

Volume XVIII, No. 5

November/December 2004

## Do Sweat the Small Stuff

Like many people, I grew up in a small town where everybody didn't just know your name—they knew a lot about you including your family history, church affiliation and shortcomings. I found this both annoying and disconcerting, but now realize that it also meant having daily access to a kind of Human Behavior Academy. Knowing so much about my fellow village people taught me a great deal about the kind of person I wanted to be and the kind of person I wanted to never be.

When reality shows began filling up prime time television, my daughter became a great fan. One night we were talking about this new idea of entertainment and she said, "I think that they're popular because so many people live in places where they don't even know their neighbors and this is a way of learning things about other people." That was a different way of looking at reality television and it made sense to me. Of course, we're curious about what other people think and how they behave. It's even more valuable when we learn from winners.

That's why I got excited when I began hearing that a new reality show was debuting with one of my entrepreneurial heroes, Sir Richard Branson. Although it resembles *Fear Factor* more than *The Apprentice*, I was hooked from the first episode of *The Rebel Billionaire*. While Trump is known for dealmaking, Branson thrives on personal challenge and adventure.

The initial test the young hopefuls were given was brilliant. Wearing a disguise, Branson posed as the cabdriver who ferried the contestants from London to his estate in Oxfordshire. The purpose of this test was to see how the participants treated the people who served them. Three of the sixteen did not fare well and Branson made it clear that you can't expect to succeed if you treat people badly. "We want people who can inspire others," he said.

Branson also talked about how Virgin succeeded as a small business in the marketplace by getting the details right. Lots of little things done well can make a powerful difference in growing a business, he believes. It's one of those obvious success secrets that isn't so obvious at all.

When it comes to details, there seems to be two different approaches. Some people who consider themselves Big Picture people find attention to details to be annoy-

ing. On the other side are folks who thrive on what appears to be minutiae to their visionary colleagues. Neither extreme is especially effective, but we need to be willing to consider both when we have our own business. Fortunately, even mundane tasks take on a new appeal when they're a step along the way to building your own dream.

For the past couple of years, I've been vigorously recommending Malcolm Gladwell's *The Tipping Point*, which I consider essential reading for any creative endeavor. So where did the idea for that book come from? Here's what the author says about that:

"Before I went to work for *The New Yorker*, I was a reporter for the *Washington Post* and I covered the AIDS epidemic. And one of the things that struck me as I learned more and more about HIV was how strange epidemics were. If you talk to the people who study epidemics, you realize that they have a strikingly different way of looking at the world.

"The term Tipping Point, for example, comes from the world of epidemiology. It's the name given to that moment in an epidemic when a virus reaches critical mass. It's the boiling point. It's the moment on the graph when the line starts to shoot straight upwards. AIDS tipped in 1982, when it went from a rare disease affecting a few gay men to a worldwide epidemic. Crime in New York City tipped in the mid-1990's when the murder rate suddenly plummeted.

"When I heard that phrase for the first time I remember thinking Wow. What if everything has a Tipping Point? Wouldn't it be cool to try and look for Tipping Points in business, or in social policy, or in advertising or in any number of other nonmedical areas?"

If you've read Gladwell's book, you know that the magic moment he writes about is created through innumerable small acts. That's an encouraging notion for those of us who are starting small, but dreaming big.

There's a lot more we can learn from Gladwell and Branson, but mastering the small stuff is a good starting place—and we don't have to wait to get started. "The road to success is not to be run with seven-league boots," Charles Buxton reminds us. "Step by step, little by little, bit by bit—that is the way to wealth, that is the way to wisdom, that is the way to glory." 🍀

*turning passions into profits for 18 joyful years*

## barbara's notebook



# Have the Happiest of Holidays and the Merriest of New Years

As much as I love to travel, there's one part of the process I don't much like. That's the part that occurs between the time I leave home and arrive at my destination. I usually deal with this by saving a book that I especially want to read or by bringing along a needlework project to keep me calm.

When I was getting ready to leave for London in October, I decided that I wanted to make the travel time about something more than just grinning and bearing it. Perhaps I could turn it into an Inspiration Quest, I decided, looking for things to inspire me along the way. Setting that intention may just be my new favorite travel tip because I kept finding wonderfully inspiring stories the entire time.

My first stop was the magazine shop at the Minneapolis airport where I picked up the current issue of *People* magazine and Oprah's new home magazine. Even the covers hinted at treasures inside with *People* having a tribute to Christopher Reeve and Oprah's cover declaring INSPIRATION!

Besides all the celebrity news, *People* had a review of a book by Hollywood producer Bernie Brillstein called *The Little Stuff Matters Most* in which the author claims civility is his success secret. Another piece introduced us to Kenya's Wangari Maathai who won the Nobel Peace Prize this year for her environmental activism.

Then there was an especially inspiring piece about Stormie Trujillo, a mother of three and Pueblo tribe member whose bracelets of Native American symbols are becoming all the rage. Homeless as a girl, she and her family slept on the beaches near LA where the then 12-year-old found her calling. "I picked up seashells and wood and would string them together. That's how I got started as a jewelry designer."

I moved on to *O At Home* where I read (and reread) an insightful article by Martha Beck called "What Your House Says About You." I began making mental changes in my abode at once. There were also several stories featuring women entrepreneurs plus a story about how Lisa Linblad remade her life after a fire in her home.

That wasn't all, however. Even the Continental Airlines inflight magazine was participating in my Inspiration Quest with an article

called "Six Great Places to be Creative." Coincidentally, their first choice was London.

I was also blessed with a delightfully inspiring seatmate named Daniel who is preparing to be an actor. I asked him if his career choice had brought him much criticism and he said it had. "But I've wanted to act all my life," he said, "and my parents warned me I'd encounter negative advice so it doesn't really bother me." We talked about his vision and his commitment to following his heart. I told him about *The War of Art* (of course!). Mostly we shared thoughts about the joy of living a creative life. I couldn't have found a better companion to accompany me over the Atlantic Ocean than this inspired young man.

The inspiration didn't stop when I landed. Nick Williams and I had a lively Dreambuilders' event in London followed by my first trip to the Lake District. I had known about this area from reading the poems of William Wordsworth, but was not prepared for the sheer beauty of the place. Wordsworth wasn't the only creative soul to call this area home.

On the evening we arrived, I picked up a brochure in the hotel about Brantwood, which had been John Ruskin's home. I didn't know much about Ruskin except that my office has a framed quote of his that I love: "We are not sent into this world to do anything into which we cannot put our hearts." I see it many times a day as I look up from my computer. I came home determined to learn more about Ruskin after reading this bio about him:

John Ruskin was an artist, writer and thinker who changed our world. His influence stretched to education reform and the development of public museums. He inspired the Pre-Raphaelites, prophesied climate change and almost single-handedly rescued the cultural heritage of Venice. Tolstoy, Gandhi, Oscar Wilde, Marcel Proust and Frank Lloyd Wright can be numbered among his many disciples.

All of this was just a prelude to the seminar which had brought us there. *Building the Possible Dream* introduced us to an amazing group of dreambuilders from the UK, France, Monaco and Iceland. It was an inspiring event in an inspiring setting and I was sad to see it end. However, the participants were all eager to get home and put their new plans into action.

It's taken me a long time to understand the importance and power of inspiration, but now that I do, I intend to stay on an Inspiration Quest forever because I'm convinced this is the path to the richest possible life.

# Ms. Tatler

## On All Manners of Business

Dear Ms. Tatler:

I am the first woman in my family to own a business. When I was growing up, my father had a job and my mother managed the household income. No one ever talked about money and I never gave it much thought until I was in high school and started earning money of my own.

I realize that my background may make me a bit ignorant on the subject of money although my business has an excellent cash flow and I continue to increase my sales every year. In fact, I have always thought I had a healthy attitude about money, although it's not a driving force in my life.

But now I'm wondering if my feelings about money—and reluctance to discuss financial matters with casual acquaintances—is naive. Here's what started me wondering.

Through networking, I met another woman entrepreneur whose business is about the same age as mine. Although I don't know her well, I agreed to have dinner with her not long ago. Throughout the evening she kept telling me how much money she was earning from various parts of her business. Not only was I uncomfortable with her sharing this information with me (a near stranger), I had the feeling she was fishing and wanted me to disclose my earnings.

Am I wrong to feel that finances are a private matter?

Fiscally Confused  
Lansing, MI

**Ms. Tatler Replies:** No, you are not wrong but, you may be in the minority. While I'm not suggesting that we return to more uptight times where any subject of a personal nature was off limits, it does seem that the pendulum has swung too far in the other direction and we've forgotten that what may be appropriate once a relationship of trust is established, may be quite inappropriate when you don't know each other well.

The other woman was also apparently unaware that her probing was making you uncomfortable—or perhaps she didn't care about your feelings as much as she wanted her curiosity satisfied. I'd suggest that you remove her name from your Rolodex and



avoid any further meals with her, unless you have other reasons for establishing a relationship with her.

Even if the rest of the world forgets it, keep in mind that there is still something classy about people who can create and maintain a personal mystique. You need never apologize for keeping any part of your life private that you wish to protect.

Dear Ms. Tatler:

Recently, I needed a new brochure for my business and called a homebased desktop publisher who had been referred to me.

As I was explaining my needs, I heard a loud commotion in the background. Without excusing herself or moving the phone, the woman bellowed, "You kids shut up! I'm on the phone."

I immediately began to have qualms about the kind of professional service I might expect from this woman. Am I being overly sensitive?

Blasted  
Buffalo, NY

**Ms. Tatler Replies:** It grieves Ms. Tatler to hear stories like yours—particularly since they are an all-too-common complaint about homebased businesses.

You have an opportunity, I believe, to help this poor woman. If you decide to avail yourself of someone else's services, it would be appropriate for you to let her know, as tactfully as possible, that her unprofessional telephone behavior influenced your decision.

If she does get your business, you could bring up the telephone episode and ask if she realized how she sounded to you. She is undoubtedly oblivious to what is happening and that her potential clients are mistaking her for a fishwife instead of a serious professional. ☐

## Tell a Story

Rolf Jensen is the author of *The Dream Society* and *Heartstorm*. He proposes that we're shifting from an information to an imagination society. In an interview with Tom Peters, Jensen explains what he's seeing:

The need for storytelling is as old as human beings. Nothing new there. But in the past hundred years, we have been emphasizing the facts and the rational way of behaving too much. So we have to rediscover what we once knew and did to find the better balance.

To explain this briefly, consider the book, *Who Moved My Cheese?* According to the publishers it has sold more than 14 million copies around the world. It's a story. It's a metaphor. And it appeals directly to the heart, to your emotions. It's about being prepared for change in companies.

There's nothing rational in this book. It's about mice in a maze. On the surface of it, it's completely stupid that you can convince managers and employees to become ready for change by reading such a small, stupid story. But it works. It bypasses your brain.

Then, on the other side, you have a Harvard Business School Press book about change management. It talks to the brain. The author of that book writes that 75 percent of failed change initiatives don't succeed because the motivation for change was not in place. Employees are not ready. They're not motivated enough to accept change. And that's why it goes wrong. So I think that proves the point: please talk to the heart instead.

We have to rediscover storytelling because it's a better way of communicating. It's more effective. And, of course, we are seduced by stories.



## A Great Tip for Tip Sheet Writers

This comes from subscriber Lena West who passed along this terrific resource. She writes:

If you've wanted to submit how-to articles to various websites, but you haven't had the time, here's a shortcut that's so easy, you'll be ashamed to make excuses.

The website is called Top7Business.com, a business-focused article site that only accepts articles in tip sheet format. The formula is simple:

- ✓ A title that begins with "Top 7"
- ✓ An introductory paragraph
- ✓ 7 short tips or strategies, numbered
- ✓ An author resource box that includes your URL and other contact information for people who want to contact you to speak to their group, hire you as a consultant, or write more articles for their newsletters.

This site is owned by the same folks who own EzineArticles.com. For the Top7Business.com site, they want business-oriented articles that are a collection of 7 tips, secrets or strategies that fit one of these categories:

- Success tips
- Cool quotes
- Leadership
- Energy
- Vision
- Attraction strategies
- Innovation
- Management
- Personnel strategies
- Customer service
- Time mastery
- Self-improvement
- Selling tips
- Marketing
- Advertising
- Public relations
- Pricing strategies
- Negotiation
- Presentation tips
- Wealth building/Finances
- Email strategies
- Search engine secrets
- Web techniques
- Internet tips
- Computer suggestions

You can take a peek at the format at <http://top7business.com>

Once you've submitted one or more, you'll be amazed at how easy it is. And you can even use that tip sheet as the basis for a longer how-to article.

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## a winner's bookshelf

A few books have titles that are so perfect that reading the book is almost optional. *Feel the Fear and Do It Anyway* comes to mind. Even if you never get around to reading it, the title is a great directive.

I feel the same way about Seth Godin's books. In fact, I think he may, too, since he often gives a nutshell description of the contents in his introduction, leaving it to the reader's discretion about reading further. However, if you've read one of his books you know that just getting the gist of *Permission Marketing*, for instance, isn't nearly as much fun as reading his exploration and all the lively stories and examples he uses to make his point. Godin also seems to be on the leading edge of ideas about marketing—often disagreeing with old ways of doing things because of his awareness of how things are changing. That alone makes him someone worth listening to.

If you haven't discovered Godin yet, *Permission Marketing* is a great place to start. He argues convincingly that the old way of marketing involved interrupting people (i.e. television commercials) and hoping some of them would buy. Godin proposes that there's a far more effective way which is by gaining permission of potential clients to tell them about what you have to offer.

Two of his newer books are also worth consideration. In *Unleashing the Ideavirus* he covers some of the same territory as he does in *Permission Marketing*, but takes it a step farther and offers great suggestions and case studies of businesses that have grown by "word of mouse" thanks to the help of enthusiastic customers who are happy to spread the word about your business to others—often using the Internet which can reach much farther, much faster than old-fashioned word of mouth. If you are part of the new idea economy, understanding how to create your own epidemic makes sense. Hyperion, \$14.00 US, \$18.95 Canada

If *Unleashing the Ideavirus* is about getting more customers, *Free Prize Inside* is about making them happy once you've got them. Again, Godin writes in short snappy sections and uses lots of real life examples. As the cover notes say, "A free prize isn't a gimmick. It's a game-changing soft innovation; a cool twist that doesn't cost a fortune but that trans-

forms the way people think about your product or service. Think frequent flyer miles, not Segway."

One thing I know for sure: Seth Godin's advice will not only help you make more money, it can also save you a heap of frustration by helping you avoid common marketing blunders. Portfolio, \$19.95 US, \$29.00 Canada



Another book that's jammed with great ideas and resources is *Too Young To Retire* by Marika and Howard Stone. Beginning with the premise that retirement should be retired, the Stones share an abundance of options for creating an adventurous and fascinating time later in life.

After tackling the issue of money in the first chapter, they go on to offer hundreds of entrepreneurial, volunteer and creative suggestions. There's lots of great information here for anyone taking the entrepreneurial path so it's worth checking out no matter what your age. Plume, \$13.00 US, \$19.50 Canada

While I've contended for a long time that where we live can make a huge contribution to both our happiness and creativity, I was delighted to discover a new book that not only confirms that but backs it up with lots of real life stories of personal transformation. The book is *Life 2.0* by Rich Karlgaard and it makes a compelling case for finding the *where* of your happiness.

As Karlgaard points out, many factors, including economic considerations, the far reach of technology and spiritual awakening, are causing people to choose smaller towns to put down roots. Besides all the stories, *Life 2.0* has thumbnail sketches of some attractive small towns and cities and how these places are making for saner, happier lives. Crown \$24.95 US, \$35.95 Canada

# Trading for Fun and Profit

Every time I promoted a seminar when I lived in Boulder, Colorado, my phone would start ringing with calls from massage therapists wanting to barter their services in exchange for attendance. While I couldn't possibly take advantage of all those offers, I did admire their ingenuity.

Barter, that oldest form of exchange, is enjoying new popularity. A man in an Atlanta seminar told me that he lived for three years almost entirely on barter. Tanna Cholas, who is starting an internet business called Hitch ([www.hitchny.com](http://www.hitchny.com)) wrote to say, "The Westchester Bridal Show agreed to give me a small booth at their January 29th show in exchange for reciprocal links on our websites and I agreed to do an e-mail blast at a later date to my subscribers announcing a future show."

Bartering can be simply defined as the exchange of goods or services for other goods or services. It is a transaction where no money changes hands. In the U.S. alone, bartering is estimated to exchange 8 billion a year in transactions for 2002, according to the International Reciprocal Trade Association. Creative businessowners everywhere are flexing their barter muscles and coming up with creative ways to use trade instead of cash.

The internet has been a huge boon to barter fans connecting them to thousands of barter clubs and associations. Barter exchange groups allow companies to have access to more goods and services quickly. Many of these groups have a broker or overseer who monitors trades to make sure that exchanges are done fairly. Thousands of other barter exchanges go on every day by mutual agreement.

Anyone who has grown up in a family with siblings is probably already a seasoned barterer. You can take those skills to the marketplace and start your own Fair Exchange. It's a frequently overlooked opportunity as Mark H. McCormack pointed out in his book *What They Still Don't Teach You at Harvard Business School*. He writes, "I am convinced that most companies don't maximize their barter possibilities. Instead of aggressively reducing costs by trading their services with those of their suppliers, they seem content to pay top dollar for everything."

If you're going to add barter to your bag of tools, there are several things to keep in mind.

This can be a creative exercise. With a



little imagination, you can barter your way to a nicer lifestyle. Love Aveda products? You may have my friend Georgia to thank for your favorite. For several years, she has been an Aveda product tester. In return, she gets their lovely products.

Another perfect barter exists with caretaking. Numerous apartment buildings, estates and private homes offer living quarters in exchange for light cleaning or added security for absentee owners. Many writers and homebusiness start-ups have found such arrangements a perfect fit giving them plenty of time to pursue other projects—often while living luxuriously.

It's got to be a win/win for both parties. It makes no sense to barter your life coaching services for 300 pounds of cattle feed if you don't own cattle (unless, of course, you have a way of reselling it and getting cash). When you are approached by someone wanting to barter with you, make certain that you truly want what you'll receive.

If you're doing the transaction yourself (as opposed to using an exchange or barter club), it's important that both parties are clear about what the transaction involves and are satisfied with the exchange.

Barter is not a tax haven. The Internal Revenue Service is adamant about that. You can read their position on taxes on bartered goods at <http://www.irs.gov/businesses/small/article/0,,id=113437,00.html>. This is not a purely American phenomenon, of course. Other governments expect their share from barter, too.

You can learn more—lots more—about barter by doing an internet search. Another easy way to exercise your barter muscles is with Craig's List, if you live in a place that is served by this communal bulletin board. Whether you become a regular barterer or only indulge once in a while, this is an old idea that's still worth considering. ☞

## *It's About Time*

Time is not a tyrant. Time is the great equalizer. The real culprit is making decisions that are driven by fear: choosing too much, choosing a happiness trap as a priority or not choosing at all. These are the actions that squander time and render it scarce.

But time needn't be scarce. When you make the right choices—inspired by love instead of fear—you end up doing what you love and time becomes abundant.

Studies of the subjective sense of time show that when people are engaged in things they love, time flows at the pace they dictate: fast and furious or slow and luxurious.

When you hate what you're doing, time crawls and then suddenly evaporates, as another day slides into oblivion. This happens when people follow money instead of their passions and sense of purpose. They think they're being practical—even heroic—but they're just suckers falling for the tricks of the money trap.

Some people let themselves get stuck in jobs just because the jobs are safe or easy. But an easy job without satisfaction is the hardest job of all, and the biggest risk is taking no risks.

from *What Happy People Know* by Dan Baker

## Success Tips

In a follow-up to the bestselling *The Millionaire Next Door*, authors Thomas J. Stanley and William D. Danko studied women who had become millionaires on their own. Here are four things that contributed to their success.

**Set goals, not limits.** Most millionaire women have daily, weekly, monthly, annual and lifetime goals. Not only do they have clearly defined aims, but they also have multiple endgames in mind—as opposed to men, who tend to plan less and be single-minded. And these women tend to believe that all their goals are possible.

Says Stanley: "If you listen to the interviews, time and time again, women said, 'My parents told me I could do anything I wanted to do.'"

**Sweat the small stuff.** Women millionaires often have a detailed method for tracking household expenses. Of those who are married, only 1 in 20 have ceded responsibility for budgeting and financial planning to their husbands. Almost half make those decisions jointly.

**Sell yourself.** Although running a small retail business may seem like fun, it's also among the hardest ways to make a living. You'll fare much better if you (and the services you provide) are your own product, the research shows, whether you're a headhunter or an asset manager. The overhead is lower and the upside greater. Service businesses also enable women to write their own job descriptions.

**Don't look back.** Four out of five millionaire women next door say they never do. They don't use their emotional energy to hate people who have wronged them—whether it was by passing them over for a promotion or abusing them in a romantic relationship. Instead they use experience to look forward. They view themselves as leaders and believe it's up to them to turn their situations around.



## Dealing With an Up and Down Cash Flow

*All rising to a great place is by a winding stair.*  
Francis Bacon

Carola Barn, a native of Greenwich, England, used to pass a junk store every day when she walked her children to nursery school. She'd stop and buy something almost daily and eventually turned her acquisitive streak into a business of her own. She went on to open two shops which sold fabrics, dresses and anything else that caught her fancy.

While she loved the changing aspects of her business, she said, "Everyone who owns a shop is manic depressive because you only feel as good as the shop is doing that day."

I'm not sure that I agree that our emotional well-being is dependent on the daily movement of our business, but I do know that learning to manage cash flow fluctuations is a huge challenge for any entrepreneur. Learning to live with those ups and downs is important not only for our fiscal survival, but our emotional well-being too. Let's consider a few things that can make that a bit easier.

### Get Smart About Money

Most of us have had little or no guidance in financial matters and, in fact, may have simply inherited our parent's beliefs, attitudes and limited knowledge. When you decide to educate yourself about money, you'll find there are plenty of willing authors to instruct you. The tricky part comes in finding a money expert who speaks to your sensibilities and situation. The majority of popular authors are writing for those with a fixed income mentality (that wouldn't be us) and their advice may not apply to those with irregular cash flows.

In the long run, you may find that reading metaphysical books such as those written by Catherine Ponder will give you a strong foundation in prosperity thinking. Then go on to an author like Suze Orman who combines practical money management with metaphysical thought.

### Watch Your Spending

Don't spend yourself poor. Many new entrepreneurs get caught up in thinking it's all about creating a successful image so they pour

too much money into things that count too little. That's the ego's approach. Spendthrift behavior, which is popular in many corporations, also may follow a new self-bosser who has left that milieu.

If feast follows famine, you may be tempted to pay off all of your old bills leaving yourself impoverished all over again. Designate a percentage of your income for debt reduction—recognizing that some months your debt will decrease by a larger amount than in slower times. Your mental health will be better if you hang on to some of your money and begin to see it accumulate.

### Take a New Approach to Debt

Many of us grew up with parents who shunned the notion of debt, paying cash for almost all purchases. In our credit drenched culture, others have accumulated massive debt with no notion of how they'll recover. As an entrepreneur, you'll find neither of these positions will support your dreams. A better way is to regard debt as an investment in your future, not a sign of irresponsibility. This is much easier to do when you are in love with your vision.

### Master Miscellaneous Income

Keep a running list of emergency money-makers. When things get tight, don't wait around for something to happen. Get busy and make it happen. Know, for instance, what you have to offer a temporary agency and let them help you through a cash crunch. The aforementioned Carola Barn installed an extra bathroom in her home in the event she decided to take in a lodger.

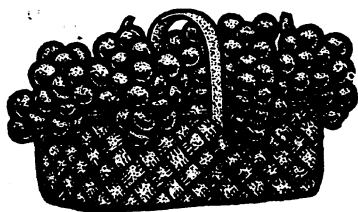
Creating odd income sources can be as good for the imagination as it is for the pocketbook. A friend of mine who lives on a busy street holds regular yard sales whenever he feels the need for extra cash. He stores boxes of things, all priced and ready to go, in his basement and keeps adding to his inventory. He could also sell some of his treasures on eBay, as another friend of mine does.

### Stay Creative

Look for new ways of doing things using the resources you have. Catherine Ponder advises that if you're reduced to eating beans and wieners, get out your best china and dine by candlelight. The more fun you can create

with what you've got, the more you'll get. These exercises in using your imagination more and your pocketbook less can also lay down a foundation for ongoing profitability.

Equally important is to acknowledge the abundance you receive in unorthodox ways. Author Sondra Ray reminds us, "The basic law of the mind is the law of increase. If you concentrate on your surplus, your surplus will get bigger." So don't overlook the additional prosperity that comes your way when a friend takes you to lunch, the airline sends you a frequent flyer ticket or you win a night at the movies from your local radio station. All of these things add to your income just as money does.†



## *A Business for Fun*

*I think that the best investment that you can make is to start a business that is so much fun that you don't care if you go broke. With this approach, you can be certain of success.*

Phil Laut

"Everybody's workin' for the weekend," declares an old Lover Boy song. Look at the exodus on the highways leading out of any city on a Friday afternoon and it appears that for many people the weekend means a great escape, a contrast to the monotony of their work week.

There's no more popular way to squander your life than to spend week after week waiting for it to be over. That's a strong indication that many people have never entertained the possibility that work can be a source of joy and, even, entertainment.

A woman once called to tell me how thrilled she was with her new life as an artist. Then she confessed, "I find that I need far less money to live on and I finally realized that when I was working at a job I hated, I would spend the weekend shopping, hoping to buy something that would make me feel good enough to go back to work on Monday."

Terry's story is not rare or unique, but as we all know, no amount of money or stuff can

compensate for a boring life.

In the old way of thinking, work was viewed as a means to an end: we trade our time for money which can be used to purchase a bit of pleasure. The new entrepreneurial thinking rejects this notion flat out.

Instead of working to support things, to buy more stuff that might bring some temporary relief, we've turned things around and realized that we can set it up so our things support us. It's a far healthier attitude. We know we've really made it when we find ourselves getting paid to do things we previously had to pay to do.

It's also about making the shift from thinking, "I can't afford that," to asking, "How can I afford that?" and then coming up with a creative answer to the question.

Coming to a place where your business totally supports your dreams may be a gradual process, but it's worth including in your plans.

Whether you are longing to spend time in Maui, dress regularly in a tuxedo, lounge at a spa, live on a yacht or eat in fabulous restaurants on a weekly basis, I can promise you that somewhere, someone is doing these things and earning money at the same time.

I want to challenge you to think about a really wild dream you may be keeping, one that you think you'd need to finance through other means such as saving enough money to do it. Start brainstorming ways in which you could be paid to live out this dream.

Get in the habit of responding to the prompting of any dream by putting your entrepreneurial spirit on the case. There will still be times, of course, when you'll come up with a funding idea that's separate from the dream itself. Still, there will be numerous times when you find yourself delighted and amazed to be in the midst of a dream that's supporting itself.

A good starting point is adopting this definition from actor Warren Beatty: "Success is when you don't know if you're working or playing."

Then answer these questions for yourself:

1. List all the ways in which you've been paid to do what you love most. How can you make the list longer?
2. Find an example of someone who is running a business that's pure fun. What can they teach you?
3. Consider, too, how a business that is essentially fun and satisfying elevates even the mundane tasks to a higher level. How can you create more of that? ☘

## *More Good Stuff to Know About*

**Need some help with your bookkeeping? Subscriber Ellen Schultz may be just what you are looking for. Here's what she can do:**

I offer QuickBooks training via telephone for new business owners and for those established business owners who have not yet begun to use a full accounting program to track their business finances. Currently I am supporting QuickBooks 2004.

The telephone call is on me to anywhere in the US.

Additionally, I offer QuickBooks bookkeeping services, via remote access to support business owners who do not want to or do not have the time to maintain their own accounting records. My service is offered via the internet and supporting documentation can be emailed to me or faxed to me for entry into the company books. This is outsourcing at its best.

I am offering a discount to any *Winning Ways* readers who wish to use my services.

There is a small additional monthly charge for using GoToMyPC.com for remote access clients.

Ellen Schultz,  
Ellen Schultz & Associates  
212-591-1157  
EllenNewYork@aol.com





## Great Stuff for Storytellers

If you're a writer in search of inspiration and insight into the writer's life, you're going to love Sarah Tieck's newsletter, *The Writer's Notebook*.

Each issue brings articles and ideas to help you turn pro. I especially love the monthly calendar with day-by-day suggestions.

You can subscribe by going to Sarah's site, [www.sarahtieck.com](http://www.sarahtieck.com).

Another website that's jammed with information is [www.freelancewriting.com](http://www.freelancewriting.com). This site has publishing industry news, writers blogs, story idea starters and an enormous archive of articles on all aspects of writing.

Subscriber Jane Darling has just launched a great new site for filmmakers.

[SpiroPictures.com](http://SpiroPictures.com) was named for the Latin word for inspiration—and this site serves up plenty of that along with news for independent filmmakers and information on Jane's film work.



## 7 Marketing Lessons I Learned From the Muscleheads at Gold's Gym

Can I share a secret with you?

I love working out. So much that several years ago I considered a career in fitness. I modeled for Reebok and *Ironman* magazine, made it to the final round for hosting a fitness TV show, and I moonlit as an aerobics instructor and personal trainer for several years while I figured out how to get out of my day job in publishing.

Now that I make a great living online as The E-zine Queen, I still make time for my health. And I'm lucky to live close to the most famous gym in the world: Gold's Gym at Venice Beach, California. On a daily basis, I'm surrounded by bodybuilding legends like Lou Ferrigno and various men named Gunther, athletes like Kobe Bryant and Jennifer Capriati, and celebs like "The Rock". The place is an absolute circus, and I enjoy the entertainment factor.

When I first joined Gold's two years ago, I didn't pay much attention to the muscleheads—the professional bodybuilders. But I've come to realize they can teach us a lot about marketing and business success. Here are 7 lessons we can all learn from.

**1. Hang around people whom you want to be like.** Bodybuilders and aspiring bodybuilders from all over the area come to the Venice Gold's because it's the home of bodybuilding. I know a few bodybuilders who drive almost an hour just to work out there. Sure, they could exercise at their neighborhood Ballys, but instead they make the trip to their Mecca every day through the arduous Los Angeles traffic.

Why? They know that when you hang around people who are doing what you want to do, you automatically have a much greater chance of success. The furious energy at Gold's is undeniable as soon as you walk in the door. You're surrounded by world-class competitors, gold medalists, and celebrities. It's not only motivating and inspiring, but there's a wealth of knowledge surrounding you as well. Who are YOU hanging around?

**2. Consistency is the key for long-term success.** Bodybuilders know that a body is built over a long term. And even if they take some time off, they'll bounce back quickly because of all the training they've done over the years. It's called muscle memory—your

body remembers your shape and snaps back into place.

In the same way, our clients and customers have marketing memory. That is, as long as we're in front of them on a regular basis, they will remember who we are—even if we take a break. (There's no better way to stay in front of them than publishing an e-zine!)

**3. Ups and downs are a part of the process.** Bodybuilders know that success comes in cycles. It's physically damaging for them to try to be on full force more than a few times every year. They know their limits, and they push them, but they don't break them. Marketing has cycles as well. You can hit it hard for a while, then ease back for a bit. Don't worry when there's a down. Just make sure to immediately follow it with an up. Get back on your marketing schedule or mix it up and do something different.

**4. Hard work is part of the game.** Bodybuilders don't wake up and say, "I don't feel like working out today." They just do it. It becomes part of their schedule, part of their life. And that ensures their success.

How many of us secretly wish our success would be handed to us on a silver platter? I'm all about attracting success on whatever level we can, but hey, let's realize there is work involved. The solution is to make the hard work FUN by doing what you love to do and delegating what you don't.

**5. Model others who are already doing what you want to do.** Bodybuilders don't try to invent their own training programs from scratch. They look at what the top competitors are doing, and they do the same thing. From weightlifting to cardio to diet, they've got it down to a precise formula.

Don't reinvent the wheel when there are others who are already racing along. Find other business owners who are doing what you want to do, and model them. Important: don't model ones who are doing it half-assed. Model the best, the ones who are experiencing the immense success that you dream of!

**6. Find a mentor or coach for faster results.** I don't know of any champion who got to where he/she did alone. Every bodybuilding competitor hires a trainer or a coach who has been there before and can walk them through every step of the way. Does this cost them a lot of money? You bet. But they don't look at what it costs. They look at what it's worth. They're fast forwarding their success, and that is priceless.

I know many entrepreneurs who have wasted thousands or even tens of thousands



of dollars on websites, programs, and training that got them nowhere or pointed them in the wrong direction. Don't make that mistake. Stop struggling and invest in someone to show you the way—the right way—the first time.

7. Show off what you've got! You can be sure the bodybuilding gurus at Gold's aren't meek about their successes. They show off their hard work with outfits that emphasize their assets.

Even if you don't have it all (yet), show off what you DO have. Strut your best stuff and toot your own horn. You're doing the world a disservice if you don't let us all know what you and your business can offer.

by Alexandria K. Brown

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Online entrepreneur Alexandria K. Brown, "The E-zine Queen," is creator of the award-winning home study course, 'Boost Business With Your Own E-zine.' To learn more about this step-by-step program, and to sign up for FREE how-to articles and teleclasses, visit EzineQueen.com.

## The Twenty-first Century Entrepreneur

I just bought a new laundry detergent and as I was waiting for the washer to fill, I began reading the instructions for pre-treating and was told, "Rub into stain while thinking loving thoughts." Would Procter and Gamble say such a thing? Sounds like a business run by cultural creatives.

Several scholars have been studying a new social class who create ideas, products, services and art for a living.

In *The Cultural Creatives: How 50 Million People Are Changing the World*, the authors describe this group as people who

- \* care about environmental issues and drive the demand for earth-safe products
- \* prioritize relationships and self-actualization and drive the demand for meaningful work
- \* devote time and resources to spirituality and self-expression and drive the demand for health and wellness products
- \* promote peace and social justice
- \* actively work to make their lives more healthful, less consumptive and less stressful

Probably none of that comes as a surprise to you, but what is important here is how vast the numbers are: 50 million people using their creative powers can make an enormous impact. Doesn't this sound like something you'd want to be part of?



## I Have a New Book!

I'm delighted to announce my new book *Jumpstart Your Entrepreneurial Spirit* is hot off the press.

Whether you're a seasoned veteran of the entrepreneurial life or just seeing your spirit awaken, *Jumpstart Your Entrepreneurial Spirit* offers fifty-two glorious essays to move you even farther ahead. You'll find stories about successful entrepreneurs, ideas to bring into your own business and, most importantly, encouragement to keep your entrepreneurial spirit burning brightly. In addition, you'll be challenged to think about each lesson and ask yourself some questions that will add clarity and spark new ideas. Use the order form below to order your copy now.

## Winning Ways by Post

Use the order form below to order *Jumpstart Your Entrepreneurial Spirit*, renew your subscription or send a gift to an entrepreneurial friend. Mail to Winning Ways, P.O. Box 390412, Minneapolis, MN 55439. Orders must be received by **December 16** to assure delivery by Christmas.

\_\_\_\_\_ *Jumpstart Your Entrepreneurial Spirit*, book \$16.50  
(includes s&h)

\_\_\_\_\_ *Winning Ways*, \$36/year US; \$41/year outside US

\_\_\_\_\_ *Inspiration, Love & Entrepreneurship*, CD, \$16

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

This is a gift from \_\_\_\_\_

## Coming Events

Check in often at [www.barbarawinter.com](http://www.barbarawinter.com) to sign up for my monthly prize drawings, check out new articles and learn about upcoming teleclasses and events.

You can also get a copy of Nick Williams and my free e-book, *Power Tools for Building the Possible Dream* at [www.dreambuilderscommunity.com](http://www.dreambuilderscommunity.com).

## Seminars

**Orlando, FL**  
February 11 & 12  
407/671-9505

**San Francisco, CA**  
February 26  
415/788-5500

**Los Angeles, CA**  
February 28  
310/478-6677

**Denver, CO**  
March 11 & 12  
303/399-0093

**Northfield, MN**  
Spring Camp  
March 18-20  
952/835-5647

**Winning Ways**  
**P.O. Box 390412**  
**Minneapolis, MN 55439**

**Editor/Publisher:**  
**Barbara J. Winter**

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Mailing label circled?  
It's time to renew.

## Winning Words

A talent is something given, that opens like a flower, but without exceptional energy, discipline and persistence will never bear fruit. ~ *May Sarton*

Of all the liars in the world, sometimes the worst are your own fears. ~ *Rudyard Kipling*

For every problem there is one solution that is simple, neat and wrong. ~ *H. L. Mencken*

The important thing is not to stop questioning. ~ *Albert Einstein*

That is what learning is. You suddenly understand something you've understood your whole life, but in a new way. ~ *Doris Lessing*

Dreams are illustrations from the book your soul is writing about you. ~ *Marsha Norman*

If we do not bring our full repertoire—head and heart—to bear upon the challenges of business, we are effectively locking half of our salesforce out of the office. ~ *Gregg Levoy*

An uninspired mind is a handicap we can all do something about. ~ *James R. Ball*

Nothing has a stronger influence psychologically on children than the unlive lives of their parents. ~ *Carl Jung*

