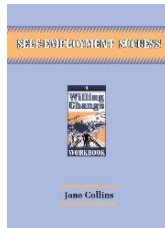
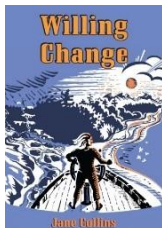


## 10 Reasons to Gain Clarity as an Entrepreneur

from the Willing Change Course: Step One for Entrepreneurs

Here are some ways you and your business can benefit from the clarity of knowing what you really want:

1. **Set better goals** - Desires are the basis of all goals and the more clarity about what you want, the more purposeful your goals.
2. **Direct your actions better** - By asking yourself regularly whether your actions are advancing your goals, you can adjust your actions to move forward to your intended results.
3. **Make more meaningful plans** - You can map out a better business plan when you know what you want to have in all areas of your life. Understand what you want from your business.
4. **Prepare yourself for business growth** - When you realize your business growth requires new knowledge and/or skills you can get the education **before** you need it.
5. **Take advantage of opportunities** - Instead of wondering whether you want to reply to a Request for Proposal, you just know if it fits your plan and you can take immediate action or pass.
6. **Understand yourself better** - Your desires help to define you as an entrepreneur and the business plan that is right for you.
7. **Learn more about your life purpose** - For those who believe we all have a reason for being here, it makes sense that you have talents, skills, and circumstances that assist you in fulfilling your purpose. It also makes sense that your business plan reflects that purpose.
8. **Run your business with purpose** -. You feel more energized to carry out your plan and handle the setbacks.
9. **Know the mindset changes you need** - With clarity of desires and goals you can determine the mindsets you need to develop or improve. You may need to be more courageous, make better decisions, or believe that you deserve what you want, and your mindsets can be adjusted accordingly. *Willing Change* can help.
10. **Adapt more easily** - There will be times when components of your plan don't work out the way that you expected, and you may find yourself in the position of starting over or switching to a new plan. When you know ahead of time what other plans you could pursue, you can get going on setting new goals sooner.



*Only you can know what you want and what is right for you, so invest in the time it takes to learn more about your desires. Willing Change*

**BUY** *Willing Change* and the SES workbook here:  
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