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Tap the Ultimate Source of Abundance: How to Put More of YOU into Your Business

By Amanda Murphy

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by: **Amanda Murphy**

Corporations ignore consumers' real needs...Company leaders engage in questionable business practices...Business owners and employees do work they don't enjoy simply to pay the bills...such is the state of today's business world.

The key to bringing the world back to life will also bring you abundance in your business. The world needs people who are vibrantly alive and ready to build a new kind of business. We need businesses that express our missions as human beings and make a contribution to the planet - and thrive in the process.

You will create a magnetic attraction when your vision, your values, and your vocation are perfectly aligned. When planning a business, very few people take the time to look inside, to align their unique natural gifts, talents, and desires with the product or service their business provides.

Answering the following questions will help you attract abundance through your business. When you have done this, you will thrive in ways you cannot imagine.

1. Why do you do the work you do?

Most owners are in businesses because they saw an opportunity or because they have some professional experience they can conveniently sell. Their business is simply what they do and does not necessarily reflect their greatest talents or passions.

However, if you take the time to examine your gifts, your talents, and the particular message you have for the world, you will discover inspiring ways to earn money by sharing those talents. When your business expresses who you are, clients instinctively recognize that you are sincerely and personally committed to their happiness and success. No one can fake true concern.

2. With whom do you want to work?

Most business owners have customers or clients they dread dealing with, yet they continue to do business with them month after month. Whether you realize it or not, your customers know what you're thinking about them.

Therefore, it is in everyone's best interest for you to be proactive and "fire" clients who are not a good fit for your business. This will free you to focus on the people you care about. When you do business with people you like, they will naturally bring out your best work and inspire you to become better at what you do. Your better efforts will attract more perfect customers who will inspire you further. From there, your ability to thrive is unstoppable.

When the right prospective customer crosses your path and you can clearly and simply describe exactly what they are feeling, they are captivated. They feel understood and validated, and they will

trust you to take care of their concerns.

3. What do you do for your clients?

Generally speaking, a customer's primary concern is to find someone who can solve their problem and make their pain stop. Therefore, you need to see your business from your customer's perspective.

For example, instead of saying, "We provide accurate, professional bookkeeping services," say, "We make sure you have the precise financial information you need, when you need it." Rather than making a statement of fact, such as, "We are attorneys who specialize in small businesses," present your service through their eyes, as in, "We take the mystery out of protecting what you've worked so hard to build." Make a list of the benefits your customers will receive as a result of working with you or buying your products. Make sure each one is stated in specific terms a client can identify with, and then market this to your customers.

4. How do you set yourself apart?

Becoming an expert in your field is the best long-term way to attract abundance. You don't need to have all the answers to be an expert; in fact most experts rely on many other professionals in and out of their field. What makes you an expert is your will, your drive, your passion, your confidence, and your ability to create solutions for your customers' needs.

Remember, people draw conclusions about things and about each other within a matter of seconds. You may have 20 seconds to convince a potential client or customer that you are the solution to his or her problem. After that, you become lost in a current of information overload. So set yourself apart from the crowd, and watch your business soar.

5. The Final Key To Building an Abundant Life: What Permission Do You Need To Give Yourself?

You already know deep down what you want to do. You have an idea what changes you need to make

in your business. You know what's not working.

You may be holding yourself back from taking the actions you know you need to take. Somewhere in your subconscious you may be following harmful "rules" you've made for yourself. You may believe you don't deserve wild success. You may believe that work can't be fun. You may believe that you owe it to those around you to maintain the status quo.

When you identify your restrictive beliefs, you can decide to let go of them. Be truthful with yourself. What permission do you need to give yourself to make all of your dreams a reality? Some examples may be: "Fire (or hire) those three people," "Take only the jobs/assignments that I would enjoy," or "Make more money than anyone I know." Be specific.

The Sky is the Limit

You now have the tools to develop a business strategy that capitalizes on your unique abilities and interests. Since many people are unable to objectively observe themselves, if you have difficulty answering any of these questions, brainstorm ideas with a business partner or a business coach. This is important, because the sooner you incorporate these abilities into your business presentation, the more prosperity you are able to attract. You will know what you have to share with the world, and this

knowledge is your single most powerful wealth–attraction tool.

Any of your competitors can read the same business books and articles you do, but none of them can duplicate your heart and soul. Find the right answers to these five questions and you can be certain your prospects will say, "I have GOT to work with you!"

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Amanda Murphy is co–author of the new bestseller "Create the Business Breakthrough You Want: Secrets and Strategies From the World's Greatest Mentors." To find out how Amanda can help you create the breakthrough you want, visit

At Thanksgiving, Tap into Abundance

By Louise Morganti Kaelin

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Many of us live in a state of `scarcity' thinking. We find it incredibly easy to imagine the worst happening. We also feel extremely justified in feeling that way because we are bombarded daily with extremely negative and disturbing news. All of this negativity confirms our belief that, well, that life sucks and then we die.

My personal theory is that this is a very definite `chicken and the egg' scenario. I believe we get all that confirmation because our belief is so strong, not that our belief is strong because of all that evidence.

For example, have you ever bought a new car (or really, really wanted a particular model)? Suddenly, you're driving down the road and every second car seems to be the car of your choice. Is that because all of a sudden there ARE MORE cars of that make and model out there? Or is it because your consciousness is more TUNED IN to that car?

It's the same way with energy. We all know how effective it is with negative energy, but the truth is it works just as effectively with positive energy. It does help, however, if we are familiar with the feeling we are going for. We all know we want to be happy, or joyful, or confident, but it's hard to truly experience the feeling because it's not a feeling we're used to.

How do we shift from scarcity to abundance? One way is to start practicing `feeling' abundant. Thanksgiving in the States is a perfect time of year to tap into that feeling, and I'm sure there are other holidays around the world that would allow this same experience.

When we think Thanksgiving, we tend to think of food, and family, and football (usually in that order!). There is a feeling of `fullness' that comes with that image. We actually find ourselves smiling that `satisfied' grin associated with Cheshire cats just at the memory. These physical responses just come unbidden. In fact, if we `try' to feel that happiness, it tends to dissipate. The key is to `remember' the feeling and not `try' to feel it.

Make this coming Thanksgiving into an abundance—consciousness day. Let the feelings that come up fill your entire body. Enjoy the holiday to its fullest and create an

anchor that you will be able to tap into all year round. It is so easy to live in abundance consciousness when we have a deep, full and personal experience of what that means.

(c) Louise Morganti Kaelin. Louise is a Life Success Coach who partners with individuals who are **READY** (to live their best life), **WILLING** (to explore all options) and **ABLE** (to accept total support). Find many free resources to assist you in living the life of your dreams at <http://www.touchpointcoaching.com> For her free newsletter of insightful, practical suggestions for creating your best life, email <mailto:on-536@ezezine.com>

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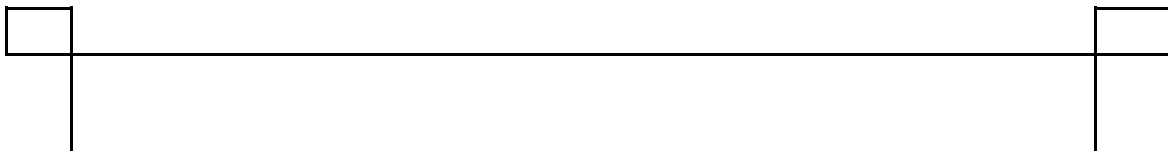
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