

WHO'S ON FIRST?

By Eva Starr

Since my relocation to San Diego (three months ago as I write this), my focus has switched from an immensely spiritual mode to one of a business mentality. Don't get me wrong my spirituality is probably more prevalent in my life now than ever before. Allow me to elaborate on which I speak.

Upon relocating to San Diego, I realized that I would need to build my business over starting from scratch. The good news is I already know how to do what I do...what I needed to concentrate on was *how* to get the word out on what I do. I've read way too many books than I care to mention, along with the books, I've attended every speech, lecture, and seminar known to man, not too mention a dozen or so networking meetings. I also have attended ten, yes ten, different toastmasters meetings at ten very different clubs in the San Diego area.

This is what I've learned; win the *heart* and the *mind* will follow. There are thousands of people who do what you do, and there are even more people who try to do what you do. What is it that the people who succeed do *differently* than the people who don't? They aim for the heart, they zero in on the compassion, the integrity, and the human emotion, once you've won that it's easy to sell yourself or your product.

If you read a marketing article and it's just a whole lot of text, how long do you stay with that article? On the other hand, read an article that has a picture that elicits a human emotion, you're in, hook, line and sinker. I happen to have an advantage in this area (thank you God). You see I am a Cancer (astrological Zodiac sign) and human emotion comes easy for me, in fact sometimes to my detriment. When I teach I not only come from the facts, research and knowledge that I've accumulated throughout my life time, I come from a

place deep within my *heart...and* that my dear readers touches peoples lives at a soul level.

It's easy for me to work with clients and have compassion for where they've been and what they've been through, it shows in the way I teach. If your *heart* has been touched, the *mind* will follow. On the flip side of the coin, if you think with your mind first and then try to get your heart to come along for the ride, you may be flying solo my friend. How many times have you made a decision in your life based on your gut, your intuition...that is your heart speaking to you. In addition, how many times did you *not* listen to your heart?

A few weeks ago I had the good fortune to listen to a man speak named Marshall Goldsmith. Goldsmith is the TOP executive coach in the world; his clients are billionaires and zillionaires. I am about to share with you what I walked away with from listening to him speak. The top CEOs in the world hire him to straighten out their companies, Goldsmith approaches this million-dollar contract in this way.

He starts with loving the self, yes, you've heard it from me thousands of times before, and that's one of the key items Goldsmith spoke about. He particularly focused on women...who as we know take too much time taking care of everybody else's needs ignoring their own. (This is the one single most important thing that I work on with my clients).

Next item of the day saying thank you and for those of you who have worked with me you know I require you keep a gratitude journal. Goldsmith talked about the importance of saying thank you. I felt a sense of pride knowing that I'm probably one of the biggest promoters of gratitude...I taught it to my children and I probably say thank you a hundred times a day.

One of the final things he spoke about, which touched my heart, is this; ask your parents, or your children, or your significant other, or your employees, or your boss this question:

- How can I be a better Mom/Dad?
- How can I be a better wife/husband?
- How can I be a better daughter/son?
- How can I be a better employee/boss?
- How can I be a better friend?
- You get the picture...need I go on?

I was so inspired when I left his talk that on the way home driving down the California freeway I called my youngest daughter Shayna and asked her the six-million dollar question. "What can I do to be a better mom?" I think she



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thought I'd stayed a bit too long in the California sun. Mom, she questioned, what are you talking about? I quickly explained the talk I had just heard, and asked the question again. She replied, Mom, you're fine, really. I was relentless; I needed to know what could I do to be a better mom. After a few more inquiries she answered, don't ask me about my sister, and when I need to get off the phone in a hurry try to understand. Wow, that's all it takes, I felt a sense of relief surge through my body. I can easily do that I said. I felt good knowing that I took the time to ask this life-changing but ever so simple question.

By approaching his clients through the *heart* he is able to reach the mind, employees are happier, customers are satisfied, and profits continue to soar. You see Goldsmith's billion dollar clients have the brains; they were missing the crucial ingredient to keep them in business, the heart.

The answer my friend isn't blowing in the wind, it's right inside of you, inside your heart. So next time you're trying to figure out how to improve your business, and/or your relationships ask yourself "how can I serve you better?" Ask yourself who's on first? If the answer is your *heart*, then your *mind* will follow and that is the making of a grand slam.

Eva Starr's spiritual journey has taken her coast-to-coast studying the various schools of thought. She has recently relocated to the San Diego area. Check out her website reachforthemoon.net for updates & to be added to her mailing list. Contact Eva Starr at evastarr24@yahoo.com 440-930-8865 for speaking engagements.



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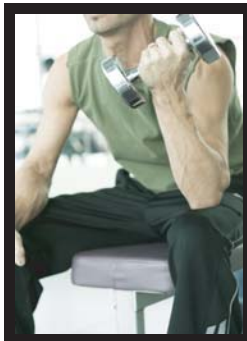
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