

CHAPTER 1 - BE A PART OF THE WHOLE - *The marketplace has been waiting for you.***■ Movement 1: Your Zenersity***Establishing your niche; Establishing your value added***■ Movement 2: Your Zen Offering***Creating a sustainable value proposition; Establishing your creative “spin”; Translating passion within your business; Creating your Mission Statement***CHAPTER 2 - FIND YOUR ESSENCE - *You stand for something. Discover it!*****■ Movement 3: Your Zen Code***Creating your core values; Creating performance metrics (customer, employees, company); Defining your customer promise; Creating a baseline for culture; Successful growth opportunities spotting***CHAPTER 3 - CREATE YOUR SPACE - *Scaling your Heaven on Earth means putting more of you in it.*****■ Movement 4: Your Zen Way***Establishing systems; Establishing consistency***■ Movement 5: Your Zen Pattern***Addressing standardization***■ Movement 6: Your Zen Reflection***Establishing culture; Creating your brand identity***CHAPTER 4 - LEAD YOUR GROWTH - *A clean mental slate A clean mental slate (or plate) makes all the difference.*****■ Movement 7: Your Zen Pillar of Focus***Understanding your leadership role; Addressing administrative responsibilities; Systematic problem-solving techniques; Finessing your vision*

CHAPTER 5 - INITIATE CONTACT - *It's time to be the superhero you were meant to be.*

■ ***Movement 8: Your Zen Tap***

Establishing your target market; Marketing and customer connection

■ ***Movement 9: Your Zen Pounce***

Securing repeat business; Encouraging referral business

CHAPTER 6 - BUILD STRONG ROOTS - *Steady growth comes at a cost. Is your customer prepared to pay it?*

■ ***Movement 10: Your Zen Dream***

Securing and planning future growth; Pricing your product; Creating performance metrics (customer, employees, company)

■ ***Movement 11: Your Zen Phenomenon***

Over-delivering to your customer; Securing repeat business; Creating “promoter” customers

CHAPTER 7 - PERFECT YOUR OFFERING - *More importantly, perfect your customer.*

■ ***12: Your Zen Pairing***

Creating effective customer vetting techniques; Establishing your target market; Creating “promoter” customers

CHAPTER 8 - LEAVE A LEGACY - *You've earned your title. Display it proudly!*

■ ***Movement 13: Your Zen Title***

Solidifying your company's legacy; Establishing your brand; Creating a marketable offering; Inspiring other business owners