

Survival. Success. Satisfaction.

The three levels of business, and how to know which one you're actually building from.

Every business sits somewhere on this pyramid. Survival is needing to make enough money to live, however that shows up for you. Success is knowing your bills are covered and your lifestyle feels comfortable, without the constant worry about where the money is coming from. Satisfaction sits above both, and it has nothing to do with how much you earn. You can be wildly successful on paper and still not feel it. You can also be years into your business and still be in survival mode, even if you are working harder than ever.



"Which layer are you building from right now, and is it the one you actually want to stay in?"