

**ESBA**

ESTABLISHING BOUNDARIES

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My number one takeaway from this video

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# ESTABLISH DOMAIN THROUGH BOUNDARIES

A common practice for most business owners is to have an idea for their business, validate it with friends and family members and then start building. But you wouldn't build a house that way. You would research and validate the location<sup>1</sup>, test the soil and consider what's necessary for a solid foundation, including excavation.

Exercising authority is where you survey your land, set boundaries in which to build and establish domain. Ownership.

*do·main*

noun

1. an area of territory owned or controlled by a ruler or government.

Synonyms: realm, kingdom, empire, dominion, province, territory, land

2. a specified sphere of activity or knowledge.

Synonyms: field, area, sphere, discipline, province, world

When you establish brand domain, you are letting others know how far you will go to serve and where your limits are. This is how you keep your business foundation secure; the 'walls' are clearly defined.

## BUILD ON GOOD SOIL

Good soil is not only an essential element to your foundation's position but your growth. Good soil helps you hold your structure in place because you've established your authority but it also helps you grow the right things around your foundation. It holds moisture when it should and it drains as it should so that you don't get dry during tough seasons and overloaded from burdens in heavy, wet seasons<sup>2</sup>.

<sup>1</sup> Your domain; where you have authority.

<sup>2</sup> Dry seasons can come from areas such as relationships or finances; wet seasons can come from overload, pressure and growth.

# USE THE RIGHT MATERIALS

Many people often fail to build with the right materials. Not only do they fail to build their business with honesty and integrity but they fail to consider who they are and who they're building to serve.

## Serving two who's

A big mistake entrepreneurs often make is trying to serve two who's: themselves and their clients. As [Greenleaf noted](#), you cannot serve others and yourself with equal attention. These are opposite sides of leadership, with servant-leaders desiring to lead by helping others whereas the leader-first is driven by power and acquiring material possessions.

To be an effective leader, you need to know *your* who (know yourself) and your *who* (know your client, who you're serving). If your business is all about you, it will fail. That is why servant leadership is so important, especially to an entrepreneur, because entrepreneurship is all about others.

A big mistake many entrepreneurs make is failing to realize that the pedestal self-reliance as entrepreneurs has set them up on is bad soil and false security. When you go from being a W-2 employee to self-employed, you move from having one boss to many bosses. The freedom is in the boundaries you set, the soil you plant in and the materials you use.

When you realize that you're in business to serve others and you do not require the ongoing attention or affirmation of others, you're ready to be a servant leader. No one can compare to you and no one can take your place. If you know yourself and your client so well, then no one else can fit in the space you create - your niche. That is how you take your own place in an army of change, growth and social justice. *Business is not about you but when you understand who are, you'll find your freedom.*

## Who you are

While you've taken the time to get an overall understanding of how you work, think and make decisions, there are some big clues to your *who* (who you'll serve) still left to discover:

- What groups do you have a great passion for?
- Who are those who you can most identify with in their pain and suffering?
- For which people can you really understand their struggles?

These answers are most likely a clue as to who you will be serving. When you have a natural sense of the needs of a particular group, take the time to evaluate if that is your business realm.

However, getting paid by this group is another important consideration for your business model. If you're interested in serving a group that cannot pay, then either that's not your business but rather your cause. Or you need to consider formulating a non-profit organization, which will change how you process finances but will not change your need for the knowledge in this program.

## Questions to consider about you

What do you enjoy? \_\_\_\_\_

**What are you good at?**

**What can you sustain?**

**Look at your past and your experiences. Thinking about some of the giants you've addressed in your past, what are you good at?**



Are there any experiences you could turn into a product or service<sup>3</sup>?

Who do you have a heart for?

Who do you want to help and why?

<sup>3</sup> A simple example: If you were a linebacker in college and gained 200 pounds after school and have now lost 160 pounds and kept it off, that could be a business model for you. Helping former athletes who need to lose more than 100 pounds and keep it off. Your upsells could then be for personal coaching, membership motivation and accountability and for meal plans.

What parts of your story make you uniquely qualified to address this subject / give you authority?

What are the pain points they have?

What subject do friends and family often ask you for advice regarding?

What victories have you achieved in your life, personally or professionally? Can you teach someone else about what you experienced so they can overcome faster?

## Who you serve

As you understand your own strengths in service, who can you serve with these strengths?

Questions to consider about your who

Who is your compassion for? \_\_\_\_\_

What group do you seem to have an easy relationship with? Click well with? Consider their age, gender, social demographics - be specific!

What people or group can you serve through sharing your experiences? \_\_\_\_\_

How can you serve others in a way that brings value to them? \_\_\_\_\_

Who can you serve with your experiences / skills / talents / stories / breakthroughs that can bring those same outcomes to others?

What can you offer that would draw people to you with that exact same need or problem?

Who can you solve the biggest problem for but that also is of great value?

Does this niche have people who can pay for your product or service<sup>4</sup> ?

## Understand your mindset

Before you can begin to identify who your target audience is, you must first be sure (a) they can pay you, (b) you're willing to charge them and (c) that you will charge the right amount because you could deliver results. There are two ways you can get paid:

- ☐ **Time:** You charge for your time and the quality of the product.
- ☐ **Solution:** You charge for the results you produce and the value those results create.

Be careful that you're aiming to be solutions-based. Otherwise you will create and sell from a place of lack or need (financially or emotionally). This will harm your business and keep you stagnant as you'll desire to be always perceived as the expert and want to keep people tied to you for answers. This created undue pressure on you and can ruin relationships. This is where and why being willing to be faceless really matters.

## Are you your who?

Sometimes your who is not a group but it's a carbon copy of you. Sometimes the things you have experienced and overcome is so personal that only you can answer the problem. In the hospital, many new nurses and doctors can talk a good game - they know the answers, the lab ranges and values - but they have no clue how to apply them. They have no idea what a deteriorating patient scenario really looks like - because they don't have real experience. They only have technical knowledge!

<sup>4</sup> An important consideration in determining your niche, your 'who', is the ability of that group to pay you. Because you *are* valuable and so is your experience, you need to be able to charge but consider as you brainstorm costs and payments that almost 80% of Americans live paycheck to paycheck. Evaluate and price accordingly.

The same principles are true in sports. Many people know the technical aspects of the game but if they've never been a high-level competitor, they do not understand the physical or mental or emotional elements of the game that influence performance on the field!

So how do you know if you're your who?

Can you create for others a product or service that you wish someone would have created for you? \_\_\_\_\_

Can you help them get through a particular struggle with secrets \_\_\_\_\_  
and shortcuts you learned by experience?

Are you willing to share your story and areas of overcoming? \_\_\_\_\_

Do I have any examples or stories where I've helped someone with one of these areas? \_\_\_\_\_

## CHOOSE A NICHE

In business, a niche is a small and specific area or group of people that you can serve with your product or service. The niche is vital to growing and scaling a business. The niche tells you who you're serving, what you're serving them with and how you're serving them.

### Riches in the niches

There are riches in the niches is a saying that means that the more you know your area of authority and domain and stay within those boundaries, the more successful you'll be. This is because niches give you more authority through (a) not watering down your message to



the wrong people and (b) mobilizing raving fans who completely identify with you and your message. This is because, in a way, you are them and your writing and marketing makes them feel as though you know them fully.

## Fishing in your niche

If you've ever gone deep sea fishing, you know that understanding what kind of fish you're looking to catch is important before going out. For example, some fish can be caught closer to the ocean shore whereas other fish require a day-long trip out on the water before you're near where those fish can be found. Consider the following:

- ☐ Fish type
- ☐ Bait type
- ☐ Boat type
- ☐ Water type
- ☐ Location of body of water
- ☐ Location of fish in water (e.g., proximity to shore)
- ☐ Rod and reel type

The type of fish you want to catch determines what you'll bait your hook with. You cannot catch swordfish with catfish bait. You can't catch swordfish in a boat, on a lake, with a small fishing rod. You need to have a specific size and speed of boat, a specific rod and reel, support, bait and location. You must know your water type.

These answers would also clue you in to what type of journey you'll be taking to catch your swordfish, how long you'll be gone, what type of preparations you'll need to make in order to reel in and prep the fish for storage and traveling and more<sup>5</sup>.

## Niche down further

Your niche should be so small that only you could fit the description of it. When you catalogue your personal story, no one else could have grown up where you did, identify with the people you grew up around, lived through the stories you did or create the impact you can.

<sup>5</sup> Length of time to 'catch' your fish, your who, matters because you may fail to plan properly with your finances or promises for ROI to investors, placing you in a position that may fail to sustain you.

### Case study: Jeremie Piette, 2008

Jeremie had played 7+ years professional soccer by 2008 and was coaching for Stanford University soccer camps during his off-season. After getting traded 10 days before preseason and with a new baby on the way, Jeremie realized he was done with the emotional and physical wear of playing professional soccer. Here is an excerpt of the initial sketch of his vision:

- **Experience:** 7+ years playing pro soccer, 17+ countries experienced, 4 years college soccer
- **Background:** Moved around alot, overcame many challenges as youth, mom and dad separated with bad blood, lack of safety, lack of stability, biracial
- **Story:** Multiple D-1 offers, 18-month old cousin died from cancer senior year, no mentor or guidance
- **Skills:** Received no private skills training personally; began training solo college senior year; began training kids in private camps and clinics, like to encourage, like down-time
- **Awards:** All-American, All-Academic, Player of the Game, Scholar Athlete and more
- **Summary:** Can teach kids about necessary skills, natural athleticism, offer immediate improvement, influence from place of international travel and experience, bring breakthrough in areas of skills and immediate development and improvement
- **Conclusion:** Need to live somewhere where youth soccer is prevalent, people have the funds to pay for private training, fields are available for use, people understand value of training and what experience brings

A niche must have capacity to pay for your services, otherwise it's a hobby, a ministry, or a not-for-profit. You must have a product or service you can charge for in and people who will pay for it in order to succeed. Jeremie developed youth because he saw how much money parents are willing to invest in their kids, knew he could produce rapid development and he had a desire to influence kids to make good choices throughout their life.

## Your own case study

Experience

Background

Story

**Skills**

**Awards**

**Summary**

## Conclusions

☐ Your who

☐ What your who would be interested in checking out / need

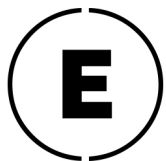
☐ **How will you get to your who**

☐ **Where does your who hang out**

☐ **What type of locations / groups / social places does your who frequent**

☐ How long will it take to reach your who

☐ What do you need to bring in the who with finances? Time? Energy?



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