

# Are You Living Your Passion?



As an entrepreneur, you are never very far from your business. No matter where you are or what you're doing, it's always with you, slipping into your consciousness. You might be in the shower, lounging on the deck, on an airplane with everyone around you snoozing or out on the

lake...your mind will still be spinning on the latest issue or the next big opportunity. When you're passionate about what you do, you have an advantage because you're energized and motivated to give it the extra thought that helps keep you ahead of the game.

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## Subtract to Get More

Business is a constant battle against competitors, trying to keep customers happy and on your side...or so it seems. For most of us, in whatever space we're trying to fill, we continuously add to our offer, making the deal sweeter and sweeter. We do this in an effort to stay ahead of the competition so the customers don't run off to the next guy. BUT...should that always be the case? What if we were to take something away that they expect? Would they still come running, or possibly even more than they did before?

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# Four Ways to Protect Against Disruptive Technology

As a follow up to [last week's blog](#) on disruptive technology, I wanted to talk about ways of getting around the mentality that causes successful firms to be blindsided. (On a side note, I just watched the movie [The Blind Side](#) again and it's a great analogy to what can happen in business). [Blockbuster's](#) blind side tackle was being a step off and letting [Netflix](#) sack them.



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## A Grassroots Strategy



Many people look at growing a business as a task of how to reach the largest audience and make the most sales as quickly as possible. From my perspective, it takes time to grow a business and get a product or service out into the market. You can start big with lots of capital, or you can [grassroots](#) your product to a small group and let it manifest from there.

If you have capital, and can spend it, go for it. Venture capitalists and other investor types tend to introduce a lot of control and other issues if it's something they take an

interest in. Grassroots is the way most of us will either make it or break it in the marketplace.

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## What is Your Reality?

Are you creating the world that you want to live in, or is the world you live in creating you? Is your life what you want it to be, or one you plan to change...someday? If there were a proven method to create the life you want to live, would you use it? What if I said that there is one, and I've used it, and it's changed my life?

Back in the early 90's I read the book [Think and Grow Rich](#) by [Napoleon Hill](#). I know it has one of those names that sounds too cliché to believe there is actually a powerful message found inside.

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## 4 Steps to Creating Your Reality

Did you know that if you have 2 piano's in the same room, and you play a note on one piano, it will cause that same note to vibrate on the other piano without ever touching it?

You can create that same kind of vibration in your life, where you radiate a belief that attracts like-minded people. These people can help you manifest the kind of life that you want to live. This is a follow up to my last blog on reality

statements, so if you didn't read it, check it out [here](#).

**1** Brainstorm all the positive things you want in your life.

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## The Power of Forum

I just got back from a conference for E0 Injected Forums in Sonoma, CA where I had a great time with my Forum mates sharing and learning together. It struck me that I talk about Forum a lot in my blog, but not everyone has had the opportunity to be in a forum or even understand what a Forum is, so let me tell you about the Forum experience.

I am in two Forums. One is a local [E0](#) Forum that I have been in since 99, which meets monthly. The other is a regional Forum made up of [E0](#) members from the South East who have been in [E0](#) for more than 7 years, and meets quarterly.

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## Who's Driving?

Having been in business for a while I've spent a lot of time thinking about what motivates people and what I can be doing to help increase their motivation. I wonder how they get excited about what they do or what outside forces motivate them to want to do more. I have seen the [Carrot and Stick](#) work, and I have seen when it did not push people to do better. This made me wonder if it was the people, the culture or other factors that didn't follow the traditional [Carrot and Stick](#) model.

I've read some of [Daniel Pink's](#) work in the past, but when he

wrote [Drive](#) I was excited to see what he had to say about motivation and what drives people to want to do better.

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## Creating a Jobs Economy

Our nation is struggling to create jobs. You've likely heard that regulations have limited businesses' capital, making it difficult for them to hire or expand. Have you wondered what types of changes to these regulations would help this economy create more jobs? Let's discuss a few key changes that have worked in the past to encourage companies to grow and hire more people.

Many regulations create a big problem for the economy. Which regulations and policies are stopping us from creating the jobs that we are missing? Amity Shlaes writes an interesting article in the Wall Street Journal, [Three Policies That Gave Us the Jobs Economy.](#)"