

# THE BUSINESS ICEBERG

## The things we think business is about

- Product
- Packaging
- Logo
- Price point
- Social media

## The things business is really about

- Goals
- Purpose
- Inspiration
- Adjusting after failure
- Creating Systems
- Personal growth
- Audience building
- Problem solving
- Messaging
- Mindset
- Doubt
- Fears
- Profit planning
- Leveraging time
- Beliefs
- Mental health