

RETHINK
YOUR
BUSINESS

RECLAIM
YOUR LIFE

LOVING YOUR BUSINESS 

with Debbie King





Table Of Contents

In 2008...	01
Shifting your mindset	02
Action Sheet	03
Cognitive Bias	04
The Lovability Matrix	06
Action Sheet	08
Love is a Verb	09
Action Sheet	10
The 6 Step Process	12
The Secret to Selling	15
Save Your Own Life	16
About the Author	17

2008: My business almost went under...

In 2008, the global economy collapsed, and I thought I was going down with it. My company was a services firm that relied heavily on a few large contracts to generate sufficient cash flow. When those clients were scrambling to avoid bankruptcy, paying their contractor invoices was not a high priority.

Watching the numbers plummet, I knew I had to take action. We are business owners--the modern day gladiators! I wasn't about to lose everything I had worked for a decade to build.

I temporarily laid off staff. I moved the office into my home. I tapped into my credit line. I pushed myself through the hardest parts by reminding myself that if I was able to survive this, I would be able to rebuild and rehire those employees.

I DID get the company back on track financially--but that didn't solve all my problems. I was embarrassed, and more than that, I was unhappy. The recession had thrown every sacrifice I made for the business into the harsh light of reality: my marriage was gone, I had no free time, I looked and felt terrible--I wanted my LIFE back.

I had already tried everything else (business consultants, seminars, books) so this time, I hired a coach. She told me one simple truth: "Decide on purpose to love your business again." At first, this sounded ridiculous to me. I owned a technical consulting company and thought, "What's love got to do with it?"

Then I had the epiphany: I was in a relationship with my business.

The Relationship.

Like any relationship, our business reflects back to us what we put into it. In my case, I was putting in stress, frustration, and blame. So of course, I was only getting negative results! Doubling down by using willpower and grit just made the situation worse.

The solution to negative results is to feel good about our business FIRST.

This was the beginning of a whole new relationship with my business. And here's what they don't tell you in business school: the most important thing about your business is the relationship you have with it.

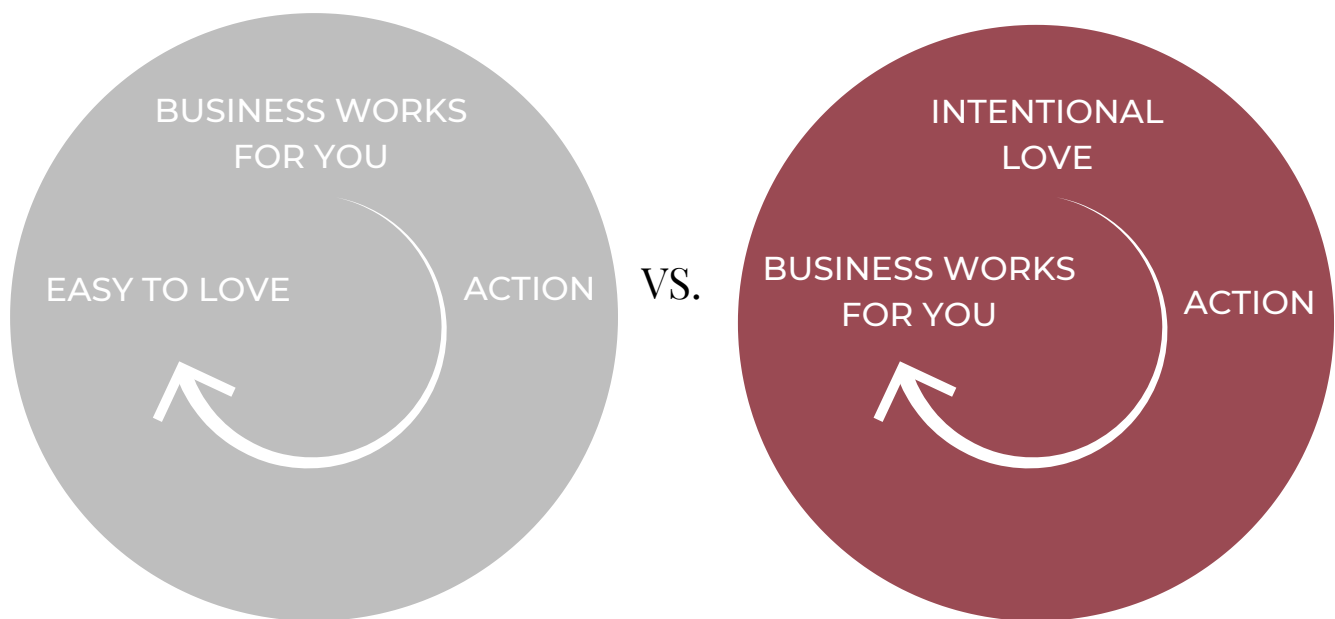
We have it backwards.

We think our business should work for us, and THEN we'll love it. But flip the script and START with intentionally loving your business so that you take the steps to make it work for us.

What we didn't realize when we started our business is that we weren't just putting in work. We were also putting in energy, intimacy, excitement! Most importantly, we actively WANTED our business. Do you remember those feelings? Jumping out of bed every day with new ideas, feeling like the future was PULLING you forward with possibility? I do. It's awesome.

Here's the secret: we can have those feelings now. And if we use those positive emotions as the starting point, we can have the relationship with our businesses that we really want.

The Cycle.



This isn't some new flavor of "woo." The reason this works is because love FEELS good and loving your business means loving yourself, your team, your customers, your solutions – and your life.

The feelings of connection, appreciation, and desire are what make it so much easier for you to invest the time and energy to grow your business. You stop trying to avoid it, blame it, and escape it. The byproduct is you build a business that scales. One that becomes a valuable asset.

And the truth is, even if you decide you ARE ready to sell your business...if you don't love your business, no one else will either.

Not your clients, not your team, not the market.

When you love your business, it's easy to take action. It's like running downhill with the wind at your back. Loving is important whether we are in the middle of a pandemic, a recession or political unrest.

You can decide ON PURPOSE to love your business no matter what.

Where to start.

So what does it mean to love your business?

Our relationship with our business consists of the thoughts and feelings we have about it. Love includes feelings of connection, appreciation, and desire.

The way to create these feelings is to 1) think thoughts that generate positive feelings and 2) use your brain's natural filter, cognitive bias, to work looking for evidence to support those thoughts.

Questions are the key to any new thought. To help you uncover all of the positive feelings about your business that you've forgotten, take a moment to answer these questions to yourself:

Question 1: What do you appreciate about your business?

Question 2: What do you like about being an entrepreneur?

Question 3: Why did you start your business?

Cognitive Bias.

Brain science clearly shows us that you see more of what you look for.

We usually talk about this in a negative light, but it can be an AMAZING tool for love. Once you decide on purpose to love your business, and train your brain to find evidence of why your business is awesome, the positive results will start to flow.

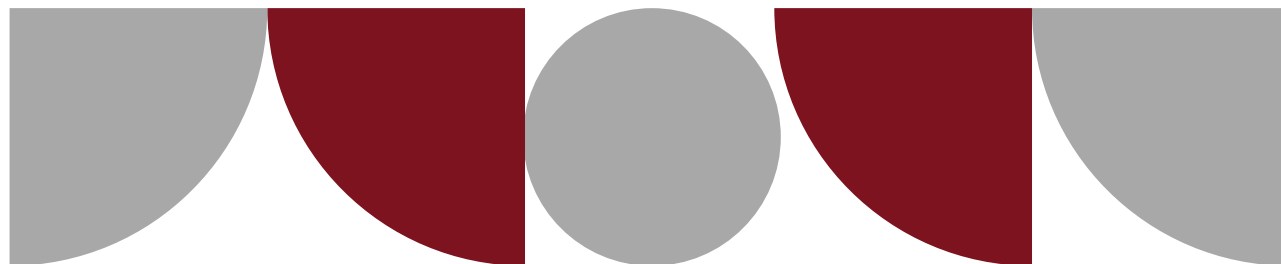
You can literally leverage your brain to help you FEEL better and grow your company FASTER.

You can skip the stress, the frustration, and the drama and move directly into creating the life that you really want.

I know what you're thinking: *that's great, but I can't just jump to feeling happy-go-lucky about my business.*

You're right. You know where you're going, but you need to know how to get there.

The best place to start is with the Lovability Matrix.

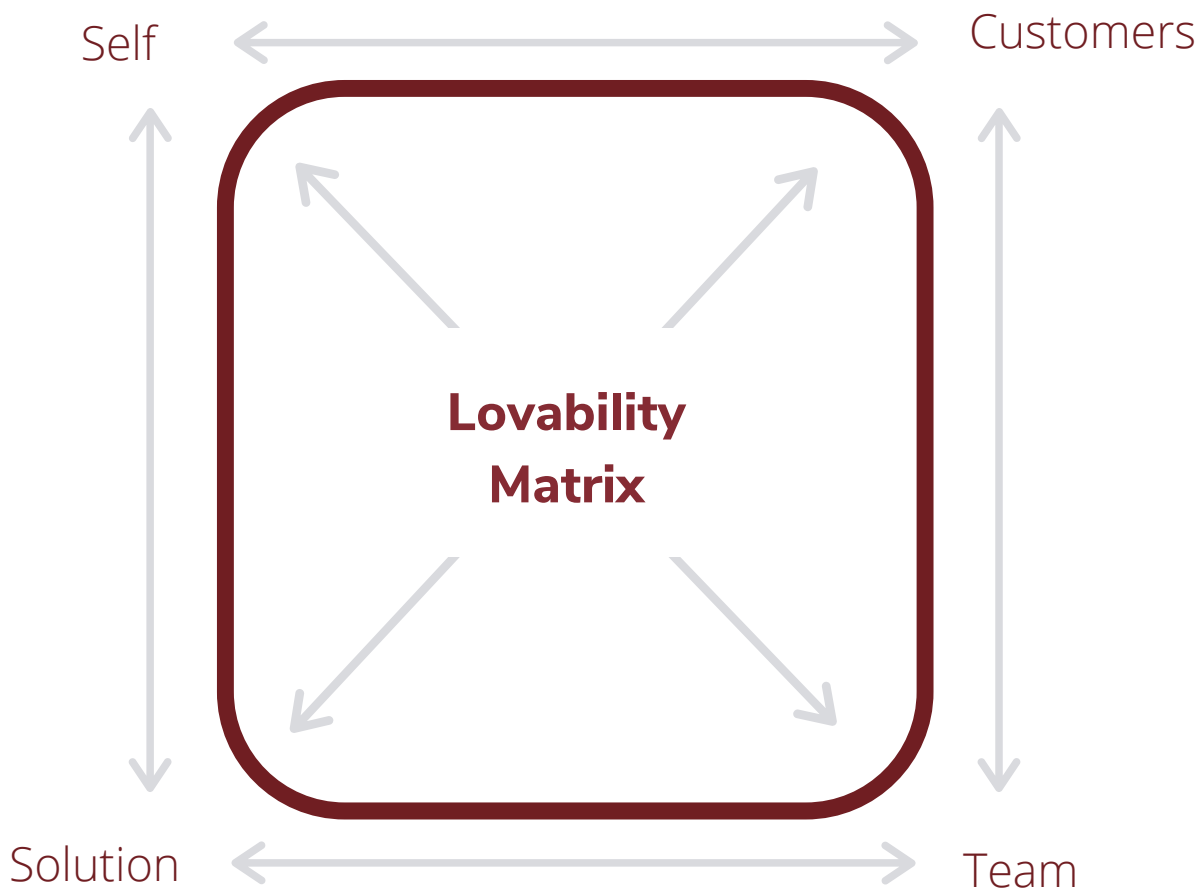


The Lovability Matrix.

Your business consists of many connections. Each of these connections directly affects the quality of your relationship with your business overall. I call this the Lovability Matrix.

What's so great about lovability is that it's completely within your control. Lovability is your ability to love. You have the ability to decide what you focus on as well as the thoughts and feelings you have with each of these connections.

Think of these connections as links in a chain - you want to find out where the weak links are:



The Connections.

Loving yourself: You created it – it's a part of you. Loving yourself is the first step to loving your business

Loving your team: Hire the best people for the job, explain the outcome you want, then let them work. Appreciate them. Communicate clearly and evaluate results. Give lots of positive feedback and recognition. It's not personal if it doesn't work out because it's not about the person, it's about the results.

Loving your customers: This means narrowing your niche, understanding their problems, and identifying what is both valuable and easy for them (and your team) to learn.

You solve your clients problems by creating solutions for them that will scale for you.

Loving your solution: You've got to love your solution in order to effectively market and sell it. If you don't love it, change it until you do.

Altogether there are **12 key relationships** that form the foundation of your business.

You want to feel love and connection for each of them.

The Connections.

It's important to start your journey by orienting yourself on the map. Take a few moments to fill in this table for yourself to discover your current thoughts and feelings about each connection.

**YOUR
THOUGHTS
ABOUT:**

YOU	
YOUR TEAM	
YOUR CUSTOMER	
YOUR SOLUTION	

**YOUR
TEAM'S
THOUGHTS
ABOUT:**

YOU	
YOUR TEAM	
YOUR CUSTOMER	
YOUR SOLUTION	

**YOUR
CUSTOMER'S
THOUGHTS
ABOUT:**

YOU	
YOUR TEAM	
YOUR CUSTOMER	
YOUR SOLUTION	

Love is a Verb.

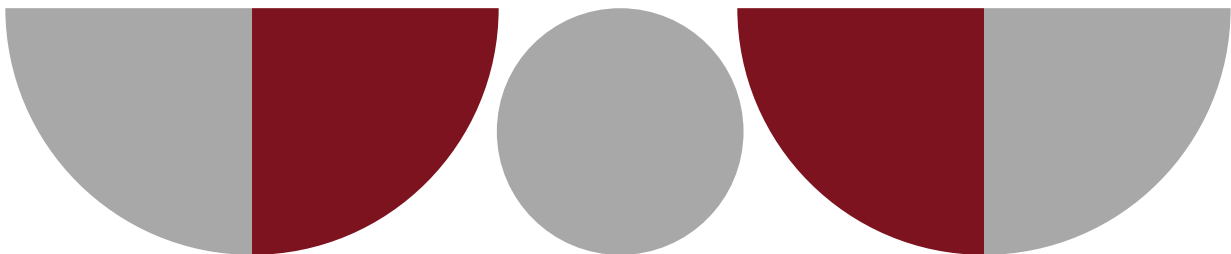
When we love our business, we treat it like any other healthy relationship: we prioritize it, appreciate it, and make sure there is a balance of give and take. We take ACTION and practice our love on a daily basis.

Here are a few ideas of actions you can take to cultivate that healthy relationship:

Prioritize your business. The quality of the time you spend with your business matters more than the amount of time. Is your business important to you because it pays your bills or because you genuinely care about it? Schedule time to work on your business, not just in it. Show up for your business with energy and focus.

Be intimate with your numbers. Imagine a relationship with your partner – it's ridiculous to think you wouldn't know important details about their life, like what they love to do, where they work, the name of their best friend. You know these things in an intimate relationship. Understanding your financials and key numbers and monitoring them is like knowing these important pieces of information. Approach them with curiosity, rather than expectation.

Communicate expectations clearly. Create goals, timelines, and expectations for everyone on your team. Measure progress, visualize it, talk about it. Clarity is kindness. It's not knowing that makes people (including you) uncomfortable.



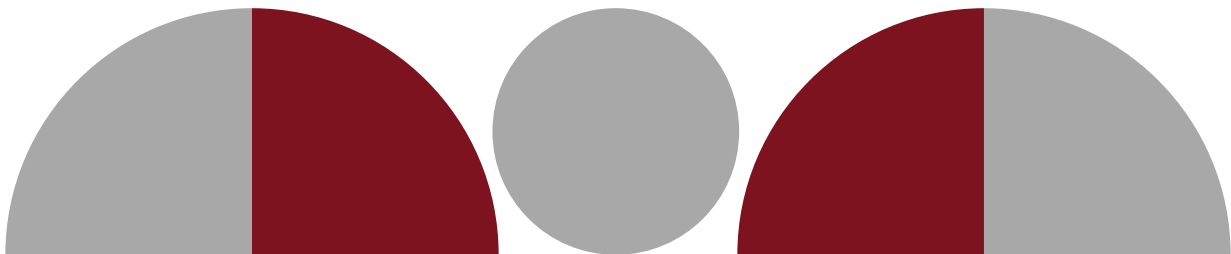
Love is a Verb.

Here are a few ideas of actions you can take to cultivate that healthy relationship:

Be open. Be willing to admit to yourself when you don't know something and be OK with it. Instead of feeling like a fraud, just get ready to learn. Results are neutral--you either succeed or learn. If you are afraid to change, realize that feeling is because of thoughts you are thinking and you can change those thoughts. Be open to feedback and new ways of doing things from your team.

Be committed. Don't give up when things are hard or there are setbacks. Outside evidence isn't necessary to keep going. Intentionally create a strong internal belief that doesn't shift when something goes wrong. After all, beliefs are simply thoughts you repeat. Here's a belief you can practice consistently: "I can do it and I will figure it out."

Appreciate your business. Be grateful that you have it! Practice feeling good about it. Remember why you started it. Choose to feel amazed at how far you have come and excited for the incredible experience of being an entrepreneur. Appreciate yourself for having the courage to build a business and appreciate your team and your clients for being on the journey with you.



Try this exercise: think of your business as a person



Quality Time

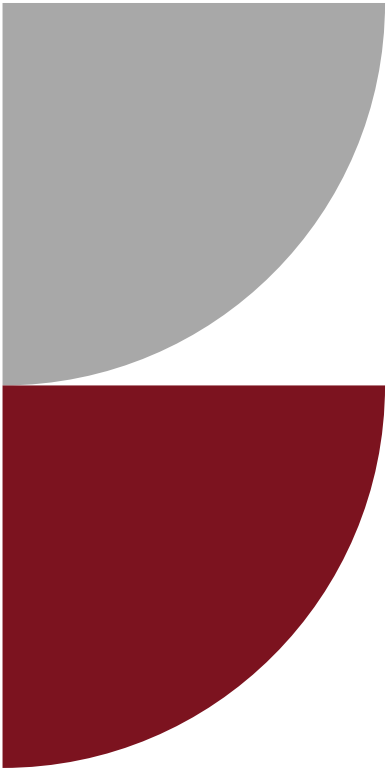
What can you do to improve your relationship with your business? Focus your brain and create three possible answers. (Hint: start by looking at your thoughts about your business)

Commitment

Come up with a positive phrase that you can repeat when things are difficult to help you stay committed. Example: "This obstacle is here to help me grow."

Appreciation

Gratitude is scientifically proven to increase dopamine in your brain, making it easier to take action and create new habits. It's also a crucial love chemical! List five things you appreciate about your business.



THE 6 STEP PROCESS.



When I decided to reclaim my life, I did it the hard way--gathering information, making mistakes, working through each emotional and financial landmine. It took a long time. But through that process, I learned what worked and what didn't.

Now, I'm on a mission to make sure you don't have to use trial and error to learn what I learned. You don't have to waste more time, or use willpower and grit to force yourself through the process of reclaiming your life. That's why I created the 6 Step Process.

Loving your business is the best investment you can make. When you love your business, you take care of it, and it takes care of you. The cycle continues to fuel itself, creating the freedom you want and deserve.

Unlike the stock market or real estate, investing in your business is the best investment you can make because you make the decisions.

The 6 Step Process is the EXACT process I used to transform my business into an asset I was able to sell. But it is crucial to understand that LOVE is the engine for action.

Mindset: Love your business, manage your mind

Focus: Narrow your niche, own it, and add more value

Strategy: Turn services into solutions and simplify systems

Money: Generate recurring revenue and get paid in advance

Numbers: Set goals, know your numbers, and monitor key metrics

Freedom: Replace yourself, reduce dependencies, hire a sales team

The most important takeaway is that the road to freedom STARTS WITH MINDSET.

THE 6 STEP PROCESS

Freedom

Numbers

Money

Strategy

Focus

Mindset



LOVE IS THE FOUNDATION FOR EVERYTHING.

The Secret to Selling.

In 2008, I thought my business might go under. By 2018, I had transformed my business into a company I loved, and was able to sell it, giving myself the gift of financial freedom.

I'm telling you the two keys to my success:

Loving the business and yourself.

Just like you can't hate yourself thin, you can't resent your business and grow it. Love is in the actions: Not killing yourself trying to prove you can do everything. Recognizing the business is not a measure of your self worth. Recreating the feeling of love that you had when you started. The feelings of connection and appreciation. Best of all, rekindling that intense DESIRE to own your own company!

Building and running your business like you plan to sell it some day (even if you don't.)

Making it so valuable to yourself that people will want to buy it, because making your business truly work FOR YOU will make it even more valuable to prospective buyers.

You and the buyer want the same thing: a future income stream or a strategic advantage in the market. You can make that work to your advantage.

Save Your Own Life.

Feeling connection, appreciation, and desire for your business isn't just the fastest way to freedom. It's not just a nice thing to have while you make money. It's the way you save your LIFE.

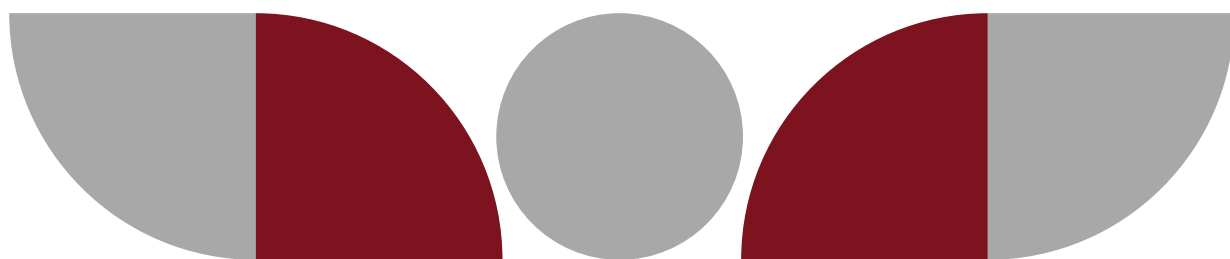
Because what kind of life are you living right now?

Author Annie Dillard once said: "The way we spend our days is, of course, how we spend our lives."

So, do you love how you spend your days? Do you have the time, money, and freedom you crave? Do you have healthy relationships, a sense of purpose and the physical vitality you want? to ENJOY your life?

Or are you working all the time, worried about money, feeling trapped, exhausted and lonely? You can change it all right now by deciding to love your business.

The decision to love your business again is the spark that ignites the flame.



Loving Your Business Is the Fastest Way to Freedom.

If this all seems like a lot, don't worry. The first step is the most important (mindset), because when you change the way you think and feel about your business, it becomes much easier to change the way you run it. Then your business will work for you. It becomes an asset that you can keep or sell. The process to get there is much easier and faster when you have a guide to help you who's done it.

All top performers and athletes have coaches, and you need one too. In my one-on-one business coaching program, you'll make progress fast on these 6 steps and enjoy the process of learning and growing.

These are the exact steps I used to turn my business into a company I loved. One that gave me everything I wanted. A company I was even able to sell. That gave me the ultimate: complete financial freedom.

The time to get clarity and take action is NOW. This is the time to build version 2.0 of your business. The business you wish you had.



Schedule a clarity call with me today. We'll run through a high-level overview of your specific situation and you'll come away with insight and at least one valuable tool that you can start using in your business right away. We'll also evaluate together if you're a good fit for my one-on-one 12-week business coaching program which guarantees results.

Schedule now: LovingYourBusiness.com/Schedule