

THE EASY-GOING ENTREPRENEUR

**USING THE LAW OF ATTRACTION AS YOUR
MARKETING STRATEGY**

Second Edition



ALLISON WENTWORTH ROSS

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Introduction

What do you do when you stop believing in a cause you've championed for almost a decade? That's where I found myself when I wrote version 1 of this book in 2016.

Since starting my own marketing consulting business in 2007, I've been a woman on a mission. To anyone willing to listen - and many who were not - I would assert my view on the need for a laser-sharp target market, a clear marketing message, and a detailed strategy for delivering the message in a way that makes money. Nothing wrong with that, except that it seldom works. There's a reason why more than 90% of start-ups fail and it's certainly not because they messed up their marketing.

First, a disclaimer: The contents of the book isn't for everyone. If you're happy with where you are in your business, this probably isn't for you. If you're in business simply to make money, this book definitely isn't for you. Being in business to make money is like saying you want a fruit salad that has fruit. It's a given...A business that isn't run with the primary purpose of making money isn't a business.

Another reason why running a business focused only on making money is a bad idea: The chase for money is usually rooted in the lack of it and that's bad news for the *Law of Attraction!*

According to the *Law of Attraction*, like attracts like and if you're running your business from a mindset of lack, it's a certainty that you'll attract customers with exactly the same mindset. Or no customers at all!

Do you really want leads that don't turn into customers, or customers who are price conscious? Or would you rather want to attract potential customers willing to pay you what you're truly worth with all the optional extras?

When you take money out of the equation, why are you in business? You should be able to come up with a list of reasons why you've taken the plunge into entrepreneurship, ultimately because you wanted to live the life of your dreams free of financial restrictions.

So is this book for you? If you want to know how to build a successful business in order to live the life of your dreams, then no. But if you want to know how to live the life of your dreams while building a successful business, I think you'll enjoy the read. All I ask is that you keep an open mind. At the very least, you might get a glimpse into a life of endless possibilities.

Please note: The content of this book is heavily influenced by the teachings of Abraham as delivered by Esther and Jerry Hicks.

About me

The decision to start a business is a big one. It's the moment you decide to take your future into your own hands and build the life you could never have while you're working for a boss.

I remember that exact day.

On Valentine's Day, 2007, I gave myself the biggest gift of love by resigning from a job with a stable, full-time salary to pursue my life-long dream of having my own business. I thought I had it waxed! With a post-graduate qualification in my pocket, years of business experience behind me, and positivity that could last a lifetime, I was ready to take on the world.

So imagine my annoyance at a colleague's parting words: "*Best wishes on your journey. There will be hard times, but just keep on believing.*"

What was he talking about? Hard times? I knew exactly what I was doing. With the growing opportunities of the Internet, being an entrepreneur was easier than ever.

Not so! My fall was hard.

The truth is that no amount of study, experience, hard work or positivity could've prepared me for the difficult road that is entrepreneurship. It doesn't matter what you think you know, your true learning as an entrepreneur begins only once you're in it. The irony is that I'm a marketer and my specialist area is marketing strategy! Yet those were the areas in my business with which I struggled most.

What I was taught to be true in Marketing 101 and practiced religiously in business since the early 90s was suddenly being challenged by the rise of the Internet. There were new rules. But did the new rules replace the old rules or did they change the old rules? Was marketing evolving into an entirely new discipline? Was what I knew about marketing now null and void?

Not only were my thoughts on business and marketing challenged, entrepreneurship also challenged my values, priorities, relationships, health, finances, and life. I can't remember the number of times I had to start over again, not just picking up the pieces of my business, but picking up the pieces of who I was as a person.

This is where I giggle. When I wrote the first version of this book in 2016, this is where I said "*It took me more than a decade to be able to say I made it through to the other side as one whole person.*" Just when you think you have it all figured out, the Universe responds with '*Hold my beer!*' and sends you more challenges for you to grow even more so it's been an interesting 4 years since then...

Nevertheless, I wouldn't change my journey for the world! What I'm most grateful for is that the core business fundamentals that seemed to fall apart were the same fundamentals I could rely on to put the pieces back together. Now with old and new knowledge combined, I'm able to see the big picture of business as it is today. Most importantly, I have learnt to see my business in the big picture of my life. It is this big picture that I aim to share with you in this guide.

If you're new to entrepreneurship, I'd like to say to you: "*Best wishes on your journey. There will be hard times, but just keep on believing.*" I hope that through this guide, I'll make the road less bumpy and much more fun. Because, above all else, entrepreneurship should be fun.

PART 1: It's not business, it's spiritual

Chapter 1 - Challenge your old thinking patterns

Where do I begin?

Despite being an entrepreneur for most of my life, all my hard work was yielding less and less rewards at greater costs to me and to my family with constant stress and pressure of not knowing enough, having enough, or doing enough.

Whether you've just started out or whether you've been in business for a while, there's no doubt you'll face your fair share of challenges. Especially now! Millions of entrepreneurs across the globe are trying to survive the 2020 plague (otherwise known as COVID-19).

Depending on where you are, these challenges can seem huge, but I've learnt that the problems we face as entrepreneurs come down to only three variables: time, money, and knowledge.

On a scale of 1 to 10, where do you find yourself in terms of availability of time and money? Take a look at Figure 1.

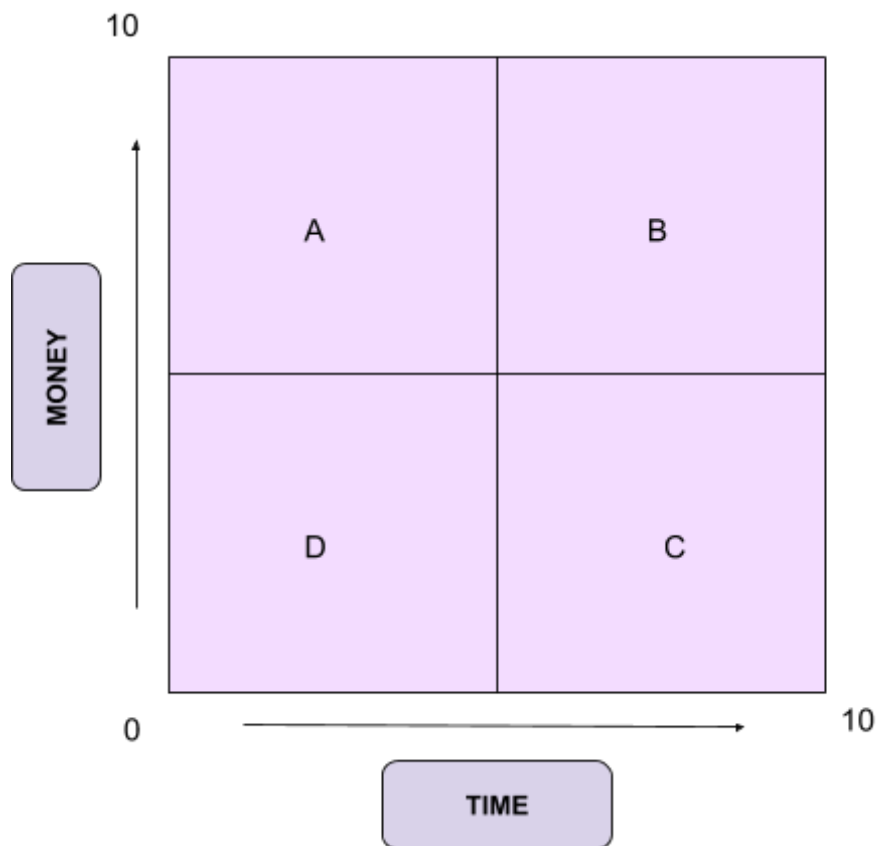


Figure 1: The 4 Quadrants of Lack

As an entrepreneur, you're always striving to get to Quadrant B where you can have enough time and money to invest in your business:

- A, sufficient money to invest in your business but limited time.

- **B, sufficient time and sufficient money to invest in your business.**
- C, sufficient time and limited money and to invest in your business.
- D, limited time and limited money to invest.

How do you get to B? Often you choose the route of doing more, learning more, or taking on additional money-making opportunities on your path to achieving financial abundance.

Which raises the ultimate question: How do you KNOW exactly what needs to happen to finally achieve financial abundance? How do you decide where to invest your limited time and money? Just when you think you know it all, life throws in new uncertainties.

Nothing like complicating matters even further. You'll now find yourself in one of 8 triangles.

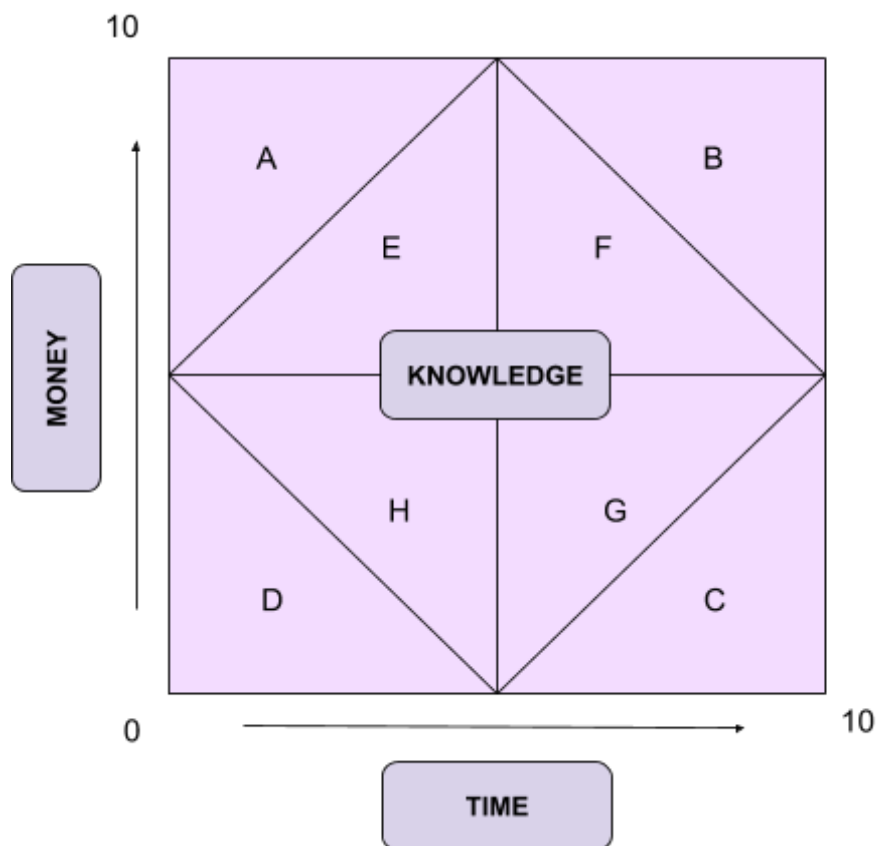


Figure 2 - The 8 Triangles of Lack

Triangles A, B, C, and D deals with **lack of knowledge** and:

- A, sufficient money to invest in your business but limited time.
- B, sufficient time and sufficient money to invest in your business.
- C, sufficient time and limited money and to invest in your business.
- D, limited time and limited money to invest.

Triangles E, F, G, and H deals with **sufficient knowledge** and:

- E, sufficient money to invest in your business but limited time.
- F, sufficient time and sufficient money to invest in your business.
- G, sufficient time and limited money and to invest in your business.
- H, limited time and limited money to invest.

Entrepreneurship is a constant juggle between all triangles!

Are you currently in the first section and you're struggling with a lack of knowledge as well as lacking time or money? Or are in section two when you know what you need to know, but you don't have the money or time to do it?

Irrespective of which triangle you find yourself in, entrepreneurship is an on-going search for knowledge and personal growth and herein lies the challenge: What determines how you progress from where you are to where you want to be depends on how you handle any lack of knowledge. It becomes a balancing act of knowing how to maximise your own inherent strengths, learning what you need to learn, and realising when to hand over the rest to the right people with the right skills.

Sadly, the life of the entrepreneur becomes an endless loop of trial and error with the end result often being an overwhelming feeling of failure as we try to figure this out. We get bogged down by our mistakes of the past and begin to act from a place of desperation, not inspiration. And when we're running a business rooted in desperation and lack, we lose our ability to dream. We completely forget why we started our business in the first place.

Sound familiar? The great news is that you can change your life simply by changing the way you think!

Consider some of my favourite quotes from my favourite people.

"Life is really very simple. What we give out we get back. Every thought we think is creating our future." Louise Hay

"What the mind of a man can conceive and believe, it can achieve." Napoleon Hill

"You are the Michelangelo of your own life. The David that you are sculpting is you. And you do it with your thoughts." Joe Vitale

"Happiness does not depend on who you are or what you have. It solely relies on what you think." Buddha

What they're referring to is the *Law of Attraction*: What we think determines how we feel. How we feel determines our level of vibration. Our level of vibration determines the people and situations we attract.

It's a law and it works for everyone whether we believe in it or not; whether we like it or not. Your circumstances as they are today, like them or not, are all your own doing. Tough to accept, isn't it? It isn't the lack of money, or lack of time, or lack of knowledge. While those issues may very well be present, they're not the reasons why your business isn't flourishing.

A common way to demonstrate the *Law of Attraction* is through the example of the tuning fork first used by Dr. Masaru Emoto, author of the New York Times best-seller, *The Hidden Messages of Water*. Emoto works with three tuning forks. Forks 1 and 2 are designed to vibrate 440 times per second, while Fork 3 vibrates 442 times per second. When he hits Fork 1 with a rubber hammer, Fork 2 immediately vibrates and gives off a sound because it resonates with Fork.

However, Fork 3 remains silent. This shows that energies vibrating at the same frequencies somehow find each other.

Now this is where you decide whether or not the contents of this book are for you. Are you willing to entertain the idea that, when creating a thriving business, managing your vibration from one moment to the next is as important as managing your time, money, and knowledge?

If you're still not convinced, it's time to bring in the science. According to quantum physics, everything is energy and it vibrates at its own frequency, even emotions.

(image credit <https://intuitiveleadershipmastery.com/emotional-physical-pain-one-hurts>)

THE HAWKINS SCALE

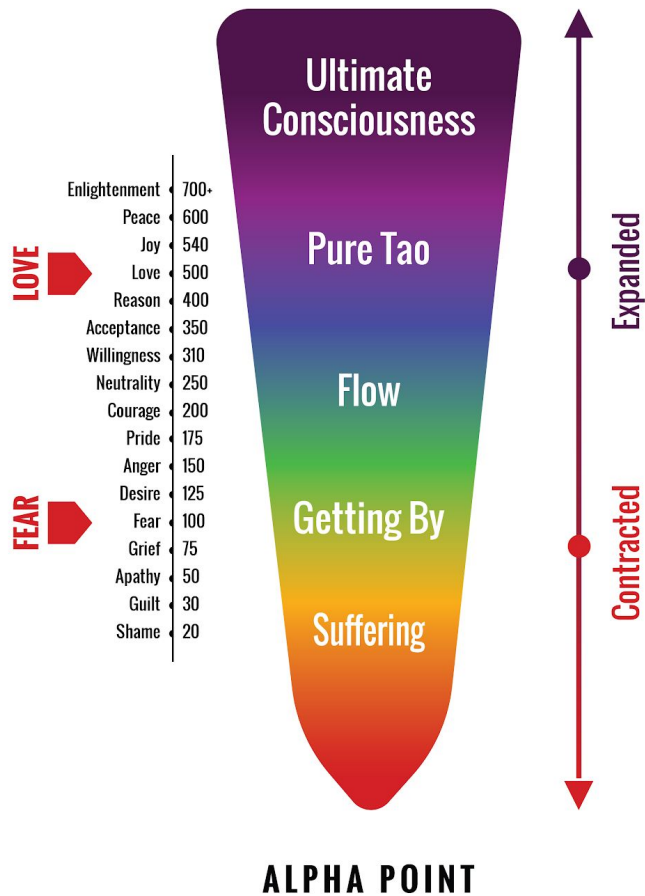


Figure 3 - Tuning your vibration

When we linger too long in the shame, guilt, apathy, and fear of having too little time, money, or knowledge, we attract people, situations, and things that perpetuate our suffering and the feeling of just getting by. When we let go of the fear and the negative energy and start seeing everything from a perspective of unconditional love, we begin to build a business led by spirit energy as we tap into unlimited consciousness and its universal wisdom.

Are you still with me?

You could either discard this as “airy-fairy” and impractical and continue doing what you’ve been doing...with the likelihood of achieving the same results. Or you could suspend all judgement and entertain the idea that the first step to building a successful business starts with fine-tuning your vibration.

When you put in the time and effort to work on your vibration, you're able to automatically and effortlessly attract the life of your dreams no matter what challenges you may face. Money will flow to you in abundance as you need it, insights will appear out of nowhere, and everything will unfold exactly as it should in due time. Because, believe in it or not, the *Law of Attraction* never fails.

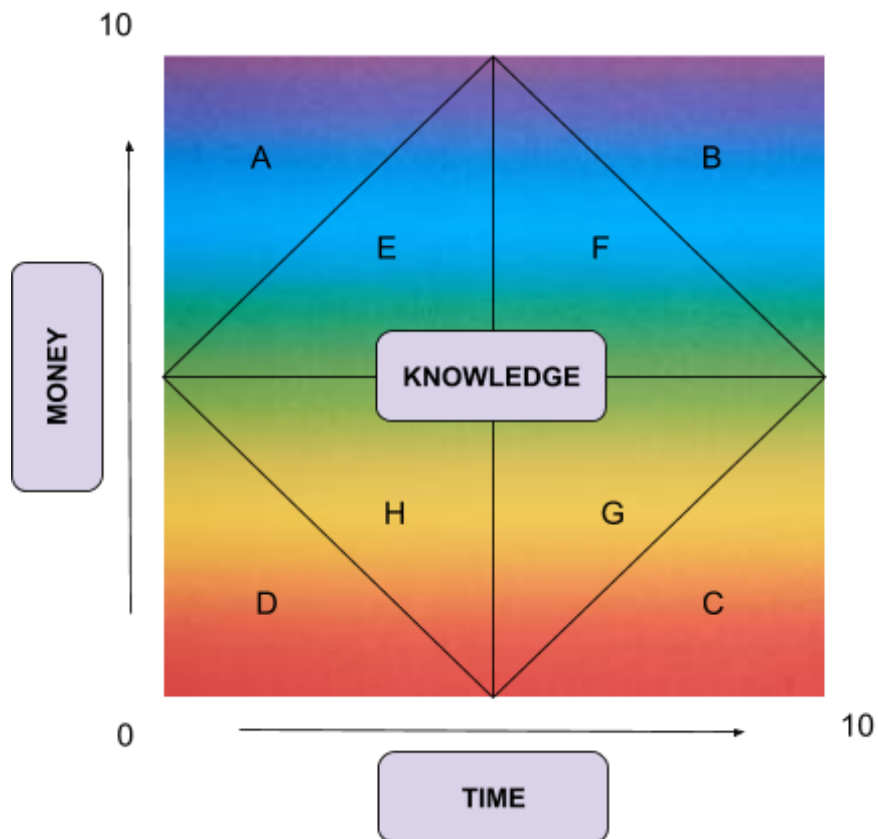


Figure 4 - Tuning your vibration as an antidote to lack

When you introduce the *Law of Attraction* into the equation, building a successful business even looks like more fun! So are you willing to change your old thinking patterns and embrace the principles of the *Law of Attraction*? The following chapters describe the steps I used to implement the *Law of Attraction* in my life and transform my thinking and, in so doing, my business.

My wish is that it will do the same for you.

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