

Biz Buzz



Intuition ... Your Greatest Resource

Do you hear voices? Subtle whispers, murmurs and mumblings coming from the depths of your soul? It's often hard to ignore these promptings ... nudging you toward your next great business idea. These friendly triggers are our intuition.

Intuition comes from our most inventive and inspired inner self. Our best creative ideas are often born from gut feelings. What an amazing ally! Surely our intuition is one of our best business resources ... that is, if we're prepared to listen to it.

When your inner voices start to call, you often feel excitement, enthusiasm and great possibility, but then your head steps in and gives you a hundred reasons to go against your intuition. Later you realize you made a mistake by not following your inner guidance and that usually leads to less than good feelings.

There are only two rules you need to follow when engaging the power of your sixth sense. First, you must learn to trust it and second, you must learn to act on it.

One roadblock that always seems to get in the way of intuition is our self-esteem. Self-esteem impacts the quality of our life in every area, and business is no exception. It's our fundamental power. When intuition calls you to take action, do you have enough self-esteem to act? Oftentimes we're apprehensive to act because we feel we're not ready or good enough, or perhaps we are afraid of what others will think. Self-esteem is built by walking through the unknown and realizing you can do it. Herein lies the paradox. Your intuition is calling on you to embark on a new business idea, but if your esteem rejects the calling, you just might miss out on a new opportunity for growth and greater success.

Next time you hear those subtle whispers, murmurs and mumblings coming from the depths of your soul, pay attention to the messages you're hearing, especially when you are asking for some direction and guidance in your work. It could very well be your intuition - your inner wisdoms - asking you to trust in yourself, your ideas and your abilities.

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- **Online Spending is Way Up**
More of us (from more demographics) are spending more and more time online and as such, money spent on online advertisements continues to increase. Last year Google sold more advertising than any of the major TV networks or newspapers.

- **Track Your Results in Real Time**
With the new ideas company email marketing solution you get real-time response tracking that lets you know just about everything that happens to your email campaign. For every email you send, you will receive a comprehensive, easy-to-understand report on the success of your newsletter/email marketing efforts. You'll see who opened your email, clicked on every link, forwarded your email to a friend using the built-in "forward to a friend" feature, and who signed-up to get your future emails. And because all this information is stored for future use, you'll be able to really learn from past efforts to make your future email enjoy even greater success.



Ask for more information.

Linda Pizzale helps people reclaim their greatness. Through coaching, mentoring and writing, Linda inspires individuals to become more esteemed, empowered and enlivened. You can reach her at www.lindapizzale.com.

