**Simple Business Plan**

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| **Why are you working your butt off?**  **Purpose/Vision** |
| **What doesn’t look like a duck?**  **Habits** |
| **What qualities do I have that attract people to me?**    **Niche/Brand** |
| **Things you love to do, to expose more people to ‘brand you’ [things you are looking forward to doing]**    **Weekly Non-negotiables/Prospecting** |
| **How can you do it with purpose**    **Leverage** |
| **Things I don’t like doing but need to be done**    **Recruitment/Resources** |
| **Things I need to get better at**      **Upskill / Development** |