

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 on the left. The background is a cloudy sky.

Chapter 6
**Misplaced
Appetites & Hunger**

Personal Development Secrets
Of Successful Entrepreneurs



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Misplaced Appetites And Hunger

Questions for Reflection and Evaluation

From the video we learned about a true historical situation where always wanting more led to self-imprisonment.

In the case of Raynaud III bigger wasn't better and continuing to want more ruined his life.

When you are self-employed, like Raynaud, it is easy to have misplaced appetites. A misplaced appetite may be spending too much time on paper work and not enough time on marketing.

It could be spending too much time on sales at the expense of having a good operation to support the sales. Regardless, the continual challenge of growth in self-employment is to take care of all the appetites that need to be fed. Appetites are those things that you have to pay attention to in your business, or feed so to speak, such as sales, marketing, operations, accounting, personnel, etc.

1. It is important to know the areas of your business that need attention. The areas that need attention are the appetites of your business. Where do you spend most of your time?

2. Would you serve the business better by allocating your time differently? Explain.

3. Let's assume your time allocation is good. Yet, as your business grows, your role will change. It is important to have a clear vision of your future. If you don't grow into a new role then the business will not grow. Where do you see spending more of your time in the future as the business grows?

Get a clear view of how you are spending your time. Assess where any changes should be made.

The goal is to grow or get bigger. But, the growth must fit you and your vision. Too much growth in the wrong areas can be a bad thing as in the story of Raynaud.

Stay fit by keeping your appetites in perspective. When you do, you will be ready for more orderly growth and have a better road to success.

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com, For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you.

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