

How energetic self concept affects business.

By Catherine Aitken

Success or failure in business based on much more than finances, skill and marketing. When people move into business and start to make solid their vision, they also start to find the weaknesses in their own beliefs of themselves. ***The level that we truly feel we will be able to achieve, is the exact level we will achieve.*** Many businesses fail not because the products are not great but because the owners fail to grow outside of their own personal comfort zones.

Business provides you with many opportunities to learn skills and strengthen your self growth so that you can offer your clients so much more. If you are confident in yourself and the benefits that you can provide others then other people will be keen to pursue you for your offers. If however deep down you doubt your ability to provide and successfully follow through, then this is the energy you will be projecting. Your self concept and underlying beliefs will determine what you give out to people, and therefore, what sort of responses you get.

Creating positive energy that surrounds your business and dealings is not something you can fashion from a web of clever marketing. It is something that will naturally project from good honest dealings, your own shining confidence, and the energetic projection of a positive belief system.

A business builds its own energy vibration that is a by product of every sale, service and interaction. At times it may also be the energy of the business that needs healing, by addressing the weaknesses within its structure and

service provision. Addressing and healing your business in this way allows you to distance yourself to allow clarity to be gained and to see where there is potential for growth.

The business world operates the same as the social world, in that all business is based on interactions between people. The 'feel good' factor comes from making personal connections that are real and based on truth. Most communication is non verbal, and this is specifically true for business. Never underestimate how much people base business decisions on personal feelings and instincts. Most business deals are based on feelings of "It just does not feel right" or "I feel this is the one".

At the end of every business decision and transaction is a person, and the majority of decisions people make are based on their ability to read the energy of a situation. People buy products or services that make them feel good and most importantly they buy from people who they trust. If you can provide this feel good factor as part of your business interactions then you can gain long term business associations, networks and friends, instead of quick sales.

Creating positive energy around your business is also about integrity. It's about being honest about what you can provide, and what you cannot, which goes along way to having happy clients at the end of the day. Word of mouth is the best sales tool in the market, so maintaining a high level of integrity within your business and ensuring the quality of your service will set you up for the long term. These things give your business an uplifting vibration, which attract people to deal with you. Energetically this integrity sets up everything you need to attract positive business growth.

The other important factor that limits business growth is that many business owners deep down fear success as much as they do failure. Identifying this early on allows you to grow through the process, and eliminate any limiting beliefs or energies before your business suffers. Using self enquiry to find your weakness and the weaknesses of your business, before others do, also gives you a sense of confidence in all areas. If you know you, or your business, are weak in an area then by actively working on eliminating this you can regain the clarity that allows you to experience success.

Our personal business can be very close to our heart and so it is important to be able to see the difference between people's reaction to your product/service and a personal rejection of you. Maintaining a close, but non co-dependent relationship with your business, allows you to see it more objectively. You therefore are in a better position to make balanced decisions regarding its welfare that are not based on emotional attachments.

After all, you may be the brains or heart of the business, but your business has a life and journey of its own. Its success or failure should be separate to your own personal self concept. ***You can have a business that fails but still be a success in your personal journey and self growth. You can also have a successful business and be a failure in providing for yourself and your true needs.*** Remembering this perspective allows you and your business to grow to their individual highest potentials to benefit each other.

To find out more about healing limiting beliefs and energies go to [Private Consultations](http://www.thesoulgarden.com.au/private_consult.html) (www.thesoulgarden.com.au/private_consult.html)