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choice

the magazine of professional coaching



Business Builder

Everything you need to steer
your course toward success

Fuel Your Business Vision

Find Your Calling

Overcome Self-Saboteurs

BE the Coach in
Your Marketing

Crazy is the Heart of the Matter

By Kate Michels, MCC, NLP

Business building is one of the most beneficial topics that *choice* Magazine offers its subscribers, and I am continually looking for a new way to communicate with business owners and coaches about how to build their businesses. As we know, many new businesses fail and many coaches give up on building their businesses due to a belief that they tried everything and nothing worked for them. This is kind of like what people say about diet and exercise programs. There is a belief that something is missing, and if the one missing ingredient could finally be discovered then the magic would finally happen. I have the missing ingredient.

Sometimes it seems like others are experiencing the miracle; their business is growing and they seem to have achieved success overnight. What we see is where they are now without knowing what they went through or the choices they made to truly make it. Consider Walt Disney and his story: how many times did he fail, stumble, want to give up, wonder what on earth he was doing wrong and hear he was crazy? Think of Steve Jobs and all that he went through on his way up to the top. What did he try, have to give up, commit to, add? What were his natural resources that he did not give up on? Think of who you see as truly successful and ask what they likely had to go through to build their business. Then ask yourself how committed they were to what really mattered to them in their heart, no matter how crazy it might have appeared to others.

In my case, I love my business, I love what I do, I wouldn't want to be doing anything else and my business continues to grow. It feels like magic as I enjoy the miracles every day. It has also been hard work. I have failed, stumbled, wanted to give up, thought I was crazy and wondered what I might be missing that other people seem to have. When people tell me it is easy for me, it is natural, or "it is just who you are," I smile and thank them. Yes, it is easy, natural and just who I am; however, what people don't see is the great deal of effort and work I have applied to building my business.

That is what it truly takes to build a business: work, with some magic added, some miracles, what matters to your heart and a little craziness thrown in. Similar to a diet and exercise program, to achieve results work is required, and doing the work is easier and more fulfilling if it matches with you, your body and your heart. We are truly individuals, so what works for me might not be what works for you due to



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the fact that we have different desires, drivers, programming and resources.

Walt Disney was an artist and a cartoonist. Steve Jobs was an inventor and marketer. They used their natural interests and talents to build their businesses. What is your niche? What are you most passionate about? What is in your heart? What interests and talents will you tap into to build your business?

Once you have answered these questions, you must be willing to get to work, to try and fail, to excel and stumble, to want and give up but push on anyway. You also have to embrace the crazy, just as Walt Disney and Steve Jobs did. To really build your business you might be called crazy, look crazy, work like crazy and even be a bit crazy. It is worth it, though, when you are doing what really matters to your heart while building your successful, often magical and miraculous business.

Do you want to be as successful as Disneyland or Apple Computers? Sounds good to me even if it does sound a bit crazy! ●