

Kaya's Kudos for Small Business

Purpose AND Prosperity

by Kaya Slinger

Is it time for you to fulfill your greater purpose in your business and know that you can have prosperity as well?

Do you want to attract all the right clients you need, knowing that you are giving excellent value and making a difference in people's lives?

You probably don't want to focus on money and yet you want to feel abundant and bring prosperity into your business. You might be tired of struggling financially while you dream about how your business could make a difference to many people.

The true problem is that you want to realize your real purpose and be able to express that meaning through your business, and at the same time you want to bring prosperity to yourself and others.

So how do you bring Purpose and Prosperity together in your business? It has to do with acknowledging the spirit of your business or the vital force within yourself and your business. Within this context of spirit, Purpose and Prosperity co-exist. You cannot have one without the other.

Of course you want people to feel that life force when they come to you for your products or services. In fact, without the spirit people just won't be attracted. Imagine if you were cooking a meal for someone but you had no energy for it so you just depressingly went through the actions and threw stuff into a pan and then served it. People wouldn't want to eat it even if it looked like it should be good. There would be

no life force. The spirit or life force is what attracts people and when that is full and rich, purpose and prosperity are mutually inclusive.

So how do you assure your customers that you are real and full of life?

Think about your favorite restaurant. You can smell the good food and it looks beautiful and feels good. You just know that it is real, full of life and nurturing.

This works the same with any product and most importantly with people. People are attracted to people whose spirit is shining.

There are two things that help any business to be real and grow.

1. Understanding that growing a business is all about relationships.

The more people you can start a "real" relationship with the better for your business. Real relationships are about listening to people you meet. Find out about who they are, what makes them tick.

This probably makes sense but how many people do this everyday? How many new people do you meet each day? You might feel great when you do connect with new people but the real challenge is to learn how to do this everyday in a sustainable way. This means sharing your spirit, listening, and allowing.

2. You must embrace success. You cannot offer anything to anyone if you don't have it, whether it is money, support, or food. Success is a state of being-ness. It is a state of mind, and from that place, good decisions are made as to how to run your business in sound, tried and true principles. Make a decision to do anything you can think of to cultivate success in your being. I make a new vision board each year with pictures and words that keep me

focused on my goals. What works for you?

Focus on developing these two things and your business will begin to reflect its real spirit in the marketplace.

Kaya Singer, MS owns Awakening Business Solutions. She helps small business owners and solo-entrepreneurs turn their actions into successful business ventures and attract right clients. She teaches that is possible to have purpose *and* prosperity. She can be reached at 503-493-1199 www.kayasinger.com