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 9
Echoes And Boomerangs.
The Circle Of Movement



Steve Scott
The Houston Business Coach

Business Keys To Success

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Foreword

Welcome to Week 9 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Week 8 focused on managing your relationships with others. Knowing your relationships and what you must do about them is critical to success in your business and life.

Most of us can tell what our relationships are doing for us. Maybe you are in a relationship because of business. Or, you are in a relationship because that other person makes you feel energized. The reasons for being in a relationship and what the relationship brings to you are endless.

Yet, the critical question is: What are your relationships doing to you? Is your business relationship with a person putting them in a position where you are running your business in a manner to satisfy them at the expense of an overall growth plan? I see this happen everyday.

In small business you are particularly vulnerable to the customer or client that is bringing you the bulk of your business. If you see this happening I encourage you to expand your customer or client base immediately.

Having one large customer is nice but it is not forever. The annals of business history are littered with casualties of small businesses that became dependent on one large customer. When the large customer decided to do things differently and scale back their relationship with the small business, most of the businesses fail.

Get out and expand your relationships. It is a great habit to develop. And, it becomes an insurance policy that enables your business to survive even if one of your larger customers decides to leave.

This week’s section expands on our earlier lesson of self-association. Life and business is a “do it to yourself” proposition.

Introduction

How we think about ourselves colors every aspect of our lives and relationships. Life is an echo. What you send out comes back.

There is a story about a monk who was responsible for raising crops in a field by a road. The road led from a mountain village to a village in the valley. Travelers would pass by the field all the time.

At times when he was out in the field he would get questions from the travelers as they went from one town to the next. Some of them wanted more detailed directions. Most of them wanted to know what the people in the town they were headed to were going to be like.

When a traveler would ask him what the people in the next town were going to be like he would ask them a question. How did you find the people in the town you just left?

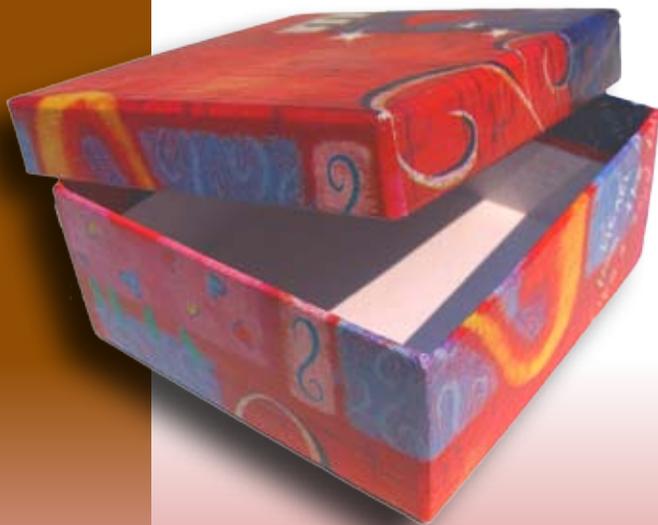
If the answer was that the people were friendly, helpful and hospitable the monk would tell the traveler that the people in the next town were the same way.

If the answer was that the people weren't friendly, didn't help and didn't make you feel welcome, the monk would tell the traveler that the people in the next town were the same way.

As time went on the monk became known for his wisdom. Travelers who had engaged him with this question would return along the road and tell him that his perception mirrored reality.

This week you will look at your perceptions. Your perceptions do create your reality. How are you looking at yourself, your business and your life?

For lasting change to take place you must change your thinking. This week will get you started to looking at your thinking and perceptions and how to alter them to have the business and life you desire.



week

9



Echoes & Boomerangs

The Circle Of Movement

Hello, Business Keys To Success Members

Welcome to Week 9 of the Business Keys To Success. At this point you have had time to reflect and evaluate your self-talk and how you are associating and relating to others.

The ninth week to setting yourself free, getting off the Treadmill and truly be moving forward has to do with the movement of what we send out to others. Last week we explored our relationships and discovered new ways to enrich our lives. One way to have a fuller life is to understand that **life is an echo, what you send out comes back**. It is critical to understand what you are sending out because that determines the quality of your life in terms of what others give back

to you. In examining your relationships you understand that some of the ones you have should be expanded, some should be limited and others should be deleted.

But why do you have the relationships you have? Obviously, you have attracted them at various points in your life. In some way, you have found them useful. In examining your relationships you already know what the good ones bring to you. Obviously, they are helping you move forward in your business and your life.

The more difficult question has to do with the ones that we need to limit or delete. The question here is to not ask yourself “why”



do I have them? That places you in a defensive mode of trying to justify having something in your life that is less than desirable. The appropriate question to ask is “what” was I sending out at the time that the relationship started? What did I need then that created the relationship that I no longer need now? Am I still projecting that same need now? If I am, I will continue to attract the same type of relationships. How can I grow, become more attractive to have better relationships that energize me, excite me and nudge me in the right direction to a better business and life?

The answer lies in the following:

The game of life is like the game of boomerangs. What you say, think and do will come back to you with astounding accuracy.

Yes, the game of life is like the game of boomerangs or an echo. What you send out is mirrored back to you in many ways.

The House of 1,000 Mirrors

Long ago in a small, far away village, there was a place known as the House of 1,000 Mirrors. A small, happy, little dog learned of this place and decided to visit. When he arrived, he bounced happily up the stairs to the doorway with his ears lifted high and his tail wagging as fast as it could.

To his great surprise, he found himself staring at 1,000 other happy, little dogs with their tails wagging just as fast as his was. He smiled a great smile, and was answered with 1,000 great smiles just as warm. As he left the House, he thought to himself, “This is a wonderful place. I will come back and visit it often.”

In the same village, another little dog, who was not quite as happy as the first one, decided to visit the House. He slowly



climbed the stairs and hung his head low as he looked in the door. When he saw 1,000 unfriendly dogs staring back at him, he growled at them and was horrified to see 1,000 little dogs growling back at him. As he left he thought to himself, “That is a horrible place, and I will never go back there again.”

All the faces in the world are mirrors. What kind of reflections do you see in the faces of the people you meet? As with the echo and the boomerang what you send out does come back. Remember, life does not reward you for what you need, but what you deserve. And, the movement of what you send out to others lets you receive what you deserve.

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 Steve@TheHoustonBusinessCoach.com DeborahsGraphic.com, 936.718.2078

Questions For Reflection & Evaluation

Relationship Echoes

Q. What relationships do you have now that are working for you?

Q. For the relationships that are working for you:
What are you sending out in terms of your state of mind and emotions?

Q. What relationships do you have now which need to be restricted or eliminated?

Q. For the relationships that need to be restricted or eliminated:
What are you sending out in terms of your state of mind and emotions?

Action Steps

1. Take a look in the mirror. Ask four people for an honest appraisal of how you project yourself? List their names here.

2. Write down their opinions.

3. Was there anything in common that their opinions expressed? If so, what?

4. List the areas that were positive.

5. List areas where you could improve in what you are sending out.

6. What are the new disciplines or skills you will commit to developing over the next 30 days to improve these areas.

7. Now list the areas that reflect the good you are sending out.

8. Look at your relationships. Do you feel restricted in sending out the good things with certain people? Write your thoughts here.

9. Evaluate your attitude about these people. Do you feel restricted because of your self-esteem when in their presence or because of the way they behave?

10. If it is because of the way they behave these are the ones you must consider for restricting the relationship or eliminating it. If you feel pressure or restricted because you don't feel you measure up then this is your invitation to grow and become more.

Coming Up Next

One of the biggest challenges is time management.

We will start looking at time management in next week's lesson.

There has been a great deal written about time management. In fact, there have been a great number of books written about it.

The goal next week is to give you another perspective on how to look at your time and to use it for greater benefit. The previous sections on relationships lay a foundation for your study of time management.

The greatest challenge for many in self-employment is allocating time to relationships. The question I hear quite often is: How can I get my work done with all these interruptions?

What are interruptions? More often than not they are people who want our insight and information. They are people we have a relationship with.

There are also other aspects to managing your time such as your work flow and productivity. Whether we are rich or poor we have 24 hours in a day. The goal for next week is to use that 24 hours to the best of your ability and in a manner that works best for you.

Relationships are a fascinating subject. But, it is time to move on to other aspects that can bring you the freedom and abundance you desire.

To this point you have focused a great deal on designing the business and life you wish to achieve.

If you are feeling that you may be stuck or overwhelmed then one on one coaching may help you accelerate the process of your successful performance.

If you would like that one on one support and accountability to move you to the business and life you desire more quickly then personal coaching may be what you need.

You are serious about your success or you wouldn't be a member of Business Keys To 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. - Remember, the game of life is like the game of boomerangs. What you say think and do will come back to you with astounding accuracy.