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Simple Steps to Fixing Your Broken Business or Personal Life

by Teresa King

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We have all heard the saying, "If it isn't broken, don't fix it," or maybe it was even stated, "If it isn't broke, don't fix it." The corollary to that would be, "If it is broken, fix it." But has anyone told you how?

There are some easy steps that if you know and apply them you can reverse a downward spiral that appears to be blasting your business or personal life into chaos. You need to act fast, though, not read this and wait another month to apply this information. In another month it may be too late.

Your first step is an honest assessment of your situation.

How bad is it?

Is it just a little bit bad, bills starting to pile up, business in a slump? That is a sign that all is not well, in other words, things are not running normally.

In your personal life, it can be finances, or it can be a

relationship with a partner or it can be anything that when you look at it you aren't happy with the way it is going.

We will call this an Emergency Condition.

If it is your personal life that needs fixing, you need to assign the area in question the Condition of Emergency.

For example, your girlfriend used to go out with you twice a week, and now you are lucky if she dates you once every two weeks. Your love life would be assigned a Condition of Emergency. Did you used to buy her flowers once a week?

You quit doing that? Then to fix the area you would do the steps below. You might find you need to start buying the flowers again!

In a business that is losing sales or customers, again you need to assign the area a Condition of Emergency until the statistics recover and you know that your business is back into a normal operation. You label it as emergency to keep your attention on it until the assigned area recovers.

Don't mistake a condition of Emergency with a condition of Danger. There are different steps for Danger than for Emergency. If a condition of Emergency continues too long it becomes Danger. That's a natural law. When your sales start going down for several weeks, it isn't an Emergency. It is telling you your business is rapidly heading for the rocks. It's danger.

In Emergency you can still function. There is food on the table. Hey, maybe not prime cuts of beef, but food. In Danger, you are wondering where the money is going to come from for food, or you are "feeding" your business out of your own personal savings, which will eventually mean that your personal finances will be in Danger (if they aren't already.)

1. In Danger, your business is costing you a LOT in comparison with the financial returns you are getting.
2. Step Two is to assign the correct condition to the area you need to fix. You will know if it is a little chipped, or pretty much cracked up. Little chipped=Emergency. Pretty much cracked up=Danger. Label the area.
3. Step Three for Emergency (I will give the steps for Danger later in this report) is "promote." That is ADVERTISE.

If a business, you find the successful advertising actions you have done before, and pour the coal on the fire. There is a lag from the time you start a good promotional campaign to the time where results are seen in terms of income, so don't be disheartened if it doesn't turn around immediately.

For an individual with a personal situation, perhaps you need to promote yourself better, like speaking your language more accurately, or having a neater appearance.

Just learning how to listen well can help. You will have to decide what is applicable to your scene.

Step Four for Emergency is finding the changes. What change did you make after your business or life was going satisfactorily? Find that change and reverse it. You hired a new salesperson and sales dropped? Get rid of the salesperson. There may be several changes. Perhaps you changed the price of a product, or changed a policy on how to handle your customers, or cut back the number of hours a day you spend on your business. Find those changes, and fix them.

Step Five for Emergency would be Economize. Cut back on spending. Use your computer to search out lower cost ways to get the essentials you need for your office. Watch those pennies.

You want to keep cash flow moving, but in Emergency, any cash flow is for promotion. You can even go into debt to promote, that is how important that step is. All steps must be done though, to reverse the downtrend. Economize after promoting is something you need to do if you are to recover your business or life into a state of at least normal operation.

Step Six is get things ready for delivery. Make sure you are setup in such a way that if a customer wants service or wants to purchase a product that you can give good service and deliver the product in an acceptable amount of time.

Given that you apply the six steps above your business will up trend. If it doesn't, take another look at the six steps and see if you missed anything. Stiffen discipline. As soon as you get back into normal operation there is

a new rule to apply, which is "Don't change anything."

If it isn't broken, don't fix it.

The Danger Condition

Oops, you have messed up royally. You can't blame it on the economy, or if a personal situation, on another person.

Placing blame does not handle anything.

So now you have to wade in and handle the situation and any immediate Danger in it. This will take personal attention, so you need to skip anything that is a normal routine. Forget that routine, you have this Danger Condition to handle, so get in and do it.

Once you are no longer being evicted, or being threatened by the collection agency that they are going to put a lien against your home, or whatever the immediate danger is, then you can go back to your routine.

There are follow up steps to the Condition of Danger and to start you need to start with you.

- A.** Get in your personal ethics-get yourself honest and straight. Stop doing anything illegal. No more cutting corners. Do it fair. If there are other people involved in your business, then they need to get their work ethics in-do a better job for you.

- B.** Reorganize the activity so the dangerous condition doesn't re-occur. That takes a bit of soul-searching.

Things don't just happen; people make them happen. Integrity to self has to come before you can expect those that you work with and live with to be honest with you.

Let's do a personal example of a condition of danger. Say Bob had a job which was bringing home enough money for his family to be reasonably comfortable, condition normal.

One day, Bob met some friends, decided to go out on the town with them, got drunk, drove part way home, hit a telephone pole, got thrown in the pokey, and now has to show up in Court. That meant not showing up for work on Court day, so his company suspended him for a week

without pay. The Court almost put him in jail, but instead gave him community service and a stiff fine, and he also has to attend some Court ordered meetings. The city wants him to pay for the telephone pole, and his insurance company is balking. His driver's license is suspended.

Is there anyone reading this that cannot see that Bob is in a Condition of Danger?

So, first he handles the immediate danger, (bypasses his normal routine of going to work) goes to Court, finds a way to get to work on time without driving his car, gets an attorney to help him get the insurance company to pay for the pole, and attends his meetings.

Now comes the personal ethics part. No more drinking while driving-perhaps no more going out with those particular friends. Reorganizing, for example, could be working it out so his wife has possession of the car keys on his night out.

Once the danger is handled, and reorganization has occurred, then Bob can upgrade himself to emergency and promote himself at home and work! Do extra. Show his stuff. Make sure he doesn't miss any days at work.

Eventually he can upgrade his condition to normal and he and his family can relax a bit.

Normal isn't the end of conditions, but that would be the subject of another report. One can move from normal into affluence, from affluence into a position of power. Something not broken -doesn't need to be fixed, but it certainly can be enhanced!

The above steps are simple, but each is essential to recovery. If you want your business or personal life to improve, then don't skip any. Remember, assign the correct condition to the area you want handled, and follow the formula (steps) for that condition.

Pat Krenik

<http://www.tigergold.net/vitamin-c.htm>

Nip Negative Forces in the Bud

From Teresa King

After reading the above report, let's talk about moving from normal to affluence.

We all have good days and bad days. Many times things happen in threes. It's true! Good things happen in threes, and bad things can happen in threes (for the sake of this report we are using the number three. I've seen nine to ten things follow good or bad in a row.

The thing is to recognize the condition.

When something bad happens, it is very hard not to let negative forces in to rule your life. A family member gets hurt in a car accident, you dwell on how it happened, why it happened, how it could have been avoided, while you are dwelling on things you cannot change, rather than taking positive action to what has to be done:

- visits to the hospital,
- preparing for them coming home, or
- planning the funeral.

Whatever has happened, was a condition that cannot be changed. Therefore, the more you dwell on the negative aspect of what has happened, the more other things start to fall apart.

You could have a computer, you know should be backing up your important things, and keeping it so if the computer breaks down, that you can get things back to normal in a short time. However, if you did not back up and you lost everything, well, you can sit and feel sorry about it, dwell on all the bad luck you have had in life, if you want to.

However, if you do, the next thing you know, your toaster dies. You look at the expiration of the warranty. (1 year and 2 days – go figure!)

Your daughter had been waiting impatiently for her long anticipated field trip and she gets a horrible sore throat and has to stay home.

She whines and sighs about life not being fair, and how could this happen to her?

You decide to get her some ice cream.

You go to the store to get her a soothing treat, and on the way, the car breaks down.

Then your aunt passes on, and you are the one chosen to manage the funeral.

You are now in frantic condition, quite angry at life in general, and GUESS what, this keeps pulling in those negative forces in your life.

STOP IT.

Take positive action and assess the situation, then take care of things in a positive way, and suddenly what seemed to be bad luck, stops.

It's amazing how this can change your attitude toward anything you do in life.

Now, once you are in "normal" condition, where life is going on from day to day with "normal" things going right or wrong, it's time to see how you can improve the condition.

Many people ask me why their business was going okay, then it started failing, or they are in the same financial range they were in four years earlier. Why did the growth stop? What happened?

The answers:

Comfort Zone

You got yourself making enough income to get by and live a little higher up than you were before. You succeeded!

However, you then started relaxing.

Your business did not get the care and effort you put into it at first. You take more time off, and you are not keeping your business up to date.

Anytime, you change things, and you do, (we all have to face change sooner or later) we get a bit uncomfortable. We have to create new habits.

It is said by experts that when you want to get rid of a bad habit, turn it into a good habit. You have to create habits for improving your life. When you create "good habits" you have to plan.

“When you fail to plan, you plan to fail.”

Many people, simply amble on day to day doing what they have to do to get by. They might start a diet, an exercise program, testing their marketing on their business, doing a better job at work or anything else they decided to change.

In most cases without planning and sticking with that plan, they will fail, and slowly fall back into their comfort zone.

So what can you do to make your life better?

Anything you set your mind to do!

If you want more success, read success books and find a hobby that gets you involved with people who are successful. The more affluent people you come into contact with, the better your life can improve.

If you see a nice car, and a person well dressed get out of the car, and, if you walk toward the car, then peek into the window of that car, the chances are the only mess you may see, will be a few folders of papers. The rest of the car will be well kept.

People who are successful keep their appearances up.

If you want to change things in your life, don't set yourself up for failure by trying to make too many changes at one time.

If you want to get in better shape, walk each day, and gradually make it longer or walk faster, or both.

If you want to stop a nervous habit, great! Do one small thing each day toward that goal.

If you want to be more organized, great! Don't take on the whole house at once do it an area at a time.

Changing can easily be done in gradients, but if you start it with a monster sized list and set yourself up to be overwhelmed and over challenged, you are more than likely dooming yourself to failure. Make easy changes in your life, and adjust as you go along.

Beating the Bad Business Blues

Could this be you? You start out eager to work on your Internet business, and the first e-mail you read asks for a refund. The second e-mail says that the package you shipped never was received - could you ship another? The next twenty messages are spam. The telephone rings, and it is Light Heady who never can get your instructions straight, and always calls and spends twenty minutes on the telephone.

Suddenly you realize it is time to check your slow mail for checks, and the good news is a couple arrived. The bad news is the checks are smaller than last month.

What not to do: Head for the refrigerator for comfort food.

What to do: See if you can pick up the eager, cheerful attitude you had when you first sat down in front of your computer. Did you have a plan at that time that was sidetracked because of all the things that started knocking out your free attention? If so, get on course.

Your attitude is what will make or break your business. My Dad told me to always go with the punch. While he meant it literally, as in boxing, when bad news hits you learn to sway and bounce back. Things are never as bad as they may seem at the moment of bad news. Don't let the little things discourage you. Keep your eye on the broad picture you are working to achieve.

My Mother used to say, "Count your blessings." Sometimes that can help on a bad day, to start looking at how well off you are. You really are, you know. You live in a country that permits free commerce (if you don't, then chances are you won't see this report.) You probably have a roof over your head, and some means of support.

You have access to a computer. Via the computer you can meet and do business with people around the world. You are very, very, lucky to be living in a world that permits you such opportunity.

So, as the cliché goes, don't sweat the small stuff. Try a little bit of admiration when things aren't going well. Admire the amazing number of annoyances that caught you in one single day!

I have a grown daughter who sometimes does repairs on her apartment. She is very meticulous in her work and also has limited amount of hours she can spend. She starts out by moving everything from one room to the living room when she is involved in a project, like laying tile on the kitchen floor, or shampooing her bedroom carpet. While the project is in process, you can hardly walk through the living room. There is stuff everywhere. That is when I just take a deep breath and admire this most amazing mess.

I mean it!

It is an incredible talent to be able to create that much effect!

So when it "Just isn't your day," step back from your work, throw out a few admiration particles to yourself. After all, it isn't every day that you could have so much go wrong! Take a short walk outside, too. That will give you a much-needed change of pace.

The important thing is to continue your progress just as if things had really gone well that day. Attitude is so important, not just for yourself but for your business, too. Return from your walk with a cheerful attitude and you will beat the bad business blues.

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