

THE ABSOLUTE
Entrepreneur



Leisa Wallace



Welcome to The Absolute *Entrepreneur*

Most of us were taught to build a business by starting with the outside.

The product. The marketing. The revenue goal. The strategy.

But what if we started with the source instead?

What if we began with the understanding that you already carry a unique light—a perspective, set of strengths, and way of serving that the world needs?

In mathematics, absolute value measures a number's distance from zero, regardless of whether it sits on the positive or negative side of the number line.

A +5 and a -5 may feel very different, but their magnitude is exactly the same.

Business works much the same way.

There will be seasons of growth and seasons of uncertainty.

Markets will shift. Strategies will evolve.

The **entrepreneurs who thrive** are not the ones who cling to a single business model. They are the ones who **know their source** and can adapt the container with confidence.



The Absolute Entrepreneur does not build her identity around a product, a strategy, or a season of success. She builds from the inside out. When the market changes, she pivots. When a container stops serving its purpose, she redesigns it. When one candle burns down, she carries the flame to a new one. Because the source remains the same. And that changes everything.

FINDING YOUR *Core*

BEFORE YOU BUILD THE BUSINESS, YOU
MUST UNDERSTAND **THE SOURCE.**

The strengths on the following pages are not skills, achievements, or things you have worked hard to become.

They are clues.

Clues to the qualities that have been present across your life—during success and failure, childhood and adulthood, certainty and uncertainty.



DOES THIS FEEL LIKE ME?

"Pay attention to the descriptions that make you smile.

The ones that make you pause.

The ones that make you think:

"Oh wow... that's me."

Circle every strength that feels like a natural part of who you are.

Don't overthink it.

Trust your first instinct.

As you read through each description, don't ask:

"Do I have this?"

Most people have all of these strengths to some degree.

Instead ask:

"Does this feel like me?"

"Has this always been true about me?"

"Do people describe me this way?"

"Would I still be this person even if no one applauded me for it?"



CREATIVITY

I naturally see possibilities other people miss. I enjoy creating, improving, imagining, and finding new ways forward.



CURIOSITY

I love exploring new ideas, possibilities, and questions.



JUDGMENT

I don't just accept things at face value. I naturally weigh ideas, look for patterns, and decide what feels true



LOVE OF LEARNING

I love becoming knowledgeable and skilled at things that interest me.



BRAVERY

I speak up, take action, and move forward even when something feels scary or uncertain.



APPRECIATION OF BEAUTY

I am deeply moved by beauty, excellence, inspiration, and moments that make life feel meaningful.



HONEST

Being genuine matters to me. I prefer truth over appearances and value authenticity in myself and others.



PERSPECTIVE

People often come to me for advice because I can see the bigger picture and help make sense of complex situations.



PERSEVERANCE

When things get hard, I keep going. I don't give up easily, even when the path is long.



SOCIAL INTELLIGENCE

I can often sense what others are feeling and adjust my approach to meet them where they are.



FAIRNESS

I care about people being treated fairly and believe everyone deserves dignity and respect.



LEADERSHIP

People naturally look to me for direction, encouragement, or stability during uncertainty.



LOVE

Relationships matter deeply to me. I naturally care about people and enjoy helping them feel valued and connected.



TEAMWORK

I enjoy working with others and helping a group succeed together.



HOPE

I naturally believe things can improve. Even during difficult seasons, I tend to look toward possibility.



GRATITUDE

I notice and appreciate the good things in life, even the small ones.



HUMOR

I enjoy bringing lightness, laughter, and perspective into challenging situations.



PRUDENCE

I think before I act and try to make decisions that support long-term success.



FORGIVENESS

I don't believe people should be defined by their mistakes. I naturally look for the good and believe growth is possible



KINDNESS

I notice when people need support and genuinely want to help.



ZEST

I bring energy and enthusiasm into what I do. I enjoy being fully engaged in life.



HUMILITY

I don't need to be the center of attention. I am comfortable sharing credit and learning from others.



SPIRITUALITY

I feel connected to something bigger than myself and draw strength from that connection.



SELF-REGULATION

I am good at managing my emotions, energy, habits, and reactions even when things are difficult.

FINDING YOUR *Shine*

HOW MY LIGHT REACHES OTHERS

While your Core describes who you are, your Shine describes **what others experience** because of who you are.

For example, two people may both have Creativity as a Core strength.

One expresses it by designing beautiful spaces.

Another expresses it by solving complex problems.

The Core is the same.

The Shine is different.

Your Shine is unique.

Your Shine is not what you do.

It's the impact you naturally have on the people around you.

Perhaps people feel calmer.

More hopeful.

More understood.

More courageous.

More seen.

These are clues to your Shine.

As you read through the next pages, circle the expressions that make you think:

"People often tell me this."

"This happens naturally when I'm at my best."

"Others seem to experience this around me."

Don't choose the qualities you wish you had.

Choose the ones that already appear.

Your Shine is not something you create.

It's something you recognize.



Shine

When I'm at my best, people....



CONNECTION

- Feel less alone
- Feel heard and understood
- Feel connected
- Find belonging



CLARITY

- Gain clarity
- Understand complexity
- Recognize patterns
- Know what matters most



POSSIBILITY

- See possibilities
- Feel hopeful
- Find courage
- Believe change is possible



PEACE

- Feel calm
- Exhale
- Feel steadier during uncertainty
- Feel at peace



GROWTH

- Feel supported in their growth
- Feel more confident
- Trust themselves more
- Feel empowered



DIGNITY

- Feel valued
- Remember their worth
- Experience integrity
- Feel respected



INSPIRATION

- Feel energized
- Awaken imagination
- Create positive change
- Hold a larger vision



BEAUTY & WARMTH

- Experience warmth
- Discover beauty
- Feel welcomed
- Experience joy

MY BUSINESS *Container*

How you carry your light into the world.

Introducing Your Business

This is not the place for a formal business plan or a polished elevator pitch.

Instead, think of this as introducing your business to a friend.

Don't worry about getting it perfect. This is simply a snapshot of your core, your light and the container you've built to carry your light into the world.



Business Name _____

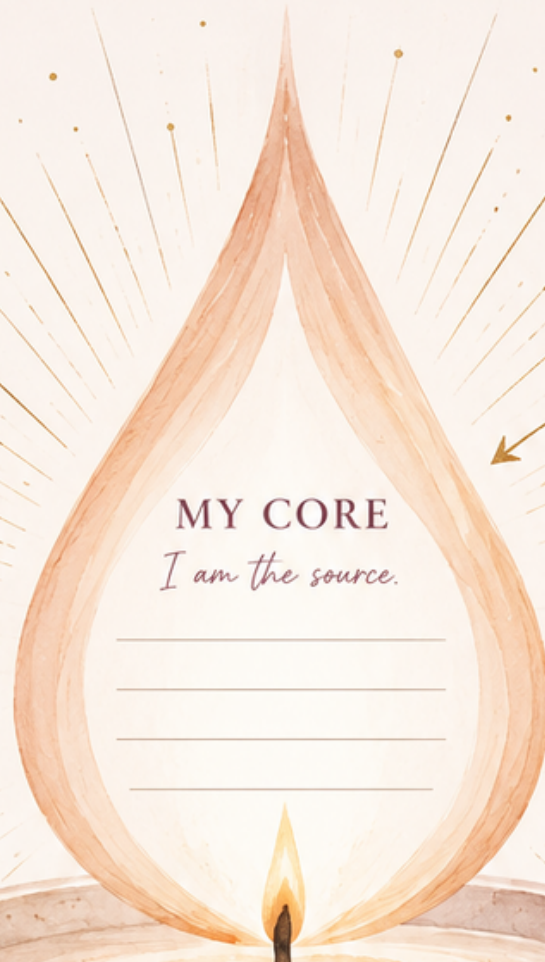
My Core is _____

My shine is _____

To carry this light I am _____

So I can reach _____

Bringing It Together



MY CORE

I am the source.

MY SHINE

This is how I shine.

MY CONTAINER

*This is what holds,
focuses, and directs my light.*

Elements of business

Strong containers are built from many interconnected parts working together.

Just as a house requires a foundation, walls, doors, windows, and a roof, a business requires many different containers working together to support



Check the areas that are strong and star the areas that need attention.

BUSINESS CONCEPT

How I package my light.

- ☐ Business Idea
- ☐ Products & Services
- ☐ Revenue Streams
- ☐ Customer Experience
- ☐ Market Position

CUSTOMER RELATIONSHIPS

How people discover and trust my light.

- ☐ Networking
- ☐ Marketing
- ☐ Sales
- ☐ Communication
- ☐ Branding

ELEMENTS OF BUSINESS

ORGANIZATION

How I sustain my light.

- ☐ Legal Structure
- ☐ Business Processes
- ☐ Partnerships
- ☐ Team Members
- ☐ Ownership & Leadership

OPERATIONS

How I support my light.

- ☐ Financial Systems
- ☐ Funding
- ☐ Production & Delivery
- ☐ Technology
- ☐ Facilities & Workspace

Pricing

for the Absolute Entrepreneur

Many entrepreneurs struggle with pricing because they accidentally confuse their worth with their offer.

The Absolute Entrepreneur knows the difference.

People don't pay for your worth.

People don't even pay for your light.

People pay for the experience of receiving your light.

Rate each area from 0 (needs help) to 5 (excellent)



ADD YOUR SCORE TOTAL _____ / 40

If your score is
1-15

Your light may be strong, but your containers need attention.

Focus on strengthening trust, clarity, support, and customer experience before increasing prices.

If your score is
16-25

You have a functional container.

Before raising prices, look for opportunities to improve the customer journey and reduce friction.

If your score is
26-35

Your containers are creating meaningful value. You may be underpricing.

Consider whether your pricing reflects the full value customers receive.

If your score is
36-40

You are providing support, clarity, convenience, and transformation.

Your pricing should reflect the complete experience, not just the transaction.

**To Raise My Prices,
I Do NOT Need To:**

- ☐ Become a better human
- ☐ Prove my worth
- ☐ Work myself into exhaustion
- ☐ Earn permission
- ☐ Be perfect
- ☐ Have everything figured out

To Raise My Prices, I CAN:

THIS IS MY LIGHT.
This is my business. This is my impact.



When I know my **Core**,
honor my **Shine**,
and intentionally build my **Containers**,
I become The Absolute Entrepreneur.



Authorleisawallace.com



Worth isn't earned.
It's remembered.

