

DAILY TIPS FOR BEING A BEACON BOSS LADY

*You are the salt of the earth, and the light of the world.
(Matthew 5:13-16)*

LADY BOSS

Working everyday toward shining that light and making that impact can be a long journey. It starts with daily personal development, writing and publishing content, helping, and mentoring others, continuously improving yourself, networking tirelessly and working your way up to respect and trust. It's a lot of hard work, but it is equally rewarding for the select few who become business beacons. For the trail they leave behind is bright.

Congratulations on taking your first step to entrepreneurship. You are in for a roller coaster ride like you have never experienced. Filled with ups and downs, twists and turns leaving you both nauseated and thrilled at the same time. It is an unexplained adventure to anyone that has never purchased a ticket to the ride. Here are a few tidbits to get you started & guide your way:

1. Start every day as a new day:

By starting your day with the odometer at zero you generate a sense of accomplishment and moving forward.

2. Ask for help:

It's alright to admit you do not know everything. I know it's your baby but if you're busy dealing with things you are ill-equipped for then the business suffers. Find someone you trust and delegate.

3. Pause. Breathe.

...and ask questions. Get help with decision making and operational goals.

4. Stay tenacious.

Stay true to your idea. Rinse. Reexamine. Repeat.

5. Be selective but not exclusive.

Accept the clients you wish to attract and the employees you desire but not to the point that you are so unreachable you dismiss or overlook talent and potential.

6. Choose a team that challenges you.

Ideally, you want to surround yourself with people who will push you. Choose mentors, investors, advisors, who have broad vantage points and long histories of watching companies rise and fall. You want people in your circle who have seen enough to know they've seen too much, and who will talk you into pushing yourself as a result.

7. Stay focused.

Focus is about aligning with your purpose. When actions reflect intentions, you're in alignment with your personal mission. It is then that you can truly shine.

8. Get out and stay out.

Visit your competitor's, network with other entrepreneurs, shake hands with potential clients and customers. If you promise people something they want, deliver it. And give it to them with as few barriers as possible. Be the FACE of your brand.

9. Ask open ended questions.

To your staff, your customers and yourself. Avoid yes or no questions. Your goal should be to enable and normalize very human feelings and let them direct the conversation for a bit.

10. Stay consistent in your brand.

When it comes to building a brand that people feel like they can trust — that feels like a credible, legitimate company's behind it — consistency is everything.

Above all else, every day in every situation ask yourself these three questions:

1. What signal am I emitting? (Emotionally-based) how are you feeling in regard to your business? Confused or clear minded? Anxious or excited? Angry or empowered? Sad or joyful? Make sure you are emitting good and/or powerful emotions.
2. Which reality am I congregating with? (Imaginatively-based) Are you imagining your business thriving and successful or still struggling? Do you see yourself making a lot of money in your business or barely enough? If you wish to have more money try not to focus so much on the lack there of it. See yourself as that which you wish to be or engage with.
3. Am I in my finite or infinite mind? (Thought-based) Are the thoughts you're currently thinking limited and restricted? i.e. how, who, what, when. Are they worrisome and fearful? Or are they unlimited, trusting, timeless and full of faith. Are you living in the world of possibilities where anything can happen at anytime and anyplace or can you not see beyond your current circumstances?

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from the book:

**Ten effective ways to RISE
UP, AIM HIGH, STAND
TALL & BE OUTSTANDING
in the field of life &
business**

**Congratulations on your journey.
May you be successful in your new endeavor but
most of all, may you be happy in your soul.**