

# Are You Supporting Your Empire?

Here is an opportunity for us to evaluate and strategize for greater success as we express our purpose in life.

For some, this is the missing link. Will your actions and time spent 'support the empire'? Sounds like something straight out of Star Wars, doesn't it?

What it really means is

**PURPOSE/ Expertise:** \_\_\_\_\_

**(the Empire)**

topics anyway. For

supporting the purpose that you've chosen to express with every new idea, service, product or plan that you develop. You may not consider your business an empire, but it's a great word to help us all think bigger.

Often we work toward an idea for a new plan, product or program that has absolutely nothing to do with the growth of the business at hand. It sends us off focus and usually does not get the attention it needs to get off the ground.

Use an umbrella for a visual of the empire. Fill in the umbrella as you go and use this page to maintain your focus:

At the top of your umbrella on the outside, write a label that best describes your overall plan or your expertise. This is the title of your empire and should be very broad.

Some examples might be teaching, sales, coaching, writing, art, etc.

Next step, while keeping an eye on the empire, in the middle of the umbrella, write down the topics that you deliver that support the empire.

You may drop some topics in this exercise, the fewer the better because your potential buyers or clients don't believe that you are an expert in 10 completely different

example on the sales front you might have: Sales leadership, closing skills, and negotiating topics.

Finally, falling underneath the umbrella, like rain would drip off the sides, write down your distribution channels (revenue streams).

Again with the sales example, you might list keynotes, workshops & training, coaching, consulting, and tele-classes as your product mix.

When you're finished, you should be able to see anything that doesn't fit and remove it.

When you have an idea for a new service, product or revenue stream, you can look at your umbrella and ask yourself this key question:

Is this idea going to support the empire?? KEEP YOUR FOCUS and ENJOY THE SYNERGY!



