

DREAM™ sequence

It's been your dream for some time and now you've done something about it. It's the start of a journey and your dream now is to be successful.

That's why we've constructed our own DREAM™ sequence for you to follow: you see the experience we've gained from helping lots of our members start and run successful businesses is that to be successful you must develop a mindset – an attitude if you like – and follow a process even when it feels uncomfortable to do so. We may ask you to 'step outside your comfort zone' and 'face your fear and do it anyway'. There is a good reason for this – it works!

Here is the DREAM sequence:

D is for desire: the journey to becoming a business owner is hard...don't let anyone tell you otherwise. You must want it – really want it. Some people will say you need to be passionate and love what you do. That it's what gets you out of bed in the morning looking forward to every day. That you are doing something worthwhile, helping others and fulfilling your purpose. None of those statements are an exaggeration. Your desire to become the best you can possibly be and a successful business owner must be the most important thing to you after family.

R is for roadmap: you wouldn't set out on a journey to somewhere new without knowing the destination and having a map to get you there. Starting on your business journey is just the same. You need a detailed plan. I'm not talking about a written business plan that gathers dust as soon as it's written but a working document setting out the steps you need to take, the resources you need and the help you'll call on. You'll find it's a lot like building a house and just like a house you need to build your business in the right order (groundworks before roof) and not miss any stages. The single biggest reason we find our members struggle (before we get them back on track) is because they miss a step in the process that they don't think is important or they don't feel like completing. Don't fall into that trap.

E is for environment: whatever your reason for starting your own business you'll need support from your family and friends. Lots of our members do it to have a more fulfilling lifestyle and more family time, so make sure your family understand the pressures you face and are there to support you. There will be setbacks. Don't go it alone. And find a comfortable, quiet place to work from where you have all the resources you need.

A is for aptitude: you already have all the skills you need to be a bookkeeper; sure they may be some learning that you still want to do to be able to offer more services but you have the basics. The skills you don't have yet may be around running a business, getting and keeping the clients you want (and not the ones you don't), marketing your services, networking, bookkeeping and compliance with all the rules and regulations of chosen profession

M is for mindset: which is where we started. A lot of us grew up with limiting beliefs around money, wealth, success, whether we are worthy and worst of all a scarcity – rather than abundance – mentality. Lose those limiting beliefs. Believe that anything is possible if you put your mind to it. Change only happens outside your comfort zone. Be the person you want to be. Develop yourself as well as your business. Create a vision, and values, for your business based on your purpose. Become unstoppable. It takes guts and self-confidence.

Action:

Take some time, find a quiet place and write down (in your journal if you have one, which we strongly encourage you do) each of the steps in the dream sequence and your beliefs about each step. Refer back to this regularly. Take action if you are finding any of the steps difficult.