

# Em-powering U

...to build a great business

**Hello everyone! Welcome** to your latest Em-powering U newsletter.

How was your Easter? I had a lovely long weekend with my family. My two girls got far too much chocolate of course - I'm still wondering what to do with it all (hide it, throw some away if I can get away with it...? That's mums for you I guess)! I hope you had a wonderful 4 day break last weekend and have been feeling refreshed and raring to go this week as a result.

I've been thinking about which subject to cover this week in the newsletter article and decided to start looking at 'belief'. After all if you don't believe in your ability to provide what your clients need and in your ability to get your business where you want it to go, then let's face it - it won't go anywhere.

If you have ideas for subject areas you would like to see covered in a future newsletter or would like to feedback how t his edition has helped you to move forward you can email me at [feedback@em-powering-u.co.uk](mailto:feedback@em-powering-u.co.uk)

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Here is the 'Em-powering Thought' article for this issue:

## **Believe You Can Do It**

**In the province of the mind, what one believes to be true either is true or becomes true.  
John Lilly.**

The mind is an incredibly powerful thing. If you believe (and I mean truly believe) you can do something then your subconscious will work to make it fact.

You obviously believe in your business and in yourself or you wouldn't have started it in the first place. But do you have that internal negative voice sometimes? You know the one that undermines your positive beliefs, tries to tell you that you won't succeed, that someone else out there is better than you, that clients won't want what you offer or that you're no good at marketing or sales or whatever? Let's see what we can do about that.

What I'd like you to do for a moment is concentrate on your main goal for your business. Close your eyes and take yourself forward to the time when you have achieved it, when your business (and accordingly your lifestyle) is everything you want it to be. Stay there for a minute or two and really drink it in. Take note of what you can see, hear and feel.

Ask yourself:

- What strengths did I and my business have back in March 2008 which enabled me to get to this point?

Now come back to the present and keep hold of those positive thoughts.

We all hold Empowering Beliefs. These are the beliefs which we hold as fact and which empower us to move forwards towards our goals. Some of them we know and can list straight away. Others may surprise us when we encourage our subconscious to come forward with them. All of them are extremely powerful and make a huge difference to the outcome of all our endeavours.

When you express an Empowering Belief the sentence would typically start 'I am...' or 'I can...'

Basing your list on your answer to the bullet pointed question above, write down **now** 5 Empowering Beliefs you have about **your business**. What are its strengths? What does it do for your clients? 'It is... what?' 'It can... what?' 'It does...what?'

Once again basing your list on your answer to the question, write down **now** 5 Empowering Beliefs you have about **yourself** which will enable you to get your business to that main goal. 'I am...?' 'I can...?' 'I'm great at...?' 'My XYZ skills are superb'. Don't worry if you think it might sound big-headed to anyone else. What's important is that you believe that you have this strength, ability or knowledge.

That's a great start!

Now - let's all commit to doing something over the next 2 weeks until the next newsletter. I'll do it too.  
**Are you with me?**

Every day over the next 2 weeks let's all add at least one new Empowering Belief to our two lists. Our goal is to end up by Friday 11 April with at least 9 Empowering Beliefs about our businesses and at least 15 Empowering Beliefs about ourselves.

So each day ask - 'What Else?'

Ask other people what they think. Ask family and friends, and ask clients. When someone else says something good about you or your business they wouldn't say it unless it were true would they? So you can easily take that on as a belief of your own - right?

This is really powerful stuff and can cause a mental shift that will take you shooting forwards. We will follow up with it and take it to the next stage in the next newsletter.

I'm really excited about this. **Come on we can do it!** I'll feedback to you in the next newsletter how I got on, and I would truly love to get your feedback on how amazed you are at the things that you came up with and the difference that it is making and will make in the future. Come on - Email me at [feedback@em-powering-u.co.uk](mailto:feedback@em-powering-u.co.uk)

Until next time,  
Em

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