

# Chapter One: Conception & Birth

*“Once you set a new course and take action, the universe  
will conspire to work with you.”*



Without exception, from the moment you have your “aha” moment as an entrepreneur, it becomes enshrined in your memory forever. It may take a long journey of preparation to arrive at that moment of conception, to be ready to recognize and receive it, but the gestation that follows is equally necessary. Many factors might have to come into alignment before those first actions of giving birth.

Such things can’t be rushed, and in the meantime, life goes on.

Have you had your “AHA” idea? IF NOT, I Suggest you practice finding a quiet space each day and tell the Universe “I’m Ready”.

Don’t anguish for an immediate answer, as that “AHA” will come in the most mundane and unlikely way, as you go on having your life.

***IF YOU HAVE, What did your own “aha” moment look like? When did you first realize your calling as an entrepreneur? What did this feel like?***

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**REMEMBER:** As you go through the process of developing your idea and business concept, make sure you are doing the proper research as well. Your idea may exist out there in one form or another and this is knowledge you need to have going into this process.



## **Chapter One Challenge: Staying Inspired.**

Sometimes our problem isn't about getting a business started...

Sometimes, we just need a little boost of **inspiration** to mix things up.

Maybe you're looking for a different way to market your product, or perhaps you have an innovative idea to tweak and improve what you're already offering?

Maybe you're looking to expand your business? Or relocate to a more profitable venue?

Maybe you just want to recapture that invigorating feeling – that absolute, sublime rush – you had when you first opened your doors for business?

It's no shame really, to admit that somewhere down the road, you've lost some of your spark; the daily ins-and-outs of running a business can produce some serious mental wear and tear.

And believe it or not, it hit me too, more than once, along my pathway to success.

**The key is** to remember why you were so passionate in the first place, and to chase that feeling into new, bolder horizons.

I know, I know – this is all easier said than done...but trust me, it can be done.

Whether you draw your inspiration from music, or friends, or even diving headfirst into the vast array of competition, it is important to always be chasing something; never cease to aspire to more. Don't ever be content standing still and letting the world get on without you.

One of my favorite parts of motivational speaking is drawing on the energies of my audience and leading them to their own, individual roads to entrepreneurial liberation.

***How do I do this?** By emphasizing that inspiration is around every corner – inspiration lays dormant in every song you hear over the radio, every television ad, every colorful billboard. Ideas surround us day in and day out, all we need to do is keep an open mind, and listen.*

**Your Challenge** Name one way you will seek out inspiration this week on a daily basis:

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**Don't Forget** Put a reminder on your calendar for every day this week to help you stay on track and build up this new habit of seeking inspiration daily!

**“Inspiration exists  
but it has to find  
you working.”**

**-Pablo Picasso**