



A Real-World Guide to Building a Business That Feels Like *You*

You'll make mistakes along the way.
Just be sure to make the mistakes that serve you
and move you forward.

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ABOUT THE Author

STRATEGIC® • ACTIVATOR® • MAXIMIZER® • COMMUNICATION® • IDEATION®

JO SELF, DiscoverJoSelf

*Strategic Partner, Content Strategist;
Idea Accelerator*

The question I get asked the most is, “Why do you do what you do?”

The honest answer? I wish there had been a me for me when I started out in 2007. I spent way too much money on all the wrong things, chasing “pro” advice that didn’t really fit the kind of business I was trying to build. It left me more confused than confident – even though I already knew my CliftonStrengths®. I just wasn’t using them to my advantage.

In 2015, at 42 years old, I still had no idea what I wanted to be when I grew up. Then came a cancer scare... and a 1-year-old son who needed me to figure it out. That was my wake-up call. My A-HA moment.

One thing had never changed: my love of Strengths. I picked up the phone, called Gallup, and 8 weeks later I was in Mexico City certifying (in Spanish!) as Peru’s first Gallup-Certified Strengths Coach.

Since 2007 I’ve run three completely different types of businesses, but what I do now? It’s a calling. And I owe it to working from my Strengths. I do this work now because I’ve lived what I teach. I know what it feels like to second-guess everything, to get overwhelmed by options, to feel like you’re not “legit” enough. But I also know the magic that happens when you reconnect with your voice, own your weirdness, and build something that fits how you work best..



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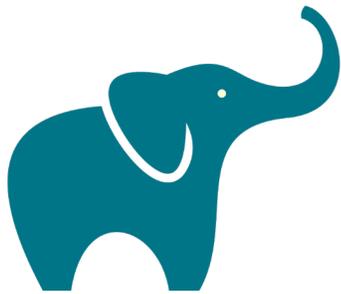
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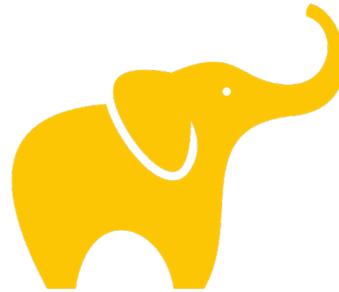
In this Mini-Guide —

How do you eat an elephant? One bite at a time

Two of the most integral pieces of putting a successful business together starts with CLARITY and MINDSET. When these pieces fall into the place, the rest gets a lot easier.

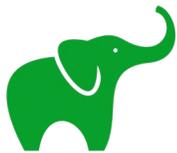


CLARITY

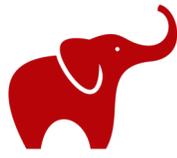


MINDSET

Ready to take the leap with the rest of the elephants? Jump to the last page of this guide to find out your next steps.



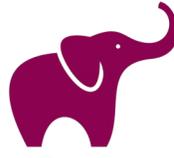
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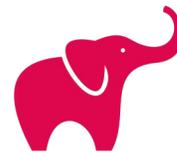
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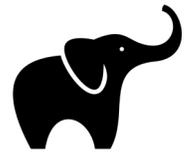
MARKETING



CLIENT
CONNECTION



SELF-CARE



TOOLS

Starting out in business is tough, especially when you're doing it on your own. And if you don't have a roadmap - or at least a solid checklist - you're bound to make a few unnecessary mistakes.

Make mistakes? Absolutely. But make the right ones. The ones that move you forward, teach you something, or open unexpected doors. Not the ones that make you question your worth or wonder if you should've just stayed at that 9-to-5.

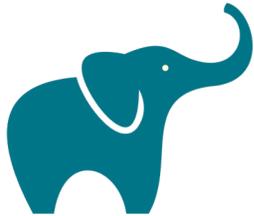
Too many marketing "experts" treat independent service providers like we're mini-corporations. Spoiler alert: what works for Starbucks probably won't work for you.

I'm here to share the messy parts of my journey - what I learned the hard way - so you don't have to. I want you to make money, create something real, and feel proud doing it.

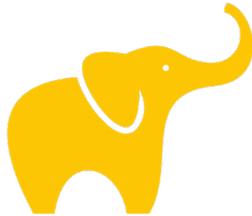
So, let's dive in and see what these Elephants are all about...

Introduction —

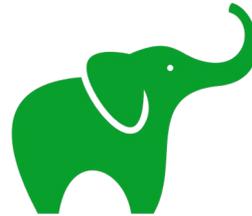
How do you eat an elephant? One bite at a time



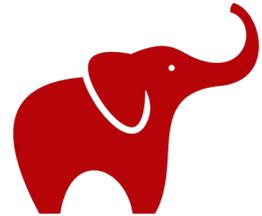
CLARITY



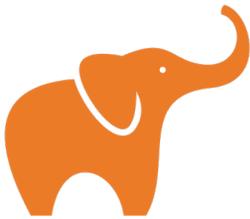
MINDSET



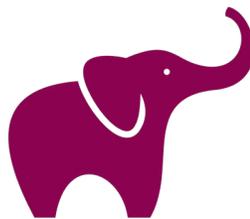
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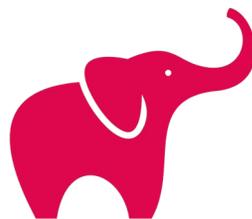
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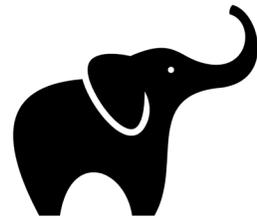
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So, let's dive in and see what these Elephants are all about...

WHY I CREATED 8 ELEPHANTS

I want you to keep in mind two things, and these are two things that have kept me going and served me incredibly well in my own journey of being an entrepreneur since 2007.

When I lean into my CliftonStrengths®, when I show up as the person I can't help but be, I am the best possible me I can be for my clients. I fall into imposter syndrome as easily as anyone else. When I lose my way, I take a moment and remember why people seek me out in the first place. And this grounds me and brings me back to my center, to my purpose.

If you haven't taken your CliftonStrengths®, I strongly encourage you to do so. It is the best \$60 investment you will ever make in yourself. If you choose to work with me, the assessment will be included as part of the plan.

And second, when I started my journey, I was so overwhelmed and felt like nothing I was doing was clicking. I subscribed to Notes from the Universe by tut.com to receive motivational messages daily. And just when I needed it most (I was on the verge of giving up), this message came to me:

Tiny, little dreams require tiny, little thoughts and tiny, little steps.
Great, big dreams require tiny, little thoughts and tiny, little steps.
Get the picture?

So, please, no matter where you are on this journey
– just starting out or giving it one last go – do me a favor:

DREAM BIG. IMAGINE THE POSSIBILITIES.

AND TAKE THE FIRST STEP.

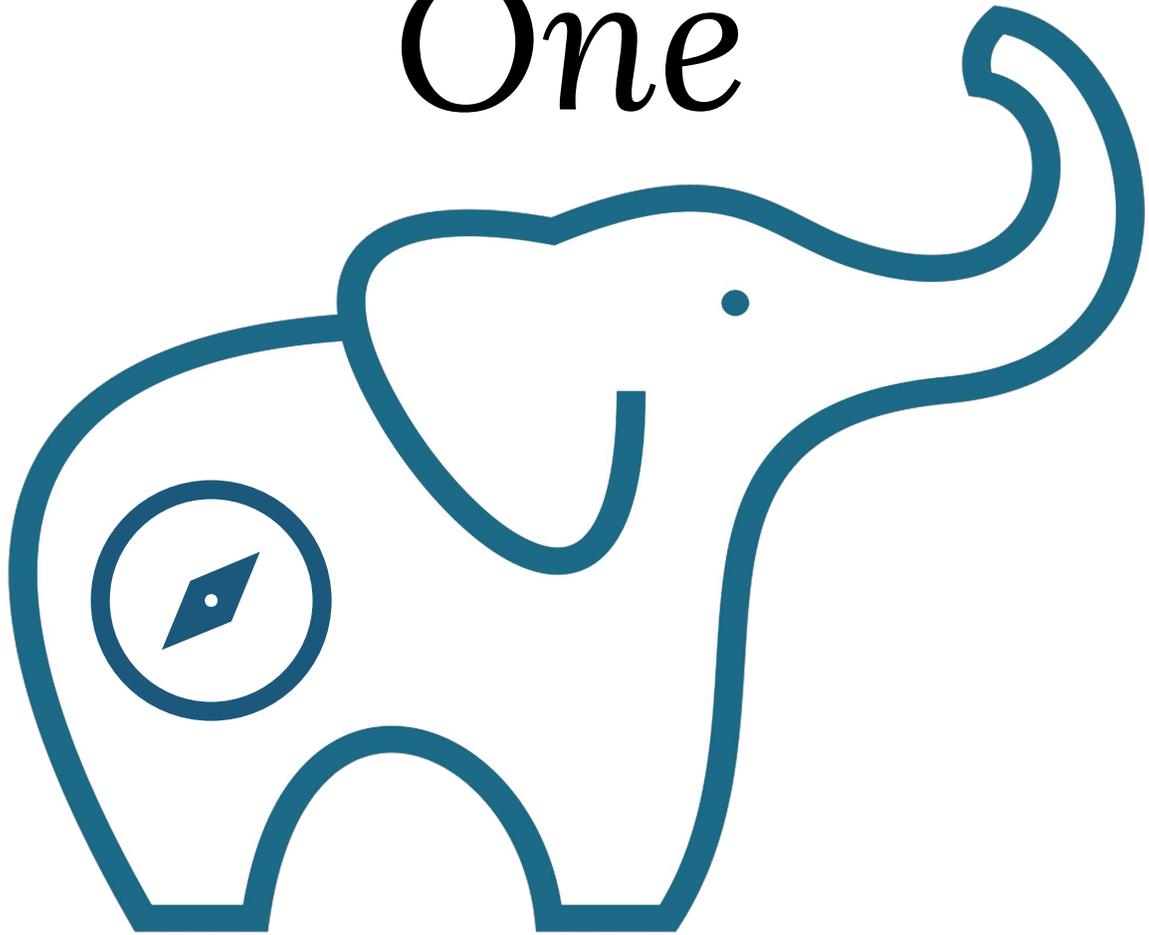
it's the scariest, but also the most rewarding.



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Content Strategist; Idea Accelerator
STRATEGIC® • ACTIVATOR® • MAXIMIZER®
COMMUNICATION® • IDEATION®



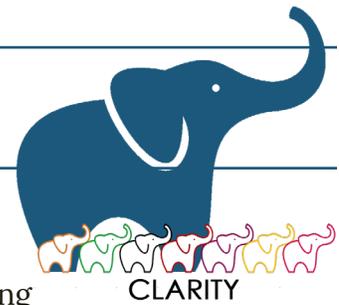
Chapter *One*



GET CLARITY

Know where you are and
where you want to go

GET CLARITY



Before you move forward, you need to know not only where you're starting, but where you want to go. Just having the destination in mind is only a piece of the puzzle – the beginning of the journey is equally important.

know your strengths

what sets you apart from the rest?

I always start with CliftonStrengths. If you have taken the assessment, fantastic, you're already one step in the right direction. If you haven't, I highly recommend it. Understanding your natural talents is a HUGE piece of the puzzle on how to build the business that's right for you.

know your brand

who are you? why do you do what you do?

The key component that will yield the biggest results is understanding who YOU are and what YOU bring to the table. Your history, experience, and knowledge are invaluable to creating your foundation and brand. While starting with your avatar in mind – or rather your ideal client - might work for a product, YOU are the product in this case and some of the traditional marketing rules go out the window.

know your audience

who needs you? who inspires you? who do you relate to?

This is different from identifying your ideal client. This is more about knowing WHO inspires YOU – not who YOU want to inspire. It's who you love working with. Who you feel most connected to. At the end of the day, if you love the people you are serving, you're 10x* more likely to keep showing up and doing it with passion and enthusiasm versus dreading getting out of bed. *Number totally made up, but feels about right.

know your value

what do you offer? what are your credentials? what is your experience?

Perhaps you carry one or more certifications (and maybe you don't - that's ok, too). You have a certain level of education. You definitely have ample life experience. Unfortunately, we often devalue ourselves because we do what we do so easily that it doesn't seem particularly unique or interesting. You're wrong. It IS valuable and it IS interesting. People aren't buying your time; they're buying what you know and what you've lived.

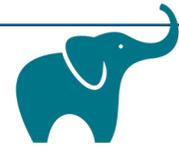
know where you work

locally. regionally. globally. online.

Are you willing to travel? Do you prefer to work anywhere they need you or only within a certain area or region? Will you be online? In person? Both? Do you want to work in offices or schools? With individuals or groups? These are all questions to consider as you narrow down your direction.

GET CLARITY

Know where you are and where you want to go



This is where you start putting the thumbtack on your map. A destination and a map only serve a purpose if you know where you're starting – otherwise, the map is useless.

know your strengths

If you haven't taken the CliftonStrengths assessment yet, I highly urge you to do so. The depth of knowledge that one will learn from this assessment alone is worthy of every cent of the investment. If you don't know your strengths, ask friends and family what they think you do well and look for the patterns that come up.

List your top 5 and use short phrases and descriptive words to claim what that means for you

EX. Strategic: likes exploring possibilities, needs a plan, looks for options, flexible

1.

2.

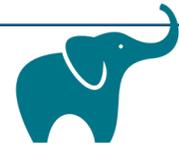
3.

4.

5.

GET CLARITY

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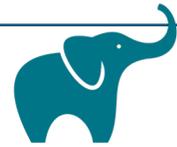
As you read over your phrases and descriptive words on the previous page, what stands out to you?

What patterns or commonalities do you see?

What are behaviors or intentions you really resonate with?

GET CLARITY

Know where you are and where you want to go



know your brand

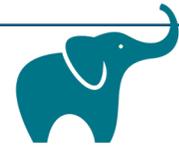
who are you? why do you do what you do?

What gets you out of bed in the morning and excited to face the day?

What is your background (educational, professional, life)?

GET CLARITY

Know where you are and where you want to go



know your brand

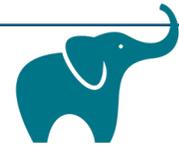
who are you? why do you do what you do?

What are topics you can talk about endlessly – and passionately?

Who inspires you? What kinds of people do you love talking with?

GET CLARITY

Know where you are and where you want to go



know your audience

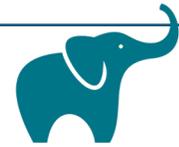
who needs you? who inspires you? who do you relate to?

Who do you most relate to? Think of positions you've held, industries you've worked in, and roles you've played – both professionally and personally.

What do you think your audience needs help with? What are they struggling with?

GET CLARITY

Know where you are and where you want to go



know your value

what do you offer? what are your credentials? what is your experience?

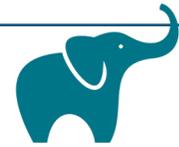
What makes you qualified to be a coach? This is not just about credentials, this is about your life and work experience as well as skills, e.g. speaking more than one language.

What kind of coaching do you want to do? Are you an advice giver? An emotional support person? An explorer?

What comes easy to you? What capability or skill do you have that people frequently marvel at?

GET CLARITY

Know where you are and where you want to go

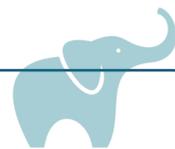


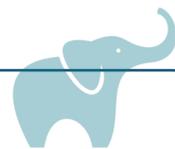
know where you work

locally. regionally. globally. online.

In this hybrid world we live in, knowing where you want to work is just as important as deciding with whom you want to work. Do you want to travel? Great. Where? How often? Do you prefer to stay local? Fine. Who's the market? Are you comfortable working online? Do you prefer in-person only?

Use this space to jot down your thoughts and weigh out your options as you explore the WHERE/HOW of your offerings. Perhaps a Pros and Cons list would be helpful if you are weighing your options.





Chapter *Two*



MINDSET

Get your head straight and set
the right expectations from
the get-go

MINDSET



Mindset is an ongoing process. Keep these tips in mind, adapt them to your journey, and always strive for personal and professional growth. And don't forget to enjoy the ride!



embrace growth

Believe in your ability to learn and grow. Challenges are chances to improve, failures are lessons, and a positive attitude helps you bounce back. No one starts from perfection. Learn along the way, 60% is usually good enough to get moving.



be resilient

Roll with the punches in your solopreneur journey. Solve problems, stay focused on the long-term, and lean on mentors and supportive networks when things get tough. Launching your own business is not a short game.



welcome risk

Don't fear uncertainty; see it as an opportunity. Take calculated risks, be open to trying new things, and learn from the outcomes. It's how you grow and innovate. Ditch perfection and be ready to fail fast and fail forward.*



money is good

Have a healthy relationship with money. Use it as a tool to fuel your vision and make a positive impact. Focus on sustainable revenue, manage expenses wisely, and keep learning about finances.



passion & purpose

I can't stress this one enough. Connect with your values and purpose. Your business goals should align with what truly matters to you. Remember, financial success comes from creating value and serving others.

MINDSET

Get your head straight and set the right expectations from the get-go



**embrace
growth**



be resilient



**welcome
risk**



**money
is good**



**passion
& purpose**

Consider the following questions. You have space to jot down thoughts on this and the following page. If you prefer to process verbally, you might also consider having a coach, friend, or relative ask you these questions.

How easily do you roll with the punches?

What stresses you more than anything?

How risk tolerant are you?

Are you a perfectionist?

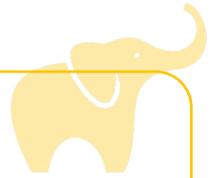
What are you truly passionate about?

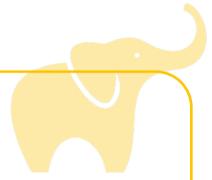
What does success look like to you?

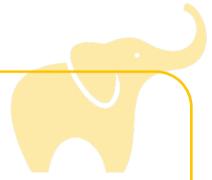
Are you motivated by money? If not, what will motivate you to charge what you're worth?

What are you truly passionate about?

Are you able to learn in the process?







What's next?

Because clarity and mindset are just the beginning...

You've taken the first step (the hardest one!) – now let's keep the momentum going. Here are a few ways to build on what you've started:

1. Explore the Full 8 Elephants Essentials Kit

Tackle all eight areas that trip up solopreneurs – from business setup to burnout, tools to testimonials.

Grab the Full Kit: <https://www.amazon.com/dp/B0FJ6Z41K9>

2. Need help untangling it all?

Book a Back Pocket Session. a focused, one-on-one clarity call to sort out next steps and ditch the doubt. [Schedule you \\$77 session here](#)

3. Join the Community

You don't have to do this alone. Get support, share wins, and learn from other idea-driven builders like you.

→ [Join the Practical Strengths Mastery Network](#)

Bonus Resources:

Download the 8 Elephants Checklist [HERE](#)

Check out your Strengths Spiral [TAKE THE QUIZ](#)

Questions? Feedback? Want to share your win?

I'd love to hear from you. Reach out anytime at:

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<http://discoverjoself.com>