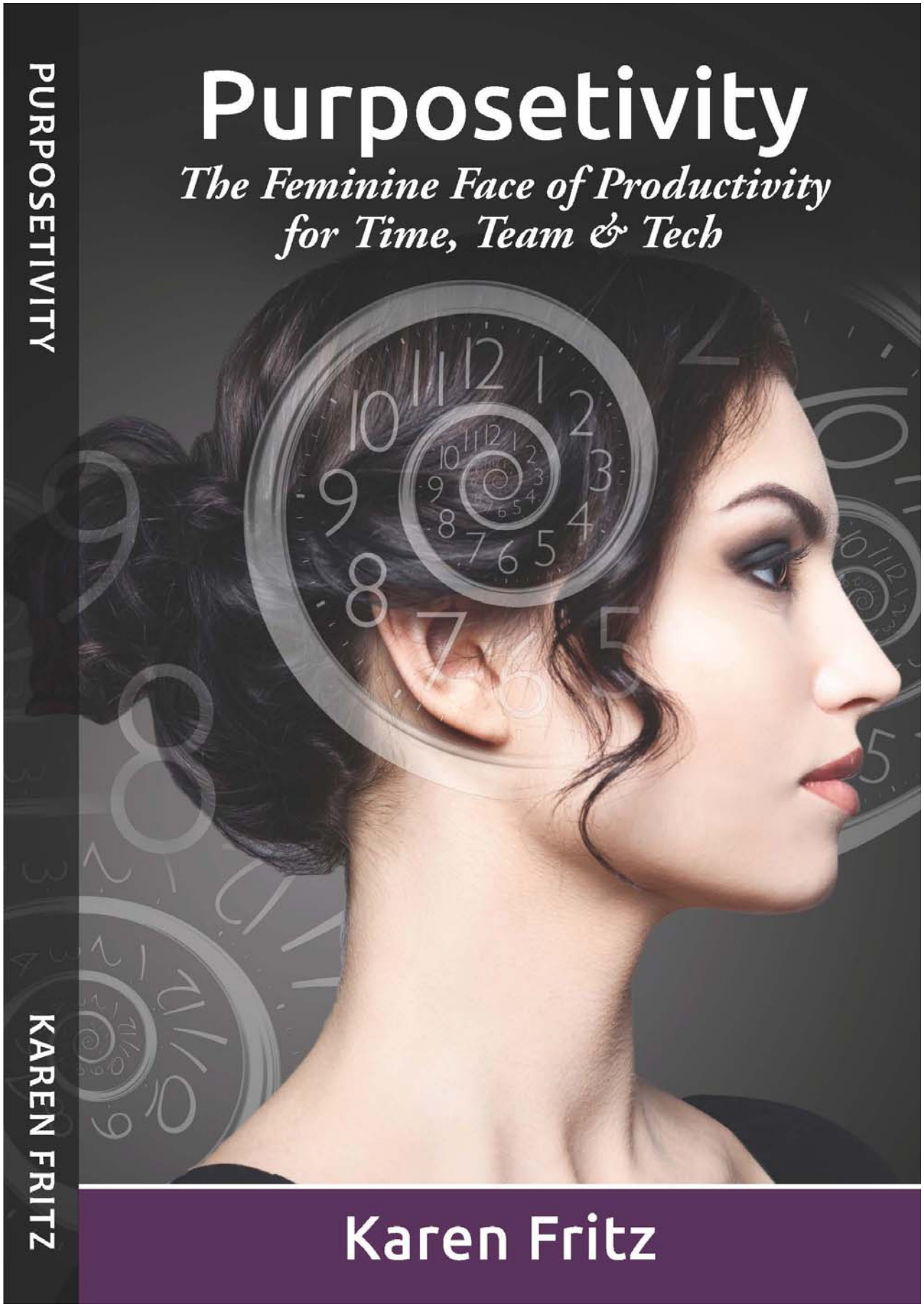
PURPOSETIVITY
KAREN FRITZ
Purposetivity
The Feminine Face of Productivity
for Time, Team & Tech
Karen Fritz

Purposetivity: The Feminine Face of Productivity for Time, Team, and Tech

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Message from Author

Click the video link to hear a personal message from Karen Fritz, author of Purposetivity.

https://youtu.be/xnftazePJTE

I'm so delighted you've stepped up to discover your customized way to integrate your personal and professional activities from your soul's intention. Bringing your gift to the world is urgent for us all. I want you to be able to unleash your full attention to what matters most!

I really want you to get the most out of this journey, in the easiest possible way! So I've created a set of business plan template notebooks for you to use in Evernote to capture your research and ideas as you go.

Just go to http://www.PurposeDrivenProcess.com/bptemplates and
follow the instructions on the page to download your instant business plan template
as well as a complete set of worksheets to accompany this book!

Chapter 18: Phased Implementation Is the Path with Joy

Here's where it comes together. You've looked at your style and you've looked at the business model/strategy you want to build out to enjoy. Now make sure the quality of the journey matches the quality of the destination. You want to have your style honored along the way so that DOing business feels good! **Business as a force for good starts in your own heart**. And head. And hands.

We're not talking about setting up an arbitrary five-year goal and embarking on a death march to force your way to it. Quite the opposite! **The feminine approach in Purposetivity emerges organically**. Based on a deep *attunement* to where you are right now and what your soul wants to express and experience, what is your next horizon? Or just your next step?

When our body creates a new human, the trimesters go in a certain order. The development isn't *supposed* to land at the end point before we've begun! **Purposeful business expands with a rhythm, in cycles**.

Build your services out in waves, **like ripples reaching out from your heart**. Start with people nearest you as you learn what resonates. Then you can amplify that rhythm to expand your reach and your impact in the world.

Build your marketing outreach the same way. Rather than trying to put everything in place before you launch (you can't do everything first, remember?), start with "seed launch" to practice your message and your delivery. Find what excites you—and connects with the people you want to play with—then do more of that.

The same "prototype and adapt" philosophy holds for your operational tools and financial tracking. You can start with MailChimp (free), then grow to AWebber long before you need to invest (monthly!) in InfusionSoft. You can start with Evernote and grow to Google tools long before you need to manage team project interactions through Asana. Start with personal checks and grow to PayPal long before you need a full e-commerce website.

Don't be afraid to experiment. All great entrepreneurs do! Try different things. Reach beyond your current comfort zone. You may be surprised! Recognize that a necessary by-product of experimentation is **learning what doesn't work for you**. The quicker you can learn with minimal time and money invested (start small, use trial periods), the better off your bottom line will be as you **move toward the solutions that DO work** for you.

Recommendations and experts can offer great input when it comes to making choices, but keep in mind that you are unique, with a unique combination of style and gifts. What a detail-oriented analytical left-brainer loves and awards five stars may be wonderful, but it may not fit a flowing, wholistic, connection-based businesswoman.

However, you can't build everything first. You don't have to have everything in place before you're "ready." You grow into it. The question is, in what order should the expansion come? Your **phased implementation plan** is your road map that **optimizes your path of evolution** based on getting you into cash flow as early as possible.

Psychology of Flow

One of the most rewarding experiences you can have of yourself is that of flow. When we are "in the flow," we lose sense of time and self and become immersed in the activity. We *are* our attention and actions, with no second-guessing or mental mediation. Athletes and artists talk about getting into their groove, being in the zone. Mihály Csíkszentmihályi, the founding researcher of the experience of flow, discovered that this experience is so fulfilling that people will pursue it beyond any other form of motivation.

The inner experience of flow defines the most vibrant, vivid, exhilarating version of living inspired passion in the moment. When you're in the flow, without resistance, you're a gift to everyone around you. **Your natural contribution flows into the world joyfully**, and it's learnable, teachable, doable. In this book you are seeing precisely how to set up your business vision and milestones, define your own terms of success, and identify exactly what you want to become more skilled at!

So how do you set yourself up to maximize this joy?

You need to have:

- A well-defined goal, desired outcome, vision
- Quick feedback on your progress
- Challenging activity level and matching belief that your skill level can stretch there

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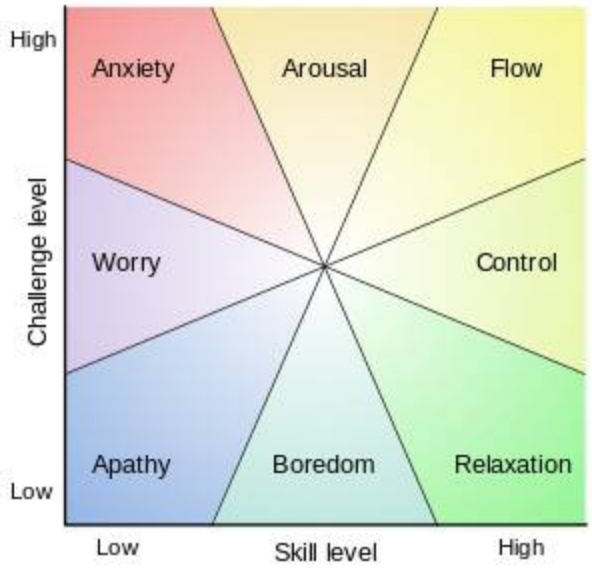
The other criteria for you to truly experience flow is freedom from distractions and interruptions.
Go to www.PurposeDrivenProcess/lgm-free-gift to get my free e-book
"7 Simple and Easy Tools to Improve Focus and Flow in Your Business"
to remove distractions from your creative time.

Let's look a bit more at that third item. That *perception* of a match between your skills and the challenge at hand—that it IS achievable—is central because it implies you know what you want to do and how well things are going.



This simple diagram of the interaction between how challenging the task *looks* and how skilled you *think* you are shows how your experience gets created. Notice especially the center of the Challenge band: Worry and Control. These are two of the greatest energy leaks for a business owner!

Now we're going to address how to get a handle on knowing where you stand so that you can relax, neither worrying about what's not in place nor micromanaging to try to overcontrol everything.

Digital Asset Inventory

Each thing you have created reflects a part of you and your mission. Elements, or whole items, can be repurposed to support what you are currently building—if you don't forget you even have them! Just like fashions, different elements tend to return to favor in cycles. (Women get this!)

Making a list of your creations—images, words, information flow—helps you review what you can reuse to support each new project.

What do you already have in place?

How well does it match the quality of experience you're creating for yourself and your clients (and your branding)?

Fill in the box with the location of the asset, not just an X.

	Missing	Needs Updates	Just Right (for now)	Location
Business card				
Signature talk				
Handouts and worksheets from talks				
Brochure layout, flyers				
Other talks you've given (outline, script, slides—whatever!)				
Bio (short and long form)				
Headshot				
Other photos of you or your work				
Credibility website				
Sales website				
Blog posts				
Articles you've written				
Social media presence				
"What do you do" statement				
Testimonials				
Opt-in gifts and giveaways				
Workshop or retreat agendas				
Autoresponder text				
Info product				
Recordings and interviews				
Notes from training or education				
Press release copy				
Former website copy				
Letterhead and slide templates				
Questionnaires, intake forms, and assessments you do for other coaches				
Contracts, agreements, and progress report forms				

Here's a bonus idea: when you have a really great journal rant about your business, use your smart phone to go into Evernote and capture a picture of it. It's very quick to do and it becomes searchable!

The next category of digital assets are the tools you already have in place and operational. Even if you have implemented some strategies before you're really ready, it's good to know where you stand.

Fill in the proper box with the name of your tool rather than just an X.

	Missing	Needs Updates	Just Right (for now)	Location
Operating system (Mac or PC)				
E-mail folders				
Contact list with e-mails and phone numbers together				
Calendar				
To-do list				
Web browser				
Notes and research				
Opt-in / autoresponder system				
Website				
Shopping cart				
Merchant account				
Give webinars				
Remote sessions/meetings				
Social media				
Personal contact relationship manager (not the opt-in program) for clients and prospecting				
Travel management				
Event logistics				
Slide presentation				
Screen captures				
e-book development and delivery				
Audio recording				
Membership site				
File sharing				
Client session notes				
Antivirus				
Password locker				
Backup management				
Team project management & communication				
Bookkeeping				
Receipts				
Mileage				

Not everyone needs everything, and you don't need everything first! This is just to be very clear on where you stand today.

Order Steps by Cash Flow

Compare your diagram for your ideal business design from the previous section with your asset inventory. Mark the key items that you need to get in place for your design to work. **Remember that you don't have to do everything first!**

As you go through this process, be open to recognizing the "Voice of Should" in your head: what experts say you "should" have in place; family expectations for what you "should" be doing or earning; social media memes about how your kind of business "should" look. These social norms are common, and we all carry the virus. Each time you discover one, jot it down and return your attention to YOUR why, YOUR style, and YOUR big picture. We're looking to discover your unique "how," the way that is just perfect for you to experience the quality of business and life your heart and soul desire.

Start Small and Build It Out to Match Your Desired Lifestyle

You don't want to have one of everything. And you certainly don't need everything "first." Revisit your ideal Big Picture to see where you want to end up. If someone offers you a strategy that doesn't match, you know it's a Shiny Bright Object and give it a pass, at least for now.

Create a safe page in your business plan for "Future Opportunities," or you can simply call it "Not Now." Today you'll only look at the top or "now" areas and plan those out. For the rest, repeat, "I don't need to know that yet."

And remember: You don't need everything in place before you begin. There are people LOOKING for you right now. Just **put yourself in their way**!

Service Business Pathway

If you want to build an in-person service (one-to-one or group, local or online) business, start with directness.

There are no immediate clients in your home office.

People first, live, in-person

Go where the people are. Meetup.com is your friend. Listen. Practice your offer. MAKE offers. Invite people to find out more, and invite them to work with you. Gather trends and testimonials.

Make sure they can find you again. Have a business card. Have a website with contact info, just for credibility. Adding "value" to your site can come later.

Web presence

Once you know what works in terms of describing how you make a difference, take those words to your website. Your first website only needs to back up your credibility. Just one page will do, so long as it has a picture of you, some description of the results you provide your clients, **and your contact information**.

When you start to expand it, create a simple gift (poster or e-book list) and start collecting names so that you can invite people to your offerings in the future. If they like what you're doing now, they'll want to stay informed. Make that easy on both of you!

Extend your web presence into social media. Know whether your ideal clients hang out on Facebook, LinkedIn, Twitter, Instagram, etc. Become active in group discussions.

As you grow, you can expand your website to have multiple pages—even a blog if you love to write (or video log or photo blog or podcast or …).

Finally, when you have information products to sell, you will need to add e-commerce to it.

Suggested reading: *Rich Dad, Poor Dad* to learn about the importance of cash flow.

Product Business Pathway

If you want to build a manufacturing (recordings or invention or crafts) business, you need online access (e-commerce) and searchability. Yes, you can start with some local sales, but it isn't going to build large enough to be self-sustaining until your widget is available for online orders.

Your Expansion Roadmap

Now look at what you want to build and highlight the things you actually need. Just don't highlight the "overachievement" things from earlier plans.

In your Big Picture, **what is the step that could introduce someone to your work fastest**? Getting into **positive cash flow** is generally the first priority. It could be as easy as printing some simplified business cards just so that people have your phone number and e-mail address so that they CAN find you again. Or it may be to attend local gatherings to test what messages resonate with people before building out your website.

A. List the first thing, the real first thing, that can **directly affect your bottom line**. You're probably looking at something you can begin this week. How will you recognize that it's done?
B. When that's done, what will be the next phase? This may be something you can get done in the coming month. How will you recognize that it's done?
C. What seems like it would be the phase after that? When you start to look out three to six months, you need to leave more room for adaptation. You can't know yet because part of what you do earlier is to gather information. So here you're sketching the most likely ripples of expansion, without setting your heart on them too much.

Now Put It into Your Calendar

Get an annual calendar for planning if you don't already have one.

Put the key end results (how you'd recognize that it's done) on the calendar. Verify to yourself this is a SMART goal—specific, measurable, achievable, relevant … and on the calendar timely!

Take the pieces one at a time, first one first. What steps do you need to take to make that happen? Sketch those timelines on your calendar. When it looks realistic, copy the items into your task manager.

Then proceed to the next phase and identify the steps and get them down to be done AFTER the others. Part of the magic of laying it all out this way is **you don't have to try to do everything at once AND you know nothing is getting lost** or dropped. The system provides reassurance to back up your self-trust.

Every single thing you're entering is DIRECTLY related to you building exactly the business experience you want to have. This matters!

This Is Not the End

You may want to add many pieces to your business puzzle, but keep your initial flow simple. Once you have these pieces in place and reliably, sustainably bringing you client business, then you can look toward your next creative evolution and how you would most enjoy expanding horizons.

When your transformation involves helping people be more authentic, don't put on airs about where you are in your business. Every business goes through growth stages, and your tools and presentation can be effective and **perfectly matched to the stage you're currently growing through**.

There was a time when home-based businesses had to hide the fact to try to appear more professional and credible. But these days, we are the majority—and often what the rest wish they could be doing! Your systems need to work to let people do business with you. And as much as possible, they need to do so quietly, without taking attention from you or your client. Over time, you can upgrade pieces as you need to for more capacity or capabilities.

Wilber, Ken. *Integral Psychology: Consciousness, Spirit, Psychology, Therapy*. Boston: Shambhala, 2000.

Willard, Bob. *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line*. Gabriola Island, B.C.: New Society, 2002.

About the Author

Karen Fritz is both an inspirational speaker and transformational educator. She knows that all training is motivational training, and she empowers you with experiential activities for confidence in achieving pragmatic results.

Endlessly fascinated with what makes people tick, Karen has a degree in neuropsychology from the University of Michigan and certifications in Integral Coaching, Divine Navigation, and Awakening Coaching, and has experienced many sacred sites around the globe. She specializes in how people learn—and unlearn—to become more effective in creating the change they wish to see in the world.

In addition to managing software development projects, Karen attended Stanford University to study business, finance, and marketing (no degree). Having found corporate norms too constraining, Karen discovered her own way in the entrepreneurial world. Through her own experiences she has discerned the theoretical from the useful, saving you the time and money of research and repeat mistakes.

As the creator of Purposetivity and the Purpose Driven Process programs, Karen is your creative partner supporting you in both the inner and outer worlds. When she combines her unique abilities to spot patterns in chaos and to communicate visually, her clarity, humor, and liveliness propel participants to transcend outmoded habits and enjoy more fulfillment as they express their purpose.

It would be her joy to guide you to streamline the processes and tools that integrate your professional-personal lifestyle so that everything flows from your purpose and supports you in achieving meaningful contribution for yourself, your tribe, and the world, while flourishing financially and evolving personally.

Let's continue the conversation in the manner that suits you best.

Connect with the Author

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Back cover bio:

Karen Fritz is fiercely committed to guiding businesswomen who are feeling the growing pains of success to be a helluva lot more than “productive.”

Having “graduated” from corporate management decades ago, Karen has already learned what it takes to run successful entrepreneurial ventures smoothly while being requested to teach on five continents. With diverse backgrounds in tech and psych, business and ancient wisdom, she “gets” what you’re building, and the most elegant way to get there, so YOU can succeed on your own terms.

With humor and wisdom, Karen teaches you to open communication between the soul’s intention, the heart’s desire, and the head’s plan; streamline processes and tools that integrate your professional-personal lifestyle; and flourish financially while evolving personally.