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Evolved Life & Business Success

Welcome to Margaret Moczowski's Evolved Business Success, an ezine designed to guide evolving individuals in creating successful lives and businesses doing what they have a calling for. My intention is to support you in achieving your highest goals - both in your business and in your life. I believe that a true success has three ingredients: Your soulful connection to (your calling), a grounded, realistic and effective process, and a focused, systematic and purposeful action. This ezine addresses all three. Relax, have fun, connect, engage, and prosper.

I hope you will write to me with questions you may have so they may serve as a platform for upcoming issues. Please write to: mm@YourBusinessEvolved.com

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Soul Connection: What's Possible When You Live on Purpose

In today's Soul Connection I want to share a unique experience I had a privilege to participate in over the weekend. I went to see an Indian spiritual guru and a humanitarian, Amma. This was my first ever "in person" encounter of that kind. I have read about great spiritual leaders like Amma but this was the first time I actually saw (and hugged) and directly experienced a person like that. And let me tell you – it was a deeply touching experience to me.

A little about Amma: Amma is a spiritual leader and humanitarian with a huge following. She has an Ashram in Bombay with 10,000 people living there. She has inspired Satsang sites and centers literally all over the world. The Ashram and all other Amma's projects are run by volunteers. She has inspired innumerable humanitarian activities all over the world. Some of them are free food and clothing programs, charitable hospitals, hospices, disaster relief programs, free homes for the poor and the needy, medical camps, orphanage, schools, educational institutions, widows' pension scheme, free legal advice, preservation of nature and so on. Her only life purpose seems to be to spread peace and love in the world and assuage suffering. To change the world.

She is known as a Hugging Saint because she hugs all people who need her blessing. To this day she has hugged over 26 million people. I saw her hug hundreds of people on Saturday and I could see how much attention and energy she gave every single person that went to her for a blessing. By the way, I received my hug too after waiting in a 6-hour line, and all I can say is that it was worth the waiting.

I am simply amazed with Amma's commitment and willingness stemming from an absolute clarity on her purpose in life to change the world by being in selfless service to others. What I am the most inspired and deeply moved by is the enormity of the whole enterprise created by this one's person will and commitment to live on purpose. The "business side" of everything she does is huge. As with any undertaking of this proportion, there is a lot of energy, work and money involved. All "business" aspects are run by volunteers her teaching has inspired. Her clarity of vision ignites them to help and participate in the creating.

The point I want to make is this: If you are clear, if you are courageous enough to see your own purpose, if you are willing to commit yourself to that, willing to align yourself with who you are inside, the results could be absolutely astounding. You don't have to become a saint or a guru. But if you decide to live your life in a complete integrity with who you are, the impossible becomes possible and the Universe supplies you with what you need. You are then "plugged in", connected, on purpose, just where you belong.

"An unbroken stream of Love flows from me towards all beings in the cosmos. That is my inborn nature." Amma

To learn more about Amma go to: www.Amma.org

Mind Connection: The WHAT of Your Business

In the last eZine we talked about the WHO and WHAT of your business. Let me quickly remind you what these concepts mean: the WHO is who you are helping with your services or products, and the WHAT is the problem you are helping them solve. In this issue of the eZine I want to expand a bit on the concept of the WHAT and support you in getting clear about it so you can confidently explain it to your prospective clients and use it effectively in your marketing messages.

There are two aspects of the WHAT. One is your side of it: Your WHAT is what you are passionate about, what you love, and what you do very well. The other is your clients' side: What they recognize they need. When these two sides coincide, you have a winning combination: you provide what you are passionate about and great at to people who want it.

Let's talk about your side of the WHAT first. To be really successful you want your service to be in the area you are really passionate about. If you are enthusiastic about something, if it ignites you from within then you are either already great at it or you will enjoy doing what you need to get great at it. Now let's go to your clients' side of WHAT, which is what people need and are willing to pay for. Their own needs and problems are all your potential clients care about. And rightly so. Thus, your WHAT needs to be stated as either a specific result or a benefit your clients will experience when they work with you or a specific problem that your service will solve for them. **The WHAT is a need or a problem your clients recognize they currently have and are willing to satisfy or solve it.** Here is a pretty comprehensive list of people's recognized needs:

- Money (financial security, financial independence, have more money)
- Time (have more time, less stress, better balance)
- Career (more satisfying, fulfilling career, new job, promotion, more meaningful work)
- Business, (start a business, business success, business growth)
- Relationships (find love, romance, more intimacy, better relationships, find a partner, more fulfilling friendships)
- Health (being healthier, more fit, in better shape, lose weight, have more energy)
- Beauty (enjoying more beautiful surroundings, being more beautiful)
- Happiness (peace of mind, more serenity, more joy, more fun, more fulfillment, greater spirituality)

When you are clear about what you are truly passionate about, what you are great at (or willing to get great at) and you can pair it up with what people want and are willing to pay for, you have an authentic product packaged in a way that makes it easy for people to buy from you.

When your clear WHAT appears in front of you write it down. Read it the next day and see how it feels. Rework if necessary. Run your WHAT by some friends, or better yet, clients and see how it resonates with them. When you have something you are completely happy with, state it clearly in your marketing message and when you talk to your prospective clients. In the next issue of my eZine I will talk more about how to put your WHO and WHAT together and how to talk about what you do so people will get it and get really excited about it.

Be well, my friend.

Margaret Moczowski

Are You Ready to Step Into Your Greatness?

Are you wondering if coaching is what you need? Take advantage of my FREE coaching session offer.

Experience the power of transformational coaching. I invite you to a **free 45-minute "How to Market Your Business Without Selling Your Soul" consultation** with me.

- **We will talk about your business, where you are now, the possibilities and how to get there.**
- **You will get valuable marketing coaching consultation from me.**
- **You will learn about my program and we will determine if we are a good fit.**

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 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