

In Business. In Life.

MARCH/APRIL 2007

SUCCESS

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TO SECURE YOUR
FINANCIAL FUTURE

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Serving Two Masters

SUCCESS is a business magazine that addresses the work-life balance of "making it." Success is usually measured by how much money people have, or how big their offices are, or by how many plaques they have on the wall. All this is, of course, quite hollow without having some kind of happiness too. Inner peace, and having the spiritual side of your life in order, is also essential to success. As Michael Shevack discusses with Success, your inner life and your business life walk hand in hand.

I HAVE A SMALL BUT GROWING BUSINESS. THINGS HAVE BEEN GOING WELL, BUT RECENTLY A NEW COMPETITOR CAME ON THE SCENE. MY SPACE IS BEING CHALLENGED, AND NOW I'VE BECOME SO WORRIED ABOUT THE NEW RIVAL AND SO BOTTOM-LINE OBSESSED THAT MY BUSINESS GROWTH IS STALLING. WHAT SHOULD I DO?

When competitors strike, the first thing you do is take responsibility for it. Begin by taking a look at yourself and asking, "How did I let them in? How was I operating my business that left the door wide open? What was absent from the consciousness of my business that welcomed this competitor into my house?" Also, business challenges never take place in spiritual isolation from the rest of your life, so consider what was perhaps missing from your relationship with your spouse, children, or other critical people in your life.

Use this admittedly uncomfortable opportunity to

look into the shadows of your heart and mind. See where there is a lack of openness and, yes, love in your business. That's where the real loss is. Your momentarily pallid bottom line is merely a reflection of the fear within you. Heal that, and the bottom line will skyrocket.

The invasion by your competitor is a symbol of that aspect of yourself that needs to be challenged so you can face yourself, grow, and improve. Then, shadows will dissolve. After all, a shadow is just an obstruction to the light. Remove the obstruction, and there is no shadow—only light!

It's usually some unseen flaw in you and your business that attracts a competitor into your life, and it's your reaction to the challenges that allows them to get under your skin. That reaction is fear, and fear is the emotional cause of your worries and bottom-line obsession. You need to separate needs and fears about money from business principles. Everyone puts the work-life conflict in their own way: Hinduism speaks of "working with detachment from fruits of your labor." Judaism and Buddhism call it "doing for its own sake."

A healthy bottom line is the result of a successful business, never the cause. Now, the first thing to check is the quality of your service—your business's offering. When you are feeling threatened by competitors, don't panic and protect your turf. Shift your consciousness towards improving your service to the outside world. There's no faster way to reopen your connection to success.

"No one can slave for two masters. . . . You cannot slave for God and for mammon (money)." Matthew 6:24. Bottom-line obsession comes from turning the pursuit of money into a god and forgetting the real master your business serves: the customer.

When you put money first and the spirituality second, you actually reverse the entire order of creation. You put the effect before the cause, the result before the process, the coinage before the content, the profit before the purpose.

Once you start releasing your spirit again, you'll begin to notice an uncanny "inner spiritual guidance" that wells up within you that will show you exactly what you need to do to handle this so-called "threat." Trust this instinct! It's what made you a successful small-business owner in the first place.

KEEP THE MOTIVATION COMING! FOR MORE FROM MICHAEL SHEVACK AND OTHER COACHES, GO TO WWW.SUCCESSSMAGAZINE.COM/COACHES.

"BOTTOM-LINE OBSESSION COMES FROM TURNING THE PURSUIT OF MONEY INTO A GOD AND FORGETTING THE REAL MASTER YOUR BUSINESS SERVES: THE CUSTOMER."

