



## ***"Keep Growing in Business and in Life-Part 2"***

### **Greetings Small Business Owner:**

As business owners, we're always looking for simple, practical tools that improve our everyday lives. Last month, I covered the first 5 of 10 practical tools that can help us do that. This month, I'll cover the second 5. These are taken from the book "The Laws of Lifetime Growth", by Dan Sullivan.

In this book, Sullivan talks about laws we can use to help us maintain a fresh perspective on the world around us. By understanding these laws, you can better keep yourself growing. Growth is a fundamental human need because it gives us a feeling of accomplishment and progress, in both our businesses and personal lives.

Keep reading for laws 6-10. There is a link at the bottom to get a copy of Laws 1-5, if you missed them.

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### **6. Always Make Your Enjoyment Greater Than Your Effort**

A reason to seek enjoyment over effort is that the things we're the best at offer us the best opportunity for creating more value and enjoyment in our lives. Finding ways to get bigger enjoyment from your activities is to do work that will engage your creative side and give you the sense of being in charge of a task rather than being oppressed by it. Creativity is linked to playfulness and playfulness is linked to enjoyment. Approaching something with a "fun" attitude will make it easier to get others to join in to help.

People can get trapped into doing things they are good at but not passionate about. Business owners trap themselves into handling daily details that would be better left to others. If you love to sell or build client relationships, make sure your company is getting the best parts of you focused on what you get energized by doing.

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### **7. Always Make Your Cooperation Greater Than Your Status**

Good cooperation is about being able to focus on the objective and allowing everyone to make their best contribution. If your need for status becomes more important than encouraging others to participate, you run the risk of becoming an obstacle to progress.

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Focus on just being committed to the result regardless of who gets credit. It's much more rewarding to not stop other people's growth by encouraging their involvement and using a cooperative attitude. Be honest with yourself about your motives for your actions. When is the last time you honestly appreciated an employee's contribution to your business?

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### **8. Always Make Your Confidence Greater Than Your Comfort**

Growth requires us to stretch beyond where we've ever been before. Confidence gives us the ability to overcome fear and keep pushing for a bigger future. Fear isn't being afraid that something will happen, but that something will happen that we can't handle. When we do get past our reluctance and move out, our confidence about being able to take on new challenges increases. No matter how things turn out, you'll grow more by leaving comfort behind and doing things that force you to develop new abilities.

When you look back on something you've done that you never thought you'd be able to do, doesn't it make you feel proud that you were willing to take the risk to get it started? What's on your to-do list right now that you're avoiding because it's "hard" but you know if you step out, it'll build your business? Step out!

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### **9. Always Make Your Purpose Greater Than Your Money**

Yes, we all need money to live. But money as an end-point becomes a growth stopper and loses its purpose. Thinking of money as an aid to achieving a greater purpose will give you constant impetus to strive.

What if you aren't sure what your purpose or your business's purpose is? Look for things that give you a sense of satisfaction when you do them. Even the act of searching for purpose causes you to ask questions and make connections to things you might not have noticed before.

Have you set value statements for your business so you have guidance in making business decisions? Being clear with your purpose will help you see what kinds of decisions support that and you'll attract people who will align with you to achieve that vision.

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### **10. Always Make Your Questions Bigger Than Your Answers**

Don't you hate being around people who seem to have all the answers?! Do you know why that is? Because we all want to believe our understanding of the world has some flaws in it. Deep inside, we know ours does, and we want to believe we're not alone. Always asking questions forces you to live in a constant sense that there's more to discover than you know.

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One of the most useful questions when asked a difficult question, is "why do you ask?" Salespeople should use this frequently. When a prospect asks you "How do you build or make that product?" rather than a big, long technical answer, you'd be much better off asking them if they're concerned about your manufacturing process. Asking, rather than answering, will always lead to growing your knowledge of people and places, leading to more openness to life's possibilities.

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We hope you've found these tips about growing your life and your business helpful. Alpha Business Coaching works with small business clients to implement these kinds of changes into their businesses. Give us a call if you'd like some help to do it faster!

Sincerely,

Lynda Hess, Business Coach

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email: [lhess@alphabizcoaching.com](mailto:lhess@alphabizcoaching.com)

web: <http://www.alphabizcoaching.com>

***Remember, it's up to you to make your future brighter than your past.***

[To review "Keep on Growing – Part 1", click here.](#)