



## Survive and Thrive in Your Small Business



Jayne Sasso

Confronting the daily challenges of running a small business causes physical and emotional stress that can negatively impact your bottom line. Learning how to optimize your physical and emotional health is the best investment that you can make in your business. Hueina Su of Beyond Horizon Coaching encourages her clients to begin to build a business that will sustain their ideal lifestyle. She suggests not focusing too much on “Profit & Loss” but to focus on “Profit & Lifestyle.”

Many of us have admired high powered executives on television and movies, who appear to perform better under pressure. The reality is that many small business owners start off as “solo-preneurs” and their bottom line is dependent on their ability to perform.

Pressure to perform can lead to stress, which over time can break down your immune system. This begs the question, “Who’s running your business when you can’t?” For most business owners, their income stops when they do. Poor health in general can cause you to underperform. For example, emotional stress can prevent you from thinking clearly and cause you to make poor business decisions. The better you feel, the more you will have to give and invest in your business.

### 3 tips to help you thrive in business:

1. **Nurture yourself!** Your physical, emotional, and spiritual well being are important to help facilitate success. For solopreneurs and service professionals, revenue is often dependent solely on their efforts. Therefore, if they are unable to perform as a result of illness or emotional fatigue, then the growth of the business is stunted or interrupted.
2. **Nurture your business.** Small business owners can often become consumed with working in their business instead of developing an overall strategic plan. To development a strategic plan you must ask yourself the following questions:
  - **Where do you want your business to be in three to five years?**
  - **What kind of system will you put in place so that your business can work without you?**

You want to not only build a system that generates revenue but also supports your ideal lifestyle. Many people have money but have no time to enjoy it.
3. **Nurture your relationships.** You cannot travel the road to success alone. You must build your support team. This team includes family, friends, and other business professionals. You want to focus on building a team of professionals who can offer you some feedback. A coach, mentor, or mastermind group can often see things about you and your business that you can’t.

Hueina Su, The Nurturer’s Coach™ is an expert in helping people find the “missing peace” in their stressful lives. She is a certified life coach, national keynote speaker, author, creator of *Rx. For Balance™* coaching program and the founder of Beyond Horizon Coaching. For more info visit [www.commonsewaytowealth.com](http://www.commonsewaytowealth.com)

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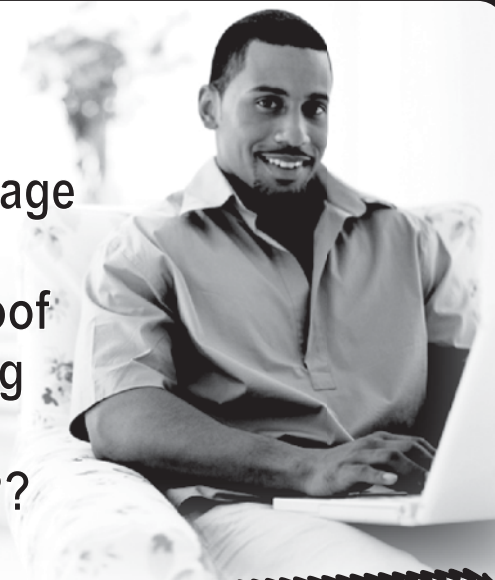
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