

“If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes.” Andrew Carnegie

### **Starting a business? Here are Resources You Have Right Under Your Nose.**

I have found, with the clients I work with, that they almost always underestimate the resources they already have right here and right now to get started on their new business. If you find yourself doing the same, let me remind you of what you have.

Number one. You have lots of life experience. Everything you’ve done up until this very moment, whether it felt like a success or failure, has taught you something. Your experiences taught you many things that you can bring to your new business. Think about the skills and knowledge you already possess. You may have great organizational skills, interpersonal skills or writing skills. You may have a lot of knowledge in an area you have a strong interest in –maybe tai chi or travel or caring for aging parent (just a few to get your creative juices flowing). This is a powerful resource!

Number two. You have access to information like no one else has had in the history of our planet! For any question you have about starting your business, you can most likely find some good answers on the internet. Using the tai chi example, I “Googled” the term tai chi and found 14,400,000 entries. Yikes! But right up front, I found a tai chi magazine, online classes, schools that teach tai chi, articles about tai chi and health and special information for seniors about tai chi. You can learn a lot here. Caution. Don’t think that because there is already a lot of information available about your potential business area, that there is not a need for your new business! You are unique. You can reach certain people in a way no one else can. When you get clear on your business and align it with who you are, you will be like a lighthouse shining your beam and attracting just the right people to your products and services.

Number three. You have access to professional organizations. There are professional associations for all kinds of businesses –when you find one in your line of business you will have access to invaluable information, conferences and like minded people willing to share information with you. For example, there is a national beer drinkers of America association, an international scrap booking association [www.wescrap.com](http://www.wescrap.com), a national quilting association and I found 17 associations when I looked up astrology on a website of associations at [www.asaecenter.org](http://www.asaecenter.org). Using our tai chi example once more, I found several national and international associations and then decided to get more laser focused on associations within Southern California, where I live. I found several including specialty areas (having a narrow specialty in your business actually brings in MORE money!) such as the Aerospace Employees Association Tai Chi Club and the Tai Chi for Arthritis Association. See if you can find a few associations for your interests.

Number four and most important of all, you have your mindset. You can train your mind to help you succeed. And if you don’t train your mind, you won’t succeed. All outcomes begin with your thoughts. One powerful way to train your mind is to set goals. Oh sure,

you've heard this before, but did you know that the Small Business Administration tells us that 97% of the population does not set goals! That's incredible.

Successful people set goals. Here's a few examples from the very wealthy. Warren Buffet asked his managers to set goals and to keep employees focused on them. Bill Gates and 189 world leaders came together at the United Nations to design a roadmap for ending extreme poverty, disease, and hunger. Together, they created eight objectives—known as the Millennium Development Goals (MDG)—and agreed to achieve them by 2015. On Thursday, September 25, 2008, these leaders met again to renew their commitment to achieving these goals and set practical steps for action. And here were some of Oprah Winfrey's goals: Go to college, have her own TV show, have more African-Americans in TV and movies and stop child abuse.

Your action step today is to set some goals. Be specific. For example, I will have business cards made is not specific enough. I will have business cards made by 5:00 pm on November 10 is better. I'm not going to request a certain number of goals, but I would suggest you write at least one for several areas of your life. Although our work together is focused on starting and succeeding in self employment you love, in order to be effective AND happy you'll want to include goals for these seven areas: financial goals, career/business goals, free time/family time, health/appearance goals, relationship goals, personal growth and making a difference.

Also, set one BIG goal. One that would be a real breakthrough for you. Some examples: publishing a book, attaining a degree or credential, or earning an extra \$3,000 a month. Now write down your specific goals and read them 3 times a day. Carry your most important goal, written on a card that you can keep in your wallet or in a place that you see often throughout the day. You will activate your amazing powerful subconscious mind and train it to find opportunities, increase your motivation, stir up your creativity and help you to see resources all around you.

Next article we'll talk about uncovering your passions –what business do you want to be in?