



# Get a LIFE (*outside of the Business*)

## LOVE what you DO. DO what you LOVE.

On the 14<sup>th</sup> day of being in Las Vegas, while in the airport on my way back home, I started writing this article ... focusing on Strategy #7: **GET A LIFE** (outside of the business). **Love** what you **do**. **Do** what you **love**.

The article almost completed, luggage checked, boarding pass in-hand I head towards my gate. Along the way I see people with whom I happened to chat in the check-in line-up and we start up another conversation.

**Ditch the earlier article I was going to submit for publishing in this issue!**

Instead, let me tell you **Connie's and Brian's story**. Sadly ☹️, it's not so different from many others' stories.

Connie tells me she's pretty much fully recovered from a stroke that happened just 7 months earlier. Connie's all of 42 years old and the mother of a 9-year-old boy!

As Connie told me about how suddenly her stroke happened, while out shopping with a girlfriend (whose recent experience of a stroke by an older family member actually saved Connie's life), I thought of a video I had just seen that morning at a conference.

**There is no such thing as co-incidence.**  
**Every "chance" event/meeting happens in perfect order.**

While watching that video just that morning, about a young scientist, specializing in brain functionality, who had suffered a stroke at the age of 37 (I believe) I was taken back to a very memorable time in my own life. **I was 28.**

I was cycling with my older daughter, then 7. My 5-year-old daughter was at our neighbour's house. As I was coasting down the hill my 7-year-old called out: "Mommy! Wait up." I looked back briefly and said "I'll wait for you at the bottom." **And did I!**

I turned my gaze back to the rural street ahead of me and only remember seeing our dog appearing from the woods, joining us in excitement. I recall saying **"No, Pajo! No!"**

The next thing I remember was 2 days later feeling excruciating pain as my then-employer was (probably lightly, even) squeezing my hand. From there I remember even more excruciating pain in my head. Everyone was bothering me – loudly calling my name and asking me questions – dumb, insignificant questions, I remember, that they asked repeatedly. **Annoying!** I was responding to them but it was as though they weren't listening to me. I then felt frustration, which mounted to anger as their incessant, loud demands continued whilst ignoring my responses. Little did I know that I my speech was incomprehensible. I remember clearly thinking some profanities and telling myself "I'm tired anyway. I've been so tired lately and life hasn't been so pleasant, so I'm just going to take advantage of being in bed and go back to sleep."

In the days that followed, I experienced what Dr. Jill Bolte Taylor was describing during the onset of her stroke, only in the reverse. The longer I was awake in those moments, the more I saw that I was separate from my body. I and my body were 2 separate beings, it seemed. As the awakened moments lengthened we slowly became one again. By the end of 2 weeks I had sufficiently passed the barrage of tests to be allowed to go home to be with

my babies again, but only because my doctors were assured I would have lots of support. I still spent 23½ hours/day in bed for at least another week and, if I recall accurately, it was a good month before I was able to get out of bed in the mornings with my children and spend some hours with them after school and in the evenings.



**Why am I telling you these stories** in relation to these on which I train and coach Men in Business – owners & corporate managers – to help them **EARN MORE PROFIT** while having **MORE TIME OFF** and enjoying **TONS MORE FUN** along the way to building a **RETIREMENT** ... on your terms, should you decide to take one?

Let's go back to Connie & Brian in the Las Vegas airport, shall we?

Connie spoke repeatedly of how lucky she was.

### **There is no such thing as luck!**

I explained to Connie that **there was a reason** why she had had that experience, including her survival and quick recovery. Her eyes nearly bugged out as they stared at me ... almost in disbelief! Connie said "Actually, I think you're right, Lynne."

Connie told me something, in front of Brian, which left Brian speechless. Brian's shoulders weren't just slumped; he was bent forward, staring at his wife almost in disbelief ... registering what he had just heard her tell a complete stranger in an airport in another country something he had **never** heard before.

Just days before Connie's stroke, Connie told me, she had said "*to the God*" (her words) that she was **fed up** with the meanness and cruelty of so many people around them. *If there were no more purpose to life than what she was feeling at that time she didn't want to continue living. Wow!*

As Brian stood there in stunned silence, I assured Connie that she was right in her belief that she'd brought that stroke on to herself and that God clearly showed her that **there is a purpose** to her life – more than to just be the brunt of others' meanness.

And now it was Brian's turn to tap into the viewpoint of this stranger in the airport. Brian asked for my take on his work situation.

Classic example of being in a job where he'd given it his all, and proudly, for nearly ¼ of a century ... and how he'd not only been passed over for a well-deserved and logical promotion, but how the new 28-year-old (son) boss wouldn't even speak to Brian anymore since informing him that Brian was no longer in the plans for the company's growth! "What's your advice?" Brian asked me.

Not knowing that a good professional coach doesn't give advice, Brian wasn't ready for the question I posed:

***"What would be the ideal situation for you, Brian?"***

Brian responded with more explanations. I silenced him ... and repeated the question. Again, Brian tries to deflect the direct question, in his lack of confidence in having "the right answer."

“Brian! STOP!” I said, firmly, yet in a friendly manner, with my hand held up. “What would be the ideal situation for you?”

With a huge smile lighting up Brian’s face, he says “I’d love to quit and start my own business. I’ve been doing this for years and I still love it. I just don’t love the people I’m doing it for.”

“And what’s stopping you from quitting and starting your own business?”

The pay-cheque.

Connie interjects with “It’s been such a stress on our life for all these 3 years and the doctors think it may be one of the things that contributed to my stroke. In fact, Brian feels guilty every day, thinking his negative attitude towards work has played a major role in causing my stroke.”

***“How much more of a wake-up call do you need, Brian? During these 3 years you’ve been waiting for this promotion and now, for months, you know you’ll never get it. Your happiness has been dying every single day. The stress is literally killing your loved ones!”***

What I recognized when I was again able to think and reason, after my head injury, was that there were so many things I hadn’t yet done in my life. I, like Brian, had been settling ... unhappily holding myself back, in accordance with someone else’s plans (or fears).

Brian’s settling, he knows, nearly cost him more than a marriage, but a loving wife ... and the mother of his young son. Brian knows this, yet he still lacks the courage (which is simply **faith** in himself) to do what his soul is screaming at him to do: **Quit his job and start his own business.**

***It’s as simple as that!***

I can’t say that Brian made a decision right there and stepped into it, burning the ships to eliminate the possibility of retreat, but I know that as I ran to grab a sandwich to take on my flight home that Brian had lots to think about on his flight back to Canada.

Can you now see how this story relates to **Strategy #7:**

**GET A LIFE (outside of the business). Love what you do. Do what you love?**

You are likely in business for yourself already. How satisfied are you ... on a heart & soul level ... with your business ... and your business results?

How many vacations do you take each year? And for how long are they (or is it ... if there even IS one)?

Do you know that it takes a minimum 2 weeks at least 2ce/year to recharge your batteries? Many of you tell me you’d get bored being on vacations for that long. Who said what your vacation has to be? In fact, I love adventures for my vacations. As an entrepreneur I need vacations that totally sweep my mind away from the business by filling it with **new experiences** ... and so do you! Much bigger experiences than golfing.

I don’t expect you start with a **3-week vacation** right off the bat, but I do encourage you to set that as your goal. I highly recommend one 3- or 4-week vacation each year, as well as another 3 vacations for at least 5 days each. These can even be continuing education events, like trade-shows, annual association conferences, business

workshops, product-knowledge events. While those are not vacations, and should never be considered as such, you can always add a couple of fun days to both ends and you'll still come back refreshed from being in a different environment and using your brain in a different way and filling your mind with different information. (And ... I'm not even mentioning 6-week to 3-month "workations" here ... which are doable for *all* of us.)

You also need to have customers who not only accept that you'll be away, but who feel confident that your powerful support team (Strategy #5) will serve them well ... without being able to contact you while you're away. You will, of course, have set your business up with the types of customers who help you grow your business. (Strategy #6)

*"But we can't afford the expense of even one vacation every year, let alone more than one."* This is a statement I hear all too frequently. Look at all of your other business expenses. You make them because they give you a good return on your investment, do you not? (Strategy #4) Vacations are the same. These are the times that you are fully recharging your batteries, reconnecting with your passion for the business ... **getting you back in touch with why you ever got into business in the first place!**

Because you've focused on

- ✓ getting your prices right,
- ✓ budgeting for the family, as well as the business,
- ✓ being really clear on where you want your business and your lifestyle to be in 3 years' time (Strategy #1),
- ✓ investing in **proper "accountability" support** to make sure you **follow through** on your ideas (Strategy #3) while
  - planning business developments,
  - leading a championship support team,
  - hiring customers for their alignment with your business and lifestyle goals, etc.

then **GET A LIFE** (outside of the business) is actually a result of having focused on all of the other



along the way.

I only mentioned 3 of us in this story with serious physical wake-up calls, but I know of **so many more**. One of them first became a client of mine after not only having had breast cancer, and a double mastectomy, at the age of 37 (she's alive & healthy today at the age of **50!**), but after her then 42-year-old husband had had a heart attack, following her 4<sup>th</sup> operation. Lisa and Tim both recognize that their physical wake-up calls, while extremely unpleasant to experience, were the best things that ever happened to them, despite the fact that they had 2 young children who went through the experiences, as well.

***DON'T WAIT UNTIL YOU GET A WAKE-UP CALL  
LIKE WE DID!***

Start living your heart's desires today!

***GET A LIFE (outside of the business).  
LOVE what you DO ... and DO what you LOVE!***

I want to leave you with this exercise, and I encourage you to do it. When answering these questions, **be honest** with yourself ... brutally honestly. Then make a decision on something you're going to do over the next 90 days (from Strategy #2) ... and break it down into tiny, manageable, bite-sized chunks, happily swallowing one of them every single day:

1. Sit quietly for a minute and reflect back to when you were making the decision to get into business for yourself. You may need to close your eyes to be able to go back that far. After all, a lot has likely happened since then.

- In which year was it?
- In which season were you getting close to making the decision or taking the leap?
- What was happening at that time in your life?
- Where were you working?
- How old were you?
- Did you have children?
- How old were they?
- Where were you living?
- Which vehicle were you driving?
- The clearer you are of the scene, the more likely you are to really get in touch with ... and **feel** that moment. Do you remember it now?

2. **What was the lifestyle you were dreaming of** ... for yourself and your family at the time you were considering going out on your own?

What, in particular, did you imagine the benefits of being self-employed would be? List them.

3. What was the type of

- house you dreamed of owning?
- vehicle you saw yourself driving?
- adventures you'd be enjoying?

4. At which age did you then imagine you would be retiring?

5. What was the income you dreamed you'd be taking home by now?

6. How many of these benchmarks have you reached now?

7. Accept that, while it goes against the culture for most of us, we have every right to earn whichever amount of money we desire ... and with that money, we have every right to buy and enjoy whichever toys we desire.

Believe it or not, this is one of the biggest components that holds us back from realizing most of the dreams we have. (One of my clients told me that they kept their salaries to a minimum *on the advice of their accountant*, so as to pay the least amount of income tax. The profits they poured back into the business. **Whaaaat!?** Talk about limiting! I asked: "How do you feel about your earnings?" "Well ... We wish we made more and didn't have to live on such a tight budget." Wow! Kind of sounds like an employee, eh?)

Now, it's up to you. **Make a decision:**

1. What are you going to accomplish within the next 90 days to get you closer to where you want to be? **Write it down.**

2. Break it into **tiny pieces** and make a list of the pieces.

3. Keep this list **in front of you** every day for the next 90 days ... and take at least one step every single day. No one's saying you're forbidden from lengthening the strides and increasing the pace! 😊

4. If the “goal” is worth accomplishing, it’s worth accomplishing within 90 days. **Get support! Proper support!** (Likely not your accountant ... nor a family member. ☺)
5. Get back to the passion that you had for your business when you were just getting started. **If you weren’t passionate** about it then, what would ever make you think you’d be passionate about it now? If this is the case, I encourage you to ... like Brian ... figure out what would **light the fire in your belly**.
6. Have **tons of FUN** along the way!

**M. Lynne Jacob**, Business Performance Coach (Diploma), founder of **MLJ International** and best-selling author, **absolutely LOVES** how she serves people like you through her business and is still, after nearly 16 years, extremely **passionate** about it!

Lynne helps people reconnect with **their** passion, so they can enjoy

- ✓ **MORE PROFIT**
- ✓ **TONS MORE FUN!**
- ✓ **RETIREMENT ... on their terms!**

This is precisely **how** her slogan came to be ...



## Fun Has Never Been So Profitable



As general contractor for her home, Lynne identified that while contractors are great on the tools, they struggle to balance money & time ... especially time in which to have **FUN**. As a solution Lynne created **The Trade-Contractors’ Business College**, a year-long coaching & training program for business owners & corporate managers in the construction industry, covering **7 Simple Strategies for Success** (<https://mljinternational.com/7-simple-strategies-4-success/>) which are key to every successful business. Following the training, delivered in bite-sized portions, Lynne *coaches* her clients to ensure they **follow through** on their **own** ideas ... *all the way to pay-dirt!*

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