

## BUSINESS DEVELOPMENT

### **A Proactive Approach to Attracting Business Success**

By Carol Hartman, M.B.A., M.A.

If you've been in business for a while you already know one important reality: things don't always go as planned. Business deals you're counting on fall through. Resources you need don't materialize. A customer has an unrealistic expectation you can't possibly meet. These stormy times are often especially difficult for entrepreneurs or small business owners. It's hard not to take them personally.

Here are a few suggestions for keeping perspective and even lessening the number of time that dark clouds loom on the horizon:

#### **Dismiss Rejection**

Growing a business often requires taking a few bold moves. Experiencing a few rejections is part of the road to success. To quote Jack Canfield, co-author of the well-known *Chicken Soup for the Soul* series "There's a four-letter word you must use when you get rejected...NEXT!" Incidentally, thirty-three New York publishers rejected the first *Chicken Soup for the Soul* book. Today more than 60 millions of the various Chicken Soup books are in print!

#### **Overcome Failure**

This quote by Michael Jordan says it all: "I have missed more than nine thousand shots in my career. I have lost almost three hundred games. On twenty-six occasions I have been entrusted to take the game winning shot – and I missed. And I have failed over and over and over again in my life. And that's precisely why I succeed." The obvious moral of the story: It takes courage to continue, but that's the only proven way to succeed. Success isn't about being lucky.

#### **Build a Support System for Success**

Rita Mae Brown, a modern day author, poet, and screenwriter is quoted as saying: "About all you can do in life is be who you are. Some people will love you for you. Most will love you for what you can do for them, and some won't like you at all."

When coaching entrepreneurs and small business owners, I often suggest that they develop a profile for their Ideal Customer, their Ideal Vendor, their Ideal Employees, and of course, their Ideal Business. This gives them a blueprint for attracting and creating success. It also is enormously helpful in spotting problem alliances and relationships, and in warding off failure and rejection ahead of time. Author and financial guru, Chellie Campbell, in her incredibly useful book, *The Wealthy Spirit, Daily Affirmations for Financial Stress Reduction*, gives great advice on surrounding yourself with "your people." Chellie advises her readers to let go of people and business situations that you instinctively know are bad chemistry. This opens up space (and your personal positive energy) to attract what brings you success. The side benefit: Greater satisfactions in your business because you're aligned with people and circumstances you truly enjoy.



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