

DAYMOND JOHN

SHARK POINT

— GUIDE —

THE POWER
OF BROKE

THE POWER OF BROKE

SHARK POINT GUIDE

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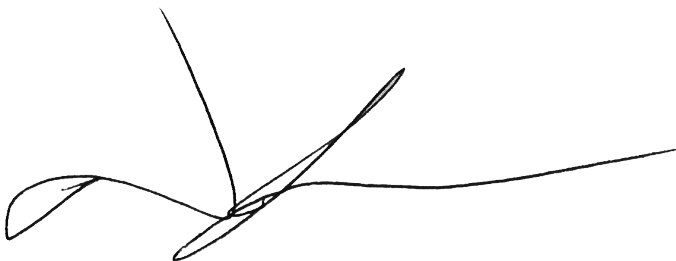
THE POWER OF BROKE

To those who want more,

With all the technology that surrounds us today, it is easy to get lost in the likes and shares, to get caught up in the flashy moments, and to lose focus on what is right in front of us. The power of broke mindset can be best captured with pen and paper so that everyone can practice it, from the extremely wealthy, to those people who scrape by each day. I made this **SHARK** Point Guide to assist all entrepreneurs to put their business, their goals, and most importantly themselves on paper. In doing this simple act, it will force the person to sit back and analyze his or her decisions.

Hopefully, this guide will give you the direction that it has given me and that guidance you need to be even more successful.

Keep Grinding,

A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form a stylized name.

Daymond John

SET A GOAL

This first point is as basic as it gets, but that is part of why it is so vital to success. To be able to Set A Goal is to know where you are headed. Everyone will say they want to make a million dollars, or build a global franchise, or that they want to be the next Steve Jobs. It is only those who can see a larger vision, that main overarching goal, and understand that it doesn't happen in a day. Only these entrepreneurs take the steps needed to reach that level of success.

This exercise will help commit your main goal to paper, so you can better prioritize the goals you need to accomplish as a business each day, week, and month, in order to build toward the main goal. Remember to keep each goal realistic and most importantly, measurable. After completing the guide, go back and measure your progress.

MAIN GOAL

What is the main goal?

This main goal will help set the direction your business needs to take. Try to keep your response to one sentence.

Now that you have outlined your Main Goal, it is a good practice to go broad and then narrow down. Break down the Monthly, Weekly, and Daily Goals to make your dream a reality.

Remember that Rome was not built in a day!

MONTHLY GOAL

WEEKLY GOAL

SET A GOAL

DAILY GOALS

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Great job on completing your first SHARK Point worksheet!

SET A GOAL is a daily exercise. A great way to keep track of your progress is to check off when you complete your Daily Goal on a calendar. At the end of each week, evaluate the process to determine if your Weekly Goal was met. Do the same for the Monthly Goals.

I want to see how you progress, so upload a picture of you and your goal calendar to social media using **#PowerOfBroke**, and I might shout you out.

HOMework, DO YOURS

To thrive in business, you need to know your field, your competition, and your own businesses inside and out. If you don't think you have competitors, then you are in for a rude awakening. On *Shark Tank*, we see it all the time. Someone comes on the show and says, "I have the newest thing." No, you don't. What you have is maybe a new way or a new approach to something that exists. Part of doing your homework means appreciating the history of your idea, your market, and your competition.

In this exercise, I want you to step away from the pride that can sometimes stem from having a great idea. I need you to realize that although you might believe your idea to be unique, it probably isn't. This means you have competition. By filling out this guide, you will begin to form a strategy for dealing with your rivals.

Name a potential competitor. Apply all questions to that competitor.
Repeat exercise for multiple competitors if needed.

How much is its product?

Where is your competitor located?

How does it target the customer?

Can you target the customer cheaper or quicker?

What are its sales?

HOMework, DO YOURS

What is your competitor's greatest strength?

Is it possible to overcome this strength?

What is your competitor's biggest weakness?

How can you exploit that weak point?

What is its Market Share? If you can't find out take an educated guess.

How does the competitor distribute its product?

What does its digital presence look like?

Additional Notes:

ADORE WHAT YOU DO

You need to find your passion that is going to keep you in the game when the odds are stacked against you, the pressure is on, and you haven't slept in weeks. You need to be confident that you want to pursue this idea because the person who wants it more than you will work harder, and they will succeed. People who go into business looking for a quick escape from an unhappy situation are not putting enough thought into the situation. Their "solution" might work for a couple weeks, months, or maybe even years, but eventually, they realize that this new path didn't make them any happier.

These questions are formulated to help you find passion that will last when tested by difficult circumstances. Think about what you need to be happy and answer seriously because it is better to get this on paper now. You don't want to regret your decision after wasting five years doing something you never really wanted to do.

What is your passion?

Why is this your passion?

Why does it excite you?

ADORE WHAT YOU DO

Would you do this for the rest of your life if you only got paid enough to survive?

Will your new business improve on your personal skills?

Are you currently skilled enough to run this business?

If you are not, where can you acquire the skills needed to do so?

Are you willing to work longer and harder hours?

Will you continue to love doing this when it is a full time job?

How do you keep the concept fresh so you don't lose your interest or your supporters?

Set a new work schedule. What days of the week will you work? What will be your hours?

	S	M	T	W	T	F	S
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							

REMEMBER YOU ARE THE BRAND

This point is very familiar to me, considering that I previously wrote an entire book on the subject called *The Brand Within*. I explain in that book how success as an entrepreneur is heavily dependent on how you carry yourself. When you start your business, you are no longer viewed as a person. You are a corporation. What you do will reflect directly back on your business. If you are not aware of this reflection, regardless of how great your product might be, you will have difficulty achieving any level of success.

This guide will help you craft the image you want to present as a brand. Think about brands with powerful slogans for this exercise. Focus your attention on how the brand reflects their motto. Nike wants you to “Just Do It”, Apple encourages you to “Think Different”, and Disneyland is “The Happiest Place On Earth”. These slogans mean as much for the brand as the vision of the person behind the brand. What is your brand?

Think of your brand or personal slogan in fewer than 5 words.

HINT: When people hear your brand or your name, what do you want them to take away?

What does your brand do?

Who is your brand's target audience?

Where is your audience located?

How do you want to reach this audience?

Why should other people pay attention to your brand?

REMEMBER YOU ARE THE BRAND

Where does your audience go to gain product information?

How can you target this area?

If they are not talking, how can you get them talking?

What benefit does your brand provide to your audience?

What would they say about your brand?

What do you want them to say about your brand?

Additional Notes:

KEEP SWIMMING

This point is about harnessing one of the greatest, if not the greatest, assets that an entrepreneur can have - the ability to persevere. A true entrepreneur will stand up against all odds, after being knocked down ten times in a row, only to get back up stronger than they were before. They think creatively in order to overcome the blockades in their path.

The exercise seems simple, but if put into practice it can be one of the most useful prioritizing tools you can use in business. I want you to list 5 major challenges you think your business will face in its growth. For each challenge, I would like you to think of a solution. You can refer to the other SHARK points to overcome these challenges.

PROBLEM

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WHO CAN HELP

HOW CAN THIS PERSON HELP

--	--

SOLUTION

--

PROBLEM

--

WHO CAN HELP

HOW CAN THIS PERSON HELP

--	--

SOLUTION

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KEEP SWIMMING

PROBLEM

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WHO CAN HELP

HOW CAN THIS PERSON HELP

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SOLUTION

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PROBLEM

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WHO CAN HELP

HOW CAN THIS PERSON HELP

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SOLUTION

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PROBLEM

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WHO CAN HELP

HOW CAN THIS PERSON HELP

--	--

SOLUTION

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**NOW THAT YOU HAVE COMPLETED THE GUIDE
GO ONLINE AND POST ABOUT YOUR PROGRESS**

**USE #PowerOfBroke &
TAG ME @TheSharkDaymond**

I MIGHT SHOUT YOU OUT!

**THE
POWER
OF
BROKE**