

Growing a Healthy Business

by Kaya Singer

Maybe your business is healthy, vibrant and out running a marathon with energy to spare. Or... your business could be in bed with the flu, weak and on survival mode wanting tea and toast.

When you have the flu people disappear and you prefer to be alone in your misery. But people love to be around a marathon winner.

Energy attracts more energy. It feels good to be around lively people.

Same with your business.

A healthy, spirited business attracts customers. When the spirit stays strong it emits a certain quality of energy and attracts people to it. Maybe this is sounding a bit airy fairy to you but it in fact is true.

Don't you feel attracted to some people more than others or to some businesses more than others?

Intrinsically people prefer to be around light, positive abundant energy and this attracts them.

This seems like an important key; how to keep the spirit of your business healthy and vibrant.

How to do this when you feel stressed about money, have demands, deadlines etc. It is easy to fall into "downward-spiral emotions." They are sort of like the flu virus. They are not bad little creatures but they zap your energy and take you to the lala land of the pits. One of these is fear.

Fear is all about what might happen in the future, but you feel it right in the present. The three biggest business fears are:

- Fear of losing money. No one will want me or my products.
- Fear of letting go of your comfort zone;

taking a risk.

- Fear of feeling humiliated or embarrassed if something doesn't work.

This short exercise will support you to diffuse your fear and help you to listen to your business.

Answer these six questions and then sit for a moment in silence and listen to what is just beyond the fear.

1. What are you afraid of?
2. How is this fear effecting your business?
3. What idea could diffuse the fear?
4. How can you put that idea into action?
5. When will you do this?
6. How you will be accountable ?

Notice how you feel once you answered all six questions and then listen. **The spirit of your business has a stronger voice if you just listen. Write down what you hear.**

This process will restore your energy and the spirit of your business will shine out, people will feel it, and the energy will come your way.

Blessings on your business

Kaya Singer

Bringing prosperity and purpose to small businesses

Kaya Singer, owns Awakening Business Solutions. She helps small businesses attract right clients. Kaya helps people see that it is possible to have purpose and prosperity.

She can be reached at 503-493-1199

<http://www.awakeningbusiness.com>

© 2007 Kaya Singer, all rights reserved

