

UNLOCK YOUR GUIDING INTENTION

Three steps to finding your business clarity compass

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INTRODUCTION

UNLOCK YOUR GUIDING INTENTION

One of the most challenging parts of being a business owner is ALL the decisions you have to make on a daily basis. Some days your to-do list can feel like a complete free-for-all, with everyone else's needs and ideas on there but yours. And it's so easy to get distracted by new articles, strategies, and products that appear on the Internet every day. How do you know what actions to take daily, weekly, monthly, and quarterly in order to actually get to the place you want to be with your business?

You need a Guiding Intention.

A Guiding Intention is the one big thing you want to accomplish in the next six to twelve months. When you have a Guiding Intention, it makes those day-to-day decisions SO much easier, because you can hold each potential to-do up against your goal to confirm that it will get you closer, not farther away.

Signs that you have landed on the right Guiding Intention:

- You feel scared-cited—that's my word for a wee bit scared, a wee bit excited—by it
- You can't reach it in a day, a week, or a month
- It addresses a fundamental challenge or problem you're currently facing in your business
- You realize that you'll have to stretch and expand outside your comfort zone to reach it

Now that you know what a Guiding Intention is, and how to know when you've landed on the one that's right for you, it's time to ask yourself a few questions in order to find yours. This workbook will guide you through this process.

STEP ONE

YOUR WHY

Start with asking yourself WHY. For a good explanation and fabulous resources on how to find your why, see [this fabulous site](#).

I find the key to clarity about your Guiding Intention is often found through this question:
Why do you do what you do?

STEP TWO

YOUR FUTURE

Next imagine yourself one year from today.

What does your day look like? Who do you connect with? What is your relationship with them? What are you making? What have you stopped doing? What are people saying about you?

STEP THREE

YOUR FINANCES

Finally, think about how much money you want to make by this time next year.

Financial goals can be both motivating and concrete, excellent characteristics of solid Guiding Intentions. Once you know what you want to earn, you'll have a great idea of how much you'll need to sell.

STEP FOUR

YOUR GUIDING INTENTION

So things are starting to come into shape and ideas are percolating in your mind. Or perhaps you've already landed on the Guiding Intention that fits the criteria above? Write your Guiding Intention in the space below:

If you haven't decided on the Guiding Intention that feel good for you yet, write a few options above and sit with them for a few days. Often the right one will shake loose when you're not "working" on it—so on walks, baths or showers, and so on.

STEP FIVE

TASKS, SUB GOALS, AND TEAM

Once you have a Guiding Intention that feels challenging, exciting, and doable within six to twelve months, you can start creating sub-goals that will support the Guiding Intention, individual tasks for those sub-goals, and the team members and systems that will need to be in place in order for you to reach your Guiding Intention.

With your Guiding Intention as your compass, every time you've got a decision to make or to-do list to create, the day-to-day operations of running your business just became a whole lot easier.

ABOUT JAMIE LEIGH



A DYNAMIC WEBSITE IS BOTH A WORK OF ART AND A FEAT OF TECHNOLOGY.

Which happens to be something I totally dig.

On one hand, I'm a heart-centred creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our world views. I believe creativity is at the core of what makes us human—and I love humans.

But on the other, I'm all tech. In a past life, I was a network administrator. Industrial-strength passwords and redundant backups give me goosebumps.

I used to think those two sides of my identity were in conflict with each other. Crazy, right? Now I know the truth: like Marty and Doc, they're way stronger together.

So I create digital strategies that are both smart AND beautiful. Just like you.

Visit me at <http://jamieleigh.com>