

Start Your **Own** Economic Recovery



eBook

Written by: Ron and Tish Holt

Copyright © 2011 Capstone Services, Inc., All Rights Reserved.

No part of this eBook can be used in any form without written permission.

Start Your Own Economic Recovery

The global economy is losing its credibility and breaking apart at the seams while people are starting to lose hope in government practices and in their own ability to be successful during these challenging times. There are reports of millions of job losses and the media is infecting our minds with information that may only have an ounce of truth in it.

"When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened." ~ John M. Richardson, Jr.

If challenges are really opportunities in disguise then the good news is that you are blessed with an overwhelming abundance of opportunities. You may feel stuck and immobilized when experiencing times like these. It can look like your choices have narrowed from nil to none. Although it is impossible to predict the future exactly, you do have the power to shape your own future towards favorable financial rewards by the choices you make.

I invite you to take a look at how you can *Start Your Own Economic Recovery* today. Here are four essential steps to help you get started.

1. Be in the Right Place at the Right Time
2. Deal with Your Ruts
3. Invest, Don't Regress
4. Hire Yourself
5. P.U.S.H.

1. Be in the Right Place at the Right Time

Being in the right place at the right time is not just luck. You can choose the direction that maximizes the probability of success. In today's world, it is not unusual for people to attribute unexplained events to luck. "Luck" can be defined as a favorable or unfavorable outcome to an event that seems to be outside of our control and is therefore perceived to be driven by random chance. The belief that reality is in some way controlled by random chance is widely accepted, but such thinking is simply not true. Let's take the mystical out of the idea of luck and get real practical. Your good fortune, as well as the good fortune enjoyed by most successful people can be attributed to the combined force of three simple elements.

- **Get Up-Close:** "You cannot catch a fish without being near the water."

The people you think of as fortunate, often put a lot of effort into being near as many opportunities as possible. Will Smith, the American actor says it well, "What we call chance, is when preparation meets opportunity." You can put yourself in the right place at the right time more often by identifying an area in which you have the necessary skills and knowledge to capitalize on sudden opportunities.

- **Get in a Routine:** "The fish not caught on the first try is larger when finally caught."

"Ask any professional athlete about a shining moment in their athletic experience and they'll tell you that their success came only after long hours of practice. Wide receivers practice catching the ball thousands of times for every touchdown they make. In every case, the practice that precedes the instance of 'good fortune' is just as important as the crowning moment itself." - Seth Simonds - "How to be in the right place in the right time more often." -<http://www.lifehack.org>

- **Get Resolved:** "If you do not fish often, the fish have little chance to bite."

"A sobering fact is that most people give up long before they should. Being in the right place at the right time involves being in a lot of places at a lot of times that might seem inconvenient or even painful. You've heard that good fortune favors the well-prepared but what about good fortune favoring the tenacious? Most successful people I know have come very close to giving up many times. They've looked failure directly in the eyes and said, 'no way.' Sure, they've closed businesses, lost clients, and experienced set-backs. But they never stopped trying. They never gave up. Like Winston Churchill's great quote, 'Continuous effort, not strength or intelligence is the key to unlocking our potential.'" Seth Simonds - "How to be in the right place in the right time more often." -<http://www.lifehack.org>

2. Deal with Your Ruts

Do you need to get out of a rut? Do you find yourself unmotivated, running out of ideas or lacking inspiration? You probably remember the saying; "If you always do, what you have always done, you always get what you have always gotten." The dictionary defines a rut as: A narrow or predictable way of life; dreary or undeviating routine. So, how do you know you are in a rut in the first place?

You know you are in a rut when...

- You spend an entire day in front of the computer and get nothing done.
- You can't remember when you tried something for the first time.
- If you become comfortable living a life filled with goals, mostly unrealized.
- If you haven't made a big mistake lately.

Our lives are full of repetitious activities from eating to sleeping to brushing our teeth. We travel to work on the same roads, or train, or bus day after day. We take the same elevator, we encounter the same people, we do the same work, we go home, eat, sleep and start all over again. Many of us feel comforted by the regular routine. Some repetition is useful and necessary, others are mundane and have lost the life it once seemed to provide. Hence a rut!

If we are truly honest, most of us don't want to change our behaviors, our attitudes, or our relationships until the pain gets intense enough. This doesn't need to be physical pain necessarily, psychological or emotional pain can cause us to change as well. The desire to get out of a rut in our

relationships, our jobs, and our free time will only motivate us when the alternatives become unattractive enough.

If you're ready to bust some ruts, here's how...

- **Be Truthful with Yourself**

Your first task in rut busting is to honestly ask yourself, is the pain you feel sufficient to move you in some other direction? If the answer is "no" then the next step is to begin to add reasons to change. Start a list – write down as many reasons as you can to change and a second list of reasons to let things remain "as is."

- **Embrace Change**

The reality is, most people hate change, and will avoid it at all costs. However, life is always in the process of change. Life is not stagnant, it is ever changing. We are either in the process of growth or in the process of decay.

What happens to a fruit after it reaches its ripest stage? It rots, right?

Change is the only thing that is constant in life. It's always happening, and we are either moving forward in life or we are moving backward. Change is good, and a person is the most happy when he or she is working toward a goal. That's why "success" is not a destination to be reached. "Success" is the journey! And, along the journey there will obviously be change.

- **Define What Inspires You**

There's a big difference between taking action out of inspiration versus desperation. What are you good at? What are you doing when you feel most fulfilled? What would you do for absolutely free? What moves you emotionally? When you answer these questions you'll begin to uncover the things that inspire you. It's time to dream. Give yourself permission to dream about a better future, a better tomorrow. There is an old proverb that says, without a vision, people cast off restraint. You can have a set goal in mind, and have your challenge firmly in place, but without inspiration, giving fuel to your engine and air to your wings, you won't be able to sustain the ongoing effort necessary to bring a goal to fruition. Do it because you love it, not for the money. The money will come if you consistently act out of inspiration. An inspired individual enthusiastically rises every morning ready to face the day head-on, knowing that challenges and obstacles are nothing more than speed bumps along the road to success, and fulfillment. You must first get clear on what moves you and you'll see your life start to head in an exciting new direction.

- **Develop a Plan of Action**

"Action may not always bring happiness, but there is no happiness without action." - Benjamin Disraeli

Any true action must have set goals and set challenges in it.

- **Set Goals** - Setting goals is a very effective and powerful process for thinking about your future, then turning this future into reality. Be specific. How many pounds do you want to lose in the next 90 days? How much money do you want to earn over the next year? Then envision what your life will look like once you've achieved your intention. This helps to spot distractions that would otherwise get you off course.
- **Set Challenges** - Setting challenges is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. It is a daily practice that you put in your life to fulfill the goal. For example, if your goal to lose 20 pounds, you will determine to walk 3 miles a day for 90 days. You can't simply say, "I want" and expect it to happen. When you create a strong enough reason within you, you get it done. Understanding this gives you the advantage – but applying it will take you out of your rut.

- **Stay Positive**

Often, our experience of stress comes from our perception of the situation. This can be either positive or negative. Learn to feed your brain positive information. Focus on the present. Don't spend time regretting the past. Learn to manage your thoughts. Sometimes we are unreasonably hard on ourselves. This can send us into a downward spiral. Train yourself to stop complaining. Keep your attention focused on your intention. It can also be useful to look at the situation and see if there are any useful opportunities that are offered by it. Interpret your experiences positively.

- **Do Something Different**

Try new things. Learn a new skill. Spend time with enthusiastic people. Join a club, engage in new tasks at work, exercise, try a new exercise, read articles or books about others who have achieved great things, learn a new hobby, take lessons, read books on the subject, connect with people with a similar passion, turn off the television, go back to school, sleep more, eat better/healthier, find new recipes to try, try different ethnic foods, try new restaurants, do something for other people, volunteer, incorporate humor, look at things from a different perspective, hire a coach, get counseling, learn time management or even learn stress management.

3. Invest Don't Regress

In order to start our own economic recovery, we need to invest not regress. Although it is impossible to accurately predict the future, it is very possible to steer the future towards favorable financial scenarios by the choices made today. You may feel tempted to lose hope, and simply withdraw. It is important to take time to invest in three main areas during this economic recession; Research, Relationships, and Resources.

- **Invest In Research**

Thomas Jefferson recognized how important it is to be a people well informed. He said, "Whenever the people are well informed, they can be trusted with their own government; that whenever things get so far wrong as to attract their notice, they may be relied on to set them to rights." Stay informed about the economic forecast of our nation. Contrary to the old saying that ignorance is bliss; what you don't know can hurt you. It doesn't take a lot of effort to stay informed and keep abreast of our times. Look at it this way, information gives you the ability to navigate rough waters strategically. Sometimes being well informed gives you the advantage. Currently, people are collecting resources to help and strengthen each other due to the lean times we are living in.

- **Invest In Relationships**

Invest by building strong relationships. During this economic crisis, strong ties are going to count, weak ties are going to break. Relationships are so important because they provide you with creativity, new found

resources; insight and counsel comes as well. There are stories of whole communities who have lost their main source of income, leaving a very large percentage of the families unemployed. Yet when they come together and pull their ideas, resources, and involvement, it is amazing to see the creativity and innovation that comes out of that.

Mike Brown, writes in his article, *8 Life Lessons You Should Learn Today*, "It's one thing to build a network and accumulate hundreds of contacts on LinkedIn, Facebook, Twitter, and elsewhere online, ... But having a name and skeletal contact information in an online list isn't really an active network. A functioning network comes from knowing you can reach out to people for help and they'll actually recognize you and respond. It also means first doing your part to benefit those within your network." All goods and services are produced by people, and for people, which means everything about the inter-human relationships is the very fabric of all human exchange.

One very practical way to invest in relationships is to form a think-tank group. Get together with your staff or assemble a small group of people who understand your business and brainstorm opportunities. Ask for ideas-- you might be surprised by the results.

- **Invest In Resources**

Evaluate your capital and assess the value these resources contribute based on your current needs. One of the most overlooked resources comes from your

existing and past clients. Reach out to your customer base. The fact that they have already done business with you makes it far more likely that they will do business with you in the future. Make sure you are marketing to them, reaching out and reminding them that you are there. Feel free to ask them for referrals.

4. Hire Yourself

The economic picture in our country has never been more tenuous. These are unprecedented times of unemployment (which is at its highest level in years), houses being foreclosed on and mortgages unpaid.

Did you know that many people who are getting laid off are taking a risk to start their own businesses? Why? Because they believe they have nothing to lose and everything to gain. One in four workers who have not found jobs are considering launching a business, according to a Career Builder.com survey.

This is amazing! People are starting to wake up to the fact that they have the power to make changes and shape the destiny of their own financial future without being dependant on traditional jobs or outside aid.

"The traditional jobs have laid off employees and continue to lay off employees. It doesn't matter how many years you have been with a company or your position, you are no longer an asset. People in general have become only a number, when your number comes up, you're gone. Your employer is looking out for themselves and guess who will be the last to go? The owner, they will be the one to lock the door for the last time. Who will be the first to go? This varies with different companies, sometimes it is the newest employee, sometimes it

is the oldest employee (cut costs on retirement), and sometimes it's good decision making on the laziest employee. Many Employers (companies) are closing the doors due to the unstable economy. Will you be next, or have you already lost your job?" - Jeff Trimble - EzineArticles.com

This is the time to look at the freedom that comes by hiring yourself and starting your own business. You can be "your own boss." You don't have to be a genius to start your own business. Would it excite you to know that your success in business is very predictable? That you don't have to be "lucky" to experience the personal freedom and financial success you're looking for? I can show you the keys that you already hold within yourself that will allow ordinary people like us, who want to be more successful, but who may not have any extra time, who may or may not be particularly "talented" in sales or marketing, but who do want to escape the financial dungeon and spend more time with your families – to do it.

5. P.U.S.H.

Pray until something happens...

Contact the person who gave this eBook to you and they will show you how to "Start Your Own Economic Recovery."

You can also request another FREE eBook entitled, "*Six Concepts to a Successful Home Business.*" This eBook discusses "What makes a successful Home Business?" If you understand the concepts, and incorporate them in your business, you have the potential for success beyond your wildest imagination!

Written by: Ron and Tish Holt

Copyright © 2011 Capstone Services, Inc. All Rights Reserved.
No part of this eBook can be used without written permission.