

6 C'S EVERY ENTREPRENEUR NEEDS TO BE SUCCESSFUL

THERE ARE SIX CORE TOPICS OR LESSONS EVERY ENTREPRENEUR SHOULD TO TAKE TO HEART WHEN LOOKING TO START, RE-START, KICK-START OR START LEVELING UP HIS OR HER BUSINESS.

CLARITY

1 Through a process of creation, ideation, research & brainstorming; Create a high level of clarity around who your audience is & what problem you are solving for them.

CONNECTION

2 Identify, find and build a connection with a subset of your core audience; a.k.a Your Tribe. Get involved! Be Active! Build a connection with them, not sell to them!

COMMUNICATION

3 Share your story. Establish credibility. Share the value you offer. Use the problem solving formula in creating your copy; from elevator pitch to manifesto.

CAPTIALIZATION

4 Monetize your mission! Charge what you are worth! Create new revenue streams! Stop just trading hours for \$\$, trade value for \$\$!

COMMITMENT

5 Create a solid plan of action. Hold yourself accountable. Be committed to your own success. Have a coach or accountability partner!

CULTIVATION

6 Empower your beliefs, to overcome doubt & procrastination. Discover your motivation to stay inspired!

Source: <http://www.DarkHorseSchooling.com> - Tracy Brinkmann



Exciting Changes - Sept 28th
on the
Dark Horse Entrepreneur Podcast
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