

Your 3 Words for Success

{self-paced exercise 4 of 5 in Success Series}

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Success Series : Your 3 Words for Success

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This self-paced exercise is the fourth of five exercises in the Pink Spark Creative **Success Series** and it will help you identify three words that will guide you throughout the next year to ensure a successful creative business. This is a short exercise and will prepare you for the final exercise, Creating a 12 Month Plan. I changed the sequence of the last two exercises, in case you were wondering! Are you ready? Grab a notebook, your favorite writing utensil, and let's get started!

The exercise of choosing a word or words to guide your creative business throughout the year is not new. There are some folks who like to choose one word and then other who prefer to choose three. I like the latter option. Last year my main word was "joy" and my other two words were "clarity" and "simplicity". This will give you an idea of the types of words you will be thinking about in this exercise.

☉ What is your main word?

Your main word will be the one that you will bounce all of your creative business activities up to. For example, we'll use my word "joy". Every time I did something in my business (or my personal life for that matter) I asked myself if it gave or brought me joy. If it did, great; but if it didn't, I had to let it go. You can choose how strict you want to be about using your words as a guide, but I honestly feel it is best to choose your words wisely and follow through with making sure your actions speak to your words.

- > Write down the first words that come to your mind.

- > Now, look these words up in the dictionary and thesaurus. This will give you a better understanding of them. Jot the definitions, synonyms and antonyms down on the back of this paper. Think about each one and why you wrote it down.
- > Choose one of these words to be your main word. Your other two words do not have to coordinate or go with this main word. They can be completely different. More than likely they are words you just wrote down!

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☉ What are your other two words?

Repeat the three steps above. You may choose to write down whatever words come to your mind or reconsider each of the words you wrote down when choosing your main word.

A bonus step is to put each word on an index card along with its definition and see how the three words relate to one another. Or how completely different they are.

Are some of your words relatable to certain aspects of your business? You may find that they are!

Now think about how using these three words to guide your decisions will impact your creative business. The goal of the three word exercise is to give extra guidance when making not just every day decisions but the important ones as well. These three words should speak to the core beliefs of your business.

This simple exercise is easy to use each year or at any time you feel your business needs to get back on track. Sometimes one of your words will need to be updated over the course of a year, so don't worry if you find yourself revisiting this exercise before the next year rolls around!

You made it! You have successfully identified your three words for success!

Did you find this exercise helpful? If so, please drop me an email at lisa@pinksparkcreative.com and let me know what your three words are, why you chose them and how they will guide your business. If you are having some difficulty or you found this exercise complicated, time-consuming or ineffective, I want to know that too. If you know someone who may benefit from this exercise, share it with them!

The next self-paced exercise in the Pink Spark Creative Success Series is **Creating a 12 Month Plan!** If you're not already on the Pink Spark Creative mailing list, be sure you sign up to receive each of the exercises in the series [here](#).

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