

Packed Full of Expert Advice

Guide to
**Home Based
Business**

Simple Yet Powerful



Succeed, Thrive & Be Balanced

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Introduction

By Phil Johncock

Facts

Home based business is a \$427 billion a year industry! Over 34 million households in the U.S. alone enjoy the tremendous benefits of working at home.

Some of the key benefits of a home based business are low start-up costs, flexible hours, being your own boss, and showing up in your sweats (one of my favorites). Over 40% of home based businesses require less than \$5,000 to start up.

The Internet is fueling the growth. According to the Small Business Administration, the Web and information technology (IT) have “made it possible for e-commerce” and have “enabled small, medium-sized, and home based businesses to compete more effectively in the global market. E-commerce makes it possible for more people to start their own businesses. The number of U.S. households that have a home based business currently exceeds 12 percent.”

Increasingly, people are using home based businesses as their primary income, not just a secondary or supplemental income. A report from the Small Business Administration states, “This year, nearly 20,000 entrepreneurs grossed more than \$1 million operating from a home-based environment.” That was eight years ago, too, in November 2000!

To address this rapidly growing “home based business” market, *Guide to Home Based Business* was conceived. It is an E-Book packed full of expert advice in 10 easy-to-read chapters. We are 10 successful home based business pro’s who have come together in a unique way to share our expertise with you. Each of us own a successful home based business in the USA (California, Minnesota, Nevada, Oregon, Pennsylvania, Texas), Canada and Denmark. Our chapters are organized around three goals vital to all home based business entrepreneurs:

Succeed, Thrive & Be Balanced!

In our *Succeed* section, you will discover secrets for building a strong foundation for your success. In *12 Steps to Creating a Successful Home Based Business*, John Maguire (founder of The Kinesiology Institute) shows you how your home based business can be a “great way to manifest abundance and personal freedom”; he provides you with “12 key steps that will guide you and insure your business success.” In *How to Evaluate a Home Based Business Plan for Success*, Ben Wechsler (founder of Benjamin Wechsler, Inc.) stresses the importance of your business structure; he unravels the mystery behind network and multi-level marketing. In *Can't Live Without IT*, Jane Bower (founder of Finding IT) provides you with the one thing that “any business, especially a home based business, can’t live without: a one-page, written mission, vision and values (MVV) statement about your business.” In *Succeed from Home by Reducing the Pain of Procrastination*, Marie Louise Steenbjerg (founder of The Dream Career) illustrates how brain research sheds light on how we avoid the pain of procrastination; she introduces simple, yet powerful “behavioral” tips to get rid of procrastination once and for all!

In our ***Thrive*** section, you will learn how to take your home based business to the next level. In *Get Rich! Brand Your Niche!*, I (Phil Johncock, founder of 4Grants.Net) show you how to shift your business success into overdrive by fine-tuning your unique talents and expertise (your “niche”) and positioning yourself in the marketplace in a way that helps “people find you and your unique talents quicker.” In *5 Keys to Maintaining Optimal Health and Abundant Energy While Working From Home*, Dan Topkis (founder of Super Busy Health) addresses the phenomenon of going for the quick-fix and popping a frozen entrée in the microwave, a recipe for disease; he shows how you can still be super healthy even if you’re super busy. In *How to Organize your Home Office to Excel*, Katherine Macey (founder of Organize to Excel) demonstrates how to increase your productivity by working smarter, not harder; her “I CARE” system is practical and easy to remember and apply to your business right away.

In our ***Be Balanced*** section, you will learn how you can sustain your passion while growing continuously. In *Journal Your Way to Success and Balance*, Michael Reeves (founder of Mastery In Motion) offers you a “free full time advisor, someone who could provide insight, perspective, direction and wisdom”; he explains the technique of “journaling” as a tool to balance body, mind and spirit on a daily basis. In *How to Overcome Distractions in the Home Office*, Dawn McIntyre (founder of Boldly Beautiful) shares nine simple, yet powerful “destructors” you can use to wipe out the top distractions you face; do these, she says, and you can accomplish as much in six hours as another person does in twelve. In *How to Be Balanced & Why Courage Is Key*, Debra Oakland (founder of Living in Courage) tells her story of leaving a “full time career in the beauty and fashion industry making great money” as well as the ups and downs of discovering her passion and reclaiming her purpose; she shows you how to find your life purpose by looking for what brings you into balance.

I am honored to introduce the *Guide to Home Based Business* to you. I am confident it will help you succeed, thrive and be balanced while working from home.

Enjoy!

Warmest regards,



Phil Johncock
Master Mind Group Leader
Founder of 4Grants.Net & BrandYourNiche.com

P.S. We would love to know what you think of our E-Book and how it has helped you. Please share with us your experience and any problems or questions the pro's can help you with. Please comment on our blog:

<http://GuideToHomeBasedBusiness.com/blog>.

SUCCEED

Chapter One

12 Steps to Creating a Successful Home Based Business

By John Maguire

Developing a home based business is a great way to manifest financial abundance and freedom. Congratulations on your decision to roll up your sleeves and embark on this exciting journey. To move forward, take these 12 key steps that will help insure your business and personal success.

1. Create a Vivid Vision of Your Business

Consider what your passion is and picture yourself doing that. Joseph Campbell said, “*Follow your Bliss.*” Imagine how you will feel doing what you love. See yourself being successful doing what brings you joy and satisfaction.

Develop a personal Mission Statement for your business that expresses your vision. Let people know this so you can attract both clients/customers and workers who are aligned and inspired by your mission. For more on this, see the chapter on creating a mission statement by Janae Bower.

Picture your ideal home office surroundings. What sounds will you hear? If you will be communicating with people over the phone, imagine the enthusiasm in your voice when you talk about your ideal business. Will you have the scents of fresh flowers or aromatherapy? The clearer your sensory experience is, the stronger the vibrational field you create that attracts your vision like a magnet.

2. Discover WHY You Are Creating Your Home Based Business

WHY you are building your business supplies the ambition to drive you to success. Tony Robbins asked many successful people what their key to success was and he consistently heard it was because they were hungry - they had a strong WHY. Motivational speaker Les Brown says, *“You got to be hungry.”*

Make sure your WHY, each goal and each dream is your own - not anyone else's expectation of you. Write down the reason WHY you want to start your own business and place it where you can look at it everyday for inspiration and motivation. This will keep your passion alive and keep you focused and moving forward.

Some examples are:

- To create financial independence so you have more time to spend with your family
- To help others who are in great need of your services
- To have the money and freedom to travel to exotic places around the world
- The bigger your WHY, the bigger your business will become. WHY you are in business may change as you achieve your personal goals.

3. Believe in Yourself

Develop certainty that you can create the successful home based business that you envision. Tell yourself you can do it. Think of other areas in your life where you have accomplished what you set out to and feel certainty that you can do it here. Henry Ford said, *“Whether you believe you can, or you believe you can’t, you’re right.”* Napoleon Hill, author of Think and Grow Rich said, *“Whatever you can conceive and believe, you can achieve.”*

Know that you deserve success and the world needs what you have to offer. As self-help guru Stuart Smalley on Saturday Night Live put it – *“You’re good enough, you’re smart enough and, doggone it, people like you.”*

4. Establish Your Goals and Targets

Just like your WHY, write your goals on paper and review them daily. You will head in the direction of where you place your Focus. Setting a goal or intention creates a magnetic field to attract opportunities, resources, people and circumstances to line up with your desired outcome. Make *S.M.A.R.T* goals - Specific, Measurable, Attainable, Realistic and Time bound.

For example rather than *“I will be very successful”* write *“I contact 10 people per day of which I convert 3 into ideal clients/customers, who highly value my services and do an average of \$3,000 of business with me over their lifetime. Doing this consistently I produce \$12,000 per month income within six months.”*

5. Make a Commitment

If you are clear on your vision, your WHY, your belief in yourself, and your goals, the next step is to make a commitment to really make this happen. People

that make it big in any field will agree that their success was driven by a steadfast commitment to their end result.

Open your calendar and write on today's date: "*Today is the day I committed to making my business a success and decided to reach for my dreams.*" You decide:

- Failure is not an option
- Nothing will stand in your way, you will overcome every challenge
- You and your family deserve happiness, fulfillment, and success

6. Create an Action Plan

Consider all the aspects to your business and list actions of how you are going to create success. This will change and evolve over time. Consider these phases of your business:

- Market Research
- Develop or find products or services
- Market and acquire clients or customers
- Follow-up with clients/customers
- Find employees or contract services
- Accounting
- Training and development of yourself and/or your staff
- What needs to be accomplished in the next thirty days, ninety days, six months, one-year and three years?

Divide the list into activities you love to do and are good at, and those you really don't enjoy or are not adept at. Find people to do things you prefer not to do, so you can focus on what you do best. www.Elance.com and www.CraigsList.com are excellent resources to find people who love to do what you hate to do for a very reasonable fee. Also look for people willing to barter with you.

7. Build Your Team

The championship teams in sports are always built of a team with strong leadership where everyone works together towards a common goal they believe in and each person is well suited for their position. Share your vision with people and find those that believe in your vision.

One of the keys to success is to “*Stand on the Shoulders of Giants*”. Draw from the success of others who have attained what you are aspiring to create by getting a coach and mentor. Join a mastermind group, where you can tap into the resources of others. You could work with an experienced or retired business owner such as mentors from the Small Business Administration. If you are in a network marketing company, take advantage of coaching calls and align with a highly successful person in your upline to receive guidance and inspiration.

Other team players can fill positions mentioned in Step 6, especially activities you do not enjoy doing or are not good at.

Make a list of 25 people who are your advocates. Contact each of them at least once per month via phone call, email, physical mail or in person. Let them know where you need assistance in building your new business venture. Ultimately, it's not what you know; it's who you know.

8. Develop a Marketing Plan

Identify your target market: describe the person who is your ideal client/customer, their age, sex, what their interests are and what motivates them. This will help you direct your marketing efforts. Explore efficient and cost effective advertising methods such as social networking and ways of developing an online presence. Developing affiliates who earn commissions on sales by emailing to their lists of

people who are in your target market and want your products or services is an excellent way to expand your business without initial cost.

9. Schedule Your Time and Establish Daily Routines

Dedicate times you will work on your business without interruption and create a space that is only for work. Start your day with 15 – 30 minutes to plan and prioritize your projects in an A B C D system and start with A activities that generate the highest income. Structure your day to include workouts and lunch time, as well as time for social interaction, but remember not to get carried away in idle conversation. Stay on task and meet your deadlines.

D activities are ones you delegate to others. Give your staff or assistants clearly defined outcomes and monitor their progress.

At the end of the day assess which activities were effective and which need to be eliminated or delegated. Make daily routines fun and stick to them!

10. Expose Your Business to New People Daily

Look for ways to create visibility to attract new clients/customers. Try a variety of marketing methods and track the results so you can determine what brings clients/customers to you. These could include: affiliate marketing, writing articles to be placed in trade magazines or ezines, being interviewed on TV or radio, email blasts, telemarketing, mailing postcards, leaving flyers in public places, brochures, and doing presentations to groups that are in your target audience. Further track what you do and how your client/customers find you.

Study your most successful competitors and observe their marketing strategies, but add your own personal twist. Create your market niche and upsell your competitors with more personal service and better prices until you get established.

11. Monitor Your Progress and Keep Your Eyes On the Prize

Are your results bringing you and others greater balance and happiness? Eliminate what tasks or negative thinking is moving you away from your desired results and focus on what habits move you towards success. Stay focused on what you want to achieve. Imagine and feel the success already happening. Create a vision board with photos and words that are meaningful to you. Proceed with integrity and the desire to serve humanity.

12. Celebrate Your Results

Celebrate each personal and business milestone you achieve. Reward yourself for the personal time spent and sacrifices made. Feel gratitude for your success and the universe will bring you more of what you are grateful for.

Positive thinking, motivation, and the consistent application of the above 12 ingredients will propel you forward to create a successful home based business that brings you satisfaction, abundance and freedom. Remember the joy is in the journey!

About the Author:



John Maguire is a holistic health and pain relief expert, who over the past twenty-five years has taught over twenty thousand people from 70 different countries. He is a senior faculty member of the Anthony Robbins Life Mastery University, where his students are continually amazed by the profound and rapid results they receive using his easy to follow methods.

As the founder and director of the Kinesiology Institute, John has created many professional training programs on optimizing health and performance that he has presented to a wide variety of doctors and therapists throughout North America, Europe and Africa. Drawing from his in-depth training with many of the world's leading experts in Applied Kinesiology, Touch For Health, Clinical Nutrition, Energy Psychology and Neuro-Linguistic Programming, John is known for his ability to make complex material practical and easy to understand.

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Chapter Two

How to Evaluate Your Home Based Business for Success

By Benjamin Wechsler

In this chapter, I am going to give you some hints and guidelines to assist you in evaluating a home based business, specifically one that is part of a larger network marketing business (in any of their forms). I am not going to try to analyze any home based business that is totally independent of any other company and operated strictly by you as an individual or partner, such as a small fudge shop, stationery business, or party planner, etc. Such independent businesses are so varied that they would require a separate discussion.

Network Marketing Is More Than You Think

Network marketing is a broader term than many realize. On the surface, proponents tend to describe network marketing as something we all do – we see a movie or go to a restaurant and then, if we liked it, **tell friends that we enjoyed it**. The difference is that in network marketing **you get paid to do that**.

By far, the vast majority of network marketing companies are multi-level marketing companies, though many use a variety of terms to try to distinguish themselves and/or distance themselves from “multi-level marketing.” There is a small minority of companies that are known as “binary” companies, and these use

a different model. We shall discuss them both.

Before we even get to the discussion of the types of network marketing companies, there are some initial criteria that can be listed. While it always seems to be advantageous to “get in on the ground floor,” the usual first test is **whether the company has been around for a minimum of six (6) years**. That particular milestone tends to be decisive as to whether or not a company is going to be around for the long haul.

This, of course, raises the question, “**How will a company survive that long if nobody joins?**” The answer of course is whether you want to be the one taking the chance. The countryside is littered with the thousands of network marketing businesses that did not survive and left millions of distributors wondering what happened to all of the effort they made.

A review of the company’s financial situation is important as well. While this writer feels it is not important whether the company is publicly traded, the financial statements should be available regardless.

- Is the company increasing sales?
- Are the company’s own finances improving steadily?
- Is the company in a healthy financial situation?
- Have all payments always been made in a timely fashion to the distributors, has the compensation plan been changing?

These are the items to look at carefully. Ask questions to people who really know the answers.

Most Importantly: “Is The Company Properly Structured?”

This gets into the area of pyramid schemes. This is the most common question asked of people in network marketing – “Is this one of those schemes?” The unstated word is “pyramid” and it is often stated. While most people do not understand what a pyramid scheme really is, most network marketers try to get around it by pointing out that any organization is a pyramid: the U.S.

Government, any other government for that matter, any religion, large and small companies, and virtually every single organization – with a leader at the top and increasing numbers of people as you go further down into the organization.

You do need to ask some important questions:

- Does this company make its money by selling products or services (required)?
- Does it or its distributors make money simply signing up new distributors (a big danger signal)?
- Are you being asked to make a very large investment in products or materials (anything over six or seven hundred dollars should be looked at carefully)?
- Are income estimates based purely on the number of people you recruit (bad)?
- Does the company promise that you will be “rich overnight” (cannot be true and legal)?
- Are you being shown checks allegedly made by other distributors (this is not allowed)?

It is vital that you check things out for yourself. Go to the Better Business Bureau for the city where the business is headquartered and check for complaints (this

can be done online). Do not sign up on the spot, nor be pressured to do so. If it is real, you have time to look it over and think about it. Do not be afraid to ask to see the details again or in more depth, and do not be afraid to ask questions.

You can get more information from the Federal Trade Commission's web site – www.ftc.gov - and look at the links for business opportunities, etc. Keep in mind that if you join one of these companies, you are liable to the customers you talk to for everything you say. So make sure you trust the company and people you are working with.

What Is Multi-Level Marketing?

The largest single segment of the network marketing business, by far, is Multi-Level Marketing. Multi-level marketing plans have a variety of names: multi-level, forced matrix, unilevel, etc. Multi-level marketing, as we know it today was started in the '50's by Amway. While Amway has, by and large, spent decades creating a bad name for itself, do not dismiss the millions of distributors who have been part of Amway at one time or another, and the entire field of network marketing owes a debt of gratitude for the path that Amway has blazed.

When Amway started, the U.S. Justice Department accused them of running a Ponzi (pyramid) scheme. However, Amway proved that network marketing was not in and of itself an illegal pyramid. That being said, multi-level marketing systems pose some real challenges to the potential distributor. Not that some distributors do not succeed in multi-level systems, but the vast majority do not succeed.

Regardless of the name, multi-level systems have a fairly common setup – you are on the top and below you there is a level of distributors (Level 1) for whose sales you make the highest percentage. Distributors brought in beneath people on

Level 1 are on Level 2. You make a slightly lower percentage for sales made by Level 2 distributors. Distributors brought in by Level 2 distributors are then on Level 3 and you get a lower percentage than Level 2. Generally speaking, multi-level systems pay down four to six levels, after which you make no income from distributors lower on each line.

You can almost picture a marionette or puppet with a board and strings hanging down with perhaps beads on each string. Some multi-level companies put the people in a rotation into a table (forced matrix). Some have played with the percentages keeping larger percentages on the second or third level just to give you an incentive to work with people on these levels. Most but not all have a system of breakaways so that when someone builds a really big and strong line below you, they breakaway and become their own distributorship no longer under you, and you get a small override rather than the full percentages you were getting earlier.

The basic issue this writer has discovered with multi-level marketing systems is that you have the greatest incentive to put new people on your first level because you make the most money from people on that level. You have no incentive to work with someone beneath you in your organization, as you want to spend your time building on your first level. Your income is highest on the first level, but security comes from having long lines hanging down. Therefore *income* is a horizontal line at your first level, but *security* (safety that if someone becomes inactive others below will pick up the slack) is a vertical line down from each person on your first level. This is a critical conflict, you want to build one way, but you need to build the other. The other major problem is that most people do not bring in many distributors – **the national average is 2.8**, not the 10 or 20 multi-level companies would have you believe you can realistically do. Again, we are concerned with the average person, not the exceptional person who can bring in large numbers, and by sheer force of numbers will find a few who will

build in depth.

What Is a Binary System?

The other major network marketing system is a binary system — you only build two legs. Technically you only have to bring in two people though more would be good. Remember here that the **average number of distributors brought in is 2.8!** If you bring in a third person, he/she goes in below one of the first two you brought in. Most binary companies do not count levels and pay to either infinite depth or a very high number of levels. So, it helps you just as much to put someone underneath one of your existing distributors or under someone they brought in, etc. Therefore your income goes up and down each leg and so does your security. The conflict we find in multi-level marketing does not exist in binary systems. **The chances of succeeding in a binary plan are much higher than a multi-level plan.**

The other things to consider are:

- How much product do you need to buy as a minimum?
- How fast can you get additional products?
- How often do you get paid?
- How good is the training system?
- How long do purchases stay in the system to build up and generate commission checks?
- How often has the pay plan been changed? Have those changes been positive or negative?

Legal and real network marketing companies do not provide “get rich quick” opportunities. They do not generate income for no work. You only have to work part-time, but you have to put in your share of the effort. **If you are willing to put in the time, learn how to do it, you can do it.** If you are not going to do the

work, you are going to fail.

About the Author:



Benjamin Wechsler has over 25 years of professional experience in education, technology sales and consulting, arts administration, web design, CRM consulting, knowledge management, and online communications consulting. Through his work with public schools and colleges as a teacher, then consulting with large school districts and teachers in the implementation of technology, Mr. Wechsler began to formulate a process that continually resulted in success with his clients and students.

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Chapter Three

Can't Live Without IT – The Answers, Solutions, Examples, Reasons and Next Steps YOU NEED to Develop a Mission, Vision and Values Statement for Your Home Based Business

By Janae Bower

Notice the title of this chapter starts with can't live without IT. IT is the "one thing" I believe any business, especially a home based business, can't live without: a one-page, written mission, vision and values (MVV) statement about your business. Here's what you can't live without that you'll learn from this chapter:

- Answers to the 5 most commonly asked questions you and others have
- Practical solutions for overcoming the 3 main objections to doing them
- Eight compelling reasons YOU MUST have one for your business
- A simple, one-page example that you can use as a template for creating yours
- Three practical, next steps outlined for getting you started

Q. What Do You Mean By Mission, Vision and Values Statement?

While there is no right or wrong way to describe a MVV, my research and experience shows common threads that I've included in my definitions.

A **mission** represents who your business is. It is an affirmative statement that expresses the purpose of your business.

A **vision** represents what you dream about becoming, having or being for your businesses. It is a future-oriented, compelling action statement that expresses the ideal for what you want in all the areas of your business.

Your **values** define what you believe in and stand for - the ideals for how you want to conduct your business. Knowing the beliefs or principles for guiding your business, you can tailor your behavior to match what you value.

For example, Starbucks combines its mission and vision into one statement that conveys both who they are and where they want to go: "Establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles as we grow."

A couple of Starbucks values and guiding principles:

- "Provide a great work environment and treat each other with respect and dignity."
- "Develop enthusiastically satisfied customers all of the time."

Q. I Have Some Objections to Developing an MVV for My Business. How Can You Help Me Overcome These?

I hear many objections as to why business owners don't create an MVV, the three most common being:

1. **Lack of time.** Many entrepreneurs put in tremendous hours every week just to operate their business. Doing an MVV is the last thing that they feel they have time for.

Solution: Taking time to do your MVV in the short-term will actually save you time in the long run. Yes, it will initially take time to reflect, review and reassess your business in order to develop your MVV. Yet in the long-term you will save time because you've determined the right direction for your business.

2. **Lack of interest.** You probably started your business because of something you are passionate about. An entrepreneur that starts a lawn-care or technology business may have little interest in officially defining the purpose, dreams and standards for their business.

Solution: Doing this might not seem interesting to you at first. Yet if you knew that doing so would help you become more profitable and successful in the long-term, I think this would become very interesting to you!

3. **Lack of expertise.** As entrepreneurs we need to have so many areas of expertise and writing a great MVV isn't one you feel is a necessity.

Solution: Great news – you don't need it! YOU are the expert for you business and that is all you need to create your MVV. There are experts, guides and tools available to help you with the process of creating your MVV. I became an expert in this process by reviewing everything out there when I created a MVV for my soon-to-be business. What I realized was lacking is a step-by-step guide and fill-in-the-blank template for those who want to quickly and easily create their MVV. So I developed one that has tremendously helped others and me along the way. (Go to my website www.findingIT.com to find out more.)

Q. Why should I have an MVV for my business?

Whether you are a home based business of one or many, having a one-page statement that defines, sets goals and establishes standards for your business is the key foundation for running a successful business.

Here are 8 compelling, must-have reasons why you want to get started now creating or revising your MVV.

1. Provides direction and focus for your business that you intentionally create

Focused direction that you intentionally create for your business is critical to succeeding as a home based business. When you take time to go through the process of intentionally defining the purpose, goals and principles for your business the results are powerful. To create something with intention is to do so with a thoughtful and purposeful approach. It's not about going through the

motions and writing the buzz words that other successful businesses have as part of their MVV. It is about getting fully absorbed in the process of hand selecting the right words to convey the right meaning for your business. Your MVV should be an outer symbol of the inner expression it took to create it; and thus signify what's important to your business.

2. Documents the foundation to achieve your dreams and goals

It empowers you to put in writing the foundation for your business and what you hope to achieve. Research shows over and over again the power of writing out your goals and dreams. This one-page, MVV document becomes a great tool to share the aspirations for your business with others.

3. Ensures accountability to stay committed to what's most important in your business

Accountability is a challenge for many home based business owners because we don't have a boss that will hold us accountable to our work progress and objectives. Since we don't have this built-in accountability system at home, it's easy to lose sight of what's most important to our business or get distracted with the mundane tasks of running a business and working from home.

4. Becomes the brand or USP - unique selling proposition - for your business

How is your business going to stand out from the thousands of others out there who are competing for your same customers? Your MVV can help. For example, many businesses have a value statement around providing superior customer service. When I created the value around how I'm going to do this with my customers, I took the time to really think through what it feels like and visualize what is unique to my business and me. Thus it became integrated into a few of

my value statements.

- Honor Commitments: Uphold win/win partnerships
- Connect Intimately: Build cherished relationships
- Create Keepsake: Make meaningful experiences

5. Acts as a "governing constitution" in which you evaluate decisions and choose behaviors

Home based businesses often lack a governing constitution like a board of directors or a superior to help you evaluate decisions. Therefore, it's really important to have written rules or principles that guide you where you want to go and how you'll get there. Your MVV sets the standards and expectations for what you want your home based business to be. It expresses timeless beliefs that are both important and specific to your business.

6. Enables you to visualize what you want for your future

When you can see your future in your heart and mind, the chances of being able to achieve it are increased. Three years before I even had a business, I wrote the MVV for the business I hoped to create. You should review your MVV yearly to update and plan for what you want to create for the upcoming year. You should also review it daily. Looking at your MVV before you start your work day allows you to be aligned with your MVV and visualize a successful day.

7. Challenges, motivates and encourages you to go to the next level

When you are working from home by yourself, whom do you have to push you to reach your full potential? Your MVV can act as your mentor and coach to take you and your business to the next level.

8. Addresses all the areas you need to create a integrated, balanced perspective for your business

A good, solid MVV includes all the aspects you need to have a balanced perspective about your business. It should be a living, breathing document that you reassess simultaneously as you reassess your business. As your business evolves, your MVV can symbolize your business' evolution. It can include how much money you want to make, but also the difference or legacy you want your business to leave.

Q. Can You Show Me an Example of One?

Absolutely – I'll share mine with you and I've been a home based business owner for six years!

Mission

Inspirational business specializing in personal and professional development that provides inspiration, support and results to help others find IT – get to the heart of what matters most.

Vision

Inspire a world-wide Finding IT movement that touches millions of hearts and lives in people of all ages who make a difference.

- **Books & Products:** Sell numerous Finding IT best-selling *books and keepsake products*, encouraging others to find their purpose.
- **Finding IT Network:** Connect millions of needs with valuable Finding IT resources, enabling *Finding IT Network* members to achieve their dreams.

- **Training & Consulting:** Customize *training and consulting* expertise, creating raving-fan clients.
- **Speaking & Teaching:** Share Finding IT message by *speaking and teaching*, uplifting participants' potential to soar.
- **Fundraising:** Generously give back through *fundraising*, financially supporting important causes and groups.
- **Administrative:** Maintain *administrative* tasks and develop automated systems, keeping the business running efficiently and effectively.

Values

- Lead by Faith: Pray for God's purpose and guidance
- Honor Commitments: Uphold win/win partnerships
- Double-Check: Ensure absolute quality
- Connect Intimately: Build cherished relationships
- Create Keepsakes: Make meaningful experiences
- Be Different: Apply creativity and best practices
- Reflect: Integrate ongoing learning and measurement
- Return IT Backward: Show gratitude always
- Pay IT Forward: Share IT everywhere

Q. It All Seems So Overwhelming, How Can I Get Started?

The first three practical steps that I suggest are to:

1. **Commit** – First and foremost is to commit. Commit to a completion date; put your commitment in writing; and then share that commitment to another person. Commit.

2. **Collaborate** – Research and ask others about experts, tools and guides that you can collaborate with to help you. (We at Finding IT would love to collaborate with you – www.finding.IT.com).
3. **Create** – Have fun and just start creating it. It doesn't have to be written perfectly it just needs to be a perfect reflection of the business you've created.

About the Author:



Janae Bower is an inspirational speaker, award-winning author and founder of Finding IT. Finding IT specializes in personal and professional development to provide the inspiration, support and results to help others find IT – get to the heart of what matters most. Janae's expertise and enthusiasm for teaching IT is contagious - whether it's through her books, products, speaking, trainings, consulting, retreats, fundraisers or online resources. She has a Masters Degree in Human Resource Development and is adjunct faculty with many of the major universities in Minnesota. Find out how she can inspire and support you - go to www.FindingIT.com.

Website: <http://FindingIT.com>

Chapter Four

Succeed from Home by **Reducing the Pain of Procrastination**: Learn How to Make Things Happen

By Marie Louise Steenbjerg

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.”

--Mark Twain

The most common barrier to personal growth and development is our own imaginations. How much we accomplish is only limited by the vision and determination of our own minds. Look at these two sentences:

- If you think that you *can not* accomplish something, then you will ultimately fail.
- If you think that you *can* accomplish something, and you put forth the effort, you will inevitably succeed.

Often, personal growth is that simple. Success depends on whether you think you *can* OR you think you *can not*. It's your choice.

“If it is so simple, why can it be so difficult at times?” you might ask.

The answer can be found in the way your brain functions. In essence, your brain tries to either avoid pain or seek pleasure. Like most of us, you probably prefer the instant gratification that comes with avoiding a difficult or boring task. Even this primitive use of your brain, though, can be used to your advantage. It explains why some people have greater difficulties than others in achieving a goal or completing a task. Let me explain.

In the brain, there are nuclei called Amygdalae. These nuclei are the size of an almond. Science has proven that our basic emotions are strongly connected to these nuclei. In fact, it is Amygdalae that initiate the decision to fight or run if you suddenly come face to face with a bear. Amygdalae protect you, but are also responsible for keeping you in the same old habits or mental frames.

Emotions are associated with the functioning of your Amygdalae. These nuclei hold your beliefs and emotions but they don't judge them. They can be negative, positive or a combination. While you might think that their functioning is beyond your control, there is a secret.

Amygdalae are connected to the orbitofrontal cortex, which are just above the eyes. Brain researchers think the left orbitofrontal cortex is associated with positive thoughts while negative ones are connected to the right orbitofrontal cortex. To draw a simple analogy, imagine your conscious thoughts are in the orbitofrontal cortex (above your eyes) and the subconscious emotions (like fear) are in the Amygdalae (deeper in your brain). It is not actually scientifically correct, but the image will do for now.

Try this. Send positive thoughts called “affirmations” from your left orbitofrontal cortex to your Amygdalae. When you do so, you are like the gardener watering the flowers. The flowers are the positive emotions that grow with each affirmation the gardener adds. At the same time, the gardener pulls the weeds, and the negative emotions are removed. This is how positive affirmations work.

It is important to identify the beliefs that grow into weeds, which are taking over your garden. You have to make a positive connection between a conscious thought and any subconscious negative belief that is holding you back. It is the Law of Attraction that rules here. There are many articles and books describing the Law of Attraction on the Internet or in your favourite bookstore. My recommendations appear at the end of this chapter.

I will use my own story as an example.

I had very deep emotional experiences (weeds) keeping me from doing what I have always wanted to do. I call two of these “fear of rejection” and “fear of success.”

Eventually, I felt I was emotional burnt out, like I had come to a dead end. I had strong emotions associated with these fears. They had taken root in my childhood and held strong many years into my adult life.

For many new businesses, these fears emerge after a period of growth or a lofty but not very clear goal. As the expenses grow, each customer, each sale is important. A few rejections can put your budget in the red.

Businesses can also experience setbacks when the organization grows and the founder prioritizes products development over management. The comfort zone from the early days becomes a prison built on fear of success preventing the entrepreneur and the company as a whole in reaching the level of success the company wishes to reach.

I decided to transform my own fear of rejection and fear of success. I was strongly motivated to reach new goals. However, reprogramming my mind was not as easy as I thought.

My positive affirmations only worked partly as if they were only one half of the equation. The other half of the solution was to focus even more strongly on the question: “What would I like it to be like?” If fear of rejection was not the experience I wanted, what was?

I began developing new, easy changeable habits. I knew these were habits I would be using in my new life. Slowly, very slowly, the stronger habits took root.

One of my new habits was to “find role models.” Knowing that the task has been done by another person elsewhere made it easier for me to convince my subconscious that it could be done. I did not care if only one out of a thousand succeeded. I just convinced myself that if one person could do it, then I could, too.

Changing one habit at a time is not as easy as you might think. Habits are often woven into other habits. In these cases, I changed the entire group of habits all together.

Amazingly, my sense of inner harmony grew and grew. My fear of rejection disappeared. Notice the sequence. I changed my thoughts by watering my mind with positive affirmations. Then, I got the bonus of weeding out negative emotions. In my case, what was removed was my fear of rejection. That was a great bonus! The unwanted habits got reduced or completely eliminated.

The Law of Attraction says that if you focus on what you *don't* want, then you get more of that. If you focus on what makes you procrastinate, you will experience more procrastination. This in turn lowers your self-esteem.

My first attempt to make a change was when I told myself how I would like my goal to be. My subconscious, however, took it for a lie and rejected the affirmation. A seed was sown, but it didn't grow strong roots, at least not yet. I changed the affirmation along the way. My subconscious got used to changing affirmations. As a result, my deeper perception changed. Let me give you two examples:

1. Here is the first example. "I am so happy and joyful now that I accept myself." My subconscious rejected "...accept myself." "Acceptance" was the root cause of my fear of rejection. My new affirmation (that I used 5 times a day a couple of weeks) was "I am so happy and joyful now that I accept I have to change habits." When I could sense a positive acceptance of this affirmation, I returned to the original one.
2. Here is the second example. "I am so happy and joyful now that I earn \$XXXX in my business." This, too, was rejected. This time it was due to fear of success. I created a new affirmation (that I used 5 times a day a couple of weeks): "I am so happy and joyful now that I earn what I am worth." I had in mind, though, that I was worth more than before, but I didn't have a specific amount. When there was a small increase in both self-esteem (positive emotion) and income as a "proof", I returned to the original affirmation.

I have also experienced that by adding a basic rhythm to an affirmation, it is easier to speak aloud. Just change a few words so that it either rhymes or follows a tune you love. Harmony with a positive emotion (a fun rhyme or lovely tune) makes it more acceptable by your subconscious mind.

Changing an affirmation convinces your subconscious until the affirmation roots grows stronger. Beware though not to use the weaker affirmations too long. Learn to "read" your emotions or gut feeling so you know when to return to the stronger

affirmation(s). The only purpose of using a weaker affirmation is to break through the surface of the subconscious. When the doors of the subconscious mind are “opened,” you must ONLY use the “normal” stronger affirmation and emotions connected to reaching your goal. Without the stronger affirmations and emotions, you will ultimately fail. If you are unsure of this step, I recommend that you use a coach.

Today, I can exchange a habit as soon as I identify it to be in contradiction with a goal. I use two different methods:

1. I face the bad habit and go straight towards it like going over the mountain, or
2. I slightly change the bad habit to allow me to find a new way around. I reach my goal and gradually replace the old habit with a new one like going around the mountain.

Behaviour Change Model

Let's look at procrastination, again. It is helpful to know where you locate yourself according to the behaviour change model* below.

1. Do you know you procrastinate?
2. Do you want a change (as you are reading this far, you must at least be here)?
3. Do you take action (i.e., education, coaching, etc.) to help you get out of procrastination?
4. Do you keep your new habits (like a gardener does 24/7)?
5. Do you get the reward of reaching your goal and celebrate it?

*This is a modified version of the Transtheoretical behaviour change model.

Methods to changing procrastination are based on what motivates you to move from step two in the model to take action (step three). Even small steps are helpful. Keep the new habits for at least a month. If this continues to be a problem, find a stronger motivation, a stronger WHY. Or, use one or more of the ways to end procrastination in the list below. Take action again (step three).

Here are 9 great ways to change habits:

1. Have a clear and compelling vision.
2. Find a stronger motivation.
3. Find a stronger “WHY”. For example: “Why I want to (visualize your goal here) is ...”
4. Visualise your goal and simultaneously add a strong emotion like passion or desire.
5. Create or download a picture of your goal to your PC/Mac screen as a background picture or screensaver. You may add an affirmation as well.
6. Identify limiting beliefs, like “I’m not good enough,” “No one in my family has ever done that,” or “Do you think money grows on trees?”
7. Remove all negative self-talk during or after an incidence of procrastination. Accept it. Remember your goal. Then, say aloud “So what, next!”
8. Take a deep breath through your nose to the bottom of your lungs and breathe out through your mouth. Do this three times with closed eyes focusing only on the breath.

9. Find a connection between the positive emotion and action you are taking.

Remember to celebrate your passion!

When you want to make a decision, I believe you have all the information you need. If this is not the case, I suggest you make a list of pros and cons of “procrastinating” (and being OK with that) or “doing it now.” A list of pros and cons could look like the list below, which is a list I have used a lot, inspired from Alex Shelman’s blog.

Doing it now: Pain

- No time to relax
- Not having fun
- Doing something hard

Procrastinating: Pain

- Can’t really enjoy the time off
- Stressing about the task
- No satisfaction about leisure
- Will hand in unsatisfactory work
- May miss a deadline
- Could get fired
- Could get dumped

The trick here is to brainstorm your own list, for a specific task, then take a good hard look at it. You’ll notice that the pain from procrastination list will be longer and more severe than the pain of getting it done now.

Changing habits can be difficult. That’s why many both smaller and larger companies offer coaching programs to help you solve your problem. Even smaller

difficulties can be solved through coaching before they grow larger and block the way to your desired success.

To find the answer that suits you, you can choose to do-it-yourself. This works but usually takes more time. You could pay someone to guide to your own answers and solve it faster. But don't expect fast changes unless you are 1) highly motivated and focused everyday and 2) put only positive emotions and passion into your thoughts. Negative thoughts and especially negative emotions connected with limiting beliefs can return you to your old habits faster than anything else.

“People often say, ‘Motivation doesn't last.’ OK a bath doesn't either; that's why we recommend it every day.”
-Zig Ziglar

I ended procrastinating the day I had a clear and compelling vision and I knew what I wanted to do. The vision was the seed that was planted and grew into self-esteem by positive watering and weeding out negative thoughts. Removing procrastination in one area in my life did not always remove it in all areas. However, when I repeated what worked the first time, I learned to find the limiting belief much faster the second time.

Over time, procrastination reduced my self-esteem without me ever noticing. I was doing a lot of “cold calling” to prospects and was rejected many times. Consciously, I was working hard, but my emotions had gradually changed from positive to negative thoughts. After a couple of days, my self-esteem dropped, too. **You can't deliver value to the marketplace with low self-esteem.** I had to break that habit.

The solution was to change the way I sold my products. I discovered by turning the cold call into the warm call, it was easier to sell the products with the passion I always have had. If your goal is big enough, you can find a way that you enjoy achieving it, so your inner spirit and outer voice match how much you like your product or service.

Prospects can unconsciously sense your emotions. For example, you hear someone laugh very boldly and for a long time, you begin to smile and eventually laugh yourself.

I have experienced these benefits as a result of weeding out my fear of rejections:

- I reduced my pain.
- I got more done.
- I became better at keeping to my time schedules.
- I became respected.
- I was appreciated and recognized.
- I reached my goals.

Celebrations and blessings for your new life!

Marie Louise Steenbjerg

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About the Author:



Marie Louise Steenbjerg is coach and founder of The Dream Career and Shape Dreams. She has also had many years experience as a project manager. She has a passion for helping people achieve their goals in building and growing businesses including home based businesses while keeping an eye on customer needs.

Marie Louise Steenbjerg lives in Copenhagen, Denmark. She likes to travel and has been in California, Indonesia and 14 different European countries. Five of the countries hired her as coach or project manager.

Website: <http://theDREAMCareer.com>

THRIVE

Chapter Five

Get Rich! Brand Your Niche! Simple Yet Powerful Tools to Jump Start Your Success from Home

By Philip Johncock

"Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand."

-Tom Peters

Why Brand You?

When you brand your niche on the Internet, you position yourself in the marketplace. That is, you set yourself apart from the competition and help people find you and your unique talents quicker.

Here are three primary benefits to branding your niche on the Web:

1. **You save money!** Just follow the simple **brand-making tips** in this chapter. They include free resources already available to you online.
2. **You save time! Build trust** quickly with your audience. Establish credibility with an audience **fast**. Position yourself in the market place as an **expert**. Don't wait for others to brand you!
3. **You empower yourself.** The Internet brands you anyway. Find out how you are being branded in the section called "Google Your Name." Then, **take control** of branding your niche. Declare your expertise.

The Brand Called You

In the article *The Brand Called You*, marketing guru Tom Peters stresses the importance of branding: “Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. To be in business today, our most important job is to be head marketer for the brand called You.”

Start thinking of yourself differently. Start today! Start when the next person asks you what you do. Instead of giving a bland job title – like “I’m a teacher” – try something that **sparks conversation** and is benefit-driven. Say something like, “I help 14 year olds manage their time, set priorities, and stay focused so they can graduate from middle school, first, then graduate from high school and college and make more money doing what they love.”

Do you see the difference? “I’m a teacher” kills the conversation in its tracks. The second sparks interest and keeps the conversation going. It focuses on **what you have to offer that is unique**. It does not focus merely on a role you perform. It emphasizes the benefits others receive from you offering your expertise. You are not just a teacher. You are not just a manager at Bank of America. You are not just a consultant at Microsoft. You are not even just a home based business owner. You belong to no company.

You are not confined by your job description. As Peters claims, you are a “free agent,” free to choose the team you play with, free to call yourself something unique. You are more than your job title. You offer something of value that no one else does.

Stop here. Take some time to brainstorm and write down what you offer that is unique and benefit-driven. Then, read it aloud several times. Don’t continue

until you've done this. Don't cheat yourself!

Write down what you offer that is unique and benefit-driven.

I help _____.

Example: I (Phil) help home based business owners find and brand their niches online so that they can attract more clients (BENEFIT), save time (BENEFIT), make more money (BENEFIT), and connect their passions with world needs (BENEFIT).

3 Steps to Branding Your Niche on the Internet

What makes you unique is your genius, your “niche.” In marketing terms, a niche is a specific corner of a market that you secure by specializing in one type of product or service. Your niche is how you position yourself and take a stand declaring you expertise, position, forte and unique talents. According to *Forbes Global Business and Finance*, “Thanks to the Internet, small niche companies can reach mass markets in a heartbeat.”

Here are 3 steps to brand your niche on the Internet:

1. Brand your **expertise** by creating your own page on three of the “most trusted” websites, as determined by the search engines.

Examples:

Wikipedia

LinkedIn

SelfGrowth.com (“Expert” Page)

2. Use a tagline, nickname or consistent title in the **signature line** of all your emails.

Example:

David Riklan

Founder of SelfGrowth.com

#1 Self-Improvement Site on the Internet

3. **Solve people’s problems** on the Internet, **create more links to you**, and **ask for endorsements**. Participate in **blogs and forums**; when you see questions that people post that you can answer, solve their problem with your expertise. Review other people’s books, services and products and **give them your endorsements** and reviews (including your title and URL when you do). Ask other people to **endorse** you and your products and services. **Identify a problem** that people are looking for answers, like “How to Get a Scholarship for College”; provide a **service** (like a TeleSeminar) or a product (like an E-Book) to solve the problem.

Examples:

Answer Question on Blogs & Forums

Give Endorsements / Ask for Endorsements

Offer Services & Products to Solve People’s Problems

Google Your Names

Like never before, you can ride the popularity of the Internet to brand your niche. Some compelling Internet usage statistics point to how this is possible. In 2008, an estimated 1.4 billion people worldwide are online. In North America, more than 72% of the population uses the Internet. A 2004 survey showed that the average Internet user spent close to 3 hours per day online (versus 1.7 hours watching TV); 25% of the time was spent surfing and shopping. In 2008, time spent online each day has increased. I have quadrupled the time I spend surfing and purchasing products and services online since 2004.

Surfing and shopping on the Internet are two easy ways you can attract clients to you, as well as take a proactive role in branding your niche. Today, 74% of all Internet searches are done using two search engines: Google (47%) and Yahoo (27%). Here we will focus on Google. Let's focus specifically on "you" and take a snap shot of how you are being branded right now.

To take your snapshot, Google your name. Go to <http://Google.com> and enter your *surname* (mine is *Johncock*), *full name* (mine is *Philip Duane Johncock*), *preferred name* (*Phil Johncock*), and any *other derivations* of your name (*Philip Johncock*). Take some time.

Notice which sites come to the top of the list. Stop here. Don't go further until you've googled your names. Don't cheat yourself!

Answer four key questions:

1. How many web pages **feature you as an expert**?
2. How many of the websites that appear in the top 10 did you have a **direct role in branding**?

3. What are the **key words** (or “niche” words) that appear most frequently?
4. What **endorsements** show up?

What did you discover?

Here is what I discovered when I Googled my names in preparation for writing this chapter. First, I was **featured as an expert in ALL the sites** that came up in my search. Second, when I Googled *Phil Johncock* and *Philip Johncock*, I noticed that I had a **direct role in branding** the first three sites. When I searched *Johncock*, my own site (<http://johncock.com>) was #3, but it was #1 on Yahoo. Third, the **most commonly used key words** on my sites were “award-winning” and “grant writing.” Fourth, an **endorsement** from Jean Houston was near the top; this demonstrates the importance of asking for endorsements.

3 Trusted Sites

In my example above, when I searched *Johncock*, the #1 and #2 sites that appeared were Wikipedia sites, but not mine. The site ranked #5 for *Philip Johncock* was SelfGrowth.com. Wikipedia and SelfGrowth.com are both considered “trusted sites” by the search engines. You may have noticed, like I did, that Wikipedia sites frequently come up in the top 5 sites listed when I do a key word search on Google.

You can begin to brand your name (and niche) quickly and “for free” right now. This can improve your name-ranking dramatically! Create “expert pages” on the following 3 trusted sites that come to the top of Google and Yahoo searches:

- <http://wikipedia.org>
- <http://www.selfgrowth.com/experts.html>

- <http://www.linkedin.com>

Do you need help creating your “expert pages”? If you do, you will find everything you need at:

<http://BrandingYourNiche.com>

3 Ways to Find Your Niche

1. **Create a “tagline” for yourself** – A tagline is a signature phrase or slogan that sums up the tone or premise behind a product or service and reinforces the audience’s memory. For example, famed radio broadcaster Paul Harvey introduced factual stories on a variety of subjects with a surprise or "twist" saved until the end. He concluded with his signature phrase: "And now you know...the rest of the story.”

As a little trivia, do you remember what movies these taglines are from?
(You will find answers at the end of this chapter.)

Tagline or Signature Phrase

Movie or TV Show

“Be afraid. Be very afraid.”

“A long time ago in a galaxy far, far away...”

“To boldly go where no man has gone before”

Write down a **tagline or signature phrase** you can insert at the end your emails and presentations.

“ _____ ”

*Example: Kemal Amin "Casey" (a nickname) Kasem, Radio Broadcaster
"Keep your feet on the ground and keep reaching for the stars."*

2. **Choose a “nickname” for yourself** – A nickname is an informal “pet name” that is easy to remember. It could be a shortened version of your name, like “Ed” for Edward Murrow or “C.J.” a columnist in the *Star Tribune's* Twin Cities section. It may refer to your **job or title** (i.e., Dr. Phil). It may refer to your **special mental capacities**, like “Einstein” or “Sherlock.” It might be a **term of endearment**, such as “Little Buddy,” the Skipper's pet name for Gilligan on the TV series *Gilligan's Island*. A nickname could **distinguish you from other family members**, such as my “Uncle Junior.” It could associate you with a **specific geographical place**, such as Punxsutawney Phil (the groundhog who sees or doesn't see his shadow on February 2) in Pennsylvania.

Write down a **nickname** for yourself.

Example: Joe Vitale's nickname is Mr. Fire. (<http://MrFire.com>)

2. **Choose a special “title” that sets you apart** - Elvis is the “King of Rock and Roll.” Jack Canfield, co-creator of the *Chicken Soup for the Soul* series (a great brand name by the way), is “America’s Coach.”

Write down a **special title** for yourself:

_____ (your name) is “_____.”

Example: Loral Langemeier is “The Millionaire Maker.”

3 Case Studies

A key to your branding success is finding and modeling successful people. There are people who have been successful at branding their niches. Three are listed below. Study what they do successfully. Study how they grow their email lists and how they word their emails. So that you don’t clutter up your main email box, I recommend that you set up a unique “dummy” email address. Then, subscribe to their newsletters, E-Books, products and services. Notice how they market themselves and get their products and services out through the Internet.

Check out these three great examples of people who are geniuses at branding their niches on the Internet:

1. Jack Canfield – <http://JackCanfield.com>
2. Joe Vitale – <http://MrFire.com>
3. Tom Venuto – <http://BurnTheFat.com>

Your Gift

I have a special gift for you ... a free *Brand Your Niche* audio and ezine. Pick up your gift at <http://BrandYourNiche.com>.

Trivia Answers

Tagline

Be afraid. Be very afraid.

A long time ago in a galaxy far, far away...

To boldly go where no man has gone before

Movie or TV Show

The Fly

Star Wars

Star Trek

About the Author:



Phil Johncock helps home based business owners and people interested in attracting more clients, saving time, making more money, and connecting their passions with world needs. Named the "World's Best Grant Writer" with a success rate greater than 92%, he has helped thousands of people brand their niches through helping charitable agencies raise funds and get grants. In 2.5 years, he helped them generate **over \$1.2 billion** in funding. He is founder of 4Grants.Net, a leader in online distance learning since 1997 that helps individuals and charities get scholarships, grants, awards and funding to fulfill their missions.

Website: <http://BrandYourNiche.com> – Free Audio & Ezine

Website: <http://4Grants.Net> – Free Winning Grants Audio

Website: <http://FunUnlimitedInc.com> – Free Genius Contagion Newsletter

Website: <http://GeniusCourse.Net> – Free 10 Essential Genius Questions

Chapter Six

5 Keys to Maintaining Optimal Health and Abundant Energy While Working From Home

By Daniel Topkis, MS, CHHC

This chapter will cover five key areas to help you maintain abundant energy so you can be laser sharp focused on your work at home. I'll show you how to set yourself up for success, and how you can make simple, super healthy and delicious meals in less than 10 minutes. You can easily create a healthy lifestyle that will improve your overall health and help you lose weight if that is what you also desire.

Here are the 5 key areas we will cover in this chapter.

1. Creating A Healthy Environment
2. Planning and Preparation
3. The Formula For Creating Maximum Energy
4. What You Eat
5. How You Eat

Step 1 – Creating A Healthy Environment

To be successful in any endeavor you of course want to set yourself up for as much success as possible. Just as you would want a well-organized work area (environment) to maximize focus, creativity and thinking, you will also want to surround yourself with a healthy environment to support your well-being.

This begins with taking stock of all the unhealthy, non-supportive foods and drinks you have in your immediate environment. An assignment I highly suggest you take on is to go through and inventory all the places where you keep foods and drinks in your immediate environment. This would be your refrigerator, freezer, cabinets, shelves, and drawers. This also includes your garage shelves, outside refrigerator and freezer and anywhere else you keep foods/drinks.

Put aside (in a box or a bag) anything that:

1. You think is unhealthy
2. Is over six months old
3. Is in a can, bag, box, or container with 10 or more ingredients
4. Contains soy oil, corn oil, or cottonseed oil (look at your store-bought salad dressings)
5. Contains corn syrup or high fructose corn syrup
6. Contains artificial sweeteners such as aspartame, NutraSweet™, Equal™, saccharin or Sucralose™
7. Contains hydrogenated or partially hydrogenated oil

When you do this exercise, you may be surprised how many items you've put aside. Most of what you've identified are processed foods – foods with a long shelf life that have a long list of ingredients and that are difficult for you to digest. These foods also contain harmful ingredients that cause diabetes, cancer, and heart disease that will simultaneously add unhealthy fat over time.

Are Fancy Labeled Packaged Foods Good For You?

Packaged foods and drinks with fancy labels have a lot of marketing hype and millions of dollars of advertising behind them. They usually contain a long list of ingredients many people cannot pronounce. It doesn't matter if the packaging says “low-fat”, “reduced calories”, “heart healthy”, or if the product is called “Wise Choice”. All of these things should scream at you, “I'm not healthy.” “I am toxic to your body”, no matter what the label says.

In other words, smart marketing doesn't mean it's good for you. Think about this for a moment. Do you think Mother Nature in her infinite, divine wisdom intended you to eat packaged processed foods? Does any other animal eat these foods? I don't think so. You're smart, use your head. Please don't buy into their corporate marketing hype.

I'd like to make suggestions as what to do with the foods you've hopefully just set aside.

- a. Return them to the store for a refund
- b. Throw them out
- c. At the very least, put them in a box or bag and give them to a friend to hold and see if you miss them.

If you don't shape your environment, your environment shapes you. Set yourself up for success and surround yourself only with healthy, natural foods. When you do this, you won't reach for unhealthy foods or desserts, especially if you are one to emotionally eat and even binge. Also, you won't be tempted to eat these foods and that's why you won't see ice cream in my freezer!

I highly encourage you to do this exercise. By doing so, at the very least you will create awareness as to what you are buying and eating.

Step 2 – Planning and Preparation

Just like you would create a plan for your day and week, it's just as important to plan and prepare your meals. Again, this is about setting yourself up for success. By having healthy, nourishing foods in your home, those are the foods you'll hopefully choose most because you know these are the foods that give you energy and make you look and feel good.

This may seem simple, and it is, but few people actually do it. What I mean by planning and preparation is to create a healthy food shopping list for yourself..

After you create a healthy foods shopping list, highlight or circle the foods you want for the week and use it when you go shopping for food. Keep a copy in three places so you always have it ready. Three good places are in your car, at work and on your refrigerator door.

Going Shopping

Here's what I do to prepare and to also minimize having to go shopping too often. I stockpile three-pound bags of frozen fruits such as low glycemic raspberries, wild blueberries and mixed berries. I also get three-pound bags of wild salmon, or any other wild fish (not farm raised.) I get all of this at Costco™ as I can buy in quantity at a fairly inexpensive price. Trader Joes is another great place to shop for these items.

I also get one or two, 16 ounce bags of organic spinach and leafy greens for salads and smoothies, (I know what you're thinking, "spinach in a smoothie, ugh.") Spinach is practically tasteless in a smoothie and is so healthy for you! Hiding greens in your smoothies is a wonderful way to get your daily dose of greens to fight cancer and other diseases.

Hopefully by the time you go shopping, you've already cleared out your refrigerator, freezer and cabinets and have made room for all this new wonderful, healthy and delicious food.

Step 3 – The Formula For Creating Maximum Energy

Tony Schwartz in his book *The Power of Full Engagement* says many people think time is their most precious resource, yet he argues that it is actually their energy. After all, we all have the same amount of time, 24 hours a day. However the way in which you use your time, which requires energy, is your most valuable asset. By eating the right foods, in the right combinations, and in the right way, you can maximize your energy.

Here's the formula for maximum energy and nutrition for a food.

$$H = N/C$$

H = health quotient

N = nutritional value

C = calories

For example, using your intuition, take the nutritional value of a slice of pizza divided by its calories. The nutritional value is fairly low. Say it's a four out of 10. The calories would be fairly high, let's say an eight. The health quotient, four divided by eight is equal to 0.5 or one half.

Now let's take broccoli as an example. The nutritional value is fairly high. Out of 10, I'd give it a nine. The calories are low. I'd give it a three. The health quotient then is 3.0.

Comparing these two examples, you could even say that broccoli is six times

healthier than pizza for you. It will probably also give you six times the energy.

No, this is not an exact science, but it does give you a quick and easy way, and a general idea about what foods you could be eating to maximize nutrition and energy.

Fruits As Energy

The ideal way to get the most amount of energy from your food is to eat foods that are easy to digest that give you maximum nutrition. For the most part, I am referring to live (meaning living), enzyme-rich, easy to digest, high water content foods. Simply put fruits and vegetables that are uncooked.

Raw fruits in particular are easy to digest and help cleanse your body. Because raw food is not cooked, they still have their enzymes intact and do not require your body to use its own enzymes (energy) to digest them. The process of digestion can take a tremendous amount of energy away from you. This is why after eating a big meal, especially a cooked meal with many different combinations of foods; you often end up feeling bloated and extremely tired.

Few things could be better to give you maximum nutrition and energy than raw fruits. The dark red and blue fruits as in blueberries, strawberries, blackberries, cranberries and pomegranates are loaded with phytonutrients (plant nutrients) and are some of the healthiest fruits. Eat them regularly.

Incidentally, and this is extremely important, this does not include bottled fruit juices like POM, Naked, Odawalla, etc. Remember what I said about fancy labels? These drinks all have great marketing telling you how healthy they are for you. Fruit juices are an extremely concentrated form of fruit that have been cooked, (pasteurized with no enzymes) and lack fiber.

Fiber is a crucial and essential component in keeping you slim and healthy. Fiber slows down the transit time of sugar into your blood so you won't spike insulin levels.

Without fiber you can easily cause a yo-yo effect on blood sugar, (followed by a heavy dose of insulin) which can easily make you tired and perhaps set you up for high triglycerides and diabetes later in life. This is what fruit juices do because they lack fiber. Nature has her own intelligence and fiber is only available in the whole food form as nature provided it for you.

There's so much to be said about the benefits of whole food fiber. It's protective for diabetes, heart disease, and many cancers. Fiber also plays a critical role in maximizing your energy, and in keeping you slim for permanent weight loss and maintaining an ideal weight.

If you have weight to lose and especially if you've been struggling with your weight, then you must read my free special report, *The 7 Most Dangerous Weight Loss Mistakes and How You Can Avoid Them. You can get that at www.SlimHealthySecrets.com.*

Vegetables As Energy

Vegetables also contain lots of great fiber and my favorites for maximum energy are leafy greens. In the raw form, this includes mostly salad greens such as the various lettuces and spinach. These will give you maximum nutrition and the most energy because like raw fruits, do not require your own endogenous enzymes to digest them.

Cooked leafy green vegetables would include kale, collared greens, bok choy, broccoli, Swiss chard, and others. All of these are green and contain lots of

chlorophyll, which is wonderful for cleansing your blood. These greens are also amazingly healthy and will help you maintain peak energy levels.

Step 4 – What You Eat

I've covered a lot of this already and told you what I eat for maximum nutrition and energy. One of my favorite meals is to steam wild salmon and have it over a bed of leafy salad greens. I'll add tomatoes, cucumbers, radishes, whatever I like. I may also lightly steam some green leafy vegetables with it on the side. I often don't use any dressing, but the healthiest to use is extra-virgin, cold pressed olive oil with freshly squeezed lemon or orange. I might also add a touch of sea salt to taste.

I also do this type of meal with a salmon (wild salmon is highly preferred), a can of sardines or any healthy fish. You can have this combination with practically anything such as sliced pasture-raised chicken or turkey, hard-boiled eggs, or for vegetarian options, hummus, guacamole, or artichoke dip.

You can buy your leafy green vegetables in a bag, already pre-washed either at the Farmer's market or health food store. It's so easy to do and it literally takes sometimes five minutes to make a meal this way.

If you are cooking something such as wild salmon or pasture-raised chicken, this can take a little bit longer, but it won't require a lot of your attention and it's absolutely delicious. You can also make more than one portion, and store it in the refrigerator for an already prepared healthy meal in the next day or two.

Step 5 – How You Eat

When I say how you eat I'm referring to:

1. Proper Food Combining
2. Chewing Your Food
3. The Environment In Which You Eat

Proper Food Combining

Proper food combining refers to keeping carbohydrates such as grains and starchy vegetables away from animal protein foods as well as eating fruits before meals or on an empty stomach. Unfortunately for many, this also includes bread, which is why a sandwich would not be an ideal meal. The definitive guides on this are the books *Food Combining Made Easy* by Herbert Shelton and *Fit for Life* by Harvey and Marilyn Diamond.

There is controversy among health authorities as some do not agree with this principle, but many others do. I have spoken to countless people who have used this to greatly improve their digestion and have optimal energy. I too have experienced this and this is why I have a large salad or leafy green vegetable with a high protein food and no starch. I encourage you to give it a try and see how your body feels.

Chewing Your Food

Digestion begins in the mouth and chewing your food thoroughly is essential to be able to digest it properly. The more your food is chewed, the greater surface area is available for your body to assimilate nutrients. Your body will use less energy for digestion. This frees up energy for you. This is why Ghandi said "chew your water, drink your food".

I recommend you chew your food at least 20 times (better is chewing 40 – 50

times) before swallowing. When you chew your food, chew with awareness. Feel each bite. Bring consciousness and attention to how you are eating. This is a constant practice and may take some extra effort to break old habits. When you make this a routine practice and perhaps even a ritual, your body will reward you.

The Environment In Which You Eat

The environment in which you eat is also extremely important. If you're in your car, in front of your computer, or rushing to eat or in any type of stressful environment, you will not digest your food properly. Do your best to take food away from your work environment, settle down and take 20 or 30 minutes to enjoy, chew and savor your meals. You will enjoy the time away from what you were doing and get to focus on the art of eating, something few people these days do.

Your Body Is Talking, Are You Listening?

About 30 minutes after each meal, notice how you feel. Do you feel good? Are you energetic? Are you tired? Bloating? Are you thinking clearly? Do you feel balanced?

Use how you feel after a meal as a barometer. Your body will tell you if the foods you just ate are good for you, if they were in the right combinations, if you chewed enough, and/or if you ate too much or not. Listen to your body. Most people are unconscious of this. Bring awareness to how you feel and let your body guide you and you will learn from it.

By consistently applying these simple, yet profound principles, you can become much healthier, have more energy and feel better than you've felt in years, and for some maybe your whole life. This will serve you well in being even more successful in your home based business.

About the Author



Daniel Topkis, MS, CHHC, known as the Rebel Health Crusader, has refreshingly brought truth and integrity into the field of health for over 17 years.

Using a multifaceted, holistic approach, which includes both mind and body, Daniel has helped hundreds of super busy women and men permanently lose weight, reverse diabetes, reverse heart disease and dramatically increase their energy, emotional well-being and overall quality of life.

He is the author of *The Diet Deception*, *7 Minutes to Slim – The Healthy New Secret for Fast and Easy Weight Loss* as well as *The Psychology of Slim – Mastering the Inner Game of Permanent Weight Loss*

Daniel has a Master of Science in Exercise Physiology from New York Medical College as well as two certifications: Holistic Health Counseling from the Institute of Integrative Nutrition and Personal Training from ACE. He has also studied directly with some of the best in personal development: Tony Robbins, Wayne Dyer, Landmark Education, T. Harv Eker, Abraham Hicks -- The Law of Attraction and many others.

[FREE Special Report -- The 7 Most Dangerous Weight Loss Mistakes and How You Can Avoid Them](#) -- **www.SlimHealthySecrets.com**

Chapter Seven

How to **Organize** Your Home Office to **Excel**

By Katherine Macey

A little time spent in the set-up of your office and the procedures you follow in your office can dramatically increase your productivity, allowing you to work smarter, not harder. By the end of this chapter, you will know how to set up your office so that it serves you; you will know how to use your time effectively, and you will know how to balance work and home commitments.

A simple way to approach the set up of your home office is to follow the **I CARE** system. The **I CARE** system is described using the following:

- I**dentify
- C**ategorize
- A**ssign homes
- R**etrievability
- E**ase of maintenance

You can use the **I CARE** system to organize just about anything. Here, we will apply it to organizing your office space and your time.

How to Set Up Your Office So That It Serves You

1. **Identify** the functions you will perform in your office space and the needs of those functions. Some questions to consider are: Will you be using a computer? Do you have inventory? Do you have manufacturing needs? What sort of records do you need to keep? Do you need to keep paper records or can you keep them electronically? Do you have children that you need to keep away from your business affairs? Will you see clients in your home?
2. **Categorize** the functions you will perform and items you have into broad categories. For example, functions such as Internet research and emailing clients could be categorized as “Computer work.” Records may be separated into categories such as “Clients,” “Financial,” “Marketing,” or “Orders.”
3. **Assign homes** for the different functions and categories of items. As a rule of thumb, place like items together. Place furniture to allow a smooth use of the space and that meets your style of work. If you like to sit at your desk and concentrate for long periods, make sure everything you need is close at hand – place bookshelves, filing cabinets, computers, printers around you. If you have to get up and move around frequently, you can place your bookshelves or filing cabinet so that you need to walk to them. In this way you can make your need to move fit into your work requirements. Use appropriate storage – books/manuals/folders on bookshelves; inventory on appropriately sized shelving; records in filing cabinets; backed-up hard-drives for computer files.

4. Think of **retrievability**. Place the things you most frequently use close at hand. Place the items you use least higher up or further back in your storage systems. Use clear containers wherever possible. Where you want a different aesthetic look, use attractive bins or baskets, but in all cases label your containers. You can keep files that you are working on either in a file drawer in your desk or in a vertical stacker on your desk. Archive and purge files regularly to keep your filing cabinets workable. Archived files can go in banker's boxes in less accessible places.

5. **Ease of maintenance**. Make your space easy to maintain. Choose containers that serve their purpose well. Have a catch-all basket if you need to – but empty it regularly. Do the little things regularly and you will stay on top of the demands placed on you. Keep on top of the little jobs – take 10 minutes at the end of each day to clear your desk. You'll be able to find everything the next day AND have a clear space to work with.

How to Use Your Time Effectively and Balance Work and Home Commitments

1. **Identify** the top three priorities in your life – making money, spending time with your family, maintaining your health, volunteer commitments, creative outlets, and so on. Decide how much time you will devote to the top three priorities each week. **Identify** the main aims of your business. Define who and what you are to whom. Are you a service business whose main focus is on meeting with clients? Are you a manufacturing business that only takes orders over the Internet? **Identify** when you work the best. Is it 9 am in the morning,

or 4 pm in the afternoon.

2. **Categorize** the tasks associated with each of your top priorities in broad terms. Tasks may be “make client calls,” “marketing project,” “make healthy meals for the family,” or “make 1,000 gizmos.” Also prioritize them using Stephen Covey's 4 quadrant system from the “The 7 Habits of Highly Effective People” – everything is either important or not important and it is either urgent or non-urgent
3. **Assign** blocks of time to do each broad task. Schedule anything that is important and urgent in the time when you are most productive. Next schedule the remaining important activities for your time period. Then schedule any urgent but not important activities. Finally, schedule your non-urgent, not important activities. Keep the tasks related to your top three priorities scheduled within the time limits you set in step 1. Keep the time you devote to non-urgent and not important activities to a minimum.
4. **Retrievability**. Have a single place to keep your schedule – either online, or on paper. Make sure you make one your Master Copy and only schedule meetings or activities based on what's on your Master Copy. Back up your Master Copy.
5. **Ease of maintenance**. Choose how often you will plan. You can plan annually, quarterly, monthly, weekly and daily. Different types of activities require different planning cycles. Your long-term projects will need long planning cycles to ensure the project is still on the right track. Brainstorming daily or weekly on your to-do list while keeping in mind your top 3 priorities for your business and your life can help you stay on track and keep your life balanced.

Following the **I CARE** system is a simple and effective way to boost your productivity whilst maintaining a healthy life-work balance. And now you've seen how to apply it to your office and your time, try applying it to your computer or anywhere else you need a little organization!

If you have questions about how to **Organize YOUR** office or time **to Excel**, contact [Organize to Excel](#) for a personal consultation.

About the Author:



Katherine Macey is the founder of **Organize to Excel**, a professional organizing business dedicated to helping you manage your time and space so you can follow your passions and fulfill your dreams. Katherine is a member of the National Association of Professional Organizers. For a personal consultation, you can [contact Katherine](#). You can expand your knowledge of organizing and [read more articles](#) from Katherine or [sign up for her free monthly newsletter](#) filled with great tips.

Website: <http://organizetoexcel.com>

BE BALANCED

Chapter Eight

Journal Your Way to Success & Balance | “You are capable of astounding yourself!”

By Michael Reeves

The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.

-William James

What if I offered you a free full time advisor, someone who could provide insight, perspective, direction and wisdom? This advisor would help create balance in your home based business; they would reduce stress and find creative solutions to conflict. This advisor’s overriding goal is to help you succeed in your home based business. Would you take me up on my offer? You would be foolish not to.

I have been operating a profitable home based business for 10 years. At the two year mark, I was assaulted with a three prong challenge. This assault wasn’t sudden, but occurred over a one-year period of time. I had neglected small things that had built up, and if I continued on the same path, I would eventually fail.

The three prong challenges that I encountered were as follows:

- ✓ I never created **healthy boundaries** between work and home. In a sense you bring your work home when you operate a home based business. It is

extremely easy to muddy the water between home and work. When your work space is twenty feet from the kitchen, it is very convenient to put in a few extra hours.

- ✓ I loved the freedom of working at home, but I **was feeling more isolated and lonely**. The benefits outweighed the negatives, but I was having a difficult time seeing and experiencing them.
- ✓ **Time management** was becoming an issue for me. What I loved about a home based business- the lack of structure and not being on a time clock, started to create new habits of inefficient and wasteful use of time.

I needed perspective; I needed the full time advisor mentioned above, with inspiration and motivation. I was aware of professional coaching services, but the cost was out of my reach. I decided to revisit **journaling as a business tool to create a new healthy direction and balance in my life**. Some people may think of journaling as keeping a diary, but it is not. It is a process of connecting with your inner advisor. To maintain a long term home based business, and keep your sanity you will need to develop the journaling skills to

1. clear your mind
2. process what you are learning
3. and analyze your successes and failures

“Fulfilled people have a strong sense of purpose. **They know what they want, why they want it, and how they plan to achieve it**. Purpose-driven people get in the habit of doing things they don’t like to do in order to accomplish the purpose they have defined. Decided what really matters in your life. **Write it down, spell it out, and begin living beyond present limitations.**” Glenn Van Ekeren

I am a natural worrier. But I am also a purpose-driven person, so worry for me is a complete waste of time, but if I refocused worry it can become constructive

thinking and planning. Sir Winston Churchill said, “Let our advance worrying become advance thinking and planning.” Worry can only become constructive when you write down what is bothering you and start to process it. A home based business is a potential breeding ground for worry. Journaling will allow you to **convert real world worries into constructive thinking and planning.**

Stress is a natural component of any business especially a home based one. You have to wear a wide variety of hats to run a successful and profitable business. Either you learn to manage stress or it will manage you. When you can neither change nor avoid a stressful situation, you can inoculate yourself against the full effect of the situation by journaling. Dr. James Pennebaker has conducted controlled clinical research that sheds new light on the powerful mind body connection. His research presents astonishing evidence that personal self-disclosure through journaling is not only good for our emotional health, but boosts our physical health as well.

The inoculation journaling procedure for stress and worry is listed below:

1. **Be prepared for worse case scenarios.** I journal ways to handle any anticipated or real trouble. This may seem like a waste of time, but I am already spending time running various scenarios over in my mind. I need to free up this brain time for more constructive thinking. Writing it down becomes my advanced thinking and planning tool kit. It is rare for the worse case scenario to ever occur. Nevertheless the process of journaling dilutes the emotional potency and defuses the ticking worry/stress bomb.

2. **Review past accomplishments and success.** Journaling allows you to:

1. dissect
2. analyze and
3. document your accomplishments and successes.

You wouldn't still be in business if you hadn't experienced some success. Nevertheless, there will be days when you will feel like it has all been a complete failure, that you have wasted your time and efforts. A journal is a historical record of the journey you are on. It is a critical component to reflect on the progress you have made to date. It is too easy to focus on your current crises and forget about your recent success. Journaling allows you to document and encourage yourself today and in the future.

3. **Throw yourself a lifesaver:** Write positive affirmations. Many people talk about leaving the corporate world or the 9-5 job and starting a home based business, but you have actually done it. If you are orientated with a set of negative or irrational self-talk tapes, you are creating internal conflict for yourself. Journaling allows you to identify destructive self-beliefs and re-channel them into a new set of positive messages that bolster self-confidence and lessen internal stress. It is critical that you write them down; writing them down makes them real. Reflecting on positive affirmations has real power and the process of transferring these positive affirmations from your mind into your journal creates a growing wave of positive energy.
4. **Conflict resolution.** Conflict occurs in all aspects of life, even in a home based business. You need to inoculate yourself before conflict and stress get out of control.
 1. Open your feelings to paper concerning conflicts; stress is a by-product of conflict, so if you control conflict you control stress.
 2. Reflect upon your journal entries and remove the emotions that

- could burn bridges between you and the other person.
3. Release the intensity of emotions that could fuel continual discord.
 4. Alter emotional patterns that don't contribute to resolving the conflict.
 5. Determine how important the issue really is.

A home based business has to have clear cut focus to succeed. We often talk about

- values
- mission statements
- and destiny

We don't often talk about the nitty gritty process of accomplishing our destiny, or living with a sense of mission. Journaling is a process for recording and analyzing your

1. thoughts
2. words
3. actions
4. habits
5. and values

It is critical that you know where you are headed in a home based business. You need to document what is occurring if you are interested in where you are headed. You may discover that your habits, actions, words and thoughts are leading you in an entirely different direction. To be successful in a home based business you need to get everything aligned. A successful home based business is all about creating balance and finding a system to maintain it.

You will have multiple experiences everyday in your home based business with this decision: **Are you going to learn and grow or protect and defend?** It is not easy to be responsible for everything in a small business, but journaling will provide you with a place to dialogue about allow the pain and growth in your life. You will need to sort it out, then re-sort it and make sense out of it.

Ultimately you create success in your home based business. No one else is going to do it for you. As Dr. Maxwell Maltz said, “You create opportunities. You develop the capacities for moving toward opportunity. You turn crises into creative opportunities and defeats into successes and frustration into fulfillment.” You have a constant dialogue occurring within your mind. You process and sort information at an incredible speed. Your internal self-talk often determines if you view a challenge as an opportunity or a curses. You often convince yourself of defeat before you ever take a step towards fulfillment. The insights and affirmations you write into your journal can become a self-fulfilling prophecy. You can re-program your self-talk into unlimited capacity for opportunity and growth. In a home based business, opportunity is always just around the corner, but we need the vision and insight to see it and take advantage of it.

You are now in a unique position to **restructure the rest of your life into opportunities for innovative thinking** and responding to the world around you. The journey begins each day. The decision becomes a crucial turning point, which path will you take when you are standing at the crossroad of making a difference in your home based business. Honest journaling will provide you with the tools to choose the path of constructive change no matter what pain and discomfort lies ahead.

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About the Author:



Michael Reeves has his Masters in Education. He is currently the founder and President of Mastery in Motion Inc, working with 5,000 teachers to create data driven instruction to start a revolution of change in education. Professional and personal growth is his passion in life. His journaling work and thoughts on creative thinking is available at www.thinklearngrow.com. His current project www.give4kids.com is an online fundraising tool for organizations that work with kids.

Website: <http://2mim.com>

Website: <http://thinklearngrow.com>

Website: <http://give4kids.com>

Chapter Nine

How to **Overcome Distractions** in the Home Office

By Dawn McIntyre

In our ever evolving world of commerce and opportunities to prosper, many of us are choosing to simplify our lives by working from the home. Whether it is to spend less time commuting and more time with our families or simply just having the flexibility and freedom to set our own hours, having a home office is becoming the norm in most households.

Notwithstanding all of the benefits, having a home office is also met with numerous distractions. If you are a disciplined person, naturally this should not pose much of a problem. However, if staying focused and on task is an issue for you, as it is for most genius personalities, then the following list of “Distraction Destructors” should prove to be very useful. In following these suggestions, you will be able to work more efficiently and effectively without wasting time. It is possible to focus your time over a six hour day and accomplish what another may spend twelve hours at.

1. **Identify and Remove Old Projects and Ideas:** this first step is essential in creating the space for new ideas, solutions, creative inspiration and new and better opening to serve you and your business. It would be helpful to identify all past goals, dreams, projects started and not finished and then remove them physically and energetically. It

is simply enough to do this physically but energetically it takes a bit more time and effort. A technique that I like to use is removing the effects of these previous plans and ideas with a violet flame. Simply visualize a violet colored flame surrounding your body and breaking free from your mental and emotional and etheric body any attachments or cords that would tie these ideas, goals and projects to you. This flame has the power to clear all energies from your energy field. It is like pulling out weeds from a garden so that the seeds of your real desires can grow. Do this daily for several days until you feel a clearing which will be felt as lightness over your back and shoulders.

2. **Set up Two Times Per Day for Emails in Advance:** it is said that it can take up to twenty minutes to recover from any one given distraction and constantly checking our emails definitely robs us of prime profitable time. Allow yourself two times each day to check your emails, preferably once in the morning, before lunch and then again at the end of the day. In the meantime turn off your email; the sound of incoming emails can tempt you to deviate from your plan.

3. **Plan for Two Focused Money Maker Time Periods:** these are times that you focus on your top money making projects. Using a timer is helpful to keep you focused and it is not wise to focus for any longer than fifty minutes at one time without a ten or fifteen break in between. After two consecutive time periods spent in this manner it is essential to take a half hour break and do something fun and preferable physical. It is good to set up these times in the morning.

4. **Practice Self-Care:** It will be more difficult to focus if you are being distracted by health issues, weight issues, or any issue that presents itself due to lack of self-care. This does not ask you to give anything up but rather create a healthy balance in your diet and with some form of exercise. Part of my self-care program involves physical activity such as aerobics, strength training and yoga and also spiritual activities such as guided meditations or just practicing being present for five minutes at a time. These disciplines go a long way in helping me to more productive and creatively inspired. Self-care can also include proper posture and positioning of your desk, computer and mouse so that you are not creating unnecessary pain and pressure on your back and hands.

5. **Surround Your Office With Objects of Desire:** These are objects that we bought because of a strong desire to have them in our environment and they usually continue to serve us by creating deeper desires and inspiration as we evolve. Sometimes holding one of them or even focusing on them can provide us with greater insights than having bare walls and decorations that are meaningless to us on the shelves.

6. **Play Music:** Play background music or any piece that inspires you; music is very powerful to the creative process and even accessing wisdom that we otherwise would not access. I think this is because pieces of music that speak to our soul put us in resonance with our soul and then we naturally can glean its wisdom.

7. **Delegate Errands:** We all have daily errands to run, whether it is for personal or business reasons and it is most productive for us to delegate

these errands as much as we can. If delegating is not an option then at least organize specific times each week where you focus only on those errands rather than doing them sporadically each day which simply scatters your energies and eats up your peak productive time.

8. **Working from Home Part-time:** This is where you need to be exceptionally organized and create days to be working at home instead of times during the day to work from home. For example: If you need to work for about twelve hours per week, then schedule two days to do that that work for both you and your employer or business. You can follow the rest of the guidelines on these days that you are at home.

9. **Working at Home Rules for the Workaholic:** You are the master of your time. If you have tendencies to over work, then you need to set boundaries around when you spend time in your office. Set up a schedule with your family for times that you will spend together each day and work your home-office schedule around those times accordingly. What I like to do if I have to work evenings or weekends is to do what is needed in the early evening so that I have at least a couple of hours of quality time with my family before bed. On weekends I generally take Sundays off, not just for my family but also for myself. We all need a day to just be. It actually helps us to regenerate for the next week. If I have to work Saturdays I will schedule it in the morning so that my afternoon and evenings are free for family and friends.

These are some “distraction destructors” that I use in my home office and business and they have helped me tremendously to be very productive – when I use them!!! That is the key here: to use them. I hope that serve you as well as they have served me and I wish you much success in your home business and projects.

About the Author:



Dawn McIntyre is no ordinary intuitive. She is a trained and verified professional with a deep desire to enlighten those who want to know more about life beyond the veil.

Always on a path to self-discovery, Dawn continues her 20-year metaphysical journey and education. Eager to share her insights, she is preparing to launch her on-line resource community for women called Boldly Beautiful ...where inner beauty and bold expression dare to meet.

She has a full-time practice, has hosted her own radio show and has regular guest appearances on radio and TV including Breakfast TV in Edmonton, Alberta. Dawn lives with her daughter Kennedy in Calgary, Alberta.

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Chapter Ten

How to Be Balanced & Why Courage Is Key

By Debra Oakland

We lift ourselves by our thought. If you want to enlarge your life, you must first enlarge your thought of it and yourself. Hold the ideal of yourself as you long to be, always everywhere.

-Orison Swett Marden 1850 -1924
Author and Founder of *Success Magazine*

Courage Is the Key

COURAGE is a powerful word. It takes courage to change your life. Habits are so ingrained within us, that it takes all of our strength to make changes that bring balance into every area of a life well lived. I believe we are all every day heroes walking this path of life together. We are searching for our life's purpose, something that will fulfill the deepest recesses of our being. It takes courage to become all we dream to be.

Starting a home based business and following my passion took great courage on my part. I left a full time career in the beauty and fashion industry making great money. My passion is spiritual in nature and led me to living in courage, while assisting others to do the same. Having lost many family members, which you can read about on my website - www.livingincourageonline.com - it created an environment for me to grow stronger, more courageous, with a need to assist and

encourage others. I knew it was time to work at home. I have never looked back. I found that following and trusting my inner guidance system works. I have accomplished more than I had imagined in a short period of time.

Reclaim Your Life Through Balance

Balance is a quality we all need and want in our lives to make life more fulfilling and meaningful. This brings more joy, satisfaction, a rich experience to life. A life well and fully lived. Imagine having the courage to step into a balanced life filled with your life's purpose, that you can not wait to wake up to every day. Start slow or jump right in. Either way you choose, do it with conviction and purpose, use the courage and strength inside you, always knowing "you" have the power to change your life. Be clear about why you will be successful. Ask yourself these questions:

- What creates balance in my life?
- Am I living my deepest and highest purpose?
- What is my passion?
- What are my core strengths?
- What obstacles, if any, are in my path?
- How will I overcome them?
- Am I authentic?
- Why am I going to achieve the success I desire?
- Who will support and encourage me during this process

What Creates Balance in Your Life Directs You to Your Purpose

Creating balance in your life will allow you to live your life in a way that puts the power back into your hands. When you live in mental, physical, emotional and

spiritual balance, your life can unfold perfectly in every area. Balance, harmony, happiness, peace, loving life - don't we all strive for this? Find what brings balance into each area of your life. Give yourself credit for accomplishments and a job well done. Celebrate each step that pulls you up toward your goals. Do something wonderful, just for you. Take care of your health. Be conscious of what you eat each day. Exercise, the body needs to move, it thrives on it. Have a good mental attitude. Be grateful. Be kind and loving to others, and especially to yourself. Trust your inner guidance system. Sometimes our greatest resistance can hold clues to something we can excel at. Bringing balance to your life can prepare you for gifts along the way that lead you to your life's purpose. Eliminate limiting beliefs. When you are ready to receive the gifts life has to offer, prepare for the floodgates to open.

Finding Your Higher Purpose

Life can get hectic, it can seem as if there is never enough time in your day, it is easy to forget to stop for a few moments and take a deep breath. In the stillness lies the answers. When you are fully present in the moment, clarity will find you. Whether you are at work, home, or out in the world, practice being present with what you are doing. You will find you will be more successful in each of those moments that build up, creating a more powerful life for you. When you have more balance in your life, you will find that your higher purpose will gravitate toward you much more quickly than when you are out of balance. Again, trust your inner guidance system. It is powerful. Listen to your heart, there is great information there for you. There is a gold mine within you, waiting to be tapped. Delivering your gift to the world is where you will find the most fulfillment.

Take On the Challenge Of Building A Better Future For Yourself

Be clear in defining the future in vivid terms that allow you to see where you are headed. With the current changes in the economy and technology, people are becoming “free agents” with the ability to live a balanced life with greater ease. You get to choose. Many people are working from home. This allows such freedom, allowing you to find a better framework in which to balance the different areas of your life.

Discover Your Passion

Are you a little unsure at this point? Deep down you know. Trust your instincts. Think about what energizes you. What makes you feel optimistic, excited, intensely happy, alive, nourished and fully engaged. Finding your passion is important because it will energize you and fuel your desire to discover your purpose. Sometimes it can seem like our passion is written in the sky. Why not bring it back down to earth. Here are some clues for finding the passion that will assist you in building your new balanced life:

- What brings balance to your life?
- What books do you read?
- What newspapers, articles, blogs, websites, and information are you drawn to?
- What are your hobbies and interests?
- What do you talk about to friends and family?
- What have you excelled at in your life? What are your strengths, your achievements?
- What do you dream/think about when you are relaxed?
- What would you do if there were no obstacles and anything was

possible for the success of balance and true purpose in your life?

Make a List of Your Passions

Think of your own questions. Get in there and talk to yourself, ask questions, journal, make a gratitude list or whatever gets you deep into the core of what makes you FEEL. These are methods I found very helpful to bring balance and happiness into my life. Remember, when you are passionate about something there is usually a talent or certain knowledge at hand. Write these passions down and set some goals you wish to achieve in your life. Make sure to write these goals as if they are happening now. This way you will feel an association to the achievement of the goal. Write down that you are so happy and grateful to now have happiness, success and financial freedom, great relationships, passion, balance, your life purpose expressing through your life now. You have to feel it, imagine it and visualize the details. Make it fun, use your imagination. You get the idea. One activity that I started doing, is writing down the five things I am grateful for throughout my day. That way I keep my attention on the positive. As we have all experienced in life, if there is one negative occurrence, it can take our minds off of all the positive things happening in our life every day. Dwelling on anything negative fuels the fire internally and externally. Do not let doubt or fear stop you. Engage your fear and turn it into courageous spirit.

Know Your Strengths

Find out what they are and build your life around them. Concentrate on your strengths. Manage your weaknesses. Spend most of your day using the skill you are most powerful and productive in to bring balance to your business and personal life. This should be easy, because it is your passion. Learn all you can about your chosen field if you are in business. Become an expert. You will find

your strengths will increase in many areas that will assist you in your success and personal growth.

Be very clear. Clarity will clear anxiety and give you the confidence to know your next step to fulfilling your mission. When you get stuck or frustrated, just remember: “it is okay to be uncomfortable.” Being uncomfortable just means you are growing. If there are obstacles in your path, do your best to overcome them, by staying positive and finding a workable solution. The strengths you build in your professional and personal life are very important. You will love the benefits and rewards. Get excited. Be confident in what comes next for you in building a better life. Keep your eyes and ears open to opportunities that come your way. You will love becoming a leader and moving yourself towards a better and brighter future. Leaders are clear and focused. When you inspire yourself to find your strengths, you become stronger.

Include People in Your Life Who Are Authentic

You will find authentic people to be true to themselves and happy to share their great qualities with others. They find success in the science of applying principles of thought and actions to achieve a greater combined result. People, who are unhappy in their job or their life, usually stay in the situation for reasons that do not serve them or the people around them. Many of these people, perhaps you included, feel emotional turmoil, fear, stress, obligation, disappointment, anger, or a sense of emptiness. There may be a sign of outward success, but an overall feeling of inner conflict and unhappiness. Take the high road for yourself. Look at the bigger picture that is your life. Find what will bring a sense of purpose, balance and authenticity to your life. It is all yours to claim by the choices you make every day. As you develop your authentic power, you will gain courage. You may find you will try things you never thought you could do, because the powerful inner resources are there for you to tap into. By trusting yourself more,

you will find that very often, you are in the right place at the right time. Positive results build momentum and thrust you forward. Living your truth becomes a powerful message that limits fear. How amazing to step out of the boring world of fear and worry, walking as your creative powerful self.

Associate with other people who encourage, support and uplift you. Find a mentor in your field of choice, and study what they do to bring continued success into their lives. There are many qualified coaches to choose from that can give you great assistance. Once you start living your courageous balanced life, you will experience the benefits of peace of mind, renewed self-esteem, living in passion, having a greater appreciation for your time and energy, while having more time for family, friends and fun. Your productivity and creativity will soar. You will smile more, I promise. There is so much potential for mental, physical, spiritual and personal growth. Now you will have the time for it all. As you expand and grow, it is easier to contribute to the lives of those you come in contact with, your community and the greater good of all.

Use Affirmations Daily To Move You Closer To Your Goals

This will create healthy habits, which will assist you in creating your dream life. Here are some positive examples you may want to use. Have fun making your own affirmations based upon your personal desires.

- Reclaim my life through balance
- Money comes to me easily and effortlessly
- I am financially free, now and forever
- Great opportunities always find their way to me
- Living in balance, I am able to take better care of myself and others
- I am able to share my talents and gifts more effectively

- My mental, physical, emotional & spiritual health are in harmony

You will find that if you do this daily, you will start thinking and feeling more positive. Your life will begin unfolding in ways that will bring balance and purpose of your life.

Let's Review

- Courage is key
- Reclaim your life through balance
- Find your higher purpose
- Discover your passion
- Know your strengths
- Include people in your life who are authentic
- Use affirmations daily to move you closer to your goals

Have fun with it and pat yourself on the back for having the courage and spirit to live the life of your dreams. I wish you the greatest success in your life. All the answers lie inside of you. Dare to dream, get excited and let nothing stand in your way. Challenge yourself to live outside your comfort zone. Life is to be fully lived and experienced. Gift yourself with all you dare to create in this wonderful life. I am cheering you on. If you listen really hard you will hear me encouraging you to Live in Courage.

About the Author:



Debra Oakland is an expert at “**LIVING IN COURAGE**” who loves to help people face challenges by following their heart to live an empowering life of joy, financial freedom, along with happiness in all areas of their life. Debra left a full time career to start a home based business of her own and has never looked back.

Visit www.livingincourageonline.com where you will find a spiritual oasis - for overcoming life’s biggest challenges. You can also find her new e-book “**LIVING IN COURAGE**” which was written to encourage people to realize their true potential in life.

Debra is listed as an expert in “**LIVING IN COURAGE**” at www.selfgrowth.com/experts/debra_oakland.html.

Website: <http://livingincourageonline.com>

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