



Annette Estes
Columnist

Professional Development

7 tips for running your business

It's my pleasure to announce The Estes Group has been in business now for 15 years. So, I'd like to share with you some things I've learned about how to be successful in your own business. This is especially for you solopreneurs.

1. **Early to bed and early to rise, and don't forget to exercise.** I read a quote once, which has stuck with me, "Lose an hour in the morning and you'll spend all day looking for it." Not enough can be said about getting enough rest and working out to give you stamina. If you go to bed late and get up late, you'll lose an hour or more, and that can throw you off all day. Set a schedule each day and stick with it.
2. **Orient your life and your business around your values.** You already know of my passion for understanding your values for living a fulfilling life; I've written a book about it. If your values aren't fulfilled in your work, you will not be happy doing it. To be successful, you must be passionate about what you're doing. Know what you must have to be happy—knowledge, money, power, service, balance, spiritual growth – and be sure these things are expressed in your work.
3. **Get organized in a way that works for you.** Some people (particularly those with a high C behavioral style) are naturally organized. They can put their hands on anything they've filed in a matter of minutes. But people with a low C behavioral style tend to be disorganized, they pile rather than file. So these people need help in finding a system to cut down on clutter. My November column was about a program I use to help me plan my day and be more productive. You can go to my website (URL below) to read it again.
4. **Don't go it alone.** It's easy and tempting to sit in your office and work, but you must get out and network to build your business. Find people you can do joint ventures with or barter with. Word of mouth is the best advertising. You get that by doing a good job, asking for referrals, and getting other people to refer you to those who want the kind of service or product you provide. You can also accomplish more and keep up your morale by having a personal coach. Having someone who's always on your side helping you reach your goals is immensely powerful.

5. **Write your success formula and follow it.** I wrote a column on this in October of 2003 and you can find it on my website. My success formula hasn't changed since then; here it is again: Intention + Commitment + Action + Focus – Attachment X Integrity = Success and Prosperity. Determine what system you need to create and follow, write it out and put it where you can see it each day.
6. **Have a gratitude attitude.** Most people are aware by now that our mental and emotional attitude determine what comes into our life. I have a quote on my wall that says, "Your life tends to reflect the area where you focus your thoughts." I have learned the more grateful we are for what we already have, the more good things will come our way. For more on this, read my column from November 2003, *The Gratitude Attitude*.
7. **Watch *The Secret*** Order this video from www.theseecret.tv and watch it as often as you can. It is the secret to getting everything you want in life and getting rid of what you don't want. It is the secret to having happiness, health, wealth, and whatever you want. If you want to be successful, this movie will show you how to achieve anything you desire. It teaches that our habitual ways of thinking and feeling determine the outcome of our lives.

I'll close with a wonderful quote from Oprah Winfrey, "Energy is the essence of life. Every day you decide how you're going to use it by knowing what you want and what it takes to reach that goal, and by maintaining focus."

Not a bad success formula, is it?

Annette Estes is a Certified Professional Behavioral and Values Analyst, Coach, and Consultant. She is a professional speaker and author of the book, *Why Can't You See it My Way? Resolving Values Conflicts at Work and Home*. Annette won Matrix Awards in 2004-05 from Women in Communications for her columns in *The Easley Progress*. The Estes Group is celebrating its 15th anniversary this year. Contact Annette through her website at www.CoachAnnette.com.

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