

The Kingston & Area



# HOME BUSINESS ASSOCIATION

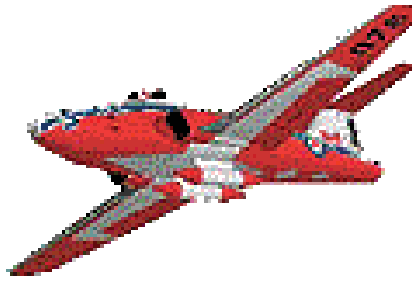
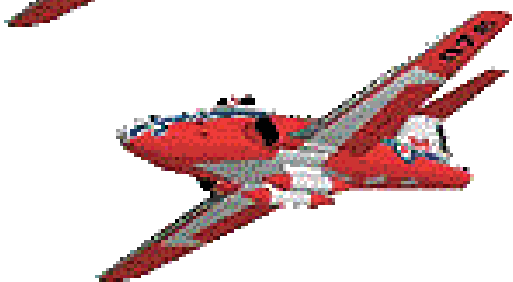
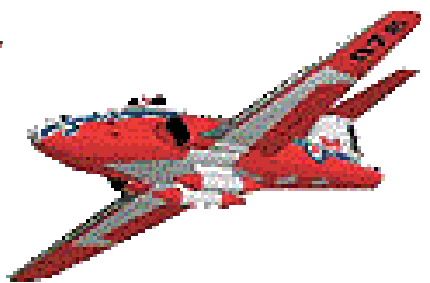
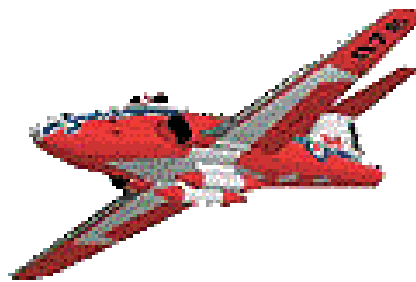
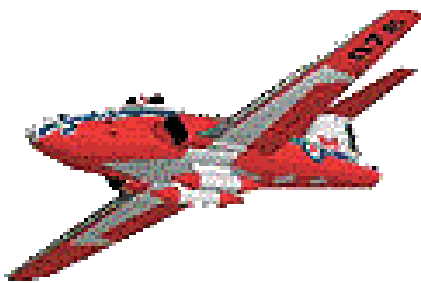
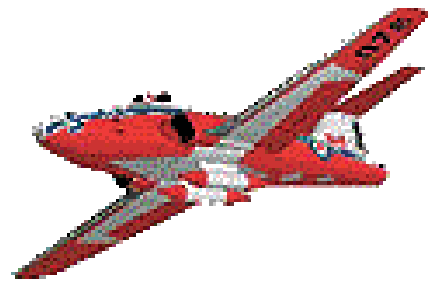
Volume 17, Issues 1-2 Voice of the Home Business

June-July 2009

## NEWSLETTER

### *Canada Day 2009*

- All About KAHBA - pg.2
- Avoiding Clogged Pores - pg.3
- Time For A Makeover - pgs 4
- The Seven-second Rule - pg. 4
- Listening To Your Body's Messages - pg. 5
- Big Thanks - pg.6
- Working Miracles, One By One Welcome - Pg. 8
- How To Manage Work/Life Stress - pg. 9
- Bluetooth Basics.. - pg. 10
- 7 Secrets to Business Startup Success - Pg.13



## What Is KAHBA?

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full and part-time, offering experience, education, information, and support to each other. KAHBA is proud to announce its 17th year of operation. Yearly membership to KAHBA is \$75.00. For more information, please contact our Membership Director, David Kempson at (613) 544-2178, or any executive member on our website [www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca).

## KAHBA's Executive

President - Rej Bruneau; Vice-President - Lorayne Bradshaw;  
Secretary - Melanie Babcock; Membership - David Kempson;  
Treasurer - Lyle Merriam; Guest Director - Sidney Berry;  
Publicity - Gerry Koster; Guest Speaker Co-ord David Sergeant;  
Newsletter Editor - Fred Georgeadis

### Mailing Address

**KAHBA**  
322 - 427 Princess St.  
Kingston, ON K7L 5S9

### Web Site

our web site is:  
[www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca)

## KAHBA Meetings

Monthly meetings - 2nd Saturday of each month - meetings are held at 08:00 hrs. at the 560 Legion located at 731 Montreal Street. KAHBA also holds evening meetings on the last Monday of each month, times are 6:30 - 8:00 pm. - place is announced via our website. For our next Monday night meeting check your calendar. We hope to see you there too.

## Guests and Potential Members Are Always Welcomed

Membership to KAHBA is always Welcomed. Bring a friend who may be considering, or already has, a home-based business. Guests who wish to just check us out, are welcome to do so. See you at the meeting!!

## KAHBA Showcase

KAHBA hosts a Small Business Showcase in the October timeframe. This is our largest annual event and is a great opportunity to expose your business - ideal for members and non-members. This year's venue will be at the Cataraqui Mall (Kingston). Ask us for information to participate.

This Newsletter designed by:



# Avoiding Clogged Pores

By Jerzy George – Collagenlife Intl.

The trick to healthy glowing skin is clean pores. That's why there are so many pore cleansing products on the market right now. What are pores? What do they do? How do you keep them clean? Do any of those pore cleaning products actually work?

## Purifying Pores

Pores help our skin to breathe. They allow toxins to escape from our skin, and they allow helpful nutrients to seep into our skin. Pores that are healthy cannot be seen with the naked eye. Pores that are blocked and clogged often turn into blackheads and pimples.

When pores begin to fill up with dirt, oil, and other toxins, the pore itself becomes larger due to all of these things. This is how pimples and other facial abnormalities form. Since pores are very small, they tend to stretch when they are filled with those toxins. Once a pore has been stretched out, it won't retain its original form once again.

## Making Pores Look Smaller

You can't shrink your pores once they have expanded, but you can help them look a bit smaller. How? Keeping your pores clean is the best way to minimize their appearance. In order to do this, you will have to follow a decent skincare routine.

If you don't have the time to go through a whole skincare routine, simply splash cold water on your face. This quick fix will work in a pinch, but the best way to tame those pores is to care for your skin properly.

## A Pore Cleansing Routine

Everyone (men and women) needs to go through a pore cleansing routine on a daily basis. The first step is to choose a cleanser that is right for your skin type. Wash your skin every single day, morning and night.

Next, find a good scrubbing agent. Scrub the skin to exfoliate daily. Look for products that have organic items such as orange peel extracts and nut shells. Then, go ahead and deep cleanse your skin. Look for a deep cleanser that contains lots of mud, herbs, and other purifiers.

Lastly, moisturize with a product that won't clog your skin. Again, choosing an organic moisturizer is a great idea. If your skin feels tight, make sure to moisturize whenever you have that feeling – tight skin is not happy skin.


## Why Organic?

Organic skincare products contain lots of healthy ingredients that won't cause your pores to clog up. These products are filled with tons of items that are good for your skin. Unlike products that

*Continued on pg. 6*



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## Time for a Makeover!

Susan Friedmann, CSP  
The Tradeshow Coach

Shrinking sales. Fewer prospects. Tightening budgets. All the classic signs of a recession are here. So, what's the next logical step for a B2B company to take? Web site makeover!

OK, that idea may sound absurd at first. But according to Bill Gadless, there's no time like a recession to revamp your Web presence. He offers three good reasons why:

In a downturn, smart companies seek to grow market share. "It turns out that down economies are the cheapest time to improve your market share," Gadless reports, "because so many companies—probably including at least some of your competitors—will retrench." Investing now in a makeover will put your company in a much stronger position coming out of the downturn.

Your prospects won't stop buying, but they'll think about it longer. According to Gadless: "[W]hile many of your prospects will still buy, they'll spend more time than ever researching alternatives ... on the Web." All the more reason to revamp.

You can't find prospects any more cost-effectively than via Web marketing. Regardless of the economic situation, this fact apparently holds true. "Study after study has shown that online marketing is the highest-ROI, most cost-effective marketing you can do," he says. Investing in your Web site, therefore, is simply never a bad idea.

The Po!nt: Keep your Web presence up even in a downturn. "To help recession-proof your company, your Web site and lead-generation process should be performing optimally," Gadless advises. ....  
.....

## The Seven-Second Rule

When subscribers open email messages, you have about seven seconds to answer their most important question: "What's in it for me?" According to Steve Adams, the best way to prove value is to deliver great content again and again. Here are three time-tested rules to keep in mind when writing your email missives:

Know your audience. "Are you writing to a 70-year-old retiree who enjoys golf, or a stay-at-home mother of three?" he asks in an article at MarketingProfs. If you have a diverse audience, target segments with specialized content.

Give messages a personal touch. Sign your name to offers, or find another way to give a human "face" to your company. "Establishing a personal voice behind your communications not only helps the customer feel a connection," says Adams, "but also fosters a relationship with your readers."

Keep it short and sweet. Don't waste your seven seconds on wordy text or fluffy content. "Make it easier for your customers to sort through what they don't care about and find what really sparks their interests," he says. In the same spirit, he also suggests that the more frequently you send messages, the shorter they should be.

The Po!nt: Never forget why subscribers signed up for your messages in the first place—valuable content. "It is the key to executing successful campaigns, growing your subscriber following, and getting them to keep coming back for more," says Adams.

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## Listening to Your Body's Messages

As human beings we consist of 4 key aspects. These are the physical, mental, emotional and spiritual aspects of us. We tend to place much of our focus upon the physical aspect. Media and advertising strongly promote how we look. Our society focuses on the "outside" of who we are. So who are you really? Well, the You of You is all that you cannot see from the outside. It is the emotional, mental and spiritual parts of who you are. The way we feel (emotional), the way we think (mental) and our connection to the Universal Source, God, and The Divine (spiritual); whichever word describes this for you. Even as children we are taught to focus on the outside: our hair, our skin, the clothes we wear and the size and shape of our bodies. We've got it all wrong!

If you put a t-shirt on, are you your t-shirt? Of course not! We can think of our bodies in the same context. We are not our bodies - our body is simply "the package" that carries our spirit around.

Now it is important to take care of our physical bodies. How we eat, exercise and sleep affects our overall wellness and longevity. We are not separate but intimately connected to the other 3 aspects.

It is essential that we address all aspects of who are on a regular basis. How do we do that? With awareness. By being aware of how we are feeling. Are you emotional, are you easily upset? Where are your thoughts? Are you replaying the past, nursing old anger and resentments? Are there situations that remain unforgiven or unresolved in your life? Do you feel alone or abandoned?

There is an old saying: "You cannot hold a beach ball under water." Have you ever tried? You struggle to keep it under by lying on it, doing anything in an attempt to keep it submerged, but it keeps popping back up to the surface. This holds true for our lives. If there have been times when we have not fully dealt with situations like divorce, losing a loved one, feeling betrayed, if we have not been allowed to speak our truth as children, if we are not doing what we want to do for a career. Whatever we have pushed down and suppressed in any way sits in any one or all of the 4 aspects of who we are. This can keep us in a state of imbalance.

Our body gives us signals in many different ways when we are out of balance: with illness, pain, fatigue, depression, pms, emotional outbursts, anger. We need to recognize and deal with what

*Continued on pg. 7*



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## BIG THANKS TO PAST EXECUTIVE MEMBER - PAM

A big thank you to Pam Farrance from the KAHBA membership and the KAHBA Executive for her involvement as the past Guest Speaker Coordinator. In that capacity, Pam ensured that guest speakers were regularly available for our monthly meetings.

Pam is still involved with the Marketing Committee, where she attends planning meetings routinely.

The new Guest Speaker Coordinator is Dave Sergeant who stepped up to fill this important volunteer position. Thanks to both David and Pam for their dedication.  
(Editor)

## Continues from pg. 3 - Clogged Pores

Organic skincare products contain lots of healthy ingredients that won't cause your pores to clog up. These products are filled with tons of items that are good for your skin. Unlike products that are filled with chemicals, organic products won't cause your skin to dry out.

If you stick with the routine listed above, choose organic products, and take care of your pores, you will have clean, younger looking skin in no time. The trick to keeping your skin young and supple is to really take care of it. Now that you know how to care for your skin, what are you waiting for? Get out there and unclog those pores!

*Jerzy George (Collagenelife Intl.) - with over twenty years of experience in the beauty and anti aging industry is offering information and products oriented on the market's needs and which have the set of concurrent advantages, favourably separating them from the products of competitors.*

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*Continues from pg. 5 - Listen to your body*

is “coming up” for us; like the beach ball. The underlying issues are the root or cause of the above symptoms. Instead of running the Doctor for a pill, which covers up the symptoms like a Band-aid. We need to get to the core of what’s really going on and resolve it from there.

For example: we go to the Dr. with a headache, we get a prescription for a pill. Does anyone ask us what is going on in our lives, not very often? Headaches can be caused by many things; stress, toxins, allergies, and emotional upset. Often when we realize and recognize the underlying reason that is causing the headache, then we heal and the symptoms go away. By treating a headache with a pill we are treating only the symptom, we are not getting to the root cause. The symptoms will continue until we find out what is REALLY going on.

Pain, illness and imbalance can be seen as gifts. They let us know when we need to pay attention and perhaps make some changes. When someone gets sick, it is not something that has suddenly occurred. It will have been in the body for some time before the physical symptoms show up. There would have been many signals from the body letting us know for some time. But often we ignore them and wait for them to go away until they begin to accumulate or until we have a crisis like a heart attack, stroke or cancer...then we HAVE to pay attention. We need to be more in tune with our bodies and notice the subtle changes that are occurring - trust your gut instincts. The body has the innate ability to heal itself - it is our biological intelligence. Our bodies are created to be self-healing organism, which is why cuts heal, broken bones mend, colds and flues clear out accumulated toxins. Use your awareness on a daily basis to see what is coming up for you and let your symptoms serve as a key to healing and creating peace within yourself.

In a live interview about his book *A New Earth*, Eckhart Tolle says, “We live in a culturally conditioned society that seeks external help. We need to learn to be with the discomfort. We need to learn to accept it. Medicating dulls it, it is still there in the background. We can take cold medication which suppresses the cold and the symptoms, but the cold is still there.”

*Cheryl Hiebert M.Div. is the Founder of Sacred Journeys Healing Arts Centre located in Kingston, Ontario. The Centre offers many holistic therapies and personalized guidance to achieve optimal balance and wellness. The goal is to help empower people in their healing path in life...their own Sacred Journey.*

*Cheryl has studied holistic therapies for more than 15 years and brings a wide range of skills, as well as a genuine passion for healing, to her clients and students. She provides a variety of treatments to clients on an individual basis and also teaches workshops across North America. She is a patient, intuitive and compassionate healer. She takes time to listen to her clients' challenges and then works with them to find the best healing path to take. Her intuitive skills, in combination with the healing therapies, work toward a successful outcome.*

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**Vendors wanted - for the 179th Kingston Fall Fair - Thursday September 17th to Sunday September 20th, 2009.**

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## Working Miracles, One by One

Susan Friedmann, CSP  
The Tradeshow Coach

"Now more than ever, the email channel in particular is being asked to contribute higher revenue," says Stephanie Miller in a post at the Daily Fix blog. "Yet, we all must make that happen with existing (or lower) resources." Reaching that goal requires innovation, and Miller reports on a number of ways that panelists who took part in a discussion at the virtual MarketingProfs Digital Marketing World conference have managed to work a few miracles. Among their initiatives, they:

Customize landing pages. Wendy Croissant of Sierra Trading Post tailors offers for visitors linking from certain locations. "She's seen a significant rise in response on those pages," says Miller, "even when just the image and headline are unique to the audience."

Reactivate subscribers. Winning back an uninterested subscriber can be difficult, but it can work. Sal Tripi of Publishers Clearinghouse "uses his direct mail to reach out," notes Miller, "but does so within 90 days of the last email action, so he knows the subscriber is still ... 'warm.'"

Capture everywhere. Stephen Gilberg of Happy Hours invites customers to sign up for email alerts at every touch point. "We ask them if they want email reminders for this one event, or every event," Gilberg says. "Choice helps them feel confident

that we will respect their inbox," he notes. The Point: Innovate! According to Miller, you might face resistance from colleagues: "It takes courage and fortitude to advocate for a great subscriber experience when all everyone else wants to do is 'blast' the file over and over." But happy customers will make it worth your effort. (End)

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# How to Manage Work/Life Stress

by Peter Nicholls

Recent studies have shown that 'work life balance' is the number one want of workers - even higher in priority than salary. And it's not just younger people. It applies also to ageing workers, especially those who are starting to look to a second adulthood, one in which passion takes over from pay.

What I read into this however is that people are saying they want to enjoy life and 'work/life balance' is the in-phrase that comes nearest to expressing that want. But the fact is that work/life balance is an unrealistic time management concept:

- \* based on conflicting demands of employer and employee for a share of the 24/7 day. There simply isn't enough time to achieve everything.

- \* suggesting people are living two lives - one at work and one away from work. But people don't 'work' for five days (or more) and 'live' for two days (or less). It's not about work/life, it's about life

- \* ignoring the fact that work is just one of many roles people perform in their 24/7 week. Separation of work and personal life roles has become an almost seamless blur.

The financial downturn has made it worse. Job losses are putting new pressures on people who still have their jobs. They keep nervously looking over their shoulder. They work harder, for longer hours and feel greater stress in their extended efforts to ensure they keep their job and keep the business afloat.

The problem has evolved into one of man-

aging sustained excessive stress of work and personal life. Not just in times of peak demand, but over the weeks and months ahead. More than just the family-friendly needs of parents and carers, it's an issue for every working person, from the junior assistant to the chief executive.

People want quality of life, in a sense a reversal of work/life balance - life/work balance, where life is the central focus and work is one (important) resource.

Rather than the 'time-poor' approach of work/life balance, people are looking to become 'life-rich'. Instead of energy-draining stress that slides into mental exhaustion, illness, burnout and depression, people want positive energy that generates creativity, resilience and intelligent productivity.

The more realistic aim is to develop a harmonious, mutually-energising mix of work and personal life interests/responsibilities. A good flow of energy-burning and energy-generating pursuits sustains and expands our potential to enjoy building a flourishing life.

While you can't deficit-budget time, it's possible to deficit-budget mental energy. A few minutes a day can sustain energy for long periods of time, so long as those minutes are spent doing something that enjoyably expresses the inner person, the authentic self, simply because it makes you feel good about yourself.

What sort of interests might these be? Each person will have unique answers. As a broad rule of thumb, energising interests:

- \* are those enjoyed for their intrinsic pleasure, giving a sense of temporary escape

*Continues on pg. 12 - Work.Life Stress*

## BLUETOOTH BASICS

By Jason Kohrs

Bluetooth technology is nothing new, but in many respects it still seems to be more of a buzz word rather than a well understood, commonly accepted technology. You see advertisements for bluetooth logo Bluetooth enabled cell phones, PDAs, and laptops, and a search of the Computer Geeks website shows all sorts of different devices taking advantage of this wireless standard. But, what is it?

### History

Before getting into the technology, the word Bluetooth is intriguing all on its own, and deserves a look. The term is far less high tech than you might imagine, and finds its roots in European history. The King of Denmark from 940 to 981 was renowned for his ability to help people communicate, his name (in English)... Harald Bluetooth. Perhaps a bit obscure, but the reference is appropriate for a wireless communications standard.

Another item worth investigating is the Bluetooth logo, shown above. Based on characters from the runic alphabet (used in ancient Denmark), it was chosen as it appears to be the combination of the English letter B and an asterisk.

### Capabilities

The FAQ on the Bluetooth.org website offers a basic definition: "Bluetooth wireless technology is a worldwide specification for a small-form factor, low-cost radio solution that provides links between mobile computers, mobile phones, other portable handheld devices, and connectivity to the Internet."

The big blue technology tooth Just like 802.11 b/g wireless networking systems and many cordless telephones, Bluetooth devices operate on 2.4 GHz radio signals. That band seems to be getting a bit crowded, and interference between devices may be difficult to avoid. Telephones are now being offered on the 5.8 GHz band to help

remedy this, and Bluetooth has taken its own steps to reduce interference and improve transmission quality. Version 1.1 of the Bluetooth standard greatly reduces interference issues, but requires completely different hardware from the original 1.0C standard, thus eliminating any chance of backwards compatibility.

The typical specifications of Bluetooth indicate a maximum transfer rate of 723 kbps and a range of 20-100 meters (65 to 328 feet - depending on the class of the device). This speed is a fraction of that offered by 802.11 b or g wireless standards, so it is obvious that Bluetooth doesn't pose a threat to replace your wireless network. Although it is very similar to 802.11 in many ways, Bluetooth was never intended to be a networking standard, but does have many practical applications.

### Practical Applications

Browsing the Computer Geeks website shows a variety of products that take advantage of

*Continues on pg. 11*

**Exercise**

**TIP**

## Beat Stress With Exercise

**"Whenever you're stressed, simply turn on your favourite tv cooking show and jump on your treadmill. Exercising that way, you can get great ideas for healthy food preparation and work off some calories at the same time. It's an easy way to fight off stress too."**

*Continues from pg. 10 .... Bluetooth Basics*

Bluetooth's capabilities, from laptops and PDAs, to headphones and input devices, and even wireless printer adapters.

Belkin F8T001 Bluetooth USB Adapter w/100M RangeLaptops, such as the Toshiba Tecra 9000, include an onboard Bluetooth adapter to allow the system to connect to any Bluetooth device right out of the box. For laptop or desktop systems that do not have an adapter built in, there are USB Bluetooth adapters, such as the Belkin F8T001.

Bluetooth enabled PDAs, such as the HP iPAQ hx4700, allow for convenient wireless synchronization and data transfer.

Headphones can take advantage of Bluetooth for two purposes... audio playback and mobile phone communications. Using something like the Logitech Mobile Headset with a Bluetooth enabled mobile phone allows anyone to go hands free, as well as wire free.

Logitech MX900 Bluetooth Optical Cordless MouseLogitech, and other manufacturers, also produce input devices that eliminate wires thanks to Bluetooth. You can add a Bluetooth mouse to your system, such as the Logitech MX900, or both a mouse and keyboard using something like the Logitech diNovo Media Desktop. One advantage that Bluetooth wireless keyboard/mouse combinations have over the standard RF wireless keyboard/mouse combinations is range. Where most standard RF keyboard/mouse combinations have a range up to 6 feet; a HP JetDirect BT1300 Bluetooth Wireless Printer AdapterBluetooth keyboard/mouse combination will usually have a range of up to 30 feet.

The HP JetDirect BT1300 Bluetooth printer adapter makes sharing a printer extremely convenient by eliminating the need for any wires or special configurations on a typical network. Printing to any compatible HP printer from a PC, PDA or mobile phone can now be done easily from anywhere in the office.

Final Words

At this point the popularity of Bluetooth might not be as large as some proponents would have hoped, but many devices are available for those interested. The cost and competition from other standards have hindered the widespread acceptance, but Bluetooth does offer a viable solution to many devices that might not have wireless connectivity without it.

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*(Continues from pg. 16 ... 7 Secrets)*

constraint today.

4. Determine your single biggest problem or obstacle in your business or personal life. Then focus all your time and attention on the possible solutions.
5. Make a list of what you would want to be, do and have if you had no limitations and you were absolutely guaranteed success.
6. Accept complete responsibility for your life. From this day forward, refuse to make excuses or blame anyone for anything. Instead, take action to make your goals a reality.
7. Reaffirm and visualize your goals of financial success, excellent health and personal happiness as a reality. Remember, the person you see is the person you will be.

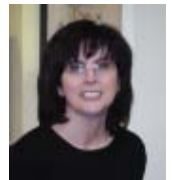
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*Continues from pg. 9 - Work/Life Stress*

from problems, losing track of time for a while (achieving a state of flow) and resulting in some sense of achievement

- \* don't have to be physical. They can be intellectual, passive, social, manual, or spiritual. I get my buzz from singing in a choir

- \* are of individual choosing, including the venue, time, level of skill, alone or with others.

- \* can be done at any time of the week, day or night, that fits one's particular situation. Nor does it have to be in a club. Increasingly people are preferring what I call impulse leisure.

There are things managers can do. First and foremost though, the chief executive has to support the concept, not only formally but also emotionally in relation to his/her own personal life. Without this, a realistic change in workplace culture is pretty much dead in the water.

Assuming this test has been passed, here are some basic guiding thoughts:

- \* make staff aware that management recognizes that personal passionate interests away from work can and do improve work productivity (a powerful message in itself)

- \* management is supportive of staff efforts to inject more enjoyment into their lives away from work

- \* the organisation is prepared to take steps to help and encourage this process

- \* emphasise that the organisation rightly has no interest in knowing what people do for enjoyment away from work; it's just encouraging staff to have strong outside interests

A corporate energy management plan process needs to have strong involvement of

staff from all levels of the organisation (all staff in the case of small businesses). A good method is to convene round-table discussions between (representative) groups of people from all levels of the organization. There are powerful corporate benefits, including improved communication, in group discussions on:

- \* Passionate interests that each person has outside of work

- \* How each person finds such interests help them in their work and personal growth

- \* Identification of issues that would inhibit the formulation of a policy that encourages staff to enjoy outside interests. These discussions should be aimed at achieving group recommendations towards a strategy that sets out actions in the following priorities:

- o issues that can be most readily resolved with minimal effort/cost,

- o more difficult issues that require time, effort and cost, to be scheduled for attention in an agreed order and over a period of time up to, say, three years.

In the final analysis, people are looking within themselves for peace of mind. They are starting to see that the important things in life aren't money, wealth or status. They understand that a rich life embraces a mix of positives and negatives. But it is also about being allowed the dignity to enjoy being the person they were born to be. The institution of work is an important means of developing those talents. But successful business managers know they can benefit greatly - financially and emotionally - from recognizing and encouraging workers to enjoy developing all of their natural talents in any way possible, at work, home and play.

*Continues on pg. 13*

## 7 Secrets to Business Startup Success

Free article from Fresh Thinking Business

There are seven essential principles that you must practice as an entrepreneur throughout your business life if you are to achieve maximum success. They have been taught and repeated in thousands of books and articles over the years, and here they are.

1. Clarity: You must be absolutely clear on who you are and what you want. You need written goals and plans for every part of your life. Begin with your values. What do you believe in and stand for? What is most important to you in life? What would you pay for, fight for, suffer for and die for? What do you really care about? Someone once wrote, "Until you know exactly what you would do if you only had one hour left to live, you are not prepared to live."

What is your vision for yourself and your future? What is your vision for your family and your finances? What is your vision for your career and your company? Even if you are starting your business on a kitchen table, you must have a vision of becoming a world leader in your field, or you will probably never be successful.

What is your mission for your business? What is it that you want to accomplish for your customers? What is it that you want to do to improve the lives and work of the people you intend to serve with your products and services? You need a clear vision and an inspiring mission to motivate yourself and others to do the hard work necessary to achieve business success.

What is your purpose for your life and your business? Why do you get up in the morning? What is your reason for being? And here's a great question: What do you really want to do with your life?

Finally, what are your goals? What do you want to accomplish in your financial life? What are your family goals? What are your health goals?

*Continues from pg. 12 .. Work/Life Stress*

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### CUSTOM ELECTRONIC DESIGNS

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What difference do you want to make in the lives of others? And here is the best question: What would you dare to dream if you knew you could not fail?

The greater clarity you have regarding each of these issues--values, vision, mission, purpose and goals--the greater the probability that you will accomplish something wonderful with your life.

2. Competence: To be truly successful and happy, you must be very good at what you do. You must resolve to join the top 10 percent in your field. You must make excellent performance of the business task your primary goal and then dedicate all your energies to doing quality work and offering quality products and services.

To be successful in business, you must find a field that satisfies three requirements. First, it must be something for which you have a

*Continues on pg. 14*

*Continues from pg. 13 - 7 Secrets to Business...*

passion-something you really believe in and love to do. Second, it must be an area where you have the potential to be the best, to be better than 90 percent of the people in that field. Third, it must involve a product or service that can be profitable and enable you to achieve all your financial goals.

According to the Harvard Business School, the most valuable asset a company can develop is its reputation. Your reputation is defined as "how you are known to your customers." And the most important reputation you can have revolves around the quality of the products and services you offer and the quality of the people who deliver those services and interact with the customers. Constraints: Between you and your goal, whatever it is, there will always be a constraint or limiting factor. Your ability to identify the most important factor that determines the speed at which you achieve your business goals is essential to your success.

The 80/20 rule applies to constraints in your business. Fully 80 percent of the reasons that you are not achieving your goals as quickly as you want will be within yourself. Only 20 percent will be contained in external circumstances or people. What are your constraints? What holds you back? What sets the speed at which you achieve your goals? And what one thing could you do immediately to begin alleviating your main constraint? This is often the key to rapid progress.

4. Creativity: The essence of successful business is innovation. This is the ability to find faster, better, cheaper, easier ways to produce and deliver your products and services.

Fortunately, almost everyone is a "potential genius." You have more intelligence and ability than you could ever use. Your job is to unleash this creativity and focus it, like a laser beam, on removing obstacles, solving problems and achieving your goals.

The essence of creativity is contained in your ability to solve the inevitable problems and difficulties of business life. Colin Powell said, "Leadership

is the ability to solve problems." Success is the ability to solve problems. And remember: A goal unachieved is merely a problem unsolved.

The way of the successful entrepreneur is to focus on the solution rather than the problem. Focus on what is to be done rather than what has happened or who is to blame. Concentrate

all your attention on finding a solution to any obstacle that is holding you back from the sales and profitability you desire. And the more you think about solutions, the more solutions you will think of. You will actually feel yourself getting smarter by focusing all your energies on what you can do to continually improve your situation.

5. Concentration: Your ability to concentrate single-mindedly on the most important thing and stay at it until it is complete is an essential prerequisite for success. No success is possible without the ability to practice sustained concentration on a single goal or task, in a single direction.

The simplest way to learn to concentrate is to make a list for each day before you begin. Then prioritize the list by putting the numbers 1 through 10 next to each item. Once you have determined your most important task, immediately begin to work on that task. Discipline yourself to continue working until that top task is 100 percent complete. When you make a habit of doing this--starting and completing your most important tasks each day--you will double or triple your productivity and put yourself solidly on the way to wealth.

6. Courage: Winston Churchill once wrote, "Courage is rightly considered the foremost of the virtues, for upon it, all others depend." It takes tremendous courage to take the entrepreneurial risks necessary to become wealthy. In study after study, experts have concluded it is the courage to take the "first step" that makes all the difference. This is the courage to launch in the direction of your goals, with no guarantee

*Continues on pg. 15*

*continues from pg. 14 - 7 Secrets to Business*

of success. Most people lack this.

Once you have begun your entrepreneurial journey, you also need the courage to persist. As Ralph Waldo Emerson once said, "All great successes are the triumph of persistence."

The word entrepreneur means "one who undertakes the risks of a new venture in pursuit of profit." Fully 90 percent of the population will never have sufficient courage to launch a new venture, to start a new business, to boldly go where no one has gone before. You need, first of all, the courage to begin, to move out of your comfort zone in the direction of your goals and dreams, even though you know you will experience many problems, difficulties and temporary failures along the way.

Second, you need the courage to endure, to hang in there, to persist in the face of all adversity until you finally win. When you develop these twin qualities--the ability to step out in faith and then to persist resolutely in the face of all

difficulties--your success is guaranteed.

7. Continuous Action: Perhaps the most outwardly identifiable quality of a successful person is that he or she is in continuous motion. The entrepreneur is always trying new things and, if they don't work, trying something else. It turns out that most entrepreneurs achieve their success in an area completely different from what they had initially expected. But because they continually reacted and responded constructively to change, trying new methods, abandoning activities that didn't work, picking themselves up after every defeat and trying once more, they eventually won out.

Top people, especially entrepreneurs, seem to have these three qualities. First, they learn more things. Second, they try more things. Third, they persist longer than anyone else. The good news is that, because of the law of probabilities, if you learn more things, try more things and persist longer, you dramatically increase the probability that you will succeed greatly. If you launch toward your goal and resolve in advance to never

*Continues on pg. 16*

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*Continues from pg. 15 .. 7 Secrets ....*

give up, your success is virtually guaranteed.

### The Ultimate Reward

The greatest reward in becoming a millionaire is not the amount of money that you earn. It is the kind of person that you have to become to become a millionaire in the first place.

To have more, you must first be more. For you to set out on the way to wealth and become a self-made entrepreneurial millionaire, you will have to develop many qualities at a higher level than you ever have before. You will have to become an exceptional person. You will have to become more than you ever imagined possible for you. To realize your full potential and achieve all your financial goals in your own business, you must develop the virtues of integrity, courage and persistence to a much higher level than you have up to now. You will have to practice the qualities of clarity, competence, creativity, concentration and continuous action until they are as natural to you as breathing. You will have to accept complete responsibility for your life and everything that happens to you, and especially for the way you think in every area.

When you develop these qualities and become a completely different person, you will eventually achieve all your goals in life, including financial success. The best part of becoming an extraordinary person is that, if something happens and you lose it all, it won't really matter. Because you have become a different person, you will be able to make it all back again and more, far

faster than the first time.

Welcome to The Way to Wealth. You are about to embark on a grand adventure that may last for the rest of your working lifetime. But if you have the courage to begin and the persistence to endure, nothing can hold you back from achieving all your goals and dreams. If you decide that, no matter what, you will never give up, you will eventually become unstoppable.

### Action Plan

Take these steps to get going on your business goals.

1. Decide exactly what you want in life in each area, and write it down. Make your goals clear, specific and measurable.
2. Specify the most important skill you could develop to move you into the top 10 percent of people in your field. Then do something immediately to begin developing that skill.
3. Identify the major constraint or limiting factor inside yourself or in your world that is setting the speed at which you achieve your most important goal, and begin working on removing that

*Continues on pg. 11*



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