

VISION with a CAPITAL V™
Create the Business of Your Dreams

ALSO BY JOANNE VICTORIA

*Lighting Your Path! How to Create the Life
You Want*

JOANNE VICTORIA

VISION with a CAPITAL V™

Create the Business of Your Dreams

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Introduction

Are you dissatisfied with your business? Are you working more and enjoying it less? Do you find less and less time for yourself?

In four different chapters you will:

- ◆ Answer questions about why you want your very own business.
- ◆ Clarify what prevents you from living your vision.
- ◆ Discover how to create the vision of your dreams.
- ◆ Learn tips, tools and strategies to keep your vision alive.

How will Vision with a Capital V™ show you how to achieve more satisfaction in your business and your life?

The ideas in this book are simple. By discovering and expressing your inner desires, your true essence, you will tap into an inner certainty far more satisfying, more lasting than just the trappings of material wealth.

Small business owners come in several shapes and sizes. Some are solopreneurs; others have a professional practice with five employees. Yet, others have fifty employees, sell a single product and make millions.

What all these business owners have in common is that once upon a time they had a dream. Their dream was never realized, at least not in the way they wanted.

Vision with a Capital V™ - Create the Business of Your Dreams will show you that if you focus on your inner self, you will happily reveal your highest business destiny, your **Vision with a Capital V™**.

I wrote this book to show you how to make your vision a reality. What this book does not focus on are: marketing plans, business plans, branding, budgets and logos! There are plenty of other resources out there for you to check out about those subjects.

My message in this book is different in that it:

- ◆ Focuses on the inner you and your business that helps to prevent overwhelm, loneliness and insecurity.
- ◆ Clearly defines who you really are, the service that you truly provide, as well as the people you want in your life.
- ◆ Helps you eliminate anything standing in the way of attracting the design for your perfect life and business.
- ◆ Guides you to determine the qualities, values and principles required for your Vision.
- ◆ Directs you to create a **Vision with a Capital V™** that inspires and motivates you.
- ◆ Assists you with supportive methods for defining and attracting what you want.
- ◆ Provides you with insights, tools and strategies to keep your vision alive.

Vision with a Capital V™ will show you how to think really, really big.

Vision with a Capital V™ will help you create the business and life you really want.

Why Do You Need to Think Really, Really Big?

By thinking big, you expand your vision. This expanded vision creates the space for what you thought was impossible, to show up and make its presence known.

All you have to do is know what you want, why you want it and that you can manifest the business vision of your dreams.

Sounds simple, doesn't it?

Well, it can be if you put your mind to right thought, right action, apply yourself to all the information in this book and complete the exercises created just for you.

Once this inner certainty is practiced, you will discover how to achieve lifelong abundance and satisfaction.

Remember, you are not alone. Your **Vision Coach** is on every page of this book with you. Let's get started.

Chapter One

WHERE ARE YOU NOW AND WHERE DO YOU WANT TO BE?

When was the Last Time You Reviewed Your Business?

You may be thinking “why should I bother to review my business?” Because you should tell the truth to yourself, at least. Right now, a jewelry business in Phoenix is going down the tubes because the owners are unwilling to bring in outside help. If they did bring in a consultant, they would discover they had no foundation to their business. They only focus on marketing. Marketing comes way after the vision, mission and plan. Does this remind you of someone?

What Do You Want Your Business to Contribute?

You started your own business to provide freedom and opportunity for your future. Your ego certainly wanted your business to be well thought of in your community.

Your business should be able to provide you with:

- ◆ A magnificent income.
- ◆ Money for investments.
- ◆ Money for marketing your business at its highest level.
- ◆ Money to contribute to your community.

Joanne's Vision Gem

“Your business fits inside your personal model, not the reverse.”

Are You Satisfied in Your Business?

Did you ever think that you should receive benefits from your business other than just money? At first you thought that money was enough. After your business was successful, did you find yourself still feeling an empty space, possibly some feelings of loss? That is called dissatisfaction.

Satisfaction is a feeling of contentment, relief. If you can enjoy the feeling of satisfaction, you will raise your vibrations and attract more and better clients and customers.

Satisfaction is vital in everything you do, whether it is about your business, your personal life or having fun. If you are not satisfied each and every day with at least one thing, one task, one highlight, get a job.

If you had a job, there would be one less thing for you to worry about. You would have a solid income. However, if you have vision as well as a desire to live a more meaningful life, owning your own business is the way to go.

In this chapter you will discover:

- ◆ If you have a legitimate business or just a job.
- ◆ Your initial reasons for starting your own business.
- ◆ The current state of your business.
- ◆ The reasons to review your business.

Joanne’s Vision Gem

“You cannot go forward unless you are willing to tell the truth about where you are right now.”

The “Is Your Business for Real?” Quiz

Answer Yes or No to the questions below.

1. _____ Do you own a real business or are you just working for a paycheck?
2. _____ Does your business provide you with financial freedom?
3. _____ Are you in charge of your business?
4. _____ Do you have all the clients you want?
5. _____ Are they the right clients for you?
6. _____ Are you excited each and every day?
7. _____ Is your cash flow what you want?
8. _____ Does your business bring you joy?
9. _____ Are you contributing at the highest level?
10. _____ Are you totally satisfied?
11. _____ Do you have a vision for your business?
12. _____ Did you answer these questions truthfully?

Where Are You Now and Where Do You Want To Be?

If you answered Yes to more questions than you answered No, then

Vision with a Capital V™ may be an addition to your business success.

If you answered No to any of the above questions, get out your **Vision Journal** and let's get going!

Why Did You Start Your Own Business in the First Place?

Maybe you had a dream, a magnificent dream. You were more clever by far than anyone you ever worked for. You felt you had the entrepreneurial spirit. Without a doubt, you knew that you could be a much better provider of widgets than that other guy could.

You had great desires and ideas. You wanted freedom to do what you wanted when you wanted. Your incentive was to make more money. You figured, why give it to my employer when I can have it all to myself! Independence from being told what to do by corporate is another reason you thought it would be great to start your own business.

Do the Following Stories Sound Familiar?

Trudy was bored with the repetition. Trudy was a successful real estate sales woman from Texas who thought she could no longer explain away the 'pink carpet'. The 'pink carpet' syndrome comes about when the buyer looks for an excuse and can only come up with: "I don't like the pink (or purple) carpet." The energy it took for her to continuously explain to prospective purchasers that the carpet could be replaced exhausted her. Trudy decided to open up her own real estate business. If

she had her own office, she could handpick her clients. After all, she knew all she needed to know. Or did she?

Adam from Tucson was a great mechanic and, for a few years, enjoyed working at Pete's Auto Shop. But the constant barrage of aggressive orders from Pete as well as numerous customer complaints took their toll. Adam was out the door with a can-do attitude, ready to open up his own shop.

What may be missing in both of these situations are several ingredients, not the least of which is a vision of what they really wanted. Getting out the door is a great reason to start your own business. The better question is why?

What do you think is missing from Adam and Trudy's brainstorm?

What is missing from your life, from your business?