

# Build the Business You *Really* Want

Building the business you *really* want starts with the simple process of identifying what you really want...and what you don't want. From family time and good health to fewer working hours, nothing is off-limits when it comes to creating your dream business. Of course, to quote one of my favorite coaches, "Some things will suck for a while", but when "a while" turns into months and years...it's time to adjust. It's your business. Design it to be rewarding in every way!

Things I WANT	Things I DON'T WANT
<p>Idea starters: Take Friday's off, run a marathon, sell my business someday, fund my child's college, to adopt, go on mission trips, offer your employees great benefits, earn an industry award, etc.</p>	<p>More Ideas: Poor health, work on weekends, debt, poor marriage, constant deadlines, fixed hours, prolonged periods of stress, certain tasks I hate doing, frustrating clients/projects I'd like to avoid, extensive work travel, etc.</p>