

Chapter 5

Inspiration, Leadership, Logic & Emotion

Personal Development Secrets
Of Successful Entrepreneurs



Steve Scott
The Houston Business Coach



Inspiration, Leadership, Logic and Emotion

Questions for Reflection and Evaluation

Are you helping enough other people get to where they want to go?

This is part of the foundation to successful self-employment. If you are helping enough other people get where they want to go... then enough of them will help you get to where you want to go.

To achieve this and be successful you must blend inspiration with leadership, logic and emotion.


But how do you do that?

First, you must have the ability or develop the skill to be inspirational. You must be able to inspire others to purchase your goods or services.

To inspire you must hit the mind with messages and the heart with passions.

If you are only rational you will have bored clients who aren't inspired to help you and stay with you.

If you are only emotional you will have excited clients who long for logic to inspire their enthusiasm for you and your service.



Develop the skill to inspire your clients and they will be excited to find logical ways to support you.

One of the big challenges of self-employment is to stay inspired and passionate about what we are doing. It is normal to feel worn down at times.

1. To get the juices flowing look at your business. Does it inspire you? Write your answer here.

2. If it doesn't, then you need to go to work on that right away. Go back to your original vision of what you and the business could be. Return and revisit what excited you in the beginning. Go back to your vision. Write down your vision here.

3. What could you do for your business right now that would cause you to feel more excited about it?



4. What will you commit to do from the previous question to make it happen?

To move you and your business on the track for success you must have a sense of urgency. Remember, you can always spend more money. You can't spend more time. It is important to develop a sense of urgency.

The next step to moving forward is to couple your urgency with a sense of commitment. Without commitment your sense of urgency becomes wasted energy.

When you use your energy wisely you will have better time management.

Think about it.

When you manage your energy well, then you find the time to do what needs to be done. When you do that then the excitement and passion builds for your business. Why? Because you are now doing those things that logically will make your business successful.

You will be combining passion with logic and that's the formula for your 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.

©2010 The Houston Business Coach; No part of this study may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as may be expressly permitted in writing by the publisher. Requests for permission should be addressed in writing to Steve Scott at info@TheHoustonBusinessCoach.com • DeborahsGraphic.com, 936.718.2078