

# MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



## Courage Is Contagious!

As a teenager, I remember standing on the edge of a cliff overlooking a lake. There were several of us up there in swim trunks trying to muster the courage to jump from that height and plunge into the dark water below. It seemed like the longer we put off jumping, the harder it was to jump!

Finally, some bold individual jumped. We all peered over the edge to see if he survived. He surfaced yelling, "That was awesome!" All it took was the courage of one to infuse courage into the rest of us and we too jumped off that cliff—multiple times!

It takes courage to be an entrepreneur. In fact, it takes a lot of courage and we need a daily dose of courage to keep on keeping on.

Think about it: the bulk of society is fearful of doing what we're doing. They're lulled by the "security" of "a real job" offering a pension, healthcare, vacation time, a regular paycheck, and disability insurance. And many of them have literally sold their souls to the corporation putting up with hell for the sake of that so-called security.

But as entrepreneurs we wanted more than that. We wanted to be challenged. We didn't want someone else defining our worth. We wanted to follow our passion. We wanted to grow, develop, invent, create, serve others, and if possible, earn a great income in the process. We wanted freedom. But all that takes courage. It takes a lot of courage!

• Contents •

Courage Is Contagious! → pg 01

Above All, Get Wisdom! → pg 06

Analyze Your SWOT! → pg 14

Turn Problems into Opportunities! → pg 24

## Boost Your Own Courage!

From time to time, perhaps even daily, we need to infuse ourselves with a fresh dose of courage. Sometimes we refer to this as “psyching ourselves up.” Perhaps you sense the need for a shot of courage when you’re trying something new, or you’ve put many hours into a project not knowing for sure how it will turn out. Or maybe you’re engaged in something that’s outside your comfort zone. Or it could be you’re just starting out and things are going slower than you’d hoped and you need the courage to keep on going.

Whatever the source of your need for courage, here are some suggestions on how to keep your courage quotient high:

- 1. Read the stories of other courageous men and women.** We often look at a successful entrepreneur and forget or simply don’t know the struggle they went through to get where they are. Nearly every successful entrepreneur has a story of pain and failure that preceded their success. And because courage is contagious, reading their stories can give you hope and courage. These stories don’t even have to be about entrepreneurship. As long as they have to do with the courage to overcome great obstacles, you’ll find their courage contagious.
- 2. Attend conferences, events, and mastermind groups.** Bolstering your courage is a relational activity. Go to these events with the intent to get to know others who are experiencing the same challenges you are. Get to know them. Ask them questions. Build relationships with them and let their courage rub off on you. And while you’re at it, perhaps you can be an encouragement to them as well.
- 3. Meet regularly with a confidant.** As I stated above, courage is a *relational* pursuit. Just like jumping off that cliff into the water below, we need others in our lives who can *encourage* us and we them. Find a confidant whom you trust. Be transparent and vulnerable with them. The best option is not so much a mentor, but someone with whom you can share mutually and reciprocally. Speak into each other’s lives and *encourage* each other.
- 4. Never stop learning and growing.** Progress, forward movement, boosts confidence, and confidence builds courage. Approach learning humbly like a child. Be enthralled with the wonder of learning new things. Enjoy putting what you’ve learned into practice and seeing the fruit of your efforts.
- 5. Boost the courage of others.** When you *encourage* someone else, you affirm in your own life the truths you’re speaking to them. In this way, you not only experience the joy of boosting someone else’s courage, but it boosts your own courage as well.

One last comment about courage: courage is not the absence of fear. Much of what we undertake as entrepreneurs may make us fearful. Before we jumped off that cliff into the dark water below, we were still fearful. Therefore, the presence of fear does not imply the absence of courage. Never gauge your courage based on your level of fear. Instead, courage is the will to act in the face of fear. So, be *encouraged!*



## Facebook Post

### Courage Is Contagious!

Bolstering your courage is a relational pursuit. We gain courage by hanging out with the courageous. Discover how you can boost your courage and that of others. Read the rest of the article...

**Enhanced Facebook Post:** Entrepreneurship requires a lot of courage; not just taking the first big step, but the daily courage to keep moving forward. You can take simple steps to boost your courage daily. Read the rest of the article...



## Twitter Tweet

### Courage Is Contagious!

Courage is not the absence of fear but the will to act in the face of fear. [blog post]

**Enhanced Twitter Post:** Entrepreneurship requires courage at every level. Discover how to boost your courage. [blog post]



## LinkedIn Update

### Courage Is Contagious!

A lot of what we do as entrepreneurs demands courage. The need for courage implies that fear is present. Courage isn't the absence of fear but the will to act despite our fears. Here's how to do that. Read the rest of the blog post ...

**Enhanced LinkedIn Post:** Bolstering courage is a relational activity. Who do you have in your life who encourages you? Who do you encourage? Read more in this week's blog post...



## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Courage Is Contagious!

**B. Content (revise to fit your speaking style):** **Courage Is Contagious!**

As a teenager, I remember standing on the edge of a cliff overlooking a lake. There were several of us up there in swim trunks trying to muster the courage to jump from that height and plunge into the dark water below. It seemed like the longer we put off jumping, the harder it was to jump!

Finally, some bold individual jumped. We all peered over the edge to see if he survived. He surfaced yelling, "That was awesome!" All it took was the courage of one to infuse courage into the rest of us and we too jumped off that cliff—multiple times!

It takes courage to be an entrepreneur. In fact, it takes a lot of courage and we need a daily dose of courage to keep on keeping on.

Think about it: the bulk of society is fearful of doing what we're doing. They're lulled by the "security" of "a real job" offering a pension, healthcare, vacation time, a regular paycheck, and disability insurance. And many of them have literally sold their souls to the corporation putting up with hell for the sake of that so-called security.

But as entrepreneurs we wanted more than that. We wanted to be challenged. We didn't want someone else defining our worth. We wanted to follow our passion. We wanted to grow, develop, invent, create, serve others, and if possible, earn a great income in the process. We wanted freedom. But all that takes courage. It takes a lot of courage!

## Boost Your Own Courage!

From time to time, perhaps even daily, we need to infuse ourselves with a fresh dose of courage. Sometimes we refer to this as "psyching ourselves up." Perhaps you sense the need for a shot of courage when you're trying something new, or you've put many hours into a project not knowing for sure how it will turn out. Or maybe you're engaged in something that's outside your comfort zone. Or it could be you're just starting out and things are going slower than you'd hoped and you need the courage to keep on going.

Whatever the source of your need for courage, here are some suggestions on how to keep your courage quotient high:

- 1. Read the stories of other courageous men and women.** We often look at a successful entrepreneur and forget or simply don't know the struggle they went through to get where they are. Nearly every successful entrepreneur has a story of pain and failure that preceded their success. And because courage is contagious, reading their stories can give you hope and courage. These stories don't even have to be about entrepreneurship. As long as they have to do with the courage to overcome great obstacles, you'll find their courage contagious.
- 2. Attend conferences, events, and mastermind groups.** Bolstering your courage is a relational activity. Go to these events with the intent to get to know others who are experiencing the same challenges you are. Get to know them. Ask them questions. Build relationships with them and let their courage rub off on you. And while you're at it, perhaps you can be an encouragement to them as well.
- 3. Meet regularly with a confidant.** As I stated above, courage is a *relational* pursuit. Just like jumping off that cliff into the water below, we need others in our lives who can *encourage* us and we them. Find a confidant whom you trust. Be transparent and vulnerable with them. The best option is not so much a mentor, but someone with whom you can share mutually and reciprocally. Speak into each other's lives and *encourage* each other.
- 4. Never stop learning and growing.** Progress, forward movement, boosts confidence, and confidence builds courage. Approach learning humbly like a child. Be enthralled with the wonder of learning new things. Enjoy putting what you've learned into practice and seeing the fruit of your efforts.
- 5. Boost the courage of others.** When you *encourage* someone else, you affirm in your own life the truths you're speaking to them. In this way, you not only experience the joy of boosting someone else's courage, but it boosts your own courage as well.

One last comment about courage: courage is not the absence of fear. Much of what we undertake as entrepreneurs may make us fearful. Before we jumped off that cliff into the dark water below, we were still fearful. Therefore, the presence of fear does not imply the absence of courage. Never gauge your courage based on your level of fear. Instead, courage is the will to act in the face of fear. So, be *encouraged!*

**C. Your Standard Close:** Until next time this is....



## Email Blast (or auto responder)

### Subject: Courage Is Contagious!

#### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

#### B. Content (revise to fit your writing style): **Courage Is Contagious!**

As a teenager, I remember standing on the edge of a cliff overlooking a lake. There were several of us up there in swim trunks trying to muster the courage to jump from that height and plunge into the dark water below. It seemed like the longer we put off jumping, the harder it was to jump!

Finally, some bold individual jumped. We all peered over the edge to see if he survived. He surfaced yelling, "That was awesome!" All it took was the courage of one to infuse courage into the rest of us and we too jumped off that cliff—multiple times!

It takes courage to be an entrepreneur. In fact, it takes a lot of courage and we need a daily dose of courage to keep on keeping on.

Think about it: the bulk of society is fearful of doing what we're doing. They're lulled by the "security" of "a real job" offering a pension, healthcare, vacation time, a regular paycheck, and disability insurance. And many of them have literally sold their souls to the corporation putting up with hell for the sake of that so-called security.

But as entrepreneurs we wanted more than that. We wanted to be challenged. We didn't want someone else defining our worth. We wanted to follow our passion. We wanted to grow, develop, invent, create, serve others, and if possible, earn a great income in the process. We wanted freedom. But all that takes courage. It takes a lot of courage!

### Boost Your Own Courage!

From time to time, perhaps even daily, we need to infuse ourselves with a fresh dose of courage. Sometimes we refer to this as "psyching ourselves up." Perhaps you sense the need for a shot of courage when you're trying something new, or you've put many hours into a project not knowing for sure how it will turn out. Or maybe you're engaged in something that's outside your comfort zone. Or it could be you're just starting out and things are going slower than you'd hoped and you need the courage to keep on going.

Whatever the source of your need for courage, here are some suggestions on how to keep your courage quotient high:

- 1. Read the stories of other courageous men and women.** We often look at a successful entrepreneur and forget or simply don't know the struggle they went through to get where they are. Nearly every successful entrepreneur has a story of pain and failure that preceded their success. And because courage is contagious, reading their stories can give you hope and courage. These stories don't even have to be about entrepreneurship. As long as they have to do with the courage to overcome great obstacles, you'll find their courage contagious.
- 2. Attend conferences, events, and mastermind groups.** Bolstering your courage is a relational activity. Go to these events with the intent to get to know others who are experiencing the same challenges you are. Get to know them. Ask them questions. Build relationships with them and let their courage rub off on you. And while you're at it, perhaps you can be an encouragement to them as well.
- 3. Meet regularly with a confidant.** As I stated above, courage is a *relational* pursuit. Just like jumping off that cliff into the water below, we need others in our lives who can *encourage* us and we them. Find a confidant whom you trust. Be transparent and vulnerable with them. The best option is not so much a mentor, but someone with whom you can share mutually and reciprocally. Speak into each other's lives and *encourage* each other.

**4. Never stop learning and growing.** Progress, forward movement, boosts confidence, and confidence builds courage. Approach learning humbly like a child. Be enthralled with the wonder of learning new things. Enjoy putting what you've learned into practice and seeing the fruit of your efforts.

**5. Boost the courage of others.** When you *encourage* someone else, you affirm in your own life the truths you're speaking to them. In this way, you not only experience the joy of boosting someone else's courage, but it boosts your own courage as well.

One last comment about courage: courage is not the absence of fear. Much of what we undertake as entrepreneurs may make us fearful. Before we jumped off that cliff into the dark water below, we were still fearful. Therefore, the presence of fear does not imply the absence of courage. Never gauge your courage based on your level of fear. Instead, courage is the will to act in the face of fear. So, *be encouraged!*

### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](#)



Blog Post

## Above All, Get Wisdom!

Many speak of accumulating wealth, but few about gaining wisdom. Yet wealth without wisdom spells disaster. The awful plight of lottery winners is legendary. A person who has not experienced the self-discipline and hardships necessary to accumulate, manage, and view wealth in a healthy manner suddenly comes into a vast fortune and it becomes their ruin. Experts tell us that within a few years they're broke not only financially but often morally, relationally and in every other way.

They and we need wisdom! Wisdom is like love in that it possesses infinite application. Like love, wisdom's depths are unfathomable and its resources and benefits beyond measure.

In the Bible, there's a book called *Proverbs*, or *The Book of Wisdom*. King Solomon, purportedly the wisest and one of the wealthiest men who ever lived, wrote this book on wisdom.

Solomon urges us to gain wisdom above all else. "Wisdom is more precious than rubies, and nothing you desire can compare with her." (Proverbs 8:11) He counsels us to obtain wisdom regardless of the financial cost. He tells us to never forsake wisdom but cherish and embrace it and wisdom will reward you beyond your wildest dreams! (Proverbs 4:5-9) But what is wisdom?

### What is wisdom?

Wisdom is applied knowledge. Knowledge by itself can make one proud and foolish, but properly applied knowledge is winsome, thoughtful, and prudent. In fact, true wisdom has many companions. Some of which include:

- ❖ Prudence
- ❖ Knowledge
- ❖ Discernment
- ❖ Discretion
- ❖ Understanding

- ❖ Righteousness
- ❖ Humbleness
- ❖ Focus
- ❖ Generosity
- ❖ Patience
- ❖ Perseverance
- ❖ Forgiveness
- ❖ Grace
- ❖ Mercy
- ❖ Willingness to receive correction
- ❖ Self-discipline
- ❖ Diligence
- ❖ Insight
- ❖ The fear of God

From this list we see that wisdom is as much a moral character trait as it is an intellectual one. That's perhaps the biggest difference between knowledge and wisdom. Any fool or jerk can possess knowledge. But it takes someone with integrity to possess wisdom.

## How We Gain Wisdom

We are not simply endowed with wisdom at birth. Instead, wisdom comes with deliberate pursuit and application. So how do we obtain wisdom—this all-important trait?

- 1. Fear God.** In the list of wisdom's companions above, fearing God may have surprised you. But Solomon insists that the beginning of wisdom, or the place to start for obtaining wisdom is to fear God. (Proverbs 9:10) Fearing God in this sense is not being afraid of Him, but rather revering and honoring Him. And Solomon explains further, "For the Lord gives wisdom; from His mouth come knowledge and understanding." (Proverbs 2:6)

You may not consider yourself a religious person. That's okay. This isn't about religion, but a relationship. Seeking a relationship with God is a great place to start in your pursuit of wisdom. God's words are recorded in the Bible, so we can gain wisdom and understanding through reading the Bible and applying its truths to our lives.

- 2. Spend time with wise people.** Solomon explains, "Walk with the wise and become wise." (Proverbs 13:20) We become like those with whom we spend time. At the end of that passage, Solomon warns, "But a companion of fools suffers harm." Even without conscious thought about what we're doing, we become like those we hangout with.

This principle not only applies to our daily lives and those we socialize with, but also concerns the events and seminars we attend and even the podcasts we listen to. When we associate with others who are wise, their wisdom rubs off on us. We become like them in this respect. We become wise through interaction and relationship with them.

- 3. Read much.** We already mentioned this in passing, but it merits its own point. If wisdom is applied knowledge, then obtaining knowledge and understanding goes hand-in-hand with wisdom. Read a wide variety of literature that will help you grow both as a person and an entrepreneur or business owner.

Reading the wisdom of others who have experienced the hardships and struggles of building a business and dealing with life itself is another way of spending time with someone we might not otherwise meet. In this way, we can learn from the greats!

- 4. Accept discipline.** Solomon advises, "Listen to advice and accept discipline, and at the end you will be counted among the wise." (Proverbs 19:20) This refers to receiving counsel, or even a rebuke from someone we trust. But this also applies to implementing self-discipline in our lives. There is no wisdom in living a reckless, undisciplined life. At the same time, we're not talking about a super-structured, vanilla, dull, boring lifestyle here. Wisdom is always coupled with moderation and prudence.

- 5. Put away pride.** "With pride comes disgrace, but with humility comes wisdom." (Proverbs 11:2) This is a no-brainer! If we are going to fear God, spend time with wise people, read and learn from others and accept their counsel, all that requires a level of humility. We're admitting that we don't know it all. We don't have it altogether. If we did, we wouldn't need anybody else.

Wisdom admits our own need for the help and guidance of others. Pride is off-putting. Humbleness is winsome. With humility and wisdom we attract others. In fact, as we become wise, we become for others what we sought in those to whom we go for wisdom.

Let's run with those thoughts for a moment. If wisdom really is more precious than wealth, that's what we want to attract others to—our wisdom, not our wealth. Think about this in terms of your business. In what ways can you offer the precious gift of wisdom to others today? Whether we realize it or not, people are hungry for and clamoring after wisdom. Will they find it embodied in you?



## Above All, Get Wisdom!

Anyone can create and sell content that merely contains information. But does your content possess wisdom? Because that's what people are clamoring for. Read the rest of the article...

**Enhanced Facebook Post:** If wisdom is so vital, how do we obtain wisdom? Perhaps the wisest person to ever live answers that question for us. (Hint: it's not me!) Read the rest of the article...



## Above All, Get Wisdom!

"Get wisdom, though it cost all you have!" [blog post]

**Enhanced Twitter Post:** Wisdom is more valuable than the greatest treasure! [blog post]

## LinkedIn Update

### Above All, Get Wisdom!

Do you want to know how to obtain wisdom? One way is to, "Walk with the wise and become wise." Read the rest of the blog post ...

**Enhanced LinkedIn Post:** Wisdom has many companions, some of whom include: discretion, self-discipline, humility, and integrity. Find out how to obtain wisdom and how crucial it is to your business and life. Read more in this week's blog post...

## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Above All, Get Wisdom!

**B. Content (revise to fit your speaking style):** **Above All, Get Wisdom!**

Many speak of accumulating wealth, but few about gaining wisdom. Yet wealth without wisdom spells disaster. The awful plight of lottery winners is legendary. A person who has not experienced the self-discipline and hardships necessary to accumulate, manage, and view wealth in a healthy manner suddenly comes into a vast fortune and it becomes their ruin. Experts tell us that within a few years they're broke not only financially but often morally, relationally and in every other way.

They and we need wisdom! Wisdom is like love in that it possesses infinite application. Like love, wisdom's depths are unfathomable and its resources and benefits beyond measure.

In the Bible, there's a book called *Proverbs*, or *The Book of Wisdom*. King Solomon, purportedly the wisest and one of the wealthiest men who ever lived, wrote this book on wisdom.

Solomon urges us to gain wisdom above all else. "Wisdom is more precious than rubies, and nothing you desire can compare with her." (Proverbs 8:11) He counsels us to obtain wisdom regardless of the financial cost. He tells us to never forsake wisdom but cherish and embrace it and wisdom will reward you beyond your wildest dreams! (Proverbs 4:5-9) But what is wisdom?

### What is wisdom?

Wisdom is applied knowledge. Knowledge by itself can make one proud and foolish, but properly applied knowledge is winsome, thoughtful, and prudent. In fact, true wisdom has many companions. Some of which include:

- ❖ Prudence
- ❖ Knowledge
- ❖ Discernment
- ❖ Discretion
- ❖ Understanding
- ❖ Righteousness
- ❖ Humbleness

- ❖ Focus
- ❖ Generosity
- ❖ Patience
- ❖ Perseverance
- ❖ Forgiveness
- ❖ Grace
- ❖ Mercy
- ❖ Willingness to receive correction
- ❖ Self-discipline
- ❖ Diligence
- ❖ Insight
- ❖ The fear of God

From this list we see that wisdom is as much a moral character trait as it is an intellectual one. That's perhaps the biggest difference between knowledge and wisdom. Any fool or jerk can possess knowledge. But it takes someone with integrity to possess wisdom.

## How We Gain Wisdom

We are not simply endowed with wisdom at birth. Instead, wisdom comes with deliberate pursuit and application. So how do we obtain wisdom—this all-important trait?

- 1. Fear God.** In the list of wisdom's companions above, fearing God may have surprised you. But Solomon insists that the beginning of wisdom, or the place to start for obtaining wisdom is to fear God. (Proverbs 9:10) Fearing God in this sense is not being afraid of Him, but rather revering and honoring Him. And Solomon explains further, "For the Lord gives wisdom; from His mouth come knowledge and understanding." (Proverbs 2:6)

You may not consider yourself a religious person. That's okay. This isn't about religion, but a relationship. Seeking a relationship with God is a great place to start in your pursuit of wisdom. God's words are recorded in the Bible, so we can gain wisdom and understanding through reading the Bible and applying its truths to our lives.

- 2. Spend time with wise people.** Solomon explains, "Walk with the wise and become wise." (Proverbs 13:20) We become like those with whom we spend time. At the end of that passage, Solomon warns, "But a companion of fools suffers harm." Even without conscious thought about what we're doing, we become like those we hangout with.

This principle not only applies to our daily lives and those we socialize with, but also concerns the events and seminars we attend and even the podcasts we listen to. When we associate with others who are wise, their wisdom rubs off on us. We become like them in this respect. We become wise through interaction and relationship with them.

- 3. Read much.** We already mentioned this in passing, but it merits its own point. If wisdom is applied knowledge, then obtaining knowledge and understanding goes hand-in-hand with wisdom. Read a wide variety of literature that will help you grow both as a person and an entrepreneur or business owner.

Reading the wisdom of others who have experienced the hardships and struggles of building a business and dealing with life itself is another way of spending time with someone we might not otherwise meet. In this way, we can learn from the greats!

**4. Accept discipline.** Solomon advises, “Listen to advice and accept discipline, and at the end you will be counted among the wise.” (Proverbs 19:20) This refers to receiving counsel, or even a rebuke from someone we trust. But this also applies to implementing self-discipline in our lives. There is no wisdom in living a reckless, undisciplined life. At the same time, we’re not talking about a super-structured, vanilla, dull, boring lifestyle here. Wisdom is always coupled with moderation and prudence.

**5. Put away pride.** “With pride comes disgrace, but with humility comes wisdom.” (Proverbs 11:2) This is a no-brainer! If we are going to fear God, spend time with wise people, read and learn from others and accept their counsel, all that requires a level of humility. We’re admitting that we don’t know it all. We don’t have it altogether. If we did, we wouldn’t need anybody else.

Wisdom admits our own need for the help and guidance of others. Pride is off-putting. Humbleness is winsome. With humility and wisdom we attract others. In fact, as we become wise, we become for others what we sought in those to whom we go for wisdom.

Let’s run with those thoughts for a moment. If wisdom really is more precious than wealth, that’s what we want to attract others to—our wisdom, not our wealth. Think about this in terms of your business. In what ways can you offer the precious gift of wisdom to others today? Whether we realize it or not, people are hungry for and clamoring after wisdom. Will they find it embodied in you?

**C. Your Standard Close:** Until next time this is...



## Subject: Above All, Get Wisdom!

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I’ve got something for you that I thought that you’d find extremely helpful!

### B. Content (revise to fit your writing style): **Above All, Get Wisdom!**

Many speak of accumulating wealth, but few about gaining wisdom. Yet wealth without wisdom spells disaster. The awful plight of lottery winners is legendary. A person who has not experienced the self-discipline and hardships necessary to accumulate, manage, and view wealth in a healthy manner suddenly comes into a vast fortune and it becomes their ruin. Experts tell us that within a few years they’re broke not only financially but often morally, relationally and in every other way.

They and we need wisdom! Wisdom is like love in that it possesses infinite application. Like love, wisdom’s depths are unfathomable and its resources and benefits beyond measure.

In the Bible, there’s a book called *Proverbs*, or *The Book of Wisdom*. King Solomon, purportedly the wisest and one of the wealthiest men who ever lived, wrote this book on wisdom.

Solomon urges us to gain wisdom above all else. “Wisdom is more precious than rubies, and nothing you desire can compare with her.” (Proverbs 8:11) He counsels us to obtain wisdom regardless of the financial cost. He tells us to never forsake wisdom but cherish and embrace it and wisdom will reward you beyond your wildest dreams! (Proverbs 4:5-9) But what is wisdom?

## What is wisdom?

Wisdom is applied knowledge. Knowledge by itself can make one proud and foolish, but properly applied knowledge is wise, thoughtful, and prudent. In fact, true wisdom has many companions. Some of which include:

- ❖ Prudence
- ❖ Knowledge
- ❖ Discernment
- ❖ Discretion
- ❖ Understanding
- ❖ Righteousness
- ❖ Humbleness
- ❖ Focus
- ❖ Generosity
- ❖ Patience
- ❖ Perseverance
- ❖ Forgiveness
- ❖ Grace
- ❖ Mercy
- ❖ Willingness to receive correction
- ❖ Self-discipline
- ❖ Diligence
- ❖ Insight
- ❖ The fear of God

From this list we see that wisdom is as much a moral character trait as it is an intellectual one. That's perhaps the biggest difference between knowledge and wisdom. Any fool or jerk can possess knowledge. But it takes someone with integrity to possess wisdom.

## How We Gain Wisdom

We are not simply endowed with wisdom at birth. Instead, wisdom comes with deliberate pursuit and application. So how do we obtain wisdom—this all-important trait?

- 1. Fear God.** In the list of wisdom's companions above, fearing God may have surprised you. But Solomon insists that the beginning of wisdom, or the place to start for obtaining wisdom is to fear God. (Proverbs 9:10) Fearing God in this sense is not being afraid of Him, but rather revering and honoring Him. And Solomon explains further, "For the Lord gives wisdom; from His mouth come knowledge and understanding." (Proverbs 2:6)

You may not consider yourself a religious person. That's okay. This isn't about religion, but a relationship. Seeking a

relationship with God is a great place to start in your pursuit of wisdom. God's words are recorded in the Bible, so we can gain wisdom and understanding through reading the Bible and applying its truths to our lives.

- 2. Spend time with wise people.** Solomon explains, "Walk with the wise and become wise." (Proverbs 13:20) We become like those with whom we spend time. At the end of that passage, Solomon warns, "But a companion of fools suffers harm." Even without conscious thought about what we're doing, we become like those we hangout with.

This principle not only applies to our daily lives and those we socialize with, but also concerns the events and seminars we attend and even the podcasts we listen to. When we associate with others who are wise, their wisdom rubs off on us. We become like them in this respect. We become wise through interaction and relationship with them.

- 3. Read much.** We already mentioned this in passing, but it merits its own point. If wisdom is applied knowledge, then obtaining knowledge and understanding goes hand-in-hand with wisdom. Read a wide variety of literature that will help you grow both as a person and an entrepreneur or business owner.

Reading the wisdom of others who have experienced the hardships and struggles of building a business and dealing with life itself is another way of spending time with someone we might not otherwise meet. In this way, we can learn from the greats!

- 4. Accept discipline.** Solomon advises, "Listen to advice and accept discipline, and at the end you will be counted among the wise." (Proverbs 19:20) This refers to receiving counsel, or even a rebuke from someone we trust. But this also applies to implementing self-discipline in our lives. There is no wisdom in living a reckless, undisciplined life. At the same time, we're not talking about a super-structured, vanilla, dull, boring lifestyle here. Wisdom is always coupled with moderation and prudence.

- 5. Put away pride.** "With pride comes disgrace, but with humility comes wisdom." (Proverbs 11:2) This is a no-brainer! If we are going to fear God, spend time with wise people, read and learn from others and accept their counsel, all that requires a level of humility. We're admitting that we don't know it all. We don't have it altogether. If we did, we wouldn't need anybody else.

Wisdom admits our own need for the help and guidance of others. Pride is off-putting. Humbleness is winsome. With humility and wisdom we attract others. In fact, as we become wise, we become for others what we sought in those to whom we go for wisdom.

Let's run with those thoughts for a moment. If wisdom really is more precious than wealth, that's what we want to attract others to—our wisdom, not our wealth. Think about this in terms of your business. In what ways can you offer the precious gift of wisdom to others today? Whether we realize it or not, people are hungry for and clamoring after wisdom. Will they find it embodied in you?

## C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



## Analyze Your SWOT!

How is your business doing? No, how is it *really* doing? Sometimes we get so caught up in the daily routines of our business that we don't stop to assess how we're really doing. For instance:

- ❖ What is currently working well and what is not?
- ❖ Why is one thing working well and another is not?
- ❖ What are you looking to change this year?
- ❖ To what extent do you know that change will be good?
- ❖ How do you know it won't bomb?

And there are a host of other questions that come to mind.

In the 60s, four business gurus got together and published a book called *Business Policy, Text and Cases*. While the title doesn't necessarily grab, these guys introduced a concept to the business community that does grab us. The concept is called the SWOT Analysis. SWOT stands for: strengths, weaknesses, opportunities and threats. Conducting a SWOT analysis can revolutionize your business.

There are a number of reasons for conducting a SWOT analysis of your business:

- ❖ If you're just starting a business
- ❖ If you're launching something new or branching into a new market
- ❖ As an annual checkup
- ❖ When business has hit a downturn and you're not sure why
- ❖ If you simply want to improve your business
- ❖ Making any major business decision
- ❖ To generate new products and services

The first two elements of a SWOT analysis, strengths and weaknesses, are internal. Those represent who you are. The last two elements, opportunities and threats, are external to your business. Think of each pair as juxtaposing each other. For this reason, it's a good idea to list each pair in two columns: contrasting your strengths with your weaknesses in two columns. And then contrasting your opportunities with their respective threats.

A SWOT analysis follows the basic rules of brainstorming in that anything goes, and you want to generate as many ideas as possible. For this reason, it's always beneficial to conduct a SWOT analysis as a team. Capture your ideas by writing them down on a whiteboard, flipchart, or laptop and project them for all to see on a screen. Below are some questions you can pose in brainstorming these four elements.

## Strengths

As you brainstorm your strengths, think not only in terms of your business, but also include the personal strengths of your team.

- ❖ What does your business do really well?
- ❖ What do your customers like best about doing business with you?
- ❖ What do your customers like best about your products and services?
- ❖ What strengths do you have that set you apart from other similar businesses?
- ❖ To what extent are you currently leveraging your chief strengths?
- ❖ What strengths do you have that your business has ignored or downplayed?
- ❖ What latent strengths do you possess that you could develop?
- ❖ What strengths do you think you have but that others challenge?
- ❖ What would you say your greatest strength is as a business?
- ❖ Think of your most successful products or services. How well do those products and services exploit your greatest strength?
- ❖ What other questions can you ask?

Once you've exhausted your brainstorming session on strengths, consider your weaknesses.

## Weaknesses

Be honest and transparent about these. You won't be helping yourself by inflating your strengths or minimizing your weaknesses.

- ❖ What are some areas where your business does not do so well?
- ❖ What do your customers like least about doing business with you?
- ❖ What do they like least about your products and services?
- ❖ What weaknesses do you have that make you vulnerable to your competition?
- ❖ To what extent do your products and services expose your weaknesses?
- ❖ What weaknesses do you have that you either ignore or downplay in your business?
- ❖ What weaknesses do you have that indicate you should simply avoid that area altogether?
- ❖ What weaknesses do you think you have that others deny seeing in your business?
- ❖ What would you list as your greatest single weakness as a business?
- ❖ To what extent are you trying to run aspects of your business using that weakness?
- ❖ What is your least successful product or service? What's the connection between those and your weaknesses?
- ❖ What other questions come to mind about your weaknesses?

After you've thoroughly discussed your weaknesses, spend a few minutes comparing your strengths with your weaknesses. What do you see? What insights does this comparison provide you with?

## Opportunities

Now turn your attention to the external factors affecting your business. Conduct the following discussion much like you did above.

- ❖ Based on your current sales trends, what opportunities appear to present themselves?
- ❖ Considering the market, what other opportunities seem to be lurking out there?
- ❖ What are other businesses doing that reveal an untapped opportunity for you?
- ❖ If your current product or service became obsolete, what new opportunity would you turn to?
- ❖ With your strengths in mind, what opportunities exist that you have not yet explored?
- ❖ With your weaknesses in mind, what opportunities exist that you should probably avoid?
- ❖ What cultural or societal trends are occurring that could open new opportunities for your business? What would those opportunities be?
- ❖ What opportunities have you wanted to explore but haven't had time to explore?
- ❖ What other opportunities do you see out there?
- ❖ Considering everything else, what is your single greatest opportunity?

## Threats

Having completed your discussion on opportunities, look now to those external factors that threaten your business:

- ❖ What is the greatest threat to the continued success of your top-selling product or service?
- ❖ What singular threat out there has you most concerned?
- ❖ What threats does your competition pose to your business?
- ❖ What market trends threaten your business?
- ❖ What cultural or society trends pose a threat to your success?
- ❖ Considering your weaknesses, which threats concern you most?
- ❖ With all else in mind, what do you see as your single greatest threat?

## Conclusion

Now bring everything together that you've discussed in your SWOT analysis. From each of the four areas, rehearse what you now know about your business.

- ❖ What conclusions does your SWOT analysis bring you to?
- ❖ In what ways did the SWOT analysis help you better understand your business?
- ❖ What decisions does this analysis drive?
- ❖ What's next?

As you can see, a SWOT analysis gives you a thorough look at your business and can prompt strategic decisions to help your business grow and avoid the pitfalls common to so many failed businesses.

## Facebook Post

### Analyze Your SWOT!

We often get so wrapped up in the day-to-day elements of running our business that we don't take time to analyze how we're doing. The SWOT analysis can help you do that. Read the rest of the article...

**Enhanced Facebook Post:** A SWOT analysis helps you scrutinize the strengths, weaknesses, opportunities and threats to your business. Read the rest of the article...

## Twitter Tweet

### Analyze Your SWOT!

Don't make any major business decisions without first performing a SWOT analysis! [blog post]

**Enhanced Twitter Post:** If your key product or service suddenly became obsolete, would you know what to do next? [blog post]

## LinkedIn Update

### Analyze Your SWOT!

A SWOT analysis gives you and your team insights into your strengths, weaknesses, opportunities and threats. In this way, you gain vital information for making strategic decisions. Read the rest of the blog post...

**Enhanced LinkedIn Post:** What's your greatest strength as a business? How about your chief weakness? What promising opportunities present themselves in the marketplace and what are the threats to exploiting those? Gain answers to these questions and more by conducting a SWOT analysis. Read more in this week's blog post...

## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Analyze Your SWOT!

**B. Content (revise to fit your speaking style):** **Analyze Your SWOT!**

How is your business doing? No, how is it *really* doing? Sometimes we get so caught up in the daily routines of our business that we don't stop to assess how we're really doing. For instance:

- ❖ What is currently working well and what is not?
- ❖ Why is one thing working well and another is not?
- ❖ What are you looking to change this year?
- ❖ To what extent do you know that change will be good?
- ❖ How do you know it won't bomb?

And there are a host of other questions that come to mind.

In the 60s, four business gurus got together and published a book called *Business Policy, Text and Cases*. While the title doesn't necessarily grab, these guys introduced a concept to the business community that does grab us. The concept is called the SWOT Analysis. SWOT stands for: strengths, weaknesses, opportunities and threats. Conducting a SWOT analysis can revolutionize your business.

There are a number of reasons for conducting a SWOT analysis of your business:

- ❖ **If you're just starting a business**
- ❖ **If you're launching something new or branching into a new market**
- ❖ **As an annual checkup**
- ❖ **When business has hit a downturn and you're not sure why**
- ❖ **If you simply want to improve your business**
- ❖ **Making any major business decision**
- ❖ **To generate new products and services**

The first two elements of a SWOT analysis, strengths and weaknesses, are internal. Those represent who you are. The last two elements, opportunities and threats, are external to your business. Think of each pair as juxtaposing each other. For this reason, it's a good idea to list each pair in two columns: contrasting your strengths with your weaknesses in two columns. And then contrasting your opportunities with their respective threats.

A SWOT analysis follows the basic rules of brainstorming in that anything goes, and you want to generate as many ideas as possible. For this reason, it's always beneficial to conduct a SWOT analysis as a team. Capture your ideas by writing them down on a whiteboard, flipchart, or laptop and project them for all to see on a screen. Below are some questions you can pose in brainstorming these four elements.

## Strengths

As you brainstorm your strengths, think not only in terms of your business, but also include the personal strengths of your team.

- ❖ **What does your business do really well?**
- ❖ **What do your customers like best about doing business with you?**
- ❖ **What do your customers like best about your products and services?**
- ❖ **What strengths do you have that set you apart from other similar businesses?**
- ❖ **To what extent are you currently leveraging your chief strengths?**
- ❖ **What strengths do you have that your business has ignored or downplayed?**
- ❖ **What latent strengths do you possess that you could develop?**
- ❖ **What strengths do you think you have but that others challenge?**
- ❖ **What would you say your greatest strength is as a business?**
- ❖ **Think of your most successful products or services. How well do those products and services exploit your greatest strength?**
- ❖ **What other questions can you ask?**

Once you've exhausted your brainstorming session on strengths, consider your weaknesses.

## Weaknesses

Be honest and transparent about these. You won't be helping yourself by inflating your strengths or minimizing your weaknesses.

- ❖ What are some areas where your business does not do so well?
- ❖ What do your customers like least about doing business with you?
- ❖ What do they like least about your products and services?
- ❖ What weaknesses do you have that make you vulnerable to your competition?
- ❖ To what extent do your products and services expose your weaknesses?
- ❖ What weaknesses do you have that you either ignore or downplay in your business?
- ❖ What weaknesses do you have that indicate you should simply avoid that area altogether?
- ❖ What weaknesses do you think you have that others deny seeing in your business?
- ❖ What would you list as your greatest single weakness as a business?
- ❖ To what extent are you trying to run aspects of your business using that weakness?
- ❖ What is your least successful product or service? What's the connection between those and your weaknesses?
- ❖ What other questions come to mind about your weaknesses?

After you've thoroughly discussed your weaknesses, spend a few minutes comparing your strengths with your weaknesses. What do you see? What insights does this comparison provide you with?

## Opportunities

Now turn your attention to the external factors affecting your business. Conduct the following discussion much like you did above.

- ❖ Based on your current sales trends, what opportunities appear to present themselves?
- ❖ Considering the market, what other opportunities seem to be lurking out there?
- ❖ What are other businesses doing that reveal an untapped opportunity for you?
- ❖ If your current product or service became obsolete, what new opportunity would you turn to?
- ❖ With your strengths in mind, what opportunities exist that you have not yet explored?
- ❖ With your weaknesses in mind, what opportunities exist that you should probably avoid?
- ❖ What cultural or societal trends are occurring that could open new opportunities for your business? What would those opportunities be?
- ❖ What opportunities have you wanted to explore but haven't had time to explore?
- ❖ What other opportunities do you see out there?
- ❖ Considering everything else, what is your single greatest opportunity?

## Threats

Having completed your discussion on opportunities, look now to those external factors that threaten your business:

- ❖ What is the greatest threat to the continued success of your top-selling product or service?
- ❖ What singular threat out there has you most concerned?
- ❖ What threats does your competition pose to your business?
- ❖ What market trends threaten your business?
- ❖ What cultural or society trends pose a threat to your success?
- ❖ Considering your weaknesses, which threats concern you most?
- ❖ With all else in mind, what do you see as your single greatest threat?

## Conclusion

Now bring everything together that you've discussed in your SWOT analysis. From each of the four areas, rehearse what you now know about your business.

- ❖ What conclusions does your SWOT analysis bring you to?
- ❖ In what ways did the SWOT analysis help you better understand your business?
- ❖ What decisions does this analysis drive?
- ❖ What's next?

As you can see, a SWOT analysis gives you a thorough look at your business and can prompt strategic decisions to help your business grow and avoid the pitfalls common to so many failed businesses.

**C. Your Standard Close:** Until next time this is....



*Email Blast* (or auto responder)

## Subject: Analyze Your SWOT!

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

### B. Content (revise to fit your writing style): **Analyze Your SWOT!**

How is your business doing? No, how is it *really* doing? Sometimes we get so caught up in the daily routines of our business that we don't stop to assess how we're really doing. For instance:

- ❖ What is currently working well and what is not?
- ❖ Why is one thing working well and another is not?
- ❖ What are you looking to change this year?
- ❖ To what extent do you know that change will be good?
- ❖ How do you know it won't bomb?

And there are a host of other questions that come to mind.

In the 60s, four business gurus got together and published a book called *Business Policy, Text and Cases*. While the title doesn't necessarily grab, these guys introduced a concept to the business community that does grab us. The concept is called the SWOT Analysis. SWOT stands for: strengths, weaknesses, opportunities and threats. Conducting a SWOT analysis can revolutionize your business.

There are a number of reasons for conducting a SWOT analysis of your business:

- ❖ If you're just starting a business
- ❖ If you're launching something new or branching into a new market
- ❖ As an annual checkup
- ❖ When business has hit a downturn and you're not sure why
- ❖ If you simply want to improve your business
- ❖ Making any major business decision
- ❖ To generate new products and services

The first two elements of a SWOT analysis, strengths and weaknesses, are internal. Those represent who you are. The last two elements, opportunities and threats, are external to your business. Think of each pair as juxtaposing each other. For this reason, it's a good idea to list each pair in two columns: contrasting your strengths with your weaknesses in two columns. And then contrasting your opportunities with their respective threats.

A SWOT analysis follows the basic rules of brainstorming in that anything goes, and you want to generate as many ideas as possible. For this reason, it's always beneficial to conduct a SWOT analysis as a team. Capture your ideas by writing them down on a whiteboard, flipchart, or laptop and project them for all to see on a screen. Below are some questions you can pose in brainstorming these four elements.

## Strengths

As you brainstorm your strengths, think not only in terms of your business, but also include the personal strengths of your team.

- ❖ What does your business do really well?
- ❖ What do your customers like best about doing business with you?
- ❖ What do your customers like best about your products and services?
- ❖ What strengths do you have that set you apart from other similar businesses?
- ❖ To what extent are you currently leveraging your chief strengths?
- ❖ What strengths do you have that your business has ignored or downplayed?
- ❖ What latent strengths do you possess that you could develop?

- ❖ What strengths do you think you have but that others challenge?
- ❖ What would you say your greatest strength is as a business?
- ❖ Think of your most successful products or services. How well do those products and services exploit your greatest strength?
- ❖ What other questions can you ask?

Once you've exhausted your brainstorming session on strengths, consider your weaknesses.

## Weaknesses

Be honest and transparent about these. You won't be helping yourself by inflating your strengths or minimizing your weaknesses.

- ❖ What are some areas where your business does not do so well?
- ❖ What do your customers like least about doing business with you?
- ❖ What do they like least about your products and services?
- ❖ What weaknesses do you have that make you vulnerable to your competition?
- ❖ To what extent do your products and services expose your weaknesses?
- ❖ What weaknesses do you have that you either ignore or downplay in your business?
- ❖ What weaknesses do you have that indicate you should simply avoid that area altogether?
- ❖ What weaknesses do you think you have that others deny seeing in your business?
- ❖ What would you list as your greatest single weakness as a business?
- ❖ To what extent are you trying to run aspects of your business using that weakness?
- ❖ What is your least successful product or service? What's the connection between those and your weaknesses?
- ❖ What other questions come to mind about your weaknesses?

After you've thoroughly discussed your weaknesses, spend a few minutes comparing your strengths with your weaknesses. What do you see? What insights does this comparison provide you with?

## Opportunities

Now turn your attention to the external factors affecting your business. Conduct the following discussion much like you did above.

- ❖ Based on your current sales trends, what opportunities appear to present themselves?
- ❖ Considering the market, what other opportunities seem to be lurking out there?
- ❖ What are other businesses doing that reveal an untapped opportunity for you?
- ❖ If your current product or service became obsolete, what new opportunity would you turn to?
- ❖ With your strengths in mind, what opportunities exist that you have not yet explored?
- ❖ With your weaknesses in mind, what opportunities exist that you should probably avoid?

- ❖ What cultural or societal trends are occurring that could open new opportunities for your business? What would those opportunities be?
- ❖ What opportunities have you wanted to explore but haven't had time to explore?
- ❖ What other opportunities do you see out there?
- ❖ Considering everything else, what is your single greatest opportunity?

## Threats

Having completed your discussion on opportunities, look now to those external factors that threaten your business:

- ❖ What is the greatest threat to the continued success of your top-selling product or service?
- ❖ What singular threat out there has you most concerned?
- ❖ What threats does your competition pose to your business?
- ❖ What market trends threaten your business?
- ❖ What cultural or society trends pose a threat to your success?
- ❖ Considering your weaknesses, which threats concern you most?
- ❖ With all else in mind, what do you see as your single greatest threat?

## Conclusion

Now bring everything together that you've discussed in your SWOT analysis. From each of the four areas, rehearse what you now know about your business.

- ❖ What conclusions does your SWOT analysis bring you to?
- ❖ In what ways did the SWOT analysis help you better understand your business?
- ❖ What decisions does this analysis drive?
- ❖ What's next?

As you can see, a SWOT analysis gives you a thorough look at your business and can prompt strategic decisions to help your business grow and avoid the pitfalls common to so many failed businesses.

### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)



## Turn Problems into Opportunities!

Problems and challenges are inevitable! Problems are simply part of the territory of business and entrepreneurship. If you think about it, any business exists to solve the problems and challenges of its clients. As entrepreneurs, we thrive on solving others' problems. Solving others' problems is what we're passionate about and it's how we make money.

But when we're the ones stuck with a problem, we tend to forget the bright side of problems. We may see others' problems as opportunities, but we often fail to recognize our own problems as opportunities. Consequently, we seek to extract ourselves from problems as quickly and painlessly as possible. And as a result, we often miss out on huge opportunities.

Unfortunately, we often dread problems. We avoid them like the plague. We put safeguards in place to minimize their likelihood and impact. You may not be a religious person, but when problems arise, you pray!

The way we view problems has a profound impact on us. When we see problems as negative, unwanted interruptions:

- ❖ **We approach the world as though it were perfect and see problems as evil anomalies.** But guess what? The world isn't perfect! Problems are routine and plentiful. The anomaly is getting through a day without having to address a problem.
- ❖ **We dread problems.** They suck our energy. We feel victimized. We may go into a negative downward spiral emotionally and even get depressed. This stifles creativity and movement.
- ❖ **We seek to extract ourselves from the problem as quickly as possible.** Our reaction is emotional, knee-jerk, and without thought for what this problem might teach us or the opportunity it might provide. By speedily removing the problem we miss out on any hidden benefit we might have gained.

## View Problems as Opportunities

Viewing our problems as opportunities doesn't come naturally. It requires discipline, practice, and frequent reminders. Here are some benefits and by-products of seeing a problem as an opportunity. **Every problem provides an opportunity to:**

- 1. Tackle and conquer a new challenge.** This is precisely how technology progresses. So many conveniences that we take for granted today were once opportunities disguised as problems. Problems such as: how to transmit phone calls wirelessly; how to turn the power of a river into electricity; how to miniaturize computers; etc. These were all once problems that someone saw as opportunities and capitalized on them. And today, we enjoy the benefits these problems turned opportunities.
- 2. Grow and learn new things.** Without problems and challenges, I fear that we would stagnate. We are naturally curious beings. When something fails or doesn't function properly, we want to know why. But if we merely seek to extract ourselves from every problem, we lose. But if we see a problem for what it is—an opportunity—then we seek to fix it and usually that requires learning something new. Every time we tackle a problem, we gain new knowledge. Our horizon is expanded. Problems make us better individuals.
- 3. Meet new people and establish new relationships.** Problems seen as opportunities bring people together. The problem we're facing may have us stymied, but there's someone out there who has a solution. Or, we team up with others and the synergy of our combined skills and experience can accomplish what we could not have done alone. The prospect of meeting new people and mutually benefiting from each other renders any problem worthwhile.

- 4. Maintain a positive attitude.** It's easy to be positive when all is going well. But frankly, no one is impressed by that. Being happy when all is going well doesn't inspire anyone. Instead, it's the ability to be joyful in the middle of problems and challenges that makes a person's integrity shine. And that kind of joy in the midst of troubles is what inspires and encourages others and us. Turning problems into opportunities helps us maintain a positive and joyful attitude.
- 5. Develop and launch a new product or service.** Every problem, viewed as an opportunity, is the entrepreneur's dream! For, in all likelihood, you're not the only one experiencing this problem. Just think, you could be the one to solve it—not merely for yourself, but for countless others. And isn't that what keeps us going—the thrill of solving someone else's problem?

Seeing problems as opportunities is what's so fun, exciting, challenging and rewarding for the entrepreneur. We love to help others! And if you're blessed with the challenge of tackling a really difficult problem, remember that every failure gets you one step closer to a solution. The bigger the problem, the greater the opportunity for reward!



## Facebook Post

### 4 Turn Problems into Opportunities!

How do you view problems? Are they friend or foe? The way you view problems can profoundly impact your attitude and your business. Read the rest of the article...

**Enhanced Facebook Post:** Every problem is an opportunity, but we often miss that. All too often, we're dead set on eliminating the problem or extracting ourselves from it instead of seeing it for the opportunity that it is. Read the rest of the article...



## Twitter Tweet

### Turn Problems into Opportunities!

Every problem is merely an opportunity in disguise. [blog post]

**Enhanced Twitter Post:** The prospect of meeting new people and mutually benefiting from each other renders any problem worthwhile. [blog post]




## LinkedIn Update

### Turn Problems into Opportunities!

Viewing problems as opportunities is really what entrepreneurship is all about. The entrepreneur finds great pleasure and monetary reward in solving others' problems. So why do we hate our own problems when they arise? Read the rest of the blog post...

**Enhanced LinkedIn Post:** Viewing our problems as opportunities doesn't come naturally. It requires discipline, practice, and frequent reminders. And it also brings great reward. Read more in this week's blog post...



## Video Script

**A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Turn Problems into Opportunities!

**B. Content (revise to fit your speaking style): Turn Problems into Opportunities!**

Problems and challenges are inevitable! Problems are simply part of the territory of business and entrepreneurship. If you think about it, any business exists to solve the problems and challenges of its clients. As entrepreneurs, we thrive on solving others' problems. Solving others' problems is what we're passionate about and it's how we make money.

But when we're the ones stuck with a problem, we tend to forget the bright side of problems. We may see others' problems as opportunities, but we often fail to recognize our own problems as opportunities. Consequently, we seek to extract ourselves from problems as quickly and painlessly as possible. And as a result, we often miss out on huge opportunities.

Unfortunately, we often dread problems. We avoid them like the plague. We put safeguards in place to minimize their likelihood and impact. You may not be a religious person, but when problems arise, you pray!

The way we view problems has a profound impact on us. When we see problems as negative, unwanted interruptions:

- ❖ **We approach the world as though it were perfect and see problems as evil anomalies.** But guess what? The world isn't perfect! Problems are routine and plentiful. The anomaly is getting through a day without having to address a problem.
- ❖ **We dread problems.** They suck our energy. We feel victimized. We may go into a negative downward spiral emotionally and even get depressed. This stifles creativity and movement.
- ❖ **We seek to extract ourselves from the problem as quickly as possible.** Our reaction is emotional, knee-jerk, and without thought for what this problem might teach us or the opportunity it might provide. By speedily removing the problem we miss out on any hidden benefit we might have gained.

## View Problems as Opportunities

Viewing our problems as opportunities doesn't come naturally. It requires discipline, practice, and frequent reminders. Here are some benefits and by-products of seeing a problem as an opportunity. **Every problem provides an opportunity to:**

- 1. Tackle and conquer a new challenge.** This is precisely how technology progresses. So many conveniences that we take for granted today were once opportunities disguised as problems. Problems such as: how to transmit phone calls wirelessly; how to turn the power of a river into electricity; how to miniaturize computers; etc. These were all once problems that someone saw as opportunities and capitalized on them. And today, we enjoy the benefits these problems turned opportunities.
- 2. Grow and learn new things.** Without problems and challenges, I fear that we would stagnate. We are naturally curious beings. When something fails or doesn't function properly, we want to know why. But if we merely seek to extract ourselves from every problem, we lose. But if we see a problem for what it is—an opportunity—then we seek to fix it and usually that requires learning something new. Every time we tackle a problem, we gain new knowledge. Our horizon is expanded. Problems make us better individuals.

- 3. Meet new people and establish new relationships.** Problems seen as opportunities bring people together. The problem we're facing may have us stymied, but there's someone out there who has a solution. Or, we team up with others and the synergy of our combined skills and experience can accomplish what we could not have done alone. The prospect of meeting new people and mutually benefiting from each other renders any problem worthwhile.
- 4. Maintain a positive attitude.** It's easy to be positive when all is going well. But frankly, no one is impressed by that. Being happy when all is going well doesn't inspire anyone. Instead, it's the ability to be joyful in the middle of problems and challenges that makes a person's integrity shine. And that kind of joy in the midst of troubles is what inspires and encourages others and us. Turning problems into opportunities helps us maintain a positive and joyful attitude.
- 5. Develop and launch a new product or service.** Every problem, viewed as an opportunity, is the entrepreneur's dream! For, in all likelihood, you're not the only one experiencing this problem. Just think, you could be the one to solve it—not merely for yourself, but for countless others. And isn't that what keeps us going—the thrill of solving someone else's problem?

Seeing problems as opportunities is what's so fun, exciting, challenging and rewarding for the entrepreneur. We love to help others! And if you're blessed with the challenge of tackling a really difficult problem, remember that every failure gets you one step closer to a solution. The bigger the problem, the greater the opportunity for reward!

**C. Your Standard Close:** Until next time this is....



## Subject: Turn Problems into Opportunities!

### A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

### B. Content (revise to fit your writing style): **Turn Problems into Opportunities!**

Problems and challenges are inevitable! Problems are simply part of the territory of business and entrepreneurship. If you think about it, any business exists to solve the problems and challenges of its clients. As entrepreneurs, we thrive on solving others' problems. Solving others' problems is what we're passionate about and it's how we make money.

But when we're the ones stuck with a problem, we tend to forget the bright side of problems. We may see others' problems as opportunities, but we often fail to recognize our own problems as opportunities. Consequently, we seek to extract ourselves from problems as quickly and painlessly as possible. And as a result, we often miss out on huge opportunities.

Unfortunately, we often dread problems. We avoid them like the plague. We put safeguards in place to minimize their likelihood and impact. You may not be a religious person, but when problems arise, you pray!

The way we view problems has a profound impact on us. When we see problems as negative, unwanted interruptions:

- ❖ **We approach the world as though it were perfect and see problems as evil anomalies.** But guess what? The world isn't perfect! Problems are routine and plentiful. The anomaly is getting through a day without having to address a problem.
- ❖ **We dread problems.** They suck our energy. We feel victimized. We may go into a negative downward spiral emotionally and even get depressed. This stifles creativity and movement.
- ❖ **We seek to extract ourselves from the problem as quickly as possible.** Our reaction is emotional, knee-jerk, and without thought for what this problem might teach us or the opportunity it might provide. By speedily removing the problem we miss out on any hidden benefit we might have gained.

## View Problems as Opportunities

Viewing our problems as opportunities doesn't come naturally. It requires discipline, practice, and frequent reminders. Here are some benefits and by-products of seeing a problem as an opportunity. **Every problem provides an opportunity to:**

- 1. Tackle and conquer a new challenge.** This is precisely how technology progresses. So many conveniences that we take for granted today were once opportunities disguised as problems. Problems such as: how to transmit phone calls wirelessly; how to turn the power of a river into electricity; how to miniaturize computers; etc. These were all once problems that someone saw as opportunities and capitalized on them. And today, we enjoy the benefits these problems turned opportunities.

- 2. Grow and learn new things.** Without problems and challenges, I fear that we would stagnate. We are naturally curious beings. When something fails or doesn't function properly, we want to know why. But if we merely seek to extract ourselves from every problem, we lose. But if we see a problem for what it is—an opportunity—then we seek to fix it and usually that requires learning something new. Every time we tackle a problem, we gain new knowledge. Our horizon is expanded. Problems make us better individuals.
- 3. Meet new people and establish new relationships.** Problems seen as opportunities bring people together. The problem we're facing may have us stymied, but there's someone out there who has a solution. Or, we team up with others and the synergy of our combined skills and experience can accomplish what we could not have done alone. The prospect of meeting new people and mutually benefiting from each other renders any problem worthwhile.
- 4. Maintain a positive attitude.** It's easy to be positive when all is going well. But frankly, no one is impressed by that. Being happy when all is going well doesn't inspire anyone. Instead, it's the ability to be joyful in the middle of problems and challenges that makes a person's integrity shine. And that kind of joy in the midst of troubles is what inspires and encourages others and us. Turning problems into opportunities helps us maintain a positive and joyful attitude.
- 5. Develop and launch a new product or service.** Every problem, viewed as an opportunity, is the entrepreneur's dream! For, in all likelihood, you're not the only one experiencing this problem. Just think, you could be the one to solve it—not merely for yourself, but for countless others. And isn't that what keeps us going—the thrill of solving someone else's problem?

Seeing problems as opportunities is what's so fun, exciting, challenging and rewarding for the entrepreneur. We love to help others! And if you're blessed with the challenge of tackling a really difficult problem, remember that every failure gets you one step closer to a solution. The bigger the problem, the greater the opportunity for reward!

### C. Your close

If you'd like to read more relevant and informative articles, check out my blog at [www.....](http://www.....)