Creating A Business That Brings You Joy

By Maria Marsala

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Maria Marsala
maria@coachmaria.com

Maria's Place for Holistic Evolution http://www.CoachMaria.com

You just won the lottery and in order to receive your check, you must have a full time job. What would you be doing? Would it be what you are doing now? If not, ask yourself why. Do you just need to add a little fun to your career or business, or is it that you are not happy with your current position and feel ready to go for what you REALLY want to do? Following are some ideas on how you can make the most of where you are, or take the steps to get to where you want to be.

~~Choose a career that "makes your heart smile." It's your desire level and commitment that will keep you going during any rough times. Use this guide "Finding Your Ideal Career (or Business)" to assist you as you create a business around what you enjoy. Make sure that your end product (your business) has a market, too.
www.coachmaria.com/article/idealcareer.html

~~Know what helps you maintain your integrity -- your top 5 values, needs and wants. Base your decisions on what's important to you. Read Tony Robins book, Awaken The Giant

~~Be prepared financially when transitioning into your business by making sure that you have a reserve of money in the bank or another income. Even with the best planning strategies, "things do occur" that end up costing us more money than we had planned to spend.

~~Build a strong support system - business and volunteer network, and friends. Join a success circle or group for support or hire a coach to assist you in your business evolution.

~~Recognize your strengths and work from them:. Acknowledge your weaknesses and failures (life's way of providing feedback) and grow from them. Read The E-Myth Revisited by Michael Gerber... it's a "must have" business book.

~~Create a strong business foundation: a business plan, marketing plan, and operations manual. Follow them. Create forms and processes to keep you on track, etc. Choose to be organized and consistent. Your clients and employees will appreciate it!

~~Develop your boundaries and standards. They affect your business too! There are some wonderful Top Ten Lists on both topics at www.topten.org .

~~When business is no longer fun, it is time to reassess what you are doing. Even better - step back and assess your "fun" quotient every six months. Hey! Maybe its time to take your vacation!!

~~If you do not have enough time in your life, work with your coach to pinpoint tasks that you may be able to delegate or eliminate. You may want to look into hiring a Virtual Assistant www.coachmaria.com/coaching.html#Virtual .

~~Listen to others and consider outside advice. Incorporate what you like into your plan. However, do not feel pressured to adopt another's practices as your own. Ultimately, you are best equipped to implement how and why you run your business.

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