

THREE CRUCIAL QUESTIONS

your guide to

Authentic Business Success



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+Bonus Section



+Video Support

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Transform Your Business in Three Dynamic Steps

Three Crucial Questions – your Guide to Authentic Business Success

Tired of lack of alignment between your Authentic Self and your Business?

Tried everything but still feeling stuck and uninspired?

Three Crucial Questions Entrepreneurs must answer to succeed -

Your Guide to Authentic Income and Happiness

Inside this workbook...

You'll discover a **unique three questions formula** for increasing your income and your happiness in your entrepreneurial business. By answering these questions using the guided workbook you will release frustration and struggle, setting the foundation for **increased income and happiness**.

Will it be magic? Of course not! But the missing piece in many entrepreneurial ventures is the foundation formed by the answer to these three questions. When you operate in true alignment with your passion, your values and your areas of expertise you open the door to increased happiness within your day to day actions. By operating from that place you also pave the way for money to find you, as you no longer feel like you are fighting an uphill battle – no longer struggling to swim against the tide.

The workbook is best utilized as a hard copy. Print it out before you dive it!



Three Videos introduce each of the three questions and worksheets.

Within these brief videos you'll discover **why these questions are so powerful** and why most business owners make the mistake of neglecting to answer them and end up creating a business lacking in solid foundation, like a house build on shifting sands. Though the videos piggy back on the written files, I invite you to take the time to watch them in the order they are presented. Each will open your mind to why the working through each question is so important to your business income and happiness.



Guided Workbook begins on the page following this introduction.

This Guided Workbook will lead you to discover the answers to the **three crucial questions** within yourself. You'll experience and understand how this **unique three questions formula** has the power to transform your entrepreneurial business in ways you never imagined before!

Question One

What Do You Love?

Begin with Video One - <https://vimeo.com/deborahtutnauer/crucialquestion1>

Password: question1

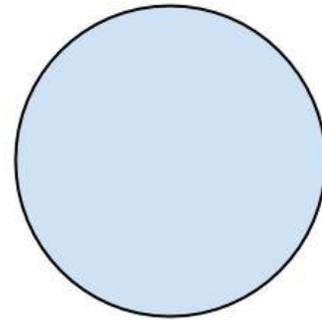
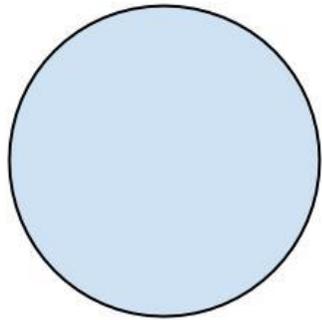
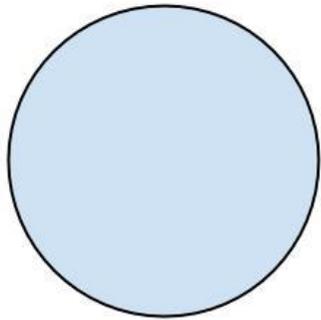
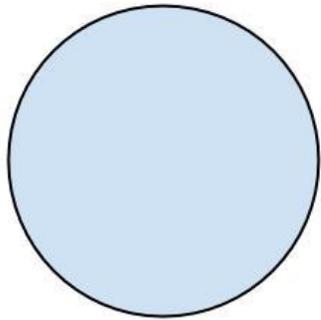
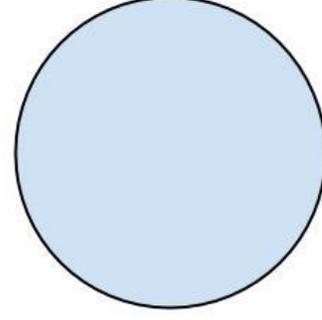
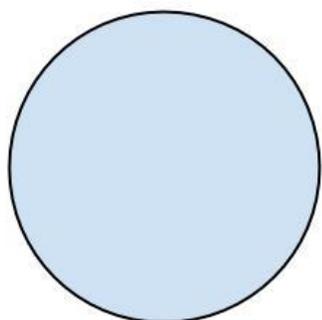
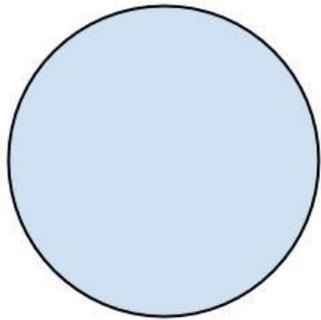
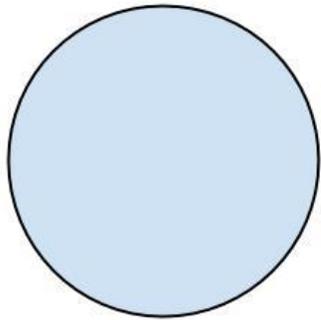
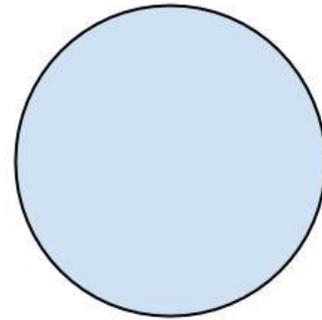
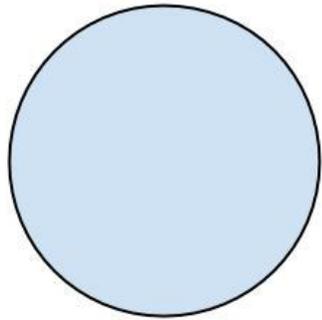
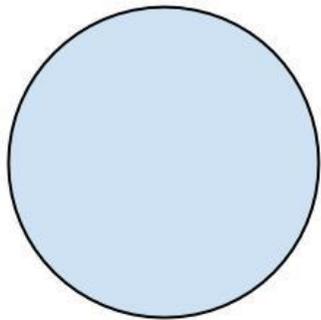
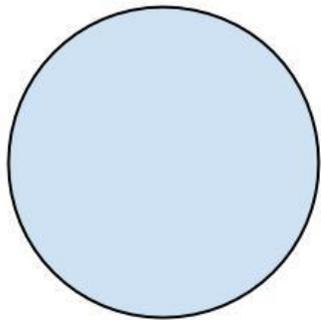
To commit to an endeavor or a life path with all your being and be in full resonance – you must love it.

Willpower and fortitude can take you through must anything. But passion will allow you to do so with Joy and Happiness. Passion will help you love what you do, even on days that you hate it.

Making business choices based on passion is not a stand-alone panacea, nor a total recipe for a viable, successful business. But understanding and embracing things you love, naturally and from an inner almost child-like place, imbues your choices with something much more and much deeper than those made purely based on intellect or calculation.

To answer **What Do You Love?** We use the Passion Test. At first glance it appears funny – silly – amusing. I have used the passion test to break the ice with new clients and to guide those struggling for direction in life. The results of the Passion Test experience are always intriguing and usually deeply satisfying.

Begin with the diagram on the following page and follow the instructions on the next page. When completed ask yourself how you feel about the results. Do they bring a smile to your face or some confusion? Explore the emotions along with the outcome list.



PASSION TEST FOR SUCCESS

Step by Step Instructions

- A. 12 circles on a sheet of paper
Fill in the blank for each sentence in each other 12 circles.
1. My dream as a child was...
 2. If I had a week to do anything I wanted to do I would...
 3. One thing you'd never guess about me is...
 4. I'm the one everyone calls for when
 5. If I receive the Nobel Prize, it would be for...
 6. My fantasy career would be...
 7. Time freedom for me means...
 8. If I entered a talent show, I would perform...
 9. What gets me passionately out of bed in the morning is.....
 10. The things people always compliment me on are.....
 11. I feel something akin to a "runners high" when I'm.....
 12. If I starred in a TV show in which I taught a skill, it would be.....
- B. Compare phrase 1 to phrase 2 – if you could have one or the other which would you choose?
If not clear close your eyes and imagine you are living phrase 1 full out and phrase 2 is non-existent.
Then imagine in reverse. Which feels better?
- C. Put your finger on the circle you choose and continue. Repeat the process through the last circle. Wherever your finger ends up is number 1 for you.
- D. Write the thing that is stated in that circle, in the Passion List below

- E. Now repeat the same process four more times, each time skipping the X'd out circle.
- F. At the end you will have a list of the 5 things you are most Passionate about.

Passion List

1. _____

2. _____

3. _____

4. _____

5. _____

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Question Two

What Do You Value?

Watch Video Two Now: <https://vimeo.com/debrahtutnauer/crucialquestion2>

Password: question2

Values form the foundation of our choices and our actions. Our core values give us something solid to stand on and to grow from. They are part of our drivers and our motivators. They are those things we won't bend on.

When we live our life in alignment with our core values, we operate from an inner strength and knowing. We experience fewer conflicts between work and life. There is less angst and more clarity of purpose and meaning.

Utilizing the Core Values Worksheet on the following page, you will work through a series of questions and thought exploration to discern and clarify your core values. You may find this process unfolds best over a series of days or even weeks. Consider it a work in progress until every time you look at your core values list, you feel in total alignment and resonance with it.

Values Worksheet

Your values are unique to you, they intrinsic to who you are. They define what you want in your life, what brings you joy, and what brings frustration. By aligning your goals with your values and referring to them when making decisions, your life will have a sense of ease and grace.

We are going to use storytelling and writing to help discern and determine your core values.

Part One – Top Ten List

Consider a time when everything was going especially well in your **professional** life. You were on top of the world.

Write in detail about this experience.

Consider a time when everything was going especially well in your **personal** life and you were full of happiness and joy

Write in detail about this experience.

What was important about these two times in your life? Choose ten words that describe what you most valued. Choose from the list below, or use your own words.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Consider a time when things were not going well in your **professional** life. It seemed as if the world was against you and nothing was going your way.

Write in detail about this experience.

Consider a time when things were not going well in your **personal** life. Things just seemed difficult and you felt frustrated or trapped.

Write in detail about this experience.

What was missing from these two times in your life?

Choose ten words that describe what you most valued, that was missing.

Choose from the list below, or use your own words.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Part 2 – 5 Core Values

Once you have worked with your top ten list for a week or two, you will notice one or two values that are consistently apparent. Look for one or two core values. The one central essence of who you are and what you represent.

What one or two values might be the core for you?

1. _____ 2. _____

Notice four values are supporting your one core value(s).
What four values support your one core?

1. _____ 3. _____
2. _____ 4. _____

Suggestions list – you can add others

- Accomplishments/Results
- Personal Power
- Achievement
- Privacy/Solitude
- Adventure/Excitement
- Recognition
- Balance
- Risk Taking
- Clarity
- Romance/Magic
- Commitment
- Security
- Community
- Self Expression
- Completion
- Learning
- Connecting/Bonding

- ___ Honesty
- ___ Orderliness/accuracy
- ___ Humor
- ___ Organization
- ___ Health
- ___ Nature
- ___ Integrity
- ___ Partnership
- ___ Intimacy
- ___ Joy
- ___ Independence
- ___ Service/Contribution
- ___ Compassion
- ___ Spirituality
- ___ Creativity
- ___ Trust
- ___ Emotional Health
- ___ Vitality
- ___ Environment
- ___ Leadership
- ___ Loyalty
- ___ Freedom
- ___ Openness
- ___ Fulfillment
- ___ Personal Growth
- ___ Fun
- ___ Mastery/Excellence

Question Three

What Are You Good At?

Now Watch Video Three: <https://vimeo.com/deborahtutnauer/crucialquestion3>

Password: question3

This question is fun!

A common error that people make when setting up a business or choosing an entrepreneurial path, are to neglect and even negate those things that come easily and smoothly to them. The reality is that it is these exact things that you are an “expert” in. Many flinch at the word “expert” but in this context we will use it to define those things that you can do almost without a thought – those things that come naturally to you right now.

For instance – I can create a Facebook paid advertising campaign with targeted parameters using the power editor, almost automatically. Most people reading this may not even understand what I’m talking about. I have a friend who can change the oil on any make and model car in 15 minutes. I’d still be looking online for the engine diagram, trying to figure out where to drain the oil pan from under then engine.

Standing on stage teaching a room full of business people is invigorating and easy for me. I know many people who would cower in that scenario. But put me in front of a mouse trap with a dead mouse in it, and I literally turn into one of the caricatures of the silly screaming woman!

There are things that you are really good at. They come easily to you, and you understand how to do them or create them or teach them. We tend to think these things don’t have great value, because they are so easy for us, when the fact is that for others, those very same things are difficult.

It is in the intersection of

What you Love – What you Value – What you are Good At, that your authentic and joyful business is formed.

This question is answered by becoming aware within your day to day life

Begin by getting a small pocket size notebook for use the notes app in your Smartphone.

Keep notes for a week of things that come easily to you, that are also things you can and might want to teach others or create a product or service around. Be careful not to dismiss or ignore those things that are so natural to you. For many those exact things are not natural at all, and you might have a gift in sharing that skill, idea, process, etc...

Also talk to family and friends. Ask them to answer the questions: “What is my highest strength?” or “What am a really good at?” Take notes from their responses.

The very best way to determine the top things you are good as to increase your awareness and keep a record or journal. Then get together with a peer, a partner or a coach and dig deeper. There is question and answer process to this discovery that I find always elicits smiles and joy!

If you already have a solid business, pay attention to the items that appear in your notes. Which of those things is part of your day to day routine? What actions items are you spending time on that are not things you are good at? Look at where you can outsource or hire others to take care of tasks that are a struggle for you so that you spend your time and energy on the items that are your strength. One of the top decisions business owners must make to grow and scale their business, is the one of where to focus time and energy. Often you begin by doing it all, but as your business solidifies, you must automate where you can and hire others where you cannot, so you can do what you do best!

Bonus Section!

Three Marketing Secrets No One Ever Told You

Three Questions that most business owners neglect to answer and deeply understand

1. What business are you REALLY in? This is not the name of your business, nor is it the service you provide. The business you are REALLY in is that which your customer is searching for when they look for you and hire you, or purchase your products. A good introduction to thinking about this question [can be found here](#).
2. Who REALLY needs what you offer? No matter what you might think, your product or service is not something for “everyone”. Even if it’s as broad as coffee, or house cleaning – your target audience is not everyone. You must understand who your ideal marketing avatar represents and why? What is their pain or problem and why are they searching to solve it now?
3. How does your SOLUTION to your avatar’s pain/problem set you apart from others? What is unique and special about that which your product or service provides?

As you work your way through these questions be aware that they can be tricky. Yet these are the very thought processes that set skilled business owners who market well, apart from those who do not. It can be challenging to get clear on these by yourself, without bouncing your ideas and insight off another who is outside your business looking in. This is where a business coach skilled in this type of exploration can help. Contact me directly at deborah@DeborahTutnauer.com or by filling out an [interview application for an initial consult](#).