



Be a *Beautiful Dreamer*

The future belongs to those who believe in the beauty of their **dreams**.
- Eleanor Roosevelt

Hold fast to **dreams**, for if **dreams** die, life is a broken winged bird that cannot fly.
- Langston Hughes, African American poet (b. 1902)

Goals are **dreams** with deadlines. - Diana Scharf Hund

Dreamstorming: forgotten **dreams**, sweet **dreams**, beautiful **dreamer**, **dream** therapy?

Any one with a little grey hair will tell you the expression 'be careful what you wish for' is true.

Life has a way of producing what you **dream**. Sometimes it's not the big **dreams** that seem to come to pass, it's the sneaky little one's that are so way down deep in 'your hearts desire' that when they do come out, they surprise you - maybe even scare the beeebees out of you for awhile! My business coaching clients know exactly what I mean!

'Think big, there's plenty of room' is an old expression in my family.
Translation? What do you think?

As a business coach I am finding a mistake people often make is to **dream** too small. I'm not talking about betting the farm on too big a **dream** you can't handle. I'm talking about going just a little bit beyond their own box.

My father says when you first buy a house you should get one (and a mortgage) you barely CAN'T afford because you'll adapt, find a way, grow into it, do it - and in a few years when you are sitting in the middle of the floor 'counting your equity' you will be glad you did.

Marketing your business should follow the same principal. I work with my clients to test every part of their marketing plan against these 2 criteria:

1. - is it fun for you and
2. - will it make your business appear larger than it is (that's the 'think big' factor). I am finding that people habitually think too small in their marketing. So...

Dream Bigger about your business relationships. Who is at the top of your strategic alliance wish list?

Dream Bigger about Better prospective new clients. Have you written down a description of your ideal client?

Dream Bigger about the products and services you could offer. Be a little outrageous and a lot unique!

Dream Bigger about your vision for the future. Catch your own wave.

Atum O'Kane, who conducts workshops throughout North America and Europe, including an annual summer workshop at Hollyhock on Cortes island asks us the question:

"What are your **dreams**?" For it is in our **dreams** that we find our life's purpose, our soul's calling, the deep reason that gives meaning to our lives.

Bottom Line? So, do we agree that life would be pretty dull without our **Dreams**.

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If **you are seriously considering working with a business coach**, please feel free to call me, I would love to talk with you, give you a free demonstration, and then you can decide if there is value for you in business coaching.

**You can reach me at YourBusinessCoach@shaw.ca and 250.881.1114
Linda Conn Your Business Coach**

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PO Box 41006 5134 Cordova Bay Road Victoria, BC V8Y 3C8
ph: (250) 881-1114 email: YourBusinessCoach@shaw.ca fax: (250) 881-1595