

Passion, Purpose & Profit

A Woman's Guide to Making a Living, Living Your Dream

Barbara Richards

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INTRODUCTION

There is a quiet revolution happening. Many of us who have achieved success are hearing a call for “something more.” Rather than wanting to do more, or acquire more, we yearn to take our unique abilities and passions and make a contribution to others. From healing arts, to creative pursuits to taking a leadership role with a cause that stirs our deeper self, for many of us living our purpose has meant becoming self-employed.

It isn't that we've aspired to be self-employed. It's that it's the only way to do it what we do best. In fact there's a name for us. “Reluctant Entrepreneurs.” And, we're a growing trend. As “soul business” owners, women entrepreneurs face unique challenges in starting and succeeding in our businesses.

“You've got lots of talent. But, you'll never make a living with it.”

Sound familiar? I heard that a lot growing up. When I share it with struggling women entrepreneurs they resonate right away. They've heard it too, and suspect it is playing out in undesired ways now.

As a business and life coach for the past 10 years, I'm seen over and over again that I'm not alone in this challenge. In working with hundreds of gifted women who feel called to make their unique contribution, I've discovered common challenges that can de-rail us from creating a successful business. Usually we feel alone with these obstacles. We believe they are our personal problem. Nobody else has them. Often we conclude, “There must be something wrong with me.”

Often the books about how to grow a business have lots of really good ideas about business strategies or setting up accounting systems or how to market. And personal development programs have an abundance of insightful wisdom for women on how to come into our power, be more effect in our relationships, and develop a stronger sense of self-confidence and self-esteem.

After questing for many years, the light gradually dawned. I realized that business is an inside AND an outside game. To grow a business, to succeed on this path of self-employment is both an inside and outside game. In fact, success starts with the inside, then grows on the outside.

This book is geared towards women who own, or aspire to launch, a business doing their passion, whatever your business might look like. This book will give you tools, strategies and inspiration, whatever stage of business development you're in

Over the past 7 years, in coaching hundreds of people who have significantly changed their businesses and lives, I've identified ten common challenges that de-rail women from creating successful businesses and fulfilling lives. These ten challenges, when given time and attention, can be turned around. Overcoming these obstacles is the focus of this book.

Before we go any further, it's important for you to know why this book is different. Why I'm different from most other business success writers you'll read. I work with people just like you to help them become more successful and fulfilled. There is an abundance of information about building successful businesses available on the internet or in bookstores and in schools. But I bet you aren't floundering because of lack of information. The key is applying what you know to your life and business. Action is always the answer. And the key to getting and staying in action can be having the right kind of support.

I've coached hundreds of people to move into action. As I speak to you through these pages, I invite you to consider me your personal business coach, here to assist you in the business of your business.

If you are willing to work hard, invest time and energy in this process, and take risks, I promise you your business, and probably you life, will change dramatically. You *can* do what you love and make a (great) living and I'd like to show you how.

WHAT'S YOUR DREAM? NOW, LET'S GIVE IT A PLAN.

"What do you *really* want? If you could design this business exactly the way you want, what would you create?"

We were sitting at a small table at the back of a crowded neighborhood pub. Marie, a personal chef, had been confiding her doubts. She wondered if she would make it in her new business. "People keep telling me I've got too many ideas, too much on the go and that you just can't do business this way."

I grabbed a napkin and pen. I could hear the sparks of her dream, but knew that if we didn't breathe some life into them, they were at risk of being buried, perhaps even extinguished, under the negative comments of other people.

"This is *your* business. You can create it the way you want it. What would you love to create? What would be exciting and fun for you?" Over the next hour, the worry on her face melted and a look of delight emerged as she let up her heart's desires. As I sketched out her plan, her face started to glow. "Do you think I could really do it?" "Well, take a moment and imagine yourself a year from now, *doing* this. How does that feel to you?" I asked.

"I'd love it! It would be the most fun I could imagine. And if one of my revenue streams really took off, I could re-think my business plan, couldn't I?"

"Absolutely! It's *your* business. You have complete permission to keep evolving this so it uses your best talents and passion, and gives the best services to your clients." She left the restaurant with a sparkle in her eyes and an air of determination.

Whatever stage of business you're at – start-up, filling your business, or re-focusing your business to a truly ideal business for you – you need a plan. Love it or hate it, a plan is the difference between your dream being a fantasy, and becoming your new life.

But for most of us, just hearing the word "business plan" make our eyes glaze over. When you hear "planning" what springs to mind? Tedious meetings? Stack of papers written in

“business-ese” that only makes sense to an accountant? Something that’s cast in concrete that just doesn’t seem to have anything to do with real life?

What you need is something radically different. A living plan. A vision plan. One that focuses your ideas, ignites your intuition and motivates you to take immediate actions with enthusiasm. I’ve developed a simple, flexible and integrated process that will take your dream and your deepest desires and turn them into a map for success. It will give you a dynamic plan that connects the big picture with immediate steps, keeps your spark and inspiration alive, and can morph in response to what you attract. I want you to develop a vision plan for your business whether you are just starting out or a long-time veteran. It will make everything else you need to do to have a fulfilling and profitable business more effortless.

Each of us has the amazing capacity to imagine and create our life. Investing time in visioning is the first step and pays rich rewards on many levels. Defining your vision can be easier than you think. It’s right under the surface, ready to be tapped. It isn’t something you need to manufacture or think up. It’s already alive within you waiting to be articulated.

If you don’t take the time to develop a clear statement of vision, you not only miss out on the wealth of its benefits, you leave the direction of your business to your moods, fears and demands of others. You either make conscious choices for your business, or circumstances will. Without a guiding vision you will feel unfocused, unsure of what to do now, pulled in endless directions and at risk of burning out. You won’t have the sustainable energy to invest in the daily tasks your business requires.

With a defined vision you will have clarity about your purpose and direction. You will have a future destination that you are building toward. Your vision will be like a beacon on the horizon pulling you forward, which helps you make big and small decisions and keeps you on track. When it’s aligned with your heart and soul it provides the energy, passion and motivation that drives your daily actions.

Our vision has two dimensions: it’s both linear and an energy field. When you envision yourself a year from now living an authentic life and enjoying a fulfilling business, your vision is giving you a picture of your desired future. As well, your business vision ignites an energy that will infuse and light up your present. It will permeate your business and

influence everyone who touches it – you the owner, your staff, your clients and your potential clients. It makes your business attractive to the people you're meant to serve. While this energy field can't be seen, it can be felt and have an immediate positive effect. You'll become empowered to move forward, and become more attractive to the people in your life and work.

Your passion, clarity and purpose will attract clients and give them an enlivening experience that will make them want to let others know about you and your services.

I've developed an integrated vision model that will guide you in creating a plan for your ideal business. It will help you create a vision that is in alignment with the real you and expresses your unique contribution in a potent way. There are five steps:

1. Start first by defining your life vision.
2. Develop your business vision, based on the real you.
3. Check True North.
4. Link your business to a bigger game.
5. Energize your vision with visualization

IT ALL STARTS WITH PASSION

"I got into business to do what I love, but now I spend all of my time doing everything else. I'm superbusy but unfulfilled."

Each moment we have an endless number of factors we could organize our business around. An urgent brush fire. The hottest new trend. A pressing client demand. A not-to-be missed networking event. Our mood of the moment.

When these competing demands drive our business, we feel conflicted, stressed, scattered and frantic. We know we've missed the mark somehow.

And, we have. We each have an inner compass that's meant to direct our business.. It's your passionate ability. It's what you do best and love to do. It's where you shine, how you naturally add rich value to others and stand out from the crowd.

Each one of us is born with the ability to be great at something. Over the years I've worked with hundreds of people in creating work and life they love. One of the things that I've found, that to me was just stunning, was that each person I worked with was unique. There wasn't one person who was the same as anybody else. I think it was somewhere around the two or three hundred mark in working with people, I suddenly realized this wasn't just something that people say or write about in books but it was a fact.

This uniqueness is what I'm calling our passion. It's the abilities we're meant to use. We're hard-wired with this from birth. It's what we do naturally and when we do it, we add extraordinary value to other people.

The secret lies in identifying this passionate ability and putting it to work as the heart of our business. Successful women business owners know where their talents lie and build a business and life that expresses their passion best. To grow a business that we love, that's fulfilling, that's successful, that's sustainable, requires discovering and then organizing our business around our passionate ability.

How do we recognize this inner compass? What does it take to unleash its full potential?

What is passion?

We use many different words to describe it. Our brilliance. Our bliss. Our joy. Our calling. What we're meant to do.

Whatever we call it, we recognize it when we feel it. It's that sense of being connected to the spark, to the flame, to that inner sense of light. We're being our authentic self.

When we're connected to it, life sparkles. When we're living our passion the inner fire burns brightly. We feel a compelling sense of direction. It's the difference between life feeling like a black and white photo or a 3-D, technicolor holographic movie. Life is worth living. We have joie de vivre. Whatever we call it, our brilliance, our passion, our bliss, it's that inner spark that's the core of us, and the soul of our business.

I first learned that I have unique brilliance back in 1979 when I read *Wishcraft*, by Barbara Sher. Her words stopped me in my tracks. "Who are you really? You've forgotten, but once you knew. When you were a very small child. I'll tell you one thing about who you were then. You were a genius. You had great brilliance, original vision, and incredible determination." The words shocked me. Genius? Me? It certainly wasn't the way I saw myself. However, there was part of me that somehow knew this was true. There was something in me, a potential, which wanted to be expressed that was just the way she described it – original vision and something that brought with it a lot of determination.

Whatever we call it - our brilliance, our genius, our passionate abilities - our number one job as a business owner is to discover what this is, and then to work increasingly at mastering it and doing it more and more in our business.

What would your business be like if you did what you do best and love doing, 80% of your day?

Why is passion important to self-employed professionals?

Successfully shifting to doing what you do best most of the time will take firm resolve, courage, and a willingness to operate outside of our comfort zone. So why bother?

Living and doing our work from our passionate abilities, can help us avoid areas of difficulty that could lead to real business problems. At times, I hear about opportunities others are

doing that sound very appealing. When I see others succeeding, it's easy to think I would too, and feel pulled toward them. It's seductive. Knowing my unique abilities has helped me make tough decisions about knowing when it's a true urge leading me to what I'm meant to do, and when I'm getting swept up in somebody else's desires. Ones that would take me off track, and possibly result in to business problems.

Knowing and deeply trusting our passionate abilities leads to more authentic courage, confidence, creativity, and fulfillment. It isn't that being in our true place is going to take away the challenges of business. In fact, I've found sometimes the opportunities I'm drawn to do can be even scarier and stretch me further than anything I've done before. But when we're oriented in our "true place," our roots go deep enough to be able to stand in the face of gut-wrenching nervousness, self-doubt and the nay-saying of our inner critical voice. We can tap into a sustainable power that both energizes us and gives us a sense of purpose that makes overcoming the challenge worthwhile.

Designing our business and services based on our passionate abilities, makes us more attractive to people who'd best benefit from our services. It helps us stand out from others. We have a unique touch that is different than anybody else. We become increasingly attractive to people and to opportunities.

Bottom line is, we'll be positioned to make the unique, positive, and valuable contribution we're meant to make. Life starts to get on an upward spiral with more ease, more fulfillment, and more opportunity.

The Challenges to Putting Passion First

So what challenges us in putting our passion first? Most of us haven't been taught how to recognize or cultivate this brilliance. In fact, we've probably heard many negative messages that cloud our ability to recognize, trust or believe our passion is our guiding core. To succeed and to thrive in today's world of business it's vital that we develop the ability to know our essence and to align all aspects of our business, and life, around it.

One common misconception I've heard over and over again springs from the word "uniqueness" itself. Many people have told me that when they hear it, they think it means they need to be doing "it" better than anyone else in the world. However, whenever we

look around we can probably at any given time find scores and possibly hundreds of people who do what we do, and do it better! So how can we be unique?

Here's what I've found. It isn't that there's just one talent that we do better than anyone else, but rather, it's a collection of things. Our uniqueness comes from the combination of three elements: our gifts, our values, and our passionate interests. It's not just a single ability; it's this cluster, like a snowflake, that makes us unique.

Blueprint for Extraordinary

Our passionate ability provides the underlying blueprint for all aspects of our business. When we design a new service starting with the fundamental questions "What do I do best and love to do, and how can this service leverage that?" it leads to exciting, innovative offerings.

When we're designing our marketing strategies, our passionate ability makes the difference between inspired action, and fizzle. When we start by identifying what we love to do and will be doing anyway, then design a marketing strategy based on that, it's much more likely that we're going to do it and it's going to succeed.

When we're marketing our self and generating referrals, it's our passion and enthusiasm that's infectious and attractive both potential clients and to people who could refer us to others.

When we're organizing the structure of our business, knowing our passionate ability will guide decisions about what we do, and what it's important we start to delegate and let go of.

As well, I've found, now that I've been self-employed for many years, making my passion the centerpiece of my business is the key to staying energized. Once the novelty of being my own boss wore off, and I was fully established with a full practice, it was only because my business was built around my authentic passions that I kept the spark alive. Long hours, juggling business challenges, dealing with a steep learning curve were all achievable because I'm getting to do what I love. It's still a joy for me to sit and read the books that I need to read for my business, from morning at breakfast before my workday starts, to night

sitting on the bike at the gym. In fact, sometimes have to put the boundaries up and say "Stop," and set the reading aside to take a mental break!

Pitfalls of Not Letting Our Passion Lead

So, what happens when we aren't listening to this inner guidance system when we design and run our business? I thought of a couple of situations I'd run into with clients.

One is a brilliant woman, Joanne, who is a workshop leader, who wanted to design a new set of services for her practice. She was delighted with some early success with a workshop she'd offered through the community center called "Attract What is Good." She loved leading it. She lit up, had a lot of fun, and many people were interested in her class. She decided it had gone so well, that she wanted to develop something larger. She wanted to make more money and gearing a program to the corporate market seemed like the ticket. She started to design a longer program aimed at managers and leaders. Over the next few weeks she read, researched and asked many people about what they thought needed to be addressed in a management and leadership program.

Suddenly, I felt her energy changing. She was reading more and more books about management and leadership. Increasingly she didn't know what she was talking about and felt down and low. After a few weeks, she suddenly realized she'd lost the heart of what she was interested in by listening to the input of others. She'd gotten off her sweet spot. It was one of the most striking examples I've seen of how it isn't just a single decision that takes us off-track, but how we can just start to drift and wonder. Like a boat when the rudder gets pulled up and the wind starts to pull it off course. Once she realized this, she gave herself full permission to stop, to let it all go, to call it a lesson and learn it, and to re-focus around what was the heart for her.

Another example was a gifted, dynamic woman who was a professional motivational speaker, who wanted to develop a signature talk. After looking at what she had the most fun talking about she discovered her passion was nonverbal communication. She wanted to help developing speakers tap into the power of body language. She lit up when she thought of herself as "The Queen of Moves."

However, even though she'd landed on her sweet spot, there was a place she just couldn't trust it. She kept second guessing herself, discounting it. A gnawing question, "If I can do

this effortlessly, how can it be of any value?" undermined her belief in herself. She just couldn't commit and invest in developing her brilliance. Her attention was captured by what other speakers were talking about, and what she felt people would pay for. She just never put the roots down that were deep enough for her to land the kind of speaking opportunities she really wanted.

Unlocking the Code

How do we tap into our passionate abilities? I'm making an assumption here. As a business owner, or as a woman about to launch into self-employment, you probably already have a good sense of your unique ability. Whether you've "just always known" your passion, or discovered it through working with a coach, or stumbled into on your own, if you've started a service business, it was probably inspired by your passion, and you have a good sense of what you do best.

Now, I want you to take it a step further. I want you to pinpoint your passionate ability so that it becomes the cornerstone of your business. I want you to know it to your bones so it fuels you, and guides your business evolution for the rest of your life. I want this knowing to unlock endless possibilities.

We'll look at three key aspects that together ignite into your passionate ability

- . Your gifts, what you do best and love to do.
- . Your values, the essence that's who you are.
- . Your passionate interests. What stirs your soul in the world?
- .

How do we recognize our passionate ability? Robert Cooper in *Executive EQ*, gives some signals that will point the way. He says, "Our unique potential is something that's rarely acknowledged or actively explored in business. We try to fix what's wrong and let our strengths take care of themselves. However, success is based on living our aspirations to one's unique potential and purpose."

You'll know your passion because it energizes you. It's a yearning. It's something you find deeply satisfying. You learn it easily. When you're doing it, you experience moments of flow – the sense that time is standing still. There are two powerful guiding questions that

you can work with in day-by-day activities that will guide you toward your passionate abilities.

What energizes you? What lights you up?

What drains you? What depletes you?

Simple. But profound. By tuning in to what energizes you, and lights you up, has that spark shining bright, you'll quickly gather clues to what you naturally do best. Equally, by listening to what's draining you, what's depleting you, will signal what it's time to either stop doing or delegate.

...BUT IT TAKES MORE THAN PASSION

We launch into self-employment for the sheer joy of doing what we love to do. It starts with our passion.

At first, doing our service for the love of it is enough. We love to cook for people, or create beautiful graphics, or help solve people's business problems, or teach relationship skills, or give a fabulous massage, or inspire new ideas.

In fact, this first stage of launching a business is called the Hobby Stage. It's when we do our service simply for the joy and the pleasure of it. The Hobby Stage is an important phase of business growth. It helps us claim our gift, grow our confidence and discover the real value we bring to other people.

But then we hit a wall.

Just doing our work this way stops being fulfilling and joyful. We are at a choice-point. Is this a hobby or is this a business?

Asking this question moves us to a new place in our business development. It's time to start seriously asking ourselves "How am I going to use these gifts and talents to make money?" At this point, we sense something is missing for this to truly become a successful business.

Indeed, there is.

Usually the road map we operate from unconsciously in the first stage of our business is incomplete. I know it was for me, and for many of the people I've mentored. We think that if we just do what we do well we will naturally attract people and it will be a great business and we'll just do what we love all the time.

Not exactly. We need a blueprint for success that works.

From Practitioner to Business Owner

We need to stop seeing ourselves as simply a talented service provider – whether that’s a massage therapist, publicist, consultant, webdesigner, speaker or coach -- someone who does a service really well, and step into being a business owner. We need to develop an entrepreneurial perspective in how we view ourselves, our business and our service.

This was one of the toughest shifts that I needed to make to succeed with my business. Before this, my self-image was based on what I did well. I saw myself as a coach, and knew that I coached very well. When I was an employee, this self-image didn’t handicap my success. I could mainly just be a practitioner, and still be quite successful in my career. However, when I started my business this wasn’t enough to succeed. It took a fundamental shift in my mindset to being a business owner and developing an entrepreneurial perspective.

What is different? The practitioner’s mindset is mainly focused on delivering service. For most of us, this is our natural inclination. Whenever we need to make a choice, it’s where we automatically gravitate. Without needing to think about it, we show up for client appointments, respond to client requests, and deliver service. It’s where our heart is and where our natural tendency goes. The practitioner’s mindset tends to be in the moment, very much about what’s happening now, and what needs to be done now. It doesn’t have much sense of direction or future possibilities, because it’s more focused on doing what it loves, in other words, providing the service.

On the other hand, the entrepreneurial mindset sees the big picture. It creates a future direction based on successfully understanding and fulfilling other people’s needs and desires. It envisions a compelling future direction, and then works in the present to move all aspects of the current situation up toward the vision. This perspective is what will make the difference between our business always feeling like it’s in turmoil and change, to seeing it as an entity that has direction and is moving toward something. The entrepreneurial perspective has vision and direction.

Women as Entrepreneurs

As I share this model with other women, often I sense they are uncomfortable with the idea of seeing themselves as an entrepreneur. As Jocelin, a skilled and caring bodywork practitioner confessed, “I love giving treatments, and I know I help people heal. But, you

know, even after years of doing this part time, I still question if I can make it in self-employment. In the middle of the night, I wonder if I should just give it up and get a job."

I can understand. At one point I really wondered if I had what it took to be a business owner. Could I, as a "reluctant entrepreneur" succeed? Did I have what it takes? Are we born entrepreneurs? Or can we grow into one?

As I talked with people who were already self-employed and listened to thought leaders in small business development, one of the things I heard over and over and over again, is that we all have the ability to be an entrepreneur. For some people it's their greatest gift and it's where they shine. For others of us, it may not be our brilliance, however we each have the capability to be an entrepreneur. In fact, one of the trends in today's workplace states that it's imperative that each of us cultivates an entrepreneurial mindset if we are to survive and thrive.

A few months ago, when I was discussing with Barbara Sher, one of the pioneers in helping people live their dreams, my desire to gear my book to women, she just kind of casually said, "Women are natural entrepreneurs." I said, "Excuse me?!" Her view stopped me in my tracks. It was a completely new idea to me.

She went on to say, "Just look at us. We are natural multi-taskers. We have that ability to sense people's needs. The ability create solutions. We're service-oriented." Her comments spoke to a part of me that still had doubt, and secretly wondered "Can I really do this?" Suddenly I understood that being an entrepreneur isn't something a few lucky people are born with. We all have the in-born abilities for it and it's a matter of cultivating a mindset and then a set of skills.

Think about it. You're sitting on a gold mine of strengths that will directly lead to your business success. Marie, the personal chef, shared "I've never looked at it this way, and it's very affirming. When I think about being an entrepreneur I tend to think it means being aggressive, confident, getting out there, making the sale, making the pitches. And quite frankly, I feel insufficient in these traits." She voices the concerns of many of us. If you feel you are lacking what it takes to make it as a business person, you are not alone. To succeed we need to re-think our view of what it takes to be a successful service entrepreneur.

Lynn Grodzki, a therapist and business coach to therapists, counselors and healers explains that growing our ideal practice takes a blend of “archetypal feminine energies” and “archetypal masculine energies.” She says, “Please understand that I’m not talking about gender. I’m taking about a type of energy that is universal and prototypical. You can have an abundance of [either] energy regardless of whether you are male or female.

Build on Our Feminine Strengths

Our “feminine energies” include natural strengths of being idealistic, compassionate, empathetic, sensitive, able to read the needs of others, and proficiency in connecting, multi-tasking and intuitive insights into solutions. Our “masculine energies” on the other hand span the more traditional entrepreneurial traits of being extroverted, taking action effortlessly, welcoming challenge, seeking opportunity, relentlessly persistent and move forward into the world without fear.

To succeed in our passion business, we need both.

“An entrepreneur knows”, Michael Gerber states, “that the business exists to fulfill the perceived needs of a specific segment of consumers in an innovative way.”

Our feminine traits can be some of the most valuable abilities in truly understanding the needs of our target market, developing solutions and doing it in customized, creative ways. Marie lit up when she heard this. “I love this because I’ve never considered myself a good salesman. But, I *can* understand people’s needs and help them solve their problems. I just love doing that. It’s about “What’s the need of the client?”, and not about being worried about whether I’m a good salesman or not.” She went on to say that it reminds her of a quote that she keeps posted over her desk by Frank _____, former Chairman of General Mills, “Forget about the sale and concentrate on the service you want to render. The moment a person’s attention is centered on service to others they become more dynamic, more forceful and harder to resist. How can you resist someone who is trying to help you solve a problem? Start off each morning with the thought “I want to help as many people as possible today” instead of wanting to make as many sales as possible.”

Most of us service providers just want to help people. We started our business to do this. It’s the source of our unstoppable drive. As Shelley, the real estate professional put it, “If I

went just for the money, I'd peter out in 5 minutes. When I think about helping as many people as possible, it really puts fire in my passion because that's what it's all about. It puts me in my heart and the money just happens to flow easily when I'm focus on the heart and helping as many people as possible."

Our natural strengths in understanding, connecting and creating solutions are hidden assets. Shirley, the relationship coach, realized "I take these strengths for granted, and hooking these qualities up to making money almost goes against the grain. They are sort of natural qualities and I still wrestle with it's okay to get paid to do that stuff."

Not only is it okay, it's key to the success of our business. As women service entrepreneurs, our success starts with claiming our "feminine traits" and putting them at the core of our business model.

And, Cultivate Our "Masculine Attributes"

At the same time, we will need to cultivate the "masculine archetypal energies." As Lynn Grodzki states, "We can learn to tap into this fearless masculine energy, especially when we need to be in the world, building our practices."

I've found there are 5 aspects of "masculine energy" that women typically need to cultivate to grow a successful business:

- ? Self-reliant: Be a sun not a moon.
- ? Initiative: Self-starter. Take the lead. Drive.
- ? Decisive. Move from idea to action quickly.
- ? Risk-taker: act in the face of fear. "Fearless" in the world
- ? Results-focused: Follow-through. Relentless persistence. Overcome obstacles.

We'll be looking at ways you can develop these traits so that you will have full access to both your feminine and masculine abilities to serve your clients well and grow your business.

It takes more than passion. Step into being a business owner, develop an entrepreneurial perspective, tap into both your feminine and masculine entrepreneurial abilities, and you will transform your passion into a thriving, sustainable business with endless possibilities.

FINAL CHAPTER

ABOUT BARBARA RICHARDS, MCC



Barbara, President of VisionWork Services, is an inspiring and passionate coach, speaker and entrepreneur. A coach since 1994, she is one of the pioneers in the coaching profession. She has empowered hundreds of people to create work and a life they love. Her mission – to empower people to discover and live their passion and make their unique contribution.

Barbara is living proof that when we align our life and work with who we are extraordinary results start to happen. “After a very successful start to my career, I hit a wall in my early thirties, when what I thought would be a dream job turned out to be a disaster. This started me on a quest. I discovered the keys to knowing my authentic self and finding my life work. Now, I’m living my dream... beyond what I could imagine. I want every woman to have the strategies, tools and support to create this for themselves.”

Barbara coaches clients worldwide from the UK to Singapore and throughout North America. She has entertained and empowered audiences ranging from large conference groups to intimate circles of friends on *Find Your Passion; Live Your Purpose, Keep Your Passion Alive! Avoid Burnout and Thrive, The Art of Re- Branding for Women.*

Barbara is a Master Certified Coach through the International Coach Federation (2000) and a member of Coachinc Faculty since 2000. www.visionworkcoaching.com



KEY WORDS

Brilliance
Business Planning
Coaching
Feminine entrepreneurial strengths
Inner compass
Masculine entrepreneurial attributes
Passion
Passionate ability
Profit
Purpose
Reluctant Entrepreneur
Soul business owner
Unique contribution
Vision
Vision Plan