

Bedtime Business Be-Attitudes

*- an inspirational selection of poetry and
short articles to lighten your business day.*

This is an Excerpt/Sample Copy

To purchase the eBook go to
<http://www.victoriabusinessstalk.com/eBook/index.htm>
or Contact the VictoriaBusinessTalk.com office at
250 - 881- 1154

Linda Conn
Dean Christy

www.victoriabusinessstalk.com
Victoria, B.C. CANADA

Preface

A dictionary defines a Beatitude as a supreme blessedness and to beatify is to make happy.

The title of this little book began as an offering of short selections and poetry to close your business evening - or to lighten your business day.

It then expanded to a reminder that Attitude - while it isn't *everything* in solid business planning, can make a world of *many* things more possible.

Hence the title... Be-Attitudes!

At last! A personal/business book to help you wind DOWN not UP! We hope you enjoy this first volume in the Little Business Book Series. Perhaps it will help you to make the transition from your work day to a restful sleep; perhaps it will give you a refreshing pause during your day, or maybe it will become the perfect gift for a busy entrepreneurial friend!

This book is dedicated to every entrepreneur who kept the faith, burned the midnight oil, and held the vision way beyond the dictates of sanity. Alone at a desk, earning every single triumph or glimmer of joy!

Introduction

More and more we are drawn to create soul driven endeavor. The entrepreneur of today seeks work that reflects an individual sense of purpose and calling in life, not just work that is a means to an end.

A phenomenal global increase in the number of self employed entrepreneurs has resulted in a new breed of business people.

The language of business is changing to suit the demands of this increasingly powerful workforce. This emerging new business language is highly personal, speaking in a voice from the heart not just from the marketplace.

It is a business language that goes to the core beyond traditional business passion with the power to speak universally in all industries.

It is in this spirit that we offer you a collection of inspirational short articles and poetry on *Business* Courage, Passion, Change, Tolerance, Perception and Wisdom...

Linda and Dean

Wisdom

judgement without judging
knowledge without knowing
philosophy learned to be shared
principles lived to be given
seeing the folly of the foolish,
wisdom of the wise
quiet discernment, accumulating
self.

by r. dean christy

COURAGE or the Lack of it

COURAGE or the lack of it
To start a new business
Make a business change
or Leave a business
7 ways to trick fear

The voice of fear tells us "if I am afraid, finding it hard to find courage, the fates are trying to warn me of impending doom. Don't do it Don't do it."

Fear is free floating. It attacks when you don't see it coming. Every entrepreneur has faced it. It takes courage to pursue a new idea, start a business, change a business or leave a business.

The largest group of entrepreneurs are the visionaries. There are lots of dreamers. They are so comfortable with fear all they do is happily vision and dream. If you found them the strategies to produce - they would be in trouble.

The second largest group of entrepreneurs are those at the **startup** stage of a business. They managed to get past the fear and have started implementing their plans. They sometimes mistake the inevitable obstacles that get in the way of their business growth as a sign of failure, reinforcing the trick of fear. Perhaps the greatest obstacle to courage comes from being able to see the whole vision of the possibilities of your business all at once. The best antidote is to break the vision down into manageable parts. The 'one steps' at a time. Get help. Ask for help; better yet, pay for good help. The more people who are involved in your dream the more you will have your ego on your side. You'll want to succeed even more.

It takes a tremendous amount of **COURAGE** to **change or grow** a business. Slow it down. Just because you can do it doesn't mean you should. Don't make any blind decisions alone without research. Identify your assumptions and then prove if they are true or not.

Ask people you know and don't know. Be very clear on the trends in your industry.

Perhaps the greatest amount of **COURAGE** is needed **to leave** a business. People often stay in a business far longer than they should. It takes **COURAGE** to stop. There might be payables left over at tax time. What will they tell their family and friends? What about the image they now have?

What now? Do they have to get a job and work for yet another boss? Strategy? Perhaps you are overestimating the impact on others of what you decide to do. Everyone has his or her own busy life too. Visualize telling someone and rehearse your answers to their questions. Visualize a different life that satisfies you more. There is an old expression that it is time to stop when it is no longer fun.

Handling Fear

Recognize the free-floating aspect of fear. Do you notice it comes more when you are tired, fixated on money, unhealthy, or worrying about many things at once? See fear as something you can examine under glass. Look it in the eye in the light of day. The expression 'sleep on it' comes from the tendency for things to look better in the morning than they did last night.

Take care of your foundation of health, which makes all things more possible. Look at the top 4: good food, sleep, water and exercise.

Do not start, grow or leave a business unless you are healthy as you can be.

Sometimes we need some help. Think about hiring a personal or business coach.

Honour the fear. The universe could be telling you YES you should be scared. Are you comfortable with your research and planning? Better yet, talk to people and get more opinions.

Have a frank discussion with yourself. Do a worst-case scenario: if this happens, I will do this. If this happens, I will do that.

Bottom Line?

The visible face of entrepreneurial courage is done "To Do" lists.

Do you consider yourself **COURAGE OUS? Prove it.**

Linda Conn
Your Business Coach

the give and take of business

Tolerance!

#1. Family

Someone in your family with past business experience is telling you all about what it was like in their time and what you should do.

#2. Friends

A good friend that you can always count on to listen and understand vents their frustration and non-support for your business.

#3. Bank

The bank you have the most history with tells you you can't have an overdraft on a business account unless you have a cosigner.

#4. Spouse

You have just spent a patient several minutes explaining something that really matters to your business and the answer you hear is to change the subject.

#5. Alliances

Giving their advice on an aspect of your business that is not related to the alliance products and services that you share or that you asked for their input on.

#6. Possible Clients

After you explain carefully what you can offer, they make a smart crack like *'so what sport did you say you coach?'*

#7. Current Clients

You know you emailed and/or said exactly the right insight for them at least once before but they don't seem to be reading or hearing your response.

#8. Neighbours

You have been working 18 hour days and someone says they haven't seen you around - are you enjoying being retired?

#9. Ex Co-workers

Asking for your input on the issues that still face them when you have moved on and feel light years ahead.

#10 Bill Collection

Someone pays you with the wrong "pay to the order of" and/or ignores they must pay GST.

How much will saying or doing nothing harm you or your business? Is the answer to bite your tongue, to let it go, to let it slide? Or, in how many of the above would you 'set them straight'? My 'set them straight' score is 6 out of 10, what's yours? **Bottom Line?** Just how much should you or can you **Tolerate?**

Linda Conn
Your Business Coach

Ordering Information

"*Bedtime Business Be-Attitudes*" - a selection of poetry and short articles to help you close your business day.

Co-authored by Linda Conn and Dean Christy

A Book to Buy for Yourself AND your Business - when you need a little inspiration in your day.

If you read one page a day you would have enough inspiration for **One A Day for 30 Days!**

Give as a **gift** to any entrepreneur - **or buy for yourself!**

Order Now Just \$9.95 CDN + GST

When you order, you will also receive 4 free TeleclassMAX audios!!!!!!

- **Current Trends in Marketing**
Past, Present and predicted and how they relate to you...
- **Strategic Alliances**
Examines the 6 most common Alliances with practical strategies...
- **Everyday Visioning**
Find out how our daily decisions need to be guided by predetermined policies and procedures...
- **(A Refreshing Look At) Time Management**
Your system will only work, week after productive week, if it is based on the self knowledge of the most optimum times for you to schedule your work and play. We will start with your own personal Lazy Log?!

Guarantee:

This book comes with a no-questions, no-quibble, 60 day money back guarantee. If for any reason (or no reason), you decide this information isn't right for you,

Just email us at **info@victoriabusinessstalk.com** any time within 60 days, and we'll buy it back from you for every penny you paid.

Order Now Just \$9.95 CDN + GST

So why not order today and start enjoying your:
"Bedtime Business Be-Attitudes" - a selection of poetry and short articles to help you close your business day.
Co-authored by Linda Conn and Dean Christy

We just know you will love it!

Linda and Dean

P.S. Remember your free stuff...

Buy one and you get the first free classes on 4 TeleclassMAX topics!

[About the Authors](#)

[Read a Sample](#)

[Order Now](#)

About the Authors

Linda Conn is founder of [VictoriaBusinessTalk.com](http://www.victoriabusinessstalk.com), a Teleclass Leader, Business Writer and Business Coach.

Read Linda's bio at:

http://www.victoriabusinessstalk.com/linda_conn.htm

Dean Christy is a local Business Trainer, Poet and Owner of a local Dinner Theatre.

Read more about Dean at:

<http://www.playwithyourfood.ca>

Watch for the second Volume
in
The Little Business Book Series
Coming in 2005