



144 - Find your business vision with David Furze

Business Guru [David Furze](#) joins us today to talk about how to unleash your business vision.

David left the corporate world to create [Launch Commercial Solutions](#) in 2016.

He wanted to help entrepreneurs to fully realize their vision.

That process can be more difficult than you realize. You have to put in place the solid foundation that will allow you to hit your goals.

David shares the seven things that business owners always forget.

And he discusses how to find a *real* business coach that actually knows what they are doing.

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Timing is everything

The first problem for most business owners happens before they even start the business.

It's a simple question.

Why are you starting a business?

If are going into this for the wrong reasons you are doomed to failure.

Making a million dollars isn't a good reason.

Build a business on your passion.

When you have a clear mission that helps your customers understand who you are.

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Why are you starting your business? What are your goals?



Everyone needs a coach

Getting a great business coach can be a huge help.

The problem is finding a good one.

There are, literally, millions of people on the internet claiming to be business coaches.

That's given coaches a pretty bad reputation.

But David says they *are* important.

To find a great coach David recommends a few things.

First, if the coach is always starting sentences with "I" instead of "We" that's a dead giveaway.

They need to be focussed on you.

Coaching will help you to train on business concepts and planning.

They will help you to deliver strategy that will in turn help your employees to execute that strategy.

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What aspects of your business do you need help with?

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BusinessLegal : Lifecycle

Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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