustrations'. Then, think about what's troubling you, the real issues that are holding your business back. You know very well what they are; you live with them every day. Don't think about how you're going to solve these problems for now, just write them down. Chances are you will have a few of the ones that we discussed earlier.

Frustrations:

3. Then, in the right-hand column write down your desired outcomes. Be realistic but dream big as well. Don't be afraid. What does your ideal business look like? What does your ideal life look like? What would make you excited to get out of bed in the morning, like when you first started your business? What does it look like if you're not stressed all the time or worried about where your next client is going to come from?

Desired outcomes:

Here's the key to this formula: you need to be brutally honest about your frustrations and what the desired outcomes could be. Dare to dream. Be bold. What would your ultimate business and life look like?

My ultimate business will look like this:

What could be the first steps in moving away from my frustrations towards desired outcomes?

Do I have the passion required to move towards my vision or move away from my pain?

4. Now, what does clarity mean to you? Are you absolutely 100% clear about your business goals? Do you know exactly what you do and why you do it? Do you know with clarity who your customers are, how to reach them and why they buy from you? Being clear about every aspect of your business is vital if you are going to move forward. Write down now what clarity means to you – succinctly summarise what your business does, who your customers are and why they buy from you. (This is just the start of clarity – we’ll go into it in much more depth throughout the book and your answers to these questions will most likely change as you read and learn. If you don’t have clarity about your business yet, that’s fine! That’s what I’m here for – just do your best for now, and keep listening.)

Clarity:

5. Now, here’s a moment of Brutal Truth. Have a look at your business and your life, and find out what is holding you back. What obstacles are you putting in your own way that stop you reaching your goals? The fact that you are listening this book means you are aware of resistance in your business. What is it? I know you know. Write it down here...

Resistance to transform:

6. Are your desired outcomes and is your frustration with where you are strong enough to overcome your resistance? Is your desire for change and improvement and a better life stronger than your worries and fears? Is your vision big enough and strong enough to overcome the roadblocks you will face? This is a defining line that requires your honest assessment of where you are and where you want to go. This is a massive driver for you to get going. Once you recognize that your desired outcomes are greater than your resistance you can take the first steps. If they are not, you won't go anywhere. You won't have the required determination. If you are convinced you are dead wood that's all you ever will be.

Don't be alarmed if you had trouble answering any of these questions, or if you still have resistance. Most people don't even give themselves permission to write this down and so they won't understand that it's even possible, so be proud of making this first step. The moment you move forward with creating a list of what you are dissatisfied with, and what it could look like if it was bigger and better, and then dare to put your desired outcomes on the other side, is a major break through.

Even if you still have frustrations, you've moved forward just by doing this exercise, so well done!