

*Grow Your Business
With Less Effort
On Purpose*

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Attract What You Want in Life and Your Business When You Do This One Thing.



We're bombarded every day to produce, expand and accumulate more. All of this has its place; however, it's opposite - learning to **let go** - is essential to attract amazing things in your life.

If your days are so jam packed, there is no space for new things to arrive. At one point in my life I kept so many old clothes that I knew I would fit into *some* day. This resulted in a packed closet with *nothing* to wear.

What I wanted was to invite new things into my life. What worked for me was to develop a systematic way of **letting go** of older clothes. So, whenever I buy something new, I make a conscious choice of what article of clothing I will let go of before putting that new article of clothing in my closet.

The range of letting go can be as simple as giving away old clothing or as extreme as releasing negative attitudes, fear, self-limiting beliefs and even thinking patterns. In years working with clients, there seems to be common things that need to be released, like getting rid of unnecessary paperwork.

One of the biggest hurdles is letting go of excuses. Often times, people use excuses to rationalize their thought process, especially when it is a widely used excuse, like a bad economy. Excuses take away your personal power and imply you are a victim of circumstance, powerless or not responsible for your actions. The opposite is to take **PAAR (power, accountability, authority and responsibility)** over the results you want to achieve and the life you want to lead. Taking PAAR is empowering. It implies that despite life's circumstances, you are the master of your destiny.

Practicing a letting go philosophy makes life more simple. All kinds of problems improve and life becomes much simpler. Why? You are clearing the clutter. You're letting go that which no longer serves you.

Letting go doesn't have to be complex or hard, it just takes a few steps to get started:

- 1. Identify the "letting go" priority.** It is important to choose one thing to let go of and work on that area and move on to the next. Priorities create focus and focus creates momentum. When I made clearing my basement a priority, I hired The Betty Brigade to help me. I went from overwhelm to relief in just one day.
- 2. Consciously choose.** Make a deliberate choice: A choice over how you choose to feel, how you choose look at things, even how you choose to react to things. You'll be amazed at just how empowered you feel the first time you choose to step outside of your comfort zone. Each time, it gets easier. You'll create a habit of letting go quicker of what is no longer supportive of getting to your desired future or outcome.
- 3. Create a process of letting go.** Do the stacks of paper keep growing in your office? Develop a process for letting go by identifying a series of questions that you ask yourself to walk you through getting rid of the clutter.

The letting go questions might include:

- What's important about it?
- What's my motivation for keeping it?
- Will I respond to it within a week?

Depending on your answers, it might get tossed or put in its proper place. It is amazing how quickly you create momentum in your life when you create a quick process to walk you through letting go, to open up what is possible and create space for miraculous things to come into your life.

When you let go of those things that hold you back or bog you down today, you invite success for your tomorrow.

Lisa Mininni is the best-selling author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, which shows business owners how to automatically bring in pre-qualified prospects and turn them into invested clients 98% of the time. For her brand new eBook, *Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love*, visit <http://www.freebusinessplanformat.com>