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## Evolved Business Success

Welcome to the "new and improved" issue of Margaret Moczowski's Evolved Business Success, **an ezine designed to guide evolving entrepreneurs in creating success aligned with their hearts and souls.** My intention is to support you in achieving your highest goals - both in your business and in your life. **I believe that a true business success has three ingredients: Your soulful connection to it, an effective heart-centered and mind-centered business process, and a focused and purposeful action.** This ezine addresses all three. Relax, have fun, connect, learn, and prosper.

I hope you will write to me with questions you may have so they may serve as a platform for upcoming issue. Please write to: [mm@YourBusinessEvolved.com](mailto:mm@YourBusinessEvolved.com)

### **In This Issue:**

Soul Connection: **Your Essence Energy Is Essential to Success**

Mind Connection: **Authenticity in Business Building**

Nudge to Action: **Name Your Essence Worksheet**

### **Soul Connection**

## **Your Essence Energy Is Essential to Success**

When I first heard of the concept of "essence energy", I was finally able to name the guiding force in my life and business I always knew existed. And when I heard the people I considered my business and marketing gurus pay so much attention to it, I knew it was important to listen. For all of us striving to build prosperous businesses based on integrity with our souls and hearts, this concept is the key.

Let me explain, the best I can, essence energy. Just like we have a unique genetic code, **each of us has this special "energy code" specific only to our souls and to life missions.** It is our deepest passion and our core essence, our calling. It is a quality that makes us come alive, in vibrant colors, in oneness with the Universe. It fuels us. It is our connecting point to the Source. **When we are using it in relating to the world, we are in our own element. When we express it, it connects easily with other people's hearts and souls.** It also could be, and often is, a treasure hidden behind our greatest life challenges, waiting to be discovered. Because it is also our biggest need and our key to self-evolution.

Your essence energy is the very core of you, the center of your being. It's what makes you - YOU. And it is your greatest gift to the world. **When you recognize it, you really recognize your own greatness, your own value.** When you

actively use it, you are 100% authentic. People see you for who you really are and they appreciate you for it. This is the energy that flows directly from your soul to their soul. This energy is why you are here on this Earth.

**When you truly know and remember who you are in your very essence, and when you allow your essence to guide you to your highest good, all your life and business decisions become simpler.** You know what you need to do and how because it feels good inside. And when you are in it, you come across as authentic, valuable, and needed. Your actions stemming from your essence energy get you in front of the people who are attracted to your quality and who need it in their lives.

**Here is the great part: When you are in your essence there is no competition.** Only you have this specific quality to offer. Although your products or services might be similar to those offered by other people, your essence energy makes them unique and attractive to your perfect customers. When you are aware of your essence, you show it in every aspect of your business, so the right people see it and buy from you.

I encourage you to connect and name your essence energy. You might already know what it is or it might take you a while to give it a name that is truly yours. In the Action Nudge section of this ezine you will find a helpful worksheet to guide you. And in the Mind Connection section, you will learn how to apply it in your business so you create authentically and out of your soul.

## Mind Connection

### Authenticity in Business Building

**I believe that authenticity in creating and running your business is the key to your happiness and prosperity.** Authenticity makes a huge difference. A difference in how it feels to you, the owner, to be in your business, a difference in how your business is seen and perceived by your potential clients, a difference in what kind of clients you attract, and a difference in the money you make.

We all know authentic businesses. When we walk into such places, we get this good vibe, this warm feeling that we are in a right place, and that the people who own and run it are really in tune with who they are. There is integrity present in their business. It's easy for us to connect with them.

**So what makes a business authentic? It's the expression of your essence energy in all aspects: marketing, sales, services, and products.**

Let's talk more specifically about authenticity in marketing because that's the area a lot of small and micro business owners cringe from as the least authentic thing to do. And the opposite is true: **Marketing should be the most authentic aspect of your business, because that's where you have a chance to meet your**

**perfect clients.** And if your perfect clients can't see you for who you really are, they won't buy from you. Worse yet, if you are inauthentic, you might attract clients who are less than perfect for you and they will drain your energy because you won't be able to give them what they really need. That's why your true authentic voice is essential in marketing. **Marketing is giving your potential clients a sample of your business, a taste of your essence energy, so your perfect clients walk away enriched by the experience.**

How do you ensure that your authentic voice is present in the way you market? **The first step is to fully get in touch with your essence energy and give it a name.** Spend time with it, feel it, let it fill you. Practice simply being in it and allow it to inspire you. **The second step is to evaluate all your business building practices with your essence energy as your filter to look through and see how present it is in all you do.** If your essence energy is "Peace", do your potential clients get a feeling of Peace when they look at your website or any other marketing materials? Does your audience feel it when you are speaking to them about your business? Your essence energy needs to be present in you and about you.

Start with that, start from your core. Because if you are not authentically creating out of your essence energy and not giving yourself a permission to be who you are, your business will be out of balance. And you are not going to be as happy in it as you can.

### Action Nudge

### Name Your Essence

These questions are designed to guide you in the discovery of your unique essence. In order for the answers to come from your soul, I invite you to begin with a five-minute meditation to quiet your mind and let you connect to the core of your being. When you are ready, answer these questions:

1. Think of some past business situations when you were serving your clients and when you felt completely in the flow, when you really enjoyed yourself and felt happy and aligned, and when you were doing your greatest work. Be specific about what these situations were, what you were doing, how you were interacting. If you can't think of any business situation, recall happy interactions with people in your life.

Describe how it felt for you and how you felt about your work and yourself:

2. What were the people you were interacting with receiving from your soul? What was the specific gift? Go deeper than the tangible benefits from your product or service. Look for a feeling they received from you, for example peace, self-respect, empowerment, hope, inspiration, love, validation, connection, etc. Write all the feelings that your interaction created in their hearts.

3. Now look at the list of gifts you created and pick one or two that were key for them to receive and a key for you to give in that interaction that felt so fulfilling to both of you. This is in essence what they came for to you and what you had waiting for them. Pick a name that gives you this warm feeling inside and which resonates with your soul.

4. Once you know your name, connect to it and claim it as yours.

I will be curious to know what you discover. Email me and let me know. I call my essence energy a Vibrant Connection. For me it stands for the loving, accepting and enthusiastic connection to myself, other people, my business, my life, the Universe.

## Are You Ready to Step Into YOUR Greatness?

### **Margaret, would you like to grow your business with ease and integrity?**

Experience the power of transformational coaching and reach your loftiest goals without sacrificing your soul. To try my individual business coaching program I invite you to a **free 25-minute "Evolve YOUR Business" consultation** with me.

- **We will talk about your business, where you are now, the possibilities and how to get there.**
- **You will get great coaching and a valuable consultation from me.**
- **You will learn about my program and see if it is what your business needs.**

I am making this offer available only until I have time space for individual clients, so please take an advantage of it now.

To register call me at 630-963-7044, email me at [mm@YourBusinessEvolved.com](mailto:mm@YourBusinessEvolved.com) or go to: <http://www.YourBusinessEvolved.com/GettingStarted.html>

#### **About Margaret:**

Margaret Moczowski is a certified business coach for entrepreneurs who want to make a difference in the world and are confused or overwhelmed about a business building process right for them. As a holistic coach she blends proven business building and marketing processes with soulful inspiration to create true success. Margaret's website is <http://www.yourbusinessevolved.com/>. She can be reached in Chicago at 630-963-7044.

If you know someone who would benefit from this ezine, please feel free to forward it to them. If you have received a forwarded issue, why not subscribe for yourself, so you don't miss an issue? Send an email today to [mm@YourBusinessEvolved.com](mailto:mm@YourBusinessEvolved.com)