

## **Be the Success You want to Create**

We often think that success is something outside of ourselves. If we make a certain amount of money, or lose weight, have a relationship of our dreams we will then feel successful. External success can make us feel good for a little while, but to create long lasting permanent success, we first need to search inside of us and establish what success means to us personally. Media does bombard us with messages to be a certain size, earn x number of dollars, and then we will be successful. We cannot reach our front door without bumping into a flyer that portrays an image of a perfect woman to sway us into buying into an externally focused success image. It takes many hours and team of hundreds to create an hour of Martha's Stewart show, yet when we look at those perfect pictures we somehow feel less than. **The first step in creating the success you want would be to define your personal version of success.**

### **Connect with your values**

In order to define our personal version of success we need to be in touch with what we value in life. I would encourage you to spend some time alone and ask yourself: "What is most important to me?" Who am I deep at the centre of my being? What do I value in life? How do I define success? Listen to that quiet voice and go after what feeds your soul. It could be a burning desire to support a cause that you believe in, or it could be something as simple as having an extra hour every day to nurture yourself or meditate. Whatever it is that you value and defines your personal version of success make sure that it is internally motivated.

### **Get in touch with your natural talents and abilities**

When working with creative female entrepreneurs after helping them get a clear vision of what success means to them, we create a marketing plan based on their unique definition of success instead of what others may think success is. I help them get in touch with their natural talents, brilliance and gifts to create a life based on who they are. It can be very tempting to chase zillion of marketing activities but they may not work for everyone's unique nature and circumstances. Finding your true voice and then expressing it in a way that agrees with your lifestyle, working the hours that you like to work is about becoming the success you want to create. Make a list of your unique abilities and ask yourself how much of what you love and is unique about you are you currently expressing in your business and life.

## **Connecting your inner with the outer:**

Becoming the success you want to create is also about developing the qualities inside of you that define your personal version of success. When you become those qualities then you create your life from the level of being. Instead of chasing the success on the outside, you match your being-ness, your essence and who you are with the outer version of success.

Recently, while teaching a workshop on the topic of 'be the success you want to create,' I had every woman write down the qualities they would like to develop in themselves to create the success they want to create. Or better yet, search for qualities within themselves that will match their version of success.

I had a beautiful woman attend the workshop who was going through transition and evaluating her life choices. When we made the list of qualities she would like to develop in herself, what came up for her was strong and confident. When we dug deeper, I realized that the quality she needed to develop most was that of vulnerability so that she could ask others for help and support. Frequently it requires more strength and courage to ask for help than it does to do it alone.

I would encourage you first define your personal version of success. And then make a list of qualities that you need to develop in yourself to become the success you want to create.

Once you have made that list, then search within yourself when have you previously expressed those qualities in your life. If we dig deep, we can often find a quality in ourselves that we admire in other as we wouldn't notice that quality if we didn't have it in ourselves in the first place. We may have tucked it away along the way due to the fear or protection like the beautiful woman in my workshop but it is there.

Once we connect with those qualities we can then start to express those qualities in the outer world and success has no choice but come to us because we match the success we are trying to create on the outside with the success we already have on the inside!