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What's Driving You and Your Family?

Discovering a family economy as a path to financial freedom in uncertain times

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In order to BUILD a Family Economy, you must start somewhere. So I am going to share with you my first three steps to getting this accomplished SUCCESSFULLY.

Because you don't want to be a business failure. Sadly, about 20 percent of business start-ups fail. And so many businesses are dying today. It's crucial that you lay a solid foundation so you are not only successful, but that you leave a legacy for your children and your children's children.

Then you can drive your life and the life of your family to where you want to go.

Here are the first three steps:

1) Thoroughly analyze your (and each family members') passions, callings, dreams, skills, experience, values, goals.

There is an old saying: "Do what you love and the money will follow." What is it that you love? That your spouse loves? That your children loves? What do you LOVE to do TOGETHER?

My family and I love to do LARPing together. We just finished our third annual summer camp. We had fun thinking about plot lines and costumes and games.

My husband loves to do buildings. Beyond LARPing, I love to



write and design books and create training courses and curriculum. I love to teach. My son loves photography and art. He loves the woods. My nephew loves writing and role playing games and creating accessories for LARPing. My niece loves jewelry making and crafts.

2) Choose one of these passions and choose business start-up ideas.

I've given you some examples above. A business needs to fit a personality as well. For instance, an introvert might not be good with cold calling sales; something that requires being around a lot of people for an extended period of time. At the same time, an extrovert might not want to be stuck behind a computer all day. They probably need to be around people on a regular basis.

Any special needs will need to be kept in mind, too. Maybe you have allergies. It's probably not a good idea if you are allergic to pollen to become a floral designer, as an example.

At this point, you have a choice. Are you going to build a business from scratch, or purchase a franchise or business outright, or join a direct marketing/networking marketing company?

I give more examples and pros and cons of each in my curricu-



lum *“Your Guidebook to Growing a Family Economy.”* but for now these are the most important considerations you need to think about as you get started.

3) Choose your target market.

This is often referred to as niche. Or your audience. Who are you going to sell your products and/or services to? Who are you in business FOR?

Often this can be a group that you have an affinity for. Long ago I realized as a homeschooling mother I had an affinity for home-schoolers. That’s why homeschooling families are my target market.

You can’t say, “I’ll sell to anyone.” That actually creates confusion. As the saying goes, if you aim at nothing, you will hit at nothing.

I cover many more steps in my free resources and my curriculum programs at GrowMyEconomy.com.

Assignment

For each family member, finalize the list you started in Module 3. Will this business be from scratch? A business they buy? A franchise? An opportunity? What will their target market be?



Be sure to write your responses on the video page and ask any questions you might have! I'm glad to help!

What's Next?

In our last lesson together, we will create a plan of attack. It will be your castle, your fortress. This will be the beginning of your Family Economy!

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