

## Prosperity With an Open Heart by Kaya Singer

Do you believe that having an open heart can bring you prosperity and purpose for your business and then overflow into the rest of your life?

This might sound a bit airy fairy to you as you plow through your business plan and profit and loss statements but attracting people to you and to your business is all about having an open heart and giving.

You might think that is a bit strange to have to give before you receive but that is how it works. It is about seeing how you can help people and share from your heart.

All business is about relationships. We all want to do business with people we like. Isn't that true? When you hire someone to do any kind of a job you want to find someone you like. Of course you want the job done well but likeability is right up there in importance.

There is a certain amount of risk involved when you shell out money for anything. Lets imagine you see a cool jacket in a shop and its gorgeous. You try it on. It fits, the color is right, so you take a peek at the price tag. Ouch! It is not on sale and will cost a chunk of cash. So you begin to weigh it in your mind. Do you *like* it enough to *risk* the money.

The likeability needs to be greater than the risk otherwise you will put the jacket back on the rack and walk out.

If you have a service business, it is yourself that people need to like. How do you develop likeability? By having an open heart. By listening, by giving. I am not talking about manipulation. People can sense that in a moment. When you truly care about people they feel it and you begin to develop a relationship with them.

These three points are essential:

- Learn to know and understand your ideal customer; someone who is thrilled about your product or service, wants it, is willing and able to pay for it, and will tell other people.
- Determine what are they want help with. People often shop for what they want, not what they need. If you are offering a worthwhile product they will still get what they need but "want" is what tips the scale.

- How can you develop trust with them? Business is all about relationships and people need to know, like, and trust you.

*Prosperity comes when you give value to other people's lives.*

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