

A man with short brown hair and a friendly smile, wearing a dark suit jacket, a light blue dress shirt, and a red tie with a subtle floral pattern. He is positioned in the foreground, slightly to the right of the center. The background is a stylized, geometric representation of a city skyline, featuring various skyscrapers in shades of blue, green, and white, set against a dark background. The overall composition is professional and modern.

Chapter 11
**The Parable
of the Sower**

**Character Secrets Of
Successful Entrepreneurs**



Steve Scott
The Houston Business Coach



The Parable of the Sower

How To Accelerate The Process Of Your Successful Performance

Before we get started I want to make you aware of other opportunities to take your business and life and put it on a more direct track to the success you desire.

This offering is only for the serious entrepreneur. The **Business Keys To Success Home Study Course** is designed to guide you to take an in-depth look, design action steps and develop a plan for you and around you to take you to greater success.

As you go through this course you will change your thinking, get a clearer picture of where you want to go and most importantly, create the tools to get there. This course will stretch you and start you on a growth track to becoming more and attracting more. Act now by visiting **BusinessKeysToSuccess.com**

For the most direct and effective way to move you and your business forward there is **one-on-one coaching**. When you are coached you have decided that you will no longer be ordinary and settle for average.

Coaching is about being held accountable for what you want. It is about accelerating the process of getting you and your business where you want to go. Would you rather accomplish what you want in 2 years or 6 months?

The choice is yours. For more information and to schedule your free initial consultation, visit me at

TheHoustonBusinessCoach.com

Questions for Reflection and Evaluation

As you saw in the video about the parable of the sower if you will do the ordinary things extraordinarily well then you will be above average. Persistency, more often than not is the one thing that can make you above average.

In business, being average is mediocre. Let's take a look at some questions that will help you to be above average.

1. What wisdom are you bringing when you plant your seeds? If you are planting your seeds in a field of grass and they are grass seeds then it will be hard for you to stand out. What can you do with the seeds you are planting for your business to make them stand out or add value to the field in which you are planting? Explain.

2. How is the quality of the seed you are planting? Are you placing it with the right words? Are you planting with care? Are you planting in the part of your field where you have the highest probability of success? Discuss your thoughts.

3. How ambitious are you? If you aren't ambitious then you won't strive for much. You won't strive to be more. Are your plans big? Are you enthusiastic about what you are planting? Discuss.

Do the ordinary things extraordinarily well. Be wise in what you are doing. Plant good quality in all that you do. First and foremost make sure that you are present yourself as a quality person. And, seek to be more. Be ambitious. When you become more you will attract more.

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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