



*Improve your profits today...*  
With a blueprint for success!

Call today for your Free initial consultation! 775.826.8282



[Home](#) [Small Business Resources](#) [Reno Business Consulting](#) [Contact](#)

[BUSINESS ARTICLES](#) [BUSINESS LEADERSHIP](#) [BUSINESS MOTIVATIONS](#) [BUSINESS PRODUCTIVITY](#) [SMALL BUSINESS RESOURCES](#)

## Developing Your Freedom to Choose

You may lead a rich, full life or a shallow, empty existence. But whatever you gain from life is largely a matter of choice – your choice. You are free to choose whatever you want to do or to be. Your greatest power is the power to choose your own destiny. That freedom of choice is your birthright and no one can steal it or deprive you of it. The reality of the power that comes from your freedom of choice becomes evident when you understand the unalterable principles under which this freedom works.

◆ Choice is a talent that must be developed. Like any other talent, the power of choice can be developed. If you are reluctant to make choices and decisions because you fear failure, you may choose to play it safe and miss experiences that could lead to making better choices. Good decisions are based on prior decisions.

◆ You must choose for yourself. Because no two people are exactly alike, no one can make a completely satisfactory choice for someone else. When you allow others to make your choices, you hand over to them your destiny and rob yourself of your birthright. You then bear the consequences of borrowed choices. Certainly it is wise to collect all the facts before you choose or make a decision, but the opinions you solicit should be considered for what they are – the opinions of others. The choice is yours.

You are eminently more qualified than anyone else to choose what is best for you, what course you should take and what destiny will be yours. The world stands aside for you when you know where you are going, but it gives little notice or attention to one whose choices are dictated by others.

◆ The choice determines the consequences. You may select any action you choose; but once you make a choice, the consequences follow the principle of cause and effect. A poor choice leads to undesirable results as surely as a wise choice produces a favorable consequence. Often a desirable result must be paid for in advance with work and effort while the resulting penalty of a poor choice is often deferred. Postponement of the date when we must “pay the piper” may lull us into the belief that we will somehow escape making the payment, but it doesn’t happen that way. You cannot have the pleasures of one choice and the rewards of another; nor can you blame fate or luck when you must subsequently pay the price of a carelessly-made choice or decision. To control the outcome of your ventures, guard your decisions and choices with meticulous care.

Once you accept responsibility for exercising your freedom of choice, you can use it to make whatever changes of habit or attitudes are necessary for developing personal leadership and self-motivation. Give your choices time to yield results; be patient. Today’s habits are the result of choices made long ago. Tomorrow’s habits will be the result of the choices you make today and the attitudes and habits you adopt.

### Making Choices with Self-Confidence

Self-confidence comes from practical know-how; know how comes from knowledge and experience; and experience necessarily involves confrontation and engagement. When you know from first-hand experience that you can do something, you are incomparably more confident than if you have merely observed how someone else did it. You can always acquire knowledge; libraries are full of it. But experience is something else. Real experience – the kind that turns theoretical knowledge into practical, personal know-how, and results in self-confidence – comes only when you are willing to become involved in situations that others avoid. Conflict and involvement give you the assurance that you are truly in control of the situation. Once you recognize the significance of practical experience – what it is and what it can do for you – you usually welcome even those stressful experiences that stretch you to the limit of your abilities.

Sign up for our "Small Business Success" e-Newsletter and reap the benefits!

Privacy by SafeSubscribe<sup>SM</sup>

ABOUT MAKE THE SALE TRAINING SERIES

ATTN BUSINESS OWNERS...

**MAKE THE SALE IN 2010!**

*Powerful Selling Strategies for Business Owners*

Hit the ground running in 2010 with these proven, powerful sales strategies and techniques and make your own Economic Stimulus.

In this 10-workshop series, you'll immediately learn and apply innovative strategies to boost your sales right now!

**Sign Up Now!** Kick-off Session starts May 14, 2010.

These time-tested Powerful Selling Strategies work in all economies; they work today, and they'll bring future sales in the door, too.

Whether you hate sales or love it, "sales" is a critical part of your business and you need to master it now. You'll be amazed at what you can accomplish! And you'll be amazed at your new abilities to Make the Sale!

*Presented by Strategic Essentials owner Valerie Cardenas in collaboration with national sales expert Alice Heiman. Reserve your place early. Workshop is for business owners and limited to 15 participants.*

Call (775) 826-8282

Or Visit [PowerfulSalesStrategies.com](http://PowerfulSalesStrategies.com)

LEARN HOW OUR PROGRAMS CAN BENEFIT THE BOTTOM LINE OF ALL SMALL BUSINESSES

When you know where you stand and where you are going, your confidence knows no bounds because you are motivated by results, not by methods. But if you do not know where you are going or what path to follow, you have confidence in nothing and are fearful of everything.

Self-confidence allows you to be realistic instead of dependent on vague hopes. When you are realistic, you do not wait for time and circumstances to come along and transform your dreams into reality. You take the lead and work progressively toward achievement; and most important, you have confidence in your own ability to lead, to grow, and to make the internal changes necessary to reach your objectives. You believe in the concept of continual change. You know that you are indeed a creature of change. Your response to new experiences is that they are natural and to be expected. They pose no threat to you.

*LMI JOURNAL, VOLUME IV, NUMBER 4*

*Leadership Management® Institute*

*Reprinted with permission*

---

*Strategic Essentials is a Managing Partner for Leadership Management® International, Inc.*

For more information about Strategic Essentials small business training and education programs or our coaching and consultation services please call our Reno office at 775.826.8282 today!

Strategic Essentials serves business owners, business leaders, entrepreneurs, managers, supervisors and decision makers in Reno, Sparks, and Carson City, Tahoe, Truckee Meadows and surrounding communities.

#### UPCOMING BUSINESS TRAINING OPPORTUNITIES

##### Effective Personal Productivity

Designed for small business owners, supervisors, management and key decision makers.

Includes our **Money Back Guarantee offer.**

Call for more information: 775.826.8282

• Days: TBD

Time: TBD

(8 consecutive weeks)

Location: TBA

[Read More About this Class >](#)

[See All Upcoming Classes >](#)

Space is Limited!

For more information or to sign-up...

Call 775.826.8282 Today!

#### FREE INTRODUCTORY BUSINESS CONSULTATION

For new clients we offer a 1-hour, no-cost, introductory business consultation that is designed to help you understand exactly where your business stands today in this economic climate.

Not only do you get valuable insights and action steps that you can take right away to get your business on track, you also get the free book...

***"Pink Slip Proof - How to control all future paychecks"***



... providing valuable insights that will help you avoid the income pitfalls common to most small businesses!

Sign-up for your complimentary consultation today!

[Learn More >](#)

STRATEGIC ESSENTIALS HELPS RENO-SPARKS SMALL BUSINESSES GET ON TRACK FOR SUCCESS!