

# **Growing Yourself and Your Business Through Love with Christopher Friend**

The article presents an impactful interview with Daryl Urbanski, an entrepreneur who plans to create 200 new multimillionaire business owners by sharing his experiences and lessons learned.

It is vital as it uncovers the mindset of a successful entrepreneur, his struggle during financial adversities, and how he was able to bounce back.

The benefits of doing these exercises is they will equip you with a resilient mindset, reflecting on implementable strategies for your business growth.

## **Quote to remember from the Interview**

"Taking action is the secret sauce to results." - Daryl Urbanski

## **What You'll Learn From the Activity**

The activities and questions designed in this guide will push you to introspect, recall, and apply the principles shared by Daryl Urbanski from his entrepreneurial journey, which are essential for your business growth and financial prosperity.

## **Activity**

Reflect on the brand personality you're building for your business. Is it something that would resonate with your target audience?

Write down three actions you can implement to make your brand more relatable and attractive.

From your perspective, define what it means to live a lifestyle that appeals to your clients - jot down the key aspects.

List down three ways you can enhance this culture to attract more clients. How do you plan to enable the dreams of others through your business?

- 1.
- 2.
- 3.

In one sentence, describe the culture of your business.

Reflecting on Urbanski's experience, do you prefer owning a large piece of a small thing or a small piece of a big thing? Why?

Write about a financial adversity you have faced in your business journey and how you overcame it.

If faced with an economic crisis such as the 2008 recession, what steps would you take to protect your business?

Recall a time when you worked long and hard but saw no returns - how did you bounce back?

Reflecting on Urbanski's statement, "Taking action is the secret sauce to results", identify a lesson you've learned recently but haven't acted upon. What steps will you take to implement it?

Have you used your struggles and challenges as learning experiences? Give an example.

Based on what you've learned from Urbanski, write down three key takeaways that resonated the most with you.

Create your action plan based on these takeaways.

Which three business-related books are on your reading list?

- 1.
- 2.
- 3.

How would you apply the concepts learned in those books in real-life scenarios?

- 1.
- 2.
- 3.

Recall a time when you enabled someone to achieve their dreams. What was the result?

List the top three challenges you're currently facing in your business. What steps can you take to overcome the listed challenges?

True or False: Resilience and adaptability are optional in achieving business success.

Write down three ways in which you can nurture resilience and adaptability within your team.

- 1.
- 2.
- 3.

Based on Urbanskis's lessons, draft a new mission statement for your business. Enumerate three key attributes of an entrepreneur's mindset, according to this article.

Write a brief plan on how to integrate the 'enabler' approach into your business model.

What are the top three lifestyle aspects you believe your clients aspire to? How can your product/service fit into these aspects?

How would you rate your business' culture on a scale of 1-10? What needs to improve?

Write about a time when your business experienced financial growth. What strategies led to this growth?

Complete the sentence: "By studying Daryl Urbanski's journey, I am now more equipped to..."

Reflect on how taking action on the learnings from this article could change your business trajectory.