



## Entrepreneur, Heart Centered

Many people believe their role as an entrepreneur should primarily be driven by sales and profits. While your business does need to turn a profit to sustain itself as a business focusing solely on sales is a sure recipe for struggle. Successful entrepreneurs aren't just all about the numbers and what's in it for them – they're *servants* as well. They're known as heart centered entrepreneurs. By approaching your work with a servant heart, you can fuel even greater success. You can create real value with your business because the only way you succeed is through helping others succeed.

Here are 3 ways to tap into the power of being a heart-centered entrepreneur:

1. Make a difference. Motives reflect where our heart is. We all know that dogs can sense fear. How much more can people sense motives of pure selfish gain? While I'm all about the importance of personal goal setting to help you hit your sale targets, when we're talking to our audience, we need to switch from thinking about our goals and think about making a difference to help them achieve their goals. Do you have a difference-making mission? Look at which mission statement reflects a heart-centered entrepreneur:

Our mission is to become famous for being the #1 business coach in the country.

Versus:

Our mission is to change the lives of 1 million entrepreneurs to help them create businesses that give them greater freedom and fulfillment.

Ask yourself, what is the specific difference you want to make?

Are you running a purpose driven business?

2. Start serving not selling. Do we see our audience as prospects we need to "sell" to or do we see them as people we want to serve? As an entrepreneur is everything we say or do serving us more or does it serve our clients more? What's the subconscious inner dialogue that runs through our mind?

“I want you to buy this, so I can make more money?” or

“I want to help you from struggling with ..... so you can enjoy more ....?”

3. Be a blessing. We can be a blessing to people beyond just the business services we provide. As an entrepreneur, we can be a blessing just by a warm smile, a sincere inquiry about how they are doing, active listening when they speak, gestures of thoughtfulness beyond what we normally do anyway as a business service.

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