

Begin to Billionize in 7 Steps

Find your next idea to grow your business BIG. It's important to complete each step before moving on to the next one. Please take notes so that you can review later. If you have a business partner, I invite you to do this together.

1. Consider a BIG idea or business pivot.

Are you impacting a billion people, selling a billion units, creating a billion dollars in revenue or something else really BIG?

Now go ahead and say it to yourself, out loud, in this moment. "I would consider..."

2. Discover what's in your way.

When you said it out loud, did you hear negative comments from your subconscious, or your business partner? It may sound like, "A billion, that's ridiculous!" or "You don't have what it takes to be a billionaire!" or "That idea isn't innovative enough."

These inner negative voices are what's holding you back.

Take a minute to reflect when and how often they show up in your life.

3. Take the first step.

All journeys begin with one step, then another, and another and so on. So take the first step. It's only one step. What's your first step? Is it Googling something relevant? Talking with a key customer? Finding common characteristics of billionaires? Or, will you create your first vision of what this looks like?

As you take the first step, make sure you say out loud "I am taking the first step now."

4. Create a Vision.

Write a vision for the world that's BIG, BIGGER than your current business, in fact it might be the BIGGEST Vision you've ever expressed. It might sound like "In my world everyone has an idea to Billionize, and they are up for the opportunity of creating it."

What's yours? Make sure to say it out loud now.

5. Imagine how this Vision would impact you and your family.

Take the next moment and reflect on what would be possible for you and your family when this vision is real. Would you find joy, financial security or a legacy that you would leave to those you love.

Hint: Those negative voices might show up here. You'll know they've arrived when you feel an energy drain. Politely thank them for their input, and say "now back to the vision," continuing to move TOWARDS inspiration.

6. Ask yourself how it will succeed. Then listen for the answers.

Say it out loud. "This will succeed because...(and fill in the rest)"

What have you filled in? "...it is needed in the world...it's a huge disruptor, or fills a hole in the market...the team I have in my current business would be great at creating it."

Hint: This step takes time, give yourself permission to let this marinate for a few days or a week.

7. In the next week, talk with 10 trusted advisors about your Vision.

Start with two business advisors who are closest to you. You may find that your vision evolves as you have these conversations. That's perfectly normal. If you belong to a business mastermind, put your vision in front of your fellow members.

And when you're done with these conversations, you will have moved to a place of action.

Hint: These discussions will feel energizing. If they don't, update your Vision to something that lights you up even more.