

# How to Start a Business You Love AND That Loves You Back

Get Clear on Your Purpose & Passion  
- Build a Successful, Profitable  
Business

Part of the Love-Based Business Series

by Michele PW (Michele Pariza Wacek)

## **How to Start a Business You Love AND That Loves You Back:**

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Get Clear on Your Purpose & Passion - Build a Successful, Profitable Business

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## Welcome!

Before we get started, I want to make sure you have the opportunity to grab the following bonus resources I've created for you.

Getting your business off the ground and running is just the tip of the iceberg - to actually build a successful business (versus a hobby), you need clients.

And that's why I created a free checklist, "25 Tips for Filling Your Pipeline with Customers and Clients You Love and Who Love You Back." You can download it here:

<http://LoveBasedCopyBooks.com/bizstartup>

(It also includes a bonus "Building Your Love-Based Business Assessment," an assessment that will help you pinpoint your perfect next step as you build the best business for you.)

## Why This Book?

My own business journey has been as much about personal and spiritual growth as it has been about providing for myself and my family.

Writing has been a driving force for me throughout my entire life. I taught myself to read when I was three years old because I wanted to write stories so badly. In college, I looked for a career that would pay the bills while I wrote my novels - and that's

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when I discovered the world of copywriting.

Copywriting is writing promotional copy for businesses - it has nothing to do with protecting intellectual property or putting a copyright on something. Businesses have many, many pieces of copy they need written, and a lot of times, it doesn't make sense to have a bunch of writers (or any writers) on staff, so instead, business owners often hire freelancers. Because of that, there's actually quite a bit of opportunity out there for freelance copywriters.

After a few years of landing various writing jobs, I decided to "take the plunge" and become a full-time freelance copywriter.

Now, at that point, while I technically had my own business, I didn't *really* have a business. I had a j-o-b. I was selling my time, and if I wasn't working, there was no money coming in.

And, quite honestly, back then I didn't really *want* a business. I was fond of saying I was *in* business, because I had a passion for writing; I did NOT have a passion for business.

Now this is incredibly common for certain types of entrepreneurs. You have a passion for what your business does, but you secretly wish the whole business side of your business would just go away. Consequently, you create a j-o-b for yourself, and again, the only way you make money is by selling your time.

Eventually, I began to wise up though, and in 2005 (seven years after I began making money as a freelance writer), I started to take steps toward creating an actual business - a copywriting

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and marketing company. And as I did that, I realized I actually enjoyed the business side of the company far more than I thought I would.

In fact, I enjoyed it so much, I'm actually now in the process of building a couple more businesses (while hopefully making fewer mistakes than I did the first time around!).

One of the biggest lessons I've learned along the way - both through my own experiences in business building and by talking to my friends and clients over the years - is how important it is to *build a business you love AND that loves you back*.

I'm a big believer that the purpose of owning a business is to generate income for the business owner. (If your business isn't making you money, then what you really have is a hobby.) I don't see anything wrong with the business owner or entrepreneur making a lot of money from their hard efforts and risk-taking. HOWEVER, I've learned the hard way that there is definitely a limit to how motivating money can be.

There is no doubt that owning a business is difficult. In fact, I would go as far as to say that other than being a parent, being a business owner is one of the most challenging titles you'll ever earn in your life. There will be days you'll want to quit. When you'll fail. When you'll wonder what on earth you got yourself into. When you'll be knocked bleeding to the ground, not even knowing what hit you or if you can ever recover, much less pull yourself back up. When you'll feel overwhelmed, burned-out, exhausted, and when you just hate *everything* ... especially your

business.

It's during those dark times that motivation other than simply making money can save you.

That's when loving your business (and having your business love you back) suddenly becomes the difference between your ability to find the courage and strength you need to stand back up, brush yourself off and get back to work ... and simply closing the doors to find a j-o-b.

Now, if you're wondering if owning your own business is even worth it - maybe it isn't. At least not for everyone. But, if it's what you're "supposed" to be doing to answer the calling in your heart, then absolutely yes, it is. While there's no question the lows can be pretty darn low at times, the highs ... well, there's just nothing quite like it.

I wouldn't trade having my own business for anything. It's *definitely* worth it.

If you feel the same way, keep reading.

## **What You Can Expect from This Book**

Let's start with what you won't get: lists of technical to-dos, like "print business cards" and "open a separate business bank account." While there's no question those are important tasks to help get a business off the ground, checking those items off a list isn't necessarily going to help you build a business you love and that loves you back.

Instead, what you WILL find is exercises and questions to ask yourself to make sure the heart of your business reflects what you really want it to.

This is about answering the deeper questions around your business, like why you want it in the first place - because the more clear you are in your answers to those questions, the more satisfied you'll most likely be with what you eventually build.

I wrote this book for you if you don't have a business yet, but you want to get started, and you're intrigued by the idea of having a business you love and that loves you back.

This is for you if you want to start your business on the right foot.

It's also for you if you're a business owner or entrepreneur who has "lost that lovin' feelin'" for your current business, and you want to get it back.

## What Does It Mean to Have a Business You Love AND That Loves You Back?

Let's get started with some definitions, beginning with what it *really* means to have a business you love.

To me, having a business you love means that, at the very least, you enjoy your work. You don't necessarily need to be passionate about everything you do in your business or love it every second (which isn't terribly realistic anyhow) - but the idea of jumping out of bed and getting to work feels closer to joy than dread.

However, it's also not as simple as saying "I love what I do." There are actually multiple factors that combine to determine your exact enjoyment level.

### **EXERCISE – Pinpoint Your Enjoyment Level.**

(NOTE: This book is full of exercises to help you think through some very important business-building questions. Be sure to have some paper and a pen handy, or open up a document on your computer as you read.)

Answer the following questions to determine yours:

#### ♥ **How do you feel about what your business actually DOES?**

This is what most people think of when considering whether they love their business or not: do they enjoy what their business is selling?

So, for instance, if you have a coaching business (i.e. you coach people on their business or health or life or something else), do you love to coach people? If you're in the hospitality business, do you love serving people? If you're a healer, do you love healing people?

On the surface, this may seem like a very obvious question, but I've known more than a few entrepreneurs who started their business doing what they personally loved doing, and then, over the years found that it had morphed into something more lucrative, but not what they actually enjoyed doing. Then, before they knew it, they woke up and realized they actually hated what they were doing.

For example, a friend of mine was a life coach, and she loved it. But then her husband lost his job, and she started to feel a lot of pressure to supplement his income with her little life coaching practice. So she hired mentors who encouraged her to switch her ideal client to business owners – and to coach them. She did exactly that, and even though she was very successful and made a lot more money, she hated it. She was constantly stressed and unhappy, her relationships with her husband and children suffered, and she gained a lot of weight. One day, she decided she had enough. She stopped doing the business coaching altogether, and went back to life coaching. Along with dropping the excess weight she had gained and strengthening her relationships with her family, she is also now much happier.

Now, not everyone hates what their business morphs into. The point here is that as your business grows and changes over the

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years, don't ever ignore or discount your feelings. Keep asking yourself if you're still loving what you're doing.

### ♥ **Do you like the people you work with? (This includes your clients/customers AND your team/employees.)**

If you've surrounded yourself with people you don't particularly like or enjoy, even if you love what your business does, you're not likely to be all that happy in your business.

Of course, some of this depends on how much time you actually spend with the people connected to your business. If you're a coach or consultant, and you don't much care for your clients and feel sick every time the phone rings, that's going to impact the level of happiness you experience in your business. Even if you have minimal contact with your customers or team, how you feel about them can still impact that level of happiness.

Let me share with you a couple examples. I once had a team member who really rubbed me the wrong way. Even though we pretty much only communicated through email, my stress level would always go up every time I saw an email from her in my inbox.

Another example comes from a show I used to watch called "Hard Core Pawn." It's a reality television show about a Detroit pawn store. It was stressful for me to watch because it seemed like the vast majority of the pawn store's customers would get mad at the owners, inevitably start shouting, and end up having to be escorted out of the store by security.

Now, yes, I get that reality television shows are still scripted and

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most likely, this one wasn't as bad as it looked. I also get that I'm projecting here, and maybe the owners enjoy throwing their customers out of their store. But can you imagine how stressful and draining it would be to be surrounded by all that conflict all the time, regardless of whether or not you have a long-term relationship with each customer?

Even if it's just one or two bad apples, that's still enough to become a complete drain on your energy and emotions (especially if you find yourself needing to let off steam by talking about how much they're driving you crazy - that's even more *time* and energy you're devoting to folks who aren't a good match for you).

### ♥ **Is it important to you to feel like your business is in alignment with your life's purpose (or soul's purpose)? And if it is, IS your business actually in alignment with your life's purpose?**

Another way to look at this: Is it important to you to be passionate about what your business does, and are you passionate about your business?

Not everyone feels like their business needs to be a part of their life's purpose, or the need to be passionate about it, so if this is you, you can skip this question. But if this *is* important to you – whether it's always been important or it has become important as you have found yourself questioning "Is this all there is to life?" – not having your business in alignment with either your passion or your purpose will definitely impact how much you love your business.

**Is it important to you for your business to make a difference in the world? (Or, if the world feels like a stretch, in your city or community/neighborhood?) If you just answered “yes,” IS your business making a difference?**

In the previous section, I explain how for some business owners, it isn't important to have a business that is in alignment with their purpose or passion. The same goes here; not every business owner wants a business that makes a difference. And that's perfectly fine. The main purpose of your business is to provide you with an income.

But, again, if you *do* want your business to make a difference, if that's important to you, and you don't feel like it is doing what you want it to, it's going to impact how you feel about it.

(Note: There are some entrepreneurs who set up their business to be as profitable as possible so they can use the money they make from it to fund the way they make a difference, or their soul's purpose/passion. Maybe they set up a foundation or a charity, or maybe their business provides them with the income they need to travel the world, which is their passion. So if this is you, it's important to get clear about how your business is supporting your passion/purpose/making a difference and how your business fits into your life; otherwise, you run the risk of your business not actually giving you what you want it to.)

♥ **Are you in alignment with your current business model?**

Your business model is the way your business is set up. For

instance, if you have a one-on-one life coaching practice, you have a one-on-one business model where you're making money every time you have a call or meeting with a client. If you have a group coaching model, you make money by putting people into groups and coaching or teaching that group. If you have an information-product business model, you make money selling books or info-products/programs. Maybe you have a blog and sell advertising, or maybe you have a brick-and-mortar business.

There are pros and cons to each business model, which is beyond the scope of this book (but definitely keep an eye out for an upcoming book in the Love-Based Business Series which will cover business models in more depth). By far, though, the most important thing to consider is whether YOU love your business model or not.

For example, if you really hate working with clients one-on-one, but that's what you're doing day in and day out, you probably don't love your business model (and, by default, you're probably not loving your business either). Or, maybe you love diving deep and working one-on-one with clients, and instead, you've somehow built a business around selling info-products because that's what the "gurus" told you to do, and it feels very unsatisfying to you.

Regardless of how it happened, if you aren't loving your business model, you're likely not loving your business.

♥ **Did you build a business in your zone of excellence, or your zone of genius?**



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This question comes from the book “The Big Leap” by Gay Hendricks, PhD. In it, he defines the 4 different zones we have for anything we do in the world, which includes (but isn’t limited to) our businesses or the work we do for a living.

What can happen for some successful entrepreneurs or business owners is that they end up building a business that’s not in their zone of genius, but actually in one of the other zones - the zone of excellence being the worst in some ways because it’s the most difficult to identify.

When you are in your zone of excellence, you ARE doing something you’re quite good at: other people have told you you’re good at it, and you’re probably even pretty successful financially ... but you’re still not in your genius zone. And, typically, when you’re not in your genius, you know it. You can feel that something isn’t quite right ... that there’s something else you really ought to be doing, but you can’t quite put your finger on exactly what it is.

Also, it takes more energy to be in your zone of excellence than your zone of genius, so over time it will drain you.

In the book, Hendricks recounts a story about a very successful entrepreneur who was coming to him for coaching. It quickly became clear that the entrepreneur was living in his zone of excellence, and that he really needed to shift to his zone of genius, but he felt completely trapped by his own success. He was overwhelmed, stressed and drained. Hendricks begged him to try and start changing his duties, and the entrepreneur left say-

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ing he would try, but was doubtful he could really do it.

That coaching call was the only one he would have with Hendricks, because one week later, he suffered a fatal heart attack.

Now, clearly, working constantly in his zone of excellence was probably not the sole cause of his heart attack, but it’s unnerving nonetheless. It’s also a good reminder that work or business-related stress IS directly connected to your health, so doesn’t it make sense to love your business?

Okay, now that we’ve covered the questions around loving your business, let’s dive into what it looks like when your business loves you back.

### EXERCISE – Does Your Business Love You Back?

Consider the following questions:

#### ♥ Are you financially profitable?

One of the key indicators of having a business versus a hobby is whether or not you’re actually making money with your business. If you’re not, or not making enough to pay your bills, it will most definitely affect your feelings about your business.

Notice the wording “Are you financially profitable,” as opposed to asking something like “Are you making the kind of money you want to be making?” Pretty much every entrepreneur I know would say “no” to the latter, no matter how much money they’re making, because there’s always another level of income to work toward. However, just because you’re working toward another

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financial level doesn't necessarily mean you're unhappy with how much money your business is making - at least, not in the same way as you would be if you weren't profitable at all, or barely profitable.

### ♥ **Does your business provide you with the lifestyle and freedom you want?**

Money is only one reason to start a business; having the freedom to create the lifestyle you want is another.

So, if your business isn't providing you with either the freedom or the lifestyle you want, that can be another source of stress (and consequently, another reason to feel unhappy with your business).

### ♥ **Is it important to you to have a love-based business? And, if it is, do you have one?**

Having a business you love and that loves you back is what I refer to as a "love-based business."

No, I'm not talking about having a business that sells romance or sex. I'm talking about building a business based on love, rather than fear.

Here's the thing:

All emotions fall under one of two categories: love-based or fear-based.

Love-based emotions include love, hope, joy, gratitude, peace, faith, trust, confidence, happiness, connection, forgiveness, open-

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ness, passion, freedom, harmony, honesty, beauty, compassion, self-love, self-appreciation, respect, acceptance, understanding, etc.

Fear-based emotions include fear, anger, grief, shame, guilt, bitterness, judgment, jealousy, frustration, doubt, insecurity, etc.

Traditionally, most business models - and entrepreneurial mindsets - are based in fear. (And this isn't exclusive to business. Many things are built on a foundation of fear, such as government, organizations, etc.) The reason for this is that in many ways, fear is a dominant emotion. (This includes any of the fear-based emotions such as anger or grief/sadness.)

Many, many folks live their lives being controlled in some way by their fear-based emotions. Either consciously - they're angry/depressed/grieving/judgmental/fearful/worried/unhappy/etc., or subconsciously - when they feel an uncomfortable emotion, they run away from it, bury it, hide from it, etc. (Think about all the things that happen when someone gets upset: he starts a fight, takes a drink, overeats, goes shopping, gossips, etc.)

If fear-based emotions are controlling your behavior, it's going to be very difficult to build anything love-based.

Now, just to be clear, being love-based doesn't mean you don't feel fear-based emotions. On the contrary, people who have embraced love-based businesses and lives in fact DO fully feel all emotions, both love-based and fear-based. There IS definitely a place for fear-based emotions in our human existence, so rather than fight the fear-based emotions, the key is to feel them and let

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them move through you, instead of avoiding them. (Feelings just want to be felt after all.)

Plus, because folks who have embraced the love-based mindset do feel fear-based emotions, it also means they aren't controlled by them. It's when you try not to feel the fear-based emotions that they really control you.

I discovered all of this when I was working as a copywriter. So many of my clients asked me to come up with a new way of writing copy that didn't feel slimy, sales-y or inauthentic. I came to realize that the reason traditional direct response copy felt so icky is because it triggered fear-based emotions.

But, you don't have to trigger fear-based emotions to sell. It is entirely possible to tap into love-based emotions, instead.

That realization inspired me to write four books in my love-based business series: "Love-Based Copywriting Method: The Philosophy Behind Writing Copy That Attracts, Inspires and Invites," "Love-Based Copywriting System: A Step-by-Step Process for Writing Copy That Attracts, Inspires and Invites," "Love-Based Online Marketing: Campaigns to Grow a Business You Love AND That Loves You Back," and of course, the one you're reading right now.

(There will be additional books coming out in this series as well, including "Love-Based Money and Mindset." You can keep track of all the love-based business books at [LoveBasedCopyBooks.com](http://LoveBasedCopyBooks.com).)

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In my own experience, building a business on a foundation of love-based emotions versus fear-based emotions will most definitely help you build one you love, and that loves you back. In fact, the more you embrace a love-based mindset, the easier it will be to build a love-based business. (It truly is amazing how much your mindset can get in the way of taking action toward your goals. If you've tried to start your own business before, but haven't gotten very far, I would venture to say your mindset is most likely the problem.)

So, what does it actually look and feel like, when you have a business you love and that loves you back?

To recap, when you love your biz, you love what it does, your team, your clients, and your business model. It loves you back financially (you are well-compensated for the work you put in) and by fitting into your life the way you want it to. Overall, your business energizes you. You get excited working in your business - you feel joy and happiness when you're working. It supports your lifestyle, and provides you with freedom. You love knowing you're making a difference and getting results for your clients. And, when you have a bad day, you can tap into all of this, to pull yourself out of it.

Okay, so now that we've considered what it can be like to have a business you love and that loves you back, let's take a minute to examine what happens when you and your business are out of alignment:

♥ You're stressed and overwhelmed. Maybe even completely

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burned-out.

- ♥ You're working all the time. Maybe even to the point of sacrificing your health, your family, your relationships and anything else in your life that's important to you.
- ♥ You're not sleeping well. You're living on caffeine and junk food. You have no time for exercise or self-care.
- ♥ You're not making nearly enough money, especially when you consider how much time you're putting in. (And, if you happen to be working all the time and barely making ends meet - or maybe the ends aren't meeting at all - it can definitely skyrocket your stress level.)
- ♥ You've lost your joy, and the passion you once felt for your business. You might feel trapped in it, or maybe you even resent or hate it.

If this resonates, I know exactly what you're feeling, because I built a business like this, too.

When I first started as a freelance copywriter, I took every project that came my way, regardless of whether it was a fit for me or not. It didn't matter if the client was my ideal client or not. I didn't say "no" to anything, even projects I was definitely NOT a fit for, like technical writing and event planning.

On top of that, because I didn't have my own marketing in order, I also created a dreadful feast-or-famine business. Either I had more work than I knew what to do with and was working all hours of the day and night, or I was completely stressed-out look-

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ing for new clients, wondering how I was going to pay the bills.

Needless to say, I ended up burning out. I remember at one point, I even spent a week watching movies with my laptop on my lap, pretending to work.

Eventually, I began to realize the value of narrowing my offer, and specializing in direct response copy and online marketing (versus writing anything that came my way or doing anything that vaguely resembled marketing). Sure, I learned it the hard way. But I came to understand that just because you CAN do something doesn't necessarily mean you SHOULD.

I also realized the value of working with my ideal clients (more on that later) versus anyone who was willing to pay me for marketing or copywriting services.

That journey taught me something else, too: I wasn't "supposed" to be a freelance copywriter. I was supposed to be doing something bigger. Hence, I began building a copywriting and marketing company.

All of this contributed to my writing this book. I wanted to make sure that, if you haven't started your business yet, you can ask the *right* questions and start the *right* business *for you*.

And if you already have a business, but you aren't happy with it, you can change course in a hopefully easy and graceful manner to build one you love ... and that loves you back.

Now, on to more exercises and questions to help you get your

business' foundation set up right!

## **Building a Love-Based Business – Step 1: Get Clear on What Your Business Does**

The best way to start the process of building a love-based business is by taking a good long look at what you want to do with your business.

### **EXERCISE – Determine What You Want Your Biz to Do.**

Answer the following three questions as you read through this section:

Question 1 - Do you know what you want your business to do? (I.e. what your business is going to offer in terms of products and services.)

Question 2 - Do you want your business to tie into your purpose and/or passion?

Question 3 - Do you want your business to make a difference?

### **Let's begin with the first question.**

If you already know what you want to offer in your business, fabulous. However, if you're struggling to figure it out, here are a few exercises to help you do so.

### **EXERCISE – Part 1 – The Lists.**

Let's start by making some lists.

♥ List 1: First, list all the things you love to do. Don't hold

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back; list them all, even if you can't imagine how they could possibly turn into a business.

- ♥ List 2: Next, list all the things you're good at. Again, don't hold back and don't be shy. No one has to see these lists, so you don't need to feel like you're bragging.
- ♥ List 3: Finally, list all the things that are super-easy for you - so easy that you assume they're easy for everyone, and therefore, not anything special. (This one may be a bit more difficult for you, but give it a shot and see what comes up.)

You don't have to make all of these lists in one sitting. In fact, it may be better to take a few days and keep adding to all three as you think of things.

#### EXERCISE – Part 2 – The Feedback.

Now, I want you to think of a few people who know you well and ask them the following questions (be sure to capture what they say in two new lists, as well):

- ♥ What do you think I'm really good at?
- ♥ What are the top things you value most about me?

Chances are, these people will help you discover your super powers (a.k.a. those things that are so super-easy for you that you don't even value them, and you can't possibly imagine anyone else valuing them either, because they are so easy for you).

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Once you have all five of these lists, compare them. Do you see any trends or patterns? Does anything stand out that you could build a business around?

#### EXERCISE – Part Three – The Research.

Now, I want you to start doing some market research. Look for examples of businesses that fit your lists. (Yes, these businesses would be considered your competition.)

Once you find them, start by doing a little dance. Yes! Competition is a GOOD thing. If there's no one else who has a business similar to what you're considering opening, it could indicate that there's no market for it - which means chances are high you won't be financially successful.

After you finish your dance, it's time to start researching the businesses you found. Read their blogs, follow the entrepreneur or business owner who built the business on social media, and get on their mailing lists by signing up for their newsletter or free offer. Doing these types of things will give you a first-hand view of how your competition speaks to your ideal client, how they connect, etc. And seeing this first-hand will help you get an idea of what it takes to grow a business like the one you want.

(Of course, keep in mind what people show on the outside may be quite different than what it actually looks like when you peek under the hood, but at least it will start you on the journey of learning what to expect in a similar business.)

**Okay, now let's look at question two** - whether or not you want your business to tie into your purpose and/or passion.

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Keep in mind that, like most things, there are pros and cons to tying your business into your purpose and/or passion.

Your purpose may not actually lend itself to a successful or profitable business. Same with your passion. For instance, your purpose or passion may be about saving the elephants or building schools in Africa. In that case, it may make a lot more sense to build a business that you do enjoy and is financially profitable and use it to fund your purpose and/or passion.

Also, if you get too hung up on your purpose and passion, it could derail you. Even if your business IS your purpose and you're passionate about it, that doesn't mean you're going to love working on it every single minute of the day. You will have bad days. Not everything you do will work out the way you hope it will, and you may still struggle.

I have two quick stories to share around this.

The first is in the foreword of the book "The Alchemist" by Paulo Coelho. This is one of the best-selling books of all time, and yet in the first six months of its release, a bookstore told Coelho it had sold only two copies of the book (and both were to the same person!). After the first year, the original publisher cancelled the contract and let Paulo take the book with him. After spending a good deal of time knocking on doors, he finally found a publisher willing to take a second chance on him, and it slowly began to sell. Eight months later, an American discovered it who was traveling in Brazil (where it was originally published) and he helped find an American publisher for it. Even though it had a huge mar-

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keting launch, it still took a really long time to find an audience in America (just as it had in Brazil), slowly building through word-of-mouth before finally taking off.

"The Alchemist" is actually about FINDING your life purpose, and Paulo believed that writing was his life's purpose - and while I'm sure it is, as you can see, this book was hardly an instant, runaway bestseller, and this was far from an easy, effortless journey.

(If you haven't read it yet, I highly recommend it.)

The second story is about Michael Phelps, the US swimmer and most decorated Olympian in history. After the 2012 Olympics, I listened to an interview with him where he basically said (and I'm paraphrasing): *Everyone thinks flying around the world is so cool, but it's not. All I see is the hotel and the pool. I hate it. I hate swimming. I hate the smell of chlorine. I want to be outside. I'm going to take up golf.*

He certainly sounded like he was completely burned-out as a swimmer, so imagine my surprise when I turn on the 2016 Olympics and there he is, in his swim trunks, scowling at the side of the pool. (At the time, I thought maybe he was scowling because he wasn't on the golf course, but I digress.)

As it turned out, Phelps had a change of heart and decided he didn't want to leave the sport on the sour 2012 Olympics note, so he re-dedicated himself to his training, and he ended up adding a bunch more medals to his already-impressive haul.

Phelps had been swimming his entire life and participated in five

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Olympics. (That's a lot of swimming!) Based on how much time he spent in the pool (an average of six hours a day for well over twenty years) and the medals he's won, I have trouble believing that swimming is not part of his purpose and passion. And, yet, there he was, on national television, telling the world he was done with swimming and was going to take up golf!

The point is, even people living their purpose and passion burn out.

Now, a quick side note on passion: passion is an emotion, which means it behaves the same as an emotion. In other words, it ebbs and flows at its own pace. I can tell you from experience, it doesn't matter how passionate you are about what you do; you're still going to have days where all you want to do is run off to the beach and live in a little grass hut the rest of your life, completely avoiding your business. That too is an emotion, and it will pass. You're not going to feel passionate about what you do every single minute of every single day, so be careful not to let that be the indicator of whether or not you really love your business. Passion can be an important ingredient in a love-based biz, but that's all it is - one ingredient. And just like you can't bake a cake with only one ingredient, you can't build a business you love and that loves you back with just passion.

Now, on the flip side, if you ARE tapped into your purpose and/or passion with your business, it can be a beautiful thing. So, I don't want to discourage you from tying your business to your purpose and/or passion; I just want you to go into this process with your eyes wide open.

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Lastly, **let's examine question three** from above: Is it important to you for your business to make a difference? Again, depending on how you define it, your business could definitely be a part of making the world a better place. For instance, if you help heal people, that's clearly making a huge difference for the people you're healing.

For myself, I help people get their businesses and messages out into the world. I also help all those people looking for the solution your business offers – your ideal clients – to find you and get the help they need.

In other words, your business doesn't have to be about feeding the homeless in order to make a difference in the world.

Now, you may be someone whose definition of making a difference IS feeding the homeless. In that case, using your business to fund that passion is probably the easiest way to do it.

I'm going to ask you to dig a little deeper now, and figure out your "Big Why."

### EXERCISE – Your Big Why.

Your "Big Why" is that deep, compelling reason why you want your own business.

What's yours?

Realize that this answer could be *anything*. Yes, it definitely could be a passionate need to make a massive difference in the world. It could also be because you want time and space to spend time



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with your family. It could be that you want the freedom to work anywhere in the world. Or maybe it's because you're a serial entrepreneur, and you love opening businesses.

Your Big Why could even be tapped into something that's not so ... well ... positive. For instance, it could be because your father-in-law always said you wouldn't amount to anything and you're determined to prove him wrong. It could be because you grew up poor, living on welfare and food stamps, and by God you're not going back there ever again!

Remember, the more you love your business, the easier it is to get through the dark times. Similarly, the more you're tapped into your Big Why, the easier it will be to let it be what pulls you forward.

So if your Big Why feels a bit dark, don't worry. No one else has to know. Just as long as YOU know, and are tapped into it. (There's nothing wrong with your shadow. In fact, the more you deny your shadow or push it away, the more it controls you, just like emotions. So feel it there, acknowledge it, and move on. Eventually, if you accept it, it will cease being your shadow and it may even cease being your Big Why - at which point you can come up with a different one.)

The best way to get clear on all of these questions is to take your time. Don't rush the process. Really sit with what I've asked you here. Maybe do some meditating. Journaling is also really helpful to tap into deeper layers of clarity. And if you're not 100% sure of all your answers, it's okay to move forward on what you *think*

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you want to do. Sometimes, the best way to figure out what you do want is to actually go out and try it. Even if you decide later it's not your cup of tea, you never would have known it if you didn't take action in the first place. Not to mention you'll likely glean lots of information about what you really do and don't want as you go.

Now that we've covered the steps to gaining clarity around what your business will do, let's move on to getting clear on your ideal client.

## Building a Love-Based Business – Step 2: Get Clear on Your Ideal Client

Let's start by talking about the differences between an ideal client and a target or niche market.

A target market is defined as the customers your business serves. Typically, this is more demographic-based. For instance, your target market may be stay-at-home moms between the ages of 30 and 50.

A niche market takes the target market one step further by refining and specializing who you're selling to. A niche market may be stay-at-home moms, between the ages of 30 and 50, who are looking for a home-based business opportunity.

Now, the reason a lot of marketers recommend "niching" down your target market is because the more focused you are when it comes to who you're selling to, the easier it is to sell to them. If everyone you're selling to has some common ground you can speak to, it's easier to market and sell to them, because you can emphasize that common ground.

While I agree with the concept of niche markets, I don't like to stop there, because I don't think defining a niche market goes deeply enough. That's where the concept of ideal client comes in.

You see, the problem with a niche or target market is that they're based too much on external factors - i.e. demographic info. An

ideal client, on the other hand, is defined by internal factors - values, motivations, core beliefs.

The more you can tune into what's going on in your client's head, the easier it will be to attract him or her, because he'll feel like you really "get" him. Also, knowing who your ideal client is and specifically writing to him in your copy is one of the key principles of writing love-based copy.

So what does focusing on internal factors mean, exactly? Well, remember my niche market example - stay-at-home moms looking for a home-based business opportunity? There are actually two ideal client groups in that one niche market.

The first ideal client group consists of mothers who are looking for a biz opportunity because they want something for themselves. They feel like their entire lives are wrapped around taking care of other people, and that they're losing their identity. Their financial needs are met, so they don't necessarily need the income (although they may want the income). Mostly, what they're looking for is something just for them.

Now, just because they're looking for something for themselves doesn't mean they want to ignore their family. Au Contraire - being there for their family is very important to them, so this biz opportunity must be flexible. They need to be able to do it when they can fit it into their busy lives. They still want to cook dinner and cheer at soccer games and pick up the dry cleaning. So this business opportunity needs to fit into the open time pockets they have throughout their days.

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Okay, so that's ideal client group 1. Ideal client group 2 consists of moms who have found themselves in a situation where they need to be the bread winner. They are looking for a biz opportunity that will pay the mortgage and put food on the table, and they want that to happen as fast as possible. While having a flexible work schedule is nice, they don't necessarily mind putting in long hours if they'll be able to support their family. So for them, what's most important is how much money they can make with the biz opportunity.

Do you see how different these two groups are? And do you see how different the messages to each of them would need to be? (Ideal client 1 would be all about flexibility and having something for herself while Ideal Client 2 would be all about how much and how fast she can make money.) Yet on the surface, they're in the same niche market. That's why drilling down from a niche market to an ideal client is so crucial.

The mistake entrepreneurs often make is attempting to talk to both groups in one message. When you do that, you likely end up not reaching either. Ideal Client 1 is not motivated by money, so any messages about money wouldn't land for her. She might feel like the biz opportunity wouldn't be all that flexible after all, and she would have to compromise her family duties. And Ideal Client 2 may read about the flexibility and be concerned she won't make the money she needs to make after all, and look elsewhere.

Now, one reason entrepreneurs want to have multiple messages in their copy is because they're worried their ideal client group is

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too small. What if they don't have enough clients? What if they end up turning good-paying clients away, by being too specific?

Those fears are completely normal and natural, so let's talk about why attracting ideal clients will make your business more profitable (not to mention enjoyable) than selling to anyone and everyone.

1. You will actually attract more clients being specific with your messaging than you will being generic. The more specific your messaging, the more likely your ideal clients will recognize that you are talking specifically to them. Consequently, they'll be less likely to pass your copy by, and find their solution with someone else (who, chances are, *is* being more specific in his or her copy).

Plus, being specific implies you're an expert (think specialist versus generalist) and for the most part, people would prefer to work with a specialist over a generalist.

2. Serving your ideal clients will be more profitable than trying to serve everyone. One of the main benefits of serving only your ideal clients is that you're working with folks who love you, love what you do, and who YOU love. They typically end up becoming your raving fans and telling all their friends about you.

When you work with people who are not your ideal clients, that's when you end up with clients/customers you dread talking to, who are difficult (if not impossible) to please, and who, even when you end up jumping through tons of hoops

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to make them happy, STILL aren't. Plus, even after ALL of that, which requires a huge investment of your time and efforts, they may *still* end up asking for a refund.

Of course, if you're experiencing a slow time in your biz and a non-ideal client shows up on your doorstep, you may decide you're okay with working with him or her - but overall, your business will be more profitable if you don't have the extra work, time and energy drag that comes from working with people who just aren't a good fit.

3. In most cases, once you make a point of attracting your ideal clients into your business, you'll likely find there are more than enough of them to fill your business. You'd have to serve a super-tiny ideal client group for that not to be the case (and I haven't seen anyone serve a group quite that small).

So now that you know why building your marketing around your ideal clients is so important, are you ready to figure out who your ideal client is?

Great!

#### EXERCISE – Discover Your Ideal Client.

To start, I want you to close your eyes and think about your favorite client. It doesn't have to be someone who has even paid you for your services; it could be someone you helped for free.

Once you have him/her in your head, start describing her (write this down). Be as specific as possible. What is it about her that made her your favorite client to work with? What did you really appreciate about her? What did she appreciate about you?

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Remember to focus on the internal factors as well: her motivations, desires, concerns, etc.

Don't rush this process - take all the time you need to really get a good sense of who your ideal client is.

Once you have this strong sense, not only will you be in a position to write really powerful copy to attract her, but you'll also have a much better idea of where to find her. And that means instead of wasting time and money on places where your ideal client isn't hanging out, you can instead focus on where she actually is.

And it doesn't stop there - you'll also have a better idea of what products or services to sell her, how you need to set up your business to better serve her, etc. That's why knowing your ideal client is so important to all aspects of your business.

So what happens if, as you complete this exercise, you realize you have multiple ideal clients? As my earlier example around the stay-at-home moms illustrated, you really need different copy pieces to speak to each specific ideal client group. So even though technically you can have as many as you want, since it is a lot of work to set up different pages for each ideal client group, I would suggest you pick one and go. (Or "pick a horse and ride it" as the saying goes.) You can always add a second one later if you're so inclined.

Next up – let's talk about your business model!

## Building a Love-Based Business – Step 3: Get Clear on Your Business Model

If you've never been in business before, you've likely never given much thought to the various business models and which might work best for you.

There's no question your business model plays a huge role in how you feel about your business.

You see, your business model is not only directly linked to *how* you make money, but it's also what provides structure to your day. So, if you make money primarily through meeting with people one-on-one, you have a one-on-one business model, and your day is likely structured with a lot of meetings and phone calls. If you make money by selling people clothes in a store, you have a retail business model, and your day is likely structured by showing up at a set location, at set times, making yourself available to help people as they walk in the door.

Whatever your business model, a problem occurs when you're not aligned with it. For instance, if you really don't love being on the phone all day, having a one-on-one coaching or consulting business is going to drain you. If you're a huge introvert and prefer being left alone so you can quietly work on your computer, owning a retail store is going to drain you. If you love hanging out with lots of people face-to-face, you'd likely dread being stuck in a back room, working on a computer all day.

In my experience, you're not really going to know which business model best suits you until you've spent some time in that specific business model. So, if you're just starting out, I'm going to encourage you to set up your business to be financially successful first.

After all, if you're not making *any* money, you're going to have a difficult relationship with your business regardless of how much you love your business model or not, so the first order of business for you is to start making money, period.

Now, once you're making money, if you start feeling drained or really overwhelmed and/or stressed, you may want to take a good long look at your business model, and see if it's really the right model for you.

(If this is something you want to dig into more, definitely watch for an upcoming book in the Love-Based Business Series, which will be entirely devoted to business models, and finding the right one for you.)

A word of caution:

If you think you already know which business model you love or hate based on your past or current jobs, understand that working *IN* a business model is quite different than *LEADING* a business model - so what you think you love or hate about the way your job is or has been structured is likely not going to be the same as when you're actually the owner of the business. In addition, other emotions could be coloring your current perception.

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For instance, let's say you really dislike your boss and coworkers, and you REALLY dislike spending long hours in meetings with them. Based on this alone, you decide you'd never like a one-on-one coaching or consulting business and would instead prefer to open up a quiet bookkeeping business out of your spare bedroom. At the time, the idea of being left alone all day sounds like heaven! But a month later, you find yourself just about ready to pull all your hair out. Why? Because as it turns out, it's not that you hate meetings in general. You just hated meetings with that specific group of people. In actuality, you really aren't a "work out of my home and have everyone leave me alone" type of person. In fact, if you attract clients you love and love hanging out with, suddenly everything changes, and you may find yourself thriving in a one-on-one coaching model.

In addition to considering which business model best suits you, it's a wise idea to get clear on what your dream lifestyle would look like, and how your business would fit into it. I can pretty much guarantee if you don't, your business will likely take over your life.

Again, your business model (combined with setting up systems and having the right team in place) is key to providing you with the freedom you long for, to live the life you desire.

And, of course, setting up your business so YOU are doing the work that is in your zone of genius versus your zone of excellence (or lower, like your zone of competence) is crucial. The more you're working in your zone of genius, the better you're going to feel about your business.

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To help you get clear on all of this, below are a few more questions I would invite you to ponder and do some journaling around. (Again, there's no need to rush - take a few days and give yourself space to really dig deep into what you want.)

#### **EXERCISE – Your Perfect Day.**

Describe your perfect day (and no, I'm not talking about a vacation day where you spend the day sipping fruity drinks on a white sand beach. I'm talking about what an ordinary day in your life would look like, in your perfect world). Be as specific as possible when answering all of the following:

- ♥ What are you feeling? Seeing? Smelling?
- ♥ When are you meeting with clients, and how do those calls/meetings go?
- ♥ What time are you meditating or heading off to yoga (or doing whichever activity brings you joy/relaxation)?
- ♥ How does your evening flow?
- ♥ What do you value most in your life? Your family? Your friends? The ability to travel?
- ♥ What do you value least?
- ♥ How do you see your business fitting into your life?
- ♥ Which specific tasks do you want to do in your business?  
For this question, also consider the following: What do you love to do? What are you really good at? (Note: these are the tasks you will ideally do as much as possible in your business.)
- ♥ Which tasks do you dread doing in your business? What

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do you hate? What tasks do you think you're really bad at? (Note: these are the tasks you're going to want to out-source as soon as you possibly can.)

Remember, the clearer you are on these questions, the more likely you'll be to build a business designed to fit into the life you desire, doing the tasks you love!

Now, once you get clear on all of these questions, what's next? Keep reading, because that's what I'm about to cover.

## **Building a Love-Based Business – Your Next Steps**

First, keep in mind that all the questions and exercises throughout this book are meant to get you thinking about your business in a different way. By no means are they meant to be something that stops you from moving forward - that keeps you waiting until you've got "all" the answers before you actually do anything.

You may not have the answers to some of the questions I've asked you, and even though you may be convinced you already knew exactly what you want, once you dig in to all of the questions, you may discover your answers prove what you actually want is opposite from what you initially thought.

That's totally normal. Your business is a living, breathing entity. You may not know what you want until you actually take action. And what you want now may not be what you want in ten or twenty years.

The most important thing is to start. Take the action, and get some money flowing in the door as quickly as possible. You can always course-correct in order to steer your business in a direction that is more aligned with your life, goals and talents - but if you never get started, you have nothing to course-correct. (Makes sense, right?)

Maybe right now, you're in total agreement. You want (and are ready) to get started. Maybe you're also wondering which business model makes the most sense for you to start with.

**The easiest way to get a business off the ground so you can start making money immediately is to utilize a one-on-one model.**

Plus, because it is the easiest to start, it's also the easiest to test. It's a great way to determine what you like and/or don't like about what your business does. And, if you realize you don't like a one-on-one business model, you definitely have options to transform it into something else.

Now, once you've gotten your business off the ground and have lined up some clients and are making money, you'll want to circle back around and take a hard look at what you've built, and how you really feel about it.

#### **EXERCISE – Examine Your Business.**

Specifically, start by asking yourself the following questions:

- ♥ Is your business perfect the way it is, and you don't want or need to change a thing?
- ♥ Or is your business one that you don't love, and in need of tweaking?
- ♥ Is your business one you can scale up and grow? Is that what you want?

## **Building a Love-Based Business – Conclusion**

Hopefully, as you work through all the questions and exercises in this book, you'll gain clarity around what you want your love-based business to do, and how you want your life to look once you've built it.

So what happens if you invest a bunch of time getting

everything ready – taking action – setting up your ideal, love-based business ...

And then you wake up and realize it's all off? It isn't right. It doesn't *fit* you.

(As my good friend and brilliant business coach Andrea J. Lee says, you suddenly realize you've "spent all of your time getting your ducks in a row only to realize they aren't your ducks!")

First of all, take a deep breath.

It's going to be okay.

If you start to feel your energy lagging and/or your stress or overwhelm are increasing, go through all the exercises in this little book again to see what stands out the most to you, and complete the following exercise.

#### **EXERCISE – Determine What's Draining You.**

In addition to going through the questions in this book again, ask



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yourself:

- ♥ What's draining you the most? Is it what your business actually does?
- ♥ Is it your business model?
- ♥ Are you serving your ideal clients?
- ♥ Are you not in your zone of genius?
- ♥ Something else?

Because your business is a living, breathing entity, you may even want to schedule regular times (maybe once a year) to check in with all of these questions again in order to make sure you are still on the right path toward building your ideal, love-based business, and to course-correct if you find you've wandered off into the woods somewhere.

Lastly, to continue helping you on your journey toward owning a love-based business, I have a few resources I'd love to share:

To help you start making money right away, I've created a free checklist for you:

**"25 Tips to Fill Your Pipeline with Customers and Clients You Love and Who Love You Back" Checklist - you can download it here:**

<http://LoveBasedCopyBooks.com/bizstartup>

**(It also includes a bonus "Building Your Love-Based Business Assessment," an assessment that will help you pinpoint your perfect next step as you build the best busi-**

**ness for you.)**

Additional books in my Love-Based Business Series, available here: <http://LoveBasedCopyBooks.com>

*Love-Based Copywriting Method: The Philosophy Behind Writing Copy That Attracts, Inspires and Invites (2nd Edition) (Volume 1 in the Love-Based Business Series)*

*This book is a great place to learn more about the philosophy behind love-based copy and love-based selling. While it does include many exercises, it's more focused on the love-based philosophy and building a solid love-based foundation. If you're looking for a "how-to write love-based copy" book, definitely check out the next one in the series.*

*Love-Based Copywriting System: A Step-by-Step Process to Master Writing Copy That Attracts, Inspires and Invites (Volume 2 in the Love-Based Business Series)*

This is a copywriting course in book format. This "how to" book walks you through exactly how to write love-based copy. It includes exercises, copy templates and more. If you're planning on doing any sort of writing for your business - for instance, writing emails or website copy - this book is a must-have.

*Love-Based Online Marketing: Campaigns to Grow a Business You Love AND That Loves You Back (Volume 3 in the Love-Based Business Series)*

## How to Start a Business You Love AND That Loves You Back:

*All successful, profitable businesses need a marketing plan, and this book walks you through how to create a specific online marketing plan perfect for you. You'll also learn the basics about how to sell products and services online without feeling sales-y, and what might be standing in your way of successfully marketing your business.*

"Love-Based Money and Mindset" (December 2016) (Volume 4 in the Love-Based Business Series)

This book will help you make critical mindset shifts in order to attract more money - not just in your business, but in all aspects of your life. In addition, it will also help you shift your mindset to make it easier to use love-based copy and online marketing to build a love-based business.

More books are in the works, so be sure to watch [LoveBasedCopyBooks.com](http://LoveBasedCopyBooks.com) for updates!

And don't forget to check out the [LoveBasedBiz.com](http://LoveBasedBiz.com) for articles and other resources to help you build a love-based business.

Get Clear on Your Purpose & Passion - Build a Successful, Profitable Business

## About the Author - MICHELE PW

Considered one of the hottest direct response copywriters and marketing consultants in the industry today, Michele PW (Michele Pariza Wacek) has a reputation for crafting copy and creating online and offline marketing campaigns that get results.



Michele started writing professionally in 1992, working at agencies and on staff as a marketing/communication/

writing specialist. In 1998, she started her business as a freelance copywriter.

But she quickly realized her vision was bigger than serving her clients as a one-woman-shop. In 2004, she began the transformation to building a copywriting company.

Two years later, her vision turned into reality. The Love-Based

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Copywriting and Marketing Company is the premiere direct response copywriting and marketing company today, catering to entrepreneurs and small business owners internationally, including the “Who’s Who” of Internet Marketing.

In addition, Michele is also a national speaker and author and has completed two novels. She holds a double major in English and Communications from the University of Wisconsin-Madison. Currently she lives in the mountains of Prescott, Arizona with her husband Paul and her 2 dogs — border collie Nick and southern squirrel hunter Cassie.

### **See What Others Are Saying About The Love-Based Business Series:**

#### **Love-Based Copywriting Method: The Philosophy Behind Writing Copy that Attracts, Inspires and Invites (Love-Based Business) (Volume 1)**

##### **By Sue Painter**

What I like about this quick read book is that Michele provides an alternative model to the hyped-up, over the top copy that is so often prevalent online. She proposes toning it down and coming at it from a different energy, and goes further to explain WHY she thinks her idea has merit and can work for businesses who are willing to try it. This alone is refreshing to read. I like that Michele reminds us “there’s a difference between pain and fear.” I also like the metaphors she uses for common online marketing phrases - particularly helpful to people new to the online world.

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And lastly, Michele is generous with actual examples of copy which is very helpful for those who try their inexperienced hand at writing their own copy. All in all this book is clear and helpful to newbies and a solid reminder to those more experienced not to sell out to hype. I can teach from this book, and I can learn from it, as well.

##### **By N. Davis**

As anyone starting out into entrepreneurship knows, there are so many aspects of marketing that it can become quite daunting - print, social media, etc. A large portion of marketing and advertising relies heavily on copywriting. What sets this guide apart from others about copywriting (and what I absolutely love about it) is the emphasis on having love as the foundation of your business. From there, the copywriting and marketing (and sales) simply flow since love rather than fear ultimately sells. Michele takes the reader step by step through her process of writing highly effective copy while explaining why old school fear based copywriting no longer works. There are plenty of examples that compare fear vs love based writing and yes, the love based ones always win! She also includes a valuable exercise on how to identify an ideal client. This book is definitely a part of my arsenal my second time around in entrepreneurship!

#### **Love-Based Copywriting System: A Step-by-Step Process To Master Writing Copy That Attracts, Inspires And Invites (Love-Based Business) (Volume 2)**

##### **By Liz Hester**

## How to Start a Business You Love AND That Loves You Back:

After years of being inundated with Direct Response copywriting and scare tactics, it's great to finally have the manual on how to attract your tribe with love and caring. It is totally possible to call out to the pain with a cure rather than twisting the knife...and which type of person would YOU rather work with. Give me and my clients Love-Based copy every time! It only takes a little shift in thinking and all those copy skills you already have can be turned to a Loved-Based 'come from.' Now I feel I'm leading my marketing with the 'me' I truly am...and my prospects respond!

### By Allison Rapp

Need Clients? Hate Selling? Me, Too, But This Book Gave Me Hope

If you're like me -- responsible for finding your own clients and looking for them through on the internet only because you know you have to be, but so far, you haven't found a way to get your heart into it -- you'll find a gift in this book. I expected a sugar-coated version of the usual hard-sell tactics like the ones internet marketers use: hyped-up, fear-based, pressure-cooker selling. I didn't find any of that in this book!

Instead Michele PW talks about how to write from the heart -- like you mean it, like you're talking to someone you know and care about. There's structure here, but it's structure I found I could follow (instead of resist!)... she showed me how I could adapt and make my own, so that it works for me and the people I want to attract.

The book includes a downloadable workbook and I found that

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reading the book and doing the exercises with a real project in mind resulted in a finished product by the time I read the last page. Not only that, I've now got a workable template I can follow whenever I need to write copy for my website or anything else I need to talk about to my clients to help them understand how they're going to benefit from working with me.

There's even a special section on adding your personality to your writing. Michele walks you through that minefield, too, so you don't end up sounding like you're back in 8th grade writing an essay.

We all need to persuade people from time to time -- and we start as soon we figure out who's got access to the cookie jar. This book will help you harness that endearing way you had of getting cookies when you wanted them, so that you can make a bigger impact with the gifts that only you can offer your clients.

## Love-Based Online Marketing: Campaigns to Grow a Business You Love AND That Loves You Back (Love-Based Business) (Volume 3)

### By Laura West

Michele PW knows her stuff! She's an expert at copywriting and marketing with years of experience. The best part about this book is that she shares not only the actions to create a success online marketing campaign but also goes into the inner stuff that gets in your way. She is a fabulous blend of inner and outer work for true success that is consistent. Definitely belongs in everyone's

## **How to Start a Business You Love AND That Loves You Back:**

business success library!

### **By Donya Fahmy**

Michele is a brilliant copywriter so when I first heard about this book I jumped on the opportunity to grab a copy! If you do online marketing, email marketing or plan to then you need to get this book. When it comes to marketing, it's getting harder and harder to stand out among all the noise and the old way of selling and marketing is going the way of the dinosaur. Today it's all about making an authentic connection with your audience and this book will help you do that. Highly recommended reading for any business!