

Dreams Open Doors

By Faith Monson

You're only as big as your dreams. As a success consultant, I'm convinced that small dreams cause more businesses to stop growing than economic or financial problems.

Success is a way of life—and a way of thinking. Are your dreams opening doors for your business, or slamming them shut?

As children, we know how to dream, and we're not afraid to dream big. Children don't dream about desk jobs—they want to become astronauts! They believe everything is possible.

As we grow up, we listen to people who tell us more about what's impossible than about how to create possibilities. People all around us tell us to make our dreams smaller, less risky, more manageable. Or they convince us to stop dreaming altogether.

I'm amazed at how many business owners I meet who had the vision to begin their companies have now become afraid to dream. They're afraid to open the door to new possibilities because they aren't certain what's on the other side. They've become afraid to take chances, even when the odds are on their side.

I empower clients to find their dreams again and use the power of their dreams to make their companies more successful. Here are three ways to rediscover your dreams and harness their energy for more successful marketing:

Tip #1: Don't be afraid to say your dreams out loud. Ever notice how children tell everyone what they're going to be when they grow up? How come grown-ups won't say their dreams out loud—when they have the autonomy, power and know-how to make those dreams come true? Take back your power by daring to say your dreams out loud to supportive friends, clients, family members and mentors. “I want to increase my income by \$100,000.” “I want to grow the business 30 percent by next year.” “I want to open a second location.” Every time you say your dream out loud, you hear yourself affirming your vision.

Tip #2: Surround yourself by dream-friendly people. That doesn't mean choosing “yes men.” It means weeding out the negative people who pounce on anything new and are the first to tell you why an idea won't work. By all means, choose people who value you enough to tell you the truth—even when it requires changes. Surrounding yourself with people who believe in you and your dreams feeds the creative energy needed to make your dreams come true.

Tip #3: Know when to ask for help building your dream. Dreaming is challenging. Sometimes we dream best when we can look to trusted resources to help us assemble the pieces necessary to make our dream happen. Building a “dream team” of advisors and helpers is essential to getting from dream to reality. Choose your “dream team” wisely to surround yourself with people who can balance optimism, energy and skills.

What doors are you dreaming to open?

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