

## Working in Your Zone of Genius

Not gonna lie..... It IS hard for us to just be in our zone of genius when we are just starting our businesses. We are the all and everything: Creative, Copywriter, Website tech and Social Media expert. We do our own bookkeeping, housecleaning, research, sales....

It is such a great feeling when we can get some help around here.

There are several ways you can stay in your zone of genius, more of the time, which really frees up your creativity and gives you extra time to connect deeply with your high caliber clients and for self care.

Here's one way to find your Zone of Genius. Include in this list all the things you have to do, laundry, cooking, housework, paying bills. Not just the business stuff. Sometimes the first best person we can hire is someone to help around the house, so we can focus on our business.

<b>Things You...</b>	<i>Are Good At</i>	<i>Are not Good At</i>
<b>Enjoy</b>	<b><u>Zone of GENIUS</u></b>	3rd Thing to Delegate
<b>Don't Enjoy</b>	2nd Thing to Delegate	1st Thing to Delegate

Your zone of genius is the center of what you enjoy and what you do best. You can use the above graph to easily see what your first hire should be. Stuff you are not good at and don't like to do.

Next figure out a budget... What can you spend on getting help? If you are like me then all my help for the first few years was traded for my services. My favorite massage gal still trades sessions with me for bodywork. Being that you are a holder of Mystic Wisdom, it's usually not too hard to find someone who wants to apprentice with you; to do the things you don't want to do and are not good at in exchange for witnessing you in action behind the scenes in your business and at events or will straight up trade for private session work.

Get really clear on your agreements and what's expected and create a quick contract for you both to sign.