

It's Not About The Money

Feng Shui Wisdom For
The Entrepreneur



A Workbook Extraordinaire
Crafted by Melissa Nelson



Welcome

Every business begins the same way: with an idea.

At first, that idea may be little more than a passing thought, a dream, or a quiet voice that says, "What if?" Yet within that small spark lies the potential to create something meaningful in the world.

Are you a creative with the desire to start a business? Are you wondering where and how to begin? If so, you are in the right place. This workbook was created to help you transform your idea into reality. From the intangible thought to the tangible creation, each page is designed to guide you through the process of building a business that reflects your values, your talents, and your vision.

As you travel along this path, your journey will become about more than building a business. It is about becoming the person capable of bringing that vision to life. Through intention, action, and perseverance, your business can become a living expression of who you are.

Welcome to the adventure.

Melissa Nelson

It's Not About The Money
Feng Shui Wisdom For The Entrepreneur
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For information contact
finding.beauty@icloud.com
www.beautyific.com

How To Use This Workbook

Within this workbook you will discover ancient Feng Shui principles meeting modern-day entrepreneurial strategy to help you create a venture infused with clarity, balance, and purpose.

Through guided reflections, goal mapping, vision boarding, and practical tools, you will discover how to align

- your environment with your goals.
- your momentum with your business vision.
- your daily actions with the deeper purpose that calls you.

This workbook is not meant to be rushed through or read once and set aside. It is designed to unfold slowly, like light moving across a room changing what it touches.

Each page invites you into a conversation between your inner world and the one you are creating around you. Some exercises ask for words and lists, others for reflection, sketches, or simple awareness. None of them are tests. They are invitations—small openings through which clarity and inspiration can enter.

You may move through the pages in order, or you may open it to the section that calls to you the most. Follow your intuition. It knows where your energy needs to go. Use a pencil, pen, or even colored markers to make notes about your ideas. Tuck photos and/or notes between the pages. Let the workbook become a living record of your unfolding entrepreneurial vision..

Pause after each exercise to review your business platform. Notice how your thoughts feel in your body while listening for what shifts. Insight often arrives in stillness, not speed.

You can return to these pages again and again. Each time you will find new layers—because you will be in a different season of your own growth.

My Story

“I’m going to do it! I’m going to start my own window covering business.”

These are the words I heard in my head in the spring of 1999. I had already developed a sales ability in this field and I knew how to get leads. My 20 years of experience working as a bookkeeper would allow me to handle the financial aspects. Sheer determination would propel me to success.

I asked myself “What other skills could I possibly need?” I was committed. I jumped into the wonderful world of entrepreneurship and to my amazement, my business did succeed and expand and then expanded some more. In 2007 my gross receipts reached \$369,000. Aside from my installer I was one person doing all of the work. Sounds great! Right?

Wrong!

I had become an employee of my own business. All I did was work. I was out of balance.

Even though I knew of the Robert Sexton adage that nothing is more certain than change, I was not prepared when the great recession hit in 2008. Yet, I would not let my business fail. I spent every penny I had saved to stay debt free and to stay in business. And I spent my time wisely. I began to study this wonderfully crazy endeavor called “my own business” and in the process discovered some of the mistakes I had made. I asked myself “How can I do better?”

Remember reading Aesop’s fable “The Tortoise and the Hare?” The speedy Hare bragged about how fast he could run—the slow and steady Tortoise, tired of listening to the boasting, challenged him to a race. The overly confident Hare left the Tortoise in the dust as he took off running. However, about half-way through the race he became tired and decided to take a nap along the side of the road. While Hare slept, Tortoise kept to her system of walking. She did not stop until she crossed the finish line as the winner.

A valuable lesson is found in this story: slowing down during the formation stage of your business gifts you the time to develop a balanced system in which to operate. As a result, you will cross the finish line a winner.

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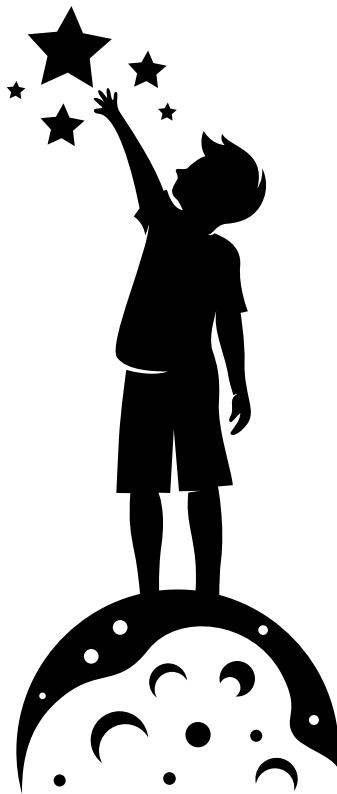
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"The greatest achievement was at first
and for a time a dream.

The oak sleeps in the acorn;
the bird sleeps in the egg;
and in the highest vision of the soul,
a waking angel stirs.
Dreams are the seedlings of realities..."

James Allen



Part I

Discovering What “It” Is





Your Calling

“Let the beauty of what you love be what you do.”

Rumi

During the 1980s I earned my living working as a manual bookkeeper. While placement of debits and credits came naturally to me, I found the work boring and uninspiring. From 1987 to 1993 I kept the books for a lawyer: not his law business books, his entrepreneurial books.

Because of this environment I began to believe I could start my own business: I would call it “The Better Bookkeeper.”

Hmmm—I became blocked and was unable to bring this thought into reality. Upon self-examination I discovered the core of the problem stemmed from the fact that I deeply disliked bookkeeping. So, I started wondering how I could find my “it.” I accidentally discovered the answer when I compared the lives of two inventors and discovered how creativity developed within each of them.

Steve Jobs & Hedy Lamarr: What did they have in common?

While both were inventors who earned their spot in the wheel of time, at first blush it seems they could not possibly have anything in common. They were born in different decades of the twentieth century: Hedy was born in Austria in 1914—halfway around the world from her eventual home in America. Steve came into life in 1955. According to Wikipedia, Hedy loved acting in theater and film while Steve showed interest in the field of humanities.

While there is not much commonality here, each one invented an electronic device that would change the way of the world. During World War II Hedy and composer George Antheil created a device that became known as the “secret communication system.” Today, we call it Bluetooth and Wi-Fi. Steve Jobs, as most of us are aware, paved the way for the personal computer revolution. There is definitely commonality here.

The one driving force they both had in common was experiencing parenting that encouraged each to become inquisitive as to how electronic devices accomplish certain tasks. Taking something apart to see how it works and then putting it back together became their norm. Each one turned out to be a highly imaginative individual; both became alchemists—they found the spark within and let it expand into a universe.

Where Does Creativity Come From?

Creativity builds upon existing knowledge. Ideas can be likened to pieces of a puzzle and because new ideas arise from reshaping existing knowledge, it follows that new thoughts start in the very place knowledge is stored: your subconscious mind. Your subconscious mind can be likened to a picture frame: it holds the ideas that provide your inspiration.

The more diverse and extensive your knowledge base, the more material your brain has to work with when generating new ideas. You, too, can generate a wide river of ideas by exploring many different paths and possibilities. Be open to different perspectives because embracing the unfamiliar can lead to novel insights and creative thinking. Surrounding yourself with a garden where your thoughts bloom is imperative, whether you are 7 or 77.

Creativity Leads to Storytelling

Creativity leads to storytelling because imagination seeks expression. A new idea rarely remains silent for long. It becomes a painting, a business, a melody, a home, a scientific breakthrough, or a story shared over coffee.

Stories shape perception. The words we choose, the images we repeat, and the stories we tell ourselves influence how we experience the world around us. In this way, language itself becomes a creative force. In many ways, storytelling is the thread that stitches human experience together and gives form to the invisible world of thought.





Thinking of Possible Things

*“ ‘We must think of six possible things before breakfast.’
said the Queen”*

Through the Looking-Glass by Lewis Carroll.

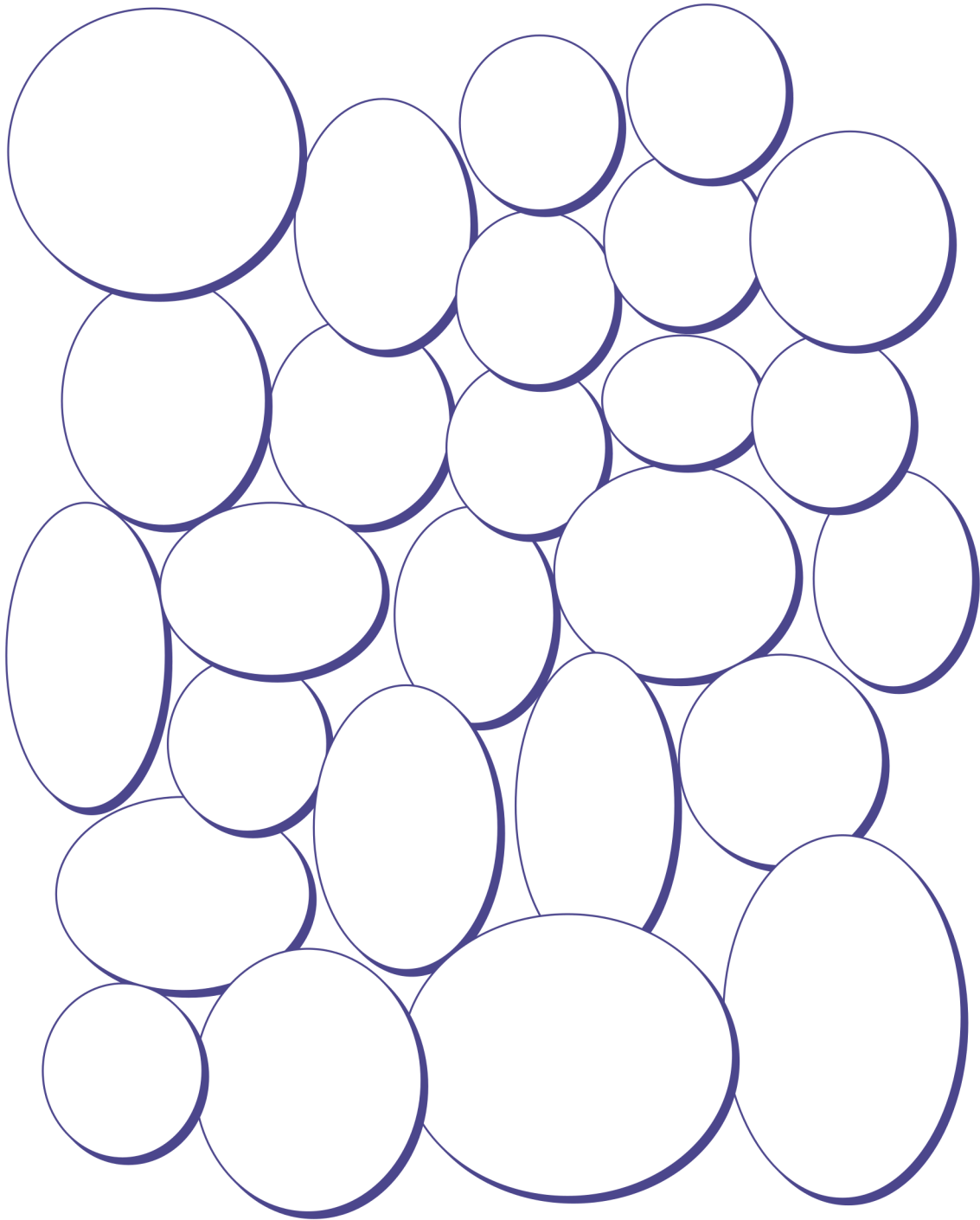
Print Several Copies of the Grape Cluster
(found on the next page)

- Step 1 - write down as many ideas (possible things) that surface from your subconscious mind.
- Step 2 - select the three that speak the loudest to you.
- Step 3 - convert these three into words that both infuse and ignite your idea with passion. Label them as Good, Better, and Best. Set your good and better aside (for possible future use) and finally, label your best as your dot of energy waiting to explode into a viable entrepreneurial force.

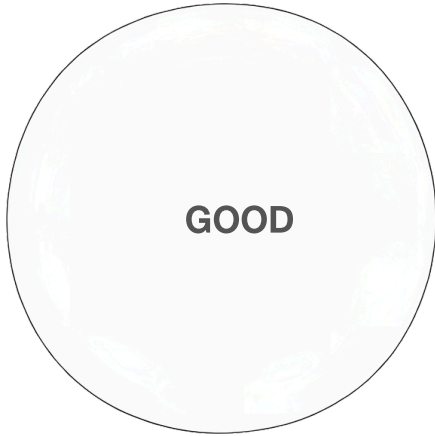
You have discovered the essence of your endeavor. Now, let's place it in a garden and give it a place to grow.

Step 1

What skills and desires are layered into your subconscious mind that brought you to who you are today. Write down every idea that surfaces.



Step 2
Choose Your Good and Better





Step 3

Choose Your Best



You have discovered the essence of your endeavor. Now, let's place it in a garden and give it a place to grow!

Part II

From the Intangible to the Tangible





So What IS In A Name?

*“‘Must a name have meaning?’ Alice asked Humpty Dumpty.
‘Of course it must!’ He replied. ‘My name means the shape I am.
With a name like yours, you could be any shape.’”
Lewis Carroll's *Through the Looking-Glass*.*

While I studied my heartfelt field of Feng Shui, I created a business centered around the sale of window coverings. Because I hoped to incorporate Feng Shui design into my work, I chose the name *Interior Creations by Melissa*.

Had I done more research I would have discovered that most of my window covering customers were only interested in covering their windows. So, two years later I looked at a decorating magazine and saw the title *Beautiful Windows*. Hmmm, I asked myself: “the feeling of beauty is the feeling I wish to offer my customers, so what better phrase could I come up with?” I called my business “Beautiful Windows.”

As time went by, I realized I should have spent more time delving into the meaning of those two words—granted, the essence of beauty is the feeling I was aiming for; however, a mental picture of a window was not. I sometimes receive calls for window cleaning, window tinting and even replacement windows. *Beautiful Blinds* may have been the better choice.

An exception to this rule can be found in your budget. Here's one example: While the word Nike may not have originally brought tennis shoes to mind, it certainly does today. Why? Nike had the financial resources to advertise, build brand recognition, and create a powerful association between its name and its products.

Attracting the right customers demands a business name that will motivate them to engage with you. The right one will tell them what your company does and what it has to offer. Think of your company's title as the first impression it leaves behind. Does it exude strength and character? How about value and trust? Say it out loud, then ask: "How does it make me feel?" If the feeling is anything short of great, keep searching.

So what's in a name? Everything! If your budget does not allow for extensive advertising and you want your phone to ring, it must communicate the right meaning, otherwise you may attract customers looking for something entirely different.

Something To Ponder

Feng Shui philosophers believe when you put your hand on the knob of your front door you are actually shaking the hand of your house. Your clear and concise business name on your well-designed business card will open the door to your business success.

Task

Think of many possible names for your business—then write them down on another page of grape clusters. After allowing time to let them compost, begin eliminating those that are not acceptable until the perfect one appears.

My Business Name



Unique Selling Principle

“Nobody Notices Normal”

Sally Morse

It's time to give your name character. A Unique Selling Principle (USP) is a short statement (six words or less) that pinpoints your story and sets you apart from competition. Its purpose is to stimulate the potential customer's desire to further investigate your service and, of course, to make a purchase. Your USP should communicate value which in turn tells the story of the “why” your customer should select your service.

Should I “Just Do It?”

Most everyone has heard the adage a picture paints a thousand words—take this thought and choose words that allow your Unique Selling Principle to paint a million (or billion) dollar picture in your prospective customer's mind. Don't compete on price. Instead make your business stand out from the rest with words that speak of quality products and quality service. Create a USP that tells your prospective customers you are offering something that is not identical to everything else. Nike's “Just Do It” is nothing short of brilliant.

My original USP was Quality Window Coverings At Affordable Prices. It says what I offer, but ??? The feeling the words evoke is ordinary at best. As I dug deeper into the meaning of my phrase, I discovered the primary function of a window covering is to control light. I allowed this knowledge composting time. Today my USP is “Transforming Light—Celebrating Space.”

Task

Craft a Unique Selling Principle and remember:

"Nobody Notices Normal!"

My Unique Selling Principle

Something To Ponder

The color of your business card matters. Color is energy expressed as different wavelengths of light, and people often respond to it emotionally, whether consciously or not. Blue commonly evokes feelings of calm, trust, and stability. Red, on the other hand, may suggest passion, excitement, urgency, or even danger. The meaning of color is never universal, but understanding its psychological influence allows you to choose colors that support the message you want your business to communicate.

Choose the color of your card with care.

Tips

"Pink isn't just a color - It's an attitude!"

Miley Cyrus

- Place yourself in your customer's shoes.
- First analyze and write down how you view the emotional impact of your product or service. Write down a possible USP. Then ask "what do I feel when I read these words, am I stimulated to find out more, and do I wish to acquire the emotional benefit of the product or service?"
- Does the color of the business card increase my desire to further explore the benefits of the offering?

Task

Choose A Color For Your Card



The Target Market

"I shot an arrow into the air, it fell to earth, I knew not where."

Henry Wadsworth Longfellow

Next up: Choosing the “where” and “how” to advertise your business. You have defined your role as the storyteller of your business—It is now time to define your audience: who are the people you wish to see in attendance? In so doing, you begin to define and locate your customer.

Why Define Your Target Market

It is true that Captain James T. Kirk took his crew and the U.S.S. Enterprise to boldly go where no man (or woman) had gone before. You can do the same with your business, but wouldn't a little bit of predictability be a good thing? If you wish to dominate the entire marketplace with your service or product, you may eventually burn out and run out of money.

There is a knack to knowing what the market wants and what customers are willing to pay. Once again, the key is found in yourself and not within your competition. Don't focus on them! You can spend hours learning what they do or decide to spend those hours becoming the best at what you do. The following guide will help you in this journey. After answering the questions, reflect on your answers for a day or two. Your target market will begin to emerge.

Steps For Finding Your Target Market

1. Begin with self-knowledge: your ideal market is often an extension of your own values and rhythms.
 - Your business reflects your mindset—are you enthusiastic? If not, ask: what type of client brings me joy and balance?
 - What kinds of projects or relationships grant me inspiration?
2. Define the transformation you offer.
 - People don't buy products—they buy transformation. Consider the feeling your service creates. Do you offer clarity or confidence?
 - Identify the change your customers experience after working with you.
3. If you have been in business, study your past and ideal clients.
 - Look to your past for clues. Who were your best clients? Who appreciated your work and paid without hesitation?
 - List their characteristics—age, lifestyle, values, or mindset—then notice patterns. These patterns define your natural audience.
4. Observe your market.
 - Balance intuition with awareness of
 - Trends that align with your offering.
 - Shifting demographics,
 - New habits,
 - Emerging needs.
 - Follow the flow.
5. Test and refine.
 - Create two or three customer profiles. Experiment with marketing language or offers that appeal to each.
 - Notice which group naturally responds with enthusiasm and ease—that's where your focus belongs.
6. Revisit annually.
 - People change—so do markets. Make it a yearly ritual to review your audience. As you evolve, so will your ideal client.

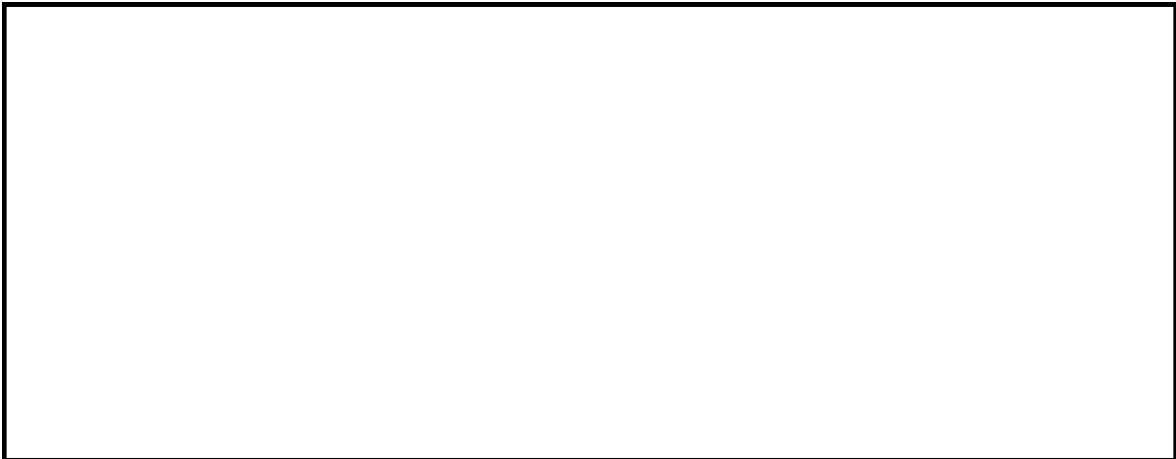
Write Down Your Answers.

And Now It's Your Turn

Using your answers to the preceding questions, describe your ideal customer.



Will your product line or service be vertical (only one) or will it be horizontal and offer many similar items?



Where will your customer reside—local, regional, national, or worldwide?



What age group are you targeting. Baby Boomers speak an entirely different language from that of the Millennial group.

How about gender: will you promote your product(s) to men, women or does it matter.

What income level will your target market be: is your product high end, in the middle or on the low side?

Marketing Materials

*“Tell me a fact and I will listen. Tell me a truth and I will learn.
Tell me a story and it will live in my heart forever.”*

Gail Larson

Creativity is now ready to take center stage. Your brochures, website, social media posts, and business cards are often the first conversation you have with members of your target market. Before a single word is spoken, these materials communicate the experience you hope to provide, as well as who you are and what you value. When designed with care, they hold the power to become the connector of your vision with the customer's understanding.

Tips

Consider building a luxury brand business. According to Steve Noble, Luxury Marketing Council, “Luxury is now the intimate and exclusive experience with time, quality and imagination. Value is the norm when the marketplace seeks the experience of working with you!”

Something To Ponder

An elevator speech is a 60-second, concise story of your business. A well-crafted one will hook the listener’s attention and invite them to pursue more information about your product and service. It’s easy to create when you use the words that form your USP and expand them into your Elevator Speech.

And Now It’s Your Turn: Craft Your Elevator Speech



Part III

The Dance Of Yin & Yang: Your Business Plan





The Business Plan

"It is not in the stars to hold our destiny, but in ourselves."
William Shakespeare

According to Chinese legend, yin (the feminine essence) and yang (the masculine essence) emerged when the tiny, compacted point of energy that formed our universe split apart and began to expand. Together, these complementary forces create a continual dance between opposites, as night turns into day, winter becomes spring, and stillness gives way to movement.

As you ponder these two aspects, you might be wondering what form your dance will take. The answer will emerge as you create your business plan. It becomes the stage upon which your vision comes to life. At its core, a business plan provides the structure needed to create trust, stability, and credibility as you move from one arena of your business to the next. When these arenas work together in harmony, they provide the tools needed to support and sustain our business endeavors.

Three Arenas of Business Administrative—Sales/Marketing—Production

In each of these three areas, your strategy must answer four questions: What do you want to do? How will you do it? Who will help you? What resources will you need? It is future-oriented and goal-oriented. It is a tool that helps you allocate resources, delegate responsibilities, project income, and define the products and services that will keep customers returning again and again.

Tips

There are a handful of ways to create a financial platform for accounting and accountability: LLCs, both LLC Single Member and LLC “S” Corporations are popular for the small business. Corporations typically belong to the larger platform. A tax professional will be able to direct you to your best choice. If you choose to keep your bookkeeping “in-house” consider learning your debits and credits from a QuickBooks course (or the like) before you begin.

Create Your Business Plan Using The Feng Shui Bagua

Legend states that Feng Shui began more than 5,000 years ago when a Chinese sage observed a turtle emerging from a river with a mysterious pattern on its shell. This pattern evolved into the Bagua, an eight-sided octagon map used to describe the forces and cycles of nature. Over time, the Bagua became a tool for understanding the relationship between people and their environment.

Today, the Bagua is commonly used to relate nine aspirations, or ways of being alive, to specific areas of a home. In this workbook, we will use a Bagua based on the teachings of Professor Thomas Lin Yun, founder of the modern Black Hat School of Feng Shui. Here, the nine sections of the Bagua will serve as the framework for organizing and integrating every aspect of your entrepreneurial journey.

Nine Business Aspirations

Our octagon is comprised of 3 rows with 3 sections in each row.

- The bottom row represents your NOW: starting from the left you find the Knowledge you have acquired, the center goes to your Intention for your Journey, and the right comprises your Benefactors.
- The middle row is akin to your SUPPORT. It contains a spot for your Team on the left, the center area always goes to You and the Health of your business, and the right represents your Creativity.
- The top row features the FUTURE you are walking toward: the Prosperity you wish to create, the Fame you wish to leave behind as your Legacy and the Relationships you wish to foster.

As you begin this project remember the four questions you need to answer: What do you want to do? How will you do it? Who will help you? What resources will you need? Then set a goal for each of these nine arenas and write them down in each appropriate section. Place yourself in the middle with the other eight goals extending from there.

Tips

Change is inevitable, so how can you be sure you are making the best decision? Instead of asking yourself if the solution on the table is the “best” decision, the better question becomes: does this option support the direction I have set? Choices that remain anchored in your intentions help you avoid costly detours down paths that lead to nowhere.

Your primary goal is to create a framework from which to operate. Let your business plan become your compass. When new opportunities and challenges arise, return to it. Rather than second-guessing every decision, simply ask whether the choice aligns with your vision and intentions.

Something To Ponder

In many ancient cultures, the center of the home was considered to be a sacred place of balance, intention, and vitality. Today, the center still symbolizes the health of your business and the health of your daily life. The center of your work space can become your anchor. When you place yourself firmly in that center with your goals, your values, and your purpose in hand everything else begins to align naturally.

Think of this structure as the "octagon" of your work life: eight interconnected arenas that require balance, clarity, and attention. Whenever a decision presents itself, return to the center. The clearer your center, the clearer your path forward becomes.

Nine Business Aspirations



The Journey Within the Bagua

As you create each section's aspirations for your business, you will begin to notice that each area holds a special story, a purpose, and a promise waiting to unfold. Each ambition within the Bagua adds to the balance and vitality of your business.

On the following pages we will explore these nine areas more deeply. Our goal is to discover how we can use ancient wisdom to transform our modern day business into a success. We will bring each area to life through symbols, imagery, and intention.

Knowledge

Creating Fuel For Your Business

The act of gathering information and insight defines the first “gua” or space. Knowledge is the data you collect about your offering to your customers, your marketplace, and your operations. It is key to making better decisions, avoiding costly mistakes, and bringing value to your business. Knowledge is fuel for your business.

Examples of the Many Facets of Knowledge For A Business

- Market knowledge gifts you with understanding your target customers, competitors, and industry trends.
- Operational knowledge grants you with knowing how to deliver your product or service effectively and efficiently.
- Financial knowledge involves being able to manage money, pricing, costs, and possible investments.
- Relational knowledge helps you learn how to leverage networks, mentors, and partnerships.

Something To Ponder

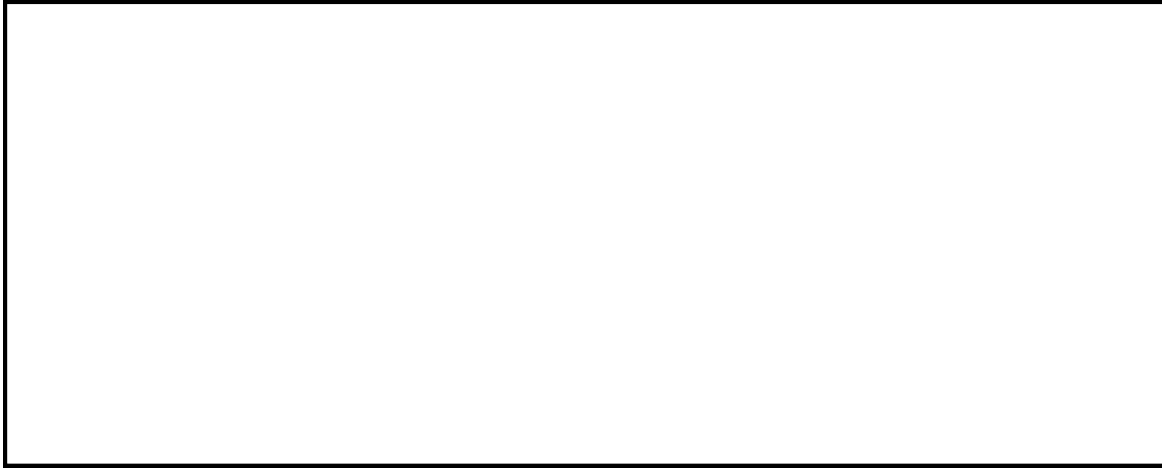
Our marketplace changes daily. The internet's endless stream of information requires us to continually adapt and evolve. So, how do you keep up? The answer is simple: become a perpetual student. Stay curious, ask questions, and never stop learning.

Rise above your competition by becoming a trusted authority in your field. Read widely, stay informed about emerging trends, and deepen your understanding of the products and services you offer. Then share what you know through seminars, blogs, presentations, or community events. Knowledge communicated with clarity and confidence builds credibility for both you and your business.

Tips

Time is something money can't buy—it is imperative that you use your time wisely. Set boundaries and eliminate distractions so you can focus on what is important to grow and maintain your business.

As your business grows, so will you: How will you stay up to date on your SELF knowledge? How about current industry trends?



How will you take advantage of opportunities to grow? What certifications will you master? What seminars will you take?



How about blogging, teaching a class or writing an e-book about your topic? Is writing on your horizon?



And Now It's Your Turn

Define your goal—write it down. Choose a symbol—place it in the lower left section of your Bagua.

Goal:_____

Symbol:_____

A few Examples of Knowledge Enhancements

- Something inspirational to represent your subject of interest.
- A dragon represents the epitome of wisdom and strength.
- Books and perhaps a picture of a role model.



Learning Turtle
Magic

My Business

The Journey Turning Your Vision Into Reality

The lower, center space belongs to your emerging business as it represents intention transforming into movement. The journey is about setting the stage, building, learning, and adapting. It is the path that takes your acquired knowledge and applies it to identifying and obtaining opportunities, solving problems, and delivering value in a sustainable way.

Aspects of Your Journey May Be

- Vision-driven: it's about pursuing a purpose or opportunity, not just running operations.
- Innovative: emphasizes problem-solving, and doing things differently.
- Risk-bearing: acknowledges the uncertainty and required courage.
- Value-creating: your goal is to produce something meaningful for your customers, communities, or markets.
- Growth-oriented: focuses on scaling impact, not just maintaining activity.

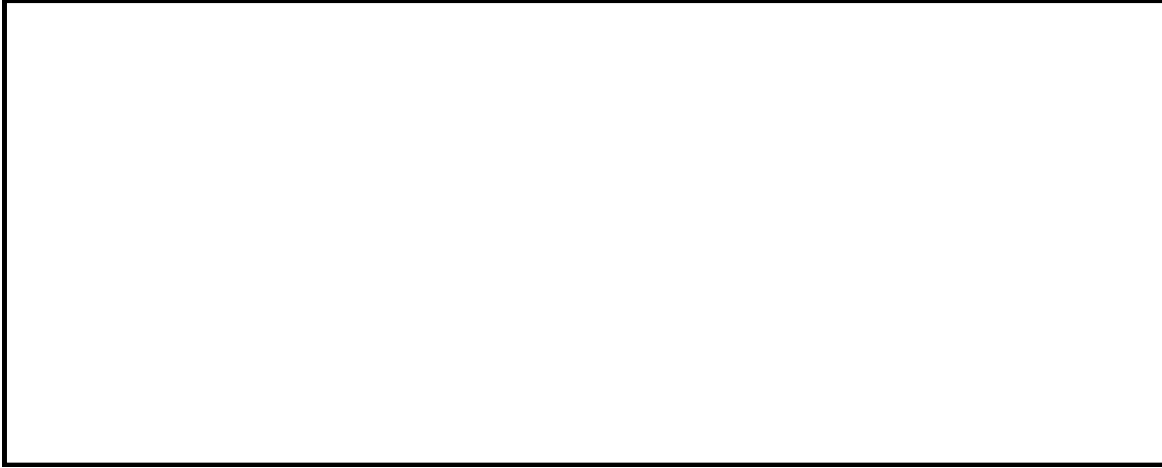
Something To Ponder

When you think of the energy of your business, think of a river—it can be a slow moving, gently curving stream or it can become a rushing torrent of water. The Mississippi River in northern Minnesota is a far different river than the one in New Orleans. The rhythm of your business can be the same—gently producing the feeling of satisfaction or one which daily produces the overwhelming question of “Why of why didn't I keep my day job?”

Tips

- Ask yourself every morning “what is the one thing I can do today that will make the most positive impact for my business?” Leave space in your day planner to write down the task. Then, do it.
- Make an appointment with yourself. Take time to think.
- Become a problem solver. Say: “I move from frantically responding to events and circumstances to consciously shaping their outcome.”

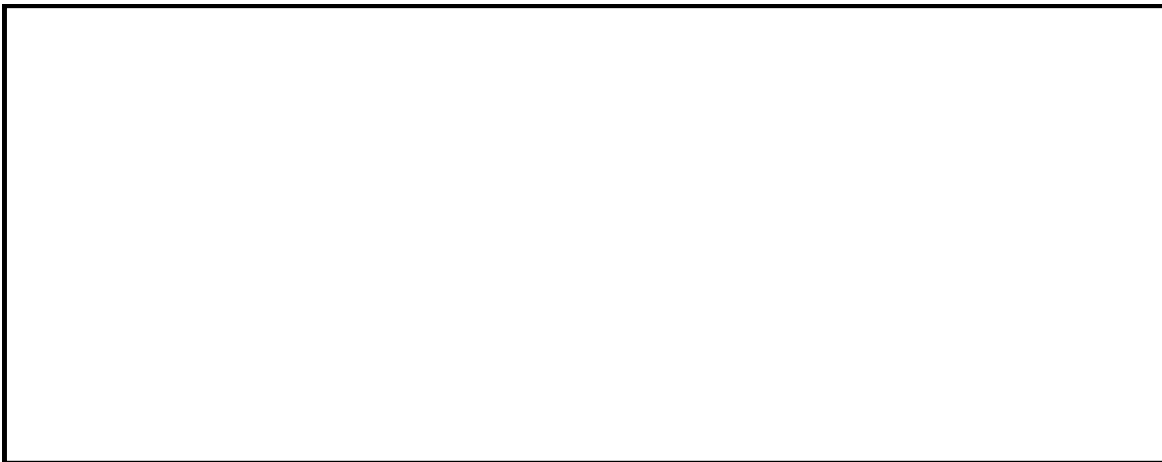
What talents and/or abilities will you use to create and organize your daily activities?

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How about the knowledge you have gained? How will you apply it to grow your business?

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Becoming a visionary is the key to developing the ability to “see” a world of opportunities. How will you develop this skill?

A large, empty rectangular box with a black border, intended for the user to write their response to the question about developing the skill of becoming a visionary.

And Now It's Your Turn

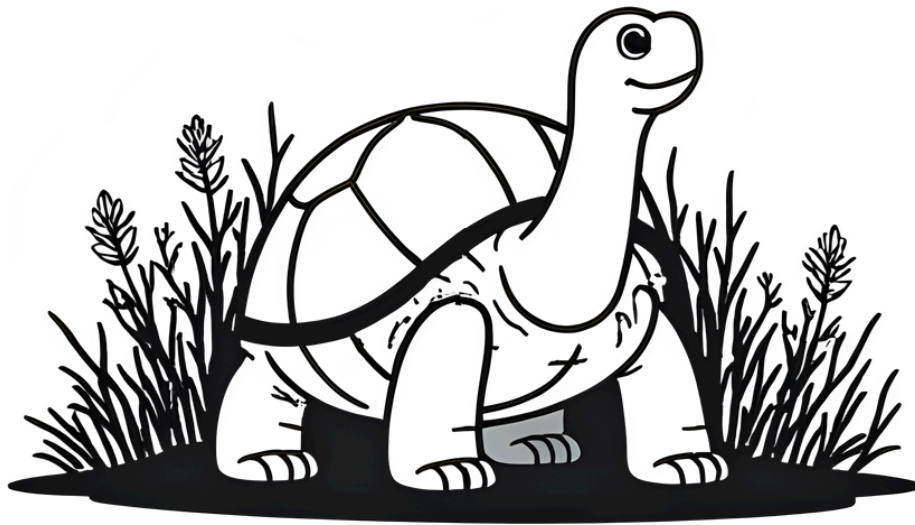
Define your goal—write it down. Choose a symbol—place it in the lower center section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Your Journey Enhancements

- A picture of a horse running toward you indicates prosperity is on its way.
- A tortoise with its hard shell represents career support and longevity.
- Fountains—water brings prosperity to your front door.



We've Got Your Back Marketing

My Mentors and Benefactors

The Believers Behind The Dream

Benefactors are the guiding lights and supportive hands who believe in the entrepreneur's business. They offer wisdom, resources, and encouragement to assist in turning obstacles into stepping stones. For many entrepreneurs, learning to accept help is one of the most difficult lessons. This section is about fostering the ability to receive assistance, instead of carrying the entire load yourself.

An Entrepreneurial Definition of Mentors & Benefactors

- Mentors are experienced guides who share wisdom, and perspectives.
- Specialists offer the entrepreneur targeted expertise (legal, financial, technical, strategic.)
- Sponsors are those who use their influence, networks, or credibility to open doors.
- Supporters, friends, family, community members, or early customers who believe in you and encourage you.

Something To Ponder

A great way to grow your business quickly is to use your benefactors to build a referral-based business. However, while this path usually leads to a great start, it has the potential of becoming a roller coaster ride. Here's why: if the referrals stop arriving, your business could struggle without a backup plan.

Here's another way to look at this: Your business might be in trouble if your tree branch is falling and you don't have another one to grab onto.

Tips

To avoid feast or famine cycles add more strategies such as paid advertising, website SEO and/or social media posts. Educate your benefactors as to what makes a good referral. Adding to your product line also works. If you make a living as an interior decorator, add elements that go into beautifying a home. Write an e-book about your service and become a best-selling author, teach a class, and/or give talks for civic groups.

Who are the helpful people who are currently ready and able to assist you on your journey?

What industry will you target to expand your helpful people base? Will you become a helpful person by becoming a member of a charity group?

What backup marketing plan will you create to ensure continued success year-after-year?

And Now It's Your Turn

Define your goal—write it down. Choose a symbol—place it in the lower right section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Helpful People Enhancements

- A picture of several birds, or cats, or horses of different sizes and colors to represent all the helpful people coming into your life.
- Plants to indicate your luck is growing.
- Business cards for everyone who will help increase your bottom line.



My Team

The Hands That Carry the Vision Forward

Here you begin delegating and distributing effort. The team is the extended family of your business. It includes trusted employees, collaborators, and trusted subcontractors who share in the work and support the vision. Building a strong team means knowing when to lead, when to delegate, and when to empower others so the venture can grow beyond your individual effort.

Key Aspects Inside This Definition

- Employees are the core team who carry daily responsibilities.
- Your subcontractors are the specialists who expand capabilities without adding permanent overhead.
- Delegation is a leadership act and not a loss of control because it helps to assure sustainability.
- Shared values add to business alignment, cohesiveness, and stability.

Something To Ponder

The quickest and easiest way to create chaos is to attempt to do everything yourself. Effective delegation begins with knowing your strengths and your weaknesses, then outsourcing tasks that can be accomplished by others. Freeing up your time allows you to focus on vision, strategy, and growth.

Tips

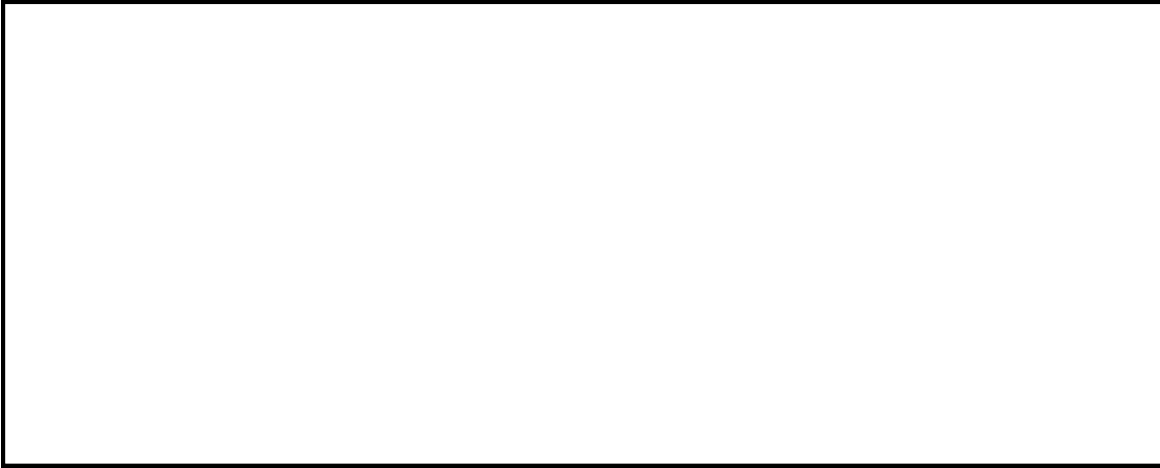
“The great leaders are like the best conductors—they reach beyond the notes to reach the magic in the players.”

Blaine Lee

Create a system for determining how to bring the right people into your team. Clarity is essential as you build a team that works in harmony with you and your goals.

- Start with the end goal in mind.
- Define roles and duties; be flexible.
- Let each member of your team “shine.”
- Be efficient—have the right tools and resources in place.

What structure will your business become? Will you be a solopreneur with subcontractors or will you hire employees?

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How about outsourcing to CPAs, website designers, SEO specialists, and graphic designers?

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What strategy will you use to maintain team cohesiveness and stability? Will you hold weekly or monthly meetings?

A large, empty rectangular box with a black border, intended for the user to write their response to the question about team strategy.

And Now It's Your Turn

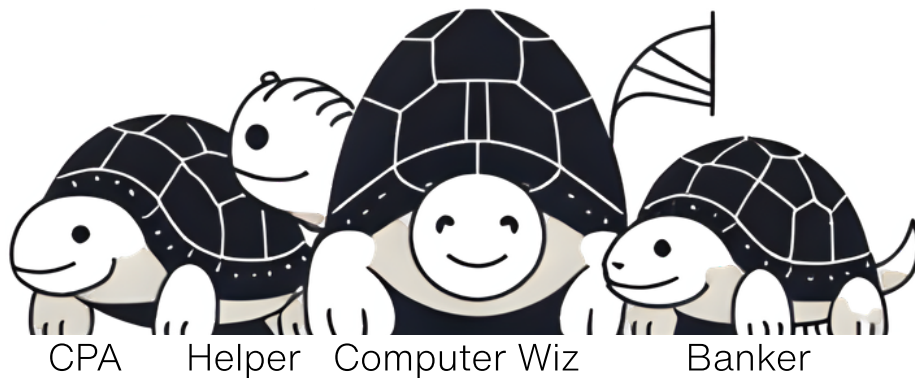
Define your goal—write it down. Choose a symbol—place it in the center left section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of “Team” Enhancements

- Pictures of two or more people facing toward you.
- Pictures of several birds on a wire or animals in the forest.
- Plants, trees and flowers (fresh, silk, or dried)



The Health of My Business

The Heartbeat That Keeps the Venture Alive

The health of the entrepreneurial endeavor is its Tai Chi, the balanced center where purpose, people, and performance align. Just as a mind or body falls out-of-balance when one system overworks the others, a business becomes unstable as one area dominates at the expense of the whole. The business thrives when energy freely circulates through each of its areas.

The Tai Chi Includes

- Balance: the harmony between purpose, people, and performance.
- Vitality, which measures the pulse of the business through its financial, operational, and cultural health.
- Sustainability, which emphasizes long-term resilience rather than short-term gains.
- Well-being, which ensures the venture nourishes both the founder and the team without depleting them along the way.

Something To Ponder

The Tai Chi represents the beginning of time, when universal energy was pure. The symbol is always circular, containing a black swirl flowing into a white one and back again. Each swirl holds a small circle of the opposite color, symbolizing that both forces are present, balanced, and equal to the whole. In the same manner, keeping yourself and your business healthy requires ensuring the eight sectors of your Bagua work together in harmony.

Tips

One practical way to support the Tai Chi of a business is through the environments we create and work within. Biophilic design strengthens this core by bringing nature's proven healing qualities into the built environment.

Elements of nature such as soft daylight, natural textures, organic patterns, live plants, fountains, and other reminders of life beyond the walls will subtly reduce stress, enhance mental clarity, and add a sense of well-being. Biophilic design becomes a quiet but powerful ally, helping to maintain the balance, vitality, and resilience symbolized by Tai Chi.

The center of the Bagua is an excellent spot to post your mission statement. Define it in the following space.



This space represents the unity of each of the other 8 guas. Using time as your platform, explain how you will keep them in balance.



This area also represents health. How will you use your time to maintain your health, both personal and business?



And Now It's Your Turn

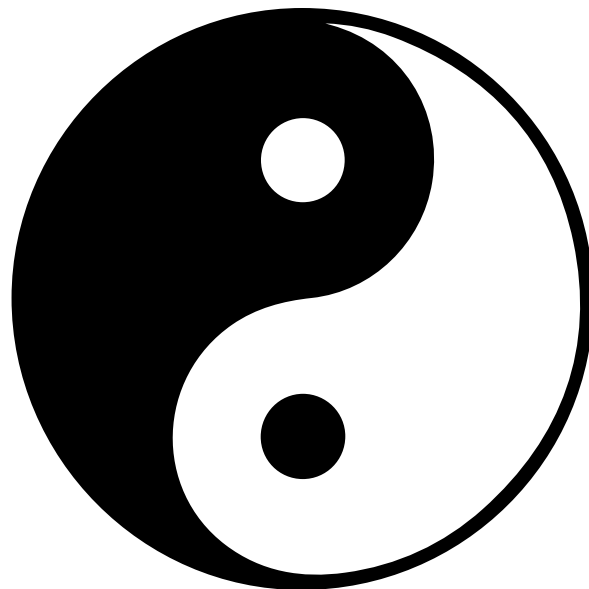
Define your goal—write it down. Choose a symbol—place it in the center section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Tai Chi Enhancements

- Elephants with their trunks up represent wisdom, strength and power.
- A Turtle symbolizes protection.
- The Yin/Yang or Tai Chi symbol represent balance in the areas of your daily activities.



My Tai Chi
The Health of My Business

My Creativity

The Spark That Lights The Future

Creativity is more than self-expression. It is the ability to connect seemingly unrelated ideas and transform them into something meaningful. Through creativity, your entrepreneurial dream will gain purpose, form, and direction. It is the bridge between inspiration and action, allowing a vision to move from possibility into reality.

Aspects of Creativity Include

- The spark to enable imagination to develop into something tangible.
- Innovative creativity to solve problems.
- It is future-oriented as creativity pushes you toward what's next.
- It is a playful discipline that balances freedom with focus, allowing ideas to develop without losing direction.

Something To Ponder

In this crowded marketplace, you will only have a few seconds to attract your potential customer's attention and only a few minutes to keep it. Textbook marketing messages often blend into the background, leaving customers searching for the next possibility.

As you prepare your message, choose words that will create images in your customer's mind. If a picture paints a thousand words, the reverse is also true: your words paint a picture. Begin by choosing words that naturally reflect your energy and intention.

Tips

Set yourself apart from your competition by developing a personal style of communication.. Effective presentations require planning, writing, rehearsal, and a confident delivery of the message.

Organizations such as Toastmasters International offer structured practice that helps build these skills.

Effective presentations are imperative—will you write/create your own or outsource this area of your business?

How can you present your products or services in a way that reflects your personality and values?

What unique idea or perspective do you bring to your industry?

And Now It's Your Turn

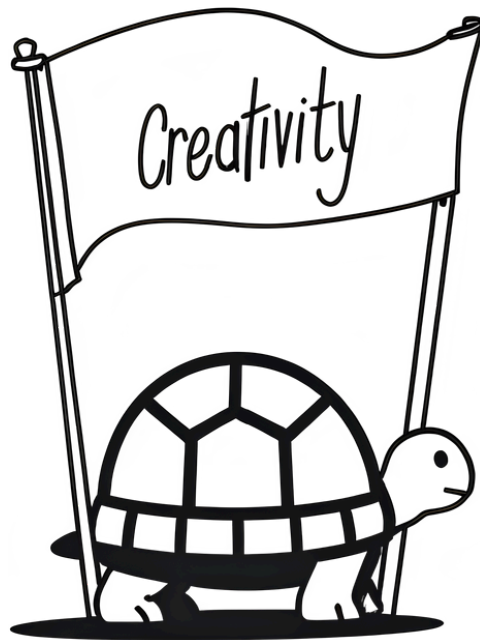
Define your goal—write it down. Choose a symbol—place it in the center right section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Creativity Enhancements

- Butterflies represent transformation and reinvention.
- Picture of a starburst to represent sudden inspiration.
- Infinity loop/figure 8 turned sideways to represent endless flow of ideas and inspiration.



"Turtle Magic" E-Book
Best Seller on KDP

My Prosperity

The River of Abundance That Fuels Growth

The prosperity fostered through your business is more than financial gain: it is the flow of resources, opportunities, and value that sustain and expand the venture. True wealth is measured not only in profits but in impact, growth, and the abundance created for customers, employees, and communities.

Aspects of Prosperity Include

- Financial strength to attain consistent sales with sustainable margins.
- Opportunities to acquire new markets and avenues for expansion.
- Resources to access talent, tools, partnerships, and capital.
- Impact through creating value that benefits others as well as yourself.
- Generosity or the ability to reinvest, reward, and give back.

Something To Ponder

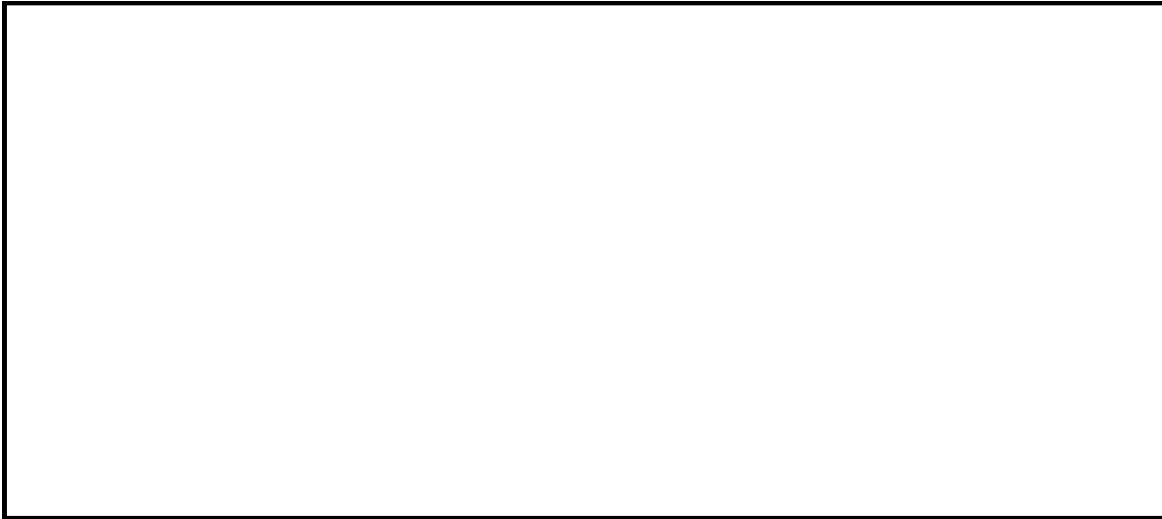
Nature does not chase outcomes; it simply follows its basic drive. Create a viable business in the same way. Stay aligned with what animates you, rather than fixating on reward. Money is not simply a tangible object acquired from outside sources; it is the natural stream of energy that flows outward through the value you create and then, like a boomerang, returns in the form of profit.

Tips

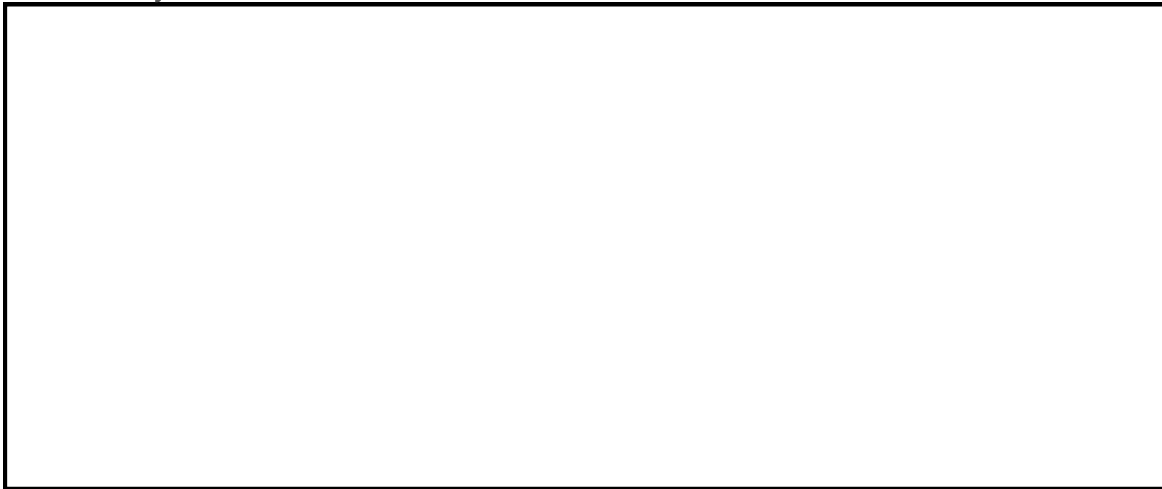
Don't relate to money from a place of fear or survival, relate to money from a place of joy and a can-do attitude. Modern-day philosophy teaches us that the standard of success in life isn't the things we acquire or the amount of money we gain. Instead, it is the amount of joy we feel.

Lou Tice (The Pacific Institute) told the story about a farmer who brought an amazing pumpkin to a county fair. It was big and orange, in every aspect a perfect pumpkin. It was the exact size and shape of a two-gallon jug. After the farmer won a blue ribbon, someone asked the farmer how in the world he had managed to produce such a wonder. He chuckled a bit and said, "Shucks! Wasn't anything to it! As soon as the blossom started to grow, I just stuck it inside a cider jar and the pumpkin took care of the rest." Is your cider jar full of positive thoughts—or negative ones?

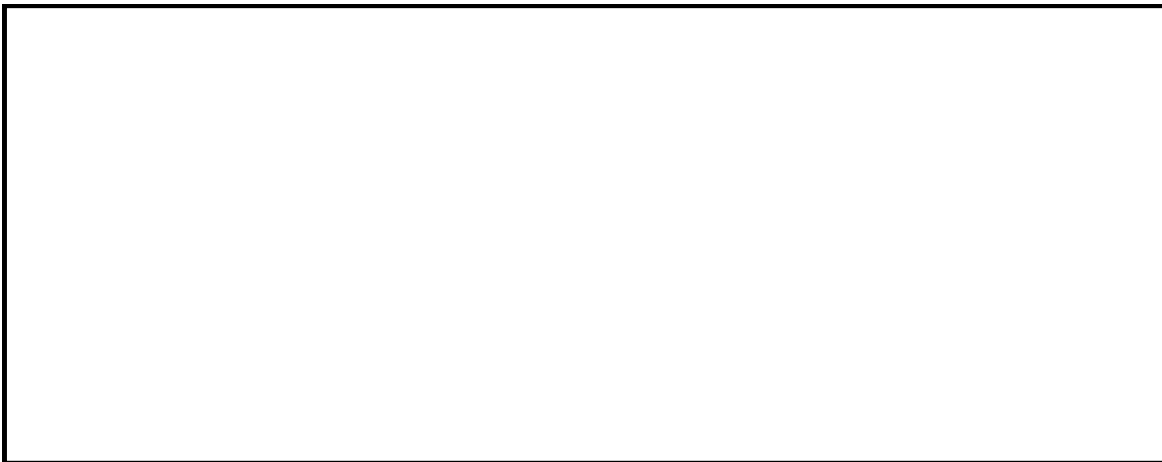
What does prosperity look like for you and your business?



How will you define and develop your prosperous impact for your community?



Will you prosper by maintaining events that you alone can handle or will you prosper through expansion? Describe your answer.



And Now It's Your Turn

Define your goal—write it down. Choose a symbol—place it in the upper left section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Enhancements

- Several jewel tone bottles symbolize wealth arriving in many ways.
- Oranges = prosperity.
- Piggy bank—put a mirror behind your wealth symbol to double its value.



My Prosperity

My Legacy

The Light That Makes The Venture Seen and Remembered

Your reputation and the attained recognition of your business are built through the disciplined delivery of value. Your Legacy reveals the light that creates an influence that outlives you.

Like light, influence spreads outward. Share your expertise through seminars, blogs, community presentations, or conversations that genuinely help others. Over time, these contributions build trust, strengthen your reputation, and become part of the legacy your business leaves behind.

Aspects of Legacy

- Trust & Integrity point toward becoming known for doing what's right, even when no one's watching.
- Consistency is reliably delivering value and exceeding expectations.
- Brand recognition develops a distinct, memorable identity that resonates with customers.
- Thought leadership enables sharing original ideas, insights, and solutions to your industry.

Something To Ponder

Limiting Beliefs—get rid of them! The Law of Attraction suggests that what we consistently focus on influences what we notice, pursue, and create in our lives. Whether viewed as philosophy or mindset, believing you can succeed is often the first step toward making it possible.

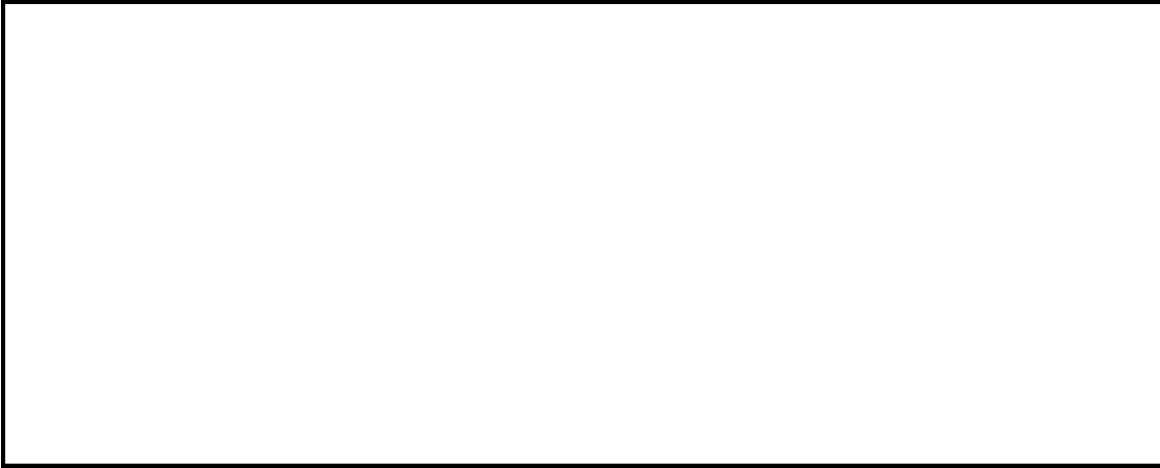
Placing a “personal power symbol” in your office so you see it each time you enter or leave the space reinforces the qualities it represents. Over time, those qualities become part of how you see yourself and your business.

Tips

*“If you really do put a small value upon yourself,
rest assured that the world will not raise your price.” Anonymous*

Never undervalue yourself or your business simply to win a sale.

Legacy represents how you want to be known, what you wish to do, and the roles you wish to play. Reflect on these aspects—write down your thoughts.



Legacy also includes self-confidence: how you see yourself, and how you believe others see you. How self-confident are you?



How will you deliver value to your customer and how will you develop brand recognition?



And Now It's Your Turn

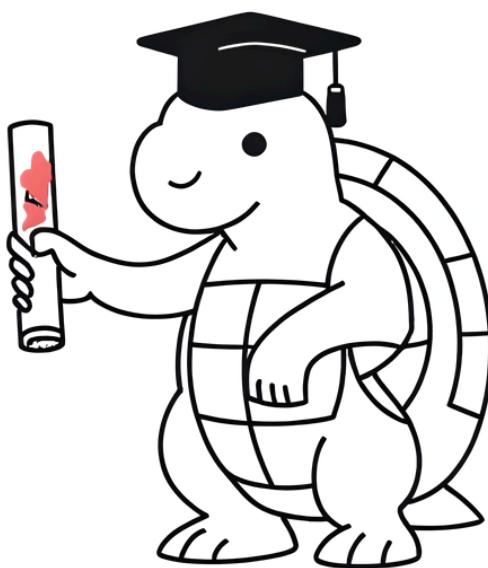
Define your goal—write it down. Choose a symbol—place it in the upper center section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Enhancements

- Diplomas, awards, and accolades.
- Pictures of sunrises to inspire new beginnings.
- Candles to illuminate your goals and desires.



My Creative Writing Degree

My Relationships

The Bonds That Turn Vision Into Shared Success

Business relationships are the meaningful bonds you build with customers, partners, and communities. These relationships transform a venture from a business into a network of trust, providing collaboration, encouragement, and shared success along the journey.

Aspects of Relationships & Partnerships

- Trust is the foundation of every lasting connection, built through honesty and reliability.
- Collaboration is the ability to work together with subcontractors and/or partners to create more than you could alone.
- Community engagement results in building goodwill by contributing to your local or global community.
- Mutual Value ensures every partnership is win-win, with shared benefits and respect.
- Networks offer advice and strength from those who stand with you.

Something To Ponder

Your business will become strong and vibrant when you establish a clear, customer service policy. A guarantee of satisfaction is crucial because it helps ensure repeat business and referrals.

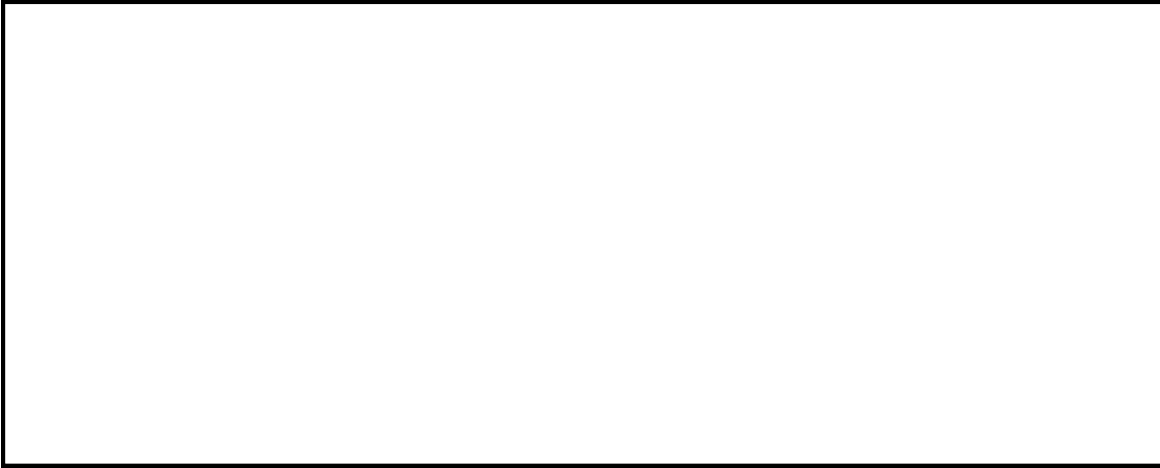
The key to creating a superior customer service policy is to ensure it supports your goals, meets your customer's needs, and equals or exceeds the policies of your competitors.

Tips

Create your customer service policy before you hang your shingle. Revisit your promise at the beginning of each year to determine whether it still reflects your values and direction. If it does not, it's time to make the necessary changes.

Don't forget to declare your policy in your marketing materials.

Define your customer service policy.

A large, empty rectangular box with a black border, intended for writing the customer service policy.

What type of support network will you create? How will you earn the trust of your customers, your network of helpers, and your community?

A large, empty rectangular box with a black border, intended for describing the support network and trust-building strategies.

Will you reward the efforts of those who spread the word about your service? How about sending a thank-you letter and/or a gift certificate?

A large, empty rectangular box with a black border, intended for discussing rewards and thank-you gestures.

And Now It's Your Turn

Define your goal—write it down. Choose a symbol—place it in the upper right section of your Bagua.

Goal: _____

Symbol: _____

A Few Examples of Enhancements

- A pair of birds represents union.
- Bells reflect someone calling to you.
- Yin/Yang symbol = a relationship of balance.



My Satisfaction Guarantee



Create Your Vision Board

“When I saw you, I fell in love. And, you smiled because you knew.”

William Shakespeare

Once your business plan is created, your choices can be transformed into a vision board. Writing down your goals is the first step. When you write intentions down, you are sending instructions to your subconscious mind that its focus needs to be here! You give definition to your goals as you create a road map—a path for your entrepreneurial journey.

Giving them a visual form makes them even more powerful.

While it is okay to believe six impossible things are possible, they will likely never show up in tangible form until you create a picture of the “thing”—a “thing” you fall in love with.

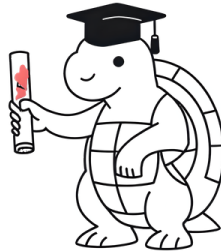
Clear pictures help us recognize opportunities and helps us to stay focused on what matters. Your first step is to create a picture of what that growth looks like: do you have an office, a staff to help you, or a business car, visualize the make and model. When you fall in love with a vision, it begins to take shape. The clearer it becomes in your mind, the more naturally it appears in your life.

A vision board is more than a collage—it’s a conversation with your future.

Vision Board
for
We've Got Your Back
Turtle Marketing, LLC



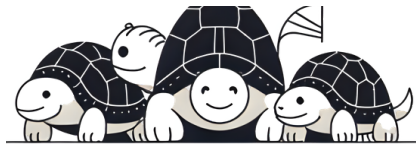
My Pot of Gold



Creative Writing
Degree



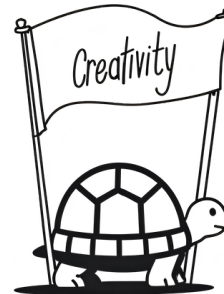
Relationships



Turtle CPA, Banker,
Computer Wiz



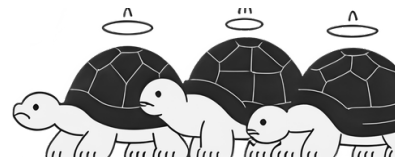
Turtle Tai Chi



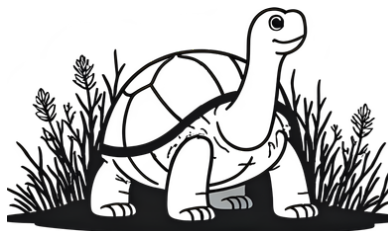
Turtle Magic
Marketing Ebook



Learning Turtle
Magic



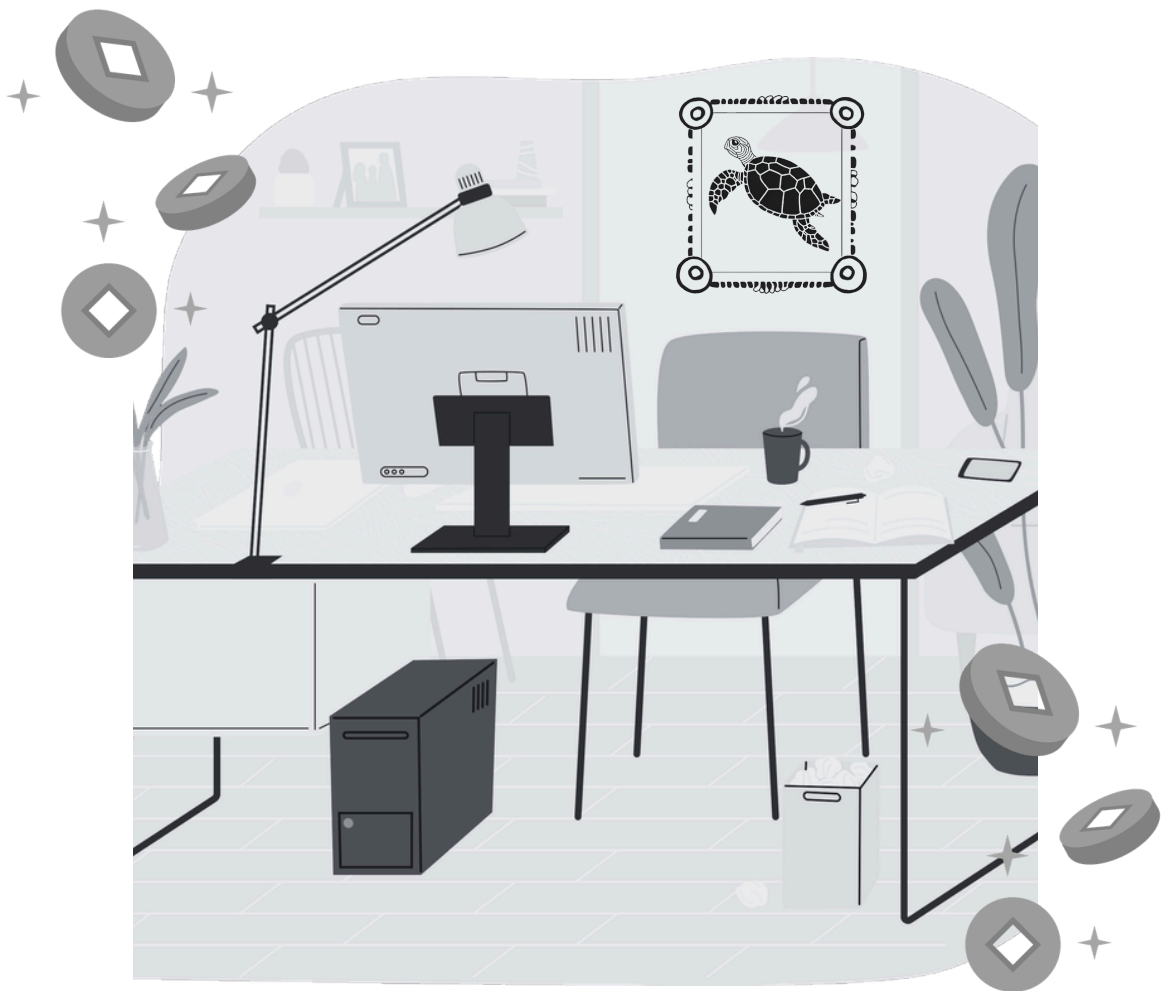
Helpful Turtles



We've Got Your Back
Marketing, LLC

Part IV

Feng Shui Your Office For Success





What's In Your Office?

"What You See Is What You Get"

Flip Wilson's *Geraldine Jones* Character

Whether you are your own boss or working from home for a corporation, it is essential to work in an environment that fosters success. While you bring to the table the skills, talents, and knowledge needed to get the job done, your surroundings should encourage you to reach beyond who you are today so you can become even more tomorrow.

Your workspace doesn't just sit quietly around you; it responds. Your environment has the power to strengthen the nine aspirations found in your business plan. What you see in your office will either move you closer to success or quietly stand in your way.

Before selecting furniture, artwork, or decorative objects, revisit your vision board. The images it contains serve as reminders of the business you are working to create. Let those intentions guide you as your office takes shape.

Don't forget to add a touch of nature. A healthy potted plant or a small tabletop fountain can reinforce the feeling of growth and abundance while creating a more welcoming and restorative place to work. Together, these elements create more than an attractive workspace. A thoughtfully designed office creates an environment where prosperity has room to grow. Remember, *"What You See is What You Get."*

The following four steps will help you create that environment.

Step 1 - Evaluate Your Space

Be present in your space and take time to ask, “What is my environment saying to me?” Use your five senses to notice what you see, hear, smell, touch, and even taste. Write down your observations.

Next, use your intuition to identify the feelings your surroundings are reflecting back to you. Ask yourself, “What emotions do I feel here?” Do you see signs of success, or does the space remind you of a daily list of problems waiting to be solved?

Finally, look for blockages. Maintaining a positive rhythm is essential for keeping energy moving and negativity at bay. Pay particular attention to neglected areas, clutter, and stagnant corners. Corners can become traps for stagnant energy, so consider adding a potted plant or decorative object to keep the space feeling alive and active.

What is your environment saying to you? Identify your blockages and write down the changes you will make.

A large, empty rectangular box with a black border, intended for the user to write down their observations and changes.

Step 2: Clear Your Clutter

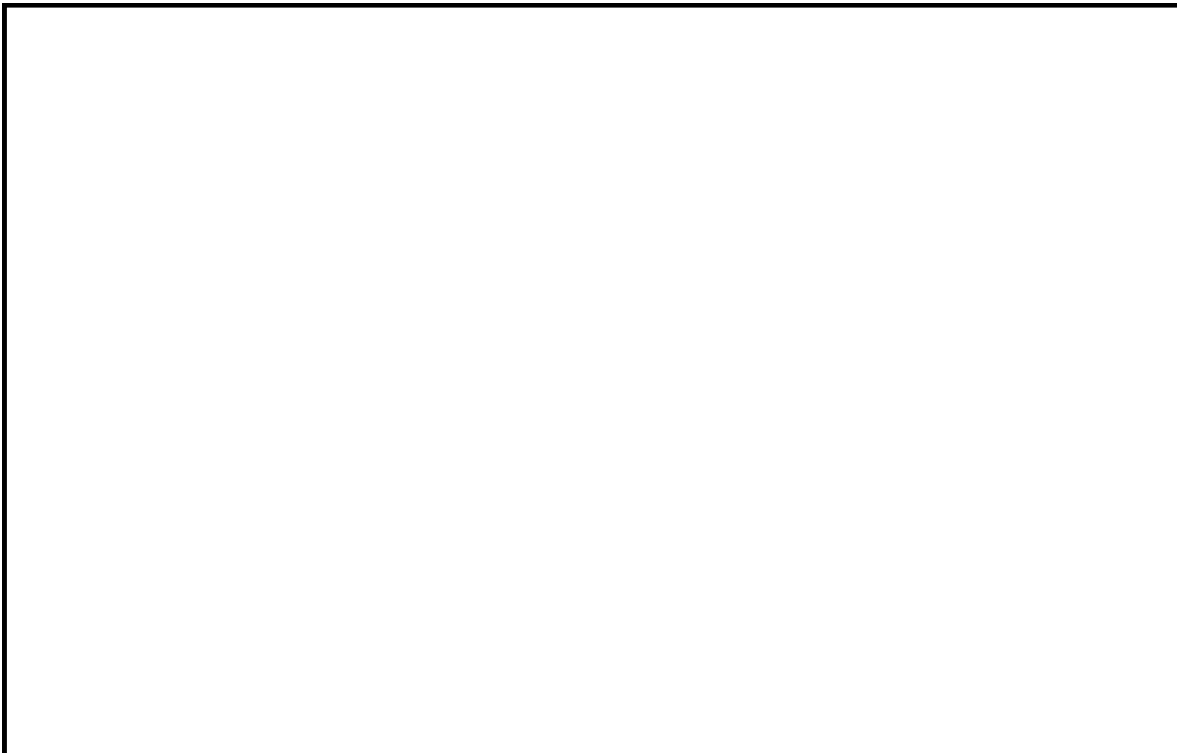
Most of us agree that clutter in the office is a major hindrance for efficiency and a huge contributor to high stress levels. Unfortunately for most of us, clutter just happens. Here are three questions to ponder—the answers that surface should tell you why clutter *“just happens.”*

Question #1: Is there one area in your space that is continually messy? Ask yourself “what function do I perform in this area and what is my blockage to completing it?” Take time to discover the answers; make a plan to correct the blockage and eliminate the clutter. Write down your answers.

Question #2: Unfinished projects create perpetual clutter, as well as a frozen atmosphere—do you have them? Again, discover why the project is not getting done. Then take steps to either finish the job or abandon it.

Question #3: Do you have black holes in your filing system? The statement *“out-of-sight, out-of-mind”* is simply not true. Our subconscious mind knows where everything is, including the pile of filing stuck in a drawer. Incorporate the task of filing into your daily routine or consider hiring an assistant.

Write down your plan to declutter your office.



Step 3: Decorating Your Office For Success

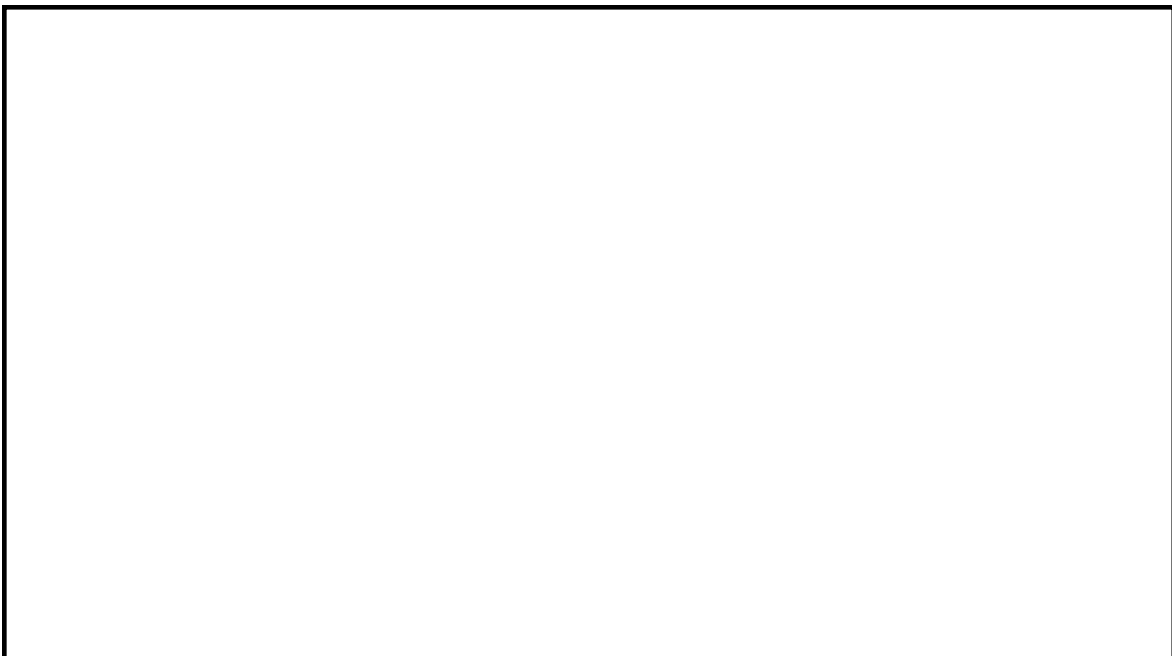
Positioning your desk so you have the widest possible view of the office is another key to success. Whenever possible, place your desk so your back is supported by a solid wall. If your only choice is to place the desk facing a wall, get a mirror and hang it so you can see the door. What our cave-dwelling ancestors instinctively understood remains true today: we feel more secure when we can see who is approaching.

Wall color is important. Choose a paint color that evokes both strength and calm. Strength encourages an *"I can do it!"* attitude, while calmness creates the stillness needed for focus and concentration.

In Feng Shui practice, water is believed to attract prosperity and abundance. Consider placing a fountain near the front door or use it as a decorative element in your prosperity corner. Citrine and black turtles are also believed to attract prosperity. Use all three and watch what happens!

Create a focal point by hanging your personal power symbol in your line of sight as you enter your office. Or, use an eye-catching focal point that represents the culture of your endeavor and inspires the feeling of *"My future is taking shape."* Don't forget to place your vision board where you can see it.

What is your plan for decorating your office? Where will you place your desk, your vision board, and your personal power symbol?

A large, empty rectangular box with a black border, intended for the reader to write their plan for decorating their office.

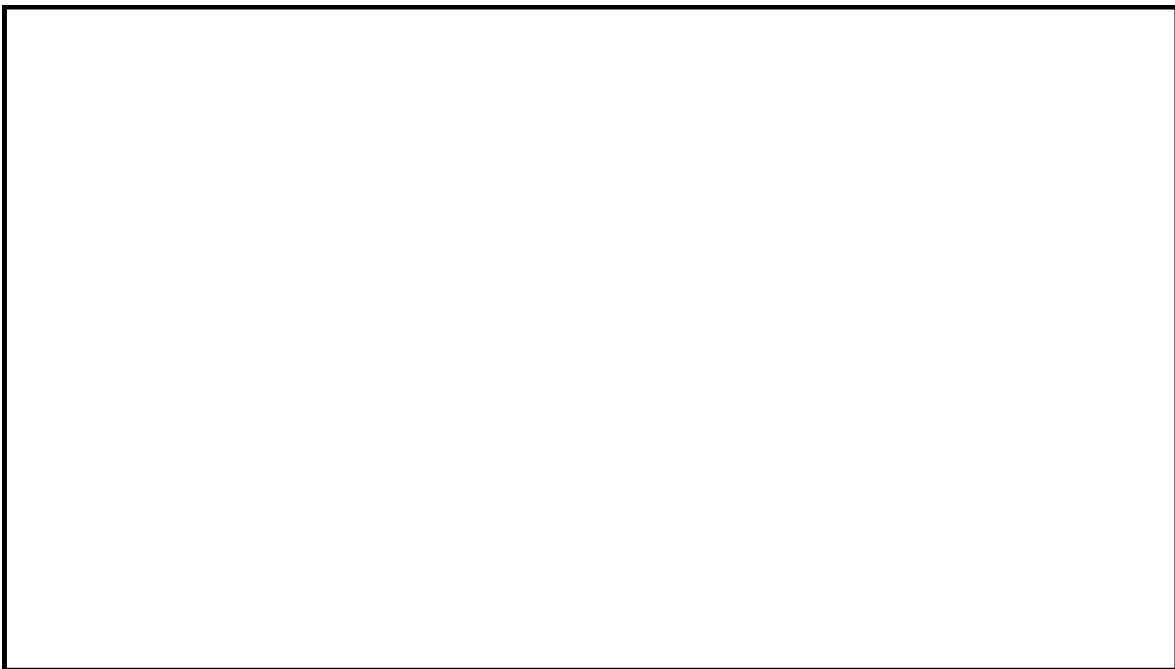
Step 4: Invest in Yourself

Your office tells a story before you ever speak. The colors, furnishings, and decorative elements within it communicate the level of service you provide and the customers you hope to attract. In short, your office should reflect the experience of doing business with you.

Investing in equipment that eases the daily grind is another key element of success. Your phone, computer, copier, and even your vehicle should be reliable and functioning well so you can focus on more important matters. While purchasing office equipment may not directly bring home the money, it saves something equally valuable: time. Make sure your chair is comfortable, your desk is the proper height, and your filing system is organized and accessible. Small improvements in comfort and efficiency can have a significant impact on productivity.

Investing in yourself extends beyond equipment and furnishings. Investing in your growth is equally important. Online learning makes education more accessible than ever before. Attend workshops, develop new skills, and remain open to fresh ideas. Finally, remember to invest in rest. A vacation is not a luxury; it is an opportunity to recharge. Researchers tell us that stepping away from work often leads to renewed energy and fresh perspectives.

What will you purchase—what classes and/or certifications will you pursue?

A large, empty rectangular box with a black border, intended for the user to write their response to the question above.

Part V

Putting It All Together





Evaluate & Adjust

“A smooth sea never made a skilled mariner.”
English Proverb.

Every successful venture moves through seasons—what worked yesterday may need refinement tomorrow. Change is often life's way of revealing that your business is ready for its next stage of growth. Rather than resisting change, become curious: discover what this new challenge is inviting you to learn, strengthen, or simplify.

Every challenge presents two doors: one marked Frustration and one marked Possibility. Choose the door that will lead you forward. When you focus on solutions instead of setbacks, even rough waters become part of the journey rather than the end of it.

Growth is never a final destination. Each goal you achieve or challenge you face becomes the foundation for the next one. Evaluate the situation by returning to your vision, clarify your intentions, then make adjustments.

As you evolve, so will your business. Keep listening. Keep adjusting. And trust the person you are becoming.

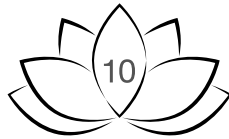
Something To Ponder

The philosophy of Feng Shui contains a blend of metaphor and common sense. One of the first stories that captured my imagination was that of the Phoenix Bird.

The Phoenix Bird is a mythical fire spirit associated with the sun. According to ancient legend, every 500 years or so, it builds a nest, settles into it, and then sets herself on fire so she will turn into a pile of ashes. The story doesn't end here, because out of the ashes the Phoenix Bird rises in a new form to begin life anew.

We, too, have the ability to recreate ourselves, although we probably won't live another 500 years.





It's Not About The Money

'The Poet Digs a Creek To Send Water To The Following Ages.'

Rumi

During a seminar I attended in the spring of 1999, I was fortunate to hear several motivational speakers discuss entrepreneurship and success. One piece of advice from Jim Rohn has stayed with me ever since. He said, "Don't set your goals for the money you will make. Set your goals for what it will make of you to achieve it." His message was simple: personal growth, character development, and the person you become are far more valuable than the material rewards themselves.

Every story has a protagonist. In the story of your business, you are the hero or heroine. Typically, the protagonist either ends the play on top of the mountain or in its depth. The curtain falls and the play ends. Unlike a staged play, your business doesn't end with a final curtain. If you don't chase money. Instead lead with service. As the protagonist, serve your customers authentically and passionately by being fully yourself. Watch what happens.

Become a Poet!

"The future belongs to those who believe in the beauty of their dreams."

Eleanor Roosevelt

Just as a tree expands from the inside and our ignited universe expands from a tiny dot of energy, so will you and your business. Believe in the beauty of your dreams and you, too, will send water to the future.

Part VI

Odds 'N Ends

"Even the odds 'n ends have a story to tell."

Melissa Nelson



Chinese Coin

Circle = Heaven and the Square = Earth

Helpful People

MasAti
www.thexicode.com

Christian Kyriacou
www.thehousewhisperer.tv

Nicole Craanen
www.thebiophilicinstitute.com

Jill Morton
www.colormatters.com

Carol Assa
www.invisiblearchitecture.com

Helpful Creative Resources

Canva
www.canva.com

ChatGPT
chatgpt.com

What Is The Story You Wish To
Tell?



Make It Beautiful
Make It Yours!