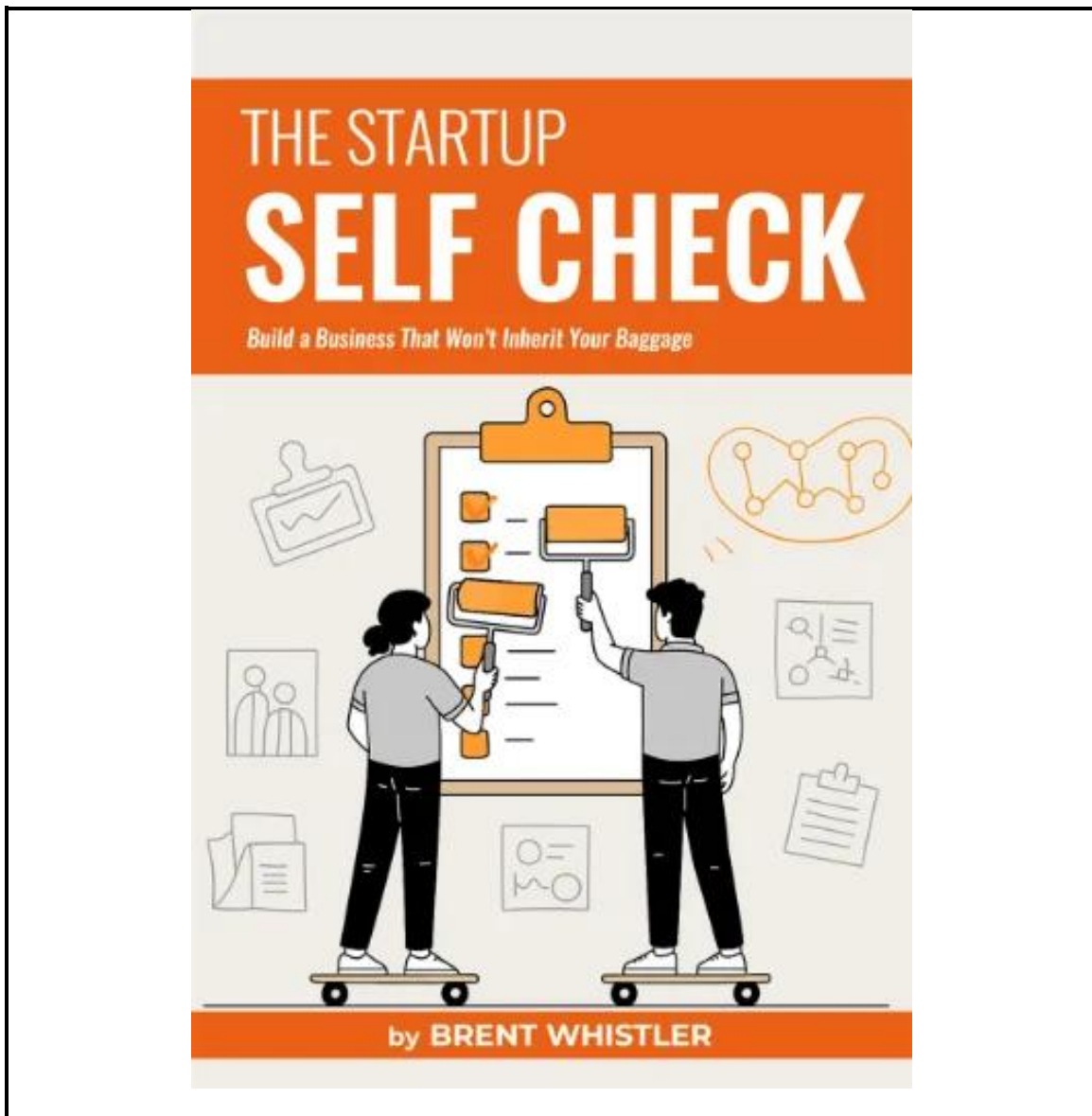


The Startup Self Check — Companion Workbook

Use this workbook to complete exercises, capture notes, and work through visuals without writing in your book.




Why purpose comes first

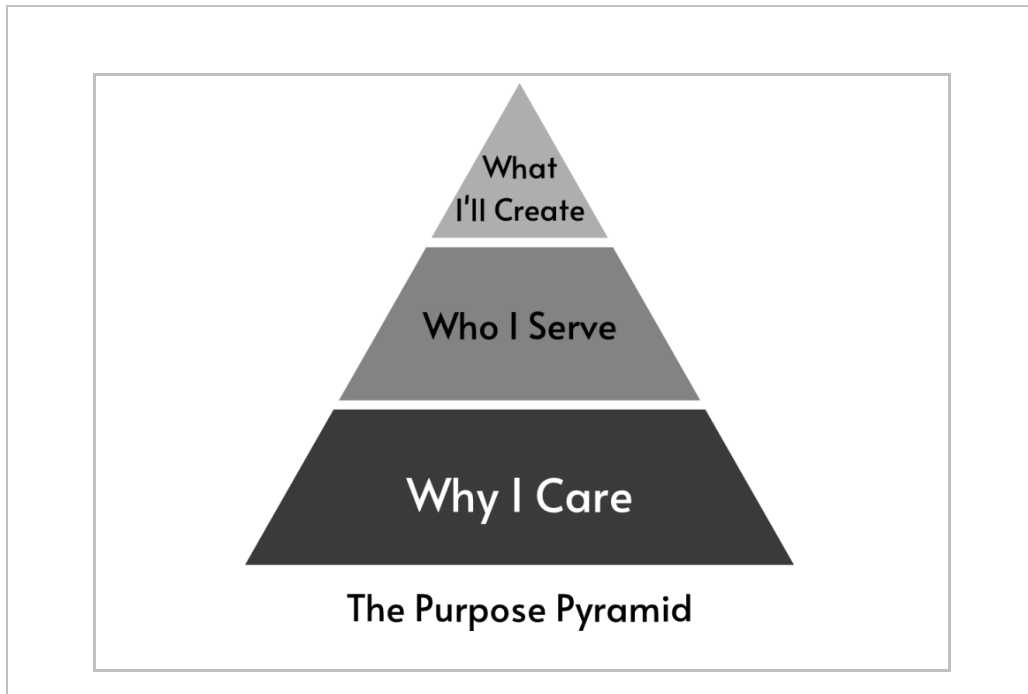
| **The two most important days in your life are the day you are born and the day you find out why.— Mark Twain**

This chapter emphasizes that purpose is the fundamental core of a sustainable business, far beyond mere fluff or a mission statement. It serves as the emotional engine, compass, and foundation, sustaining you through tough times when opportunities or product ideas alone won't. Without aligning your business with your deepest motivations and values, you risk burnout and dissatisfaction, even with external success.

This chapter helps you connect personal values with business vision, guiding every subsequent decision from branding to team building, ultimately making the 'how' of entrepreneurship much clearer.

	<p>Chapter summary (1-2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, define your core business purpose in one clear sentence.

- Prompt 2: Reflect on a time when your personal values strongly influenced a decision. How can you apply this insight to your business purpose?

Exercises

Exercise 1: The Pyramid of Purpose

•Why I Care: _____

•Who I Serve: _____

•What I'm Going to Create: _____

Exercise 2: Purpose-Driven Decision Matrix

List a potential business decision you are facing. Evaluate it against your defined purpose.

•Decision: _____

•Alignment with Purpose (1-10):

Notes


Doodle & Sketch Space:

Identity rewiring

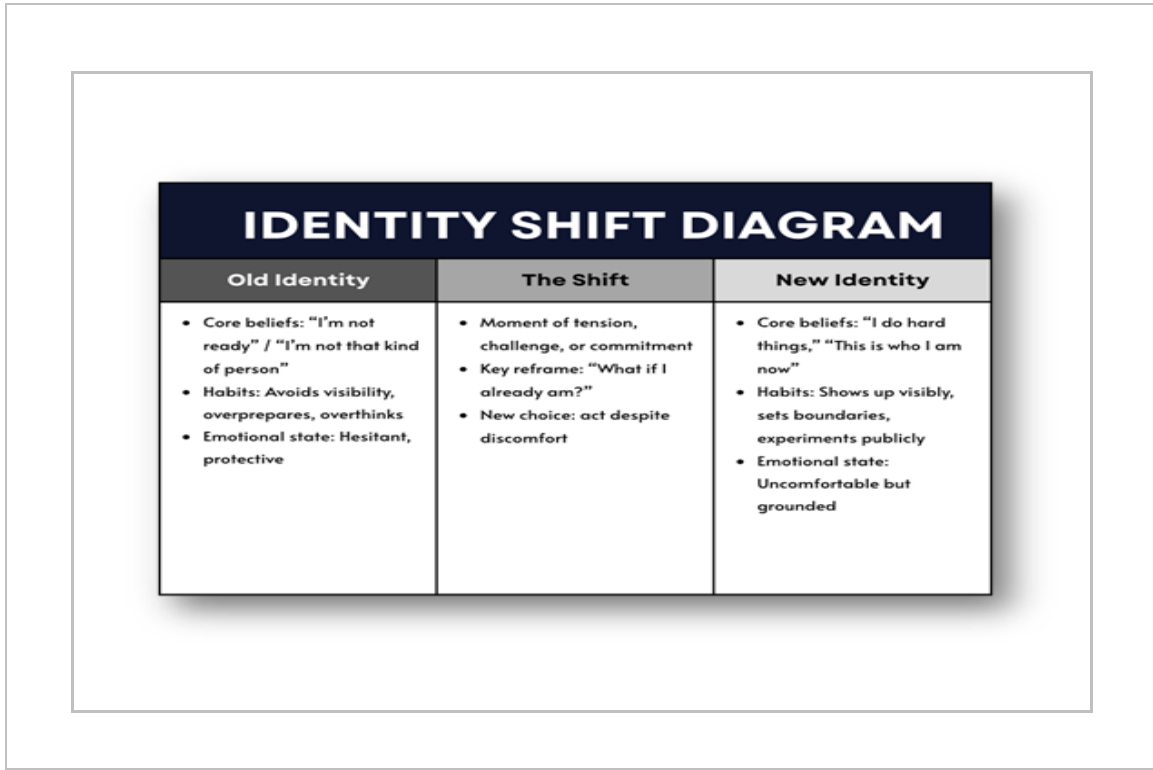
| **The greatest discovery of all time is that a person can change his future by merely changing his attitude.— Oprah Winfrey**

This chapter explores the profound psychological and emotional transformation from employee to founder, a journey often overlooked but critical for entrepreneurial success. It delves into the concept of "coming out of the shadows," where you shed old patterns of self-doubt, seeking permission, and hesitation, to fully embrace the self-determination required for your new role.

The chapter helps you recognize and overcome internal barriers like imposter syndrome, ensuring your internal operating system aligns with the external role you are building, leading to lasting change and confidence.

 <p>The illustration shows two stylized human figures standing on either side of a vertical rectangular screen. The screen displays a faint, glowing image of a person. Above the screen, the words "Values", "Ideas", "Skills", and "Vision" are written in a curved, glowing font. Below the screen, the text "Founder Discovered" is written in a simple, bold font.</p>	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, list 3 limiting beliefs about yourself as an entrepreneur that need rewiring.

- Prompt 2: Write your new entrepreneurial identity statement.

Exercises

Exercise 1: From Employee to Founder

Identify one behavior or mindset you have that is a holdover from an employee mentality. Create a plan to shift it.

•Old Behavior/Mindset: _____

•New Behavior/Mindset: _____

•Action Plan: _____

Exercise 2: My Entrepreneurial Story

Write a short story about your journey to becoming an entrepreneur. What are the key moments that have shaped you?

Notes

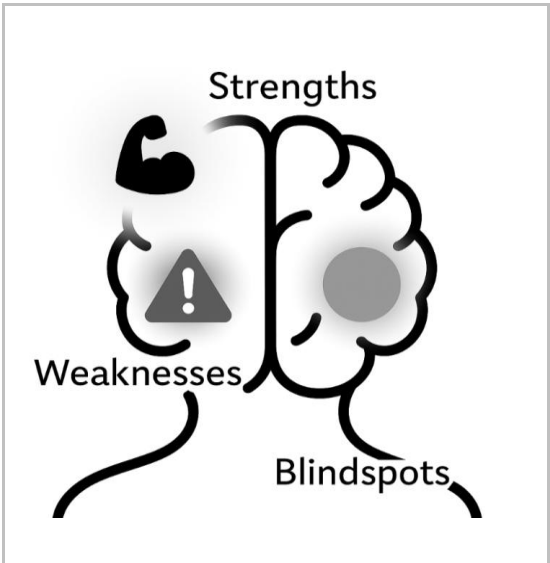
Doodle & Sketch Space:

Strengths, Abilities, and Blind Spots

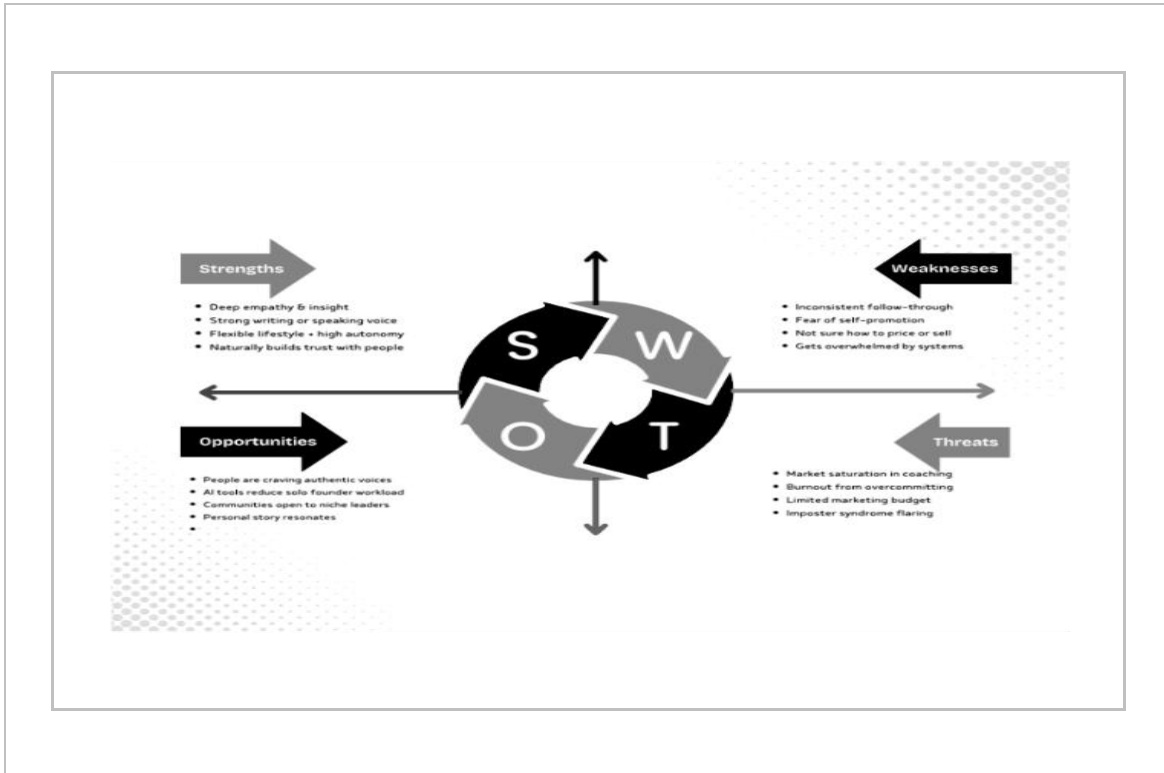
| **Everyone is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.— Albert Einstein**

This chapter focuses on developing deep self-awareness regarding your unique strengths and abilities, which are often underestimated by first-time founders. It moves beyond traditional credentials to emphasize practical problem-solving, adaptability, and resilience.

The chapter guides you in identifying your core 'tool belt' - both obvious skills like coding or sales, and subtle ones like emotional intelligence or determination. Crucially, it also helps you shine a light on your blind spots, those areas where you might struggle or lack awareness, enabling you to make strategic decisions about what to leverage, what to outsource, and what to avoid, rather than trying to be good at everything.

 <p>The diagram shows a stylized brain with four distinct areas. At the top, the word 'Strengths' is written. On the left side, there is a warning sign icon (a triangle with an exclamation mark) and the word 'Weaknesses' below it. On the right side, there is a shaded circular area and the word 'Blindspots' below it. The brain is drawn with simple black outlines.</p>	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, list your top 5 strengths and how they apply to your business.

- Prompt 2: Based on this chapter, identify 3 blind spots and create action plans to address them.

Exercises

Exercise 1: Strength Application Scenario

Describe a recent business challenge. How could you have leveraged one of your top strengths to navigate it more effectively?

•Challenge: _____

•Strength to Apply: _____

•How to Apply: _____

Exercise 2: Feedback Loop

Identify one person (mentor, peer, friend) who can provide honest feedback on a potential blind spot. What question will you ask them?

•Person: _____

•Question: _____

Notes

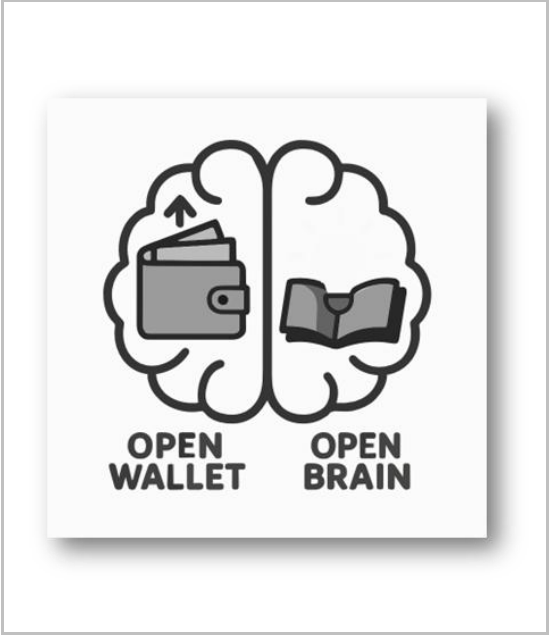
Doodle & Sketch Space:

Beliefs about money

| **It's not what you earn, but how you spend it that fixes your financial destiny.— Robert Kiyosaki**

This chapter examines how your beliefs about money, often formed in childhood and influenced by family patterns, directly impact your business decisions and financial success. It reveals that your business can't outperform your personal money mindset, leading to issues like underpricing, over giving, or sabotaging success.

The chapter guides you through mapping your current place on the money mindset spectrum (scarcity to abundance) and identifying common toxic scripts. Ultimately, it provides strategies to rewire these beliefs through awareness, intentional choice, and micro-actions, fostering a healthier, more resilient financial relationship.

 <p>The graphic shows a stylized brain with a wallet on the left hemisphere and an open book on the right hemisphere. Below the wallet is the text "OPEN WALLET" and below the book is the text "OPEN BRAIN".</p>	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, write down your current money beliefs and their origins.

- Prompt 2: Based on this chapter, reframe negative money beliefs into empowering ones.

Exercises

Exercise 1: Money Story

Describe your earliest memory or significant experience related to money. How has it shaped your current beliefs?

Exercise 2: Empowering Money Affirmations

Create three positive affirmations related to money that you can use daily to reframe your beliefs.

Notes

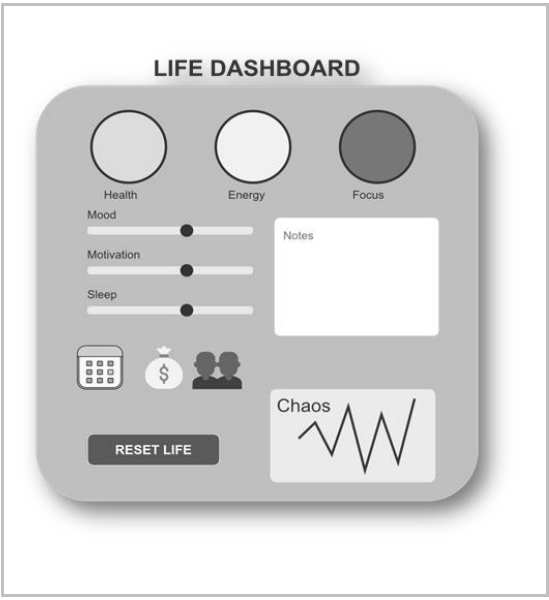
Doodle & Sketch Space:

Designing your life

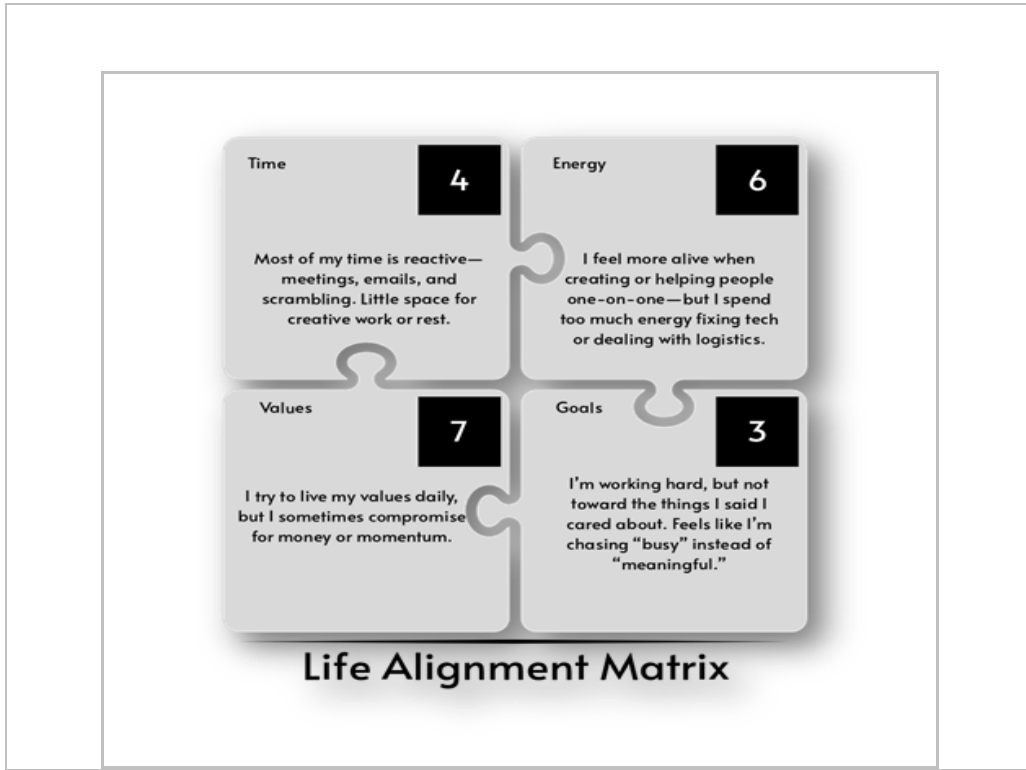
| **The best way to predict the future is to create it. — Peter Drucker**

This chapter advocates for a proactive and intentional approach to life, urging entrepreneurs to 'create' their future rather than merely predicting it. It emphasizes the importance of integrating personal values with business vision to achieve a harmonious and fulfilling existence.

The chapter guides readers to envision their ideal life, including both work and non-work aspects, and then strategically align their business endeavors to support that vision. It highlights that true success lies in building a company that allows you to live a life you're proud of, making decisions that serve your overall life design.

 <p>The image shows a 'LIFE DASHBOARD' interface. At the top, it is titled 'LIFE DASHBOARD'. Below the title are three circular indicators labeled 'Health', 'Energy', and 'Focus'. Underneath these are three sliders for 'Mood', 'Motivation', and 'Sleep'. To the right of the sliders is a 'Notes' text area. At the bottom left, there are icons for a calendar, a dollar sign, and two people. A 'RESET LIFE' button is located at the bottom left. At the bottom right, there is a 'Chaos' section with a line graph showing a jagged, irregular pattern.</p>	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, describe your ideal life 5 years from now.

- Prompt 2: Based on this chapter, map out how your business fits into this life design.

Exercises

Exercise 1: Ideal Day Design

Describe your ideal workday and non-workday. What activities are you doing? Who are you with? How do you feel?

•Ideal Workday: _____

•Ideal Non-Workday: _____

Exercise 2: Life Design Vision Board (Mental or Physical)

List key elements or images that represent your ideal life. Consider creating a physical or digital vision board.

Notes

Doodle & Sketch Space:

Habits and approach

| **We are what we repeatedly do. Excellence, then, is not an act, but a habit.— Aristotle**

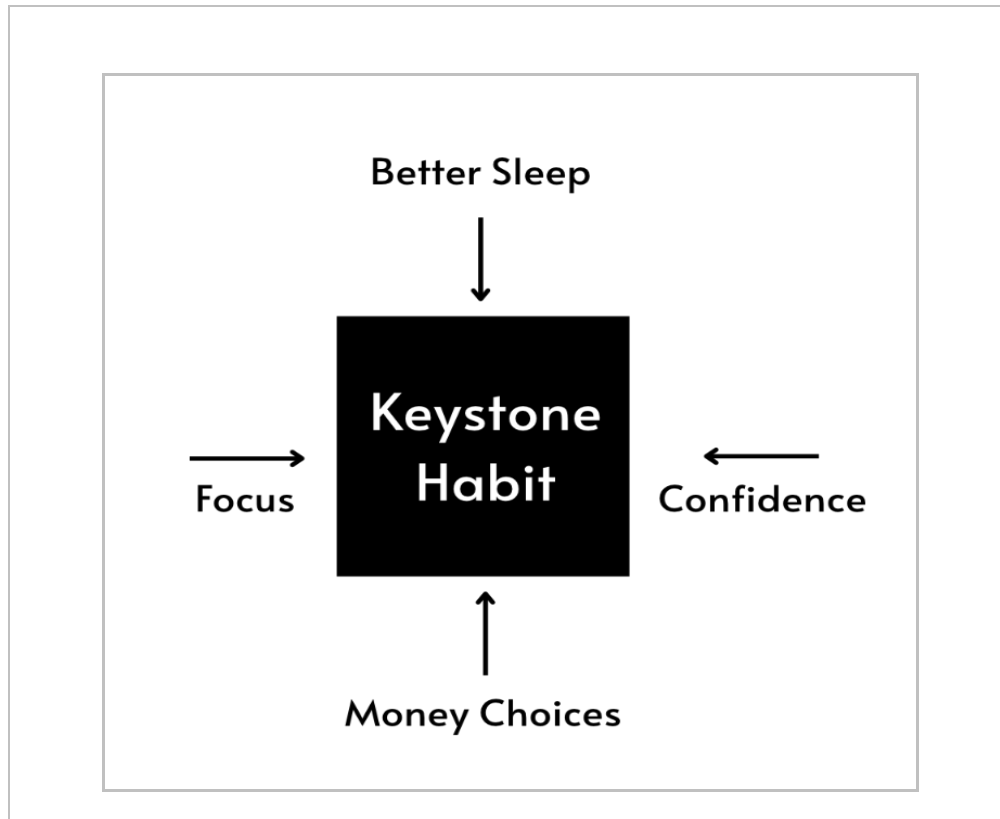
This chapter explores the critical role of daily habits and systematic approaches in entrepreneurial success, emphasizing that sustainable growth comes from consistent systems, not just adrenaline-fueled hustle. It challenges the common fantasy of getting organized 'later' and instead focuses on designing an internal engine that keeps you going without constant effort.

The chapter delves into how current habits shape results, the concept of 'urgency loops,' and how small, repeatable patterns can create space for focus and creativity, even for neurodivergent entrepreneurs.



Chapter summary (1–2 sentences). Replace with your quick takeaway.

Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, list 5 current habits that support your business goals.

- Prompt 2: Based on this chapter, identify 3 new habits you need to develop and create implementation plans.

Exercises

Exercise 1: Habit Stacking

Choose one new habit you want to develop. How can you stack it onto an existing habit?

•Existing Habit: _____

•New Habit: _____

•Stacking Plan: _____

Exercise 2: Habit Tracker

Create a simple tracker for one new habit you are implementing. (e.g., checkmark for each day you complete it).

Notes


Doodle & Sketch Space:

Support Systems

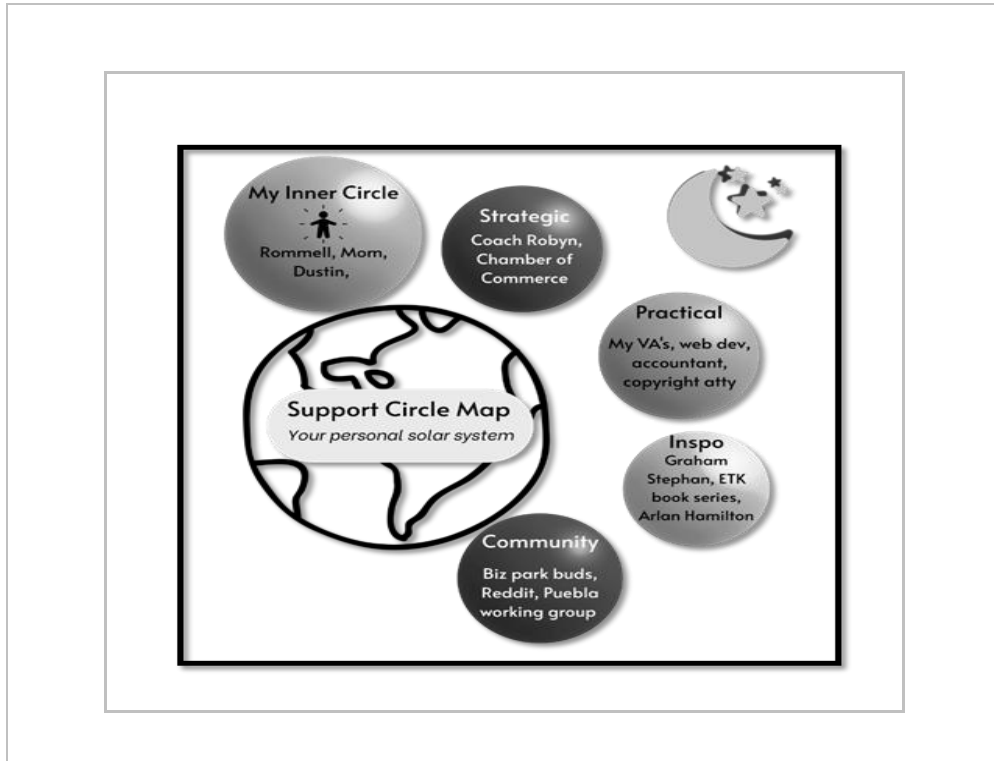
| **If you want to go fast, go alone. If you want to go far, go together.— African Proverb**

This chapter underscores the African proverb, "If you want to go fast, go alone. If you want to go far, go together," emphasizing the indispensable role of a robust support system for long-term entrepreneurial success. It encourages founders to identify and cultivate a diverse network of mentors, peers, and personal support.

The chapter highlights that relying solely on individual effort leads to burnout and limited growth, advocating instead for strategic collaboration and leveraging external expertise. It guides readers in mapping their current support network, identifying gaps, and proactively building the relationships necessary to navigate the entrepreneurial journey effectively.

	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



• Prompt 1: Based on this chapter, map your current support system (mentors, peers, family, professionals).

• Prompt 2: Based on this chapter, identify gaps in your support system and plan how to fill them.

Exercises

Exercise 1: Support System Audit

For each area of your life/business (e.g., emotional, financial, professional), list who currently supports you and who you might need.

•Area: _____

•Current Support: _____

•Needed Support: _____

Exercise 2: Reaching Out Plan

Identify one person or type of support you need to add to your system. Outline your plan to connect with them.

•Needed Support: _____

•Action Steps: _____

Notes

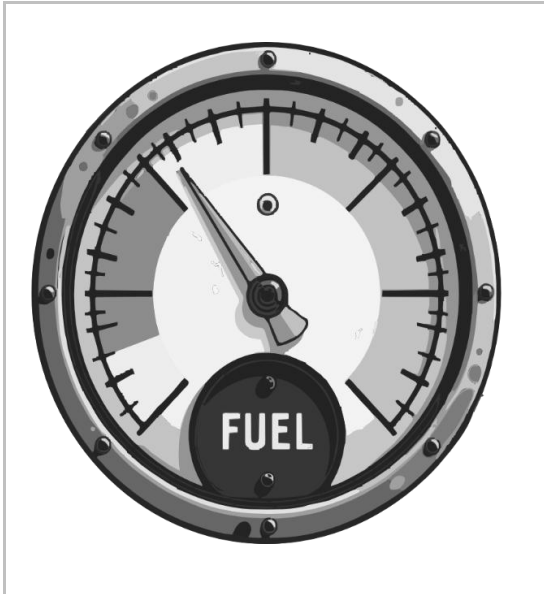
Doodle & Sketch Space:

Preventing burnout

| Rest is not idleness, and to lie sometimes on the grass under trees on a summer's day, listening to the murmur of the water, or watching the clouds float across the sky, is by no means a waste of time.— John Lubbock

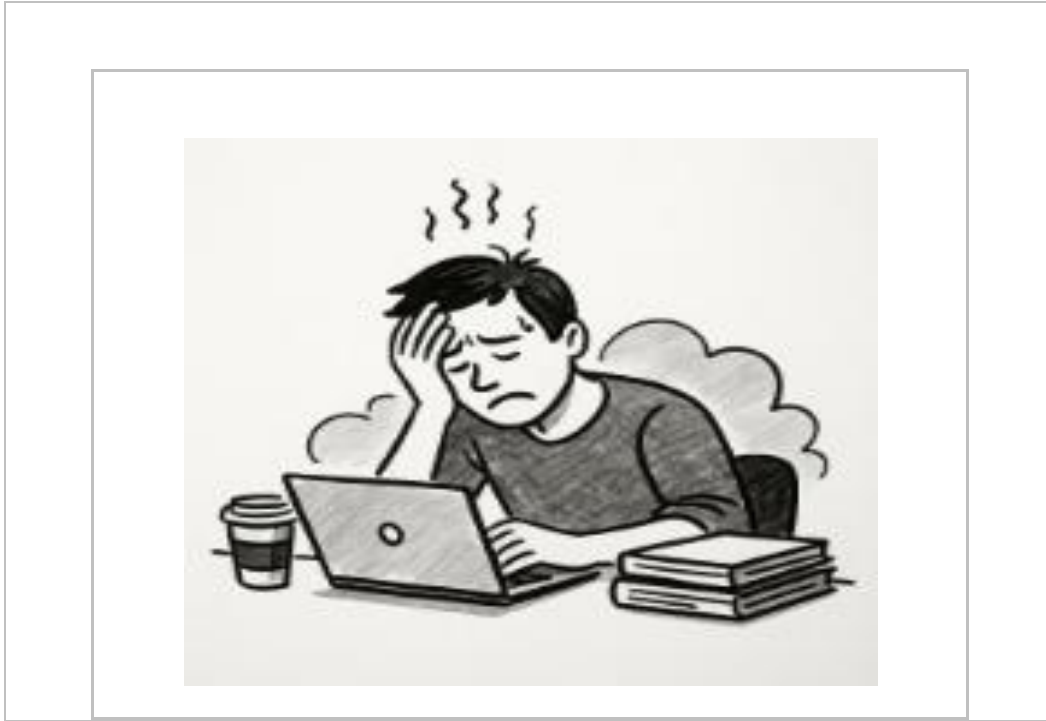
This chapter addresses the pervasive issue of entrepreneurial burnout, defining it as a state of emotional, physical, and mental exhaustion. It challenges the notion that constant hustle is the only path to success, advocating instead for intentional self-care and strategic rest.

The chapter guides readers in identifying their personal burnout warning signs and developing proactive prevention plans. It emphasizes that rest is not idleness but a crucial component of sustained productivity and well-being, enabling founders to maintain their energy and passion for the long haul.



Chapter summary (1–2 sentences). Replace with your quick takeaway.

Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, identify your personal burnout warning signs.

- Prompt 2: Based on this chapter, create a burnout prevention plan with specific strategies.

Exercises

Exercise 1: Energy Audit

List activities that energize you and activities that drain you. How can you incorporate more energizing activities and reduce draining ones?

•Energizing Activities: _____

•Draining Activities: _____

•Action Plan: _____

Exercise 2: Boundaries Checklist

Create a checklist of personal and professional boundaries you need to establish or reinforce to prevent burnout.

Notes

Doodle & Sketch Space:

Personal Walkway

| **The journey of a thousand miles begins with a single step.— Lao Tzu**

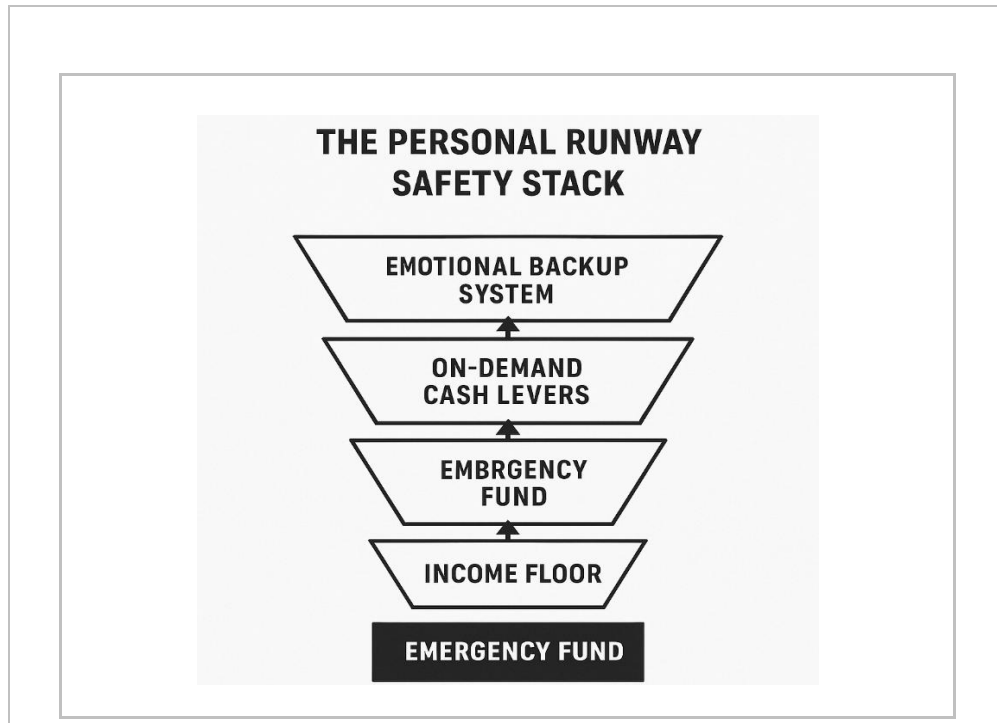
This chapter focuses on the unique and individualized nature of each entrepreneur's journey, referring to it as their 'Personal Walkway.' It emphasizes that there is no single right path to success and encourages founders to define their own distinctive approach and style.

The chapter guides readers in identifying their entrepreneurial archetype and mapping out key milestones on their journey. It highlights the importance of taking consistent, deliberate steps, recognizing that even a thousand-mile journey begins with a single step, and that self-awareness of one's unique path leads to more authentic and sustainable progress.



Chapter summary (1–2 sentences). Replace with your quick takeaway.

Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, define your unique entrepreneurial approach and style.

- Prompt 2: Based on this chapter, create a timeline for your entrepreneurial journey milestones.

Exercises

Exercise 1: Entrepreneurial Archetype

Which entrepreneurial archetype (e.g., Visionary, Builder, Innovator, Strategist) best describes you? How does this influence your approach?

•Archetype: _____

•Influence: _____

Exercise 2: Milestone Mapping

Break down a significant entrepreneurial goal into smaller, actionable milestones. Set target dates for each.

•Goal: _____

•Milestones & Dates: _____

Notes

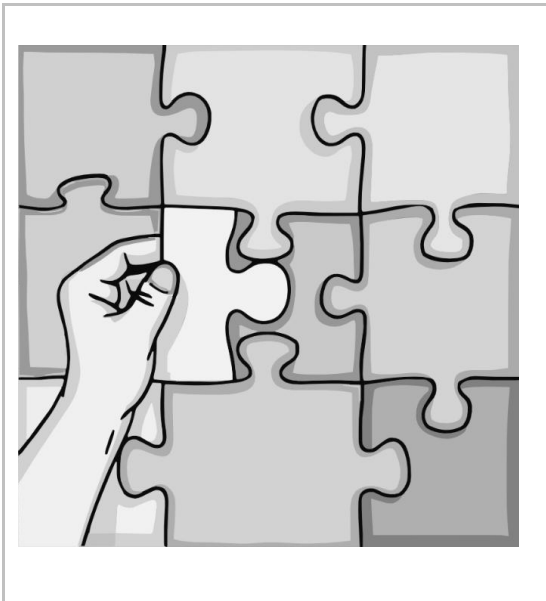
Doodle & Sketch Space:

Putting it all together

| **The whole is greater than the sum of its parts.— Aristotle**

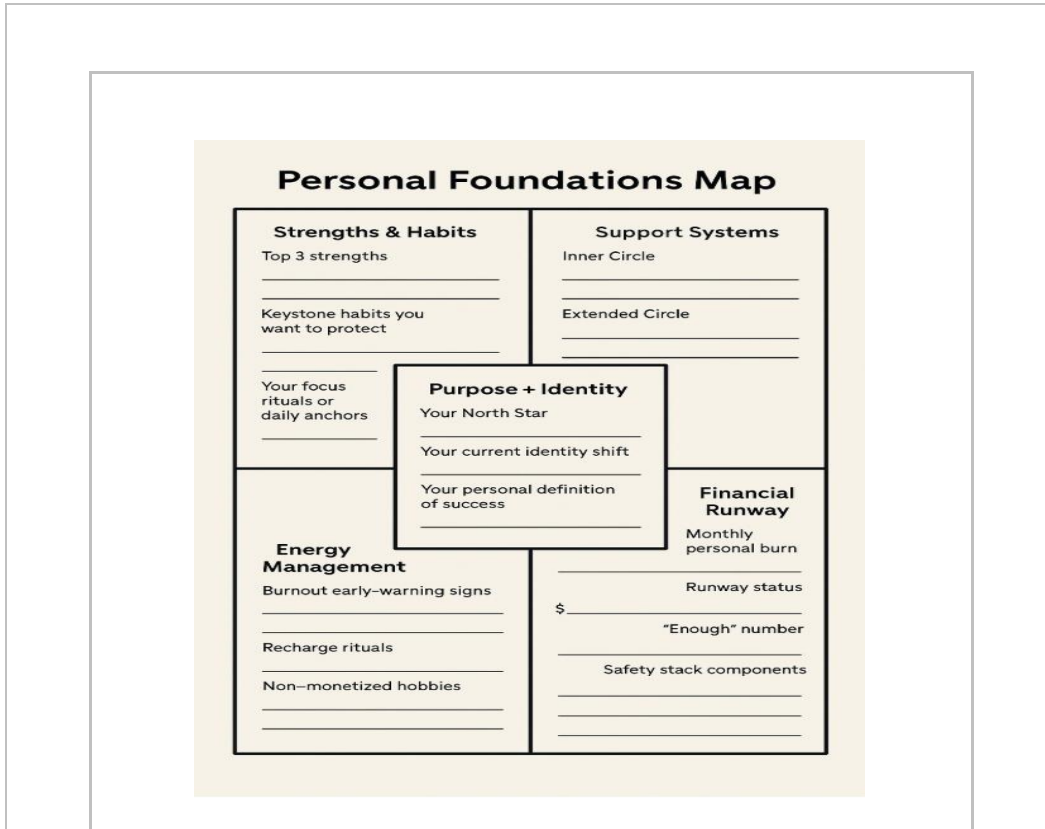
This culminating chapter emphasizes the synergistic power of integrating all the foundational elements explored throughout the book. It highlights that the 'whole is greater than the sum of its parts' when purpose, identity, strengths, money beliefs, life design, habits, support systems, and burnout prevention strategies are woven into a cohesive personal foundation.

The chapter guides readers in creating a comprehensive 'Personal Foundation Statement' and an 'Integrated Action Plan,' ensuring that all insights translate into actionable steps. It serves as a powerful call to synthesize learning into a holistic approach for sustained entrepreneurial success.



Chapter summary (1–2 sentences). Replace with your quick takeaway.

Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, create your personal foundation statement combining all elements.

- Prompt 2: Based on this chapter, design your 90-day action plan based on your foundations.

Exercises

Exercise 1: Personal Foundation Statement Deep Dive

Break down your personal foundation statement into its core components (e.g., values, mission, vision). How do they interrelate?

Exercise 2: 90-Day Action Plan Breakdown

For your 90-day action plan, identify the top 3 priorities and the specific steps you will take for each.

•Priority 1: _____

•Steps: _____

•Priority 2: _____

•Steps: _____

•Priority 3: _____

•Steps: _____

Notes


Doodle & Sketch Space:

Bonus Chapter: Your Personal Brand

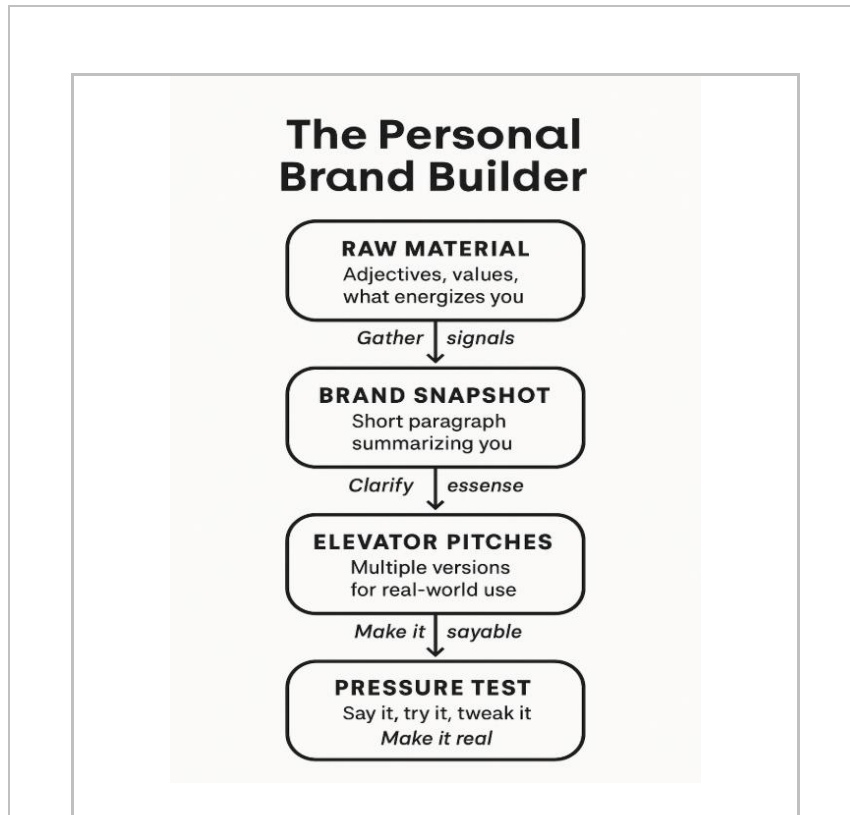
| **Your brand is what people say about you when you're not in the room.— Jeff Bezos**

This bonus chapter delves into the critical importance of cultivating a strong personal brand, defining it as 'what people say about you when you're not in the room.' It guides readers in understanding how their personal brand is shaped by their values, mission, and the unique value they offer.

The chapter provides insights into defining one's brand essence, crafting compelling messaging, and understanding audience perception. It emphasizes that a well-defined personal brand, built upon the foundational elements discussed throughout the book, is essential for attracting the right opportunities and establishing credibility in the entrepreneurial landscape.

 <p>BONUS CHAPTER YOUR PERSONAL BRAND</p>	<p>Chapter summary (1–2 sentences). Replace with your quick takeaway.</p>
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Diagrams & Visual Concepts



- Prompt 1: Based on this chapter, define your personal brand based on your foundations.

- Prompt 2: Based on this chapter, create your brand messaging and value proposition.

Exercises

Making Yours: A Guided Exercise

This exercise is designed to help you create your personal brand snapshot and craft your Founder's Elevator Pitch. The goal is clarity, not perfection.

Step 1: Start with the raw material

Answer the following questions. Don't overthink it; just write down what comes to mind.

- What are the three adjectives that really describe you at your best?

- Why do people thank you (or trust you) over and over again?

- What kinds of problems or people do you love to help?

- What is the belief you have that your competitors might not have?

- What motivates you when you talk about your business?

Step 2: Craft Your Brand Snapshot (Self-Reflection)

Based on your answers above, write a short, honest summary of who you are, what you bring to the table, and how that reflects on your business. This is your internal brand snapshot.

Step 3: Develop Your Founder's Elevator Pitch (External Communication)

Translate your brand snapshot into one or more versions of your Founder's Elevator Pitch. This should be concise and authentic, designed to resonate with others.

Notes

Doodle & Sketch Space:

Resources & Downloads



<https://brkit.vip/books>