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Subject: Here's how you find the perfect business...
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Glad to have you back!

It's Steven again, and today I'm going to show you how I decided what business to start and how you can do the same...

But before I do that, you have to meet our mascot, River, a rescue doggo from Mexico!

He wants to say hi, and he's rooting for you!



You can do it!

Okay, back to business.

Here's the process I took to determine the best business for myself.

As simple as it sounds, I started with myself!

I took an honest assessment of who I was and what I truly wanted to achieve.

This is how I did it...

What's my personality?

Aristotle said: "*Knowing yourself is the beginning of all wisdom.*" I tend to agree.

I believe we're all created uniquely with different personalities. The more you know yourself, the better you can align with a business model that lends to your personality.

I took two personality tests that gave me insight: [Myers Briggs](#) and the [Enneagram](#). I've included links to free tests.

Personality assessments aren't perfect, but they give clues. By taking multiple ones, you can start seeing where things overlap. The more overlap, the more insightful it can be.

What strengths do I have?

The next thing I did was assess my strengths. What comes easily to me, or what do well that it doesn't feel like work?

In the same spirit as before, I did assessments.

I started with a *360 assessment* (This takes some honesty and guts). I asked my closest friends and family members to give honest feedback about my strengths and weaknesses. I gave them the freedom to lay it on me.

I looked for common themes. Where did the feedback overlap?

Next, I took the [Strengths Finder](#) assessment. This one isn't free, but it's worth it. If you don't want to pay, try to find a free alternative.

What are my passions?

I wrote down all the things I'm passionate about. I let my mind run wild and took time to jot everything down.

What are my goals?

Lastly, I wrote down things I wanted to accomplish. This determines the level you have to play at.

If my goals require \$10 million, I must engage in a business that will either get me there or be a stepping stone.

Armed with what I knew about myself, I was ready for the next step, which I'll discuss with you tomorrow in the next email I'm sending.

Your homework is to do your own assessment, and tomorrow, we'll talk again.

Talk soon,
Steven



P.S. There's a little something something for you tomorrow!

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