

September 2007

Stay Inspired to be Inspiring

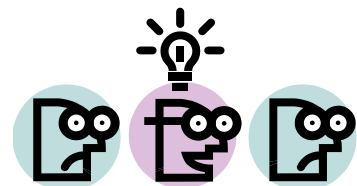
Dear Small Business Owner:

Have you met people who seem to be able to inspire others just by being around? Do you wonder if in the long run, it really matters if someone is motivated in their work and life? Do you wish you could find more ways to stay positive about life? If you've ever asked these questions, keep reading.

Yes, it absolutely matters if someone is motivated in their life. People who are motivated will see up to a 40% increase in performance-at whatever they do. And, these are the people who seem to be enjoying life more.

Whose job do you think it is to keep you motivated? Your spouse? Your boss? Your mentor? No, No, No. It's YOUR job to keep YOU motivated. I hear you saying but how, how, how? Let's discuss some ways here.

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- 1. Surround yourself with others who are inspiring. You know who they are. They're the ones who make you feel better about yourself after being with them. While we can't avoid all the "downer" people out there, we can make choices about who we spend time with.**

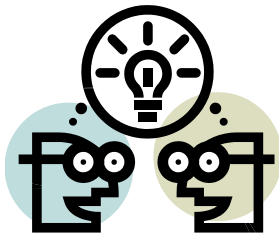


- 2. Spend the most time on things where you use your strengths. It naturally follows that if you love to do something and are good at it, you will be more naturally energized while doing it. If you love to sell, you'll be more inspired if you focus your time on doing and building this strength. If you hate to sell, you'll be uninspired when you have to focus on this task.**
- 3. Read good, inspiring books. This would especially include biographies about people who have succeeded in life. While you can't always copy what they've done, it is still up-lifting to read about "can-do" people.**
- 4. Participate in inspiring events. Go to motivational conferences. Listen to others who have super energy and drive. While too much "rah-rah" can get annoying,**

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you will almost always walk away with one "ah-hah" of something you can do differently.

5. **Build the team of people you work with to be people by whom you can be motivated. Make it a requirement when hiring people that they exhibit a positive, encouraging spirit.**
6. ***Pay attention to your physical health. People who feel good physically have higher levels of energy. This will take discipline but it will be worth it.***
7. **Pay attention to your working environment. Do you have positive things around? Are there pictures and symbols that remind you of the real reasons why you're doing what you do?**
8. ***Do you have an inspiring hobby or recreation that you do outside of work that re-juices you? Find something you love to do and make it a focused hobby.***



Not only does staying inspired help you, but it will help the people around you. One of the best ways to motivate those around you is to live a motivated life in front of them. Inspiration is contagious. People will follow it. It's one of the greatest gifts you can give others.

We will write more next month about how to keep others around you motivated. This month, start with YOU!

Sincerely,
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