



The Science of Creating Your Dream Business

**A 6 Step System to take your Dream Business
from Idea to REALITY**

**Lesson 5
What's Next**

New Order Business School



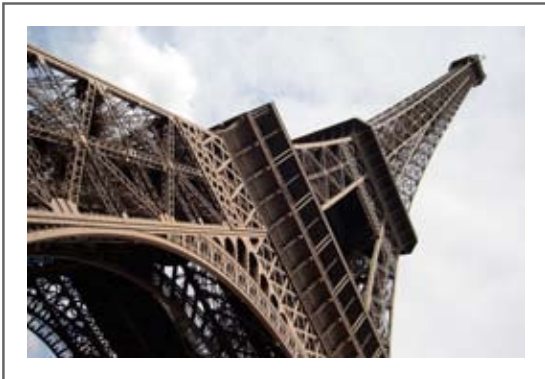
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LESSON 5

WHAT'S NEXT

Now it's time to pull your ideas about What's Working and What's Missing together and consider What's Next. A great place to start is with your resources. One that you may never have tapped is something called...

IMAGINEERING



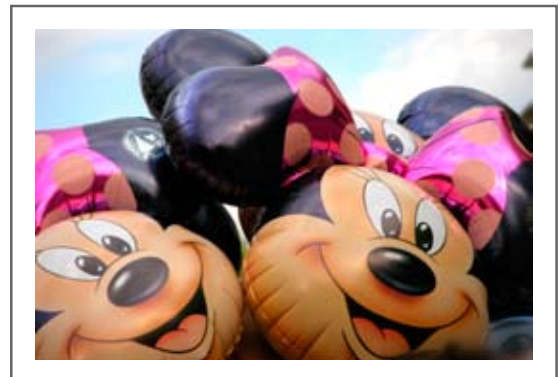
***“Every mammoth business enterprise,
and every great invention, began in the
imagination of some one person.”***

– Napoleon Hill

If ever one person embodied the truth of “what the mind of man can CONCEIVE and BELIEVE, it can achieve,” it must be Walt Disney. He became the father of “imagineering” in the 1950’s when he handpicked some of his best creative people to plan and design Disneyland Park in Anaheim, California. The organization that came from Disney’s Vision was renamed Walt Disney Imagineering, which later became the storefront for Disney Development.

Now, Imagineering is the creative soul of all Disney resorts and creative projects, from concept to construction, design to development, this master planning team puts all the fun together. Can you imagine what would unfold in YOUR WORLD if the Disney Imagineering team helped you plan it? Why not put your own team in place?

You may have met Figment, the playful purple dragon who came to embody the imagineering spirit at Epcot, Walt Disney World in Florida. Figment demonstrates demonstratively that imagination works best when it’s set FREE, not controlled or measured. Figment



shows us how to set our imaginations free by adding interesting sights, smells and sounds that help us to be creative using FUN thoughts. Figment might say, "Don't just think outside the box, THROW THE BOX AWAY!"

***"To DO the impossible, you must first THINK the impossible."
– Wind and Crook, The Power of Impossible Thinking***

We're going to do that, but first here's a story that Zig Ziglar tells in his book STEPS TO THE TOP.

"As a child in Depression-crippled America, I often took the Sears, Roebuck catalog, flipped the pages, and wished I had this toy, this bicycle, this particular garment, and so on for thousands of other things. I dreamed that someday I would be able to own all of them. I'm personally convinced that every one of us, regardless of age, needs his or her own wish-book. However, in order for those wishes to become reality, a person must make plans and take specific action."

Steven Spielberg once said that he's been so successful because he's a child who never grew up; he just learned to manage his childlike creativity. Usually, when we grow up, we learn "rules" and "systems" that stifle our dreams and creativity. For now, let all that go.



Let's use some imagineering on your dream business. As you consider once again the visualization you have created for your business, what are the resources you can tap into to make the dream come true? Remember, you are **imagineering**.

Take Figment's formula and Zig's advice for this exercise. It will help for you to open your mind and your "dreams." Can you think like a child with a Sears wish-book for a while? Can you pretend that no one will tell you "no"?

***"Believe it is possible to solve your problems. Tremendous things happen to the believer. So believe that the answer will come. It will."
– Norman Vincent Peale***

You can add to this imagineering brainstorm any time you'd like. We'll come back to your dream journal later...when you get ready to begin making them come true.

From here on, you'll be laying your RESOURCES over your roadblocks to make the roadblocks disappear one by one!

“Generally speaking, an idea is an impulse of thought that impels action by an appeal to the imagination.”

– Napoleon Hill

***“You never can tell what a thought will do
In bringing you hate or love –
For thoughts are things, and their airy wings
Are swifter than carrier doves.
They follow the law of the universe –
Each thing creates its kind,
And they speed o'er the track to bring you back
Whatever went out from your mind.”***

– Ella Wheeler Wilcox



Here are a few general resources that you may already know, or may wish to consider putting on your list in the next exercise. Depending on your experience and field of endeavor, there are various systems and knowledge bases already in place. Here are just a few that you could turn to for information and advice.

- The Small Business Association – The SBA has many programs to train, counsel and lend financial and other assistance to small businesses.
- Your local Chamber of Commerce – Chambers vary city to city. They offer various resources and information and superior opportunities to meet people who may be helpful to you in various ways.
- The National Association of Women Business Owners is another strong resource for women.
- A business or personal coach or mentor, whether they've experienced your specific area of interest or not, may be the single most important resource you have – after yourself.
- Friends who know you well and are supportive can provide encouragement, sounding boards, and even distractions as needed. Be careful not to consider nay-saying friends in your pool of resources.

- Truly endless nuts and bolts resources in your local library and online.

There are many, many wonderful books, tapes and discs that are supportive on the topics of achievement, entrepreneurship, small business, success and so forth. **Consult the recommendations that we have put together for you through New Order Business School.** You may also find inspiration in history, poetry and music. We suggest that you consider all of these works valuable resources to you and develop the habit of tapping into “the wisdom of the universe” as often as you can.

BALANCE

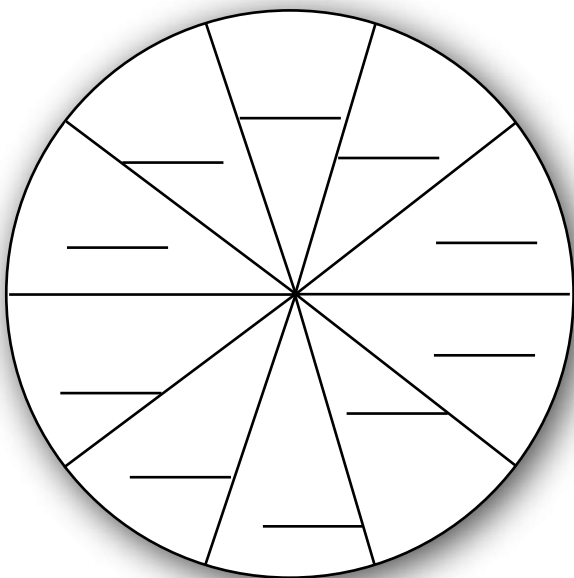
“Rather than seeing work as a ‘given,’ consider it a flexible and malleable part of life that allows you to use your gifts and strengths to make a living, but not necessarily to the detriment of your personal life. In other words, your LIFE determines how much time and energy you devote to work, instead of work dictating what’s leftover for your life.”

– Cali Williams Yost, **Work + Life.**

You’re searching for more fulfillment, happiness and excitement in your life, right? The entrepreneurial approach gives you big advantages to that end. Your desire may be met in various forms, but these are driving forces behind your entrepreneurial energy. A happy life is the result of balanced achievement in all areas of our life. What are those areas? You want to set goals in every category that’s important to you. Think of your life as a round wheel and the areas that are important to you as the spokes. You don’t want any spoke to be too short or the wheel won’t turn. Here’s a great checkup.

EXERCISE:

Use the pie chart below to look at all the areas that are important to you, whatever they may be at this time. Examples would be family, social, physical or health, religious, spiritual, community, finances, career, and so forth. Your business dreams are an underlying part of all these categories for this exercise. Write your categories on the lines in the chart. On a scale of 1 to 10, with 1 being marginal and 10 being great, evaluate each of the important areas that make up your balanced life. Write that number by each category on the chart.



Which pieces seem to be missing something? It's just fine to have certain things temporarily out of balance as you bring the big picture of your dream into reality. For example, your financial picture might take a big ding as you put your business onto the launching pad. This is fine, as long as you have calculated that the financial situation will right itself in time to send the kids to college, or whatever your life priorities are. It's just not OK if things are out of whack" and stay that way without your attention.

Which of these things are out of balance that shouldn't be that you can (and will) bring into balance in the next year?

Does anything seem out of balance without a “fix” in sight? This needs to go on your priority TO DO list! Give yourself a monthly checkup on the topic.

One of the most delicate – and important – balancing acts for entrepreneurs involves pushing yourself beyond what’s “good for you” literally. You have nothing without your health and to compromise yourself by not eating well, getting healthy exercise (vs. lifting boxes and running errands) are imperative. Working for yourself requires constant self-awareness and dedication. You are absolutely your own most important resource. Take good care of yourself by feeding your mind and body every day!

Now, you have created a **vision or dream** and brought it to life in your mind. You’ve reviewed your values and come close to your “**whys**” for making this business plan happen. You’ve reflected on what’s **working for you** and you’ve looked at **what’s missing** and identified roadblocks. You’ve started pulling it all together in **what’s next** and imagineered resources and your own personal strengths and looked at how they can work together. Time to ask yourself: what should I focus on, given my strengths and goals and then what action can I take NOW?

We’ll do that next. You’re going to FOCUS and take massive ACTION to get this machine moving!



