



Turning P.R.O.

(purpose/passion, relationships, offerings)

The Quick Start Guide to “Un-plan Your Business”

Need a little extra help?
Click [here](#) to watch the
video tutorial

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In this, the **Purpose & Passion** box, you are going to thoughtfully write out two core elements:

1. Your BHAG (*Big Hairy Awesome Goal*)! Don't worry if it doesn't seem realistic right now, just make sure it is something that feels exciting, challenging and maybe (*if you are doing it right*) even a bit scary!
2. List what fulfilling this BHAG will do for you? **Why** is it **the thing** that will keep you pumped during the good times and motivated during the tough times.

There is a reason this section is twice as big as the other two. You must know, at your core, what you want and **why** it matters to **YOU**, before you even begin to think about your products & services.



Next, in the **Relationships** section, dig deep to gain clarity around questions such as:

1. Who do you want to serve?
2. What are the 1 – 3 biggest results you can help them achieve based on your passions (*check out the “P” section above*), your knowledge and your experiences?
3. Who do you need to connect with in order to reach those people?



Finally, in the **Offerings** portion, brainstorm what products and/or services you would like to create and deliver.

Let your imagination run wild and then, just to make sure you are aligned with the “P” and “R” sections, revisit each and ensure that it will fulfill the needs and desires of the people you listed in the “**Relationships**” section while ALSO helping to achieve your **BHAG** and **Why** from the “**Purpose & Passion**” section.

Purpose & Passion

1. I want to live an inspired life that inspires others to inspire others. I also want to entertain and motivate people while helping them co-create miracles and true transformation in their lives and work. I guess you could say my BHAG is to be the 21st century combination of Tony Robbins and comedian Louis CK, reaching millions of people all over the world with my message and personality!
2. I know that my core values are authenticity, growth, inspiration, enthusiasm and autonomy. I am also deeply moved when I see people un-learning and abandoning the stories they have created which are holding them back and, instead, stepping into the power, greatness and limitless opportunities they were born to experience! I believe that fulfilling my BHAG will provide me with a level of meaning and purpose that I strive for while allowing me to pursue my life-long love of learning at the same time. SERVE SERVE SERVE!!!

Relationships

1. I want to serve ambitious, excited, passionate, committed people who have a deep desire to find fulfillment by reinventing themselves, sharing their message and creating a powerful new mindset to impact the world.
2. Many of these people are highly successful but have fears of failing, of not being “blank” enough (good, rich, smart, etc.). They wish they were more courageous and confident and that they could go to bed fulfilled and wake up excited much more often! They want freedom, and the sustained joy and happiness that comes from upgrading their problems to projects.
3. I will be involved with like-minded people in both online and offline communities so that I can offer my insights, experience and coaching to serve those whose missions inspire me.

Offerings

1. I will continue to offer exclusive one-on-one coaching for the individuals who are most dedicated to a unique and tailored life-changing experience.
2. I will lead live and online retreats and intensive workshops that are impactful, entertaining and transformational for all in attendance.
3. I will continue to deliver talks on reinvention, ownership, innate happiness, and overcoming fears to audiences that can benefit from the experiences in my life and what has worked for my clients.
4. I will continue to share my perspective authentically and vulnerably through writing e-mail newsletters, social media posts and eventually a book, ensuring that it serves the people I am most inspired to serve.
5. I will continue creating MEometry videos and teaching for institutions such as the Academy for Optimal Living to provide value to as many people as possible.

Purpose & Passion



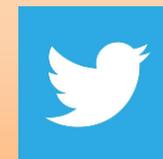
Relationships



Offerings



If you found this guide valuable, I would be so grateful if you would click to share it on Twitter!



I hope you are now well on your way to **Turning P.R.O.** Remember, your **“Un-plan”** doesn't have to be perfect (*in fact it never will be and that's the empowering and awesome part*). It gives you the foundation and direction you need to put you in alignment with the business you build.

Also, you **DO NOT** have to go at it alone. You can get valuable guidance and perspective by talking to a trusted friend, coach or mentor.

If you get stuck and need some help or if you just want to brag about how awesome your dashboard came out, shoot me an email at jason@MEometry.com or text/call me at **321-230-3636**.

I will waive my fee to take a look at your **un-plan**, dig deeper, share my insights and help you craft your next steps to turn your fantasy into a PLANTasy!

Be You, Do You and Love You, because there is ONLY one of you!

Jason Goldberg