



SOAR WITH THE EAGLES

Spring Equinox 2010 Business e-zine

Mind, Heart, Spirit: Don't Just Survive, Thrive!

Victoria C. Leo offers a comprehensive approach to getting you from where you are to where you want to be through professional life coaching. She is a career coach with 13 years experience and a Small Business Coach with an integrated approach to *Breaking Down Barriers to Success*. The Soaring Business approach gives you expert analytic advice with the option for powerful techniques to busting through internal barriers using certified medical techniques (medical hypnotherapy, medical energy psychology) and useful woo-woo (past life regressions).

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In-person in Western Washington & by phone world-wide.

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The Spring Equinox has just passed. For us here in the Northern Hemisphere, spring has come. Corporations have more budget to spend come April 1st, even in the depths of The Great Recession, and as people our energy is increasing. Here in the Puget Sound, where the grey skies and lack of light habitually last from December through May, we are in the home stretch. The Long Dark is almost over. For those living in the Southeastern US, the coldest, snowiest winter in memory is almost over. Washington DC is sighing with relief. Spring is here. Plants are waking up, setting out buds, bursting into bloom. Bulbs are in their glory. The season of rest, the dark time when nature sleeps and humanity percolates new ideas, is ending. The season of Light, the season of action, is almost upon us. This is the time when we take those ideas and dreams that we have dreamed all through the dark time and sift them. Some we will put our energy into. These are the ideas and dreams that we are going to move from dreams to action plans. It is appropriate that this issue has a section on Business Plans for Entrepreneurs, but all of us have Life Plans, whether we know it or not. Now is the time to take those ideas and plans that have been percolating unnoticed below the surface and let them see the light of day. Spring is a time of expansion, a time for brainstorming, not of pruning and culling. The latter are called for, but if applied too soon they will cut off the creative new ideas that fuel business, career and life success. Let them reach for the Light. When they have put down some roots and you can fully evaluate how they support your overall life goals, it will be time to shape and cull. For now, enjoy the exuberance of the springtime energy. Get outside! Enjoy the sun! Let your ideas run and jump and laugh out loud!

II. News, Ideas and New Books

- The larger economic world impacts us, as an economic meltdown destroys jobs, stock wealth, 401(k)s, credit for small business expansion and everyone's peace of mind. Thus, learning about the larger financial and economic world is helpful for all of us.
 - Joseph Stiglitz, noted economist and author of Freefall, argues that globalization of the financial system is a recipe for disaster, as we have all seen, because a fault in one part of the global system can then proliferate and bring the entire world to ruin. He suggests that we keep our individual financial system isolated from each other – sort of like having a circuit-breaker. He also suggests that markets are not capable of the self-regulation that certain ideologues would like to believe. Go to <http://bx.Businessweek.com/globalization/> to read his entire paper to the American Economic Assn.
 - The issue of self-regulation or deregulation vs appropriate regulation to prevent abuse, fraud and the liquidation of people's net worth is also the subject of **This Time is Different by economists Carmen Reinhart and Ken Rogoff.**
 - Former Fed Chairman Greenspan, fan of deregulation and the demise of Social Security, is also on the hot seat for having been “asleep at the wheel” – something Greenspan has conceded in a report to Congress in 2008 when he said that he had been naïve about self-regulation, something that he attributed to being a lifelong Republican [that being part of the current ideology]. Richard Posner blasts Greenspan's fanatical antiregulatory zeal in *The Crisis of Capitalist Democracy*.

- Specially for small business owners, but useful for everyone: **Priceless: The Myth of Fair Market Value, by William Poundstone.** I love this book! Behavioral economics has been exploding recently, with people showing us how we are manipulated by experts in how our brains work. We can defend and protect ourselves from the tricks in our own purchasing – and use them in our own business – but only if we are aware and understand them. Happy reading!

- The January 18th issue of Bloomberg Business Week is a gold mine. Get down to your public library and be prepared to copy two articles:
 - **The Disposable Worker.** If you are an employee, you need to understand that when the Recession is over [several years down the road], it will not be business as usual. Trends that have been ominously growing for a decade are in howling ascent, and will only get worse. “Some economist predict that it will be years, not months, before employees regain any semblance of bargaining power.” That means all of us, folks. As the article chronicles, senior managers and highly-educated professionals are having their purchasing and bargaining power carved down as ruthlessly as the line workers they have thought themselves superior to. Perma-temps are the norm. Health insurance isn't. Companies are adding employees, exclusively in India and China. “When employment in the US eventually recovers, it will be because American workers... accept lower pay.” What do you think? Are you overpaid? American professional workers have seen a decline in their purchasing power of 17% since 1980. We didn't realize it because our rising home values gave us an alternate source of wealth. Now that our real estate is underwater, our 401(k)'s aren't enough to keep a chipmunk alive in retirement and employment is being replaced with perma-temp/no benefits status, it might be time to start asking ourselves why we are accepting a national descent into the kind of labor market appropriate for a 3rd world nation. The article is well-researched and chilling.

 - **Radical Surgery.** IS it possible for a hospital to slash costs, innovate and deliver high-quality care without firing all American staff and using only immigrant doctors and nurses? Yes, indeed. Providence Regional in Everett, WA does not have any incentive to be inefficient, so it has created amazing cost efficiencies by improving care. For those of us who are in the health care industry, or interested in how to curb medical spending for our company's well-being as well as that of our employees, this is a great case study.

- This has nothing to do with career or business success; it's just completely hilarious. The geniuses at the Indian Army's new weapons development lab are in the process of perfecting a new weapon to "smoke out" terrorists who may be holed up in caves and other places that you don't want your military to have to storm. Instead of tear gas – so 20th century – they are close to weaponized chili. Apparently there is a chili pepper in northern India that is 1000 times more potent than the stuff that you and I and the state of Texas are familiar with. The local folks eat it to keep themselves comfortable during the uber-heat of summer. Don't quite follow the logic of hot chili to cool down, but I'm willing to just trust them on this. So the next time some nut group tries to mess with the FBI, nobody has to get hurt. Just bring on the chiki bombs, boys.
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III. Sometimes Small Changes Are Enough

Sometimes we think that career or small business coaching needs to be a long, complex process. One such gentleman declined to become my client. He was convinced that an IT expert such as himself knew everything that he needed to know about getting a job, not realizing that IT expertise allows you to build networks and career coaching expertise allows you to build careers – and they are not the same thing. Nevertheless, I don't argue with people who don't want to work with me. He was convinced that he knew how to do a resume. He was convinced that he knew how to post his resume and check the job boards, online, and that online is where it's at. Since he's an IT expert, nothing to learn. OK. Six months went by. I checked in with him. He was still out of work, and desperate enough to consider the possibility that I might have some expertise to offer. 45 minutes later, our one and only conference was over. Two weeks later, he emailed me to say that he had done everything I suggested and was – amazingly! – finally getting calls. Another week later and he had an interview. When it wasn't a success, I made 5 minutes of additional suggestions by email. He is now happily re-employed. It cost him an hour's hire.

So sometimes career and business coaching is a big, expensive proposition – if the problem is big and complex. And sometimes it isn't. With a coach who has as much experience and depth of expertise as I do, it is very rarely the former, no matter for how big and hairy the problem seems to the client. Your first half-hour consult is always free.

Should you choose to consider my assistance, all services on the www.soarwitheagles.biz website are 70% off in April. Call me to activate the discount, as the website hasn't been set with the new, temporary prices. You don't need to complete any coaching in April, you just need to pay for it. This includes my new books, BTW, which almost makes them free!

IV: Last month, on Biznik, I presented a class on whether entrepreneurs should write books. Here is the outline: [Please remember that all my materials are copyright-protected. You cannot present this, or something substantially like this, as your own work, especially if you are collecting money for the presentation.]

Should You Write A Book? Solid Business Dos and Don'ts

Solo and entrepreneurs are tempted to write a book about their area of expertise. Some experts say that any printed material in any medium will boost your cred. Others say that self-published books and materials have no business punch. Who's right?

They are both right, and both wrong, depending on the context. The only question that matter is: What's right for you? That's what you will explore in this seminar. Victoria Leo has been a business coach and small business owner for twenty years and has 12 published and 1 self-published book to her credit. She has also worked for publishers and knows what impact the books have on authors' lives.

Key Reasons to write:

- Income
 - If it's all about money, then it has to be
 - A high-quality product
 - Priced accurately
 - Manufactured cheaply & Merchandised correctly
 - You have to devote considerable time to creating it, and you have to tend it as you would any other income stream. This is not a passive-income stream.

- credibility/differentiate from competitors
 - if it's about cred, then it is about quality. You are showcasing what a quality job you can do. You provide accurate, valuable information.
 - This cannot be a slapdash affair. This cannot be even a craftily-designed sales pitch. In order to be a real differentiator, it has to be a real book.
 - Expect to invest time. You will not get an ROI on this time. You will need to sacrifice free time or take working time.
 - Examples: _____

- personal goal
 - Accomplishing a personal goal, and doing a quality job of it will give you immense satisfaction, which will translate into energy for your business
 - What will the lost time cost you?
 - What will you use the book for? Family? Business seller or leave behind?
 - You could co-author and solidify a friendship – or create a divorce.

- quality leave-behind
 - You can differentiate yourself from your competitors with a quality mini-book. Key word: quality. If it is a sales brochure, they will throw it out.
 - Best bet: even-handed info [unslanted] with complete info in the back.
 - Particularly important if this is a several-steps sales cycle.

Factors Affecting Your Decision:

- **Lost opportunity cost: what could you have been doing with your time? What would that have gained you – monetary and otherwise? How much time makes overall sense?**
REMEMBER: you are making a decision about your entire web of life goals, not purely \$\$.

- **Intangible gains: will you think differently about yourself if you do or don't write a book? How will that affect your overall success?**

Publishing Company or POD?

Publishing companies have the most cachet. They will also take total control of your product and edit at will. They will expect you to do the bulk of the marketing yourself. They look at your existing reputation in the industry to determine if they want your product. If you have a really hot subject that half the country will want to buy, getting a publisher can be a good idea. Have a clear idea of how much time the process will take [consult me] and make sure that the personal ROI makes sense. Generally 18 mos minimum from the end of the editing cycle to complete book in stores.

POD allows you total control of the product. You can adjust price by controlling manufacturing costs. You can get to press faster. Less cachet. You can sell at your existing events. Print as many copies as you need, when you need them. Change/edit whenever you want. Put your books in Amazon.

Decisions:

- ***Does writing a book, doing a podcast/CD/etc make good business sense***
- ***What kind of product makes good business sense***
- ***What the product will and won't do for your business.***

Making the Decision:

- > Create Pros/Cons List [special kind]
 - > Do Force Diagram
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Next issue will explore online education, panel interviews and business plans. And any other exciting new weapons the Indian Army comes up with.....

Another WebCircle e-zine will be coming your way very soon ...until then, SOAR WITH THE EAGLES!