

**Entrepreneurial Alignment:
How to Stop Self-Sabotage in Business**

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How to Stop Entrepreneurial Self-Sabotage: Shift Beyond The Guru

So you have done all of your homework, have a feasible business plan, taken the marketing course(s), listened to the ‘gurus’, and should be ready to step out into the arena with your new business ready to fly or better yet to soar! And yet still.... Something seems to be holding you back... something you can’t quite put your finger on... Maddening, isn’t it? Don’t worry. You are one of hundreds of thousands of business entrepreneurs who have become stuck in their own web of self-sabotage.

What Causes Self-Sabotage in Entrepreneurial Business and Marketing Today? SHIFT or Get off the Pot!

We were inspired to write this, as we noticed that there is a missing ingredient that is markedly unaddressed in all the coaching programs and motivational conferences we have ever attended. After listening to a plethora of well known speakers both preach & teach their personal success principles, we noticed they were all lacking an important piece of the equation- How to identify and overcome the obstacles that people self-create that get in the way of their own happiness and success. We spoke at length with the *Father of Guerilla Marketing* (Jay Conrad Levinson) during and following an intensive Guerrilla Marketing course about the potential flaws that were as yet unaddressed in entrepreneurial courses we had taken. At that point we had already completed intensive entrepreneurial courses given by Armand Morin and Steve Harrison. After our discussion with Jay, he agreed there was a need for the information in this book. We actually began this book with Jay as a co-author; however, after reading our first draft he decided that this book was more psychological in nature and thus out of sync with his branding yet he encouraged us strongly to get the information as is out to the public. So here we are- *The Shift Doctors* (Dr. Tracy Latz & Dr. Marion Ross) to the rescue!

What If I wasn’t born a ‘Guerrilla’? What If My Marketing Mindset or Personality Falls Short of what business gurus tell me I need to be successful?

Do any of these statements ring true for you? “I am not born to be aggressive. I hate to communicate and give stuff away without being compensated.” “My nature isn’t to be particularly generous. I am too competitive- you either win or you lose.” “I don’t really have a passion- I just want to be rich and successful.” “I am a born procrastinator.” “I want someone else to tell me what to do.” “I want to be my own boss and not listen to anybody. I can do this by myself. I can’t trust others.” “I will never have enough money to get started, who would ever finance me?” “I am not smart enough.” “I am not good at financial planning or doing marketing plans. I get confused easily.” “I can’t type without looking.” “I am a terrible manager of time and others.” “I can’t talk to anyone on the phone without a script.” “I am not sure I would buy anything from me.” “I am too busy with my family and responsibilities.” “How can I afford to try something on my own?” “I am anxious when I travel and when I speak to customers in person.” “I am too short or too tall...too fat or too skinny... too young, too old, losing my hair, turning grey, I am a woman so doors will be automatically shut for me. I am African-American, Asian, Muslim, etc.” “Change scares me.”

Do not panic if any of these statements sounds like the chatter in your head... you are not dead in the water as we will give you tools to quiet the internal critical voice. You are simply one of millions of people who self-sabotage every day.

“If we did all the things we are capable of doing, we would literally astound ourselves.” -Thomas Edison

No one is born to be the “perfect Guerrilla Marketer”. We ALL self-sabotage our own success in some fashion almost daily. We may do it subtly or more obviously on different days. Why? Because we all have some aspect (consciously or subconsciously) that we do not like about our self or that we feel insecure about. This is the cause ultimately for therapy; and the reason Dr.’s Latz and Ross were motivated to write about “*The Shrinks Greatest Hits*”, the psychological causes of becoming ‘stuck’ in business pursuits (or relationships too for that matter). Some of the core conflicts that prevent people from using the tools and techniques in all the wonderful Guerrilla Marketing, self-help, business coaching, and motivational courses and books on the market include:

-Ego-based Fear/How We Define Our Self

-Uncertainty (of Relationship or Circumstance)

-Loneliness

-Over-Sensitivity to Influences & Ideas of Others

-Over-Concern for Others

-Anger, Despondency & Despair

-Distraction & Disinterest

-Stress

There are many entrepreneurs who started out with no knowledge of business, no money in their pocket, zero contacts, yet they still managed to create hugely successful businesses. When you study any successful entrepreneur there are common patterns in behavior and attitude that emerge; and, if you are able to apply these behaviors and attitudes to your life, then the chances are you will succeed a lot faster than you have ever imagined. Despite whatever obstacles are in your path from your internal conscious or subconscious roadblocks, the tools and tips we give you here can assist you with getting out of your own way to becoming the entrepreneur of your dreams.

Review of Jay Conrad Levinson's Guerrilla Marketing Mindset

Your business and what you present to the world is an extension of your beliefs and your attitudes toward your self, what you are selling or promoting and your business. You are the living example of what you are marketing. How you feel about your self and every point of contact and communication you have with your customers, employees and other people in your life will impact your success or failure as a guerrilla marketer. Marketing is like a movie and not a photograph representing one single snapshot in time- a movie does not consist of one frame or picture... it is a series of frames or scenes over time with a consistent plot or storyline that may have some shifts along the way to create a beautiful work of art that is highly profitable. Marketing is an on-going process.

Review of Guerrilla Marketing Attitude Factors for Entrepreneurs

1. Know what you can and cannot do- What are your gifts and abilities that you bring to the world?

2. Get excited about your marketing- You are the only one who brings your perspective and unique abilities and gifts to the marketplace. This is your passion that you bring to the table. If you do not have a passion for what you are doing, then why are you doing it at all?

3. Learn new marketing skills- Become aware of how other people's marketing affects you. How do you consciously and subconsciously respond to other people's billboards, fliers, ads, or commercials? What attracts you or repels you? Compare that with what you are doing and how you are marketing your own self or product. Ask for help from others who seem to be successful or who seem to be helpful behind the scenes for others. Allow your self to receive their wisdom. You can always improve whatever you are doing.

4. Integrate marketing into other business functions- See everything you do from answering the phone, speaking with colleagues, and community activities as a 24 hour representation of what you (and thus your business) are about. Everything is potential publicity for your business since you are ultimately the product and chief representation of your business.

5. Involve everyone- Relationships are the most important component to Guerrilla Marketing. Use your relationships of family, friends, colleagues, media and current/future business contacts to get your name, business and whatever you can offer to others out in the world. Think of all contacts as long-term relationships that must be fostered over more than the course of a few days or weeks- you are in your business for the long haul and not just a year, right?

6. Have a healthy sense of Competition- You cannot be shy or rely solely on others to market your business. Be aware of what your competitors are doing and then ask your self how you can either do it better or bring added value that no one else is offering. You cannot rely only on word of mouth from past customers.

Complacency is your number one enemy.

If you have the attitude of "*I already lead in my market*", then it can lead to allowing someone else with more initiative to bypass you in your market. Every day is a new day to reevaluate, see what the competition is doing, and see what you can do better.

Another means of sabotaging is: “*I concentrate on the financials and marketing belongs to the marketing department*”. Everything boils down to marketing. If you are not aware of constantly creating innovation in your marketing or if you are relying solely on word of mouth advertising, you eventually see a natural attrition of clients followed by a decline in your income.

Lacking a competitive spirit will ensure ultimate decline in business and profits. Marketing is not a hobby. Continuous learning and improvement is essential with the incredible constant changes in marketing; marketing analysis of what is and what is not working is crucial to the winning marketing mindset.

7. Intuitive Development- Competitive marketing involves a combination of motivation, passion and intuition. It is helpful to learn to listen to your internal intuitive dialogue. *This topic is so important that we have devoted a full chapter on developing your business and marketing intuition.*

8. Setting Goals and intentions- When we do not have a roadmap to follow, we tend to become unfocused and lose sight of our original goal, purpose, or where we are going. By writing down and mapping our goals as they relate to our intent and purpose, we are kept on course, true to our direction, and we reach our endpoint much more directly and quickly. After all, we do not tell a friend to meet us at a party and just tell them that the party is in a specific town without giving them a street name and house number. It would take them much longer to reach their goal than if we were to tell them a specific time, date, street name and address.

The difference between dreams and goals is that goals are clear intentions that are written down, easily described in detail, and measurable. Goals give us steps to take and a measurable sense of whether or not we are making progress. Making progress towards a goal makes us feel successful rather than feeling like we are aimlessly struggling as we wander in various directions. Goals also allow us to have signals for course correction along the way to our endpoints.

Why don't more people set goals on a regular basis if it's such a great thing to do? Most people have never learned to set goals- it was never modeled for them. They weren't taught this technique in school, in their culture, or in

their family. Many people never write down their goals for fear that they will never be realized; and if they do not write them down, then there will be no record of their failure. Others do not state or write down goals because they fear people will judge, ridicule or reject them based on what they say or write. Still others have a fear of success because of what that might mean in terms of self-definition, responsibility or potential effects on relationships (this will be discussed in more detail later).

Review of Successful Guerrilla Marketer Personality Traits

1. ***Patience***- We live in a world of instant gratification. However, you must recall that you have to put your message in front of someone 27 times in order to penetrate a person's awareness; and then have to penetrate a person's awareness 9 times before they actually pay attention to what you have to say or sell. Patience is the ability to wait for the best time to launch a product or campaign or to allow the launch or campaign to have an effect on your target audience. When we are patient, we are not acting mindlessly from impulse alone. To assist with patience we need to build good information systems around us to feed us correct and reliable facts to enable us to act at the right moment and not on impulse. In this manner we can better control our human need for action. Another time to be patient with people is when we work with others whom we rank as less competent than our self or we feel they are not moving fast enough for us. If we resist the impulse to take over the job our self and instead have patience and teach them to do the task as we would do it, then we have trained them and never have to take our time to do it again. Then our frustration level goes down dramatically.

2. ***Imagination***- People pay attention to creative, unique marketing approaches that aren't like everyone else's. Imagination is not only the capacity to visualize what does not yet exist, it is what allows us to empathize with others, including our customers or target audience. It is the substance from which the birth of all transformative inventions and endeavors occurs. Imagination is perhaps the most powerful tool the Guerrilla Marketer has in the arsenal of weapons!

3. ***Sensitivity***- Be sensitive to market, to time frame, to economy, to what is on the prospect's mind right now, and to your competition. Be impeccable in your word and always speak with integrity. Don't make assumptions. Find the courage to ask questions and then to communicate as clearly as possible to others to prevent misunderstandings, sadness and drama.

4. ***Ego Strength-*** The Successful Guerrilla Marketer has the belief “What others think about me is none of my business”. Not everyone will like what you promote, say or do; you cannot please everyone all of the time. You need to have the strength to not take it personally when someone tells you “no”. Michael Jordan did not give up when he was told he would never be able to make his high school basketball team.

5. ***Aggressiveness-*** As a Guerrilla Marketer you need to learn how to be aggressive in your market – focusing on your goal, giving it all that you have got to give on any given day. You want to be assertive and persistent, exceeding your own expectations without being heartless, nasty, dishonest or obnoxious. You want to always do your best with awareness that your best will fluctuate depending on what is going on in your life or with your health.

6. ***Embrace Change-*** Be flexible; change to improve your business since the market and technologies are in constant flux. What worked yesterday may not work for today. You can control neither cyclical (change in the stock market) nor seasonal (weather, holidays) change that occurs on a regular basis. Structural changes mean there is no way to go back to doing things the same way we did before (i.e., invention of the internet). Structural changes can sweep you away if you resist them.

7. ***Generous-*** Be helpful to others; what can you give away for free that will ultimately attract more people to what you have to sell or promote?

8. ***Energetic-*** Confidence and pursuit of passion is contagious and breeds a higher level of positive energy than lack of passion or confidence... which is also contagious. Become aware of who you hang out with as you will tend to either raise or lower your energy level to resonate with the people who you surround your self with. Remain energetic to do your customers right on an on-going basis.

9. ***Constant Learner-*** If you are not learning, you are not growing and expanding... your relationships, your minds, your businesses. When you are not learning, you become stagnant and do not move forward to stay on the cutting edge of topics or trends and you miss opportunities.

10. ***Take an Interest in Other People-*** When all else is equal, a client will buy or associate them self with a business or person that they believe cares about them. Over-deliver! Sell them what they need and not what you want to sell them. Learn to listen! Make interactions with your clients become a win-win situation.

11. ***Ability to Maintain Focus***- Focus on your primary area of expertise and passion. Interact with the people and processes that give you the highest payoffs for the time you invest. To be successful, you need to remain focused on your core genius that is fueled by your passion or sense of purpose. When you do this consistently, the business and profit will naturally flow and you will have joy in your work with a higher level of energy. Do not get wooed off your path of purpose by new and unusual endeavors.

12. ***Take Action***- Be poised to take action on a situation or opportunity and be willing to delegate to fill in the gaps if necessary

Important Point Missed in Most Business Courses: *We Create in Our Business and Personal Lives From Either Our Fear or Our Heartfelt Passion*

While this seems very New Age, “Woo-Woo” or silly to some, it is a premise that seems to stand true throughout the ages. Think about it, if you have a heartfelt passion to do something like, for instance, golf... then you are likely to leap out of bed on a morning that you have an early tee time with joyfulness and great bounding energy. Conversely, when we are dreading or have a fear of something happening then we re-energize that, we can hardly get it off of our mind, and we deplete our own energy each time we think of it. Have you noticed that you tend to become fatigued, anxious or down in the dumps when you are overly worried about a meeting or event or another person in your life?

We are quite powerful beings and creators in both the negative and the positive sense. The fact is we often astound ourselves with our capabilities of creating both negative as well as positive circumstances resulting in our bewilderment as to how we got so lucky or so stuck.

So many people feel like their feet are cemented to the pavement so that they are incapable of moving forward. In this ‘stuck’ state they then dwell on how miserable and powerless they feel as well as how much time they are losing by living in a state of frustration, rather than searching for solutions which will allow them to feel capable, successful and satisfied with their lives. **They essentially maintain their awareness on every little detail of their life that keeps them stuck rather than focusing on how to move forward.** They lack the understanding of the “*big picture*” and can’t stop

focusing on their discomfort and pain. The better approach for a true entrepreneur is to ask yourself how you created this situation in the first place and what lessons are meant to be learned (“*Are you kidding me?!*”) from each experience.

Let’s take the example of Richie Dreamer who wants to set up the greatest printing business in his large metropolitan city. He has plenty of experience, a great work ethic, excellent contacts, and is tired of making money for his former boss’s company rather than for himself. He sets up a feasible business plan that makes sense in his regional market but falls prey to his family’s pressure to involve his younger brother (Whiney Dreamer) who recently got laid off from his previous job in sales due to the economy. Richie’s parents are well off and offer to put up half the cash for start-up if Richie agrees to make Whiney a partner in the new business. Out of a sense of family duty (not to mention the windfall of half the cash for start-up being readily and easily available), Richie puts on blinders and enthusiastically takes on Whiney as a partner. He seems to have developed a case of amnesia of the fact that when they were kids and had a joint lemonade stand, Richie was putting in the labor of making the lemonade and selling it successfully while Whiney was giving away glasses of their inventory to be liked and buy friends at the age of 6. And when they later were running a lawn-mowing business during one summer in high school, Richie always seemed to be the one who was doing the hard work because Whiney had a soccer star girlfriend who insisted Whiney attend all of her frequent games- and Whiney just couldn’t say ‘no’. Whiney would show up to do the edging at sunset after most of the hard work was completed.

Richie assumed that his brother had matured over the years as Whiney had done well in college and had held a corporate sales position for 5 years prior to being laid off. After all, they had both grown up in the same family with the same values, right? Now they both surely had an equal adult sense of work ethic and responsibility.... and helping family or a good friend is something nice people do, right? Hmmmm....

It was, of course, a disaster! Richie brought a core of customers from his previous job since he had superb relationship skills and was well-known for his ability to deliver great product on time. After 3 months Richie was working 80 hours a week successfully filling orders and maintaining his customer relationships. Whiney had run up the company credit card wining and dining potential customers with little result in actual sales. Whiney was, in fact, turning off potential customers by not returning calls, giving bad

quotes that had to be modified by Richie, and leaving early most days to play golf at the local club.

Richie felt stuck in his company situation. He focused more on his anger at his brother for his atrocious work ethic, guilt over thoughts of firing his brother (what would it do to his parents?), shame over being stupid enough to take his parents' money and involving his brother in his business, heartache over seeing his dream company being hindered by his brother's antics, and fear/anxiety over the family relationship ramifications of either tossing his brother (along with his parents' money) to the side versus fear of keeping his brother and eroding the core values as well finances of his company.

Is Richie really stuck in his situation? Or does he have options that are available to him yet he is blinded by fear of financial ruin, fear of not being successful, fear of abandonment by family, fear of ruining his reputation in the marketplace? Richie had lost site of his core values and his original goals by being sidelined (or sideswiped) by his parents' generous financial offer and a sense of family duty. He essentially self-sabotaged his own goals before he had the chance to get started. How many of us have done this in our own business or our relationships?

Until you figure out *WHY* situations are happening you are likely to repeat them over and over. Have you ever noticed how that happens in your business and personal relationships as well? You should place your attention on your goals and heartfelt intentions, because you create your life from your point of awareness or perception. Focus your creative energy on all the positive aspects of your life and the positive outcomes that you truly wish to create. When we are more fear-driven than we are focused on the positive aspects of goals, we do not think clearly. Make certain that the heartfelt intentions mesh with your core values and goals.

In our example above, Richie had a clear goal in his business plan with a heartfelt intention to implement his successful plan based on his own experience and core values. His other intention to assist his family was more driven by pleasing his parents and finding a way to finance his company with family money rather than potentially be rejected by investors or the bank. Ultimately, his intention of involving his brother was a fear-based rather than a heartfelt choice in alignment with his goals; and he ignored what his own history with his brother's lack of work ethic had been (which went against his own core values). Instead of hoping that the situation would

work out with his brother, Richie should have clearly communicated with Whiney and his parents what his concerns were given his past experience with business dealings with his brother.

When your goals are unclear and you choose to focus on the negative aspects of your life and environment, you are more likely to create confusion, drama and chaos.

What were Richie's lessons in the above scenario? He failed to listen to his inner still small voice and communicate his own intuitive knowing that his brother could be a big problem if they were to work together again. He failed to make certain that all employees or partners shared the same core values as he had. He let his fear of disappointing his family interfere with his original goals and intentions. He had a fear of failure and of hearing 'no' from potential financial backers and took the easy money (with strings attached) offered by his parents. If he had read this book before agreeing to take his family's money, he would still be in his dream business successfully today.

Tips For Removing Roadblocks to Being a Successful Entrepreneur – ‘The Shrinks Greatest Hits’:

Over the course of working with people over more than 20 years clinically, in coaching, and in teaching seminars, Dr.'s Latz and Ross have found that there are basically 12 key internal (conscious or subconscious) obstacles that stop people dead in their tracks or bog them down to the point that they are ineffective at reaching their full potential in relationships or in business. These roadblocks can be either like suddenly walking into a brick wall or can be more insidious in nature; much like realizing you have been slowly sinking in quicksand while almost everyone else appears to be skating by you at full-speed on roller blades- or worse, in a Ferrari blasting past you. Before we get started on the 12 core roadblocks, *there are 3 basic concepts that are imperative for you to understand:*

Concept #1- *Energy follows thought and we create where our energy goes* (The Bow and Arrow Theory of Creation).

The Bow and Arrow Theory of Creation has been described before in Dr.'s Latz & Ross' previous books *Shift: 12 Keys to Shift Your Life* and *Shift: A Woman's Guide to Transformation* and goes as follows: The 'Bow' represents our emotional intention behind anything we do or plan to do (i.e., anger, resentment, fear, love, compassion). The strength of the emotional

intention determines how powerfully we draw back our bow to send our thoughts out into the world to manifest. For instance, if there is not much power behind the emotion, then the arrow will scarcely fly. If, on the other hand, there is great power behind the emotion (such as rage), then the arrow will fly quickly and can create rapidly and profoundly in our lives. The 'Arrow' represents our thought, which directs how the intention (or great emotion) will actually manifest in our life. It is important to note that we cannot create for anyone else. We can only draw back our own bow to create in our own life.

If we draw our bow back with the fear of failure thinking "*if I make my best effort and this marketing project doesn't work, I will always feel like a loser and my parent's, significant other's and partner's opinion of me will be confirmed (I am too weak to make it in business on my own)*", we will only draw similar negative energies of failure into our lives and confirm that we are indeed "a loser". If we draw back our arrow with the thought "*I am going to create a campaign to launch my revolutionary new product into the market*" coupled with that fear of failure, how far will that arrow fly and what is it likely to manifest?

Concept #2- Take responsibility for everything that goes on in your life! You are the Creator of your Life, not a victim. "How are you Drawing back your Bow? Where are you directing your Arrow?"

Stuck people generally find other people to blame for their circumstances when it is essential to take personal responsibility for everything that is happening in their life. You won't make progress by blaming the economy, politicians, your bank, circumstances, your accountant, your staff, colleagues, advisors, family or others for keeping yourself mired in stuck. You must understand that *you are not a victim of anything or anyone in your life*. Your attitude determines your altitude and longitude. *You attract what you think about* and our minds love to be right. So right that we constantly create our own self-fulfilling prophecies. So, if you're waiting for the other shoe to drop, it's only a matter of time before it does...*It's a choice!*

Bow and Arrow Theory Example:

Take the following example of Penny: *Penny, an entrepreneurial businesswoman who was planning the grand opening for her gym and wellness center, was a new member of her local chamber of commerce. When she attended her first chamber meet-and-greet to introduce her self and network with other local business owners, she asked people if they would be interested in coming to her new place of business “if the bank approves me for my business loan... which they may not because my credit was so damaged by the economy and I had to declare bankruptcy 2 years ago after my husband left me and I had to pay child support”. She apologized profusely for not being able to tell them exactly where her new business might be located as she had not yet been able to secure a location to rent, but explained to them: “Nothing good ever happens to me so it wouldn’t surprise me if my plans are delayed.” Penny was in chronic ill health and joked that she seemed to be breaking down just like the timing of her business plans. The other business owners seemed to recall having met her a few years previously when she was looking for potential financial partners in her failing insurance center.*

At the next chamber event, a well-known internet marketing entrepreneur had moved to the community and inquired about Penny who had approached him for potential collaboration earlier in the evening. More than one local chamber member exclaimed “Watch out for Penny; she has a black cloud following her everywhere she goes.... Nothing ever works for her in business!”

In the above example, Penny constantly sees herself as a victim of the world. She doesn’t realize that she is very powerful in assisting with creating her own circumstances with her “poor me”, angry and resentful thoughts, feelings and expectations. She is not yet enlightened to the concept that she manifests her own reality much as one would draw back a mighty bow and place an arrow in it to shoot out into the world, to powerfully draw to her that which she sends out. Her bow is drawn back with fear, anger, resentment, guilt and shame. Her arrow (thought) she is creating with is “I will never succeed” and “Nothing ever goes right for me” (in health, business or life).

Now what might the scenario have looked like if Penny had chosen to develop self-awareness of her obstacles and transform her anger and resentment to draw her bow back with nothing but compassion for herself

and for what was her most heartfelt desire to create in her life? It is a completely different awareness and reality of life when you perceive yourself as powerful, capable, and vitalized rather than as a victim of everyone and everything. The arrow she now might choose to place in her bow is the thought “I wish to have more confidence and abundance in every form in my life”. Once again, energy follows the power of your intent (emotions), and the way that energy is directed or manifests in your life is dependent on your thoughts. Penny now creates success and vitality in her life in the form of improved sense of wellness, confidence, a new business, and financial abundance. Others now view her a role model for change rather than a disaster. Can it really be easy? It sounds too simplistic!

Whether we are going through personal struggles or trying to come to grips with job loss and the new economy, personal evolution is necessary if we are to thrive. Even if you are living in the Amazonian forest or the Arctic (melt down), you have to admit that we live in an ever-changing world, which is moving so fast that we have to be willing to adapt and think out of the box to **create differently and leave our old habits and beliefs that no longer serve us behind**. We must transition from the caterpillar to the butterfly (or Entrepreneurial Eagle) if we expect to be able to soar rather than crawl.

Concept #3: The Importance of Setting Goals and Awareness of True Intentions

Once you fully understand the importance of Concepts #1 and #2, it logically follows from ***The Bow and Arrow Theory of Creation*** that, if you do not have clear goals and a compass (or today GPS) to guide you, you will likely wander in the wilderness feeling ineffective, frustrated and unsuccessful. As we described already in a previous chapter, many of us grow up today without our parents or our teachers helping us understand how powerful setting goals with clarity can empower us to know what direction we are heading in and to keep us in alignment with our passion and purpose. Goals give you a sense of focus and direction. They allow you to feel energized and effective because you can gauge your progress. Each time you take a step closer to meeting your goals, you become more empowered in your confidence and belief that you can achieve what you originally set out to do.

“Okay, so I understand the importance of goals, but where does ‘intention’ come in and how do you create intention?” If you recall ***The Bow and Arrow Theory*** once again, the ‘Goal’ is the ‘Arrow’. What makes

the arrow fly? The BOW!! The 'Bow' is the power of the 'Intention', the strength of the desire of the goal, the PASSION behind the dream of the goal. This is why it is so important to truly have a passion for where you choose to direct your energies- you will find the goal manifests so much quicker when you have a heartfelt determination of manifesting your goal and when your goal is in alignment with your core values or sense of purpose. You will draw back your bow powerfully with ANY strong emotion- heartfelt passion, anger, fear, guilt, shame, sense of abandonment, etc. You must be aware of what powerful emotion you are choosing to use to draw back your bow with to send your goal/arrow out into the world. To create without drama, chaos and self-sabotage, it is recommended that you mindfully draw your bow back with your most heartfelt intention possible.

Find your 'why'? This will lead you to your **'Most Heartfelt Intention'** in both your business and personal life. Examine your past & figure out what makes your heart sing. When were you at your best and feeling inspired & motivated? Review all the success stories you have had in your life and list the driving elements. Why do you want to be an entrepreneur and not a company employee? Why don't you want a paying job instead of risking setting up your own business? What does it mean to you to be free? Without a boss? Is that even important to you? What are your values and your personal ethics; and how would you bring them to your business?

1st Business Shift: How We Define Our Self and Our Core Values

How do you define your self? Have you given it much thought? If you do not know who you are, how can you expect anyone else to? How can you lead a company or build teamwork if you do not know what your core values/principles are or what you stand for? These core values are consistent and come from the heart (your 'True Essence') rather than the head (ego-based).

Our ego is trained and shaped by our society, media, parents, teachers, educational institutions, religious figures, work experiences and culture in general to identify with a perception of self and reality that has been created for us. Increasingly over time we actually see this reality to be true and accept it as our own.

It is important to get in touch with who you truly are- your 'WHY' as we talked about above- rather than define your self by your teachers', boss', coach's, or parental goals, labels or values. You should be a walking billboard of *your* core values rather than someone else's. You should be able to convey your core values to your staff, colleagues and customers. If you are not connected with your 'True Essence' or core values, then you can lead a life where you feel unfulfilled, lost or with lack of purpose. In short, if you are not connected to your 'True Essence', you will likely walk around feeling either numb, 'pissed' or 'dissed'.

Exercises to Connect with Your True Essence, Your Core Values, Your 'Why':

1. **Connect with Your Core Values** by writing out a list of 30 things you want to do with your life, 30 things you would like to have in your life, and a 'bucket list' of 30 things you would like to do before you die. You will find that your answers will likely start out just superficially scratching the surface of your ego-based values, but by having to dig deeper as your list lengthens you will begin to get closer to what is really resonating with your True Essence's core values. If you want to take this exercise to a more profound level, do it with a good friend or partner. Sit across from them and have them look deeply into your eyes as they ask you "What do you *really* want?" over and over until you truly get to the core root of each desire or want such as "I want to be loved" or "I want to

make a real difference”, etc rather than “I want the big office on the lake”.

2. **Connect with Who You Really Are (Your True Essence)** through a guided meditation exercise on the *Shift – CD1 Guided Meditations* by Tracy Latz & Marion Ross (‘The Obstacle of How We Define Our Self’ track at <https://itunes.apple.com/us/album/shift-12-keys-to-shift-your/id499704153>)

Close your eyes and take three slow, deep breaths. With each breath, breathe in gold and white light and feel that light entering into your lungs, traveling into your bloodstream and from there journeying to every cell, atom and molecule in your body. As you exhale, feel yourself releasing any negativity that is within you until eventually you are completely filled with light and exhaling light out into the room. Sense the room filling with light.

See or sense yourself standing outdoors in a peaceful place that you know well. Feel the warmth of the sun on your face. Immerse yourself in the sights, sounds and scents of this serene place in nature. Up ahead is a beautiful path of light. Feel yourself stepping onto this path of light and feel yourself being lifted higher and lighter, lighter and freer, freer and lighter, gently spiraling upward until you find yourself arriving at a gateway. This is the entryway to your personal paradise, the garden of your true essence.

Continue on this path of light, passing through the gate and notice a wondrous abundant garden filled with tranquility, peace and love. Be aware of all the beauty. As you continue to follow the path, it winds around a turn that you cannot yet see beyond. You wonder what is ahead.

Continue to follow the path and as you round the turn you are awed at the panoramic scene that stands before you. There is a vast and breathtaking sea extending out into the horizon. It draws you to the water’s edge. Feel the healing ocean breeze as it caresses you. Breathe in the healing gentle wind and feel yourself completely relaxing.

Now call your name three times silently from the center of your heart, beckoning to your true essence to come forward. Watch as your true self appears in the distance on the beach and slowly walks towards you. Your true essence appears to you in its most enlightened human form.

Observe the feet of your true self as he or she stands before you. Notice every detail as you slowly lift your gaze upward until eventually you are looking directly into the eyes of your own true essence. Feel the beauty of your true essence and become aware of the qualities that make your true self who they are. You are gazing into your own soul, the essence of who you truly are.

Feel your true self place their hands of light upon your heart. Feel your own true essence reawakening your qualities and innate gifts that may have been long forgotten. Sense those abilities and qualities flowing into you and feel the completeness as you recognize and remember who you really are.

Look deep into the eyes of your true self and feel their absolute acceptance and unconditional love for you, exactly as you are right now. Your true self puts their arms around you and gently holds you. Feel yourself letting go completely in the arms of your true self. Now feel your true essence merge with you. Feel the oneness. Feel the power. Feel the healing that comes with the unity.

When you feel that you are ready to return to your physical world, feel yourself stepping once again onto the path of light, taking with you all of your reawakened gifts and abilities so that you may express them in your life and in the world. Place your hand on your heart and feel your love and strength, knowing that there is nothing that you cannot accomplish. When you feel yourself fully present, take a deep breath, and gently open your eyes.

Connect With Your ‘Why’ Exercise:

Make a list of every situation you can recall that make you feel “Pissed” (righteously indignant) or “Dissed” (cursed or wounded). What are the common threads in the situations that upset you so much? This will assist you to get into touch with why you are doing things in the manner that you do rather than how it was done to you. What would you like to correct in the world or others people?

Now make a list of all the situations in which you felt “Blissed (where your heart sang) or “Blessed” (people who believed in you or told you that you had gifts and abilities you should share). This will help you get in touch with

what you love, what truly touches your heart and what gifts you have to share in the world.

<Note: If doing the above exercise only makes you feel anger or shame, then you may need to keep reading or skip to the areas where we address those issues in other chapters.>