

A photograph of a desk with a laptop, a green notebook, a pen, and pink flowers. A purple semi-transparent box is overlaid on the image, containing text.

DISCOVER YOUR  
BUSINESS

*Sweet Spot*<sup>TM</sup>

Your Guide To  
More Ease + Less Stress

by Racheal Cook, MBA

creator of

*Conscious Business Design*<sup>TM</sup>

# *Imagine Experiencing More Ease as an Entrepreneur.....*

We want a business that allows you to create an amazing life {not just a living}.

To have a business that really works FOR YOU.... a sustainable {profitable} business that allows you to share your greatest passion doing what you LOVE with clients you ADORE.

After getting under the hood of THOUSANDS of businesses around the world. I know that for the majority of us this is the DREAM. Yet most of us entrepreneurs never turn this dream into a reality.

Becoming the exception starts when you Discover Your Business Sweet Spot™ and create success on your own terms.

This mini-guide introduces the  
Business Sweet Spot Method™ from

*Conscious Business Design*™

by Racheal Cook, MBA





## Hey You Ah-maz-ing Entrepreneur!

If we haven't met – I'm Racheal Cook, your Conscious Business Strategist and creator of Conscious Business Design.

It seems like everyone's talking about following your passion to create a business and life you love... but how exactly do you DO that?

You'd think with all the information available at our fingertips, it'd be easy to figure it all out on your own, right?

**It turns out all the blueprints and formulas to business success don't always translate to a business that fits YOU!**

That's where Conscious Business Design™ comes in.

Conscious Business Design™ is about intentionally creating your business around YOUR Business Sweet Spot™ :: Your Passions, Your Purpose, and the Peeps You're Meant to Serve.

When you understand your Business Sweet Spot, you have a framework that will help you figure out...

- :: The RIGHT offerings for YOUR perfect-for-you clients {no more guessing – you'll have the tools to serve up EXACTLY what they want to get from you}.
- :: How you NATURALLY attract community + clients {no more struggling to force yourself to follow some marketing or sales formula that just feels so inauthentic}
- :: How to stop struggling to make your business work {because it was custom tailored to work FOR YOU!}

Ready to create more ease + less stress in your biz?

Get started by *Discovering Your Business Sweet Spot™* in this guide.

Hugs + highfives,

*Racheal*, MBA



# Birth of The Business *Sweet Spot Method*

When you're trying to decide what kind of business or career to start, there are basically three distinct schools of thought::

- 1) Follow your passion and do what you love.
- 2) Focus on mastery of your greatest strengths and talents.
- 3) Go after the dolla dolla bills and do what it takes to make the moola.

The problem is... **each of these ideas don't work alone. And I speak from experience. I've tried all three!**

As a college student, I was a music major. I LOVED MUSIC. Nothing made me happier than playing in orchestras and wind ensembles. However, I quickly realized that I wasn't the most talented performer. In fact, I had to work much harder to even keep up with the top players. Eventually, all the hours of practicing **led me to burnout and resentment of what used to be my biggest passion!**

So I switched majors to Entrepreneurship. And it made sense... with two entrepreneurial parents, I'd grown up working in the family business. I had a knack for numbers and marketing... and by the time I was in graduate school, I was teaching accounting, finance, and economics to undergrads.

***I was also bored completely out of my mind.***

Then I was recruited straight out of my MBA program to go into financial + small business consulting. After all those years as a broke college student, the promise of a lucrative career was pretty damn enticing. So I went for it.

After just a few short years in that hyper-competitive world of 65+ hour work weeks, **I started experiencing panic attacks and adrenal fatigue from a complete lack of self-care, extreme stress, and unhappiness.**

*10 trips to the ER later, I took a medical leave of absence, jumped on a yoga mat and began my journey of self-discovery.*

**Yoga became my tool for recovery... and serendipitously became the next step in my career.** An opportunity came up to work with lululemon athletica, so I moved to Vancouver to immerse myself in all things yoga and lululemon.

I was profoundly impacted by culture of personal development. It was through the lululemon training program that I was first introduced to the Hedgehog Concept from the Jim Collins book *Good To Great*. **This framework asks three questions:: What are you deeply passionate about? What can you be the best in the world at? What drives your economic engine?**

It's the intersection of these three questions that differentiates GREAT companies from the competition... however **translating this to the world of heart-centered solo-preneurs requires subtle shifts to turn this concept into a concrete strategy.**

*Once you discover your business sweet spot, you no longer have to force your business into success – it flows there with ease and grace*

- :: **Marketing becomes something you actually LOVE to do...** because you've finally found an authentic way to communicate your message and help more people with less effort.
- :: **You can step into your Zone of Genius** – allowing you to focus 100% on clients you ADORE {doing work that comes effortlessly to you}.
- :: **And the struggle between work/life balance ceases to exist...** you simply begin to love every minute of your work and your life {spending time in your sweet spot will do that to you}.

**Discovering my business sweet spot allowed me to bring together my passion for yoga and my experience and skills as an entrepreneur ...**

and consultant to create a completely unique business, The Yogipreneur, which has now helped thousands of heart-centered entrepreneurs to find true freedom, ease, and abundance.

**Ready to discover yours?**

**Let's dive in!**



# Discover Your *Passion*

## What is it?

What is your passion? It's excitement and enthusiasm for an idea or area of interest.

*When you're playing in your passions, time just flies by because you LOVE what you're doing... work doesn't feel like work.*

For many heart-centered entrepreneurs, your passion is your calling and you feel deeply connected to this work.



## Why do you need it?

Passion is essential for entrepreneurial success! The truth is – entrepreneurship is a journey that has highs and lows. We all have challenges in our businesses! And having a real passion for what you do will keep you motivated even when times are tough. If you love what you do, you're less likely to burn out or throw in the towel.

## How to Discover it? Ask Yourself:

What REALLY excites you?

What motivates you to get up in the morning?

If money was no object, what would you spend your life doing?

If there were no one you'd disappoint, what would you REALLY want to do?

## DISCOVER YOUR PASSION CASE STUDY

Grace Estripeaut {Boost Your Zen}



When Grace started Conscious Business Design, she was ready to make the leap into entrepreneurship but was missing one crucial piece of the puzzle: **She loved facilitating change in corporations but wasn't sure how she could uniquely position herself as a corporate coach!**

After taking a look at her true passions, **she realized that her life-long passion for mindfulness, meditation, and yoga were actually her secrets to success in high-pressure corporate environments.**

She moved quickly to launch Boost Your Zen, where she teaches Mindful Leadership to corporations, small businesses, and organizations around the US.

*"When I started Conscious Business Design... I had an idea for a business, but no idea what the business model was, which steps to take first, and where to find support.*

*The level of support is the #1 reason I signed up for this program... and yet I was truly blown away. Racheal's level of engagement with you through this process is insanely high. To-the-point, specific, and on-the-money feedback, suggestions and pointers, she answers and advises you along the way.*

*I've gone from business concept, to building a program and marketing strategy, and testing my ideas with amazing results and feedback! Now I'm launching my business!*

*I am very very grateful. This was the kick in the pants, direction and clarity I've been longing for years."*

*-- Grace Estripeaut {Boost Your Zen, Colorado USA}*

# Discover Your *Purpose*

## What is it?

What is your purpose? I believe everyone has a unique expression of divine gifts that are your unique contribution to the world.

*This combination of strengths, talents, and experiences come naturally and effortlessly to you*

When your business is in alignment with your purpose your divine gifts develop exponentially {whereas those who don't have these divine gifts must work extremely hard to keep up with you}. It becomes your area of expertise and gives you a unique advantage.



## Why do you need it?

As an entrepreneur, one of the biggest challenges is figuring out how to stand apart from the crowd. While there may be thousands of others who do similar work... it's HOW you do it that differentiates you. When you access your divine gifts, you move beyond simple core competencies and into your Zone of Genius.

## How to Discover it? Ask Yourself:

What comes easily to me {and others often say I make it look effortless}?

What do other people often mention about my work?

What am I often praised for?

What's unique and different about my work compared to my peers?



## DISCOVER YOUR PURPOSE CASE STUDY

Val Rosile {Aspire & Grow}



Val was making a huge transition into being an entrepreneur when she started Conscious Business Design. In her former job, **she had really taken on a coaching role as a manager and thought that the logical next step for her was to create a coaching practice** to help people achieve their biggest goals and dreams.

But once she got started... she quickly realized **she was denying an incredible skill that all of her coaching clients were looking for.** So she shifted her focus from coaching to creating customer experiences for heart-centered entrepreneurs – another avenue to helping her clients reach their goals but much more in alignment with her divine gifts!

*“My new business was in it’s infancy, and **I knew I needed to get some guidance on growing it and building the business I dreamed about.**”*

*The program is oh so worth it! Racheal is real and you can feel her presence in every session. **I appreciated each of her personal touches and knew that she truly was there each step of the way.** The two best things about CBD were: 1) the private Facebook group for all CBD grads where we are able to connect, build masterminds, get support, and stay on track with each other. 2) I have lifetime access! To me, these two resources are priceless. **I’ve gone back through CBD as my business has evolved over the past year** and am active with the group – one fellow CBD grad even became a client!*

*CBD is not just for yoga teachers and life coaches; it’s for anyone who advocates conscious living and wants to build a business in line with that line of thinking. **This course is a MUST DO for anyone looking for training, connection, clarity, and consistency in their growing business!**”*

*-- Val Rosile {Aspire & Grow, Ohio USA}*

# Discover Your *People*

## What is it?

Deeply understanding the people you are meant to serve is the real secret to entrepreneurial success.

In the traditional Hedgehog Concept - this section was all about what drives profit. But as heart-centered entrepreneurs, the key to unlocking a profitable business starts with service.

*The most amazing part? When you focus on your people... The profits naturally follow.*



## Why do you need it?

Simple – when you don't understand what your people value {aka will pay for}, you have no business. And the truth is, there is something valuable that ONLY YOU can offer the world!

The real challenge for heart-centered entrepreneurs is that—even if you personally think your offer is amazing — when others don't understand how your offerings actually help them solve their problems or fulfill a desire, you'll struggle to get paying clients, charge what you're worth, or create a sustainable business.

Mindful marketing is the missing link that clearly communicates your offer so that your perfect-for-you dream clients understand the unique value in working with you!

## How to Discover it? Ask Yourself:

What unique problem can I solve for my dream clients?

What is their #1 struggle in solving this problem?

What are the specific results are they looking to achieve?

What are people already ASKING me for?

## DISCOVER YOUR PEOPLE CASE STUDY

Francesca Cervero {Francesca Cervero Yoga}



Francesca was living most yoga teachers dream... she had a lucrative fully booked private yoga business in NYC. But after years of running around the city teaching up to 25 private sessions a week, **Francesca was exhausted and realized current biz model was limiting her growth.**

Once we dove into her business, she realized that other teachers were really interested in creating a private yoga business but lacked the knowledge and skill set required for successful private lessons. **Within a few months, she'd created a mentorship and training program to teach other teachers how to confidently teach and build a private yoga business.**

*"Before I started working with Racheal, I was overworked, over-scheduled, and exhausted. **I felt trapped in the business I had created with no clear direction as to how things could shift** so that I didn't always have to work 80+ hour weeks. I loved my business and my clients... but I couldn't enjoy any of it because I was so depleted myself.*

*My life and business have changed completely! I'm happier, calmer, making more money, and moving my business in a very exciting new direction. **I had been worried that moving in that direction wasn't smart, but Racheal showed me it was not only a good idea, but it was the ONLY WAY to build my business successfully AND enjoy myself as I did!***

*Racheal helped me break down all my goals into organized, achievable steps, and has made the whole process easy! **I have never been more excited about my work or more proud of what I'm offering to the world.** I would totally recommend Racheal to any entrepreneur who is ready to up-level their business AND their personal life!"*

*-- Francesca Cervero {Francesca Cervero Yoga, NYC USA}*

# Now Discover Your Business *Sweet Spot!*™

Now that we've walked through the three core elements of your Business Sweet Spot, it's time to think about how you can apply them to your unique business.

The discovery questions in this guide are the **first step** to creating more ease and less stress in your business. If you're ready to go deeper into this process, I've created an entire program to guide and support you in designing a business you LOVE {that loves you back!}.

**Conscious Business Design is a multi-media mindful marketing + online mastermind program** designed to give heart-centered entrepreneurs everything you need to completely design your business 100% around your Business Sweet Spot::



- :: **You can serve more people** {and make a bigger difference in the world without burning out!}
- :: **You'll know exactly what mindful marketing strategies align with your divine gifts** {no more banging your head against the wall, frustrated that you can't figure out WHY this or that tactic just isn't working for you}
- :: **You can savor your success and FINALLY live the amazing life you've been putting on hold** {because you're finally working smarter, not harder}

**Are you ready to live in your Business Sweet Spot™?**



With love and gratitude,

*Racheal Cook*, MBA

Founder of Conscious Business Design™