
Wonderful at Work

June/2010

How 'Getting Real' Will Help Your Business



Welcome to the first ezine of Wonderful at Work

Greetings!

I am excited to share my first ezine with you. I send it to you because you are a relationship of mine and I believe this content might be relevant for you or your contacts.

It's my mission to make a living by helping leaders and companies get real and achieve meaningful results. In that way, adding to a wonderful world.

When you like the article or would like to share a personal experience around the subject, let me know. I would love to hear from you. Also, if you send it to other people, let me know, so I can celebrate you!

When you don't want to receive further ezines, that's wonderful with me, feel free to unsubscribe.

Love,
Els

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Article

How 'Getting Real' Will Help Your Business

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When you don't believe yourself, you are not selling.

A push strategy via advertising and marketing has long been sufficient to sell. Not anymore. People don't just buy nowadays because they are pushed and the product is available. They are awake enough to feel your intention, check into their needs and how your offer is meeting those needs. They call you to get real.

Have you experienced a product or service that felt sincere and you knew you wanted it?

I have. Recent examples in my life are that I chose a (business) coach (Blanca Vergara), because what she communicated felt sincere and connected with my own calling. I believed she could help me **break the stagnation my business was in**. Another example is that I bought a soup ('Kleinste Soepfabriek'), because it felt sincere, natural and **imaginative**. And because a burglar visited our home, I gave myself a new laptop that was both functional, **beautiful** and reasonably priced (HP, 499 ex. at Office Centre).

Of course, we all buy things without really being aware of what we are doing.

We buy clothes while we don't need them. We buy products of companies that are not sympathetic. We have a health insurance that is perhaps not the best option for us, simply because we don't want to spend our time going through 15 packages of different suppliers and trying to make up our minds. We are still with the same bank despite the fact that we don't approve of their management style.

Still, the business world is changing.

People are more critical where and how to spend their money. They ask themselves more consciously: Do I really need this? Furthermore, as we all know, the world is becoming more transparent, leading to more clarity about what your company stands for and what talk you walk. Large supermarkets change their buying strategy with regard to product fairness, to prevent damage for their image. Large oil companies get confronted with international pressure about the way they operate, and companies are publicly asked to take the responsibility to clean their

production process from child labour. More and more people buy organic food that respects a decent life for animals.

Next to that, I notice that more and more people want to earn money with their heart.

They want to make a difference. They want to value what they are doing, and contribute to their companies success in their own way. They don't want to neglect what's inside themselves or inside their company anymore and pretend it's not there. They want to put of their mask and get real about who they are and what they believe will bring the company further.

As CEO, manager or entrepreneur, this may not seem easy, but I invite you to CELEBRATE this.

Perhaps your people, customers, or signals from your own body are trying to wake YOU up. What is it that you've been hiding? How have you been doing things that you're heart wasn't into? How did you withhold yourself? I invite you to STOP and listen to yourself.

Two months ago, I found myself completely empty and bored with what I was doing.

There I was, great track record, and no one wanted me. For months, I had been trying all kinds of things to get my business running again. Separate from a few individual, fantastic clients, I didn't get to sell any major help to companies. In the end, I didn't believe myself anymore. I wasn't feeling 'Wonderful at Work' AT ALL, and since no one reacted, I didn't believe my own message anymore. Nonsense I could make a living by helping companies further and doing what I LOVE.

How to break this stagnation?

Was it really only the economic situation, or could I do things differently, could I BE different? Could it really be I have something valuable to offer at this moment in time? Despite others saying "what can a coach tell you now, that you don't already know" I decided to give myself a coach. And funny enough, it worked. I got clarity. I got real about my fears, about who I am, which clients I'd like to serve and that I can help leaders and companies get real about who they are and what they want to bring into this

world.

In a few weeks time, I got a phone call.

A former colleague that I had spoken a couple of weeks earlier, who was now company manager at another company, asked me whether I would be interested to help her and her Management Team. On morale and image. Wow! The first day has been great and they asked me to further support them in their own teambuilding and getting real about what they stand for. Amazing.

Meanwhile I attended a course of Joe Dispenza.

This neuro scientist is well known from the movie "What the bleep do we know". He explains the biology of change. If you want to create something different in your life, you need to "loose your mind and create a new one". What does this mean? This means acting, thinking and feeling greater than your current circumstances and the behavior that created your current situation. So, what is it that calls you? What do you want to change, how would a greater you look like? How would this person think, feel and behave?

Take some time to tap into your heart.

Get real about who you are, and what difference you want to make. Share it with us, and bring it to your company and your customers. We will love you for it.

Free offer

Do you also want energy, direction, openness and joy in your company? Do you want to get results by a clear and connected focus?

I invite you to have a **free conversation** with me about where you stand and how I might help you to bring a greater YOU to your company.

Please drop me a note on info@wonderfulatwork.com or call me: 0031 (0)6 41389856.

Have a wonderful day!

Els

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