

# Introduction

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*“To find a career to which you are adapted by nature, and then to work hard at it, is about as near to a formula for success and happiness as the world provides.”*

*~ Mark Sullivan*



If you have picked up this book then you are about to begin, or have already begun the rewarding journey to self-employment. You are passionate about what you do and are excited to share your talents and ideas in the business world.

My purpose in writing this book is to assist entrepreneurs embarking in any type of business, but especially those that serve other people. This includes but is not limited to: the wellness industry, holistic business endeavours, catering, organizing services, wedding planning, coaching, sales, cleaning, real estate, staging, pet services, beauty services, home services, technology, retail, seniors' services, consulting and pretty much anything else you can think of. In reality, the principles are universal and can be applied to any type or size of business.

The concept of a business entity (corporations, sole proprietor, partnerships and other types of organization), leads us to expand on the word 'entity' as something distinct and real in it's own right. If we look at a business as an 'entity', we can see that it has a body (the physical aspect), mind (the processes behind the physical experience) and a spirit (the undercurrent that can be felt when doing business). The idea that a business has an independent existence is easily demonstrated when we think of Starbucks or Target. We don't think of the owners of the companies, we perceive the product, the shop or location, what the company represents, value for dollar and a multitude of other concepts that relate only to the corporations and have very little to do with the owners; however, the creators of every company, consciously or unconsciously manifest the body, mind and spirit of their business. The owners have had everything to do with building and maintaining the perception that we have of their companies.

When we view another business, we take in the physical aspects such as location, signage, product display and the overall appearance. We experience the values of the business through customer service and care, through policies and charitable associations. We also pick up on some of the hidden undercurrents of the company; relationships, the 'feeling' of the place and subtleties that aren't obvious but can be sensed for better or for worse.

This book gives you the tools to be conscious of your creation and will guide you throughout the process.

When we are aligned in thought, word and action, good things come our way and we enjoy success based on our integrity and intent. We rarely go wrong. The same holds true for our business. Ethics and integrity are now the name of the game while the old notion of 'cut throat' business practices and 'dog eat dog' have

become extinct. Strategic alliances, partnerships, environmental and social awareness are the themes of today.

The physical aspect of a business includes everything tangible including location, marketing and promotional material, and a concrete business plan.

The concept of mind (how the business thinks) shows up in the underlying operating system that customers are rarely aware of – but that which drives the business forward. This operating system consists of values, ethics and corporate consciousness. The Mission and Vision Statement are part of this mix as are policies and procedures and even your own personal values and ethics.

The idea of spirit is apparent in the energy that the business exudes. Your customers will pick up on it. It's the reason why one company will succeed and its neighbour may not. Spirit is enthusiasm, faith and a sense of connection. It has a level of excitement, is open to new ideas and different perspectives and always assures you that you will get what you came for. To tap into spirit is not just to be innovative and enthusiastic, but also to tap into underlying energies that can help or hinder your business. Even ancient tools such as the practice of Feng Shui or Astrology, can seriously benefit a business.

Although you will be 'one' with your venture since nothing is separate and everything is connected, it will be helpful if you can also be detached from your business. Envisioning your company as distinct unto itself will aid in creating a complete and whole business that can operate with you or without you. Detachment also encourages objectivity and therefore helps you remain much more productive than if you were emotionally attached. Your business will become its own entity, but you are the one who directs that evolution.