

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The text 'Business Keys to Success' is overlaid on the left side of the image.

Business Keys to Success

Lesson 11
What Are You Making For Lunch?
Movement And Purpose



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Business Keys To Success

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Foreword

Welcome to Week 11 of "The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You".

Week 10 started you in examining your time and the management of it. It is not easy but it is something that must be done in order for you to achieve the business and life you desire.

Time management has many components. One of the most important is how you treat yourself.

This week we will look at another aspect of your success. What you are doing to yourself? One of the big keys to success is how you treat YOU.

And, you may be surprised to find out that you could be doing much better. After all, if you are going to be the best for you, how can you be the best for others?

Introduction

To have a successful business and life you must be on purpose. It sounds simple but it is not. How come? Life is full of distractions. Distractions in and of themselves are not bad.

What can submarine your success are the distractions you choose and how much they can take you off your purpose.

Yet, to blame outside circumstances and things is to let yourself off the hook too easily. All of us can succumb to the Bus Stop Mentality.

We start a day with good intentions. We are headed to our destination. Then we decide to get off. We have found a distraction. If it is something that takes a little time that is fine. We need time to refresh and recharge to get back on the bus and to the task at hand.

The challenge is when we get off the bus and have a distraction that takes a great deal of time. By the time we get back to the bus and get on it we have used a great deal of time.

And, that goal you were going to reach at the end of the day is no longer attainable. At this point, you start some negative self-talk. "I should have done this" or "if I had only done that." Regardless, you are no longer in a good place to be as productive as you would like.

This week's session highlights the truth that your life is a do it to yourself proposition.

Having said that, let's move on to learning how we can be the best for ourselves. Only when we are best for ourselves can we do the best for others.



week

11



What Are You Making For Lunch

Movement & Purpose

Hello, Business Keys To Success Members

Welcome to Week 11 of the Business Keys To Success. This week we begin a new module, **The Movements To Arriving At A Safe Harbor On Time, With More.** You have learned how to set the sail and how to start navigating the waters to more business and life. The next four sections in the journey of successful movement will explore how to arrive on time and with more than when we started.

Last Week we investigated time and how we use it. For your time to be effective you must use it purposefully. And to be on purpose you must have activity that takes you toward achieving your goals. Yet, very

often you have incorporated certain habits into your thinking or ways of doing things without realizing it, that are sabotaging the very success you seek. Or maybe, you have negative beliefs and fears that are holding you back.

Whether it be your habits in thinking or ways of doing things or negative beliefs or fears you must identify what is keeping you from being all that you can be. Your goals are inspirational and guide you. Yet, the road to achieving them can be more difficult and longer than it should be. If that is the case, you are creating movement that drains you and keeps you from where you want to be. In fact,



no amount of money spent on motivational or positive thinking seminars, self-improvement books and tapes will allow you to enjoy the success you deserve. First, you must break through the habits, ways of doing things, negative beliefs and fears to more quickly arrive at the destination that your goals represent.

As you read the following story keep the thoughts of self-sabotage in these areas in mind.

Having Lunch With Joe and Bob

Two construction workers, Joe and Bob sat down for lunch after a busy morning. Bob had been with the company for years. This was Joe's first day. As they opened their lunch boxes Joe got very angry.

"I can't believe it. Sardine sandwiches. I absolutely hate sardine sandwiches."

Bob, after recovering from his initial shock at this outburst and feeling sorry for Joe offered him half of his tuna sandwich.

Joe responded, "No, that is okay. Thank you any way but I will go ahead and eat the sardine sandwiches."

The next day they sat down for lunch again. As Joe opened his lunch box, he was even more upset than the day before. "Blast it. I have those darn sardine sandwiches again. I hate sardine sandwiches. You would think I could get something else." This time Bob remained silent and continued to eat his lunch.

On the third day they sat down again. They open their lunch boxes. Joe flies into a rage. "Sardine sandwiches again. I absolutely hate freaking sardine sandwiches. At this point, Bob is quite irritated. His lunch for three days in a row has been punctuated and disrupted by Joe's anger over having to eat sardine sandwiches.

Bob angrily says to Joe, "This is ridiculous. Why don't you just tell your wife to fix you something different?"

Immediately Joe responded, "No, no. You see I'm not married. I fix my own lunch."

There are many points to draw from this story. The most important point is that life is a **Do it to yourself proposition.**

Let's go back to the habits in our thinking, our way of doing things, our negative beliefs and our fears. In what direction do they have us moving? What destination are they moving us to? From the story we can see that Joe is moving in the direction of more anger. His destination is an even unhappier life than he has now. As long as his goals and purpose are not clear his vision of the future will not change. He is not living his life with any purpose he enjoys. He is destined to eat sardine sandwiches for the rest of his life. That's not a pretty picture.

What if you don't change? What if you continue to make the same lunch for yourself every day? What is that moving you toward? What will be your final destination?

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Questions For Reflection & Evaluation

What's for lunch?

Q. Look at your thinking. What do you have to change in your thinking to achieve your goals?

Q. Look at your ways of doing things in your business and your life. You might want to start with your routine. What elements of your routine must you change in order to achieve your goals and get where you want to go?

Q. What are some negative beliefs you hold about yourself and your future? How are they keeping you from achieving what you want?

Q. What are your fears? Fears are the extension of our negative beliefs. What is the little voice inside saying to you about fear? What are you afraid of?

Q. How are you sabotaging your goals and success?

Q. What are you going to do starting now to move forward, to move on purpose to achieve the life you want? Explain.

Action Steps

Q. One way to change our thinking is to become educated about a challenge. Education and other people can help us in this process. What will you commit to doing right now to change your thinking? What can you read? Who can you talk to? Explain.

Q. Take a sheet of paper. Turn it lengthwise (landscape mode) Draw a line down the middle. On the left side write down your fear or negative belief about yourself. Where the line is write the words "I must change this . On the right side of the paper put the outcome you want by eliminating this fear or negative belief. A sample with the headings is set up below:

Fear or Negative Belief | I must change this | To Achieve This Outcome

Now take the sheet and fold it to where only the area "To Achieve This Outcome" is showing. Post this where you can see it and will read it every day. Do this and you will begin to see the changes you want. You will start moving more on purpose and move more quickly to your goals.

Fear or Negative Belief

I must Change This!

Coming Up Next

Next week's session is the "Money Talk"

Most members gain a great deal of insight from this lesson. It presents an actual case study in growing a business and doing it successfully.

Part of success is being ready for opportunities when they come your way. And, the size of your business is not necessarily the key to the size of the opportunity.

Very often, the size of the opportunity you will be able to take advantage of will be a result of the size of your thinking. I believe you will find great value in this session.

What do you say when you talk to yourself?

Many self-employed business people would have greater success if they had, among other things, more positive self-talk.

You may ask why is this important? Here's why? If you aren't treating yourself as well as you should how will others be treating you?

Life and business doesn't give to you according to what you need. It gives to you according to what you deserve.

If you want to deserve more you have to become more. This is where one on one personal coaching can help.

If you are committed to creating pathways to upgrade your business and your life, then having accountability for your success with personal coaching is part of having that foundation for success.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com

Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

P.S. - If you would like to change what you are making for lunch remember this. It all starts with the five inches between your ears. Action cures fear. Start taking the action to becoming more and attracting more.

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