

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling and standing in front of a city skyline. The skyline includes a prominent blue glass skyscraper and a brown brick skyscraper. A river is visible in the foreground, and green trees are in the background.

Chapter 4  
**What Are You  
Making For Lunch?**

Personal Development Secrets  
Of Successful Entrepreneurs



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The Houston Business Coach



# What Are You Making For Lunch?

## Questions for Reflection and Evaluation

Are you affected by circumstances, people and things? All of us are. Yet, more often than not, we choose the degree to which we are affected.

In the video, the story about Joe and Bob highlights our choices. Joe chooses to make sardine sandwiches every day. He hates sardine sandwiches.

The small business you have created is a metaphor for what you have decided to make for lunch. After all, it is a direct reflection on your choices.

Have you ever noticed that you can take two people with similar experiences and one person moves forward to success while the other keeps repeating the same lessons of failure?

Success or failure in self-employment, like most things in life, is a do it to yourself proposition.

1. What choices have you made that are not working for you?

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2. Of these choices, which ones can you start to work on right now?

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3. What is the priority list for working on them? List them in order of importance.

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In the story about Joe and the sardine sandwiches it looks easy enough for Joe to fix something that he likes for lunch. Let's say Joe starts fixing peanut butter sandwiches. He likes peanut butter sandwiches. This is good. Is he permanently in a better place? The key word is permanently. The answer is, it depends.

To make sure that Joe doesn't go back to his old way of fixing sardine sandwiches he must do one thing. He must raise his standards. Once he decides to raise his standards where he will no longer tolerate sardine sandwiches then he has moved beyond all the negative associated with them.

4. What standards will you raise in order to keep from going back to doing things the way they were?

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Here's wishing you a life of raised standards where you make good things for your business and life.

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