

A SIMPLE PLAN TO START THE NEW YEAR

by Joanne Victoria (joanne@joannevictoria.com)

Another new year for small businesses, so start it off right. What needs to be determined is how you will spend your time; earning, learning, yearning or a combination of all three.

The first item is Time Alone. Take your calendar and, at least for the first quarter of the year, select one weekday and designate it for yourself. This is in addition to any weekends that you have designated for other activities. Use this time for yourself; go to the movies, a museum, volunteer or take up tap dancing. Create the time for peace, joy and the pleasure of just taking care of you. Remember, you come first and if you are not fulfilled, satisfied and content, the business won't come to you anyway. Clients are attracted to enjoyment not worry. Each day, say "I am satisfied and successful."

Next, the Bigger Financial Picture. First, determine the amount of income you want to receive in this year. For example, venture \$120,000 in annual receipts. Could be more or less, just an example using round figures. That breaks down to \$10,000 per month. Then determine how many days you want to market your business and how many days you want to "do the work." The marketing can be in the form of networking meetings, free talks, mailings and organizational meetings. The work would be the actual consulting, writing, product design and development, programming and training performed in your area of expertise. Write it down. Write the amount on an annual, monthly and daily basis. Each day, make a statement similar to, "Everything I do today supports my financial goals."

Keep in mind, you do not need to work every day to generate the income you want. If you determine you want to work only six months per year, say it. It may take a little time for your subconscious to hear your truth, but there is no rule that you have to work a particular number of days per week or per year. This is your life, your business and your rules.

Another note, Be Healthy. Your body and your mind take you through the work and the play and need to be in the best shape possible. That means to eat healthy, sleep healthy, play healthy and work healthy. Get rid of anything in your life that does not support who you are or want to be. That means inappropriate and unnecessary food, relationships, clothes, business associates, clients, subscriptions, debts and so on. No need to carry any burden that you don't want. Make a list of everything that needs to go. Keep this list, note the dates things change and applaud. Every day, say "I am healthy." It works.

Joanne Victoria offers both one-on-one coaching and MasterMind Group Coaching for continuing success. Joanne can be reached at joanne@joannevictoria.com or (415) 491-1344.

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