

Module 15, Lesson 1 Handout:

Understanding The Nutritious Life 360-365 Method of Business Clarity

Pretend that your business is a sphere, or a ball, that is made up of 6 sections. Each section is equally as important as the other, and if your sphere is missing a section, then you basically have a hole in your sphere which will cause it to deflate or implode.

The 6 sections of clarity you need for a complete sphere, aka successful business, are:

1. Business Clarity
2. Profit Clarity
3. Brand Clarity
4. Customer Clarity
5. Marketing Clarity
6. Resource Clarity

Each section accounts for 60 degrees of clarity in your business. Together, all 6 sections provide you with 360 degree clarity on your business. This is the ultimate goal - that no matter what life throws your way, you have complete clarity - 360 degree clarity - of your business - 365 days of the year. That's our 360-365 Method.

Your job is to make sure each section is as strong as the other. You need to care for each section as much as the next. You need to have absolute clarity on each section, and understand how they all connect and affect each other. If something changes in one section, you need to be able to figure out how it will affect all the other sections.

It's similar to the 8 Pillars of a Nutritious Life! You already know how the 8 pillars affect one another, and if you struggle with one pillar, it's bound to negatively affect other aspects of your overall health and wellness. And if you thrive in one pillar, it's bound to positively affect other aspects of your overall health and wellness.

The same concept applies to your business. Our goal here is to help you assure complete health and wellness of your *business* - and that, my friends, is the Nutritious Life 360-365 Method of Business Clarity.

By the time you finish this course, you should complete 360 degree clarity of your business, 365 days of the year. You will be able to see how new opportunities, setbacks, wins, losses, and anything else that comes your way impact the whole of your business, and you will have clarity on how to move forward through each of those situations.