

BUSINESS in BLUE JEANS

How to Have a Successful Business
on Your Own Terms, in Your Own Style

The Fire and Expertise Workbook

Susan Baroncini-Moe

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Introduction

This is your workbook for the "Fire" and "Expertise" chapters of the book, *Business in Blue Jeans: How to Have a Successful Business on Your Own Terms, in Your Own Style*, and hey, wow, congratulations!! You're into the second workbook already? Hooray!

Why The Fire Matters

The Fire is important because it's the thing that provides the motivation and inspiration to make your business enjoyable. It's the thing you're working towards. So once you have the fire, you don't have to worry about getting motivated and excited about your business because it just happens naturally.

How Do You Know the Fire When You Find It?

As you undoubtedly realize from the book chapters, the fire isn't always super-apparent and easy to find. The fire can be reduced by all kinds of things so that it's nothing but an ember, or sometimes, it's been all but completely extinguished. So it can be really hard to find. When you do find it, though, you just *know*.

Why Expertise Matters

Expertise is important because it's the second piece of the equation that drives business success. If you have a business doing something you love, but you're not very good at it, you probably won't have a business for long. If you're good at something, but you don't really enjoy it, you probably won't have a business for long. Why? Because we need *both* fire and expertise for real success. You have to have the motivation to keep working every day and you have to be good at what you do for people to come back to you.

You need both to be successful, and that's why I've put them together into one workbook. It's where the fire and the expertise meet that you have the highest likelihood of creating and growing a successful business.

So don't waste any time! Not another second! Let's jump into the fire!

Section 1: DISCOVERING THE HEART

Newbies:

Make a list of values that matter to you:

Now go back and circle the five to ten values that matter most.

Of the values you've identified as most important, which ones do you want to see embodied in your business?

What are the things you want to accomplish, not just in business, but in life?

When you're old and gray, what do you want to be able to tell your grandchildren that you did?

Existing Business Owners:

Does your business embody the values that are important to you?

Do you struggle with staying motivated? (if so, go to the Newbies section and do the entire exercise!)

Section 2: DISCOVERING THE GLOW

Newbies:

What things have been consistent throughout your life?

What things do you love doing most?

Describe your ideal week. What does that look like?

Do you like to work with people, or is your work solitary?

Do you work from home or in an office?

How much do you travel?

What percentage of your business do you want to be passive vs. active income?

How much of your business do you want to conduct online?

Existing Business Owners:

Do you get to do the things that you love most in your business as it currently exists?

Do you do a lot of things you don't love?

Describe your ideal week. What does that look like?

How closely does your current business resemble that description?

Section 3: CLEANING OUT THE SINK

Newbies

What really resonates with you? What makes your heart sing? What brings you the most joy? What things have been constant throughout your life?

Existing Business Owners:

Examine your business. Have you added product lines or extra services that don't make sense with your business in order to boost revenue? Which products or services can you eliminate to clarify your brand?

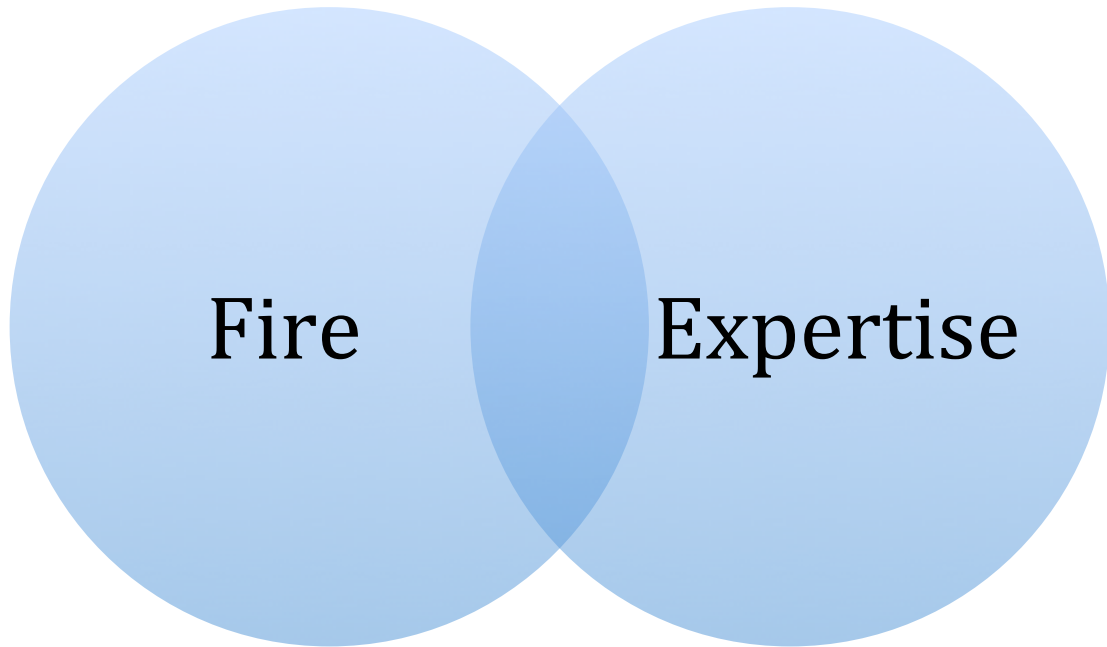
Section 3: DISCOVERING YOUR EXPERTISE

Newbies

First, make a list of your areas of expertise. Include everything, even things you might no think of as relevant to your business. Factor in anything that showed up in the Inventory of Success that you created in your Brain Junk Workbook.

Now, for each area of expertise that you listed, go back and rate each item on a scale of 1-10, with 10 being the highest level of expert status you could possibly attain.

Fill in the Venn diagram below with the information that you captured in the first section of this workbook from “The Fire” and with what you’ve gleaned just now:



What falls in both circles? What’s the “sweet spot” between your Fire and your Expertise?

Existing Business Owners:

Are you operating within your level of expertise?

Do you only make promises that you can reliably and consistently keep?

Do you always do what you say you're going to do when you say you're going to do it?

How could you bring more integrity to your promises to your customers and clients?

Horizontal lines for writing.

Does your staff operate at the highest levels of their individual levels of expertise?

Horizontal lines for writing.

Section 4: DEVELOPING YOUR EXPERTISE

Newbies

Create a plan for developing your expertise. List classes that you can take, books that you can read, and mentors and/or coaches you can work with.

Create a timeline for these tasks:

How much time each day will you devote to developing your expertise?

Existing Business Owners:

Develop a plan for you to develop your expertise and keep your knowledge up to date.

Create a similar plan for your employees:

You Did It!

You did it! You made it to the end of the second workbook. Yaaaaay! You're one in a million!

If you've actually done the work in this workbook, you should be well on your way to getting to what your business is all about. Great job!

Don't stop! Keep making progress toward your goals by reading the rest of the book and doing the "homework assignments" that I've put throughout the book. Remember, the longer you wait to make progress, the more momentum and motivation you'll lose toward achieving your goals. Make it your mission to do one thing every single day to start or grow your business, and before you know it, you'll be closer than ever before to living the life you've imagined.

Don't let anything get in your way. As my mom used to tell me, "You can do anything you put your mind to." And you, my friend, *absolutely* can.

About the Author

Susan Baroncini-Moe is a business and marketing strategist who consults with companies to help them gain visibility, improve the way their businesses are run, and train their staff to implement key marketing strategies.

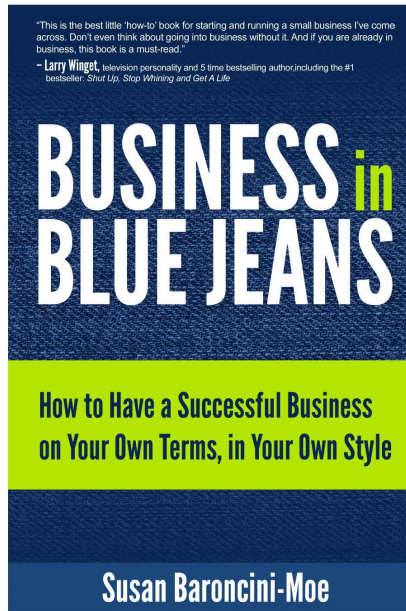
She regularly speaks to audiences of all sizes, and has shared the stage with business giants like Michael E. Gerber, David Meerman Scott, Chris Brogan, and many other business and marketing bestselling authors, celebrity entrepreneurs, and thought leaders.



Susan and her businesses have been featured in Redbook Magazine, USA Today, American Express Open Forum, Social Media Examiner, Investor's Business Daily, and Yahoo Finance, as well as many other online and offline publications.

Susan holds the Guinness World Records® title for the world's longest uninterrupted live webcast and has tried over 100 hobbies in her lifetime. She lives in Indianapolis, Indiana with her Uruguayan rockstar husband, Leo, with whom she travels the globe.

You can find out more about Business in Blue Jeans at <http://businessinbluejeans.com> and you can follow Susan's blog at <http://susanbaroncini-moe.com>.



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