



# Entrepreneurial **Schizophrenia**<sup>®</sup>

*Living with creativity, purpose and passion  
- without going crazy!*

**by Daniel Comp & Angelina Musik-Comp**

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[www.EntrepreneurialSchizophrenia.com](http://www.EntrepreneurialSchizophrenia.com)

***Entrepreneurial Schizophrenia®***

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# Entrepreneurial Schizophrenia®

## About the Author, Daniel Comp

I was born in Cleveland, Ohio, May 16, 1955. I've never known my genetic father. My teenage mother struggled as a single parent. I suspect my childhood was the impetus of my creativity - a solution for days of nothing to do. No siblings, no pets, I remember laying on the floor of my grandmother's kitchen with Lincoln Logs and an Etch-a-Sketch - exploring.

My school years seemed to be a series of experimental physics and chemistry explosions, and the usual emotional rejections, as I was curious about science and girls. I sat in the front row of most of my classes, and volunteered for any and all artistic and creative opportunities.

During Vietnam, I studied Nuclear Power and Communications with the U.S. Navy. I greatly expanded my thirst for adventure by seeing the world from a deck of a ship - where the land was always just over the horizon!

In my twenties I struggled with a sense of purpose, direction and meaning. A simple prayer and a tragic fall from a glacier became a 'life-changing' experience. I learned what being a quadriplegic was about - and that miraculous healing could be really 'up-close and personal'.

I've had a thirst for learning as long as I can remember. I've learned character from dead people, in hundreds of books, and dozens of symphonies. I've learned from compassionate mentors to follow my 'knower'. I've learned that there's a time to listen, to speak, to duck, to stop, to turn and to slow down - and above all, to be patient ALL the time.

Through a lifetime of learning, ***I've found that we are more than our accumulation of knowledge. We are rich with experience, and plagued by our fears. We're often immobilized in life, hardly knowing our capabilities, and we are each our best challenge.***

For three decades I've been an entrepreneur. As a building designer and contractor, my crews created ten of million dollars of projects in the built-environment. I've been a contributing foot soldier of the web since '97 with



Intelligent Network™ and with Angelina Musik's two-time SBA award winning MOMtrepreneurs™. I've created tools in use by hundreds of entrepreneurs, start-ups and giants like UPS, RiteAid, Starbucks and Microsoft, but none of it comes close to the joy I get being with David and Carissa, my kids, now grown and accomplished artists and athletes. They above all things are the 'reward'.

I'm an outdoor fanatic for windsurfing, kiteboarding, snowboarding, trans-America cycling, glider soaring, and any opportunity to play with my kids.

***To summarize; my life has been a series of 'best efforts' in honoring God through creativity, investing in other people's dreams, creating memories with loved ones, and being aware that each moment is an opportunity to 'Make a Difference' for someone, somewhere.***

I hope Entrepreneurial Schizophrenia® will do that for you. Thanks for reading the book. I encourage you to participate in a workshop where you'll meet other cases like you, yourself and your boss! ***All of us look forward to meeting all of you.***

Daniel Comp

A large, stylized graphic of the numbers 1, 2, and 3. The number 1 is at the top, 2 is in the middle, and 3 is at the bottom. They are rendered in a dark gray color with a slight shadow effect, overlapping each other.

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# Small Business IS personal

## CHAPTER 1 - PART 2

### "It's NOT just business"

**How do you feel about shifting tasks, setting priorities, managing to-do lists, and doing things in bits and pieces?**

**Does shifting gears, changing course or picking things up drive you nuts?**

**How well are you able to work alone, delegate, and ask for help from someone you don't know?**

**You'll get better - so long as you understand that it's not what you make in business, it what business makes of you.**

**It's called character. It comes with experience. It comes with knowing you're not alone in this challenge and that there's a greater purpose ahead than the delivery of your goods or services.**

**Small Business is a balancing act you're going to master. It expects you to become emotionally smooth, mentally sharp and soft-spoken - while developing high standards, diligent hands and grace.**

**The balancing act demands written agreements, delivery dates, accountability, and above all, a cheerful attitude with a genuine smile.**

**It's NOT just business.**



I got a call one day from a client, trying to excuse their obligation to pay for a technology contract I had finished, saying; *"It's not personal. It's just business"*.

I'd like to relate to you that *"SMALL BUSINESS IS VERY PERSONAL"*. It affects your life, your family's life, your dreams and their dreams. Eventually it affects all of your sphere of influence because *"IT IS PERSONAL!"*

An entrepreneur's work is deeply held in their heart. It's often no more than an idea - defended amongst your very family and daily contacts. You can end up at times wondering "am I crazy?" - and that's exactly the point of this book - NO YOU ARE NOT!

Small business is personal because your work - the very thing that gets you fired up - can also put you *REALLY DOWN*. Your venture is closely held to your heart, and to that inner talk that you have with yourself - and with those promises that you make with your family.

You promise a vacation? It's ultimately based on whether the client pays. You talk about a bigger home and about the future - yet they are controlled by the performance of the business - which is a direct reflection of your inner thought life - how you feel and what your passions are. Don't believe them when they say "It's JUST business", because *Small Business IS Personal*.

# Small Business IS personal

## CHAPTER 1 - PART 3

### **You're Not Crazy... You're Eccentric**

Think of a thin metal washer. A washer is a spacer between the top of the bolt and the object that it's tightening. It's sort of a flat piece of metal with the hole in the center of it. If you have that in mind, think of a cam or an eccentric. A cam is a similar object but it has the hole slightly off-center so that it's rotation is elliptical.

If you put a washer on a bolt and spin it, it spins nicely balanced like a bicycle wheel over its axle, but, a cam rotates or circles slightly off-center. *The hole is not in the middle* - and that is part of what you have to expect about your passion, your dream, your hopes of being a successful business person. Your journey is not to the middle of society, rather you're going to the edges of it. You don't sit in a cubicle every day when you're an entrepreneur. You choose to change your paths. Nobody tells you what to do. You are eccentric - per the very definition - because you're not normal. And, it's OK!

What I'm going to do is empower you through this book with tools, with lessons, with ideas and principles that will help you to be 'OK' with being eccentric - because you're needed, not in the middle, but on the edge.

***If a washer (top) is considered balanced, normalized, safe and secure, then an eccentric (weird one) may be thought of as defective, off-center, wishy-washy, abnormal, defective, quirky or odd.***

***Get used to being out-of-the-norm, off-center, different and unique. It's OK! You have a great purpose that will be understood in time.***

***Bullet point some experiences you've had that you might have misinterpreted other's comments or behaviors. Looking back, what else might you have concluded?***



# Small Business IS personal

## CHAPTER 1 - PART 8

### **Dealing with your Boss(es)**

Let's talk about dealing with your boss, and I mean "both" of you! I laugh as I consider this, because the underlying concept of arguing with your boss, and being self employed can leave you with strong questions about being crazy because of the inner conflict.

Let me share a couple of definitions:

1. **En-tre-pre-neur**

*"a person who organizes, operates and assumes the risk for a business venture."*

2. **Schizophrenia**

*"a condition that results from the coexistence of disparate or antagonistic identities or activities."*

In other words; if you're trying to do a bunch of different things at the same time, as in 'entrepreneur', and one moment you talk on the phone sweetly - maybe dealing with getting paid - and then turn around and rudely address your P.O.S. (piece of sh...) computer that won't print the proposal, or yell louder than the neighbors barking dog for him to *shut up*, or fume inwardly about the dangling toilet paper hanging from branches all around the yard, as you open the door to cheerily greet your next appointment! I bet you'll hear different personalities coming out! Entrepreneurial Schizophrenia® is the result of too many requirements, in too little time, with too little experience - that is believed to be demanded at this exact moment. Dealing with 'both of you' at the same time can drive you nuts! Learning to 'respond', and not 'react' takes awareness, realistic expectations and lots of practice. You'll get this practice by 'making up' after having a really good fight with your boss.

plan to sile

## *Small Business IS personal*

Here's a few tips on how I manage my inner dialogue:

The very first thing is be aware of it. We can't fix something that we don't know is broken. If you hear yourself saying; *"You idiot! I can't believe you... What a dope.."* These kind of phrases, aimed against yourself, are just as destructive as cancer. Becoming an outside observer is a first step. Learn to see what you look like from the neighbors point of view.

When I first chose to learn windsurfing, the first big skill I needed to grasp was 'water starting'. This sounded simple. When you fall in the middle of the bay, you simply get going again. It wasn't until I was 1/2 mile offshore that the complexity of 'water starting' hit me. All I needed to learn was how to totally relax while swimming in a 'dry suit' neck deep in ice cold waves and chop, with my sail and windsurf board positioned just exactly right, while gently holding onto the control bar with just my fingertips, with my heel pressed softly on the tail of the board, and the other leg keeping me from drowning. Orienting everything away from the gusting wind and crashing waves, at the right moment I'd be able to nudge the sail into the blasting wind the moment I crested a wave, so the sail would act as a parachute and lift me out of the water and onto the barely floating board just as it raced away from me, skimming over the surface of the water. Simple. That's the FIRST big skill I needed to learn.

Learning to relax in the midst of danger and chaos was key. At first my fear was evident as I shouted and kicked with frustration. After several days and dozens of failed attempts, I learned to trust that everything was 'just fine' and that I wasn't the first to learn this skill. Eventually I learned to trust in my ability to learn, and to change poor beliefs, attitudes and behav-

ence my boss...

## Small Business IS personal

**"Is it any wonder we have such a tough time keeping our commitments to ourselves? It's not that we're indecisive or unreliable; it's that each and every one of us is a whole set of different personalities, each with his own interests and way of doing things. Asking any one of them to defer to any of the others is inviting a battle or even a full-scale war.**

**Anyone who has ever experienced the conflict between The Fat Guy and The Skinny Guy knows what I mean. You can't be both; one of them has to lose. And they both know it.**

**Well, that's the kind of war going on inside the owner of every small business. But it's a three-way battle between The Entrepreneur, The Manager and The Technician. Unfortunately, it's a battle no one can win."**

**The Entrepreneurial Myth  
by Michael Gerber**

iors. I also noticed that my bouts of frustration subsided.

The next classroom extended from Seattle to New York. Trans-America solo cycling taught me that the best medicine for curing poor self-talk is silence. Imagine days and days with no one to speak with. You and your boss can get into all kinds of conversations!

You might have a predisposition as to how you feel about the word 'meditate', but how about calling it 'sitting in silence'. How about a 'time out' - that thing we do with our kids? We send them to a chair to just be quiet. Quiet is a wonderful discipline for those of us who have an alter ego biting us - that have our own self talk which sort of acts as our enemy. By being quiet you'll find a wonderfully warm and loving, personal entity that comes forward. It's you, and it's also the godly part in you that is peaceful, happy, joyful with just who you are, not based on your performance, not based on your schedule, not based on your revenues. That's the person that everybody else wants to deal with.

Let me encourage you that when you gotta deal with your 'Boss', the best thing to do is a 'time out'. You'll find that he's very reasonable when he's had a few moments of quiet.



# Small Business IS personal

## CHAPTER 1 - PART 9

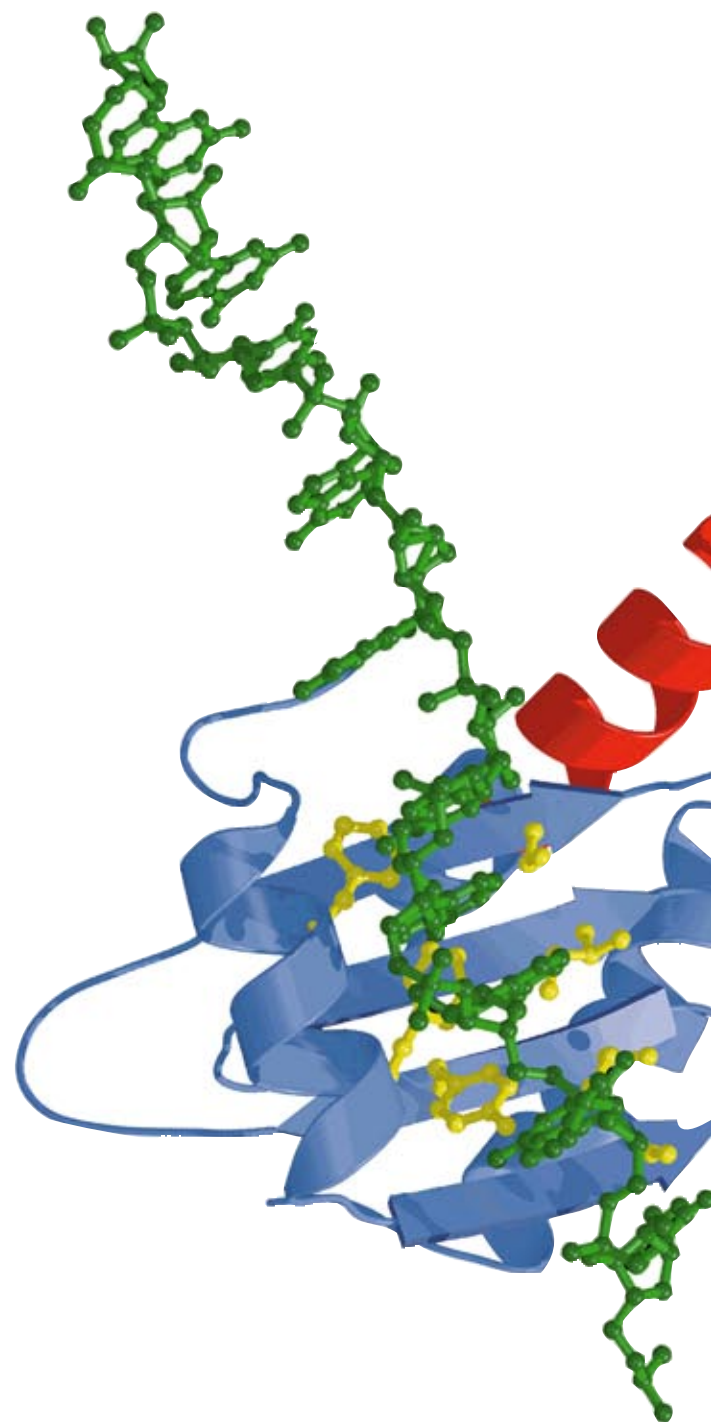
### A Balancing Act

If you've driven a car for very long, or owned a boat or an airplane, or any other kind of the vehicle ,you'll know that if you put 'inferior' fuel into it, sooner or later you're going to pay for this in repairs. If we don't do the right thing, by putting the good stuff in it, by maintaining it etc., it's going to cost us.

Our body is exactly the same way. We are spiritual beings having an earthly experience. We are a bit of energy stuffed inside of a matrix of elements and chemicals that are all stretched out by 60% water. If we don't put into our body the right balance of fluids and chemistry, sleep, exercise and play, then 'We're gonna Pay'. Unless we begin a habit of exchanging our relentless pursuit of tangible things for peaceful nutritious meals, refreshing naps in the afternoon, or what ever the balance might mean to you, the side affects of stress - all kinds of aches and pains and diseases are on the way.

The best thing I do every day toward 'balance' is that I invest time to *idle* the taxed part of my brain. I do this in a number of ways.

Example: I both fix and enjoy a few small and really nutritious meals by going in the kitchen, and creating something with a completely different area of my brain. When I'm working on programming, I do something



## *Small Business IS personal*

very creative, or very physical, I get on my bicycle for a half-hour. No matter what you do, aim at not straining or stressing a singular part of your brain for hours on end.

Another example: Bicycling across Nevada there are 17 passes. Most of them are 2000 foot climbs on a 'chip and seal' surface - that's that little gravel that they sort of glue on to the road surface with asphalt. It gives really good grip to car tires in the snow or in icy conditions, but on a bicycle it makes for a rough surface that vibrates throughout your entire body. If I sit on that bicycle seat for more than 15 or 20 minutes without getting up, things are going numb. After 30 minutes they've given up the protest and have started fighting back. I'm sure that the blood isn't flowing where it should be, and I bet that some part of Lance Armstrong's testicular cancer came from ignoring the pain in like fashion.

Perseverance is a great characteristic of champions, but consider the price of sticking relentlessly at something like working at your computer for 6 or 8 or 10 or 12 hours without a break. How in the world productive can that be?

In snowboarding they call it 'switchstance' - changing your position 180 degrees while moving. In your work, give it a name, and get up, stretch, try a different position or attack some other part of your 'to do' list - you know - go out and clean windows on the car, or by all means go in the kitchen and put some dishes away, or fold some laundry. It's a great way

to break up your day. There's always something on your to-do list to shift the strain on your mind, or on your wrist, or on the particular part of your body that's being taxed too long.



## *Small Business IS personal*

My daughter Carissa finished this years' snowboarding circuit as the Top Woman in Colorado. She was disappointed not to get to the podium at Nationals because while competing, she had her mind on a relationship issue and took the hardest crash of her career in the Super Pipe. She was very blessed to walk out of the hospital and learn how important rest, mental focus and the balancing act are to her career.

We can learn from her. Balance is essential. Take time to balance your performance with a nutritious meal - maybe even five or six small meals a day as I do. Get good sleep, even if it means you need to replace that ratty old spring mattress, or turn in earlier. Get some exercise from time-to-time. In fact, try to put it into each day if you can - even if it's just 10 or 15 minutes walking to your mailbox or going out to the bank to make a deposit. Play and a take time off at least once a week to laugh and have a ball. Do something completely non-work related, and by all means take times during the year for extended periods of relaxation and rest.

***Get away to a completely different environment and let creation speak to your heart. 'Switch-stance' until you get a better balance - that's going to improve both your business enterprise and your life experience.***

***What are you going to do by when?***





# Small Business IS personal

## CHAPTER 1 - PART 10

### **Emotions, Stress and Hormones**

Let's talk about emotions, stress and hormones because there's a very intimate and powerfully controlling relationship between the three.

#### **Emotions:**

As you know, your emotions can be a roller coaster all over the place, or they can be masked so no one can touch them. They can be masked with caffeine or all sorts of different drugs like alcohol or tobacco. They can also be masked with financial beliefs. You might have a bunch of money in a bank account and think "I'm okay" but that may not be the truth at all.

#### **Stress:**

Stress is interesting because it's largely something we can deal with, and yet, we may not be directly aware of it. If we're not aware of it, we not only won't deal with it, but rather, we'll react to it and pay for it later.

Let's say you're going to the chiropractor regularly, as I was several years ago when I had a construction company in the Northwest. I was going in two or three times a week until the Chiropractor asked me "What in the world are you going through each day that's causing so much stress?" I said; "Oh, not much, I'm just working - in the job trailer." After thinking about his question, I realized that we were doing excavation at this point in the

#### **Stress:**

**Forces from the outside world impinging on the individual. Stress is a normal part of life that can help us learn and grow. Conversely, stress can cause us significant problems.**

**Stress releases powerful brain chemicals and hormones that prepare us for action (to fight or flee). If we don't take action, the stress response can lead to health problems. Prolonged, uninterrupted, unexpected, and unmanageable stresses are the most damaging types of stress.**

**List the stresses you've endured the longest. What do you want to do about them?**

## Small Business IS personal

project and that bulldozers were backing up within a few inches of the solid steel trailer that I was in all day. They were making this horrendous noise and vibrating the ground so bad that the pencils would bounce right off my drafting table - while I tried to negotiate contracts on the phone that had many details of complex issues. This was causing me to subconsciously protect myself by tensing up. It's what I "had to do".

Our bodies actually fatigue with the work of protecting ourselves from feared things. These things can be physical things, or they can be emotional, or even mental - including imagined. Sometimes not getting a good night's sleep, or getting several nights of mediocre sleep can add immensely to the stress we endure. We can start creating all kinds of outcomes because our vivid imaginations are considered REAL by our brains. The opposite of this effect is what makes top athletes champions. They use imagination to train themselves for competition. Untrained, an imagination can be our worst enemy.

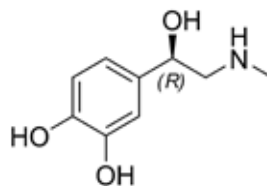
### **Hormones:**

Throw hormones into this mix of runaway emotions and stress and you have a disaster waiting. For guys, there are all sorts of natural or botanical 'balancing creams' available to help stabilize the changes that are going on, but if you're not aware of those changes then you can become a victim of ignorance. Is your hairline or waistline changing? So are your hormones! Look up 'Balancing Creams' at <http://www.arbonne.com>

If you're feeling stressed. If you're feeling incredibly emotional - like when your tipping

**Hormone:**  
**A chemical substance produced in the body that controls and regulates the activity of cells or organs.**

**Many hormones are secreted by specialized glands such as the thyroid gland. Hormones are essential for every activity of daily living, including the processes of digestion, metabolism, growth, reproduction, and mood control. Many hormones, such as the neurotransmitters, are active in more than one physical process.**



Chemical structure of epinephrine (adrenaline)

**Could my hormones be out of whack?**

**Finish this sentence:**

**For the care of my** \_\_\_\_\_

**and because I'm** \_\_\_\_\_

**I commit to doing this:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**before:** \_\_\_\_\_

**or this could happen:** \_\_\_\_\_

**signed:** \_\_\_\_\_

## *Small Business IS personal*

point for rage is near zero and you can hardly tolerate anything, there is a way to calm all of that without taking drugs, caffeine or...

One answer is rest. Another one is great nutrition. A third one is exercise. They all begin with simply being aware of what is happening to you - because taking 'time out' or having some time for silence as we've talked about can really help calm the emotions - and if you can walk away from the situation for a bit, it's a good thing.

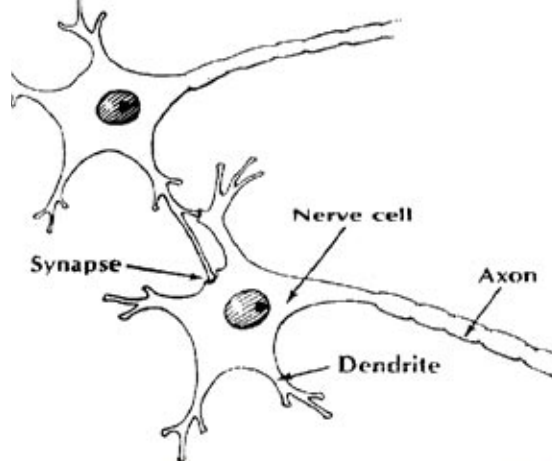
It's easy to say; "you don't understand what I'm going through", but let's think of it as a business analogy. Let's say that your construction 'workers' come in late or dysfunctional. You know that the productivity of your company is affected, therefore your profitability and survival is affected. Knowing that small business is very personal, and being aware of how your 'workers' are doing, and of the job-site 'conditions' and of the demands, and rest and rewards that are given to your 'workers' (all of you) Who's responsible for this?

Maintaining a balance is very, very important. Moving from the demands for basic needs like food, shelter and clothing to self-actualization requires self-awareness and deliberate action. To reduce stresses, calm emotions and balance changing hormones, you and your 'Boss' will have to meet with all the other 'workers'. Sit down together. Offer them ownership. Negotiate for their wellbeing. Entrepreneurship is a democratic process, and the majority will overcome. Show the way by example. Become aware and deal with you! Constructive changes *can* be made.

***Decide what to do about your exercise, nutrition and rest:***

# Small Business IS personal

## CHAPTER 1 - PART 11



## Balance Your Brain!

Nearly the greatest asset an entrepreneur can have is a healthy brain. We understand the correlation between gross income and one's performance which is directly a result of attitudes, beliefs and behaviors - all of which are functions of a healthy brain.

At a recent MOMtrepreneurs luncheon, the keynote speaker and Chief Science Officer of Neurologistics Inc., Pam Machemehl Helmly presented her work on 'Balancing the Brain'. It is such fabulous information that I just had to include it. Here's a condensed version of the audio from the presentation by Pam.

I'm a clinical nutritionist, graduated from Texas A&M. I got into brain chemistry balancing after having children. I became very dysfunctional and very depressed. After six psychiatric hospital stays, I decided I better balance my own brain because it wasn't working with the drugs, and that has been my passion since.

I was watching a lot of children taking drugs for their depression and getting worse and not better. Some would start off with an ADD drug, and then an anti-depressant, and by the time they were teens they were getting anti-psychotics.

I knew some of these children since they were little and I knew they weren't psychotic, so I decided to find a



**Listen to the entire presentation on the *Entrepreneurial Schizophrenia*<sup>®</sup> Chapter One audio found online at: [www.EntrepreneurialSchizophrenia.com](http://www.EntrepreneurialSchizophrenia.com)**

## Small Business IS personal



better way to work on brain chemistry.

It's suggested that 80-86% of Americans have brain neurotransmitter imbalances. We work too much. We don't rest and sleep enough. We don't manage our stress and we're physically out of shape.

I have over 8400 patients around the world. I find that our European cohorts have better brain chemistries than we do. They sleep a lot more. They rest in the middle of the day. Their stress markers are much better.

Think about your brain like 200 cups of coffee covering the top of a table. The cups are like vestibules in your brain full of neurotransmitters.

Every time something stressful happens to us, it's much like the table being shook. Some of the coffee in them spills out. The only way to refill them is with proper diet made of lots of varied proteins so they break down into the nutrients that are needed to make more neurotransmitters. Some of us have had our tables shook more than others - deaths, divorces, traumas, accidents. If our adrenal glands, which are the size of walnuts, had evolved to accommodate the levels of stress we have today, they would be the size of bowling balls.

Medications only re-distribute your neurotransmitters. You cannot get fresh neurotransmitters from a drug. Focus medications stimulate the brain, to push dopamine into the synapse just like coffee does. What happens over time is that the drugs displace the neurotransmitters with chemical fillers, leaving us with less and less of what we need to cope with and so we get more intense dosages and medications and the cycle can worsen our situation.

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My patients can reduce medications, can take fewer hormones, they can work at a higher level and accomplish more within their business. When you exercise, you secrete large amounts of dopamine which is your 'feel good' neurotransmitter. When you don't exercise, you rely on whatever you eat to create the neurotransmitters. The outcome isn't the same.

As hormone levels fall off with age, balancing the brain becomes far more crucial. Men often start pushing themselves harder with exercise as hormones levels fall so they can keep that 'good feeling'.

Routines can help balance brain chemistry. Entrepreneurs can set a schedule that works for them individually - getting up, working out, resting, eating, sleeping in harmony with their individual cycles.

We can now do a simple, non-evasive, urinalysis and give people the natural amino acids that break down proteins to make more neurotransmitters with. When your neurotransmitters, such as serotonin, and norepinephrine, are properly balanced, research reveals that it can have a positive effect on every aspect of your life and relationships, from sleep cycles to how we respond to stress, from self-esteem to job performance and more.

***The Neurogistics program includes nutritional supplements, lifestyle and dietary recommendations that are designed to help you achieve the balance that's right for you. They use all-natural, safe amino acids and products with no side effects, which do not interfere with most medications.***

***To learn more, and to order a simple, in-home neurotransmitter lab test, visit [www.neurogistics.com](http://www.neurogistics.com).***



# NEUROGISTICS

# Small Business IS personal

## CHAPTER 1 - PART 12

### Your Memory IS the Reward

**They say that at death, or in near death experiences, your life 'flashes' before you. Well, if that is so, I'm planning on God making the popcorn and sitting back with me to enjoy the feature length film!**

**Let me assure you, it's gonna take several hours to get through my pile of memories!**

**How about you? Bullet point some of the key moments, life experiences and unforgettable rewards you've had.**

I've had a bunch of experiences in my lifetime that really drive home the point the our 'memory' may be the entire reward we're going to get in life and business.

I once got a book when my children were young called "Making Memories". It's filled with creative ideas that hardly cost of thing to do. I learned that I could actually build wonderful memories *in* my children, and also *with* my children and spouse and partner.

I remember snowboarding, waist deep in powder, with my son David, and laughing till we cried while joking around cooking out of our VW bus on a windsurfing safari. I recall carrying my daughter back from the pool wrapped in a beach towel, rubbing wet noses together, and now I see her all grown up as the top Woman Pro Snowboarder in Colorado. In a twinkle of my eye, I'm sitting in the backyard with my kids reading books by moonlight while laying on the trampoline, or banging nails into what would become their bedrooms, or digging in the garden and exploring the inside of worms or roly-polly bugs while mixing up some 'flower soup'.

I have thousands of memories that are absolutely phenomenal. I wouldn't trade them for anything - not a stack of awards, a big house, or cars, or a fat bank account, or even for recognition and fame.

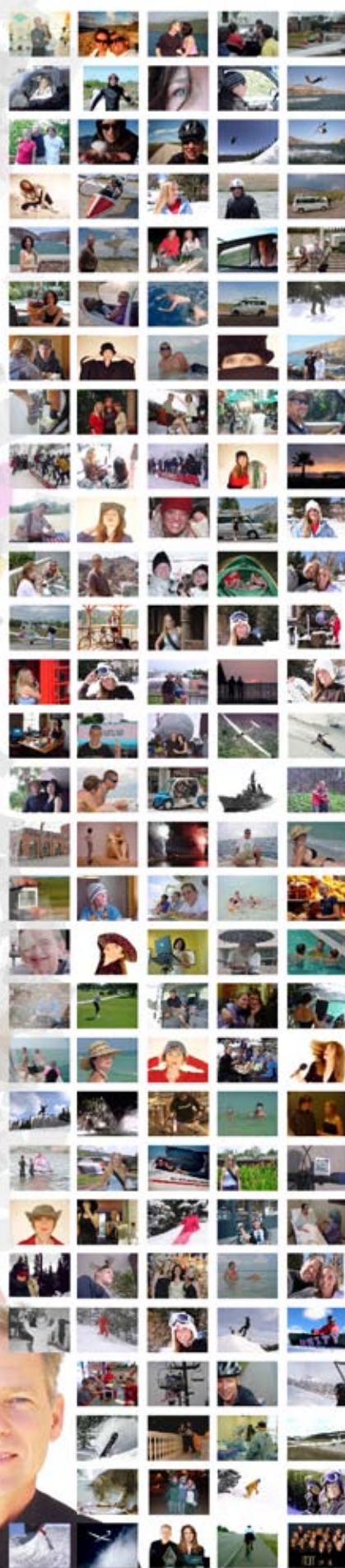
## Small Business IS personal

I would suggest that making memories is incredibly important for you to add to your life. Not just as a consequence of being in the same room, but actually as part of the goals of your business. You turn a late night working alone into the kids taping on calculators and actually helping Dad out while eating pizza and telling jokes. It might be fun for them to snuggle in their sleeping bags in the corner of the job trailer. Whatever that event might be, you can be creative and build a memory with it.

One of the saddest experiences that I can recall about memories came when I worked in a geriatric facility. I saw people in drug induced stupors, slouching in wheelchairs, babbling about events they had been through - events that were shallow or empty or filled with bitterness and frustration. Some of these people had PHDs and financial fortunes, but they couldn't enjoy them. Instead they relived moments from their life that they had saved up by accident or circumstance.

If that's what we enter eternity with, that would be so sad. It would be a dungeon or prison - an eternal sentence to hell to deal with memories that are so disappointing and lacking in joy and richness.

I would suggest that we can become conscious of the memories we are making, while practicing the skills needed to do a better job. We can do this for free - even when our days are filled with the challenges of bootstrapping a start-up business, or the demands of managing employees, taxes and production.



**Let's say you agree with me about consciously creating a memory archive. What would it look like? Draw some thumbnails with ideas you'd like to see in your vault.**



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**Your turn. Create your memory graph.**



Here's a tool I used that you might want to try. I call it a 'Memory Growth Chart'. It works just like marking your kids heights on the wall as they grow.

Get a piece of graph paper. Create a stack of little boxes - four across each row - representing a week of a month. Stack the months on top of each other and label them with upcoming birthdays and life events.

Now the fun part! Your challenge is to create at least one great memory a week so you can mark off the space. If there is a special memory or milestone you want to highlight, write it beside the month.

This tool was inside my 'visioneering' book that I looked at nearly every day for over ten years. It reminded me to make a substantial memory with my children while I pursued our dreams. It's become a habit I love.

It has turned out to be more important than my investments, work portfolio and all, even though I've created millions of dollars of buildings and projects. I can scan the events as memory joggers and vividly recall the smells and the tastes and all of the emotions so as to get goose bumps because they are so wonderful.

Consider that your memory may be entire reward of all you are ever going to get. You may not achieve your financial goals, but you, and your family will get to remember what the experience was like. Make this a big piece of your week. Write it down in your day-timer. Make it a task in your to-do list. Add it to your life and you'll soon see that life is more than the accumulation of things. It's also about purposely investing in creative memories. Ask my family!

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## CHAPTER 1 - PART 13

### The 'dash' Between Birth-Death

During my first Trans-America ride from Seattle to New York City, I found that the further east I got, the more frequent I passed graveyards. I noticed that the number of people in each town was dwarfed by the gravestone count. There might be one to three hundred people living and thousands in the graveyard.

**"You're going to be dead a LOT longer than alive. You really NEED to have long range goals!"**



**Zig Ziggler**



I began reading gravestones. What I noticed really struck me. I expected a brief legacy. I simply found a -dash- between the date of birth and the date of death.

*(see headstone/marker)*

Imagine that all someone has to say about you is that you were born -- *you dashed* -- and died. How sad!

**Your busyness will define your life, but your life should be more than your busyness. Don't 'dash off' without direction or consideration.**

**The first step in goal setting is to write down where you want to end up. You can't get somewhere or create something without defining it.**

## *Small Business IS personal*

Time for some action. Think about this...

What do you want written on your gravestone? Don't settle for it just being a dash. Think of some things that people are going to remember about you. Consider stuff that you're passionate about. What is it about you that lights up a smile in other people? If your friends, family, clients, suppliers and neighbors only remember you for running around your whole life, you may end up with a gravestone that says born *-dashed-* died. Wouldn't that be really sad?

**Get out your Crayolas. Write something about yourself. Fill in the blank headstone:**



# Small Business IS personal

## CHAPTER 1 - PART 14

### When it's NOT Personal

There's very few things in life that are absolutes and it's the same with small business being personal. There are times when small business is absolutely *not* personal and I want to talk about some of those.

Times when small business is *not* personal is when it comes to things like jury or military duty, or when the government or an entity has jurisdiction over you.

Example: A tax audit is *not* personal, its business. They're not picking on you as a person. They're not saying; "Mr. Jones we got an axe to grind, and you look like the perfect victim for our injustice." No, you happen to have some numbers that popped up, just like winning the lottery, and therefore you can look at it as if 'you get another shot at perfecting your character'.

It's the same with getting a parking ticket. The police aren't picking on you personally. They didn't follow YOU all day. Your vehicle is just in the wrong spot.

It's the same thing with winning contracts or projects or awards. You might have the most incredible credentials or qualifications in the world - a whole wall full of diplomas, accolades and recognition - and still not get the job or the recommendation or the recognition.

You have to understand that there are factors which are outside of your 'head' - that you don't control and



**List three things that 'set you off - get you really ticked - make you burn.**

**What's common about them?**

**What would they look like as a symbol or a cartoon? Take notes and show me, will ya?**

## Small Business IS personal

you're going to be affected by - but you can choose not to let them move in!

It's 'out there' and it's not always personal.

I've fought the thoughts of 'personalized' attacks the last couple of weeks because Chris, my step son, has been the target of some peer pressures. As a result, our home has been egged and toilet papered. I go out to get the mail and discover another incursion of misplaced youthful artistry. I loose focus of the yard, my emotions explode and my mouth reacts; "what the...!@?" It takes me the entire walk to and from the mailbox to decide:

- 1) None of the culprits even know my 'Boss'
- 2) I can't think of anyone with this much creativity
- 3) We still have TP, so I don't need to 'rescue it'
- 4) Oh, yeah, this isn't my war to fight!

So, when things 'happen' to you, or your 'boss', remind them to 'get out of the office' (your head) and get a different perspective on things - maybe a comical one.

***Don't freak out - some things ARE NOT personal.***

***When you feel like 'exploding' about something, try to get your focus 'out of your head'. Try squinting your eyes to see the situation all blurry - like a cartoon or a comedy sketch, or from another view point. Think "it's NOT about me!" It may FEEL like it is, but what else could it mean? It's not ALL about you. You're not that small and insignificant - and neither are you that evil or omnipotent.***

***Recall the last time you blew up about something. How would your favorite comedian tell the story?***



# Small Business IS personal

## CHAPTER 1 - PART 15

### **Baggage can be GOOD!**

This may be one the shortest points in the book. I have to be quick because my garlic and capers are roasting on the stove for my arugula salad.

This is my point: "Baggage can be good" You know how all of us have emotional baggage we carry from our childhoods or our marriages?

I grew up never knowing my genetic father. As a result, I have a passion to 'make a difference' to my kids and other people. I realize this is the impetus behind this book. I want to pass on to you things that I have learned the hard way so you don't have to go through them. This is me being an entrepreneurial mentor - and that comes from my baggage! "Baggage can be good!"

We'll deal with question transformations in a later chapter, but this is a nice example of finding the 'pony in the manure pile'.

***What is it about your baggage; the failed business(es), the divorce(s), the injuries that have hurt your heart that can be mentally turned around to be inspiring and power for doing something great for other people? Look to Naomi for an example of a champion!***



***"These personal ground zeros are what allow us to live" says Naomi Judd. "They strip us down, and you have no choice but to get rid of all the extraneous stuff."***

*Check out: [www.naomijudd.com/](http://www.naomijudd.com/)*

# Small Business IS *personal*

## CHAPTER 1 - PART 16

***A principle is a point of probability on a subject, or an underlying spirit which allows for the formation of a rule or law. Principles form the basis for ethics, which are adopted by society as moral guidelines.***

***What are your top five Principles?***

## ***A Legacy of Principles***

I strongly believe business is personal - very personal. I believe this because throughout my 30 years as an entrepreneur with businesses that have succeeded financially and have failed miserably, the greatest joy I have found is to see my business practices passed on to my children. In other words, to get a Father's Day card from my grown daughter Carissa that says; "Dad I absolutely love you because you passed on the principal of perseverance - of not giving up - of not quitting." And from my son David, "Pop, you're inspiring. I'm proud to be your son. Keep peddling."

They've watched me in succeed, fail and flounder in business, and yet, without preaching I've imparted wisdom and faith in them that living by principles will prove trustworthy. This has returned one of the greatest rewards a parent can know - children with strong character.

We know that most businesses fail, or rather, that the founders quit rather than endure further hardship, because confidence in the vision, and faith in success has worn thin. If you believe that, success or fail, your business practices will be absorbed by those in your sphere of influence, then how



## *Small Business IS personal*

much more would you press on? It seems to me that the greater joy is not in the growth of the business but in the knowledge that your practices **will** be incorporated, and are part of your legacy that you leave to those around you. This is a pretty good reason to practice great ethics and follow good morals, sticking with principles - like 'perseverance' throughout your life, especially in areas where something may be morally accepted by the culture around you, but it challenges your personal ethics. Stick to the principle.

John Ruskin said; *"the highest reward for a person's toil is not what they get for it, but what they become by it"* Another phrase I love is that; *"becoming a millionaire doesn't make you great; it makes you more what you already are."*

I propose therefore that the greatest reward for owning, operating and taking the risk for a venture is not the millions you might make, but what the journey will make of you - and in so doing will enrich your legacy.

As I said, I believe ***small business is personal.***

***What are your top five Principles?***



# Small Business IS personal

**"The serious thing for each person to recognize, is that every falling away from virtue, every evil act, without exception records itself in our unconscious and makes us despise ourselves. Theologians used to use the word "accede" to describe the sin of failing to do with one's life all that one knows one could do."**

**What is it you are supposed to do in your life-time?**

## **Self-actualization**

Purpose, Meaning, Aesthetic Appreciation, Personal Challenge & Growth, Learning & Discovery, Humanitarian & Philanthropic Contribution

## **Esteem**

Achievement, Appreciation, Social Status, Reputation, Self and Work Competence, Confidence, Usefulness, Peer Recognition

## **Love & Belonging**

Giving and receiving love and affection. Developing Peer Support and Emotional Intimacy, Being Kind, Encouraging and Cooperative

## **Safety & Security**

Personal Safety, Financial Security, Business Continuance, Insurance, Law & Order, Daily Routines, Nutrition, Exercise Relationship Stability, Freedom from Disease

## **Basic Human Biological Needs**

Food to stop hunger, Drink to stop thirst, Shelter and Clothing to maintain temperature, Sleep, Air, Urination and Defecation, Sex, Avoidance of Pain

## **CHAPTER 1 - PART 17**

### **Maslow's Hierarchy of Needs**

Abraham Maslow is well known for his study of human behavior. If genius is "the ability to explain complex things in simple terms" then he gets my vote. Here's an introduction to his 'Hierarchy of Needs'.

Study it at: [www.maslow.org/](http://www.maslow.org/)

Basically, we hunger to satisfy biological needs first, then aim at meeting higher needs. We feel accomplished and when we are moving toward self-actualization. In between, our lives are a matrix of tasks done to satisfy each level. We hunger for meaning and get caught up in provision. *In short, we all have a desire to create, grow, find meaning and purpose. Some of us just focus more.*

*If we are fixated on any group of needs at the expense of another, then we'll feel out of sorts, dry or empty. Working for a living, but not developing our purpose, or serving a group, or contributing leads to boredom and poor emotional, mental and physical health. Blending our schedule with bits and pieces of each of the groups does just to opposite. That brings health, joy and meaning. Thanks for the tip Abraham!*



**Abraham Maslow**

# Small Business IS personal

## CHAPTER 1 - PART 18

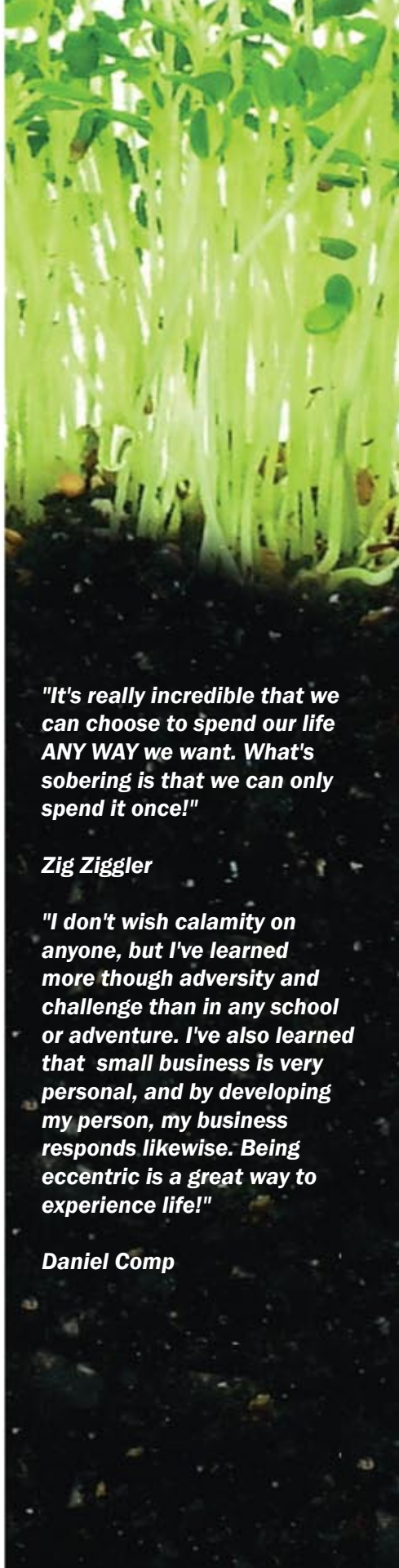
### Wrap up

Chapter One, *Small Business IS Personal* should encourage you that you're not crazy, you're just eccentric. You have the freedom to, but shouldn't, work 'all the time' and by allowing your bliss, or your passion, 'in' rather than chasing it down, you'll not strangle it.

Make sure that you're watching your wake, because that's where you measure success - in the influence of others around you. Your faith to keep digging for gold in the dark will come as you balance your nutrition, your sleep, your exercise, your play, and, as you give yourself the 'time out' that you need to deal with your 'boss' - especially so they will help you, as an outside observer, calm your emotional swings, reduce the stresses you go through, and compensate for your errant hormones.

You may find, as I have, that in the -dash- between birth and death that by focusing on making memories, you'll create some of the greatest rewards in life. Consider how the baggage you carry may be helpful to others. Finally, discerning when it's *not* personal, and living by principles can be very, very powerful in securing the basics of life so you can focus more on self-actualization.

*That's Chapter One. Let's go to Chapter Two.*



***"It's really incredible that we can choose to spend our life ANY WAY we want. What's sobering is that we can only spend it once!"***

***Zig Ziggler***

***"I don't wish calamity on anyone, but I've learned more through adversity and challenge than in any school or adventure. I've also learned that small business is very personal, and by developing my person, my business responds likewise. Being eccentric is a great way to experience life!"***

***Daniel Comp***

***What have you learned so far? What do you think about my belief that Small Business IS Personal? Can you think of a personal example when you chose one over the other, or between two points?***