

# YOUR PRIMARY AIM

(From the E Myth)

*"The chief characteristics of the volitional act is the existence of a purpose to be achieved, the clear vision of an aim."*

*Robert Assagioli  
The Act of Will*

You'll be surprised to find out that your business is not the first order of business on your agenda. You are.

Your business is not your life, though it plays a significantly important role in your life. Before you can determine what that role will be, you must ask yourself "What do I value most? What kind of lifestyle do I want? What do I want my life to look like, to feel like?"

Your Primary Aim is the answer to those questions. Consider it from another perspective.

I'd like you to imagine that you are about to attend one of the most important occasions of your life. It will be held in a room sufficiently large to seat all of your friends, family, and business associates – anyone and everyone to whom you are important and who is important to you.

The walls are draped with lovely muted tapestries. The lighting is subdued, soft, casting a warm glow on the faces of your expectant guests. Their chairs are handsomely upholstered in a fabric that matches the tapestries. The carpeting is deeply piled. At the front of the room is a dais, and on the dais a large, beautifully decorated table, with candles burning at either end.

On the table, in the center is the object of everyone's attention. A large, shining, ornate box. And in the box is...you! Stiff as a proverbial board.

Do you see yourself lying in the box, not a dry eye in the room? Now, listen. From the four corners of the room comes a tape recording of your voice. You're addressing your guests. You're telling them the story of your life.

How would you like that story to go?

That's your Primary Aim.

What would you like to be able to say about your life after it's too late to do anything about it?

That's your Primary Aim.

If you were to write a script for the tape to be played for the mourners at your funeral, how would you like it to read?

That's your Primary Aim.

And once you've created the script, *all you need to do is make it come true*. All you need to do is begin living your life as if it were important. All you need to do is take your life seriously. To create it intentionally. To actively make your life into the life you wish it to be.

Simple? Yes. Easy? No. But absolutely essential if your business is to have any meaning beyond work. Because your business is going to become an integral part of that tape, a major contributor to the realization of your dream, a significant component of your Primary Aim.

Do you see why your Primary Aim is so important to the success of your business? With no clear picture of how you want your life to be, how on earth could you begin to live it?

How would you know what first step to take? How would you measure your progress? How would you know where you were? How would you know how far you had gone? How would you know how much farther you had yet to go?

Without your Primary Aim, you wouldn't. Indeed, you *couldn't*. It would be virtually impossible.

As with Mature companies, great people are those who know how they got where they are and how to get where they're going. Great people have a vision of their lives which they practice emulating each and every day. Their lives are spent living out the vision of their lives which they practice emulating each and every day. Their lives are spent living out the vision they have of their future in the present. And each and every day they compare what they've done with what they intended to do. And where there's a disparity between the two, they don't wait very long to make up the difference.

I believe it's true that the difference between great people and everyone else is that great people create their lives actively, while everyone else is created *by* their lives, passively waiting to see where life takes them next.

The difference between the two is the difference between living fully and just existing.

So before you start your business, or before you return to it tomorrow, ask yourself the following questions:

- "What do I want my life to look like?"
- "How do I want my life to feel on a day-to-day basis?"
- "What would I like to be able to say I truly know in my life, about my life?"
- "How would I like to be with other people in my life – my family, my friends, my business associates, my customers, my community?"
- "How would I like people to think about me?"
- "What would I like to be doing two years from now? Ten years from now? Twenty years from now?"
- "What specifically would I like to learn during my life – spiritually, physically, financially, technically, intellectually, About relationships?"
- "How much money will I need to do the things I want to do? By when will I need it?"

These are just a few of the questions you might ask yourself in the creation of your Primary Aim. The answers to them become the standards against which you can begin to measure your life's progress. In the absence of such standards your life will drift aimlessly, without purpose, with out meaning.

Your Primary Aim is the vision necessary to bring your business to life and your life to your business.

It provides you with a purpose.

It provides you with energy.  
It provides you with the grist for your day-to-day mill.