



Business Swap



2009/2010 Motivating Your Mind e-book

With Compliments from
Rob Salisbury

My contribution is on page 47. I trust you enjoy it.



Welcome

Dear Reader

This e-book has been compiled from the generous contributions of 25 business people who have been involved with Business SWAP International over many years.

As contributors, many of these co-authors have served Business SWAP members, peers and communities in various roles including President at Club, State and National Board level.

Together, these 25 contributors have 640+ years of business experience and 950+ years of people experience.

E-book Purpose

This e-book was created for you to enjoy the examples, stories and ideas that can benefit you at a business or personal level.

This e-book is a complimentary gift from the contributors. There is no cost to the reader however there is immeasurable value from each co-author's contribution.

Feel free to send this to colleagues, business associates, friends or whomever you feel would enjoy the e-book content.

Special Thanks

To **Rob Salisbury** for speaking to members and guests in Perth, Melbourne, Brisbane, Sydney and rural NSW at Business SWAP clubs from January to June 2009.

The idea to generate an e-book from Business SWAP member contributions came about as a result of Rob talking to members at his added value workshops to enhance the benefits of SWAP membership.

In doing so, Rob encouraged members to submit their materials towards the creation of an e-book for the betterment of one another, their clients, friends, family, community and other Business SWAP members.

Special Thanks

To **Monika Newman** with Absolutely Virtual for saying 'YES' to the project formulation and administration involving contributors materials to create this e-book.

Your time and commitment over the months of email, phone calls and SMS have been appreciated by all of us.

We are grateful for your enthusiasm, support, creativity, nudging and professionalism.

Disclaimer

This e-book has been written by individual contributors to assist in your personal development and business decisions.

Their examples, stories and content are provided as a general guide only.

All views expressed in this document are the views of the authors. They are not meant to be a substitute for professional services or advice, nor can it be guaranteed with regard to its accuracy or reliability with any recourse to the contributors.

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Further Contact

Each contributing author has their own particular expertise in business.

If you want any further information please feel free to contact them individually using their details as listed on their page.

Table of Contents

Welcome	i
Chris Bakens.....	1
<i>How to Put Together a Successful Company Health Program</i>	
Tim Bevan	4
<i>How Many Beans Make Five?*</i>	
Les Boulle.....	6
<i>Achieving and Enjoying Success</i>	
Julian Campbell.....	12
<i>Get Paid your Real Worth!</i>	
Yvonne Collier	14
<i>How to Stop Saying 'Yes' When you Want to Say 'No'</i>	
Noelene Dawes	16
<i>From Expectation to Exceptional Experience, Utilising Emotional Resilience in Business</i>	
Gael Drum.....	18
<i>Be Balanced, Bold and in Control of your Life</i>	
Glenda Frances	20
<i>Create a Successful Year by Knowing What you Want and Going for it!</i>	
Gary Haseldine.....	22
<i>The Winner's Legal Drug</i>	
Karen Huchendorf.....	25
<i>Energise your Business at your Artesian Source</i>	
Lisa Humphries	28
<i>Get Things Done!</i>	
Maurice Lane	30
<i>Do We Need to Waste that Energy?</i>	
Sylvia Marina	32
<i>You Deserve an Oscar</i>	
Nikki Meldrum.....	34
<i>Five Important Things to do if you Want to Grow Rich!</i>	
Tom Merrick.....	36
<i>How to Make this Year your Healthiest Ever!</i>	
Dennis Moore.....	39
<i>O'WOW – Other Ways of Working</i>	
Anne McCullagh Rennie	41
<i>Let Others Sell your Skills and Products Willingly, Happily and for Free!</i>	
Monika Newman.....	43
<i>Community, Connection, Collaboration</i>	
David Tomlinson.....	45
<i>My Wife's Courage Inspires Me</i>	

Rob Salisbury.....	47
<i>Increasing Your Success at Tradeshows and Expo's</i>	
Anne Sorensen.....	49
<i>'Strategic Engagement: Harnessing the Power of Social Media'</i>	
David Spears	51
<i>All about Investment</i>	
Peter Timothy	53
<i>Make TV Advertising a Part of your Mix</i>	
Linda Ward	55
<i>Tips for Successful Communication</i>	
Neil Willis	58
<i>If you Must Own a Business!</i>	

Chris Bakens

How to Put Together a Successful Company Health Program

Good health plays an important role for many of us to function at an optimal level. What else can we use every day that has the potential to be more valued over time and is essential to our needs?

Companies are progressively looking towards healthy initiatives as a way to enhance and improve employee productivity and assist work-life balance.

There is no one size fits all approach and seeking professional advice and guidance can benefit greatly. This article will give you some thoughts, ideas and concepts to give you a kick-start.



Before getting started on any initiatives it is essential to ask these fundamental questions to assist you in selecting a program/promotion that will be suitable.

1. Is the company/HR department committed to making a difference to the health and wellness of its employees a priority?
2. Does your team think the participation in a wellness program will add value to their lifestyle?
3. Do they wish to work together towards some health and fitness goals?

Your program/promotion must be:

- Easily promoted internally
- Be accessible to everyone
- Have maximum impact

Will the program be supported by:

- Website & online newsletters
- Marketing/promotions
- Formal launches
- Milestones/company reports
- Satisfaction surveys/testimonials

Once you have decided to start a program/promotion, it is essential to carry out a needs analysis to meet the requirements of your team to assess whether the employee may have a pre-existing physical/or injury/illness. This will gauge what activities they are more likely to participate in.

Ideas for health promotions

- Seminars and workshops can be adapted to meet the needs of your team by providing easy and accessible information. The most important part of the seminar/workshop is to address a subject that is topical or most people ask. By emphasising a specific subject you can tackle the subject head on and leave room for interaction and questions.

- Providing group exercise at work is a great option and there are a variety of formats that can be conducted at your workplace or in a nearby park. A quick and effective session allows for exercise at work without interfering with the day's schedule. The session must be adaptable to meet the particular needs of your team and easily modified for the injured or medical conditions of participants. These sessions can be relationship building for those that participate.
- Massage is a proven way to enhance health and wellbeing. It has the capacity to relieve emotional, mental, and physical aches and pains that everyday living presents. A 15 min Seated neck and shoulder massage with no oils or removal of clothing may be ideal.
- An expo can provide a day where the company's wellness message can attract the maximum number of employees. Once the duration is set, an Expo can be customized with the theme, content and services you require. You can incorporate a strong wellness message which may include Health Screenings, Seminars, Workshops, Group Exercise, Nutrition, Ergonomics, and Information.
- A company gymnasium gives value for money as far as accessibility for your team. Ideal for employees that work odd hours or for those that prefer to train before or after work.
- Wellness on the web where almost everyone has access daily to a computer makes your message easily accessible. Where possible, monitor the wellness information that your team comes into regular contact with. Examples include wellness E-News section of your company web page, Virtual in-house Fitness Challenges, Diet and exercise programs, and wellness Forums/webinars.
- Medical and health screenings are great for your team to have insights into their personal health status. The majority of the population agree that company medicals should no longer just be reserved for senior management. By acknowledging where their health and fitness levels are at compared to the greater Australian population, gives them and the company an audit into its employee wellness. The results from employee health evaluations can act as a platform for corrective and preventative health program/promotion strategies.

5 ways to market your promotion

No matter how good a program is that you have put together, or how much your company invests in time and money delivering it, a successful result lies in employees prepared to participate.

1. In-house newsletters are a great tool to get your message across. Look to magazines for a source of inspiration. Notice the colour, words and pictures they use for inspiration and motivation to get your attention?
2. Create a marketing piece that can be used in several formats. Email invitations, flyers, handouts, promotional posters, and in-house newsletters. A flyer can be inserted into a payslip, attached to their computer or noticeboard, stuck to the bottle of milk in the fridge or placed on their vehicle windscreen.
3. Look at content. Let them know what is in it for them to attend. What needs to be included in your marketing piece? Typically, your main headline will be one that encourages them to read on further. What supporting information is needed? Is it a one off session or part of an ongoing campaign? Who is it suited to? What supporting pictures are needed?

4. Sometimes a key employee/manager can play a major role in the success of your program. Don't be afraid to ask them for assistance to get the result you require.
5. Chat to someone who is currently working with companies on wellness programs. Seeking professional advice and guidance can be of great benefit to a program that is popular. At the very least you will pick up some ideas.

The health of your company is a direct result of the wellbeing of its number one asset – its employees.

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Tim Bevan

How Many Beans Make Five?*

A question my grandmother often asked and I couldn't understand the answer. But it does say that not all beans are the same – and neither are all bean counters.

When you think of accountants, you may think bean counters. Most of them are providing very important services and information, but which is largely historical. As clients, you may feel that this is an essential, but expensive service that does not always add value.



Just like the medical profession, there are different specialities in the accounting profession – compilation of accounts, tax, auditing, superannuation, insolvency, personal financial planning to name just a few. There is one further speciality that focuses on improving the future for organisations – business, non-profit and government - and that is management accounting.

Good management accountants can both make and save you money. This is because they understand what is needed for long-term profitable growth. They then implement systems that organisations can use over the long-term. (As the saying goes “The systems run the business, people run the systems”)

For example, most businesses, especially SMEs, do not know their Break-Even Point (where costs and sales are the same). They have a poor understanding of their costs and gross profit. As a result it is hard to predict how some business decisions will affect profit and cash flow.

In addition to just sales, expenses and a “bottom line” figure, a well designed Profit & Loss (P & L) Statement will show gross profit and contribution by product or service. Moreover, accounting entries will be processed so that management can use the accounts to give you tailored information every month, which you can use as an aid to make decisions.

In addition, your key profit drivers will be identified and measured every week. These are usually non-financial and often time-based, such as hours charged, where the information is readily available from payroll records. Like your car's dashboard, this tells you how you are going as you go.

Management accountants love poking around their clients' businesses looking for ways to improve their results. Productivity improvement is a favourite area. This is about getting the most from your resources and eliminating waste, which is a large and hidden cost for most businesses. The main waste is often time, so systems are needed to identify and reduce it.

Another hidden waste is pricing. Frequently businesses fail to review prices regularly and continue to absorb cost increases, thereby undervaluing their product or service. It's much easier to lift prices by 2% every six months than by over 8% after two years.

To free owners from the daily operations, systems are required which are simple, secure and documented. Otherwise the business can never grow and achieve its full potential. Above all, the systems must be geared to your clients' needs.

A business associate was telling me recently of a billion dollar company that had no business plan. Every business needs a plan to determine its optimum course and

critically review what it's doing now. The process of preparing it is the main gain because it requires you to ask deep questions about your business, including its position, capabilities, resources, people, systems and finances.

Business planning puts you in control and is an ongoing process – external factors affecting your business change regularly and sometimes rapidly. It also provides comfort for your stakeholders like banks and other providers of finance.

The short-term period of your plan should then be crystallised into detailed twelve month P & L and Cash Flow budget.

In summary, management accounting can add to your profit and cash flow with five Ps:

Performance Measurement – knowing where you are

Planning – knowing where you are going, and when

Productivity – knowing how to get there profitably

Pricing – a key part of productivity, often overlooked

Processes – your productivity instruction manual

*A bean, a bean, a bean, a bean and a half and half a bean

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Les Boulle

Achieving and Enjoying Success

Somewhere deep in the jungle on life's journey is something called success. In most cases all of us humans have experienced success in one form or another. Not all of us have enjoyed success to its fullest. Others of us have not maintained success or enjoyed success in all areas of life, namely: financial, career, family, social, personal, wellbeing and spiritual.



Recognising the Need for Change

Our start point to achieving and enjoying success is going to be seeing the need for change.

Change is one of the certainties to life. As we all know things in our lives are in a constant state of change. Some of us are able to embrace change whilst others of us fear and resist change. Sometimes we reach a point in life when we recognise the need for change. This recognition is empowering and usually leads to personal growth resulting in having more of our wants and dreams fulfilled.

Change certainly brings growth in so many areas. In a sense, the way we have handled change has got us to the point at which we find ourselves now. Even so, when we have made major changes in our lives the growth we have experienced then becomes our normal operating pattern. This is the essence of learning.

Recognising the need for change does not make it comfortable or any less scary. There is a wide gap between saying "I'll change" and then actually doing it and creating lasting change in our lives.

Identifying the Need for Change

Creating the change we want in our lives requires a lot of conscious effort and practice before the new changed actions come easily and naturally. Before this happens there will inevitably be some resistance. As a result several thought processes start to work. We begin to justify or rationalise reasons not to embark on the change we recognise as necessary and three things happen:

- we argue for our limitations
- we excuse ourselves for the things we do not do
- we deny that there has been a negative effect from our attitude or behaviour

There is a powerful 9 step Procedure that when followed, will close the gap between saying "I'll change" and actually changing.

Step 1 Acknowledge to yourself first and then to at least one other person that you want to change

Step 2 Accept that the strategies you have used have got you to this Point

Step 3 Focus on what you want and what you are going to change to receive it

Step 4 Write down on paper the scenario you want

Step 5 Recognise how we rationalise and justify by:

- arguing for limitations
- excusing things not done
- denying there is a problem

Step 6 Admit to rationalising and justifying

Step 7 Write down what this does for you

Step 8 Write down the problem/s this solves

Step 9 Prepare to receive success

This Procedure is powerful because it gets us to openly confront the thought processes we use to create our current situations, and the ways in which we then sabotage any changes we recognise we want to make. This Procedure is particularly useful when we have another person who is objective to help us.

Experience shows that by working together everyone achieves more. Therefore when change seems too difficult to handle we must become aware of how we limit our success. We do this by relying on a portion of our abilities only, when in fact, we have unlimited potential to draw on. As soon as we start using more of our potential we automatically increase our successful actions. These usually come from seeing the need to change. Once this happens our results improve dramatically.

Increased awareness leads to increased motivation to change. Apply the right amount of energy to create and effect the change.

Here are four tips that will help in embracing change:

- Change is a certainty in life.
- Embracing change leads to more happiness and success.
- Following the Procedure causes results to improve dramatically.
- Asking an objective person for help to implement change, catapults us forward.

In order to usher in change into our lives it is necessary to take four recommended action steps:

- Make a commitment to embrace change for growth and more success.
- Acknowledge the wide gap between saying "I'll change" and actually doing it.
- Ask someone objective to help in actioning the procedure outlined.
- Monitor your new actions and measure your results in writing.

Success

Now that we understand the need for change we have started moving toward success. When we become successful we need to know how to handle that success.

Simply put - success is the ability to create what we want. Success is 80% psychology and 20% strategy.

Handling Success

When we have success it is important to know how to handle it because when we know how to handle it we are more assured of remaining successful; therefore continuing to create what we want. Handling success is an art and when done effectively avoids catastrophes from occurring. The end result is that successful people stay successful and continue to reap the rewards of success long into the future.

As in life, so too with success, things can go askew. Some successful people develop that euphoric feeling that success renders them invincible when in fact they are definitely not! These invincible feelings lead some successful people to believe that there is unlimited cash causing them to spend indiscriminately running up huge unmanageable debts, creating chaos in their lives.

There is a solution. When enjoying success we must ensure that we do not give in to the temptation to over extend ourselves financially. Instead pay all bills and liquidate loans and other financial commitments as quickly as possible.

There's more to it actually. It is very important to figure out what it is that we have done to create the success and then to continue to do more of it on an ongoing basis. This will build success.

When success comes from an inheritance or from winning a lottery the answer is to combine care and creativity. Pay all bills, mortgages and other financial commitments. Avoid "get rich quick" schemes.

Recipe for Success

- Adopt an attitude of success and give yourself permission to be more successful
- See success as an art and build success awareness
- Persistently plan to be even more successful and attack your plan vigorously
- Engage in activities that ignite passion and have a new experience regularly
- Set grand dream goals that stretch your potential and treasure every minute you have to achieve the goals
- Let your learning lead to taking action, happily, towards your grand dream goals
- Celebrate the achievement of milestones along the way to success
- Take responsibility for being successful and declare yourself even more successful
- Maintain your success spirit by associating with other successful people and use their experiences
- Remember you have to give to get
- Desire, belief, motivation, discipline, energy and action are the key ingredients for success. Add a pinch of fun and a dash of laughter for good measure

Finally, remove any obstacles that may occur and enjoy success to the max.
After all - you created it!

THE SECRET TO HANDLING SUCCESS IS CONTINUE TO DO THE OPPOSITE OF WHAT
MOST PEOPLE IN THE WORLD ARE DOING –
BE UNIQUE AND STAY REAL.

Success with Inner Peace

When we remember this secret of being unique and staying real then we go to another new level in our lives and achieve success with inner peace rather than turmoil.

A Roman philosopher once said, "Seek not that events happen as you wish them to happen, but wish them to happen as they happen, and you will go on well."

Embracing this philosophy will create five major end results in our lives empowering us to change the way we live.

The five end results that will manifest in our lives are:

1. We live in a reality where we achieve success for ourselves without engaging in headlong combat, without hard labour, sweat and grind.
2. Our lives become free from fear and struggle, unhurried and free from pressure.
3. We are full of high energy and enthusiasm, inner peace and harmony.
4. We regularly experience spontaneous humour and delight.
5. We become engaged in loving friendships and intimate relationships.

Most of us enjoy less than half of these benefits; however, the full package is certainly achievable.

The starting point is revising our beliefs. When we change our beliefs we transform our world because we use our inner world to shape our external world. Physics teaches us that the universe is a vast field of energy in which all matter is inter-connected, responsive and constantly changing.

It is now well proven that we have access to this vast field of energy in the universe. Furthermore we can project it outward with our thoughts and intentions and in so doing can influence the reality in our world.

It is true though that our inner thoughts and intentions are what shape the outer world of our experience. When we want something we must project our own individual energy by focussing our attention on the desired end result. Where attention goes energy flows. When we do this we influence other energy systems and attract towards us those people and events that fulfil our expectations, reinforce our beliefs and contribute to us creating what we want. Connecting into the energy of the universe in this way empowers us to write our own play and we then act as magnets for people and events that fit into our scripts.

Our beliefs about the world attract people and experiences that confirm those beliefs. It is through our beliefs, values, vision and purpose that we create our own reality and the success that goes with it. The more intense the belief the more magnetically we attract the corresponding experiences and results. Since our beliefs create our reality, if we love the world we will find continued support, often in unexpected places.

The recommended action is to take responsibility for the thoughts and emotions we send out because they go out into the world and create the events that come back to us. Our minds and hearts are connected by waves of energy to everything else in the universe, including other minds. Our fear and negativity touch everyone but so do our love and concern. We have thousands of thoughts in a day, most of them negative. Imagine the power of turning most of our thoughts into positive ones. Imagine the world and experiences we could create. Imagine the joy we could share.

Trust in the energy of the universe we are connected to, supported by and able to influence with our thoughts, and in so doing, powerfully connect with the other beings we share the loving universe with. This trust helps us let go of fear and the need to control turning our intentions, beliefs and visions of the future into happy positive ones for ourselves and others. We then flow with life rather than fight it and this is how we achieve success with inner peace.

The one condition is that our intentions and desires must be ethical and for the good of and in service to others, not just ourselves. The more we choose to be of service, the more profoundly we experience the support of the universe, and the more good things we attract into our lives and therefore the more we have and enjoy success.

To help you find your mission and purpose, ask, answer and write down:

- What makes me unique and different?
- What activities give me immense pleasure and satisfaction?
- What can I give?

Choose to live in the universe of trust, peace and of being of service to others.

The Winning Attitude

When we make this choice and then actually live in the universe of trust, peace and being of service to others then we have the winning attitude and know about the "power of now time" which is being able to be present and focus on whatever we are doing. Let's then gain an understanding of "the winning attitude" and how by knowing what constitutes a "winning attitude" we can use the knowledge to positively impact our daily performance and our resultant success level.

There has been much research into what constitutes a "winning attitude". The research by Napoleon Hill published in "Think and Grow Rich" reached the conclusion that it is a "positive attitude".

When we are in the power of now time and are really focussed on what we are doing it helps us create and then use a positive attitude.

There are four major elements that go to make up "the winning attitude".

- Enthusiasm, which is being aware of obstacles and challenges as they currently are, and actively seeking solutions and taking action to implement these solutions. We also have to be able to see why the solutions will work and the outcomes that will be delivered when the solutions are implemented. When we are enthusiastic, our chance of long-term success is 88%. Yes, that's right - 88%!!
- Interest, which is that even knowing that some areas are going to be difficult or may even seem impossible; we look for solutions regardless, with the focus on an interest in winning! When we display interest our chance of long-term success is 74%...isn't that exciting!!
- Boredom, It is recognising that it could be boring, taking the same successful workable actions over and over again, as the mark of success, even if it feels boring! By overcoming boredom, our chance of long-term success is 68%!!
- Edify self and others, this means to build up faith, increase faith and display faith in ourselves and others. It has to be both self and others not just one or the other. Here we take responsibility for what needs correcting and then make those changes. When we edify self and others, our chance of long-term success is 54%!!

The winning attitude is concrete and keeps us grounded and focussed in the “power of now time” which drastically increases our chance of super success in the long-term.

Remember – “The art of achievement is the art of making your life a masterpiece!”
The minute you decide to be more successful you are.
Celebrate your growth and achievements that give you success.

Deep in the jungle on life’s journey success may at times seem an imaginary creature. Use what you now know about success and enjoy even more success even quicker. You are invited to have the greatest time of your life, charging through the jungle achieving with passion exactly what you want.

TransformationsGo Beyond Your Current Form!

Les has had over thirty years experience in business management and is the owner of Executive Success Coaching Company.

In his many and varied portfolios Les has always assisted others to go beyond their current form.

Les' vision is to help his clients choose with consciousness and congruence what they want in their lives and then harness their full potential to create and achieve it all.

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Julian Campbell

Get Paid your Real Worth!

Are you being paid your real worth? What is holding you back? It's a staggering fact that two in five business failures are directly attributed to undercharging or the over use of credit – specifically slow collections and bad debts.



So many people in business never really get paid their real worth. They put the energy into their products and services and deserve to be paid fairly for them. Unfortunately, most of us have been brought up in an environment where *money* was a taboo subject and to ask for money was considered to be out of place or even rude. This has led to two problems in business, we don't charge enough for our products or services in the first place, and we don't like to ask for the money after we have delivered the product or service and a customer drags out payment. I think it's partly due to our self confidence and not wanting to break those comfort zones.

In business, there are *three pricing emotion barriers* you have to overcome. The first is your own price resistance. Do you feel that you are providing a worthwhile product and service for your customers and do you think it is value for money? Then why do so many of us feel that we have to justify our prices or even put them down?

Unfortunately, a lot more salespeople these days do try to sell on price and the advertisements on the television and in the press don't help. They are also becoming more price focused which is tending to educate the buying public to buy more on price, but I still think most people actually buy on perceived value. Of course, if all they have to go on is the price then that will become their main buying motive. But most people still want quality and service and are prepared to pay more to get it.

You should never sell, tell, reveal or demonstrate your product or service until you understand your customers' specific needs. That means asking a lot of questions to find out what the customers' problem is; what they really need and of course that builds the vital relationship and trust. You have a solution to your customer's problems but you need to know about their problem so you can show them how the benefits of your product or service will help them. That's the second pricing emotion barrier you have to overcome; the customer's price resistance. Your line of questioning should take them away from the price and when the customer realises that you have their cost effective solution with a lot of benefits, price becomes insignificant, you just have to point out their savings and they will be happy to pay you.

Price in any business is determined by reviewing three areas, the cost to the business of making the product or delivering the service, the price that the competition charges, and how much the customer is prepared to pay. Often, when we are setting our prices or fees we don't always take these points into consideration and we should. The result is our customers often value our service more than we do we undercharge and end up working much longer hours than we need to just to make a living.

The third pricing emotion barrier is actually getting paid. Without money flowing into your business, survival is impossible. Cash flow is the lifeblood of any business. So why are most businesses so blasé about their credit management?

Recent events surrounding the demise of many National and International iconic businesses have shown how easy it is for other businesses to get caught. They end up being owed a lot of money; money which they will probably never recover. Your business can not afford this.

Can you get paid up front? What is stopping you? When we really examine it, it is only our mindset.

If you are going to allow your customers time to pay, it is vital that you have an appropriate application for credit form which allows you to obtain accurate information about the legal entity you are dealing with and a personal guarantee. Then you need at least three trade references and these should be diligently checked before you grant credit. At least you will be able to gain some idea of this new customer's credit history. This must be followed with a systematic follow up for late payments immediately they become due.

Unfortunately, although the process is very simple, it is also a little time consuming in your already busy day and it becomes one of those chores that you are always going to get around to but never do. But isn't it worth the effort to get paid?

Then there are the businesses that don't want to offend their customers by asking for a credit reference or even delay in following up those outstanding debts. Remember a customer is not a real customer until they have paid you for your goods or services. I am sure we can always find plenty of people to take our products or services for free but that's not business.

Now is the time to get serious about your credit control. Systemise your procedures, clarify your terms and make it clear to your customers that this is how you do business. Ask them to "show you the money" and watch your cash flow improve out of sight.

If you can develop that self confidence to ask the right price at the start you should find it easy to get paid your real worth!

Every week over 40,000 people tune into Julian Campbell's tips of Business Wisdom on his radio show. As a Corporate Business Speaker, Author and Trainer he concentrates on helping organisations and business leaders like you turn dreams into realities through change management, coaching, mentoring, training and motivation.

Julian Campbell, CEO of Leadership for Growth.

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Yvonne Collier

How to Stop Saying 'Yes' When you Want to Say 'No'

Your boss asks you to work late and you want to say 'No', but you say 'Yes' (because it was easier/you'd just come back from sick leave/ she was in a really bad mood).

- A customer needs an item NOW and as the best service is your aim, you find the item but other pressing tasks must slip down the priority list.
- Your best friend/sister asks you to baby-sit. She sounds so desperate you say 'Yes' when 'No' would have suited you better.



How did you feel? Frustrated, upset, resentful, maybe angry? And, did you do the task as well as you could? Maybe not? In the past I have been guilty of ALL the above examples and feelings. I would like to share what I did so that everyone felt satisfied with the outcome.

Unpleasant feelings are a consequence of not asserting yourself. When I remember this, it gives me the 'Push' to be more assertive. In addition, when I remember the *benefits of standing up for myself*, I get the 'Pull' to say 'No'. I get to do what I want and I keep my previous commitment. However, when I say 'No' I suggest *an alternative time or another person* who can help instead of me. This way you get what you want, while I say 'No' without guilt. This 'Push-Pull' reminder helps me become more assertive so I say 'Yes' to what I want and 'No' to what I don't want. Imagine if everyone asked for what they wanted, helped others get what they wanted and all of us said 'No' to what we didn't want. As Louis Armstrong sang: 'What a wonderful world'.

Follow the **C.A.R.E** formula and it can be so!

Let me explain:

The **C.A.R.E** formula can help you take assertive action to say 'NO' when pressured to say 'Yes'.

Firstly, do you care about yourself? I've just returned with my partner Dean from visiting the ancient Inca city of Machu Pichu in the Peruvian Andes. We climbed Wyanupichu, the huge mountain that acts as an awesome backdrop to the centuries old archaeological city, with magical views as we climbed. This wonderful spiritual experience was one that I have dreamed of doing since I was a very little girl. I **CARE** about myself and about fulfilling my dreams. I was reminded of the importance of *caring for yourself first* on the flight there and back when the air hostess instructed us: 'if oxygen masks drop from above, *put yours on first.*' Do you care for yourself first? That's how it works. It is not selfish to look after your needs. It is essential. By meeting your needs you can help others do the same.

C.A.R.E stands for:

Commitment plus **Courage** to say NO, and think of the **Consequences**.

Make a commitment to get your needs met. When have you been courageous in the past? Tap into this memory when you need it. Think for a moment of the consequences of you saying 'No' and saying 'Yes'. Then choose.

Ask Questions.

What do I want? What do I need? What are the consequences of saying yes or no? Then, what do *you* need? What are your reasons? What can I do to help meet your need, maybe another way?

Respect yourself and others

Look for options and solutions. Resolve to be helpful and care.

Answer with **Energy** and **Enthusiasm**.

Offer your question, solution, option with respect and enthusiasm.

CARE about you first. Then put yourself in the shoes of the other person caringly. Explore options that meet both your needs. Say 'Yes' or 'No' because you want to, and we may create a more wonderful world!

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Noelene Dawes

From Expectation to Exceptional Experience, Utilising Emotional Resilience in Business

If you were to create a movie that exudes the effectiveness you have achieved and the satisfaction you feel about your life in business to date, would the viewers be encountering a story more akin to gliding in a gondola or riding a roller coaster?

It matters little which one you prefer, but it does matter if you expect one and get the other!

A preferred experience is a classic story with expectations met, obstacles navigated and a satisfied happy ending.

If you are demanding the gondolier speed up and lose the other vessels in his wash, or complain the roller coaster is making you sick, then best you look at your expectations and how you are preparing yourself for the ride, especially if this happens over and over again!



Imagine if you could produce and direct your business life movie to be a classic story variety as the rule rather than the exception? What would that do for you now in your current role? How would that make a difference to your future effectiveness and satisfaction as well as the fond memories you have of the finished movie?

A favourite movie is one that re-runs as a memory for a variety of occasions. Your movie memory can be a rich reminder in a time of reflection, an uplifting reward in times of trouble and a powerful sample of a tried and true account worthy of replicating for your next production.

To be a favourite it should be professionally produced and well-directed and not necessarily a high budget production. It just takes focus, awareness and flexibility; add commitment and you have a box-office hit!

Deciphering the plot of your best and worst experiences is a good way to start. By re-running each as a movie in your mind you will get the real experience of how your expectations were met, or not, complete with emotions good and bad!

If you are the adventurous type then you will enjoy the exhilaration if you are a peace seeker then you will appreciate the solace. No matter the specific situation and resultant emotion it is whether you are feeling *emotionally resilient* throughout that tells the real story, the story that relates you being satisfied with the ending.

Being emotionally resilient is about *feeling strength in your core*, a strength that comes from a calm place deep within. Having this strength you are most likely to *set realistic expectations* and be *least rattled when things go awry*. You know that whatever the situation you have a calm resolve that keeps you clear, alert and flexible as you remain in control.

The movie of your worst experience shows you reacting to the pressures that arise as you're not at your best self, causing you to expand the risks and as a result, perhaps even multiply the negative consequences. This movie is gripping, the stuff terrifying action movies are made of! Fear and fright, much of which is *caused by the experience not meeting expectations!*

The best experience movie shows you at your best, able to be the one who is in control and helps to nullify the risks and lead yourself and others through to a satisfying conclusion. Perhaps the story may have dilemmas and dire circumstances, but you move through like a modern day hero or heroine.

It is useful to ask yourself, what are the differing circumstances in the design of the two plots? In other words, what circumstances help you to be at your best, your most emotionally resilient self and what drives you off course?

To be a specialist in producing and directing your own classic movie focus on the following 3 elements:

First, have *a clear outcome*. If you are not clear what you want to achieve through your experience and what is important to you, then you find it difficult to make decisions in the moment when your movie is being made.

Second, be *aware of the environment* that you are going into, the possible risks and how to ensure your planning and preparation averts these.

Third, be *flexible* when you are in the midst of your movie. I am sure you can appreciate that having the first two elements covered makes being flexible so much easier. You are well informed and emotionally prepared for any misadventure or indeed positive opportunity that may arise.

Things can and will go wrong, which gives the plot its excitement and helps test your effectiveness. A key element is in managing your level of *expectation!* To be very dissatisfied you must first have a high level of *unrealistic expectations*.

When you are emotionally resilient you will handle the rigours of business life with ease. In addition to planning and forethought, do as much as you can to care for your brain and body through rest, nutrition, meditation, exercise or whatever helps you feel your best and live your best business life, moving your expectation to exceptional experience!

Noelene Dawes specialises in leading people through the pressures of change to be more decisive, influential and achieve the results they desire.

Her unique expertise and experience as a speaker, coach, mentor and facilitator have been built up over many years in her own company, Unlocking Potential, as well as an extensive corporate career in senior management in Australia and Asia.

www.EmotionalResilience.com.au

Gael Drum

Be Balanced, Bold and in Control of your Life

Why are 60% of Australian workers not taking their annual leave?

We know that living in the 21st century can be similar to sitting on a rollercoaster zooming along at an incredibly frantic pace. It can be a challenging task to pull on the brakes and slow the rollercoaster down, refuel it and attend to its maintenance, so it can run at its optimum level.

Deadlines, budgets, IR laws and regulations along with stiff competition can keep a person on this rollercoaster. Family responsibilities, social commitments and relationship obligations can also add to the speed in which you live your life.



Keeping up such a pace without taking time out for relaxation and play, can affect your personal and professional growth and success. It can cause stress, which in turn causes a lack of energy, motivation and is detrimental to your health. It can critically affect your attitude, cause resentment and anger. It can cloud your decision making and slow down your productivity. You become at risk of illness, disease, anxiety and burnout!

Committing time for your own needs and desires and setting reasonable boundaries will ensure you have a valuable and consistent supply of energy and motivation. Your commitment to yourself will guarantee an enthusiasm to keep each area of your life working effectively and successfully.

How do you commit time when time is so limited?

Look and see if you have any timewasters that fill your life up unnecessarily.

Ditch Timewasters - For instance, do you do other people's work or tasks when they are perfectly capable of doing it themselves? If you do, it's time to STOP! When you are taking on other peoples commitments, they are not learning to take responsibility for themselves. They are unable to make the mistakes that are necessary for their own personal growth. It's "OK to say NO".

Be honest with yourself and write down any unhealthy habits which are eating into your day or weeks. Take small steps towards minimizing these habits and you will be rewarded with extra time in your day to use more productively, towards creating a balanced life.

Be Aware of your warning signs - do you have increased aches and pains, indigestion, frequent colds and infections, sleep disturbance, lack of motivation, increased use of alcohol and other drugs?

Schedule in –

'Me Time'- At the beginning of the week schedule into your diary relaxation and reflection time. Add to your diary a non-work related activity which stimulates your mind and makes you feel good and keeps you smiling.

Meditation - Use meditation first thing in the morning to clear the mass of thoughts bombarding your mind when you wake. Use it in the middle of the night when you wake and feel like you're plugged into a power socket, which it's switched on! Use it regularly to tap into a place of peace. Meditation is a scientifically proven practice that can change the function of the brain in an enduring way.

Turn off to all work related distractions at least one day a week.

Make a date with your partner. Invest in your relationships NOW! Money isn't everything- Ask a person who has lost a lover due to heavy work commitments. Commit to phoning a restaurant or scheduling into your diary a night to go to the movies and make a booking! Make sure your date is away from your home, work and family. One on one time is essential for a loving, healthy relationship. It improves your emotional and social skills and increases your self worth. If you do not have a partner, make a date with a friend.

Implementing these strategies regularly, will ensure you are Balanced, Bold and in Control of *your* Life.

Stress-Busting Guru, Author and Public Speaker Gael Drum publishes the popular "Stress-Less for Success" eZine to help subscribers from around the globe combat and win the war against unhealthy stress levels.

If you're ready to take control of your life, regain your work/life balance, get healthy and start living, please click here to get your FREE subscription to this valuable publication, plus as a special bonus, you'll receive a copy of Gael's popular report "The 5 essential keys to "A Stress-Free, Happy & Successful Life".

Go to <http://www.StressFreeAndSuccessful.com>

Glenda Frances

Create a Successful Year by Knowing What you Want and Going for it!

Creating Success

Success is simply – the ability to create what you want.

Success is 80% psychology and 20% strategy. That is why it's important to train your mind to focus on what you want.

Success is like a merry-go-round: you need to push hard at the start to get it going, and then it gathers momentum. To keep it going, give a bit of a push from time to time. You can take action that will leverage success along the way to maintain success.

You are your best investment. You need to have a desire to invest in yourself – your own education. Your life will expand when you take the time to invest in what you want to create in your life. Keep expanding YOU by increasing your challenges as well as your skill-level.



You can use the power of the mind to create success. *Who* you become, is consistently *who* you image yourself to be. If there is someone you admire that you wish to aspire to, choose some of their attitudes, traits and qualities. Adopt them by acting as if they are already a part of you. In other words, 'fake it 'till you make it!' We can practice until it feels natural to us. If we act as if we already have what we want, we will not only re-train our mind to believe it is true, but we will attract this into our lives.

"Be careful what you wish for, as you just might get it"! If you live in the feeling of the wish fulfilled, then the wish will be fulfilled – if you take action.

"Make your future dream a present fact by assuming the feeling of a wish fulfilled"
Neville

Act as if you are already where you want to be until you are!

To overcome any negative experiences from the past, to ensure they don't get in the way of future success, change the way you remember these situations or events. Memories can be very powerful and it is our 'story' that keeps us where we are. By choosing to change this 'story' in your mind to one that will be helpful in the future, you will change your world. It's up to you whether you perceive the glass 'half-full' or 'half-empty'.

A secret to success: "Do the opposite to what the world is doing and be unique"!

Finding Direction

In order to be successful in your chosen area, you need to have a vision that provides a strong direction, resulting in knowing 'where you are' in relation to 'where you want to be'.

Most people go after what they THINK THEY CAN HAVE rather than WHAT THEY REALLY WANT. Therefore, we tend to get what we EXPECT rather than what we really WANT.

Remember – you have to TAKE ACTION!

Life rewards those who take action. Taking the RIGHT ACTION is closing the gap between WHERE YOU ARE and WHERE YOU WANT TO BE.

You will know what to do once you establish WHAT YOU WANT first. This will inform you of the RIGHT ACTION to take – it will become obvious, if you focus on the 'end result' and not make it about anything else.

Unfortunately, most people know more of what they DON'T WANT so they end up attracting the very thing they want to avoid or prevent.

Remember – "what you resist persists".

After all, it's all in the mind, isn't it? You *are* what you think, so use this knowledge to align your head with your heart - rather than the other way around. Expanding your mind expands your world. When you change you're thinking by focussing and aligning it according to what you want, you change your life. This provides direction as well as momentum and motivation.

There are NO excuses! You can make all the excuses in the world but it still comes down to WHAT DO YOU WANT?

Sure there are obstacles along the way and hurdles to overcome. If you weren't going anywhere, there wouldn't be any obstacles. It's a constant process of 'creating and adjusting' as you're taking action and moving forward. When you come across an obstacle, get resourceful – there's always a way around it. Moving forward is never a straight line.

Ask yourself - what am I holding on to that doesn't serve me? Do you know what is holding you back from achieving what you want? Remember, there are no excuses!

"The best way to predict the future is to create it".

Here's the challenge: step out of your comfort zone. Stretch and expand yourself by taking some risks. You need to be willing to do whatever it takes to create what you want.

Once you have some direction and you're taking those first steps, congratulate yourself and keep going by taking the next steps, celebrating achievements along the way!

Glenda Frances, **Applied Vision**.

Glenda's passion is facilitating YOU to create the results YOU want –
for your self or your business.

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Gary Haseldine

The Winner's Legal Drug

What could turn around a demoralised, disjointed group of individuals and transform them into a powerful, indestructible, winning team?

I'll let you into the secret shortly.

First of all, let me say that you can use the same strategy right here, right now to guarantee that you enjoy a fantastic year this year, and every other year of your life.

Yes, you can increase your wealth, improve your relationships, and make more sales, be a better lover, parent, and sports person, whatever you choose.

It's simple to do, and it's free!

I can tell already that your B... S... indicator has gone through the roof!

So what is it?

Words!

Yes, words!

Even though representing only 7% of our communications skills, words are nevertheless extremely powerful. Add to them inflexion, tonality and body language and you have the complete package.

Or do you?

There is another aspect to this. That is, how are the words perceived, and what is their semantic content - what do they mean to us?

Something nasty is said and what happens?

One person will be cut to pieces by the words, another will shrug them off. Yet another will retaliate and challenge them.

Why?

We can learn the answer from the science of Cybernetics as found by Prof. Norbert Wiener.

He determined that ***semantically significant*** information in man as well as in the machine is ***information that gets through*** to an activating mechanism in the system that receives it despite man's and/or nature's attempts to subvert it.

So our reaction to words revolves around how we value our interpretation of them.

Once you have taken something of value at the conscious level, it ***gets through*** to an activating mechanism - the subconscious mind where it is carried out precisely, to the letter.



Words can kill enthusiasm or generate it. Words can lower expectations or help them soar.

Words have power over thoughts and actions and ultimately the results we achieve.

Back to the story...

Let me tell you about the magic that pulled together an elite women's basketball team who had lost confidence because the acknowledged stars on whom they relied suffered season ending injuries.

What was the secret weapon that the Dandenong Rangers took on board so rapidly that they looked as though they had been playing confidently together for the entire season?

In a short pre match motivational session, we showed the Rangers that success starts with self belief (words) and lack of success manifests from self limiting thinking (words).

By applying the principle of Cybernetics, that is employ semantically significant information that gets through to an activating mechanism, the most amazing turnaround occurred.

Imagine this scenario...

The team was 11 points down at half time.

Over the next two quarters, the Rangers played harder and harder and drew level at 73 all at full time.

During the next five minutes of extra time, they looked like a brand new team, freshly on the court.

As the opposition faded away, each individual woman demonstrated her pre game instruction ...

"The longer the game goes on, the stronger you become"

The words "got through!"

The words became fact and the team won the game by a healthy 15 points!

Coincidence? No way!

The team's resurrection was so dramatic it was written up in the **Herald Sun Newspaper**.

While some may have called it sports voodoo, the coach said his team followed our visit with its three best shooting games of the season.

The semantically significant information – ***"the longer the game goes on, the stronger you become"*** – the words that each team member took of value – ***got through*** and the results are recorded history.

Rudyard Kipling said,

"Words are of course the most powerful drug used by mankind.

And sport is an area where immediate results can be evidenced.

By the same token, you create your future with the words you take of value.

Choose them wisely. The words you say to others, the words you write, the words you think, the words you read and the words you hear.

Words hold the power to steer you to untold wealth or the misery of poverty.

"Handle them carefully, for words have more power than atom bombs."

Pearl Strachan

As we know, the media use this powerful tool all the time. They know they can talk an economy up or down. However, they prefer to market negative news. They know that 98% of the population have become so inured to it that positive news doesn't sell.

So from now on, become aware of how words are impacting your life.

Remember that words and feelings are inextricably linked. Words become feelings and feelings create an aura around you, a positive or negative energy you transmit to others. This is a force of nature, a natural law.

What can you do today?

When someone says "***Good morning, how are you?***" please refrain from saying "***Not bad.***"

"Not" is a negative word, ***"bad"*** is a negative word and you will create ***"not a bad day!"***

By merely changing ***"not bad"*** to ***"good"*** or ***"terrific"*** or ***"wonderful"*** you will feel the positive energy surrounding you.

If you doubt me, I challenge you to practise this for a week – I know that you will feel different and those around you will see the difference.

With this positive energy you will begin to attract the opportunities you seek.

Yes, you can increase your wealth, improve your relationships, and make more sales, be a better lover, parent, and sports person, whatever you choose.

Words!

It's simple to do, and it's free!

Gary Haseldine has been a leader in the field of human potential for over 20 years. He is a clinical hypnotherapist and foremost authority on the self image. An inspiring and motivating speaker, Gary has produced technologies to guide and enrich lives.

The results achieved by his clients, many of whom are elite in their own fields of endeavour, speak volumes about the veracity of his programs.

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Karen Huchendorf

Energise your Business at your Artesian Source

In a recent dream, I'm walking through a desert, fascinated by its beautiful wind - and water-sculpted landforms, when the track and the landscape suddenly fall away far below me. I am amazed to find that instead of falling; I can keep walking, supported in each step by an invisible energy.

When I mentioned this dream to an Aboriginal acquaintance, she told me that her people know of such places, where there is energy welling up, like water from an artesian source.

Metaphorically speaking, we all have these well-springs of energy within, in the form of passion – not necessarily just one huge “life’s purpose” passion, but many passions – many treasured gifts, qualities and activities that bring us great joy. Like water from an artesian source, tapping into this energy can refresh, renew, enliven and energise us and our pursuits. In times of multiple challenges in business, it can be a great, unlimited source of invisible support.



"Passion is the most powerful statement of who you are as a unique individual. Passion brings inspiration, excitement, clarity and purpose into your life."

- Peter Wallman,
inventor and founder of
Passion Maps

So where does passion come from? Is it a gift from the heavens? Something bestowed on a fortunate few who happen to have the right smile, the right number of brain cells, or the right kind of garden clippers?

Before we can tap into this source, we need to find it – rediscover it, actually. For most of us, this treasure lays buried deep under the busy-ness of day-to-day life. We may only enjoy it after the kids go to sleep, or on weekends, or holidays. Or we're planning to enjoy it...after the kids grow up ...or after the kids move out!

Imagine what it would be like to live your passions fully, every day, every hour, every minute – not necessarily literally doing all of those things you love and that enliven and energise you, but through fusing their energy and anchoring it for instant access?

The first step is to recognise passion as the deep inner drive to reach for what we love. It's there in each of us – clear and pure, strong and uplifting, quiet and sometimes very noisy, clamouring for attention. Passions are really the deepest and truest of our desires. They add to life. They're open and inclusive. They don't deplete **us** or consume **others**. Real, lasting passion doesn't arise from circumstance, but comes from your artesian source deep within.

Passion also is different from motivation. Motivation is about willpower and specific achievements. Motivation may be able to get things going when it's **aligned** with passion, but on its own it can be very uninspiring. Ever wonder why mission statements and New Year's resolutions usually fail? Without accessing the passion you need to get things done, **they remain undone!**

Passion comes when we connect with the source: a deep sense of our authentic selves. It emerges from within, from the wholeness of who we deeply are. Think about it ... How do we know there's something missing if we didn't know it existed? We wouldn't have a burning, deep desire for a passionate life without somehow knowing, deep within, what that felt like.

How is it possible to get to this source? How can you do it without waiting for a dream to give you the experience? Let "whole person intelligence" be your guide.

What is "whole person intelligence"? From the pioneering research of people like Dr Candace Pert, we are getting a picture of a brain that is located in all places at once and not just in the head. We have what Deepak Chopra has called a "mobile brain" – a body wide information network that intelligently guides our lives.

Think about all the times in your life when you felt passionate about something ... Times when you were fully engaged, 'in the zone' and absorbed in what you were doing ... How does that feel?

Now think about your livelihood — what you do for a living ... Do you *love* what you do?

Perhaps you don't love every minute of what you do for a living – like writing proposals, doing the accounting, paying bills ... What is the essence of what you love about what you do for a living?

For a clear answer, let your body-mind be your guide ...

Here's a body awareness experiment you can do right now:

Sit comfortably in your chair. Take a few moments to notice what you are aware of right now – sights sounds, bodily feelings, etc. Now bring to mind an activity that you don't like doing. As you think about it notice in detail your body's sensory responses (tension in the belly, tightness in the neck, for example). Try to scan your whole body, being aware of even the most subtle of changes. Let yourself experience this for a minute or two, then write down the responses.

Bring to mind another activity that you don't like doing. Again notice your body's responses.

These responses are just some of the ways your body says 'no' or 'I don't like this'. Try to become more aware of such responses in your daily life. You may notice other ones. Keep track of your 'no' responses over the next few days and take note of what sort of situations elicit them.

Now bring to mind an activity you love doing. Something that makes you feel alive, energised or fulfilled. As you think about it, scan your body and notice in detail the sensory responses to that pleasant thought. Let yourself experience them for a minute or two, then write them down.

Bring to mind another activity you love doing and again notice your body's responses.

What you are doing is beginning to tune into the ways your body says 'yes' or 'I like this'. Try to become more aware of these sorts of responses in your daily life. Keep track of such responses over the next few days, noticing which situations elicit them. Then ask yourself which of these 'yes' responses relate to activities you engage in while working in or on your business.

True passion leads to full engagement, which means that you have an abundance of physical energy, a sense of feeling emotionally connected, mentally focussed, spiritually aligned, and with a sense of the bigger picture.

Through "whole person intelligence", discover a place of inner wisdom, vision, and insight, a world of purpose and creativity. Unleash the power and wisdom of passion – energise yourself and your business at your internal artesian source!

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Lisa Humphries

Get Things Done!

One way of making this a great year is to **be organised** and to ensure you are operating at your most productive level.

A great way to help achieve this is to keep an effective To-Do list. I know - it's nothing new, but you'd be surprised at just how many people go only part of the way, and so miss out on the many benefits to be had by knowing exactly what they need to do, by when, and what stage they are at with tasks and projects.

I'm a big advocate of keeping things simple where possible - to achieve great things in business you need to have maximum efficiencies in place. So use what you've got - while there are lots of free programs you can download and use or keep online, most people have organiser software on their computers, so make what you've got work for you.



If you work on Microsoft Office, you can use Outlook's Tasks to keep yourself organised. You create a task for every single thing you need to do. What makes it particularly easy is that it's part of the system you are already using.

The key is to categorise the tasks using the 'Categories' field and then create a view which makes it easy to use. I use Office 2003 so the instructions here are for that version of Outlook, but 2002 and 2007 will be similar.

Create the tasks

Generally your work will fall into certain categories e.g. your client work, your business admin, and personal things you need to get done.

1. *Define your categories before you begin.* For instance, I have client categories which all begin with "Client" then have the client's initials - doing it this way keeps all the client tasks together in the view which you later create. So I would have "Client - AB", "Client - DC" etc. But you could have categories for project names or any category you choose.
2. *Create the tasks.*
 - a. Remember each time to assign a category. You might also have an "Admin" category for things like paying invoices, and a "Personal" category for non work-related tasks.
 - b. For each task, remember to assign a due date, and make use of all other relevant fields e.g. whether it is to be a recurring task.

Create the view

When you have created the tasks, the next step is to create the view.

1. In the Tasks window, click View, Arrange By, Categories.
2. Choose which columns to show.
 - a. Click View, Arrange By, Category, Customize Current View, Customise Current View

- b. Select the fields (I recommend Icon, Priority, Attachment, Subject, Status, Complete, Due Date, Notes, % Complete, and Categories, but you can add or remove columns as you wish).
3. Add other customisations - 'Group' by categories, 'Sort' by due date
4. You can also create rules – e.g. you'll see that overdue tasks appear in red. If you would like other tasks to be flagged in some way, create a rule for it. In the Customize Current View box, click 'Automatic Formatting' and add a rule, e.g. to show tasks **due today**:
 - a. Click 'Add', at name type 'Due Today'
 - b. Click 'Font' and select a colour and click OK
 - c. Click 'Condition'
 - d. In the 'Filter' box, click 'Advanced' tab, click 'Field', 'Date/Time Fields', 'Due Date'
 - e. Under Condition, click 'today' then 'Add to List', then OK.
5. You could create other views in the same way e.g. to show only those tasks which are due today, or **on or before today**, by filtering using the due date, as at item 4 above.
6. Use the Tasks pane to choose which view to apply at any given time.

Using your task list

When you have a view in place, you can make amendments to tasks without having to open them – simply edit them in the list e.g. change the due date, make notes, etc.

After tasks are completed, go back to your task list view and click the tick box for that task, and the task line automatically has a line put through it. Very satisfying!

Now use it!

I find this system enormously helpful in keeping me on track, enabling me to feel on top of things, making me more productive. Make sure you use it to keep you on track for a successful year!

Lisa Humphries, Freelance PA.

Administrative specialist providing ongoing collaborative support to consultants and speakers for decreased brain clutter and freed-up headspace.

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Maurice Lane

Do We Need to Waste that Energy?

Do you get annoyed when you realise that you have been wasting your time and energy?

Do you say to yourself, 'time costs money, and my time is precious to me'?

Do you get annoyed with yourself, because you've wasted your valuable resources and energy and in doing so, lost productivity and money?

Well, we are one of a kind, because I hate wasted energy also.



Throughout industry, there are manufacturers who are unaware that their business is consuming unnecessary electrical power within their process.

Controlling the variable costs within your business is the key objective in staying profitable and competitive, but so often 'you can't see the wood for the trees'.

The most common costs in a business with a high level of Administration Support are associated with the lighting and the air conditioning systems, inefficient components and uncontrolled usage.

- Is your office block illuminated at night, well after the last person has left?
- Do you realize your lighting costs may be as much a 40% of your energy bill?
- Who has access to the control settings for the Air conditioning System? Is it running unnecessarily?

Did you know that if the control system 'temperature setting' is set 1 degree cooler than necessary, the energy cost implication is an additional 5%?

With businesses having high-energy machinery within their process, the potential for savings may be associated with the utilization.

Practices such as leaving plant running unnecessarily idle while staff are taking their breaks or while product line changes are being carried out could be wasting energy. Another area you may wish to consider are those unscheduled breakdowns. Perhaps their frequency and duration are both, 'too often' and 'too long'.

Addressing factors known as 'Down Time' and 'Dead Time' together with 'Slick Production Planning' can return substantial savings.

When you are running a busy business with general 'day to day' management duties, it can be easy to overlook these issues. You may have unmotivated staff members whose response to change is -

"We tried that years ago, and it didn't work."
 "It's always been done this way",
 "The work force won't go for that".

Today, the issue of Climate Change is upon us, and whatever our individual view on the cause, the cost is evident to see. They say 'necessity is the mother of invention', but you shouldn't wait for the necessity to hit before you become active and look for those opportunities to put you back in the game.

Be pro-active!!
Get the edge on the competition!!

Consulting with an independent expert can help you identify areas that you cannot see. From a site survey of your process with a general insight of your labour allocation and work patterns, a general report of areas, which would identify possible opportunities for making cost savings, can be created.

Should these initial findings be considered valid cost saving areas, then a full feasibility study would be carried out with recommendations and potential savings to be made.

Save your energy and increase your profits.

Let's together implement a program along the road to change.

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Sylvia Marina

You Deserve an Oscar ...

You deserve an Oscar for your roles.... juggling life's demands and choices, zipping off different costumes throughout the day, a business suit hiding a chef's apron, a taxi drivers uniform over your gym gear, a medical kit in your computer bag just-in-case a hug wasn't enough for the child in need!



Life is a spectacular 'behind the scenes' balancing act being performed day after day. For many it seems that each step taken in one direction often takes you further from a desire or goal in another area of life.

Being so busy, is it possible to know balance in every area of your life?

Can a person ever get the perfect balance?

Every life choice is pulsating with consequences, we have family and friends, work and hobbies – all of which take up most of our time till we feel as if circumstances are orchestrating our life. We become a puppet on a string.

The puppet is pulsating too many hours a day in the upper regions (*read: danger area*) of the Beta brainwave patterns 21-33 brainwave cycles per second. This makes 'living in the present' difficult but important to master.

Consider the natural brainwave patterns in relation to managing stress, keeping up with change and transforming the future.

Scientifically studied and recorded via the use of encephalographs our normal Beta brainwave pattern is 14–21 brainwave cycles per second. This is interrelated with left brain activity and associated with our logic and reason. In this brainwave pattern energy we get locked into busyness, overwhelm and confusion.

Engaging the right hemisphere of the brain known as Alpha brainwave energy, we tap into our creative power, we locate new options, we become aware that we don't have to do everything and we are more alert to alternate ways of doing i.e. asking for help and delegating.

Almost there ... 'work life balance'.

BALANCE – is that what you really want?

Picture this: 4am on a chilly July morning in Western Australia, I was 'on set' at the Perth Mint with a film crew. Between film shoots, while wandering among the exhibits, I gazed into a glass display case at some weighing scales. They were in perfect balance! So still they seemed ... stagnant, dead.

For more than 20 years, I had been consulting and advising people on the value of having balance in their lives.

In a powerful moment of clarity, I saw that the true key to health vitality, spontaneity, creative energy and momentum is not about focusing on balance it is about harmony.

Your subconscious is a slave to what you focus on. Frequent focus on 'work life balance' will lead to a syndrome of urgency, time consciousness, racing adrenal energy resulting in exhaustion, emotional anxiety and depleted spiritual vitality.

Harmony is your true wealth.

When you feel, know and have harmony in your life you enter a heightened alertness where 'new options' unveil.

With an unexplainable peace and quiet within, new awareness happens; people quickly, easily and simply enter the dream state to change present reality, tap into potential and recall 'the knowing'.

When this is happening, you are tapping into your Theta brain pattern energy.

Working in the Theta brainwave energy the two sides of the brain learn to function as one, it is then that people find inside themselves skills they never knew they had.

Now our experience of reality is different.

... there is more ...

The Delta Brain Pattern Energy

This is where deep cellular rejuvenation takes place.

Working with a medical team specifically devoted to the care, health, comfort and wellness of cancer patients, we verified many times over that the deepest healing and change does not take place in the Alpha or Theta brain pattern.

In this six year study one of my roles was to teach relaxation techniques sedating and stimulating specific brain energies for healing diseased cells, supporting and encouraging sick cells and empowering healthy cells within the whole of body life energies.

Patients identified that many of the patterns for disease were from ancestral energy carried through the DNA; other patterns of behaviour from conception through the first few years of breathing life.

Delta is a brainwave pattern that we frequent in the first few years of life. It is the energy for new life, growth discovery - it is no wonder that Delta is the brain pattern energy where the most significant and permanent change takes place.

The art of accessing the Delta brain-pattern energy whilst fully awake and aware is possible and it is from here that you will begin to experience the harmony you yearn.

No more the puppet on a string - you achieve 'mastery' and harmony in your whole life.

MASTERY... that state of being where words and actions are guided by awareness and purpose rather than habit and reaction - *Sylvia Marina* ©

Sylvia Marina ND, conference speaker and master workshop presenter.

Sylvia has 25 years experience educating and mentoring people through times of change.

Attend one of Sylvia's Mastery retreats - become the person you know you can be.

Honourary Life Member & Fellow of Business SWAP International.

Fellow (Hon) Australian Kinesiology Association Inc.

Chair, BPWA Mentoring Taskforce &

International Mentoring Taskforce Representative.

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Nikki Meldrum

Five Important Things to do if you Want to Grow Rich!

A Thought – The really nice thing about not planning is that failure comes as a complete and total surprise and is not preceded by long periods of worry and depression.

Building a solid financial base is one of the most important things you can do for yourself and your family. If you already have a strategy working for you there may still be plenty you can do to build on your existing wealth. If you are not working to a plan it is never too late to start.



The 5 important things to do

1. Have a Plan. Set your goals.
2. Live below your means – save a min of 10%
3. Understand your investments
4. Think Long Term
5. Be Patient – Remember Rome wasn't built in a day

Where do you want to be on the pyramid of life? For every 100 people who start work, and retire at age 65, 1% will be really wealthy, 4% will be financially independent, 5% will be still working full or part time, 35% will be deceased, and a huge 55% will be dependent on relatives or social security. Which percentage will you be in?

The Great Australian dream is to own your own home and the basis for all real wealth is in property. The best form of property is when you buy your first owner occupied home.

In Australia you currently enjoy the most powerful tax concession on offer as any gain in the value of your property is yours to keep tax-free. Once you have equity in this property you can use this to purchase more investments. The rule of thumb for buying an investment property is to hold it seven to ten years and let compounding work its magic.

As an investor, you have access to tax benefits unavailable to homeowners. You can claim holding costs like interest on your loan, repairs, council rates, insurance and property management fees against the rental income. If the holding expenses are greater than the income, the difference can be used to decrease your tax liability. This keeps more money in your pocket and makes it easier to keep the property. It is important to have the correct finance structures in place to achieve your maximum return on your investment.

Why use a Mortgage Broker? An experienced mortgage broker should be dedicated to making the banking sector accessible and workable for everyone wanting to take control and improve their financial situation. They should provide information, guidance, and assistance to every client, whether it be their first home or investment and help realize the potential of their home equity.

Utilising Australia's most progressive banks and lending institutions with products to suit individual clients with their wealth creation strategies and assist in a future that sees you reach your goals and aspirations in the shortest possible time.

Nikki Meldrum – The Home Loan Professionals – Accredited Mortgage Broker – Licensed Real Estate Agent - Certificate 1V Financial Services – Fellow of Business SWAP. Over 20 years experience in Real Estate and Finance.

Ph: 1300 137 797 mobile 0415 606 164

www.homeloanprofessionals.com.au

Tom Merrick

How to Make this Year your Healthiest Ever!

Introduction

Are you committed or Interested?

As a personal trainer, I can tell pretty quickly if a client will get results or not. It's not because I'm physic or because I can see into the future, but because I can tell people who are committed and who are interested.



Whatever health goal you're chasing, it takes commitment to reach it. If you want to lose 10kg, your commitment would be to exercise regularly and eat healthy. If you want to increase muscle size, you would need to lift heavy weights and have a high protein diet. The same applies for competitive athletes. It's not a fluke that athletes like Lance Armstrong, Roger Federer and Tiger Woods dominate their sports. It's because they are more committed to their goals than anyone else.

Now I want you to think - Am I committed to reaching my goals or am I just interested? What you eat when you pull up at the service station on the way home from work shows commitment. The difference is committed people turn up to sessions or won't miss a workout. They look long term and don't get carried away if results don't happen straight away. Interested people say all the right things but their long term behaviour invariably lets them down. Interested people will eventually let excuses get the better of their goals.

Interested people

- Talk the talk but don't always walk the walk
- Like the idea of change
- Never fully commit to telling others what they are going to achieve
- Set goals sometimes, and
- Don't always think about potential barriers to their success

Committed people

- Behave in a way that supports their goals and desires
- Commit to the idea of change
- Hold themselves accountable to others
- Set goals all the time and follow a structured process in doing so, and
- Think and anticipate barriers to success, and work out strategies to get around them

Healthy Exercise

Why less is more?

When thinking about exercise, most of us automatically think that the more we do the better. I know most people have gone through stages of life where they have done hours of exercise each week in an attempt to reach their goals.

This caused a lot of people to give up because after a few weeks most people found that results simply stopped and dedicating that much time to exercise was hard to maintain.

Now the good news is this old way of training can be turned upside down by actually training less.

Now this new method of training has a very high success rate and I personally train my clients this way too. The method is called interval training. Interval training is where you work hard for a small amount of time, followed by lighter exercise or a complete rest. For the clients I train the combination is about 2-minutes high intensity followed by 1-minute low intensity. This program is then repeated for about 30 minutes.

The results speak for themselves. I have seen some amazing results in just a few weeks with this type of training, but that's not all. The results aren't just in weight loss. Interval training also increases muscle tissue, fitness and most importantly metabolism. Which means that it will be much harder for your body to gain weight again.

My recommendation is for 3 x 30 minute interval training sessions per week for optimal results.

Healthy Nutrition

Diets – which one works for me?

Whether you're working to tone up a little or drop a few kilograms, your diet is one of your most important assets against fat loss.

There are a lot of different types of diets. Some come in shakes, high protein or high carb. Some work by allowing you to only eat at certain times of the day. Others are restricted to certain colored foods. These make it hard to know which one works best, strips off fat faster or has the best success rate. All adds up to the mounting confusion of diet enthusiasts.

I believe that what you eat determines 70 to 80% of the result you get. This is why Aussies are spending an increasing amount of money in the diet & health industry. My personal opinion and one that has proven to work and is the simplest of them all. And this is the "well-balanced diet". A well-balanced diet works because it gives your body everything it needs to be strong and healthy. Plus it is easy to follow.

What does a well-balanced diet contain?

1. Wholegrain and cereals— these are our natural energy source. There is this misconception that wholegrain and cereals increase fat. However, this is not true. You can go ahead and have the recommended 5 small servings per day (less if your activity is low).

2. Fruits & Veggies— 2 pieces of fruit per day (mid-morning and mid-afternoon snacks) 3 serves of veggies (snack, carrot or celery sticks with low fat dip, salad lunch, veggies on side or in stir fry for dinner)

3. Meat—Great source of protein, which is also great to suppress appetite. Have 2 serves per day and always trim fat off as it contains artery-clogging saturated fat.

4. Dairy—2 serves. Chose low fat options to lose more weight

Now it's just a matter of commitment and consistency. To do this, allow yourself one "play day" per week where you may eat whatever you like. This will form a well-balanced diet that is easy to stick to.

Tom is obsessed with your health. His passion started from a young age when he worked in health clubs from age 16. In this time he has read almost every book on health and wellbeing.

His obsession is not only limited to the physical elements, but also what makes us tick. Understanding his obsession Tom is considerate to the new person. If you have never had health on your radar then Tom understands.

What you will be impressed with is his ability to engage the best from you so that health is on your radar and that you do things with your life you never thought possible

Through this passion Tom's business Exceed & Excel runs **personal training, group training, wellness coaching** and **corporate speaking**.

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Dennis Moore

O'WOW – Other Ways of Working

“YOU'RE NOT PAID TO HAVE FUN, YOU'RE PAID TO WORK”!

How many times have we heard that said, implied or imposed?

One of the most common problems for management is that so many of them see work and fun as opposites. Work and Fun are integral and one doesn't work without the other. Of course, staff that are having fun might not look as diligent as the joyless ones, but they will probably achieve more and feel more satisfied for doing it.

Anyone involved in Workplace Culture Change training will soon find one common problem. Staff are able to generate a huge number of ideas, but management are unable - or unwilling - to create the right atmosphere for these to flourish so the business can realise the benefit.



Normally people know what their responsibilities are and sometimes just do the minimum where the atmosphere is run like the classroom. When there is a lighter atmosphere in the workplace people generally go beyond their minimum responsibilities.

A great example is of a very capable manager who found himself out of work because the company was moving interstate. He soon found another position managing a call centre in a large organisation. The company he came from had a great culture with a fun work ethic which he wanted to introduce to the new organisation.

What a culture shock he got, the General Manager would rather sack people than create an engaged workplace. Before the person who he was replacing left they said they were leaving because of the General Manager's attitude. The General Manager is more like a bully and as soon as he is in the building the atmosphere goes cold. The new manager in his previous company saved them hundreds of thousands of dollars with his innovative ideas, unique incentives and people management skills.

After only six months with the new company he is looking around for an organisation that fits in with his values and work ethic. It's not rocket science and how many good people is this General Manager going to lose because of his attitude and pig headedness?

WHEN FUN IS WORKING IT DOESN'T FEEL LIKE YOU ARE!

To receive, for free, 24 practical ways to create an engaged workplace culture and a calendar with 365 ideas for having fun at work, send an email with your name and details to – dennis@moorespeak.com – and put in the subject line 'Inspiring Business Ideas'.

Dennis H Moore is a certified Trainer/Facilitator/Professional Speaker who brings life and energy to Conventions and Business. Dennis presents programmes locally and overseas to create corporate cultures that engage, motivate and lift productivity through awareness, sales, relationships and incentives.

Contact Dennis on dennis@moorespeak.com or 0419 783 123

Anne McCullagh Rennie

Let Others Sell your Skills and Products Willingly, Happily and for Free!

Want to gain more business, sell more products?

Start by throwing away all your 'how to gain the best sales' books and try periodically giving away your skills and products. Forget the 'you scratch my back' approach. No 'if you give me this I'll give you that, I'll swap you for the same price, you get the second widget free.' None of that! Give away your skills and products - unconditionally.

Why? Because if you get a name for generosity on top of excellent service, clients are more likely to return to you and to recommend you, saving you advertising dollars and increasing your chances of surviving in business. Get *others* to spread the word of your *good products, good service and goodwill*. That's powerful!



Recently my husband and I went cruising up the east coast of Australia. At one port we employed a local electrician to do repairs on our boat. He was excellent. He didn't charge for his first day's work and he recommended a colleague to fix a mechanical problem. The mechanic proved to be equally competent. He came, had a look at the problem and was prepared to assist because of the reference from his electrician mate. He was also generous with his time, reasonably priced and *very busy*. Friends moored near us mentioned they were looking for maintenance assistance. We *willingly, happily and for free recommended* these two tradesmen. Both men got more business and we felt good at having helped our friends.

Cruising people are a diverse, sociable, generous bunch who are often working to a tight budget. I decided that for this trip I would give away copies of my novels, family biography and cookbook for arthritis sufferers, to people we met at our various anchorages. **Cost to my business:** A few boxes of books easily stowed.

Benefits to my business: More people read my novels; more people talk about and display my novels; if they enjoy them, they recommend my family sagas to others.

What skills and products can you periodically give away to improve your business? What are the costs/benefits to you? Why do clients return? What can you offer above the competition? Can you work with the competition? Do you under promise and over deliver? Are you generous or do you grab every short term cent? Are you reasonably priced? Do others recommend you? If not why not? Maybe you need to improve your skills at handling complains?

Hot commercial property Gordon Ramsay, creator of TV series *Ramsay's Kitchen Nightmares* and *Hell's Kitchen* explained in his autobiography *Playing with Fire* that one of his most important lessons whilst building his career as a restaurant owner and chef was learning how to appease unsatisfied customers. He learned that if three people bother to write and complain they are doing you a huge favour. The other ten and more have already gone to the competition still complaining about your service and vowing never to return! His solution: Look after those three! Grovel! Apologize! Pay up! Yes, it will initially *badly* hurt your pride and your bottom line, but responding quickly, positively, genuinely and humbly to complaints may just be what keeps you in business.

I have been working with leading Australian Author Agent Selwa Anthony for over fifteen years. I write. She gets me published. We have our great years and our lean years. Selwa said of my recent novel '*I think you've finally got the hang of writing a good plot.*' That was praise indeed. My editor Julia Stiles, who has worked tirelessly and tactfully with me equally as long, said of my fifth novel, *A Track Winding Back: 'a story to be enjoyed with good red wine and olives.'* Internationally successful trainer and facilitator Yvonne Collier taught me basic presentation skills at the start of my writing and speaking career. Yvonne recommends my books through her own enthusiasm and enjoyment of them. Look after the people who helped you get started. They will bring ongoing sales over the years and be there when the going gets tough.

You want to build a stronger, healthier business, my suggestion: periodically give away your skills and products - unconditionally. Resist being too greedy. Listen to your clients and continually look after their needs and the money will follow. More importantly, your clients will keep returning and will bring others. Wouldn't you go where you are made to feel comfortable and know the service you are receiving is excellent and given with genuine goodwill? You'd even be willing to pay extra. I know I am. Do all of this and others will keep selling your skills and products *willingly, happily and for free*, or as in my case, suggest ways to bring more *pleasure, entertainment and relaxation* into their lives. I wish you every success in your business and with your unconditional random acts of kindness and generosity.

Anne McCullagh Rennie is the internationally bestselling author of Australian family sagas: *Reach for the Dream, Ride with the Wind, Song of the Bellbirds, When the Snowgums Dance, A Track Winding Back*, family biography *You Can Call me Ellie* and *Pain Free Living*, a cookbook for arthritis sufferers. She won the inaugural Lynne Wilding SASSY Award for excellence in writing. Visit Anne at www.annerennie.com

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Monika Newman

Community, Connection, Collaboration

Firstly, I would like to introduce myself, I am the Virtual Assistant who compiled and worked on the technical aspects of this e-book.

Even though working "virtually" is more or less a solitary experience there is still a need for connection and interaction with people in a real sense. It's always a big buzz to get to see the faces behind the businesses in my virtual world.

It's been wonderful reading the inspiring stories and seeing the contributors' photos as I was putting this e-book together. I had the privilege of reading all of the contributors before anyone else, how great is that!



This e-book is one way of connecting with people, the small business owner and the solopreneur. It enables me to interact, learn, discover and extend myself and my skills as Business Swap is about community, connection, collaboration, growth and sharing.

We are all fellow travellers on life's journey. I understand that business owners can't do it all themselves - nobody can. In the end it's about building teams and supporting each other to get the best result for 2009 and the years ahead. Business Swap is about a team working together for the benefit of all individual members.

As a VA to Rob Salisbury (supporting SWAP since 1994 and National Directors Service Award Recipient 2007), I immediately said yes when asked to help put this e-book together for this community. It's been both a privilege and an honour to share the contributors' journeys and stories with you.

As a Virtual Assistant I see it as my job to make sure my clients' businesses look good, even when things can get stressful behind the scenes!

As owners of consultancies, small and SOHO businesses, we do not have a big brand to hide behind. We are the "brand" and that means our brand is always on display, be that at a networking event, via our documents or via our voice on the 'phone. Presentation is important in every area that we operate in and we must never underestimate its power.

We don't always get to see potential clients face to face. First contact may be an email, phone call or some other form of documentation such as snail mail. Everything we put out there is on show. We have to consider how every aspect of our business looks from the potential prospect's point of view as first point of contact.

This reminds me of an email conversation I was having with a long-standing client who I have never met face to face. I happened to mention, "It's a good thing you can't see my body language at the moment", and she responded via email, "its surprising how much body language I can pick up from your email!" This made me more aware of how I present through email. It is so easy just to hit the send button. A little tip I use is to set Outlook to manual send so I can review emails before I send them out, giving me a second chance "to get it right".

Remember the all important 'subject line' in your emails; kept text as short as possible using the most important words to ensure you get your message across because some recipients will hit the delete button based on the subject line.

The main point of your message should be in the first paragraph of your email so it shows up in the right hand preview pane to entice readers to open up your email and explore it further.

In these very competitive times we have less than 3 seconds to make a first impression and very rarely do we get a second chance to get it right.

I wish every one of you awesome success in your business for now and into the future.

As a Virtual Assistant and Principal of Absolutely Virtual, with many years of experience in administration in a variety of industries behind me, I am well placed to assist you in your business.

For further information please visit.

www.absolutelyvirtual.com.au. I can also be reached at monika@absolutelyvirtual.com.au or +61 2 9521 3768.

"Giving your business that professional edge" ...

David Tomlinson

My Wife's Courage Inspires Me

Much to my Mother's concern, I remained a bachelor until I was 43 years of age.

When I finally met my life partner, I told her on our first date that I would marry her. Within six months I was joined to her and her three young children in a ceremony at Balmoral Beach.

One week before our first wedding Anniversary we were told that she had cancer and had less than a 50/50 chance of survival.

Over the next six months she underwent chemotherapy treatment every ten days, which took her to the brink of death. Then she fought her way back to life.



She has been "In Remission" now for nearly seventeen years whereas other, younger, stronger patients did not make it.

We attribute her survival to a number of factors:

First: We had faith in her Doctors and could talk to them to be aware of what was happening, why it was happening and what we needed to do in the process.

Second: Denise wanted to live and her indomitable courage and tenacity would not let her give up.

Third: We had a shared vision of how we would celebrate our future life together and we focussed on this in all of our discussions, even when life seemed at its most tenuous.

Fourth: Denise learned the power of meditation and affirmations.

We still apply these four principles in all aspects of our day-to-day living.

When life seems difficult and throws challenges at us, we only have to recall that six-month period to know that these challenges will be overcome or become just another learning experience through which we will survive.

If necessary we will seek the assistance of professionals who we trust and can talk to. We will then apply their advice in conjunction with our shared visions, meditations and affirmations.

Apply these principles in your own life and you too may be excited about the future.

David Tomlinson, JP, FCPA, ACIS is a principle of Fehons Pty Ltd "Your Family Accountant" which specialises in assisting it's clients to optimise their income, protect their assets and minimize their taxation.

He can be contacted in Sydney on (02) 9754 3977 or through the web site www.yourfamilyaccountant.com.au for an initial free, no obligation consultation.

Rob Salisbury

Increasing Your Success at Tradeshows and Expo's

Rob Salisbury shares tips and insights to gain more success by attending industry tradeshows and client expositions

We are a society of consumers in which each of us has personal or professional interests that can motivate us.

In an era of high tech and low touch, we are consuming products, services and information at an exponential rate.

The good news is this process can leverage time, help us grow as employees or grow the companies we work with and help in the sustainability of our communities.

The bad news is business people have become so connected to technology that 'click and view' can consume their days, evenings and weekends therefore missing out on the significance of 'people connection'.



Attending expositions or industry trade shows is an excellent way for you or your business team to obtain new knowledge, meet industry experts and learn about leading edge developments from clients or new trends in your own industry or trade.

Attending product shows and expos stimulates creativity. You can learn firsthand about new innovations in the environments of conference venues, hotels and convention centres where low pressure to buy and high value to learn is encouraged.

Know before you go:

Here are quick tips to ensure attending local or overseas events are successful

- **Plan ahead to get free or early bird fee reduced event rates:** Many events are announced a year in advance with preferred rates or free VIP sessions for those that book early.
- **Confirm your reservation or attendance with the organiser:** By registering, you will receive advance information to your PC or phone and your name badge will be awaiting you.
- **Research:** Search the internet regarding companies showcasing or the conference partners involved. Make the most of your time at their booth or in meeting them versus wandering around from booth to booth.
- **Learn & Meet:** List who you want to see and any products or services you are interested in. Find out if there will be educational forums, seminars, breakout sessions, early bird breakfasts or lunches offered.

Attend on purpose:

- **Arrange one to one meetings with managers or suppliers:** Ask good open questions about what they are doing in their companies to make the most of their time at the trade show or expo.
- **Arrive early:** Avoid crowds. Move through the site of the show quickly to see as many exhibitors as possible. Exhibitors are ready and willing to chat in the early hours of the first day.
- **Content is King:** Gather information and resources. Find out what new products and services are available to help grow your business or increase productivity, profitability or alliances for your profession.
- **Network:** Talk to show managers, association executives, seminar leaders, industry experts for awareness and perspectives on trends.
- **Contact:** Your badge may introduce you however a contact or business card will ensure (if you want) that you are contactable via email or phone call.

After you go:

- **Follow up:** Contact those you met or found of value. The value/expense ratio of tradeshows and expos are always being judged by the vendors. They will continue to participate when they see a return on their investment.
- **K.I.T:** Keep in touch with tradeshow exhibitors or organisers. Let them know that you appreciated their efforts with an email or phone call if relevant.
- **Alliances:** Where an opportunity presents itself, a strategic alliance or new agency or partnership can be a win win for you or in your company's future.

Summary: Make a date with yourself over coffee or tea. Review the main things you learned from attending the trade show or meeting people at the expo. Your reward will be when they want to speak to you about your product or services.

In an era of voice mail box, email auto reply from those out of office, in meetings or travelling, attending trade shows and expos can be an excellent way to leverage your time while powering up your learning, earning and networking curve.

Worst case scenario, you will get exercise by walking around for a few hours talking to decision makers as a consumer or buyer in a low key sales environment.

Rob Salisbury B. Com, CSP is a corporate trainer, conference speaker and highly rated industry MC / host. He has been engaged over 1800 times for events in the USA, Europe, SE Asia, Australia and New Zealand.

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Anne Sorensen

'Strategic Engagement: Harnessing the Power of Social Media'

'Prediction: 90% of your sales will come from word of mouth or digital promotion by 2011. How do you change what you're doing today to be ready for that?' Seth Godin, April 20, 2009

Social media continues to galvanise. Within just one week, Susan Boyle's recent performance on a UK talent show generated more than 16 million views on YouTube, numerous Facebook pages and groups, and was the top conversation topic on Twitter. The speed and reach of this exposure was never before possible prior to the Internet and social media.



How is social media relevant to your business? For businesses contemplating whether to explore this new realm here is some further food for thought.

What is social media?

Social media emerged with the advent of 'Web 2.0' – the internet's 'second generation' which heralded a movement away from static web pages to interactivity and collaboration. The technology has given rise to social networks such as Facebook, YouTube, blogs (web logs) and micro blogs such as Twitter, with the central focus of each being user generated content.

Are your customers online?

The path to social media has been carved by the uptake in Internet connections. In Australia in 2007/2008, more than two thirds (67%) of households had home internet access and three quarters access to a computer.¹ Significantly, household adoption of faster connection via broadband increased by 22% from the previous year to an estimated 4.3 million, over half (52%) of all Australian households.

Neilsen research shows that two thirds of the world's internet population visited a social network or blogging site and the sector now accounts for almost 10% of all internet time.² Facebook leads the way with more than 200 million active users, 100 million of whom log on daily. The fastest growing demographic is 35 years and older³ with 70% of users located outside the US.

Why important for businesses?

The uptake of Web 2.0 has transformed the marketing landscape. Social media represents another way to communicate and engage with customers, to build better relationships, generate referrals and word of mouth, increase and reinforce brand awareness and ultimately sales. Strategically, it's about building stronger, more authentic relationships with existing customers and building relationships with new ones.

¹ ABS 2008, Cat 8146.0 Household Use of Information Technology

² Neilsen March 2009

³ Facebook, 2009

And it's useful for all businesses. Not for profits can harness social media to engage with donors and enable donors to connect with each other. Indeed, the many Facebook pages established after the recent Victorian bushfires, to raise awareness and dollars, represent just one such example of the power of this marketing medium.

A Quick Start to Social Media

Participate! Start by leveraging your website – increasing interactivity by establishing a blog and post to it regularly. Promote its existence on your other marketing communications. You will not only be inviting comment and a conversation – but continued updates keep your website fresh which helps your search engine ranking.

Establish a business page on Facebook. Focus on creating value for your community – share information, articles, tips - it should be fun as well as informative. Your activities should align though with your overall brand positioning and strategy. Remember no hard sell – you are connecting like minded people who will ultimately advocate for your brand.

Social media is about engagement and sharing information. The consumer is in the driver's seat. It's not about overtly selling your product but rather, building relationships and connecting people with a common interest and passion. The interactivity facilitates a conversation.

The social media phenomenon represents an opportunity which businesses shouldn't ignore. So if you're hovering - go on - take the plunge. It's exciting and will be rewarding for your business.

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Anne Sorensen is Director of Marketing Is Us, a specialist marketing agency dedicated to facilitating business growth by providing cost effective, strategic marketing solutions. She holds a Bachelor of Business (Marketing), MBA and is a Certified Practising Marketer with the Australian Marketing Institute.

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David Spears

All about Investment

How wonderful it is to be in control of your own finances, to not have to worry about working for a living or how to pay that next bill. If you are like most of us, investing often seems just too hard, or something that is best left to the professionals (which may be too expensive). The good news is that you can take control and be successful. Here, I share some of my experience on how to do this simply, and cheaply.



It's all About Goals

When I left school, I had little idea what I wanted to do. My Dad said I needed a trade, so I chose to be an electrical engineer and headed off for higher education. It wasn't until many years later that I realised my Dad just want me to have a secure income in later life. You don't need a great education to be financially secure. I did learn that you do need to know how to make money work for you and that is something not taught well at school.

It doesn't matter what you want to achieve, if you don't have a goal in mind then it will be easy to get side tracked, often resulting in missing your objective. It is necessary to see and understand the big picture so as you build the steps to achieve it, you know where you are and stay focussed. The key is:

- Start small,
- Break your goals into steps that are easy to manage and that you will feel good about,
- Reward yourself every time you achieve success then move on, and
- Never losing sight of your objective.

So What Investments are Right for Me?

The major types of investments are your own business, property and shares. Is any one better than the other? No! However there is a time when one will outperform the other and during that time that is where your efforts should be concentrated. For example, you will probably sell more umbrellas when it is raining. Similarly, when the stock market is rising, there will be a higher demand to buy shares.

The skills you develop in one form of investment transfers neatly into the next. Let me give you an example. Let's say you decide to buy some shares on the stock market. You pay X for them and some time later you sell them for Y. Assuming that Y is greater X, then congratulations, you made a profit. Having learnt how to make a profit by buying and selling shares (and keep records to prove it), translate this skill to running a business investment which buys and sells goods, or to property investment where the "goods" now just take a different form.

Where Do I Start?

Wouldn't it be nice to wake up one morning and find that someone has left a million dollars bundled neatly on your doorstep! Unfortunately it rarely happens like that

(well, not to me anyway) so I had to start off small and work my way up. When I first started out I didn't have a lot of money to invest and yet, that is the time when I needed the most help. I researched and learnt as much as I could about how I was going to achieve my objectives. As you research, weigh up whether the information is actually relevant and useful.

In my experience, investment comes from one simple technique. It is so powerful, we often forget that this is the fundamental reason that we can achieve our financial goals. The secret to creating wealth is ... *spend less than you earn and invest the profits into assets which, in turn, gives you cash in the pocket.*

- Do you know if you are actually spending less than you earn? There are many simple transaction recording software packages which are freely available (contact me for details). Work out how much profit you actually have and how long it took you to achieve it.
- Decide how you would like to invest this profit into an asset. My definition of an "asset" is something that gives you cash in the pocket. Is your own home an asset? Unless you rent your home out to someone else, then I doubt it. Who's asset is your own home? Unless you move, I suspect that your children might see your home as their asset! Common investment assets are either own business, property or shares.
- Measure your success. There is no point going to all this trouble if you don't know whether you were successful or not in your investment. Learn simple bookkeeping techniques to be able to identify your return on investment and monitor. Know that it is just as important to time an exit as it is to enter an investment.

My favourite Investment

I can't make up my mind. So why not invest in all three types? Take a holistic view of your goals. Perhaps your whole "business" consists of running your own business, investing in shares and investing in property. The sum of the three represents your net worth. Start small in each one. Perhaps being an employee is an opportunity to study how an effective business runs so that you can use the same techniques on yours, i.e. marketing, production & finance. Perhaps studying the share market and actively investing a few dollars will help to understand superannuation. Consider that property investment will give insight into "leveraging", a technique to accelerate our financial goals faster by using borrowed funds (other people's money).

Whatever you choose or whatever direction you take, it is possible to manage your own investments with a little bit of thought and research. If you feel you have what it takes to become your own entrepreneur then visit my webpage at www.spears.com.au I help people to help themselves.

The Spears Company Pty Ltd. David has been successfully assisting people to achieve their own investment strategies and goals for many years. He regularly runs workshops or consults on strategies that are easily adapted to suit your own style of investment.

Please refer to www.spears.com.au for details.

Peter Timothy

Make TV Advertising a Part of your Mix

Ok, hands up those who have been in business for a number of years, but have never explored TV advertising ... now I know there are a number of hands going up.

You're not alone. When I started my life in the advertising game with the paper, I too was cynical of TV advertising, I was guilty of dismissing it as expensive, and channel jumping, but since I have been in the TV landscape for last 7yrs, I am an unabashed fan and very biased.

There are 2 guarantees in life, death and taxes. Can I be so bold as to add a 3rd? Regional TV advertising WORKS.....and it's very cost efficient.



Why am I so sure, you may ask ... well I wouldn't be in a job if it didn't work.

So let's start at the beginning.

Advertising is an investment, not a cost ... if done correctly

There are 5 traditional types of advertising ... word of mouth, TV, radio, brochure/letter box drop and press, then you can add secondary such as billboards, cinema, sign writing on vehicles, buildings etc.

Every day we are bombarded with all types of messages and we have to make snap decisions on all of these messages. The challenge for businesses is how to get their own message out into the marketplace, amid the variety of choices that they have to deliver their message.

This is where some dedicated research can really get you in front of your competitor and it doesn't have to be tedious, laborious research either. You owe it yourself, your staff and your customer to make sure you understand what type of advertising works for your business. Set aside an hour per day for a few weeks to do your research

If you see your competitor being aggressive with their advertising, you should be asking questions, ask that particular medium what the investment is to have your name bandied about in similar fashion, but don't just stop there, source information from other outlets as well.

You have an idea of what your advertising budget for the year should be, generally, industry guidelines suggest 3-5% of gross turnover, I have seen businesses invest as much as 10% and as little as 1%, you need to find your comfort zone.

TV advertising offers you *emotion, sound, vision*, 3 powerful traits to grab the viewer's attention and this is the secret to being successful with your TV advertising, you have to make sure you have the correct message, targeting the desired demographic.

This is one of the huge advantages of TV advertising, you can be very strategic in where you place your message ... eg, a nursery would be best to buy airtime in Better Homes and Gardens.

If you have never tried TV advertising, I encourage you to give it a go, but make sure you know what you're getting, ask lots of questions and believe it or not, you need to intimately know who your target audience is. More often than not, a lot of business owners/managers do not know their customer; you need to know this before you contemplate any form of advertising.

Take a look at how many local businesses advertise on Regional TV, you will be very surprised at the number, take note of the style of commercial, and then you might ask, "How do they afford it?"

Well, they can afford it because they did their research and found a number of benefits for their business.

A lot of businesses are a little shy of wanting to do TV advertising due to the 'cringe' factor of locally produced commercials ... there is an easy solution, be "fair dinkum" about your TV advertising and invest \$\$ and time into getting it right, as I mentioned before, the key is to get the message, the feel, the look spot on.

First impressions are lasting impressions. So tell me, you ring for a plumber out of the phone book, he turns up in a beaten up old ute, hasn't been cleaned since new, shirt wasn't ironed before he left for the day ... would you be apprehensive ... advertising works the same way, especially on TV, you want to make a good impression, so you need to invest, do it properly and the results will come.

Last but not least ... do you know what the definition of insanity is?????
It's doing the same thing over and over, year after year, whilst expecting a different result.

Don't go insane, take the challenge, roll up your sleeves and do some research and make TV advertising a part of your business, you will be pleasantly surprised.

I started my working life as an apprentice automotive engineer with Repco in Wagga Wagga. I then moved onto a locally run family pool company doing pool maintenance, installation and sales for 4 years.

I commenced my career at The Wagga Daily Advertiser in August 1996, firstly at the weekly rural publication and then after 2 years moved into selling for all the mask heads that the paper had acquired, daily, weekly and rural.

18 months later I moved to Prime TV as a sales executive before moving my family to Coffs Harbour in September 2005 to take up a Sales Manager's role which I am still currently in.

Peter is Sales Manager for Prime TV, Coffs Harbour and can be contacted at: email: peter.timothy@primetv.com.au
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Linda Ward

Tips for Successful Communication

The ability to communicate well is vital in order to function in our typical society and to achieve personal, organisational and community goals. Never has it been so essential to become an effective communicator than in times of economic downturn. Each of us uses the skills of communication in order to build relationships, issue directions, ask for help, present to a potential client or attend an interview.



What is Communication? – The word communication has been defined as early as 1490 – “that which is communicated, as a letter, or its contents”. The definition has developed over time to recognise that for communication to occur more than one person must be involved as seen in a 1771 definition being “common participation”.

For communication to take place there must be 4 main components:

1. Sender – the owner of the information
2. Message – the information to be conveyed
3. Channel – the method for convey or transmitting the message
4. Receiver – the intended person receiving the message

Effective communication requires a 5th component of “feedback” or confirmation that the message is received and understood as the sender intended. Without this essential component we discover the cause of many communication failures.

Communication also importantly involves the non-verbal techniques, of which some we are aware and unfortunately some we may oblivious to.

1. Appearance
2. Body Language
3. Listening Skills – active and passive listening
4. Use of language and tone of voice
5. Understanding others – types of people and differences in how people express themselves. Establishing rapport, showing empathy
6. Use of Questions
7. Underlying ethics/values and motivation for communication
8. Assertiveness and confidence
9. Perception

10 Steps to Improving Your Communication Skills

1. **DESIRE** - As with any change we want in our lives, the first and most important step is desire. When developing desire it is important to establish our “WHY” – as humans we need a strong purpose or objective to drive the change we want to see. Without this desire, we will not plan, evaluate and measure our progress.

2. **PLAN OF ACTION** - Effective communication is a learned skill and it is useful to take stock of the level of mastery we already possess – what are our personal strengths and limitations? Make a list of the areas where you believe you already communicate effectively and areas in which you would like to have improvement.

When you have completed your list of strengths and limitations you will find that you now possess a comprehensive personal course guide. Your list may cover such areas as overcoming nervousness, developing rapport, speaking clearly, appearance, improved listening skills and many more. From this list it is possible to create a step by step plan for improvement in each area.

3. **MEASURE PROGRESS** – Find a buddy to work with and treat improving your communication skills as a long term project. Ask a friend or colleague to help you monitor your progress as you work through each of the areas you have identified as requiring improvement.

You may also consider joining your local Toastmasters International Club (www.toastmasters.org.au) where you will gain invaluable experience and guidance in developing skills in public speaking, impromptu speaking, evaluations and improved listening skills.

4. **KNOW YOUR SUBJECT** – In all areas of effective communication, it is important to have a thorough understanding of your subject. Good speakers and communicators understand their subject and usually have a level of passion and emotion concerning the topic they speak on.

Regardless of the size of your audience, it is advisable to speak only on subjects that you are comfortable discussing. When you stick to topics that you know, you will find that you do not require a memorised script and you are capable of adlibbing and answering random questions from your listeners.

5. **EMPATHISE WITH YOUR AUDIENCE** – To become a great communicator, we must develop the ability to show that we empathise with our audience. The most effective way to increase your understanding of how people feel is to ask questions and listen to the answers.

6. **IMPROVE YOUR DELIVERY SKILLS** – Regardless of whether we want to communicate with one or one hundred people, we must work on improving our presentation skills. This includes everything from our appearance to prepared speech. Again, it is essential to work with a buddy to give you objective feedback. In addition, it is helpful to record yourself using a Dictaphone or video camera, so you can critique yourself and notice improvements.

Learn to deliver your message in story form – everyone loves a good story. If you can deliver your point in a strategic story you will increase the effectiveness of your communication dramatically. Storytelling makes it easier for you to remember your talk and easier for your listener to receive your message.

7. **CONTROL NERVOUSNESS** – The best cure for controlling nervousness is excellent knowledge of your subject and proper preparation. Nervousness prior to a presentation is normal and is an indicator that you want to do well. This is a good quality and should be viewed in that light. With practice and persistence, your presentation skills will improve and your nervousness will subside and become controllable.

Occasionally, this nervousness can approach anxiety and panic in some individuals. It is important to recognise this purely as the body's "flight or flight" response. It is critical that you continue breathing deeply rather than allowing the typical shallow breathing of anxiety to occur. Think of the word "fortunate" and break this into "for" – count to four as you inhale, then "tu" – hold your breath for two, then "ate" exhale slowly counting to eight. Using this method you will effectively slow your breathing and remain more relaxed.

8. **KEEP TO TIME** – Keeping your dialogue to a specific time is essential when you are presenting or speaking in most forums. Regardless whether you are at a seminar or conducting a team meeting, the ability to keep your talk within the set time is a sign of respect for your listeners.

Be very clear about the purpose of your talk, this will help you weed out superfluous words and stop the tendency to "waffle" on. Practice your talk if it is a prepared speech and time yourself each time you practice.

9. **SHOW SOME EMOTION** – Effective communication requires the message to be received and understood by the listener. To receive the message, the listener must be awake. The best way to keep our listeners awake is to use expression in delivering our message. This means show emotion, use expression in your voice, use gestures, move about, raise and lower the tone, pitch and volume of your voice.

Pay attention to your audience, if they have their eyes closed and snoring, you may need to use more expressive mannerisms than you currently employ.

10. **ONGOING LEARNING** – You have an enormous amount of resources available for your use in improving your communication skills. There are many books readily available in your local library or bookstore. In my library alone, I have over 20 books and 10 audios on communication skills. Articles are available freely online through simple searches and Toastmaster International has local clubs in most towns and suburbs.

I recommend you commit to improving your communication skills regardless of whether you wish to speak effectively with one or one thousand people.

Linda Ward, *Speak Up*, assists people to communicate with confidence and conviction. Linda runs small group workshops on speaking and networking skills and coaches individuals.

Linda can be contacted at linda@lindaward.com.au

Neil Willis

If you Must Own a Business!

In the early nineties I read a book on successful entrepreneurs. One story in particular has stayed with me.

The gist of that story was that if you had to own a business then operating it in another country was the ideal situation to have. Otherwise the temptation to actually go there on a regular basis would be too great.

Admittedly most people, including me, probably dismissed the story, if not completely then certainly to the back burners of our minds.



Recently however my wife and I relocated to California, where we have adopted a beautiful newborn baby boy. We named our son Samuel and now we begin the hopefully not to arduous process of bringing Sammy back to Australia with us.

My business, Sydney Commercial Kitchens is of course based in Sydney, Australia and I am currently living in Santa Monica.

So, what steps are necessary to facilitate a business not only existing but continuing to grow while being based in another country? Your business must have or be:

1. A great TEAM
2. SYSTEMS that work
3. MARKETING strategies supplying a continuous stream of leads
4. A THOROUGHLY MODERN BUSINESS – by this I mean you must be able to access your workstation, your files and your emails through the internet.
5. PRE-PLANNING & READINESS – you must have everything in place. We found out on the Saturday morning that a child had been born. My wife flew on the Saturday evening and I joined her on the Monday. Not much opportunity to plan, just pack and go.
6. TRUST in everything – God, the universe, your team members, suppliers and customers and most of all yourself.
7. The right ATTITUDE – actually you need this to enjoy all of life's opportunities.

While not every business owner will want to operate their business from another country, applying the above strategies can only lead to a stronger and better business. Never say never! One day you might have the opportunity to go to the tropical paradise of your dreams.

Neil Willis has been a business owner for over 23 years. Sydney Commercial Kitchens is an award winning internet business and is based on the beautiful Northern Beaches of Sydney, Australia.

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