



5 Ways We Sabotage Our Own Success



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“Don't let your mindset keep you from achieving your dreams”

2009 is a year many of us are glad to put behind us. Whether you run a multi-million dollar company or you have a side-business making an extra hundred or two a month, you're starting 2010 with high hopes that this year will be different. You want this year to be "your year."

It won't be if you stay trapped in your old ways of thinking. Unfortunately we can be our own worst enemies.

The chapter meets the third Tuesday of every month at the Greate Bay Country Club, Somers Point 5:30pm – 8:00pm. For more information about the chapter, our next meeting topic or to register to attend a dinner meeting, please visit the NJAWBO Atlantic Cape May Chapter website at www.atlanticcapemaynjawbo.org. NJAWBO is the largest state organization of women business owners in the country.

Here are 5 traps we get caught in that sabotage our success and tips to get out of your own way to achieve your dreams:

1 **Limiting Beliefs.**

All actions start with thoughts and our thoughts are rooted in beliefs we hold. You may cognitively know what you need to do (take action to market your business for example) but when you're not taking action there's some belief inside you holding you back. You may believe you're incapable of whatever it is you're thinking about. This is a challenge for many of us since women throughout history have been told in subtle and not so subtle ways that we "couldn't", "shouldn't", or "can't." Enough already. Achieving begins with believing you **can** achieve.

Who would you be if you weren't chained to the negativity in your mind? How would you act? What words would you use? After you read this article act as if you believed you can achieve anything you want. Speak the way a confident person speaks. Take actions a confident person takes. Before you know it you'll have new beliefs.

2 **Constrictive Thinking.**

Constrictive thinking keeps us from extending ourselves or taking chances. When we become anxious about closing a sale we focus all our attention on our needs rather than the prospective client's. We stay home rather than pay to go to a networking event or attend a workshop because we focus on the cost rather than the value our attendance could bring us. It's the mindset that says "I need to learn more before I can market myself." The opposite of

constrictive thinking is abundant thinking. Abundant Thinking is when you tell yourself you have valuable products and services that make a real difference in people's lives. You look for opportunities to learn about people and share how what you offer may help them. You focus on delivering outstanding service, collecting case studies of your successes, and asking for referrals.

3 **Inability to Say No.**

Sue, a talented designer, agreed to do a new logo for a successful boutique hotel. She had a similar request from another new client. Then an old friend asked her to do the marketing materials for a big event. And another friend asked for website design help. And she owed several items to a friend she was bartering with. The hotel eventually pulled the project from her because she didn't respond fast enough. The logo client became irritated because she was taking so long with the project. Sue's inability to say "no" had caused her to work 16 hours a day on things that didn't generate a profit. While you may not be giving your services away, your difficulty in saying

"no" to people may be causing you aggravation in other ways. If you're overly concerned about what people will think about you it may lead to your agreeing to do things that end up making your day a mad scramble. Whether it's your friends, your family, or clients, consider the cost of that "yes" on your stress level and your overall enjoyment of life.

4 **Perfectionism.**

Each of us wants to be the best in our business category. But obsessing over details only adds to your stress level and keeps you from executing and taking chances. Perfectionism is rooted in the fear of making a mistake. No one is going to be so appalled that you said "um" in a presentation that they'll stop listening to you. They're not going to email their friends about a grammatical mistake on your website. You can make changes and improve as you go. Commit to taking action.

5 Fear. Nearly 77 years ago Franklin D. Roosevelt told a disheartened nation that "the only thing we have to fear is fear itself." Those words are just as true today but not

only because of the economic challenges we continue to face individually and as a nation. They're also true because our fears can consume us if we let them. Unless we face our fears and courageously stare them down we'll remain struggling in businesses that merely allow us to survive when we really want to thrive.

To help you continue to reach your dreams of business success, get the information you need to improve your skills. Spend time with like-minded professionals who are optimistic, positive thinkers and who are committed to their own and each others success.

*At Your Service,
Jane Ann Hart
Principal
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Networking with other women business owners is a valuable tool when building your business. NJAWBO gives you the platform to learn more about or share business experience.

MAXIMIZE
your reach by connecting to
WOMEN BUSINESS OWNERS
in Atlantic and Cape May Counties.

Local Dinner Meeting: Third Tuesday of Every Month
Register: www.WhosComing.com/AtlanticCapeMayChapterNJAWBO



Atlantic Cape May Chapter
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