

BLOOM HOLISTIC PRO

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*Building a Rock-Solid Business Foundation Beginning with Self Love
& How to Align Your Daily Thoughts and Habits with a Prosperous Future*

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When considering all there is to be done when establishing your new business, you're probably wondering, "What's love got to do with it?" I'm here to tell you, EVERYTHING. Love is the business vibration we Holistic Practitioners are striving for. Love is how you will build your brand and attract your clients. Love is how you will weather all of the inevitable rough patches you will face. Love is how you will make tough decisions and how you will navigate through all of the many confusing choices you will be presented with. If you want to be a successful Holistic Entrepreneur and truly enjoy your life while building your new business, you must first establish a rock-solid foundation of love; and topping the list of where the vibration of love must emanate from is the love of SELF.

It wasn't until recently that I realized just how important self-love was while creating the business of my dreams. After several years into building Bloom I had reached a certain amount of success and I was fairly happy, but still, something was missing. My passion to help people (which had always been the focal point of my business) just wasn't enough anymore. I found myself becoming more and more self-critical, more resentful, more doubtful, and with that, more and more stressed out. **At a certain point the scales tipped, and I found myself vibrating in fear more often than I was in love. My business seemed to feel my vibe and suffered for it.** My fear was being passed down to my partners, my staff, and my clients and something had to change. After a lot of soul searching and self-coaching, I came to understand that the very same obstacles I was facing in my personal life were being mirrored in my business. As the old saying goes, "Wherever you go, there you are." After a LOT of excavating and soul searching, I found hidden pockets of self-loathing, self-judgment, and a LOT of unreasonable expectations. These little gems had been with me for as long as I could remember.

From my earliest days, I wanted to help people. While this may seem like a noble way to live my life, it's important to understand that we helpers have motives to our helping. We help to become worthy of love. We help to have a purpose. We help because in the end, we have an expectation that our helping will make us valuable. When those expectations aren't met, we feel a deep sense of failure and shame. **All of these feelings had followed me straight into my beloved business.**

While looking at my business habits, I realized that the helper in me was looking for a pay off which was wrapped in approval from my clients. I wanted to be worthy of their love, so I began making decisions that weren't necessarily good for my business. I was offering my services for far less than what they were valued at, investing far too much money in little perks which had zero return, and working for nearly nothing. My clients sensed that I was a pushover for their approval and began acting with entitlement. We teach people how to treat us, and my business relationships were no exception to this fact.

Once I realized what was happening, it was time to take a good look at the motivation behind my decisions and uncover where they'd come from. I went straight to the root of it: my childhood programming. I made a list entitled, "What Little Julie Learned."

That list told me a lot:

I learned to be quiet and not to make waves - this belief caused me to give in to clients whenever they asked for something, even when it was unreasonable.

I learned that women aren't as valuable as men - this sense of not being worthy led me to undersell my services and almost killed my business.

I learned my opinion didn't matter - this caused me endless suffering when trying to hold my ground with my business partners, especially when they didn't agree with me about something.

And finally, *I learned that I must help in order to be worthy of love* - this one little belief nearly destroyed my passion for what I do. Believing we have to do something in order to be worthy of love ultimately leads to resentment. Feeling resentful of your business and the people in it is never a good thing.

After sitting with my list, I made some serious changes in my personal life AND in my business. I won't sugar coat it- this process was challenging. Learning to think differently felt foreign to me, and my lazy lizard brain wanted more of what it was used to. I had to learn that I could speak up and make decisions that were best for my business - even when my clients didn't understand that what I have to offer has value, and it was my right to charge accordingly. I had to learn that I could lovingly speak my mind to my partners and accept that they won't always have to agree with me. But the most important thing I had to learn is that I didn't need to do ANYTHING to be worthy of love. I am simply worthy of love, period. As are you.

Once I became more mindful of the beliefs that were serving as obstacles for me, a very clear picture began to emerge. I took a good, hard look at what I'd learned as a little girl and was able to see how my beliefs were interfering with the joy of owning my own business. **I got crystal clear about the FEELINGS I was trying to create in my business - not only for me but for my clients as well. Here's my list:**

I wanted to feel supported and I wanted my clients and staff to feel supported.

I wanted to create a safe space where everyone felt welcome, including me.

I wanted to create more love in my life, and I wanted to create more love in my business.

I wanted to feel gratitude and I wanted to freely accept gratitude in return.

I wanted peace of mind and I wanted peace of mind for my clients and staff.

I wanted to make a difference and help people become free from their suffering.

I wanted to know that I was enough just as I am, but I was free to improve if I felt inspired.

Once I knew the results I wanted to achieve, I needed to take full responsibility for how I would create them. New results would require new thoughts and new feelings. This meant the old thoughts and feelings had to be pulled out by the root. The easiest way to pluck them out was to simply stop thinking the old thoughts, and stop feeling the emotions that correlated with them. Old neural pathways will turn to dust if they're not used, so the best way to relieve myself from the thoughts that made me suffer was to stop thinking about them and replace them with the thoughts that made me feel what I wanted to feel. Sounds so easy, right? Wrong.

This process takes time and it takes constant awareness. Our thoughts are on auto pilot and they're not always that easy to control. I've found that by making peace with my unwanted feelings, I am better able to become objective about them. Remember, resistance promotes more energy in an undesired direction. Acceptance of "what is" is a necessary step in cultivating change. Not all emotions are going to feel good, but they do have a purpose; they are here to get your attention, squeeze you into discomfort, and motivate you to make a change.

The next step in this process was to become very clear about the intention for my business. Once your fears and other unwanted negative emotions have been identified, you can begin to lay down an authentic foundation for your business goals. Whenever you are in the process of creating something, you must ask yourself if you are being motivated by fear or love. Consider the feelings you're trying to cultivate and also take a deeper look at what feels authentic to you. Don't worry about whether or not people will like it. If you are authentic and if you've created a platform of love, your ideal clients will be drawn to you.

THIS MONTH'S EXERCISES:

If you are experiencing an undesirable emotion use this technique to create change:

1. At the onset of a negative emotion, use the 2-4-6-8 breath technique; Inhale for a count of 4, hold the breath for a count of 6 and exhale for a count of 8 for about 2 minutes. This breathing exercise will calm you down so you can get a better picture of what you're experiencing.
2. Become aware of what you're feeling. Be specific when labeling the emotion you're experiencing.
3. Trace the feeling back to the thought that's creating it and question its origin. Become curious about it and try not to judge it or attach a big story around it. Remember feelings are not facts.
4. Choose the feelings you wish to cultivate and shift your perception to align your thoughts with your desired feelings. If this feels challenging, try to find any thought that remotely aligns with your desired emotion.
5. Mentally rehearse your new thoughts and feel the new and improved emotions they deliver. This step is very important. Remember, your brain doesn't register the difference between imagined thoughts and real ones. Your new neural pathways will develop once you have practiced your new thoughts repeatedly.

Make a list of the feelings you would like to cultivate in your life and business.

Make a list of the opposing feelings you may be experiencing right now and the thoughts that correspond with these feelings.

Make a list of the new thoughts that need to be implemented in order to create your desired emotions.

Make a list of your motivations for creating your business. Consider the population of people you'd like to work with and why.

Make a list of your unique skills and gifts. Often times this process can be challenging, especially if we are self-critical. Consider your own life experiences and what you feel would be helpful to YOU. If you're feeling it, there are others who are feeling it as well.

Make a list of a few niches you might consider for your business and different ways you might package up your services.
