

STELLAR *Life*

Hosted By *Orion*

Beyond The E-Myth – From a Company of One to a Company of 1000

Transcript and 10 Point Checklist

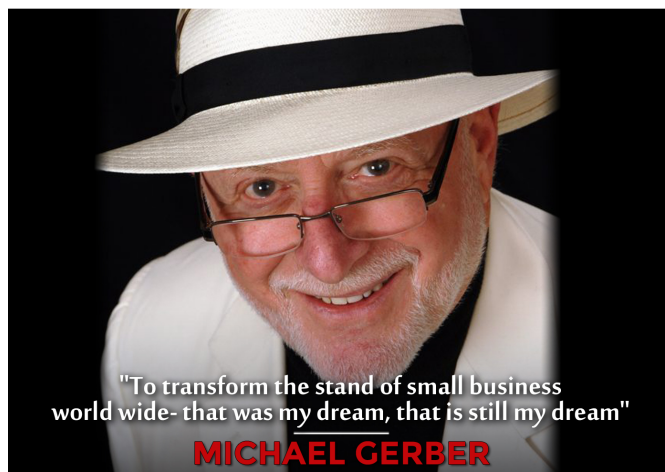
Michael Gerber

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take

TODAY to start living a Stellar Life!

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10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.
Here are 10 steps that can move you closer to your goals – today.**

- Reassess where you are in life. Michael spent years finding himself before his inner entrepreneur woke, so be gentle with yourself if you haven't found your purpose yet.
- Make a list of skills you have that might not be immediately obvious. Think about how these skills might apply to your current (or desired) work.
- Assess honestly whether you're an entrepreneur or a technician. Have you created a business, or have you just created a job for yourself?
- Listen to Dr. Martin Luther King Jr's "I have a dream" speech. Pour that same passion and intensity into defining your dream as an entrepreneur.
- Now that you're inspired, write down your dream, your vision, your purpose, and your mission. Go into as much depth as necessary for each one.
- Refine your dream, vision, purpose, and mission statements. Memorize and internalize each one until they're all absolutely clear in your mind and heart.
- Dig within yourself to find a story that others can relate to when describing a problem they have. Then come up with a solution you can offer that solves the problem you've just articulated.
- Before you capture the attention of the audience, you have to capture your own attention. Make sure the solution you've created is authentic to your voice and who you are.
- Put getting clients on a back burner until your system is completely hammered out. Until the system is in place, Michael explains, clients are the last thing you need.
- Build a turnkey client acquisition system that addresses each of the following factors: lead generation, lead conversion, and client fulfillment.