

# THE BEACON for Business Success

For People Who Want to Boost Their Business Skills And Embrace Success



DECEMBER 2007: Are you ready to dance to your own music?

## It's been almost five years now since I started to dance to my own music...

No, I'm not a dancer, although the more I watch Dancing With The Stars I find myself day dreaming about taking some lessons. So how did I start dancing to my own music? I joined the world of business owners. It wasn't an easy transition but it was one that has made me an incurable entrepreneur and allowed me to become enchanted with blazing my own trails.

Read all about **7 Really Good Reasons to Dance to Your Own Music** and you'll discover what I'm talking about.

Yes, These 10 Tips Helped Bring Some Fun Back Into My Life And They Will Work For YOU Too

How many times are you plagued by interruptions and an unorganized day that leave you feeling fatigued and like you didn't do much of anything? I had too many of those days and decided to do something about it and now I'm going to share with you some **easy, practical tips** that will help you expand the time that you do have available AND bring some fun back into your life!

What Everybody Should Know...  
About How To Create Powerful Business Cards

Over the years I have discovered some amazing tips to help business owners and individuals unleash the power of their business cards and now I want to share some of these with you today. These tips are part of a program that I have designed entitled: **Unleash the Power of Your Business Cards.**

(Actually, I have decided to offer this program as a teleclass in January 2008 so if you are ready to take your business cards to the next level, just email me and let me know that you would be interested in signing up for this class. I'll keep you informed of the date, time and details.)

I wish you much success in boosting your business skills and may your holiday season be bright and happy! Enjoy!

Warmly,

Lois Galloway  
Your Business Coach

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## What I Have Learned...

I have learned that stationing myself near the door at networking events helps me meet more people.

## Quote

"Plunge boldly into the thick of life, and seize it where you will, it is always interesting."  
- Johann Wolfgang Von Goethe

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## 7 Really Good Reasons to Dance to Your Own Music And Start Your Own Business

It's been almost five years now since I made the decision to leave a comfortable corporate position and start my own coaching practice. Believe me, leaving behind some great coworkers, a guaranteed weekly pay cheque and a position that I acquired after returning to college to get my degree was not easy. In fact, it was probably one of the scariest things I've ever done.

But, looking back now, it was one of the defining moments in my life, a leap of faith that pushed me further into my own personal development. In fact, I am so enchanted by blazing my own trails that I could never go back ... I'm an incurable entrepreneur!

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Many times I am asked by clients, old colleagues, friends and complete strangers **what it takes to start your own business**. These are some of the things I share:

1. **You will enjoy dancing to your own music!**

In the corporate setting there is a lot of noise. Not that physical annoying noise. That other annoying noise that consists of opinions, rules, regulations, and a whole lot of, "That's just the way we do things around here". It's difficult to find your own way in that kind of maze, it's hard to 'hear your own music'.

When you get out on your own, you'll begin to hear what's out there and the more you tune in, the more courage you will have to follow it, to enjoy what you hear and profit your life by it.

2. **You'll never have to retire.** What a strange concept retirement is. It implies that work is something that you will want to be done with, something that you truly wish was over. How can your passion become something you are finished with? Musicians don't stop playing music, artists don't stop creating, writers don't stop the flow of words. Not if they are doing what they truly desire. Sure, you will probably decide to slow down a little as you grow older, but remember ... the game is never over because the game and your life are one!

3. **You'll recognize and acknowledge your own power.** Working in the corporate environment you often find yourself blaming others and waiting for other people to make decisions. When you work alone, you find out how much control you really do have. This gives you the courage and drive to do all the things that you have been dreaming about. All those things that got lost while you were part of that 'big corporate machine'. Not only will you have no one to blame, you'll see how much credit you really do deserve for all the things that you create and implement.

4. **You get to pick the players.** Wherever you are in a company, you've got people that you will interact with every day. Your boss, the people who report to you, the human resource team, the IT guy, the receptionist. And hopefully you like each one of them but whether you do or don't, you're stuck with each other. When you head up your own company, you can hand pick who is on your team. You will be choosing your lawyer, your accountant, your landlord, your marketing supports, your partners and your clients. Everyone in your daily life is rightly there because you chose them to be.

5. **You will make new friends.** If you have been working at the same company for any length of time, you have probably developed several close relationships. Perhaps you have a fear of being isolated and lonely in the entrepreneurial world. Nothing could be further from the truth. When you embark on this journey, you will be joined by fellow sole proprietors and entrepreneurs who are eager to welcome you aboard. We network regularly, hold mastermind meetings, attend events, meet for lunch and talk on the phone. We support each other and share ideas.

6. **You will discover that you have real problems, not imaginary ones.** Does that sound discouraging? Well, it's much better to be in control of your own reality - your business. In a corporate setting your success and happiness are dependent on intertwined relationships and decisions that you had no say in. Much of your time is spent 'What if-ing' and worrying about the future. Remember, fear of what might happen often times is worse than the actual situation itself. I'm not saying that you won't have real worries when you own your own business. You may have days when you are concerned about paying the mortgage but you'll be in the game, and not in a position to be blindsided by a shift in the corporate winds.

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7. **YOU will find your own purpose!** You didn't come into this world to follow someone else's big vision or sit on the sidelines wishing that you could get in the game. Somewhere along the way did you forget what you were here for? Are you just following the pack, collecting your cheque and waiting for 5 o'clock to arrive? It doesn't have to be that way at all. Working on your own will provide you with a sense of freedom and allow you to focus on a self-directed, balanced, exciting career ... the one that you have always dreamed about.

My daughter Lee-Anne is a triple threat musical artist and she certainly has taught me many lessons in my life. One in particular is to learn to leap and the net will appear. And it works!

Go ahead, give it a try. And if you want a partner to encourage, support and embrace your business success with you, I'd be happy to leap with you.

"Take the first step in faith. You don't have to see the whole staircase, just take the first step."  
- Dr. Martin Luther King, Jr.

Give me a call at (905) 713-1352 or email [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com) and we can talk about your BIG vision. **FREE 30 Minute Discovery Session!**

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Susan Ward, Small Business: Canada, has put together 10 tips for starting a business that will succeed and I thought this would be great information to share with you. You can find her article by clicking on this link: [10 Starting Tips](#)

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## Want to Have a Perfect Day at the Office?

It doesn't matter if you work from a home office or you sit in an open concept cubicle or actually have an office with a door on it. Constant interruptions and an unorganized workday will leave you feeling fatigued,

defeated and disappointed that you weren't as productive as you had intended to be.

You need to take some action and stop tolerating the things that are holding you back from your goals. Once you do this, you will expand the time you have available and bring fun time back into your life.

"Our intention creates our reality"  
- Wayne Dyer

### Here are 10 Tips to Having a Perfect Day at the Office:

1. Take some time to **plan out your whole week** making sure you consider when your best energy time is for each day.
2. **Get to the biggest, most important task first.**
3. Remember to **delegate, delegate, delegate** all the tasks that someone else could be doing for you.
4. Get your planner out and **group similar activities into their own blocks of time**; such as returning calls, handling incoming email, etc.
5. Don't forget to **include all the activities that are part of your daily life** such as taking care of personal tasks, break time, lunch time, travel time and also time for emergencies and appointment with other people.
6. **Reward yourself** for jobs that you complete with perhaps a light snack, a good stretch or walk, a casual phone call.
7. Remember the saying about **"eating an elephant one bite at a time"**? Well, good advice for managing large projects. And remember to take a break and do something entirely different at the end of each "bite" and watch your energy rise.

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8. Look for something to **compliment everyone you speak to** and then move on quickly.
9. **Be flexible** when required.
10. At the end of your day, make certain that you **tidy up your desk, update your next day activities and plans and don't take any projects home with you.**

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## Valuable Design Tips to Help You Unleash the Power of Your Business Cards

- Clean, creative, professionally printed and visually attractive cards **convey a positive first image.**
- Design your cards as a **Marketing Tool.**
- Add text to your card that **gives specific BENEFITS to your customers.**
- Some examples: Easy to Pay, Easy to Find, Easy to Visit, Easy to Buy, Easy to get Expert Advice.
- Give people a real reason to visit your place of business or your website - **call to action words.**
- Examples of call to action: Log on to yourcompany.com for current discount coupons, Call us today to schedule your appointment.
- **Don't cram** too much into a small space
- **Stay away from lacy print**, it's too difficult to read.
- Your **contact information should be easy to find and read.**
- **Don't waste the space on the back** of your card - use it!
- Get the **best quality business card** that you can afford - **your card represents YOU.**
- **Be creative in your design** - remember that red copy on a black background stands out and putting your picture on the front builds a relationship.
- **Keep your information current** on your card - there's nothing worse than calling someone's number from their business card and finding out it is no longer in service
- **Try a different size or shape** for your card such as oval, square, triangles, circles.
- **Chocolate business cards?** Yes, they do exist. Expensive? Yes. Delicious? Probably. Memorable? **YOU BETTER BELIEVE IT!**
- If your company is team oriented, **get trading cards with your 'players' pictures and stats.** Then encourage your customers and prospects to 'collect all 12'.
- Include a mortgage loan interest table or some staggering statistics on the back. **Great resource that will hang around.**
- **Think about three-dimensional...** some business cards can be printed as folded, pop-up cards.
- I knew someone who worked for a fire department and their business card had a charred hold burnt right through the middle of every card. It looked incredible. Why not **look into die cutting** for your next batch of cards.
- If you work in an industry related to food, kitchens, homes; **include one of your favorite recipes on the back.**
- If you're the motivation type, **include a famous quotation or movie lines** that connect to your brand.
- **Stickers!** Print one side of your cards on adhesive label paper. This gives the recipient a peel off sticker for reminders, appointments or phone numbers.
- **Non-Cards.** Who says a card has to be a card? Break all the rules. I've seen million dollar bill cards, coin cards, and blank cheque cards. The possibilities are endless!
- Double Up! **Make your card 'double' as something other than a card.** For example, some people have their business information included AND a space to use as a Nametag.

After you have face lifted your business card from unacceptable to unforgettable, I promise you will feel GREAT! Your confidence will skyrocket. And from that moment on, every time someone asks, "May I have one of your business cards?", it will be like music to your ears.

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Contact Lois for a **FREE 30 minute discovery session** either by phone or in person.

Lois Galloway  
Business & Personal Development Coach

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Lois Galloway is a member of International Coaching Federation, Coaches Canada and International Association of Coaches; trained by Coach University, Facilitation First and Relationship Coaching Institute, all well respected training facilities.



Lois provides her clients with a nurturing, non-judgmental space to engage in stimulating conversations and explore exciting possibilities that get positive results.

Her 30 years experience as a successful entrepreneur helps guide individuals on their journey toward personal and business related goals.

## Personal Coaching:

- Women in their turbulent (sometimes troublesome) 40's and 50's
- Middle-age men wanting to reshape and transform their lives

## Business Coaching:

- Business owners who can't find enough hours in the day to get things done
- Leaders who are paralyzed by fear of failure
- Team players who are frustrated with dysfunction and conflicts

## Facilitation:

- Focus Groups looking for clarity and solutions
- Business teams, meetings
- Workshops and teleclasses
- Lois is a Certified PRINT Survey Assessment provider/coach.

Lois' fees are available upon request. For fee structure and additional information, please send an email to: [lois@discoveryyourselfcoaching.com](mailto:lois@discoveryyourselfcoaching.com)

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