

MARKETINGTRENDZ PRESENTS:

MIND YOUR OWN BUSINESS

A Business E-book
Conditioning Your Mind for Success!

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About The Authors Of Mind Your Own Business:

Debbie Solomon and Sara Hardy are the founders and owners of MarketingTrendz.

These 2 ladies met on the internet, just entering yet another business venture that was soon to be a less than profitable experience. We all have been through this stage, but for Debbie and Sara it was different. With no money coming in, despair in their hearts of the thought that they would have to head off to the hassle of another dead end job and leaving their precious children in daycare, these ladies opened up to each other and told each other what their goals, dreams and ambitions were. They spoke of what kind of business they would like to do. It was the business of helping others that are in the same predicament as they were in. People who need to know how to go about doing what it takes to gain success online.

In order to do this, they first must go about the steps of success, and then they could share with others how to get on that path.

They researched for months and months gathering the best information possible that would benefit others in marketing their businesses online. Once the information was gathered, it was time to test out their fate.

They devised the MarketingTrendz Workshop. This workshop is designed for people who need to market their business online, but are not knowledgeable of the tools and techniques that are involved. Many lesson plans, marketing tools and helpful articles are just part of what this workshop entails. People who are not sure of website design, html, or advertising on the internet can benefit their business through this workshop, and these are just a sample of what is included!

This Workshop is now World Renowned along with their Top E-Zine, "The OnLine Exchange". Success for Debbie and Sara was found! Now Debbie and Sara knew that all the research, time and investment they put into their business is 100% fail proof.

With all the knowledge that was gained in this journey to success, Debbie and Sara felt that the only way to really make it pay-off is to share it. It is apparent that going on the internet and advertising was not the only aspect of starting and successfully running your own business.

With that in mind, Debbie and Sara put together a e-book to help you develop a healthy mind which results in a healthy business!

You will with no doubt be ready and able to **Mind Your Own Business** once you finish this book.

Visit Debbie and Sara at MarketingTrendz and see what their success is all about:

<http://www.marketingtrendz.com>

HEALTHY MIND= HEALTHY BUSINESS

Introduction

Have you put everything into your business? Do you want to succeed and build a prosperous future? Are you open to changing the way you think about business dealings? Then you have come to the right place! It takes effort, persistence, and determination, but NOW is the time to start.

Mind your own Business is designed to help condition your mind and business to accomplish the goals you have set forth for yourself. Income and time are the two most valuable assets needed to achieve personal goals. Now you will learn what it takes to create both.

We wish you the greatest of success & good health to you and your business!

Objectives

On the whole, businesses and countries are run by purely materialistic principles.

Throughout the world there are a number of businesses that are purposefully built on higher principles. Many people do not realize the great power of wealth built on such values.

Sharing and giving builds wealth, not just for the privileged few, but for everyone, and that is the principle behind this program. Everyone who puts these suggestions into practice can become wealthy, and not just in the materialistic point of view. Wealth is NOT only money, but the means to share your power of knowledge and to put them to use to build your dreams and ambitions.

How to set your own financial targets and also how to obtain the maximum benefit from your income, is achieved by using the structured guidelines, which are included in the MarketingTrendz Workshop, created by MarketingTrendz.

All parts of this program are to be used with one another. Each part specifies on how to learn as it would it is applied to you. They can only benefit your wellbeing- the way you feel about yourself, the way you feel about money and what you want money to do for you, the way you decide to spend each day! Your outlook will change for the better as you meditate on the things that really matter in your life

We want you to know and use your great power, your inherent genius to achieve the future you desire. You will now have that knowledge.

This is the objective or Goal of the entire Workshop!

First, to give you Power of Knowledge.

Second, to give you the tools in order to continue

to maintain a High Level of integrity for the Rest of your Life!

Part 1 of Mind Your Own Business

VITALITY AND ENERGY

Scenario:

It is a normal day as always, you go out to the mailbox to retrieve your mail. A stack full of envelopes sits in your mailbox. You grab them and go inside. You sit down and start sifting through your mail. Knowing all too well what the

contents of each envelope holds. Other than a Publishers Clearing House letter stating that you won a million dollars...IF your number matches the winning number, etc.... and also another pre-qualified credit card offer with a high interest rate, it is ALL BILLS. The frustration grows. You know what is in each envelope, but yet you don't even have the energy to open it. The stress builds. You open each one with anguish knowing full well that it would take a miracle to pay them all. You put aside the ones that can wait and keep the ones that are already behind with the essential ones such as phone, electric and water.

Your frustration is so strong that you take the stack of bills and put them aside. Maybe if I don't look at them they will go away. Your day is now ruined because you are so stressed on figuring out a way to pay each one.

You feel like the weight of the world is on your shoulders. It is unbearable. But where could you run? All you ever wanted to do is to provide for your family. Your mind continues to whirl endlessly, merciless round and round, trying to solve a seemingly unsolvable, insurmountable problem.

To think about something is to give it vitality and energy.

Our scenario is only too common a feeling so many of us endure too often. There is no doubt that it is the most natural thing in the world to think about a problem in order to solve it.

However, there are definite natural principles at work.

Whether a person recognizes their existence or not, these natural principles still apply. They are busy working whether we recognize them or not.

With knowledge of these natural principles, they can first be understood and then applied.

If a great proportion of the day is spent in thinking about how the bills are to be paid, the mind is working on these problems.

But, contrary to what at first seems logical, that continually thinking about problems will solve them, exactly the opposite is true. The problem is being fed, made to grow. The problem is being injected with energy and vitality, thereby making the problem even stronger.

Thinking about financial problems in the way our character in the scenario did, causes the financial problems to become even worse, to grow.

This is exactly the opposite of what is desirable. So if this is the case, that thinking about how to pay the bills only worsens the situation, what do we think about?

The opposite! Exactly the opposite to financial problems.

What do we really want in place of financial problems and poverty? The opposite is wealth!

By thinking about wealth instead of poverty the financial problems are being starved of energy and vitality.

By withdrawing our attention from undesirable conditions, we literally cut off their life supply and eventually they die a natural death and disappear.

Practical method to start re-programming your mind that paying bills creates no financial hardship.

If you angrily toss a bill aside, your mind registers the distress. It 'links' up with previous data that bill paying is a problem. This pattern must be broken and this is how to do it:

Write out the check for a bill as soon as it arrives. Put the check in an envelope and address it ready for posting, after jotting down in pencil on the outside of the envelope the date to be paid and the amount. As soon as you have enough

money to pay the bill, post it off. By writing out the check as soon as you receive the bill you are logging into your mind that bill paying is easy. Once this sinks in, your circumstances change to make it so. This is not fantasy but fact!

Several years ago I read a true story of a woman who had cured herself of cancer. Her story was alongside another man's story, about his wife who had died from cancer. There were parallels in the two stories of certain things that both women had done in a bid to cure themselves. One woman succeeded and the other didn't. Apart from the tragedy of the one story, the whole issue intrigued me.

I read both articles over and over to try and see what the difference in the two cases was. Why had one woman succeeded, when the other had not? Of course, the answer could have easily been that it was the first woman's time to die and not the others and that I had no right to question God's will. But, that was too easy an answer.

I eventually discovered a difference. Here are the paragraphs that showed this. It was the one point of the two stories that differed.

"I refused to look at my body as it was, any more, with the cancerous growth. I would have a bath with my head in the air and cover myself with a towel as soon as I got out. I believed that if I could think of myself as whole, then I would be. So I didn't look in a mirror unless I was dressed. I didn't look at my body for three and a half years."

Then the story goes on to say that one-day this lady fell and hurt her side, on the side where the cancer was. So, she decided to go to see her doctor. She undressed, staring at the ceiling, so as not to break her pact, of not looking at the cancer. Then she heard her doctor laugh with surprise as he told her to look. At first she refused, but the doctor insisted. When she looked, her body was perfect. There was no fungating mess. There wasn't even a lump.

This brave lady had literally destroyed the cancer by refusing to think about it, thereby refusing to feed it, and deprive it of vitality and energy - and by feeding her mind with this simple but powerful thought/prayer, 'I AM whole. I AM the perfect expression of Divine Love.'

To not think about something, in other words to ignore it, is to starve it of vitality and energy, to eventually destroy it.

So, not to think about how to pay the bills or where the money is going to come from will eventually starve the situation of vitality and energy, and destroy the situation. Then it will no longer exist.

The lady, who destroyed her cancer, filled the space and made herself better by refusing to think or even acknowledge the cancer - by instead thinking and declaring herself whole.

If the thoughts of wondering how to pay the bills are stopped then we make an empty space, a vacuum. We fill this vacuum with thoughts of what we desire - Wealth.

Before the mind can be filled with constructive thoughts, there has to be a degree of control over thoughts. Controlling the mind is no easy task. In fact, it can be likened to grappling with an angry tiger.

The very first step to controlling the thoughts is learning how to stop the mind whirling endlessly, in a wild unruly manner. The object is to become MASTER of our THOUGHTS, as opposed to their slave.

Before control of the mind can be obtained, some measure of control of the body has to be achieved. Relaxation is essential.

Relaxation

Choose a quiet room, where you are not likely to be disturbed. There must be total silence, (as far as is possible). Make sure the television and radio are off.

Sit in a chair or settee or on the floor, in a comfortable position. Make sure you are sitting straight, but relaxed. It is important that the spine is straight. Or, if you prefer, lay on the floor on a clean rug, towel or sleeping bag, making sure

your spine is as flat to the floor as is comfortable. Lay your arms by your side with palms upwards, and shoulders relaxed, which will place them nearly touching the floor.

Starting at the top of the head, you are going to deliberately and slowly go down through the body, silently commanding your body to 'Relax and let go'.

Direct your thoughts to the top of the head, silently declare, 'relax and let go' down through the face, 'relax and let go' down the neck, 'relax and let go' into the shoulders, 'relax and let go' down through the arms, 'relax and let go' down to the tips of your fingers, 'relax and let go' into the chest, 'relax and let go' into the entire back area, 'relax and let go' round into the entire stomach and abdomen area, 'relax and let go' into the hips, 'relax and let go' through the thighs, 'relax and let go' the knees, 'relax and let go' the calves, 'relax and let go' into the feet, even to the toes, 'relax and let go'

By now your entire body should be completely relaxed. Next, stay in your relaxed position for approximately 5 minutes. Carry out this exercise every day for a week.

Becoming Master of your thoughts

Take up your position again in the same quiet room, and this time prepare yourself to begin exercising control of your mind.

Relax. Relax totally and completely. If you are unable to, or find this difficult then patiently go through your entire body repeating relax and let go, just as you did for weeks 1 & 2.

Then, for 5 minutes think about nothing. This will eventually stop the thoughts whirling endlessly. Don't try too hard, it is more of a 'letting go'.

In the early days you will find that virtually every second, your mind, totally of its own will, begins a train of thought. Each time it does, just gently block it, stop the thought, and think of nothing again. Don't get distressed at how easily the thoughts come crowding in. Keep your patience, keep your faith at achieving an empty mind clear of all thoughts. Don't give up because it is difficult. I am showing you how to become a millionaire if you want to. Relax, keep trying. Don't pressure yourself, let go.

Extra Help

I don't recommend that you try the exercises for more than once a day at first. However, if during the working day, or while relaxing, you become aware of your mind wandering aimlessly, with no constructive purpose, then clear your mind. But, don't pressure yourself too hard, you'll end up with a headache. As the saying goes, 'Rome was not built in a day', and even becoming aware of and recognizing the fact that an untrained mind is so unruly is a great achievement in itself. Most of the population has no idea of the enormous potential of the human mind, of the immense power of controlling thoughts, and then directing them in a definite direction. Learning how to be focused pays enormous dividends.

Think about these few points:

Poor countries are poor in money yet have most of the world's natural resources such as gold, oil, coal or iron. The rich countries want to pay as little as possible for the goods they buy, which results in unfair trading. Many wealthy companies trading in wealthy countries purposefully set up factories in poor countries employing staff on poverty wages. Half the population in West Africa goes hungry while they use the land to grow cocoa instead of food for their own countrymen. Too much cocoa is grown for the wealthy nations' needs and is stockpiled.

We need to direct our thoughts towards wealth and away from poverty or financial problems of any sort. That does not mean that we can rush out and run up a credit card bill of a \$2,000 because, if we don't think about how to pay the bill, it will be paid.

What it does mean, is that by thinking thoughts of wealth we will attract wealth to us and eventually change our circumstances from poverty to wealth. (I use the word poverty in the sense that any shortage of finances constitutes poverty.)

We are all the sum total of our thoughts. The power we possess is within us, not outside. The outside is the manifestation (the result) of our Inner Power. We all have the power to create. Thoughts are creative - even when used to destroy.

The outward manifestations or results of material wealth are goods such as a house, car, boat, a holiday, a horse, whatever object or objects that give you pleasure personally, plus peace of mind. The results of spiritual wealth are peace, health and happiness. I like to think it is attaining an equal balance of both that results in the most satisfying lifestyle.

If you would like a large country house then go out and buy relevant magazines. Look through them once a day, or at least once every other day. Study the houses, what designs do you really like? How many rooms are there, are there any outhouses, stables etc.? How much land? Is there a stream? Would you like a house with a stream? 2 acres, 3 or 21 acres? What would you do with a property with 21 acres? Farm it? Keep horses?

What we are doing is three things:

A: Creating the Power of Desire - because when we know what we desire, and can impress upon our mind our desires, then invisible forces set to work to bring about our desires. At the end of this course, you will not only know this, but will know how to impress the mind.

B: Fooling the senses - your conscious mind knows very well through reasoning, from all the information collected from the senses, that you are not surrounded by these items you desire, and neither is the money available to purchase them. However, by subjecting the mind to pictures of wealth, and by subjecting the mind to discussions concerning the finer points of your desires, then the mind is being made to think thoughts of wealth.

C: Beginning to replace negative thoughts of lack with positive thoughts of plenty.

If you desire a Porsche, go and get a catalogue or brochure on the Porsche you would like. Go to a garage and look at the car, study the description and the design. Choose what color you'd like. What interior. Where there is a choice of interiors, check that the one you like can be made with the color car of your choice. What is the dashboard made from? Is there a choice of dashboards? If so, which one would you like?

Fill the vacuum in your mind, (the space made by stopping thoughts of "How am I ever going to pay the bills?") with pictures and thoughts of your desires.

Learn what your desires really are. When you really get down to thinking about it, they may be different to what you imagined they were previously.

If you won a million dollars on the lottery tomorrow, would you know how to spend the winnings, what use to put the money to?

You should do. What is the point of money if it is not directed in a constructive manner?

Whether it be investments for your future or your children, make plans. Decide on what you would do when wealth hits. It is NOT beyond a dream. It is at your fingertips. You just have to reach out and grab it.

Anytime the pressure of life or work become too much just relax and let go. There is no need to consciously work all the way down the body' every time, as it is not always possible. All you have to do is silently declare relax and let go; relax on the word 'relax' and let go on 'let go'.

This can be done while you're working, walking or travelling, as long as the task at hand is not too demanding mentally, and you are not actually talking to someone at the time. In this way you are able to stay perfectly relaxed, whatever demands are made on you.

You will find that you have a lot more energy, physically and mentally, because tension causes tiredness of both. Also, after a period of practicing these relaxing techniques, your body automatically relaxes even under times of great stress.

Every time you find your thoughts wandering onto the subject of "How are the bills to be paid? Where is the money going to come from?" etc., command your mind to stop the thoughts and repeat to yourself, "I don't want to give vitality and energy to problems. What I think about is what I am giving energy and vitality to. I want to give vitality and energy to wealth. I must think wealth and abundance not lack."

As the lessons progress, we will be studying more powerful techniques to put the principles of thinking about wealth and desire into practice to produce the desired results.

For now, lay the basic foundations for this work by collecting and daily looking through literature that contains the particular products of wealth that you are attracted to.

Don't limit yourself on this. If your desire is a 100 acre ranch in Australia or America with horses and cattle, and a large especially designed ranch house, don't say, 'I'll never be able to afford that, so I'll look at a 'practical' house, the average size in England and have a couple of horses instead.'

Feel free to dream your dreams and realize that the goals you are setting for yourself will help you achieve those dreams. No dream is too high to reach ~ Just unreachable if not given a chance.

The size of what you desire is irrelevant as you will see as we progress on the lessons.

Summary:

1. Starting from today, use the new method of paying bills.
2. Do the mental exercises in the order they are explained.

This is Very simple and to the point. Now you will carry out the instructions and then continue on to the next step.

Part 2 of Mind Your Own Business

VISUALIZATION

Once you know what your dreams are and you realize that they can become a reality, it is time to start putting these focuses into action.

The first technique we are going to use is used worldwide. It is visualization. All this means, literally, is making a picture from your mind, and seeing this picture in your mind's eye.

We have all heard the expression 'a photographic memory'. We all have the ability to develop a photographic memory. To imagine something so strongly that it becomes a clear picture that we can see in our mind, or imagination.

It is an extremely useful method of improving techniques for mastering such skills as playing any musical instrument, horse riding, typing, driving a vehicle, flying a plane, etc., also to develop a future life full of dreams and desires being fulfilled.

It works like this. Let's suppose you were learning to play the piano, one of the first skills you would have to master is the ability to play the scale of C major. The technique of playing the notes of the scale and playing smoothly can be vastly improved away from the piano without touching a single note.

All it would require is to concentrate on picturing a piano, and imagining yourself playing the piano. But not a vague picture.

This is of paramount importance. To make this technique of visualization work, really work and produce results, the picture has to be a: clear, and b: correct.

To become proficient at playing scale C major requires not just a picture in your mind's eye of yourself sitting at a piano and playing. But, mentally seeing the actual notes and your hands playing the correct notes, with the correct fingering. Thumb, first finger, index finger, followed by thumb under onto F etc. The exact and correct way to play the scale. Not just any notes.

So before visualization - or using photographic memory - the information has to be there so that the pictures we visualize are clear and correct. If the scale was wrongly remembered and practiced wrongly during visualization, it would be extremely hard to unlearn it.

These points apply to whatever the technique of visualization is being used for. Whether to improve a skill or to improve your lifestyle by visualizing what you would like.

Remember we discussed how vitality and energy, in fact life itself is given to what we think about, because thought has the power of creation.

We have also just discussed how important it is to visualize something in the correct way so that the picture is clear and correct.

The results will be correct if the information pictured during the visualization is correct.

From the information gathered from the magazines and literature you have collected you will already have at least one item that you desire: at least one product of wealth.

Here are the instructions of how to obtain your desire, using the technique of visualization.

Let's take a car as an example. Suppose your choice was a Mercedes. Due to the literature you have collected and the showroom you have visited, you would know the following information: the color of your car, the shape/design of the car, the color of the interior, the ceiling, the dashboard, shape of the seats, inside the boot, size etc. Everything even down to the smallest detail of what's on the dashboard. What color, size and shape the steering wheel is. Type of wheels.

So your next step is to bring that information to life in the way you want. Through the technique of visualization you can give life, energy and vitality to a thought creation. There is no need to give any thought as to how you can afford the item, forget that aspect.

The finite (literal meaning limited, ending) cannot tell the infinite (literal meaning - limitless, endless, boundless never ending) how to bring something to pass.

- Make yourself comfortable, in a quiet room. Close your eyes, to avoid the distraction of objects around you.
- Mentally picture the Mercedes in all its detail, slowly, patiently, in a totally relaxed way. See the bright shiny new paint, of the color of your choice, the bright shiny chrome, clean wheels and new tires, etc.
- Enjoy the beautiful design and shape of the car.

Always use color. The brighter and more brilliant you can imagine colors, the stronger and better the results will be.

This is an important aspect of visualization. Never, visualize anything in a drab gray way, unless you want drab gray results.

- Build a scenario around the car of your choice (in your imagination).

For example. See the car keys in your hand. Open the car door, (driver's side) and ease yourself into the seat; shut the door. Put the key into the ignition; click the seat belt on. Start the engine and drive off in your car. You could imagine yourself showing the car to your partner, parents or a friend.

- Another important aspect of visualization is to couple it with feeling.
To bring visualization alive and give it extra strength, feel the happiness as you drive around in your Mercedes.
- Lift your consciousness up.

If you're not sure what we mean, let's put it this way. If you were to walk into a room that had paint peeling off the walls, with damp patches on the walls and a smell of dampness, you would feel at a low consciousness level, a low ebb.

If you then walked into the next room, that was clean, with newly painted walls, you would immediately feel better, uplifted, on a higher consciousness level.

It is important when visualizing that you work on lifting up your consciousness as high as you can; feeling as good as you can.

The best and easiest way is to imagine that the Mercedes is already yours. How would you feel? That's it, that's the feeling, retain it as long as you can.

If you only experience that feeling that sensation of lifting your consciousness for a split second at a time at first, that is excellent. With practice and in time, you will become proficient in retaining the feeling for longer periods.

It is pure magic, all effort is worthwhile. It is an important part of achieving results.

Cheat the senses. The senses tell you that you can't afford a Mercedes, you're only dreaming.

Cheat the senses, ignore them, ignore rational arguments of the logical mind, and rise above that level of consciousness and feel the happiness, pleasure and joy that you would feel at owning a Mercedes.

Whatever your choice of desire is, that is how you go about visualizing them.

If it is a large house, then visualize yourself in a large house. In just the same way, see everything in your imagination. See the kitchen, the lounge etc., even if you design them around pictures in the magazines or brochures you have been collecting.

If you live in a city and yearn to live in the country, then visualize yourself, in a house, cottage, mansion or whatever your choice is. Perhaps a garden surrounded by beautiful countryside. See yourself go for a walk in the countryside. Again, feeling is important. Raise yourself.

Now you can see why it is important to actually know what you want from life. If you don't know, then it is easy to end up with a life that is not to your liking.

Your thoughts are like a magnet. Whatever you think about eventually comes to pass in your life.

I think it is fair to say that most people know without being told that a hypochondriac eventually does become genuinely ill.

Because their thoughts are always on illness, their bodies eventually manifest an illness.

Likewise, any person who lets fear of impending tragedy, or who is all doom and gloom, is acting like a magnet to attract just that.

Magnet and magnate are two very similar words in spelling and sound.

If your thoughts are positive and happy, and with total faith you imagine pictures of wealth and happiness, your magnetism will make you a magnate (tycoon).

Can you see how these words are so similar? That is not by chance. It is because they are so closely related in meaning.

Visualizing what you desire is a powerful technique for attracting your desires to you.

However, take it with ease. Don't crowd your mind with too many different ideas, dreams or desires. Jumping from one to another too quickly, will cause confusion.

It is far better to concentrate on visualizing definite items- or projects one at a time, until you become extremely proficient at seeing that particular visualization very clearly and easily.

In this way you can build your confidence. As you achieve results from your efforts, then you can build on the results and the confidence gained.

So, do you see what is the benefit about going slowly and building on your results, and building your confidence?

If you start with too many ideas that aren't developed into clear-cut pictures, the results won't be very good.

When you are visualizing you can be likened to a sculpture. Once a sculpture is started, you wouldn't leave it half finished and start another one, because you could land up with several unfinished projects.

In the same way, if too many ideas are worked on at the same time, the results would not be harmonious, but muddled and chaotic, as a reflection of your thoughts.

As long as you can remember the fundamental basic law, which is: what you think today, will become tomorrow. In other words, today, now, you are building your tomorrow, your future. It is up to each of us individually to choose what our tomorrows will be like.

To ensure your future will be what you desire it to be, ensure your thoughts are constructive and motivated by the highest degree of honesty and integrity. Above all, endeavor to be true to yourself and others.

You now have the technique of a powerful tool, visualization, that can and will produce results, to begin planning a better wealthier tomorrow.

To carry it out successfully needs above all, the ability to concentrate.

Unfortunately, in the society we live, concentration is not a faculty that we are encouraged to nurture. In fact, it does the opposite, it destroys our ability to concentrate.

Concentration has to be worked on and developed.

It is essential for obtaining good results in visualization, and I would even go so far as to say that the ability to be single-minded and concentrate is essential for success in business.

So in any business to develop this ability is a boon. To be efficient due to concentration is to achieve more in less time.

You've already begun to develop concentration with last month's exercises. First, learning to relax and then consciously (weeks 3 & 4) halting the minds' constant chattering thoughts. For this month, continue to carry out that exercise for 5 minutes, increasing the time it you can. It is important not to push. If you find that out of 5 minutes you achieve only 1 minute of quiet, then that is fine. You will still reap the benefit of clarity, peace and a growing awareness and control of

your mind, as well as helping to increase your concentration. Just do your best, because the results will be worth the effort.

The following exercise also helps to develop concentration to make visualization easier and more effective. Practice it once a day, it's great fun. Concentration is getting focused.

Fun focusing exercise:

Stand with both feet together, and raise your arms straight out at the sides until they are at shoulder level.

Fix your attention on a point straight ahead of you. Without looking at your feet, or anywhere except this chosen point ahead of you, slowly walk 10 steps forward and then 10 steps back, by placing the heel directly in front of the toes of the other foot each time.

Do this slowly. Balance and concentrate.

After the first week, repeat the exercise once a day for 5 minutes, allowing your arms to be placed at the side of the body in normal walking position when the arms start to ache.

Extra Help

1) Carry out all exercises for developing your powers of concentration.

Also, consciously endeavor to work on improving your concentration in life generally.

Use the relaxation techniques whenever it is needed and constantly pull your mind back if it starts aimlessly wandering over meaningless trivia. Remember, You are the BOSS.

Spending between 10 - 15 minutes a day visualizing products of wealth and then spending the rest of each day being negative will not produce results of any worth.

As soon as negative worrying thoughts rear their ugly head, remind yourself what you think about you are giving energy to.

Remember, the Sky is the Limit! Only the limitation we ourselves place on our projects and lives, prevent us from going further. There are no boundaries, only the ones we build ourselves.

Don't waste precious energy, yours or anyone else's by wasting any time in negative talk, positive action is what makes money, along side Inner Power, which you are already learning to use. There is no trying, either you do, or do not. You have to work at being positive. It is best developed in silence, in the depths of your own being. You want to be a success, and achieve great financial rewards, so go for it, cut through the bonds of doubt. Do it!

Finally, times of quietness of SILENCE are ESSENTIAL for success. Go for a walk, relax, clear the mind and allow your inner intelligence and intuition to guide you in your daily life and dealings. One correct action is far better than 100 wrong actions.

Summary

Spend 10 - 15 minutes a day - up to 3 times a day - visualizing the first goal you want to achieve. To work visualization needs to be accompanied with a warmth and goodness of heart. Only a desire to bring about that which is good and brings joy. Approach visualization from the God ward side - not purely from mental facilities.

Part 3 of Mind Your Own Business

ATTITUDES

Now we are going to study negative and positive attitudes and continue to build our power to create a desirable future by using another technique which can be used alongside visualization.

Thoughts have power to create and so do words. The sentences we speak, are a projection of our thoughts. We must only command that which we desire.

Before we are in a position to change our future for the better, we need to be:

- A) aware of positive and negative forces,
- B) aware of how **powerful** these forces are,
- C) in total control of these forces.

We need to be aware of positive and negative forces.

What are positive and negative forces?

Let's take a situation. You step out of a shop onto the street. As you do a person you know well is passing by. You call out a greeting but they carry on walking.

You could react in two ways to this situation:

- 1) You feel hurt and resentful at being ignored - that is the negative reaction.
- 2) You call that person again, realizing they are completely unaware of your presence, as they are absorbed in their own thoughts - that is a positive reaction.

Same situation, different reactions.

Different reactions are the result of different emotions which are the direct result of different ways of thinking.

First reaction - the negative one - created negative emotions arising from a feeling of injustice and hurt - the negative reaction was 'taking it as a personal insult', even if the true situation was not that at all.

Ambition should be positive. If ambition is negative, it destroys results instead of achieving them.

It is the same with wealth. Wanting to be wealthy is positive. But, let's suppose for instance, someone decided to start a business. Their ambition, is to become wealthy from this business. Positive. However, this can become negative, if the person became so interested in only collecting money, that they forgot or were not bothered to fulfill their obligations to their clients. Due to this, eventually their desire for wealth from the business would crumble as clients became disillusioned with the lack of service they were receiving.

Each situation we are faced with in life can be reacted to either in a positive way or a negative way.

If over the years, we build our world on negative thoughts, emotions and attitudes, then life becomes hard and joyless.

We build our own brick walls and obstacles with negative attitudes. We cannot reach or achieve positive results in our lives, if there are too many negative emotions blocking the way. Nowhere, is this truer than in the realm of finance.

As children we begin life with a clear mind. As we grow we are continually receiving impressions from the people and the world around us. Impressions through our physical senses. As we become older we begin forming opinions. This was good, that was bad, I didn't like this etc.

Imagine the mind as an empty room at birth. As the years go by it becomes cluttered with more and more emotions, some good and some destructive. There is less and less space for new ideas to take shape, because there is so much clutter in the way. What is needed is a broom to sweep the clutter away and to leave a nice clean room for only positive and good emotions to be stored.

Negative reactions and emotions are our enemies. They are the cause of our unhappiness, fears, and tensions that are so destructive to our bodies and environment. Prosperity cannot prosper in an atmosphere of negative emotions, only in an atmosphere of positive, dynamic emotions. Continual bombardment of negative emotions destroys cells, tissues, nerves, muscles, literally destroying the entire body.

We cannot build wealth unless we have a healthy body. The key to a healthy body is a healthy mind.

Examples of negative emotions which are destructive and build obstacles in the way of our obtaining personal success and prosperity:

Anger, fear, hate, resentment, bitterness, selfishness, sulking, depression, sadness, egocentredness, pride, stupidity, lethargy, narrow-mindedness, lack of discernment, ignorance, negligence, discord, sensuality, self-pity, lack of self-control, amorality, discouragement, lust, loneliness, chaotic thought patterns, human logic, human reason, human folly, vanity, lack of comprehension, thoughts of perversions, mouthings of evil, feelings of injustice, intolerance, hardness of heart, cruelty, disorderliness, disorganization, non-integration.

A pessimistic outlook on life. A feeling that fate is cruel, life is against us and has a personal vendetta against us, is being negative. A conviction that nothing ever goes right, no matter how hard we try.

Examples of positive emotions - which have constructive results on our mind, body and life:

Selfless love, joy, happiness, courage, strength, helpfulness, compassion, God-desire, spiritual magnetism, freedom, justice, tolerance, mercy, forgiveness, diplomacy, tact, poise, purity, perfection, self-discipline, morality, hope, life, spiritual bliss, wholeness, all-one-ness, order, humility, divine reason, wisdom, understanding, right knowledge, intelligence, resourcefulness, divine love, beauty, harmony, creativity.

A definite feeling that no matter what happens everything is for the best. An optimistic outlook on life.

Examples of negative expressions:

"I won't get that job, I never get what I want."
"No matter how hard I try, I never get anywhere."
"I always make the wrong decision."
"I've put my foot in it again."
"I'm no good at anything."

Examples of positive expressions:

"Every cloud has a silver lining."
"Whatever happens it will be for the best."
"Only good is real."

“Patience is bitter, but it bears a sweet fruit.” (Islamic)
“There is a light at the end of every tunnel.”
“Never look a gift horse in the mouth.”
“Think big.”
“Tomorrow is the first day of the rest of our lives.” (American Indian - anon)
“Happy people are never wicked.” (Dutch proverb)
“Where there’s a will there’s a way.”
“If you don’t at first succeed, try, try again.”

We need to be in total control of these forces.

Control is achieved by replacing:

all negative ideas, with positive ideas, negative thoughts with positive thoughts, negative speech with positive speech, negative attitudes with positive attitudes, negative emotions, with positive emotions.

As we said right at the beginning of part 3 there is a technique which can be used alongside visualization. The technique is a positive saying of several or many words that are repeated over and over again. They work by overriding negative thoughts or emotions that have become a habit.

Let’s take for example, a situation that many of us find ourselves in when we are beset with financial worries. Sleeplessness.

Either we lay there for hours on end at night trying in vain to sleep, and the mind just keeps whirling around trying to solve the problems, or, we wake-up at some very early hour, say 4 o’clock every morning without fail. That is the end of our nights rest, because sleep does not come for the rest of the night no matter how exhausted we are.

A string of positive words overrides the negative thoughts and soothes the mind into peace so sleep is possible.

But, the declarations do more than give us peace of mind, they eventually sink deep into our sub-conscious level and like the visualizations, bring the unreal into the realm of reality.

To combat any thoughts of worrying about how to pay the bills or make ends meet - as you already know, it is vital that we don’t give attention to these matters in this way - you have visualizations (positive pictures, visual) as a weapon to use to change your future, and now you can also use declarations.

Declarations are easier to apply than visualizing techniques when we are tired, and especially vulnerable to negative emotions. It is a bit like counting sheep to get to sleep. The very act of repeating the same words over and over again channels the mind into a pattern of orderly thoughts. It creates order from disorder and harmony from chaos.

Declarations are to be used as well as visualization. Don’t give that up, it’s far too powerful a tool to ever stop using.

The two declarations we are going to give you to work with are as follows:

- ? I am Successful , Wealthy, Loving, Harmonious and Happy.
- ? Only Good is Real.

Just repeat either one or both sayings over and over again to combat negative thoughts, emotions or reactions. They can be used any time of the day or night. Repeat them either silently or aloud. Whichever works out the best for you. Don’t tense up, remember the relaxation technique we used in part I, and if necessary use it.

If you wish to make up your own set of positive words to repeat which reflects your own personal circumstances, as long as they are balanced they will always be beneficial. As an example of balance, take the first saying we have given you, I AM successful, wealthy, loving harmonious and happy. The saying could just be, I AM successful and wealthy. However, if only these words were repeated, it could cause an imbalance. Both success and wealth as we have discussed are positive. But they can become negative if the emotions, reactions and emotives surrounding them, do not have the balance of integrity and noble thoughts to go with the desire. Hence, loving, harmonious and happy create the necessary balancing emotives and emotions.

Here is an extra exercise to help with breaking down any barriers you may have formed due to negative reactions over the years.

Imagine a series of doors opening up in front of you.

See yourself smiling as you walk through these open doors.

You are full of confidence and strength.

This is seen and felt by the way you walk. By the relaxed easy strides you take as you walk through the open doors.

Practice this visualization once a day for a few minutes. Making sure that you find somewhere quiet and make yourself as warm and comfortable as you can, so that discomfort doesn't break your concentration.

Here is an alternative visualization. If it appeals to you more than the first one then practice this exercise instead. Use your own instinct to guide you on which will give the most beneficial results.

Imagine a brick wall in front of you (the wall has been built by the negative reactions and emotions built up over the years). One at a time, purposefully and deliberately take the wall down, brick by brick. Destroy each negative thought, brick by brick. Both of these visualizations are POWERful. They build super confidence, which will show in the way you hold yourself, walk, talk and act.

Extra Help

Endeavor to be as positive about life as possible each and every day.

Visualize your desires. Write down any results no matter how small they may seem. It is quite an experience to look back over notes and see just how far you have progressed. It is often a pleasant surprise.

Part 4 of Mind Your Own Business

CONFIDENCE

In the 1970's **Professor Ornstein of the University of California** decided to find out if each half of the brain dealt with different intellectual and physical activities.

The results of his tests were to revolutionize our understanding of the brain. He discovered that in general the left brain handles the logical, and the right brain, the artistic.

Right Brain

Colour

Music

Left Brain

Language

Analysis

Rhythm
Daydreaming
Imagination

Logic
Writing
Mathematics

Professor Ornstein also made the vital discovery that people who had been educated in such a way that they predominantly used one side of the brain, had great difficulty in using the other side.

This answered a question that had puzzled mankind since the beginning of time - where did the qualities come from that made a man or woman a genius? Because Professor Ornstein discovered that when the unused side of the brain was stimulated and encouraged to work in co-operation with the stronger side - the result was a vast increase in the overall ability of a person.

Even more exciting and astounding was his discovery, that by using both sides of the brain, the capabilities are not simply $1 + 1 = 2$ = our previous capabilities doubled. Instead, he discovered that the results were increased capabilities of 5 to 10 times.

Educational

The education system in the West, plays a significant role in developing our brains unevenly. Reading writing and arithmetic are the main subjects, Reading = left brain, writing = left brain, arithmetic = left brain. Drama, art, music and craft work, are all considered, secondary subjects of little importance. The emphasis is on academic abilities. A person who has A levels in subjects such as Art or music is not considered as well equipped for a job as a person with A levels in Math and English.

The very structure of our society considers the artistic as second best. The emphasis is on intelligence = knowledge and ability of the logical = left side of the brain. However, it is now clear from research work, that a person who is artistic, dreamy, musically talented = of the artistic right side of the brain, is intelligent.

All the evidence suggests that the more creative or artistic person is just as intelligent as the academic.

Using Both Sides of Your Brain.

You can improve your mind-power by using both sides of the brain. First, you need to find out which side is the under-used one, and then concentrate on developing that side.

Finding out which side predominates.

The list of statements below, shows the different tendencies of each side of the brain. Check the statement from each pair and tick off the one that is most characteristic of you. If you have a greater score on the left side, then your left brain - the logical side, predominates if you have a greater score on the right side, then your right brain = the artistic side predominates. Equal scores mean that you are already using both hemispheres. In this case you could work on increasing the co-operation between them.

Left Brain Dominates	Right Brain Dominates.
I keep my papers filed in a logical order.	I don't keep my papers in a particular place, but I can still find them.
My cupboards are kept tidy and in logical order, with a space or rack for each group of items.	My cupboards are not in a logical order with a particular space or rack for each group of items, but I still know where things are.
I rarely dream, and if I do, I cannot remember my dreams.	I dream a lot, and can remember my dreams, often in a

	vivid colour or fine detail.
I like mathematics and the sciences more than the arts and drama.	I prefer the arts and drama to sciences and maths
In order to solve a problem, I usually recap events and analyze them.	In order to solve a problem I take a look at each piece of information and see each piece as part of a whole.
I enjoy planning a project and then carrying it out.	I enjoy making a spontaneous decision to carry out a project.
I feel very upset if any planned project or meeting is cancelled or changed due to an unforeseen mishap.	I am not in the least bit disconcerted or upset if a planned project or meeting is cancelled at the last minute due to an unforeseen mishap.
If someone upsets me, I usually look for a reason behind their behavior.	If someone upsets me, I don't usually look for motives behind their actions.
I like being on time for an appointment, and find it easy to be punctual.	I find it difficult to be punctual and to have a logical concept of time.
I am good at finding a place, even if I have only been there once.	I do not find it easy to remember the directions to a place, even when I have been there several times before.
I find it easy to explain how to carry out something or to give directions.	I find it difficult to explain how to carry out a task, even if I know how to do it myself.
I am good at general knowledge, crossword puzzles and word games.	I find general knowledge, quiz and word games difficult.
I take a torch if I am going to be home late, because I find it difficult to walk about in the dark.	I do not find it difficult to walk about in the dark.
When asked to describe a friend, I explain their name, age and occupation.	When asked to describe a friend, I describe their personality and looks.
I jump from one subject to another during conversation.	During conversations I discuss ideas that link or follow on from one another.
I keep my hands still when I talk	During conversation my hands are never still, because I use them as an extension of my words.
I only discuss my feelings when it is really necessary But I can explain them well.	I find it difficult to express my feelings, although my feelings show easily.
I prefer planning an evenings entertainment than going somewhere on the spur of the moment.	I enjoy making a spontaneous decision to go out for the evening.
I do not like abstract art, music or sculptures.	I can respond to all kinds of art, music and sculptures.
I like to retire each night at approximately the same time.	It doesn't worry me if I stay up all night.

How to Increase Use of Left side.

Select the left side questions which you feel are simply not the way you act. One by one, practice applying those principles.

For example, you could improve your punctuality by carrying this out in your daily life.

Or you might enjoy taking a course in a skill that develops the left side of the brain, these include subjects such as carpentry, mechanics, dress-making, science, technology, maths, computing.

How to Increase Use of Right side.

You might want to practice making spontaneous decisions to go out for the evening, dress up for dinner, start a new project, have a picnic.

The right side of the brain can also be stimulated by taking up art, drama, music, dance, design or craft work.

Summary

1. Carry out one or both exercises for developing super confidence and breaking down barriers to success and wealth.
2. Have fun discovering whether you are L. or R. brain dominated.
3. Practice increasing the weakest brain side to enhance your 'genius' abilities.

Part 5 of Mind Your Own Business

AWARENESS

Already you should be attaining improvements in your life, and finding at the very least the establishment of financial affairs. You have already grown in awareness by using visualization and declarations as tools for creating a more desirable future. You have already sensed a degree of your own potential. A degree of the great power you can have on your own circumstances, future and life.

You are already setting up a much more desirable future that you have a hand in creating. Before we go further, we must stress that knowledge of anything has to be complete.

Learning is not easy, no matter what we are learning. But when learning a skill it demands a completely open mind, so new ideas are not instantly repelled as ludicrous or unacceptable.

A little knowledge is not wise because the entire scene or picture is not clear. The same is very true of this course. Knowledge must be complete and tempered with wisdom - it is vital.

But the results are well worth all the effort, any sacrifices you may have to make.

When it all gets too much of an effort, just take time out, put your feet up, have a cup of tea and have a break before carrying on.

For instance, let's say that you have been working very hard on pulling yourself up the instant you realize that your mind has begun to chew over financial problems. Being very firm you have ordered yourself to stop worrying about it, reminding yourself that 'what we give attention to, is giving vitality and energy to it', and forcing your mind to think of good things by visualising the results of wealth you desire, or repeating a declaration. Then in the post drops a larger than expected bill. And you think, 'it's not working, I haven't got the money for this, why should I bother it's not working'.

If this happens, just relax, forget everything, have an emotional break. Don't think about anything, just literally make a cup of tea, sit down and relax, take it easy. Take time out from life. Do your utmost not to destroy too much of the good work you've done, by pulling the principles to pieces. Be patient, realize that logically the result of years of a certain way of thinking and living cannot suddenly be erased, it takes time to learn to turn the tide. Realize this and accept it. There will be many other changes that have happened that have improved your life, so realize that there are results, and equally this will be overcome as well.

It takes a lot of courage. Courage with a capital C. If you're still not convinced that this is all going to work, just ask yourself, really honestly, where has the way you have thought and lived up to now got you? If it had worked to your

complete satisfaction you wouldn't have even begun this course, because you wouldn't have needed it. It is extremely hard to give up our assumptions that we are right, it is much easier to denounce the other fellow's ideas as rubbish. But no-one can dismiss an idea presented to them as rubbish, until it has been tried and tested by that person.

It is far easier to tear down something than build. But build you need to do, if you are ever to reverse the tide and turn the future into a glorious future where all of your aspirations and hopes are fulfilled. It is much easier to throw this course in the bin and dismiss it as a load of trash, than it is to carry out the principles.

We **know** you can create a desirable happy, fulfilling prosperous future for yourself. We **know** that you have great power as a human being.

Only you can use this power. This power is to be found within.

Normally, when we have a problem or difficulty in life, we solve it from outside ourselves. If a loss of weight is desired, not everyone, but many will suddenly throw the body into a 'crash diet'. To get fit, even a person who is normally sedentary, will suddenly start jogging, playing tennis or exercising or several at the same time.

Always from 'without' to 'within', 'external' to 'internal'.

When if we worked it the other way, from 'within' to 'without' from 'internal' to 'external', the results would be miraculous. This is precisely what we have been doing with visualization and declaration techniques. We have been creating from 'inside' ourselves first to manifest on the outside.

So let's discuss in more depth just what awareness really is. Awareness is far above the conscious mind - the objective mind - it is reality itself.

We need the conscious mind for walking, talking, counting, cooking the dinner etc. All the normal daily tasks that we need to carry out.

But the conscious mind can only take us so far. Our mind is the tool to begin our journey towards awareness but at some point the conscious mind is left behind.

Then the subconscious mind - the subjective mind - intuition - instinct - the sixth sense - Inner knowledge - a deep knowing - takes over, and awareness is developed.

Awareness breaks down the barriers that block success. Awareness destroys the boundaries because we discover that there are no boundaries. Awareness put us In touch with limitless, endless supply.

Awareness gives you Inner knowledge, where no one can hurt you, not even yourself.

We eventually come to understand the declaration we began to use last month, 'Only Good is Real'.

Concentrate on becoming aware. Passive detachment is a powerful technique for achieving this.

Passive detachment is not thinking about yourself, it is observing yourself, passively, detachedly.

Stand back and watch everything that goes on, both within and without of yourself. Don't attempt to do anything about what is happening. You watch, as if it were happening to someone else.

Simply watch and observe, just as if you have no personal connection with happenings.

Practice this as you go about your daily duties. Don't become upset or try to change the things you see in yourself. You interfere with nothing. Simply look, make no comment, and have no attitude. Just watch. Do not judge yourself. Passive detachment enables us to see ourselves as we really are, not as we imagine ourselves to be.

It is a remarkable experience to stand aside and watch a fear, anger or a passion pass through you without personalizing it. This eventually changes things effortlessly and correctly. When we are different our world is different - because events take place or react according to our thoughts, emotions and words.

Extra Help

These exercises are surrounded by so much other text here are the exercises on their own.

Exercise 1.

First, when reading, break your present mental state by shaking your head. Look around, Simply notice where you are. Notice the room, then, see also that you are in the room. Notice yourself, be aware of yourself within the room.

See the difference in your thinking, as you now look around the room, aware of yourself, as well as your surroundings.

When absorbed in reading, you did not exist to yourself. You were reading, but there was no conscious awareness that you were reading.

But with detachment from your concentrated reading, you become conscious of your own existence in the room.

Note: When this technique is learnt to the extent that you automatically live from a high level of awareness, it does not destroy concentration, it actually enhances it, and makes you a thousand fold more efficient at everything you do. But more than this, living is also a thousand fold more exciting because you are aware of so much more than normally. The senses of smell, touch, hearing, seeing, sensing the unseen even, are heightened to a degree where the grass seems greener and more real, it is like seeing through different eyes. It is difficult to explain, but you will know what I mean as you practice these techniques, you will discover for yourself.

Exercise 2.

Stand back (mentally) and watch and observe your actions, just as though you are watching someone else carry out the actions.

Don't criticize anything or become distressed if you see a negative reaction that you would not have previously thought possible, like, 'Was that really me?' or 'did I really say that?' Just watch without becoming attached or identifying with the action.

In other words, passive detachment.

Part 6 of Mind Your Own Business

DISCOVERING YOUR OWN UNIQUENESS

We value the knowledge that we are all unique. This is of the utmost importance to all of us - and yet strangely we spend most of our time making sure that we behave and act in a manner that is accepted by our fellow human beings. We spend a lot of time and effort on denying ourselves the right to be unique - to allowing uniqueness any expression in our daily lives. We are afraid to voice an opinion that is different to the general consensus of opinion -- even if we know we have a valid and important point to make. We constantly worry about what others think about us - how they see us. We strive to be normal - and yet what is normal?

Just because the majority of the community we live in believes it is normal, does not necessarily make something normal or right. It is just perpetuated as normal because most of us are afraid to say any different, to air or view a different opinion. To challenge an accepted viewpoint.

If accepted viewpoints and ideas are never challenged, mankind would not progress. Humanity would stagnate, the car would never have been invented, the attitude of caring for the environment and animals would never have evolved.

We are under constant pressure to act and dress in a certain way. Most of our actions are motivated by the demands of the society we live in. We grow up, learning what is expected of us, and when and how to carry these actions out. We are given 'nods of approval' by our parents and by other members of our world around us when we say and do the right thing.

Giving the right answer does not necessarily mean it is correct, just that it is what the other person wanted to hear. And we may have given that answer, because we knew it was the expected answer. Any other answer may have caused an argument or disapproval, or worse, caused the other person to dislike us.

So how can you break free from the confines of acceptable behavior, without becoming outrageous? You can achieve this by stripping the identity layers of who you believe society expects you to be - to reveal who you really are. This is achieved by self-knowledge which leads to self-discipline, giving balance.

Anyone who knows who they are, will enter into associations because they see the need - not because it gives them a sense of identity.

An individual will not strive to be good at a particular trade or profession in order to attain a sense of belonging, but because the effort provides the deep satisfaction of achievement.

A parent will not force their children to take on professions of the parents choice, because through knowing themselves, they can understand others need for freedom of choice and expression. In order to know yourself you must first discover who and what you are.

The best way to discover this, is to first eliminate who and what you are not. You need to find out how much of what you say and do is a result of outside pressures and influences, before you can discover how much of what you say and do is from your true self (which is hidden below layers of false impressions).

Do you offer to help out at a social function, only to regret it the next instance? Was the real reason you offered because you want people to like you and for people to say 'oh yes, ask Anna, she'll do it, she'll always help anyone, she's a jolly good sort' etc. Or, did you offer to help, because you thought it would be fun, a challenge or from a real desire to help someone else with no thought for reward.

Do you laugh at jokes that aren't funny, just because it is expected, or you might be the odd one out if you don't? Do you look knowledgeable even if you don't understand what your friend is talking about?

The next time someone asks your opinion, before you answer with an expected answer, think about it, and make sure that is the answer you really want to give. Make sure your answer is really your opinion and thoughts, and not someone else's.

You need to practice the art of self questioning, if you are to find out what your opinions really are. If you are to decide which opinions are yours and which are those of people close to you, or learned from teachers, parents, the media or an institution.

Whenever you are involved in something that requires little concentration - watching television, peeling the vegetables, making the beds, walking the dog, jogging - you can ask yourself what am I thinking? Begin to study any ideas or thoughts that are below the surface level of awareness. Take a look at what is going on in your mind - that which you are not normally aware of. You will be amazed and sometimes disconcerted but it will begin to give you a picture of the true you. In this way you can begin to discipline any negative aspects you may discover.

A word of encouragement, if you discover that many of your thoughts and feelings are negative it can come as a shock. But there is no need to worry, the very fact that you have discovered negative emotions or thoughts is a great step towards changing them. After all, if you are not aware of any negative thoughts how can you change them?

Observe yourself on the outside as well as inside. For instance, when you are talking to other people, do you stand really close to them, do you thrust your face in theirs, do you grab their arm or touch them on the arm, in order to retain the attention of the listener? How do you feel if someone talking to you, gets too close? Do you mind? Do you feel suffocated, resentful, threatened?

When you are talking do you express yourself with lots of hand movements? Do you ever use your hands to express what you are saying when you are using the telephone? Do your facial expressions change while you are talking?

When someone says something that shocks or hurts you, how does your facial expression change, or does it? Can you hide your feelings? Are you embarrassed by anything others say? Do you get hot under the collar, and how do you cope with anger, embarrassment, feeling foolish? Which subjects, and what words and activities cause extreme emotions in you?

Do you start most sentences off with "Listen", thereby demanding the attention of your listener? Are you afraid they won't listen? Do you keep talking, despite the fact your listener wants to say something? Are you afraid they won't agree with your opinions? Do you answer most questions with "Well, I don't know, but --". What does this tell you about yourself? Do your answers sound negative, on the defensive?

The self-questioning technique is an exciting and worthwhile detection game. On the next few pages there are tables which make this process easy and fun. If you remain light hearted about the process, and retain or learn to laugh at yourself (if you make a mistake it's not the end of the world) then discovering who and what you really are, is fun. It is also extremely profitable. Because, the game of self-discovery will transform you.

Once you are transformed your life will be transformed. All the goals and desires you dreamed of achieving will be achievable. Because, if it was a negative emotion that blocked the desired result, the process of self-discovery will uncover that negative emotion. If it is anger or frustration that blinded your finer senses to seeing the obvious reason for failure, the process of self-discovery will show you this fact. Imagine the process of discovery as a process of one by one taking down layers of built up blocks of resistance, until you get to the base - the **real** you - your true self.

How do you stand? How do you walk? What do you see with your eyes? Everything around you or just a few things? When you walk past a tree -do you remember the shape? Could you picture it in your mind? What shade of green was it? As a child we spend our days discovering the world around us.

How do you stand when you are talking to a friend?

Arms folded
Shoulders hunched
Spectacles in mouth
Hands folded behind back
Hands folded in front

Standing straight and tall
Hands in pockets
Head bowed
Hands on hips

We learn to relate and interact with our surroundings. A child has a great sense of reality within as well as what is outside of himself. The process used for learning about the world, is largely through the senses. As adults, we can again use the senses to re-learn, to recapture who and what we really are.

How do you act when you are talking to a friend?

Purse your lips
Shrug shoulders
Shake head as speaking
Nod in approval
Use hands to express yourself
Pick fingernails
Twiddle thumbs
Wring hands
Bite lips
Lick lips
Hold a glass of drink
Smoke cigarette
Smile a lot
Frown a lot
Arms folded
Shoulders hunched
Spectacles in mouth
Hands folded behind back
Hands folded in front
Standing straight and tall
Hands in pockets
Head bowed
Hands on hips

How do you act when you are talking to a person of authority?

Purse your lips
Shrug shoulders
Shake head as speaking
Nod in approval
Use hands to express yourself
Pick fingernails
Twiddle thumbs
Wring hands
Bite lips
Lick lips
Hold a glass of drink
Smoke cigarette
Smile a lot
Frown a lot

How do you stand when you are talking to a stranger?

Arms folded
Shoulders hunched
Spectacles in mouth
Hands folded behind back
Hands folded in front
Standing straight and tall
Hands in pockets
Head bowed
Hands on hips
Purse your lips
Shrug shoulders
Shake head as speaking
Nod in approval
Use hands to express yourself
Pick fingernails
Twiddle thumbs
Wring hands
Bite lips
Lick lips
Hold a glass of drink
Smoke cigarette
Smile a lot
Frown a lot

How do you stand when you are talking to a loved one?

Arms folded
Shoulders hunched
Spectacles in mouth
Hands folded behind back
Hands folded in front
Standing straight and tall
Hands in pockets
Head bowed
Hands on hips

How do you act when you are talking to a loved one?

Purse your lips
Shrug shoulders
Shake head as speaking
Nod in approval
Use hands to express yourself
Pick fingernails
Twiddle thumbs
Wring hands
Bite lips
Lick lips
Hold a glass of drink
Smoke cigarette

Smile a lot
Frown a lot

Summary

Don't take yourself or life too seriously. Don't worry if there is anything that you find hard to understand or difficult to carry out.

Enjoy your moments of progression, your moments of triumph and take your failures in a light way. A failure is not a failure if it teaches you something. A tragedy is not a tragedy if you learn from it.

Remember that there are no boundaries to what you can achieve, there are no limits on supply.

See you next month when you'll continue to create the lifestyle you want through

Part 7 of The Healthy Mind Program

INDIVIDUAL PERCEPTION

During our preparation for the day ahead, we are usually concerned with not how we think we look, but with what other people see when they look at us. When we try out a new hairstyle, our main question is not, "Do I like my hair this way?" but "Does this look right?" meaning, "Does this hairstyle make me look presentable to others? Does it make me look pretty, beautiful?" or in the case of a man, "Handsome, or attractive to women?" "Will others like what they see?"

The answer to this question is especially important to anyone in the public eye, for instance: actors & actresses, TV personalities, commentators, newsreaders, authors and business magnates. How others see a professional person can have a great effect on their career.

It is not just our physical appearance that others see and form opinions on, it is also our characteristics. It is not only our personal appearance but our characteristics that can be placed under a great strain.

All professional people are placed under great stress because the very nature of their job is demanding. For the composer, the author, script-writer, the ad-man, the copy writer, the marketing man it is the constant outpouring of new ideas and the sheer volume of work.

For the actor and the actress it is the constant pressure to learn lines of dialogue, getting under the skin of a character and the outpouring of creative energy to deliver dialogue that sounds natural, yet alive and entertaining.

For the business man/woman, it is the constant pressure of making sure that every deal makes money, and there is always a deal in the pipeline so business does not dry up or go sour.

The impression of what we look like is largely an attempt to understand how others see us. Yet, it is difficult, because our own senses and personal ideas block a picture of how we appear.

Even more difficult is the ability to be aware of the total impact we make by our personality, characteristics, looks and the way we dress. Yet if we are to live successfully with other people and be a success at our chosen profession or way of life, it is important that we make the effort to see ourselves as others see us.

Although we all have very unique and individual identities and personalities we are also very much like each other. It is just that we take most of these similarities for granted and therefore are not consciously aware of them. But it is the simplest way through to seeing ourselves as others see us.

We all experience, love, hurt, anger, frustration, hope, happiness - a wide spectrum and myriad of emotions. This is a firm basis to work on for beginning to realize how others see us.

We all know the devastating impact on our peace of mind, a person with a hot fiery temper can have on us. Their moments of hot fury, lashing angrily with hurtful words and flashing eyes of often terrifying proportion of venom towards us, can have a devastating effect on us. The aftermath of this emotional storm is usually calm - for the person who was angry. They blithely walk around with a smile on their face, saying everything is all right now. They feel better. But the person on the receiving end of their temper is usually far from all right. They are left feeling hurt and weak from the attack on them.

It is not alright that the words and insults shouted at them "were not meant, it was just in the heat of the moment." If this person were to just stop and think a moment, they would realize that it is far from alright to hurl insults at someone, merely because it relieves frustration and anger.

This is where individual characteristics are important, because we all react differently to a situation. Our emotions react differently to outside stimuli. We need to use our experience of others to transform our personal codes of behavior. To realize there are different ways of reacting to the same situation that can be just as devastating on others.

The person who sulks for days or even weeks, instead of raging with temper has an equally traumatic effect on the people around them.

These varying results of reacting to outside influences affect and alter the way others see

In order to begin to understand what others think of us, we need to know what we think of them. There are many different kinds of relationships and this affects how we see a person. Each relationship is a two-way response to emotions, each person receiving some special benefit from the relationship.

It may be a friendship based on financial, physical, psychological or intellectual needs. So the type of relationship, the needs of that relationship will color the way each person sees the other.

There are three main factors to be considered, your uniqueness, the uniqueness of the person you are observing, and the uniqueness of the relationship. All of these need to be considered before we can arrive at an idea of what anyone thinks of us.

But we still have our own reasons for reacting in a certain way to outside influences. When we consider ourselves, we are aware of all the facts. We know our own thoughts and past events that affect our decisions made today. We know why we say and do something. No-one else does though. All they see or hear is the result of our thoughts. Either the resulting action or words.

When we see the resulting action or hear words from someone else, we know only the results. We know nothing of the emotions and thoughts, the past experiences that resulted in what we saw or heard. So, although we judge ourselves, not only on our actions, but on our inner motive or thoughts, no-one else does. They can only judge us on what they see.

In the same way, we judge others on what we see and hear, not on any inner motives or thoughts- because we don't hear or see them.

It is this very fact that makes our actions or words sometimes seem unfair or totally irrational to all but ourselves. Frequently we are justifying our action to the outside world by rationalizing thoughts.

For instance, when we ask someone else to do something we don't like doing ourselves. The parent who scolds the child for not putting the cap back on the toothpaste, might be thinking "I'm too busy to put the cap back every time I use the toothpaste, I don't have the time to do

But, to the child it seems strange and unjust that his father is scolding him for not putting the cap back, when he knows perfectly well, his father doesn't. He is not to know his father is too busy or preoccupied with work to concentrate on such matters as toothpaste caps.

So the allowances we make for ourselves, are not normally made by anyone else and in the same context we rarely make allowances for anyone else.

All we see are the results. All they see are our results.

We also criticize others for a weakness that is probably one of our own weaknesses. Without realizing it the very habit or action by any other person that we find the most annoying, can be an aspect of our personality that we choose to pretend doesn't exist. We bury the fact in our unconscious. But there has to be some way of self-expression and this is usually by expressing annoyance at the other person for displaying this trait.

This is an aspect of ourselves that we are unaware of. However, everyone else is aware, and it all goes towards their view of us as an individual.

Make a short list of all the aspects and traits in others that you find annoying. Then test how many of these aspects and traits you have. This requires real self-examination.

Characteristics I don't like

To achieve the desired results of obtaining a picture of how we appear in the eyes of others, our own feelings are no real guide. Because the other person is unique in their own right, they will have their own viewpoints and opinions that may differ to ours.

For instance someone else may admire us for something we have done or how we look. We may not be aware of this at all, because we may take something for granted and therefore not see anything special.

The mother who devotes all her time, love and attention on her children and husband may be the subject of admiration by a friend. But to her, there is nothing special about her devotion to her family.

Someone else might admire a career woman for her success in a tough profession where men dominate, whilst the lady herself sees nothing extraordinary in her achievements.

It is essential to periodically review your actions. It can help you to discover how others might see you. You may be pleasantly surprised at how much you have achieved. You may be disappointed at the lack of achievements, but this will give you a chance to go forward with renewed vigor.

Stand well away from your actions, successes and failures, so they seem like the actions of a stranger (passive detachment). This is a sure way to assess their true value.

If this is carried out with honesty, you should be approaching how others see you. In order to retain this awareness we need to watch more carefully the gestures and expressions and listen more carefully to the tones of voice, of those around us. These are signals to their reactions towards us.

Do we really need to make all this effort to see ourselves as others do? We often find ourselves at the mercy of an ill-tempered shop assistant or a receptionist. It never fails to shock us, for we all expect anyone and everyone in a job that is offering a service, to be polite and helpful. A smile from them goes a long way to keeping us cheerful.

In the same token, a smile from us goes a long way to keeping others around us cheerful. Our moods can have a devastating effect on our careers if we swing from one extreme to the other. If we are touchy or ill-tempered with those we offer a service to this can affect trade.

We need to be aware all the time of the needs and demands of those around us, of the generosity and love offered to us by our family and friends. It is insensitive to be unaware of how we affect others.

We need to develop a sense of awareness and responsibility towards others. Sometimes we need to make sacrifices and sort out our feelings of injustice ourselves, other times we can seek the loving tender care of another. But if we are aware of the other person, as a person also with feelings, then our actual approach will be different. The problem will be shared, and experienced together instead of a literal off-loading from your shoulders to someone else's.

We can develop sensitivity towards others by putting ourselves in someone else's shoes. As you watch someone near you, imagine you are them. Imagine how it feels to be that person. Soak up this sensation. Separate yourself from who and what you are.

Learn the reality of others. Once you have achieved this you will realize that there is not only yourself, but others around you and that just as those around are external to you, so you are external to others. You are outside of his or her reality.

You are not only seeing others. They are seeing you. You will have learnt through the senses, not merely by the intellect, that there is a reality outside of yourself. This will make you vitally aware that you do have an effect on others. Sometimes a profound effect. It is our responsibility and in our own interests to make sure the effect is a favorable one.

What we say or do may seem reasonable and justified to us. But to others, they only know the results which affect them directly. If you are in a happy mood then your actions and words will be positive and joyous and this will be infectious to all around you.

Your appearance, your manner, your mood, tone of voice will all be received by another mind. A mind which contains its own thoughts, motivations, cares and joys the same as yours.

It is impossible to totally know the picture you present to others, but it is possible to learn to be aware of the sensitivity of those around you. To care what you say and do and to respect every other human being. To respect that other mind, to acknowledge that you will affect everyone else you come in contact with.

In some cultures the way of greeting is with hands together in the prayer position and accompanied by a gentle bow. This action is honoring the presence of God within the person being greeted. Maybe it is something we have lost, that we shouldn't have lost because it is too precious a jewel to lose.

We are unable in our society to greet everyone we meet in this manner, as it would attract too much attention, and probably not be understood. But we can still honor the presence of the Creator in each person by being aware of our own actions and how we affect others.

Part 8 of Mind Your Own Business

CHARISMA

Charismatic power

Are you using your charisma to the full extent? All successful people possess this vital asset, the ability to use charisma to their advantage.

The word charisma is derived from a Greek word meaning grace. Charisma is a special quality that turns a bland performance into a sensational one. It is the quality possessed by successful film stars, television personalities, in fact anyone in the public eye. They wouldn't be in the public eye, if they didn't have charisma. It enhances any professional capacity.

Charisma has nothing to do with physical beauty. Many charismatic people are not beautiful in the accepted sense. But their charisma makes them fascinating to watch and listen to. They hold their audience spell-bound. Charisma can make a person beautiful.

Charisma has no boundaries with regard to age. There are plenty of Charismatic people who are well into their 80's. It is not only famous people who have charisma, there will be members of your own family, friends and acquaintances who also possess this exciting quality.

Charismatic people are not necessarily exuberant or outgoing. Quiet, gentle people can be charismatic. Both Princess Diana and Mother Theresa possessed great charisma, while at the same time, projecting an almost shy, introvert personality.

Charisma can be transmitted by a look, a certain way of holding your head, an expression. None of these actions are contrived though. Charisma flows naturally from a person. Pick up any magazine and look at the front cover. All magazines if they are to sell will have a front cover that has charisma. Whether it is the model or person on the front cover, the design, a combination of colors or a dramatic photograph, the front cover must contain that special touch that creates interest and excitement - charisma!

A photograph can possess charisma. If a photograph gives you great pleasure to look at, if it excites an emotion within you, it has charisma.

Charisma is all around us, it is just a matter of being aware of it, in order to find it. As you develop the art of looking for charisma, you will be able to identify with it and in turn develop your own charisma to the full.

A charismatic person is like a magnetic force that draws other people to watch and listen with real interest. A charismatic person inspires others to enthusiasm, devotion, excitement, passion, and joy. What a powerful force for anyone in business.

A Charismatic Life

Charisma is a sales person's most powerful tool. We are all familiar with the term "He could sell sand to the Arabs". Whether you are selling tumble dryers, cars, houses, watches or knowledge, your most valuable asset is your charisma. If you can transmit excitement of your product to another person, you have made a sale.

It doesn't matter whether you are selling by using the telephone, letters or face to face. Your charisma still shines through. Inspiring telephone conversations are conducted by a charismatic person. Inspirational messages on compliment slips, or in sales literature are written by a charismatic person. You can excite and inspire any clients who need extra help or encouragement.

It is possible to cultivate charisma. To cultivate your presence so that others feel trusting and trusted. You can help to liberate the way others think by using your charisma. Once you have released charisma into your own life, you will be able to inspire enthusiasm in others.

Here are some exercises to develop your charisma. Practice these exercises with a light heart, with a sense of enjoyment. It is fun and satisfying to develop your charisma. It is also profitable financially.

Exercise 1. Cultivating Physical Charisma.

The Centering Exercise

1. Stand tall and straight but relaxed. Close your eyes.
2. Mentally imagine a bright star (the star can be the sun if you wish) directly above where you are standing. From the star a stream of pure white light flows down into the top of your head.
3. Feel the energizing current from the star flowing down through the stream of white light into the top of your head, and through the center of your system. Then, mentally imagine the white light go down through the feet into the ground below you.
4. Finish when you feel ready. This is a very powerful exercise, an unforgettable experience.

Exercise 2. Cultivating Vocal Charisma.

There are several enjoyable methods for training your voice to be charismatic. You can choose either one of the following, or more than one method.

Exercise 2a

1. Choose a song you like. Learn the tune off by heart (if you don't already know it) by ignoring the words and just singing the tune. In place of words, you can use la-la. The tune is important the melody line.
2. Sing with all your heart and soul, concentrate on letting your voice flow. Concentrate on singing the notes in pitch. Relax and sing from the stomach, not the throat.

3. When you've mastered the tune, then you can set about learning the words. But when you do add the words remember to still let the music and melody flow. Sing with power, with passion, with joy, with emotion and your performance will be charismatic. Don't worry about making mistakes, just sing and your charisma will carry you through

Exercise 2b

1. A second exercise to develop vocal charisma, is to sing to a classical or instrumental piece of music that has no words.
2. Use the instructions for the last exercise, the only difference is that there aren't any words to learn unless of course you want to write your own.

Exercise 2c

A third exercise is to deliver a speech.

1. Learn a speech by heart.
2. Deliver it with meaning, with passion and power.

Watch as politicians deliver a speech, or a trade union official, if you need extra guidance.

Exercise 3. Charismatic Contact

You can cultivate charismatic contact with others, without physical contact.

Exercise 3a

One way is by eye contact. This can be a very powerful method, so be prepared for an out pouring of emotion. It can be an earth moving experience. Be careful in your choice of who you decide to make eye contact with. Don't choose someone who is extremely negative, unless you can handle the possible great loss of energy. You are actually going to outpour some of your own energy, your own self and that is no mean feat. So use wisdom.

Practice eye contact first in this way. Look into a mirror and stare at your eyes, allow all the feelings you have to pour outward. Powerful? If it wasn't you need to practice some more, until it is.

Try out eye contact on your close friends or family first. When you are talking to someone, look at their eyes, and allow your feelings to pour outward, but be careful not to do it with any hint of aggression. You will inspire a feeling of trust and closeness.

Exercise 3b

1. Listen attentively and intently to what the other person is saying.
2. While you are listening, imagine that your energy is flowing out and touching them. Give them your undivided attention. Again you will inspire a feeling of trust and closeness and a feeling that you understand.
3. You do need to be sincere, otherwise these exercises may backfire. It is no good deciding to learn the art of eye contact merely to become a good salesman to make sales to make money. It has to be more than

that, your motives have to be deeper and more meaningful to really work. Learn eye contact to become a good salesman, but for the right reasons, from a desire to achieve something meaningful and worthwhile.

Exercise 4. Charismatic Performance

Learn to master a skill by allowing your inner self to correct any mistakes and produce a charismatic performance.

If tennis is a favorite hobby, improve your technique like this.

1. Have at least a dozen balls ready and keep serving them. Let your mind transcend its instructional abilities and let intuition take over.
2. If you just note where the ball lands each time your intuition will guide your serving to improve and eventually land the ball each time where you want it.

The same technique can be applied to jogging, skating, swimming, gymnastics, hockey, football or any sport or pastime. The main technique is to allow your intuition to take over and guide you. Avoid criticizing, or being negative and ignore mistakes. Your sixth sense intuition will correct mistakes.

Soon you will be aware of yourself on two dimensions. Your normal physical self and your charismatic self.

Charismatic performance can be stimulated any time with any sport or pastime. All you have to do is to put your heart and soul into your performance, and not worry about failure which holds you back.

Any mistakes you make will be carried through, by your charisma.

Exercise 5. Charismatic Words

Even during eye contact, words are exchanged. Words of greeting are spoken when we meet someone. Words are used to express ourselves and are a vital part of effective communication. The person who stumbles on words, or finds it difficult to express themselves through words, finds it difficult to be successful in business or in their private life.

1. To develop your charisma through words, take a simple short phrase and say it with as many different variations of the words, varying the pitch, rhythm and speed.
2. Use familiar phrases such as "How are you?" "Have a nice day" "I've enjoyed our discussion" "It's been lovely talking to you".

You will develop the power to express yourself through words in a charismatic way and your life will be richer for it.

Part 9 of Mind Your Own Business

THE POWER OF PEOPLE

The Power of Kindness

It is estimated that success in business is 15% technical skills, while the remaining 85% depends on how we relate to people.

A surly, ill-tempered receptionist can go a long way to destroying a good business. If a potential client is greeted with nothing but a perfunctory, "Yes?", the visit will probably not achieve desired results. The first impression of the company will make the visitor feel his presence is a nuisance.

An unfriendly welcome leaves us feeling deflated and our enthusiasm low. We project ourselves differently according to the reception we receive.

Every bit as difficult to cope with is the receptionist who is apathetic. Not in the slightest bit interested in either her job or you the visitor standing before her reception desk, it takes her a good 30 seconds to even raise her head and look at you with a lackluster, disinterested look. You can easily be made to feel like something the cat dragged in.

Even if the manager we have a meeting with greets us with an extended arm for a handshake accompanied by a beaming smile, we are still feeling 'put out' by the attitude of the receptionist. It may take a good 10 minutes into the meeting before we gain our confidence, even with a friendly and courteous approach by the manager.

Upon encountering an unfriendly approach, it is a natural instinct to put up the barriers and protect ourselves from insults. Consider the immensely difficult task of a representative who sells photocopiers. If he receives a cold greeting from the receptionist, for his very survival he has to push the effects of her unfriendliness out of his mind, so he can concentrate on selling a photocopier to her boss. A good salesman will breakout into a beaming smile at the receptionist to counteract her unfriendly attitude.

A smile puts everyone around us in a happier frame of mind. It is a great mistake to wait for the other person to smile before we do. Have you ever worked in a small company, where no-one says good morning, everyone is waiting for the others to say it? I have. It took just one week of greeting each person with a cheery good morning and a smile to change the situation. From then on, each person walked in and called out a cheery good morning accompanied by a smile. The work place took on a feeling of uplifted cheerfulness. Even the boss, noted for his aloof attitude began greeting the staff while on the way to his office.

Everyone wants to be liked and admired. Everyone wants to be needed and appreciated. It is the wise boss who Recognizes this and treats all staff as equals. It is foolish to maintain a hierarchy in a business to such a degree that the top men and women are totally unaware of other members of the staff. Each person has an important role within a company. The person whose task is to clean out the washrooms is every bit as important as the managing director. The whole structure crumbles if each task is not carried out correctly. Each person is dependent on others.

It is our ability to relate and interrelate with others that is important to building and maintaining a successful business. Good relations with clients and staff are essential.

The ultimate end product of any business is the sale, whether it is a product or a service offered it is still a sale at the end of the line. It is crystal clear that the sales staff rely heavily on the distribution in the warehouse to run smoothly. The salesmen's jobs depend on it. If the orders are brought in by the sales staff, but the warehouse staff don't fulfil those orders, then the entire system crumbles.

If there is a mistake made in the administration offices then it can affect from the top to base of hierarchy. We have already discussed how important a good receptionist is to a company and their job is certainly not on the list of top priorities or tasks in the hierarchy building blocks.

If it is your ambition to build a good sound business, with members of staff to help you, then here are some essential points for a successful venture. There are 3 main elements that involve people:

1. Staff. 2. Potential clients. 3. Clients.

Staff -Team

1. It helps to look upon your staff as a team. After all, that is essentially what a business consists of , a group of people, either a large or small group who work together as a team for the end product - sales.
2. Unless your company becomes extremely large then you should know the name of each member of your team.
3. Greet each member you pass on entering the building or first thing in the morning. If it is a large office with several or many members, then call out "good morning everyone." Make every single person glad they're working for your company.
4. Never underestimate the importance of each member of your team. Remember, everyone likes to feel needed and appreciated. That includes your the boss. You need to know that members of your team, genuinely enjoy working for your company.
5. Have a meeting at least once a month. This gives each member a chance to air their views or problems they may have with their work. It also gives you a chance to explain targets that you need help with to achieve. If the company is large, then the head of each department can conduct a meeting. Then the information from all the separate departments can be aired and viewed at a meeting of the heads of departments and the directors.
6. Make sure each member of your team realize that the work they do is crucial to the success of the company, and therefore to their jobs in the future.

The smaller a company the more crucial that each person puts in their share of work. The profits are in direct proportion to how efficiently tasks are carried out by everyone. Any member who spends too much time talking can send a company's profits spiraling. This can have a disastrous effect, even having to make members redundant in order for the company to survive. This is why it is essential that each member is made aware of this and their targets and output is always carefully monitored. It is not a question of spying, it is survival for everyone concerned.

Clients - Potential Clients

1. Look upon each potential client as a friend. Invite them into your heart and home as it were.
2. Address each person by their name - Christian name if known, unless you have the distinctive feeling that they feel you are being disrespectful.
3. Never underestimate the importance of answering queries they have. It helps to build their confidence in you and your company and also helps you to understand their needs. If a member of your team handles this work make sure they understand how VITAL their work
4. Keep in contact. If they have not become a client within a few weeks from receiving requested information then make contact again. Call them, or send more information but make sure it sounds new and exciting. Add a different covering letter which bubbles over with your enthusiasm for the product. Word of warning though, don't exaggerate.
5. Always make sure you let them know about any exciting new development in the product they should be interested in.
6. Always communicate the benefits of your product. We all buy products that benefit us in some way. The toaster makes it easier for the busy person in the mornings. The safety gate is essential to keep Samantha away from the stairs. The cat flap makes sure the cat has a safe haven while you're out at work. The art course shows you how to paint in oils and acrylics, something you've always wanted to achieve.

We buy products that benefit us only if we can be convinced that they will benefit us in some way.

Clients - Established Clients

It is one thing acquiring clients, it is quite a different story in keeping clients. However, clients will come back year after year, if you follow and apply some basic rules.

1. Look upon each client as a friend.
2. Always address your clients by their name.
3. Don't forget your clients.
4. Communicate with your clients on a regular basis. Make sure they are happy with the product and service your company is giving them. Make sure they have no problems that they need help with.
5. For your exceptional clients - those that never complain, and are always considerate and fair towards you, treat them as special because they are. Send them the occasional little gift, a token of your appreciation. The gift depends on the personality of your client.
6. Remember, your clients like to be appreciated and feel needed and important.

Power Of Friendship

It gives us great pleasure to spend time with our friends. We look forward to a weekend visit to friends. We prepare for an evening out with friends with a feeling of excitement, anticipation and a general feeling of well-being.

There is nothing so pleasurable as the warm glow of friendship and love. One of the best parts of friendship is we are secure in the knowledge that our friends enjoy our company and like us for ourselves. Not for what we have achieved, or for how many cars we have in the garage, or how large a house we live in, or how much money we earn. True friends are not interested in our material possessions but in us.

We are constantly changing and growing. Our opinions change, the way we handle situations changes, our appearance changes and yet our true friends never stop loving us. They see us grow and change and they grow and change at the same time. They don't love us any the less and our feelings are reciprocated towards them.

It is vital to all but the hermit that as we grow and change our friends remain firm, remain there for us to contact, to be with.

What makes a great friendship? Are there specific ways to make people like us? There are two main friendship qualities.

The first quality. If you want to be loved, you must first of all love yourself. You must care about yourself and have self esteem.

Whilst this may sound easy, its is not necessarily so. Everyone has acted or said things they later regretted. If we are unable to come to terms with our mistakes, if it makes us feel a failure or a bad person, then our self-esteem will be lost.

You cannot show compassion and understanding to others unless you first show these same qualities to your own self. Others cannot like you until you like yourself.

The second main quality is to love others, then that love will be returned. Give and you will receive. That law counts for love as well as wealth. The more you give the more you will receive. Human relationships create circles, just as the rest of life and nature does.

Most of us have experienced meeting and striking up a rapport with someone on a long journey. Outside of our usual environments, surrounded by different sights and sounds, we sometimes confide in a stranger, as we wouldn't even confide in a friend.

Under normal circumstances, we take a while to strike a friendship, allowing only snippets of ourselves to be revealed at a time. To reveal too much of our personalities, ideas and thoughts too quickly, usually makes us feel vulnerable. This obstacle is removed in the case of striking a rapport with a fellow passenger on a long journey. Simply because we know that at the journey's end, each person goes their own way.

An experience of such a relationship leaves us richer. Because the other person has also probably divulged more of their usually private thoughts during the journey than they normally would on a first meeting.

Such an exchange of views and experiences can only enrich each life. Much of our lives we do not communicate so openly with such innocent honesty. This is to the detriment of the richness of our lives. If you experience such an encounter, try to analyze how your communication with the fellow passenger, differs to the way you communicate in your usual environment, learn from such an experience.

There is no reason why, as long as you don't go overboard, that this honesty and openness cannot be applicable to your daily life.

Part 10 of Mind Your Own Business

POSTURE AND CONFIDENCE

As we go about our daily life - and the years go by - unwanted, tensions build up - often going unnoticed. Without realizing it the shoulders become hunched and tension in the neck and shoulders can lead to headaches and neck-ache. The tense muscles can also eventually lead to migraine, arthritis, depression and insomnia.

1. Tension = Hunched shoulders
2. Relaxed = Shoulders in correct position

Tension = Hunched shoulders

Standing incorrectly can also cause stress on our bodies. If the pelvis is pushed forward, the upper part of the body automatically leans back in an unnatural position for the spine.

If the back is bowed or arched inwards at the base, the position of the posterior is automatically mis-aligned.

Walking with the shoulders braced back, automatically pushes the shoulders up in the air in an unnatural line for the body. However, with the shoulders consciously dropped and relaxed - but back, the posture is correct. Constant tension and tightening of our muscles can actually shorten them over a number of years, and can have an adverse effect on our bones.

Help is at hand though - because there are specific exercises that

- 1: take the tension out of the muscles
- 2: lengthen your muscles again - helping you to literally grow tall and proud.

The importance of being aware of posture has a two-fold effect. Stress and tension in the muscles is caused by stressful and tension filled emotions. The mind is made clearer, perception and awareness is heightened with the release of tensed muscles. It can help you to feel less worried and irritable, and create a greater sense of inner peace and control of your life.

It is often difficult to assess our posture. It is easy to think that our standing position is correct when it isn't. Stand in front of a mirror and assess your usual stance. The spine should be straight. Your head should be in a natural position, the shoulders back, but shoulders relaxed not hunched. By placing one foot behind the other, the whole structure can be at ease.

Guidelines to Better Posture

1. Think of the neck as being free
2. The head goes forward and up in order for the back to lengthen and widen.

Make sure you avoid:

1. Pushing the hips forward
2. Hunching your shoulders
3. Crouching over a desk
4. Bracing the knees back
5. Sticking the abdomen out
6. Sticking the posterior out
7. Arching the back.

The Alexander Technique

The better posture techniques described above were discovered by Frederick Matthias Alexander who was an Australian actor at the turn of the century.

During reciting he developed a sore throat and eventually lost his voice. Doctors and voice trainers were unable to help him to understand why this happened. He never lost his voice at any other time and so he realized during a recital he was doing something different which caused the problem.

He decided to stand in front of a mirror and recite - in order to observe himself. To his amazement he discovered that unwittingly he was tensing up and causing the entire muscular system to be out of alignment. The most intriguing aspect of his findings was that - although he could see by the reflection in the mirror this was happening, he couldn't actually feel it. He wasn't consciously aware of the tension or the problems it was causing. As he studied other people, he soon realized that he was not alone in tensing up his muscles. He could see that most people were tensing their bodies, for even the most simple of actions, such as walking, sitting or standing up.

He developed a technique to counteract the tension in his own body. He discovered that as tension was released so his mind became clearer, and his whole spirit felt freer. Frederick Matthias Alexander had discovered that the mind, body, spirit and emotions all directly affect one another.

Today there are teachers of the Alexander technique and books written on the subject. Lessons consist of two parts. In the first instance a teacher helps pupils to detect areas of muscular tension and to release the detected tension. To achieve this, the teacher takes the pupils body through a variety of movements to find the tensed areas. Once found the teacher encourages the pupil to relax those parts of the body. The teacher actively helps a pupil to lengthen the muscles again - tension causes shortening - by, the use of their hands. Sometimes it takes a while to learn how to release and let go of tension that the pupil was previously unaware of. After a few lessons each pupil learns how to do this for themselves.

The Alexander technique has three main principles: inhibition, direction and freedom of choice.

1. Inhibition

The conscious practice of pausing for a moment, and thinking about the next action. In order to change any habit, the habitual instinctive response (which is our usual response) to the outside stimuli received by our senses, must be inhibited.

2. Direction

Mentally commanding the body to make movements which release muscular tension throughout the entire structure of our bodies. The basic commands that Frederick Alexander devised are the commands in our earlier table:

Think of the neck being free, so that

The head goes forward and up

in order for

The back to lengthen and widen.

3. Freedom of Choice

This is the ultimate goal of the Technique. It is designed to make each individual aware of their true birthright to freedom of choice instead of blindly carrying out daily bodily actions in a state of habit or almost hypnotic trance. To give each pupil the necessary awareness of thinking about each action, and therefore be in a position to choose which way to stand, to sit, to relax. Lack of freedom shows as the body becomes more and more restricted and stiff, from built up tensions in the bones and muscles.

With freedom of choice put into action, most pupils experience a greater freedom of movement. Each movement flows smoothly, and clumsiness can be overcome. The shape of the body can be changed to become the correct shape and height can be gained.

The quality of life is improved with a release from mental disorders such as insomnia, depression and anxiety, caused by tension.

Walking tall

Leave the car in the garage and walk to your destination. Walking in the correct manner is not only healthy, it builds confidence.

The first step (please excuse the pun) to walking properly, is to walk tall by walking straight. An old method that really works well and is fun, is walking with a book balanced on your head. Practice this for a few minutes each morning for as long as it takes for you to become proficient and if your children catch you, invite them to join in the fun, they'll love it. My own daughter used to join my yoga sessions when she was just 18 months old. She had great fun.

How to walk with confidence.

1. Stand with your heels almost together. Stand bolt upright with shoulders back but arms held limply.
2. Lean forward until you have all but lost your balance and at that point push your right foot forward, just a bit further than in a normal stride and at the same time, push back hard on the ball of your
3. Swing your arms rhythmically. You should be describing an arc of about 90 degrees. The fingers should be slightly curled.
4. As each foot is pushed forward, it should almost touch the ground. While walking on grass, your feet should merely brush the blade tips.

At first you may wobble a bit, just walk proud like an actor or actress walking to the stage to collect an award. Walking in this way has 3 main benefits.

1. Builds confidence
2. Healthy exercise
3. Puts us in touch with our environment.

Breathing For Confidence

A person sitting quietly at work generally breathes fifteen times per minute. However, only about half a quart of air is inhaled. Just by breathing deeper, the amount of air passing in and out of the lungs is about 1.5 quarts. By increasing our breathing some more, 3 quarts of 'reserve air' passes through the lungs.

The lungs of an adult have about 3.5 quarts of 'live volume' which is indicated through the amount of 'left over air' in corpses, which has been proved to contain 1.5 quarts.

The air capacity of the lungs is 5 quarts. This means that the average person living a sedentary life utilizes only one 10th of the capacity of their lungs.

During a slow stroll, this amount is increased to two and a half times the capacity of the lungs. While mountain climbing the air intake jumps to ten times the lung capacity. During swimming it is twenty times the lung capacity.

Swimming is still considered to be the most perfect and natural exercise there is. No other sport has such a beneficial effect on our health because:

1. Swimming is a natural exercise, not an artificial one.
2. Even today it is the only sport in the world which forces us to breathe deeply in the correct manner. The perfect rhythmic movements create the perfect conditions for correct breathing.

Practiced regularly and in moderation, swimming is extraordinarily beneficial to the health. It forces control of breathing because we have to hold our breath for a certain length of time.

Deep breathing creates two conditions that initiate confidence.

1. Calms and soothes every nerve ending.
2. Revitalizes every nerve ending.

However, deep breathing also achieves far more than this.

Deep breathing would be called the wonder drug if it had only just been discovered.

Deep breathing can achieve miracles, if it is practiced correctly and systematically. It is extremely powerful and it is the wise person who acknowledges this fact.

As long as you follow the deep breathing exercises carefully there is no danger, there will only be the most incredible benefits. If you are in any doubt at any time, consult your doctor first.

Here are just a few benefits of systematic practice of controlled deep breathing.

- Weight loss or gain (whichever you require)
- Improved concentration
- Immunity strengthened

- Strong bones
- Healthy cells
- Vitality
- Healthy internal organs
- Improved memory Insomnia cured Toned muscles
- Improved digestion Healthy glowing skin
- Improved circulation New found joy in life.

Any serious and dedicated student can achieve success in direct proportion to the physical and mental effort put into his or her study.

Summary

- Practice better posture and if the idea appeals, join a class that teaches the Alexander Technique.
- Enjoy the walking technique for extra confidence.
- Learn to be positive at ALL times so your subconscious receives information that says - you are happy - you are wealthy - you are healthy - you are successful. It's SO important! **Believe** and it **will be!**
- Use exercise 1 if you are keen to search for a unique idea to create wealth.
- Use the protection exercises. We are sadly subjected to a lot of negative data which can undermine our efforts to be positive.

CONCLUSION

A Healthy Mind builds a Healthy Business. We have revealed the powerful techniques and issues that are involved in creating Healthy Minds. The Power of being, self assurance and reliability are just some of the essences that we need to practice on a daily basis. Using the tools that have been created for us in this book gives us the Power Of Knowledge in establishing the most important aspect of creating a successful business.

We all endure having wealth and security in our lives. But without our own self being, we cannot produce the necessary endeavors of our lives.

Confidence and high morality is essential in building the future we always dream of having. We need to take time for ourselves in order to pride ourselves in our business. Self-assurance is the key to finding what is inside of you. In order to extract the own well being of your strongest asset of yourself as a person, you must learn each individual reality of who you are. The contents of this book helps you reveal these inhibitions. Learning all you can of yourself and priding yourself on who you are and what you can achieve will give you the strength and courage to build a Healthy and Successful Business.

Knowing this gives you an upper hand in what it entails in order to strive toward your goals. This book has been created for you to read and practice the techniques available on a daily basis. Doing so will result in self stamina and self assurance. This will give you the courage to take the necessary risks in achieving your dreams.

Reach for the stars! Grab your dreams and make them a reality. Take the risk!! Know Yourself and Your Own Power of Being. For YOU NOW HAVE THE POWER OF KNOWLEDGE !!!

