



How To Succeed In Owning Your Own Business

The Eight Pieces Of The Business And Life Puzzle



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by Steve Scott

GETTING STARTED

How To Succeed In Owning Your Own Business

Is Your Train On The Right Track?

Before we get started I want to ask you a question. What were the thoughts or reasons that brought you to taking the steps to own your own business? Pause for a moment and go back to when you decided to go into business for yourself. Get some clarity on your thoughts and reasons. There are no wrong answers. Your answers will serve as the guideposts you can refer back to as you go through this course.

Many of you get into owning your own business for greater freedom, abundance and the satisfaction of being in control of your life. Yet, somewhere along the way, this train of self-employment that was supposed to take you to your destination of a better business and life has gotten off track.

Whether you are already in business and enjoying success or starting the journey of self-employment, this course will help you identify, grow and move forward to the success you desire. Or, maybe you own your own business but are not enjoying the business as you thought you would or your life. Then this course can help you get on a better track.

The Pain Premise

No one that I have spoken to or coached has ever started a business with the idea that they want less freedom, less abundance and a deteriorating personal life. Yet, this depressing scenario happens more than most of you realize or would care to admit.

Let's be honest. Owning your own business is about managing pain. And, the better you are at managing pain and as a consequence, being pain free, then the more you can have the success and satisfaction you desire.

Successfully owning your own business is about minimizing pain. Pain, or negative stress, is a part of self-employment. After all, being self-employed is similar to a juggler in a circus. There are many balls you must keep in the air. And, when a ball drops it can hurt. And, depending on when it drops and who it drops on, it can cause you and others a lot of hurt and a great deal of pain.

Managing Yourself Is The Key To Owning Your Own Business

Thinking of starting a business? Already have your own business? Regardless, I think you would agree that it is important to know that there are things you can control to increase the odds in your favor of having a successful business, coupled with the life you desire.

That's right. You can have both the business you want and the life you desire. In the self-employment world, sadly, that is a novel concept to many. Too often, the focus is put almost exclusively on the business. The business gets managed but your personal life does not.

When that happens, life, because it has been left unattended, has a nasty way of creeping in and upsetting your business. Most of you would never leave your business unattended and expect it to do well. Unfortunately, many of you leave your personal lives unattended and expect them to do well. **The key to success in your business and life is to manage your self well.**

Success Is Not An Either/Or Proposition

Why not strive to have both your business and life be all that it can be? Too often we look at this as an **either/or** proposition. Either we pay attention to the business or the personal life. The good news is we have a choice. You have a choice. To have the success, abundance, freedom and happiness you desire you must look at business and life as a **both/and** proposition.

You can have both. Let's get started. Get started to creating the freedom and abundance you desire and to creating pathways to having your progress set free. Before we do, let's talk a little more about owning your own business.

The Dirty Little Secret of Owning Your Own Business:

You start out with the goal of creating greater, freedom, abundance and satisfaction. Yet, the little secret is that you create a business to which you feel in bondage. You have created a business that diminishes your energy, your freedom and satisfaction. Of course, let's not forget the greater monetary reward you are seeking. That doesn't seem to be in the picture either.

This may be a business:

- That keeps you up at night.
- That brings relationship problems not just at work but at home.
- Where you have success in your business but amazingly enough are unhappy.

- Unhappy because you don't like the job you have created for yourself or you don't, for various reasons, like the business that you once loved.
- You want to change or escape and feel you can't.
- Maybe one or all of these things are happening to you.

Life is a do it to your self proposition. And, it is tough to face the fact that you are the one who has put yourself on this treadmill that may seem to have no end in sight. How do you go about renewing your energy, focus and enthusiasm to take your business and your life to where you want to go?

The Answers - Or Are They?

Unfortunately, too many people who own their own businesses live with the following two thoughts.

1. My business is my life.
2. My life is my business.

Too many business owners believe this is the path to happiness and fulfillment. They neglect their personal life for the sake of their business. The results are not pretty.

The Eight Pieces of the Business and Life Puzzle is about owning your own business and addressing the eight key pieces to help you have the business and life you desire.

Did I mention life? Yes, that's what you live when you aren't working.

If you don't understand that there is a huge and undeniable connection between the quality of your business and the quality your life, and that this flows both ways, then this course will be of great value to get you started on a better track. Putting you on a better track to the freedom, abundance and life you desire.

If you already understand the connection between the quality of your business and the quality of your life, then this course will enhance your understanding and give you ways to accelerate the process of your successful performance in owning your own business.

Your Train Track For Success Must Be Built On A Strong Foundation

The basic premise to having a successful business and life is that you must have a strong foundation. **This foundation has two critical parts.** You must have a strong foundation in business. You must have a solid personal foundation.

Notes

If you don't have a strong foundation in both areas then the track to your success is built upon a shifting bed that can cause failure. The first four pieces of the puzzle, Sections 1 – 3, are written from a business perspective. A business perspective, in terms of what you must have to have a strong business foundation.

The second four pieces of the puzzle, Sections 5 – 8 are written to encourage and develop a strong personal foundation. Section 8, or puzzle piece 8, on Raising Your Standards ties all the sections together to give you an overview and action plan to carry forward.

Accepting The Challenge

In truth there are many more than eight puzzle pieces. But, to have you get the maximum impact in the shortest amount of time this course distills it down to what I have observed, in over 30 years of working with self-employed business owners, as the elements that must go into the business and personal foundation for success.

Yes, I could give you helpful tips on marketing your business. There are lessons we can all learn about cash flow, profit, hiring, inventory and a multitude of topics that encompass the wonderful and exciting challenge that is business. All of us who are self-employed can find that help or advice easily, whether it comes from the internet, from books or consultants.

What is elusive and goes unresolved for most of you, who own your own business, is to construct the foundation in business and your personal life to where you can truly lead a business and life where you are not held back.

Here's to you who have decided to accept the challenge. The challenge is to build both a strong business foundation and an equally strong personal foundation. And, the challenge to lead a business and life with greater freedom, abundance, satisfaction and where you have your progress set free.
