

# **Redefine Grind, High Performance, and What Success is on Your Own Terms**

The article is about the valuable insights shared by successful entrepreneur Ed O'Keefe, on building a sustainable business in the health supplement industry.

This is vital given the competitive landscape of the industry and a need for practical guidelines on creating extraordinary customer experiences and cultivating a dedicated customer base.

The benefits are gaining practical insights that can transform your business results, improve customer experiences, and grow your customer base.

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

"The healthy, long, intelligent, nurturing way to grow a raving fan base may take two to three years." - Ed O'Keefe

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

These activities are designed to help you practically apply the insights gleaned from the article, encourage introspection regarding your current business strategies, identify areas of improvement, and evaluate your entrepreneurial mindset.

**Activity**

Reflect on your passion for your business. What are you willing to create that you're willing to die for?

Outline your current business model. Based on O'Keefe's insights, what aspects could be more sustainable?

Identify the main milestones on your path to reaching eight-figure status.

Rate the importance of speed in growing your business on a scale from 1 to 10.

How do you currently measure the customer experience in your business?

List three ways you can improve the customer experience in your organization?

True or False: Automation can help companies focus more on the customer experience.

How much time are you willing to dedicate to building a loyal customer base?

Reflect on the sentence: "The healthy, long, intelligent, nurturing way to grow a Raving fan base may take two to three years." What could this look like in your business?

If your business had a fan base, what are three actions you would like them to take?

How is your team helping in building a faithful customer base?

List 5 ways to make your team more involved in improving customer experiences.

Define "success" in your words.

As a coach, how would you encourage your team to be more themselves?

Write down three leadership actions you can take this year to encourage your entrepreneurial team.

Brainstorm possible ways to apply Daryl's coaching perspective to your entrepreneurial journey.

Fill in the blank: The most unique aspect of my customer experience blueprint is \_\_\_\_\_.

Enumerate three actions you plan on taking to cultivate a "Raving fan base".

List three takeaways from this interview that you will apply to your business.

Write a brief action plan outlining how you will implement these takeaways.