

*Your Launch*  
**BLUEPRINT**

TAKING YOU FROM BUSINESS VISION  
TO BUSINESS LAUNCH

**STEP ONE**  
**Build a Strong Foundation**

**This workbook includes:  
Introduction and Your Personal Story**

WELCOME!



Welcome to the first chapter of  
Your Launch Blueprint  
Workbook!

Your Launch Blueprint carves out  
the time and focus you need to  
create an action plan to bring  
your business vision to life. With  
the input and expertise of a  
business coach with 14 years  
experience as a business owner.

Too often I see business owners  
launch their business without  
getting clear on what their  
customers really want or need. They  
end up wasting a lot of time or  
money designing a beautiful website  
which is trying to "sell" something  
that no-one actually wants.

I don't want that to happen to you!

This first chapter of Your Launch  
Blueprint workbook includes the  
Introduction and Your Personal  
Story.

If you have any questions, please  
don't hesitate to contact me!

*Sal*

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**YOUR  
LAUNCH  
BLUEPRINT  
Step One**

# Introduction

Your Launch Blueprint will help you to do three things:

1. Build a strong foundation for your business by getting really, really, *really* clear about the business you want to launch;
2. Design a business plan that will enable you to reach your business and life goals.; and
3. Create a marketing plan to share your business with as many people as possible who genuinely want to hear about it.

Each step builds upon the next. In the same way that you can't build a house without building the foundation first, the first step in creating a business is to build a strong foundation for it.

In this workbook, I will start to walk you through Step One of Your Launch Blueprint - getting really, really, *really* clear about the business you want to launch. This is the foundation upon which you will build your business.

I am breaking the workbook down into separate shorter workbooks so that you can focus on each specific element of the process without getting distracted by what comes next. To do the written assignments for each step, I have created worksheets which you can print and write your answers on and also Google Document versions of the worksheets in case you are someone who prefers to type your responses. The links to the worksheets and Google Documents are in your password-protected Client Dashboard.

## STEP ONE

Build a Strong Foundation  
by getting really, really,  
*really* clear on the business  
you want to launch.

### YOUR CHECKLIST

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- Read through this Workbook which provides the introduction to Your Launch Blueprint plus the information you need to start working on Your Personal Story.
- Respond to the questions in the accompanying worksheets or Google Documents.
- If you have any questions, please send an email to [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com).

# Step One

“Nobody can tell you what to stand for, or how your values, wants and needs should intersect with those of your customers and then manifest as a business, an idea or an experience. Figuring out the destination is hard—but recognizing it is more valuable than knowing exactly how you’re going to get there.”

- Bernadette Jiwa, Marketing: A Love Story - How to Matter to your Customers



I believe that great businesses are built on compelling stories.

Those stories are the foundation of your business and they need to be clear and compelling if you are going to build a successful business on top of them.

Too often I see business owners launching businesses before getting really clear on who they are, what they stand for and what their customers truly need or desire.

# So which stories are the foundation of your business?

## Your Personal Story

(your passions, skills & talents and your "why" for starting your business in the first place)

PLUS

## Your Customers' Stories

(their desires, challenges & needs - the things that they want to invest in)

CREATES

## Your Business' Most Compelling Story

(the greatest transformation and value your business provides to your customers)

Once you are clear on your story and your prospective customers' stories, you will be able to write your business' most compelling story. You can then create a blueprint for your business that weaves that compelling story into the very foundation of your business. Getting clear on what is most compelling about your business gives you the focus and framework for every single business decision you need to make.

## WHY IT MATTERS

It provides the lens through which you will look at:

- creating products and services;
- deciding how to market those products and services;
- choosing where to market those products and services;
- deciding what marketing methods and platforms to use; and
- figuring out what and how to share via those marketing platforms.

It transforms "marketing" into conversations and "prospective clients" into real people who genuinely want to hear what you have to say.

This is a step that too many business owners overlook or skip over. When you ignore this step, everything you do is weaker and less resonant than if you had taken the time to get clear on what is truly compelling about your business.

*"Your job, then, is not just to build a great thing but also to care enough to tell the best story you can about it."*

- Bernadette Jiwa

So let's take the first step in figuring out what will be most compelling about your business. That first step is uncovering YOUR personal story. This is your business and it all starts with YOU.

*"You don't need to compete when you know who you are."*

- Bernadette Jiwa, Story Driven

# Let's start with the story of YOU.

The first step in getting clear on your business' most compelling story is uncovering YOUR story as the founder of your business. Your passions, talents, skills and your "why" for starting your business.

Your personal story includes your backstory - how you got to this point - and also the story you want to create in the future.

When I start working with a client, the very first thing I do is help them to get clear on their story. Their real story. Not the polished and somewhat sanitized version that appears on their resume or on LinkedIn but the fully-fleshed version of who they really are.

One of the biggest problems I see with many business owners is that they are preoccupied with what other business owners are doing to build their businesses. They believe that there is some magic formula that successful business owners have that they are missing and that if they do what they do, they will enjoy the same success.

It really doesn't work that way. Your greatest success and - just as importantly - your most satisfying success will come from building a business that is grounded in your values, beliefs and strengths. A business that reflects who you are and what you believe in.

Why is this so important?



## YOUR PERSONAL STORY

This is YOUR business. It should be designed in a way that allows you to bring your most natural talents and strengths to your work. To do the work that ONLY you can do.

The author and speaker, Nilofer Merchant ([www.NiloferMerchant.com](http://www.NiloferMerchant.com)), coined the term "onlyness" and I think it perfectly captures what I mean by your personal story and how important it is to the work you choose to do in the world. She defines "onlyness" in the following way.

"Onlyness is that thing that only that one individual can bring to a situation. It includes the journey and passions of each human. Onlyness is fundamentally about honoring each person: first as we view ourselves and second as we are valued. Each of us is standing in a spot that no one else occupies. That unique point of view is born of our accumulated experience, perspective, and vision. Some of those experiences are not as "perfect" as we might want, but even those experiences are a source for what you create. For example, the person whose younger sibling has a disease might grow up to work in medicine to find the cure. The person who is obsessed with beautiful details might end up caring about industrial design and reinvent how we all use technology. The person who has grown up under oppression might end up advocating for freedom of speech and thus advance the condition of his country. This individual onlyness is the fuel of vast creativity, innovations, and adaptability."

I will include links to interviews with Nilofer and her talks and articles in the resources section of your Client Dashboard.

## YOUR PERSONAL STORY

I love that Nilofer comments that onliness includes the experiences that weren't as perfect as we wanted them to be. I believe that I am a much better business coach because of all the experiences that were far from perfect in my early years as a business owner. I completely "get" the challenges my clients face because I have faced them (and continue to face them) myself. I am able to see how my clients get in their own way because I got in my own way for so long in my business.

So, as you uncover your personal story, please don't shy away from including the experiences that weren't perfect because they may become incredibly valuable to you in your next chapter as a business owner.

In our work together, I will talk a lot about the importance of doing the work that **only** you can do.

There is a principle called the Pareto Principle (also known as the 80/20 rule) which states that 80% of your results come from 20% of your actions.

My business mentor, Tara McMullin, takes this principle one step further as she believes that 80% of your business results come from 20% of your **skills**. I wholeheartedly agree with her. In her book, Quiet Power Strategy, Tara teaches business owners how to uncover the especially efficient, effective and compelling part of their unique point of view and skill set - their 20% - so that they can do more of that work in their business to create exponentially more results on the other end. This was the business coaching method I chose to train in when I decided to become a business coach.

## YOUR PERSONAL STORY

I genuinely believe that when you uncover the work that only you can do, you will reap the greatest rewards while investing the least amount of effort. I'm not suggesting that building a business doesn't require effort - it does - what I'm trying to eliminate is all of the unnecessary effort that so many business owners are investing in their business.

Kevin Kelly, the founder of Wired Magazine, put it this way: "Work at its smartest means doing that work that no one else can do. ... Your greatest job is shedding what you don't have to do."

It will be tempting at first to do everything in your business. However, my goal as your business coach is to teach you how to create a team (as soon as possible) where each and every team player is doing the work that they are best qualified and best suited for. When everyone is working in their zone of genius, the individuals **and** the business will thrive.

To get clear on your personal story, you need to take a personal inventory of your strengths, talents, passions, the things that light you up as well as the things that really bug you.

As you read through the following pages and answer the questions, I want you to make a conscious effort to not censor yourself. If something comes to mind, write it down. This is not a time to be humble or to hold back. The goal is to get an incredibly detailed and complete inventory of you, your talents and skills, your experiences and your dreams and aspirations.

## What are your skills and talents?

In the accompanying worksheets, you will find space to write your answers to all of the following questions. I have also included a Google document in case you prefer to type your answers to these questions.

1. List all of your skills, talents, qualifications and experience - you can break these down into different time periods from your life (school, college, job, personal life etc) to make it easier to remember all of the skills, qualifications and experiences you have gained in those different periods of your life.
2. List the soft skills that make you different. For example, the fact that I have studied improv comedy makes me a much better listener (I think!) and much more creative in the solutions that occur to me when a client tells me about problems or challenges that they are facing. Soft skills include skills like listening, empathy, adaptability, dependability, team work etc.
3. What are your superpowers? The things that come incredibly naturally to you?
4. What are the things/places/people that light you up?
5. What conversations or topics really get your juices flowing?
6. When do you most often find yourself in flow with someone? Or in a situation?
7. What activities make you come alive?
8. How do you love to spend your days?
9. How do you want to be remembered?
10. How could your passions and skills make life meaningfully better for your prospective customers/clients?

## YOUR PERSONAL STORY

11. How do you think that you might approach your business differently than other business owners in the same industry?
12. What is the difference you want to make in the world? You onlyness not only includes the things that have happened to you until now but also the things that you feel drawn to do in the future.
13. What really, really, *really*, pisses you off? What is the "enemy" that you want to fight in the work that you do? Or the way of doing business that doesn't resonate with you and that makes you want to do things differently?
14. What experiences do you want to have in life? Both in your personal life and your business life.
15. What are your hobbies and interests?
16. What did you love to do as a child? Do you still do any of those things?
17. What are your favorite movies/books/tv shows/songs?
18. List the 5 people (famous or not/ living or not) who you most admire. Make a list of their qualities.
19. Imagine it is May 2023. Write a description of what you would like your life and business to look like 3 years from now.
20. Do you see a pattern or theme emerging? If so, please describe what you are noticing.

With almost every client I work with, I have to encourage them to dig deeper when compiling their personal inventory. This is not a time to be humble.

When you think you have finished answering each question, push yourself to add 2-3 more things to that answer.

## Your Launch Blueprint Resources

On my website, you can find a list of books, blog posts and podcast episodes that are helpful for getting clear on the stories that will create the foundation of your business.

The URL for the Resources page is:

[www.SalRobertson.com/resources-launch](http://www.SalRobertson.com/resources-launch)

## DO YOU HAVE QUESTIONS?

# I'm here to help.

As you read through the material and do the written assignments, please remember that I am here to support you in any way that I can.

If you have a question, please email me at [Sal@SalRobertson.com](mailto:Sal@SalRobertson.com) and I will get back to you as soon as I can.



We will schedule coaching calls as you work through the materials too so that I can provide advice, perspective and encouragement along the way.

I'm excited to learn more about your personal story as you uncover it!

*Sal x*

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