

"Heello! Can you hear me? I am trying to talk to you.
This is your business working hard to get your attention."

*I know what I need in order to grow. Can you hear me?
Are you listening?*

For many of you the listening and hearing part is the biggest challenge. There are two obstacles that get in the way of this communication. The first thing is what I call your *not-ego* and the second, your *not-emotions*.

Your not-ego jumps in and blocks your ability to hear accurately. It thinks it knows and it wants to run the program. These messages can come from past experiences, childhood, fears, insecurities and all those unpleasant beliefs you hold onto but you no longer want.

It doesn't matter the cause. What is important is recognizing them and learning to rewire your brain. Your ego unfortunately often misses the mark and it can actually slow down business growth, cause your business to lose money, lose customers, miss opportunities, and stay stuck. When that happens you blame outside influences; the economy, the market, your competitors, or you blame and beat up yourself.

All this mental energy keeps you farther away from being able to listen and hear the real messages from your business. To more fully understand the effects of your ego on your ability to listen and act, answer these few questions. The first answer that comes to you will likely be the most accurate.

Regarding my business:

I *should* be _____

I *can't* _____

I *need* to _____

I will *try* to _____

I have an idea *but* _____

Should, can't, need, try, and but are all limiting words and send out very dis-empowering energy. It is as if you are saying, "my business might be ready to fly, however I am not. Your ego keeps both you and your business stuck. Experiment with each of your statements and rewrite them using "I am" instead of the dis-empowering words.

For example: Notice the difference between how the first list feels and the second.

I should be writing my book.	(judgment)
I can't think of anything worth writing.	(victim)
I need help.	(desperation)
I will try to write today.	(won't)
I have an idea, but I am not smart enough.	(put downs)

I am writing my book.
I am writing worthwhile information.
I am receiving support.
I am writing today.
I am smart and capable.

Certainly the energy of first list will cause you to shut down any channel of information from your business. Your *not-ego* is full what you think you are *not*. Those beliefs put you into a *not* state of mind and therefore you are *not* able to listen and hear the spirit of your business. The second list statements are from your I am ego and are open and ready to hear and implement. They make you feel able, strong, and empowered. Copy your second list and use it to help you stay clear of the not-ego's influence.

Put your list somewhere where you will see it every day or carry it in your pocket. It will keep your channel open and you will be able to hear what your business is wanting to communicate to you.

Your business has its own spirit and its own life force. It knows what it needs to grow healthy and flourish. Just listen and it will tell you.

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Solutions. She helps small business owners attract right clients. Kaya helps people see that it is possible to have purpose and prosperity. Kaya can be reached at 503-493-1199 www.awakeningbusiness.com

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