



# Know your Type

Where do you fit? Let's do a quick worksheet to find out which of these types fit you:

- **Visionary:** Always envisioning new ideas of what can be, even strategizing, but not seeing it through
- **Do-er:** Gets an idea and gets it done without a second thought. May not be creative, but it's out there
- **Creative:** Always creating something new, rarely doing anything to sell it or put it in the marketplace
- **Driver:** Set the goal and works hard to achieve it. Driving for results, but may get burned out in the process.

## Visionary

**Gap:** Lacks Execution. Failure to launch.

**Opportunities:** Hire an assistant, operations manager, or outsource to an agency the necessary work that needs to be done to see your vision made to fruition. Otherwise, put some of those visions on the shelf and focus only on 1 or 2. Create a plan. Focus. Hold yourself accountable and execute.

## Do-er

**Gap:** Checking and adjusting. You tend to just launch and move on.

**Opportunities:** Hire or contract work to fine-tune what you have created to make it better. Sometimes just having a solid business coach or mentor who can offer insight may help. Otherwise, go back and analyze your sales and your work and look for areas that may need fine-tuning. It will add value to work and make it that much better.

## Creative

**Gap:** Creating and not selling

**Opportunities:** Hire a marketing team or personal assistant who can take your product to market for you. Otherwise, create one solid strategy that can work across products. Use that strategy each time it is time to take your product to the marketplace to have a place to sell and a method to communicate to consumers consistently.

## Driver

**Gap:** Lacks in creativity

**Opportunities:** Hire creatives and creative strategists to help you see better ways to meet your goals or improve upon your product to sell more quicker and beat your goals. Otherwise, take a few extra hours and review your plan to meet your goals and look for other avenues that may get you there quicker and help you achieve other goals at the same time.