



Getting to the Core of Your Business™

**How to have success in business,
and your heart.**

“The first peace, which is the most important,
is that which comes within the souls of people
when they realize their relationship, their oneness,
with the universe and all its powers,
and when they realize at the center of the universe
dwells the Great Spirit,
and that this center is really everywhere.
It is within each of us.”

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You can receive your own free copy of this workbook by visiting us online.

Introduction

There are a few things I believe. I believe that you want to have a healthy, thriving business. I also believe that you have a genuine gift to bring, and a contribution to make. Finally, I believe that you want to have both a thriving business, and to make a contribution, in the context of a healthy community and a sustainable society.

The easiest way to have a thriving business, is to bring your contribution and your community along. Your business doesn't exist in a vacuum, separate from your life, your family, your neighbors, your town, or, indeed, the world. Your heart is the point of connection, of interdependence for yourself and your business.

In essence, true business is a spiritual journey. I like to work in business because the feedback is immediate- it's either working, or it isn't. You're profitable, or you're not. Your customers are benefitting, or they aren't.

These, however, are just the feedback mechanisms for your heart. The true measure of success is whether you are a better person, more helpful, serving more, making a bigger difference. And the best way I know to get there is to begin in your heart, and then move out into the world.

This workbook has been developed over two years, as participants and clients have asked me to write up and describe various exercises. Use this workbook as a catalyst for strengthening your community. I want you to make connections with your colleagues and friends, and repeat these exercises as often as needed. Repetition deepens your insight and opens your heart wider.

This workbook is meant to be useful. If you have suggestions, feedback, or praise, please tell me! Without your input, I wouldn't know when I've missed the mark. Call (503) 282-3037 or email mark@heartofbusiness.com.

Printing and copying of this workbook for personal use is encouraged! If you would like to publish any portion of this workbook, let's discuss it.

my best wishes to you,
Mark Silver

“Do you live to eat and sleep, or only to make money? I want you to work, but to have money only in your hands, and not in your heart, because your heart is the Heart of the Truth.”

from *Music of the Soul* by Sufi guide Sidi al-Jamal

Business is Not What You Think It Is

What is business? We “do” business, we have a business, we’re in business. We talk about it, seemingly non-stop, and yet what is this thing we call business? And why do I ask this question?

Many, many people want to give their gifts in the world through their business and work. Some are self-employed, some own a small business, or some work in the context of a larger company or organization.

Unfortunately, most people are either so uncomfortable or overwhelmed by their business that they never approach what their heart wants to give. Conversely, if they are already successful, they have become burnt-out and exhausted from doing things in business in a way that is not nurturing to themselves or their heart.

Most people think that business is something that you do. When I ask in seminars “what is business,” most people say something along the lines of “What you do (providing a service or a good) to make money.” Some are more sophisticated, and some are more blunt, but in general, this is what people think, everyone from MBAs to complete newbies to business.

I was never satisfied with this definition, because it focussed on “doing,” not on what it was. Sure, you do things in business, but what is this business-thing that you are doing in the first place?

When I sat with it, what I came up with was this:

Business is: The relationships you have around your livelihood.

Suddenly I felt like the fog lifted, and I could look at business directly. To me, this described a network, a tapestry, something to see clearly, and not be distracted by what those connections were currently doing.

If business is the relationships we have around our livelihood, what are those relationships? This question moves us even closer to truly seeing business. When I ask participants this question, the list of business relationships I get typically starts like this:

clients
colleagues
boss
employees
suppliers
government agencies

the IRS
customers
producers
contractors
professionals- legal, etc.,

Nothing too surprising. but then people start adding things like this:

computers
office
desks
machines
equipment
vehicles
buildings
tools

Once it starts to open up, it becomes obvious that you need to also add-

Friends
loved ones
spouse
children
myself

And, depending on the group, someone usually (hopefully) adds:

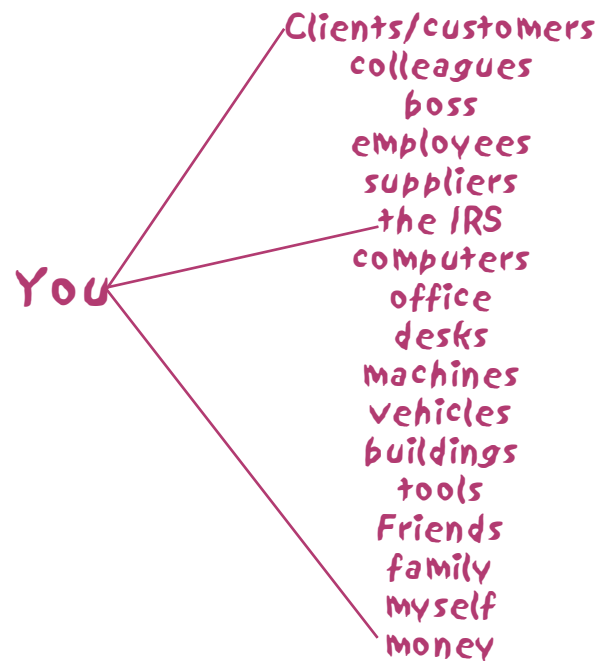
money

This list can go on forever. If our business is the relationships we have with all of these things, we can see how quickly it can become overwhelming, because this list does go on forever, with a correspondingly infinite to-do list.

What are these relationships? My desire to further simplify led me to ask: 'What is the single common denominator that links all of these different people, objects and organizations with whom we have relationships?'

Answer: Everyone and everything is a spiritual being before they are a physical being. As a spiritual being, we are all a face of the Essence of Reality.

When most of us do business, or life, we have our relationships person to person. The experience of the relationship changes depending on what, or who, you are in relationship with.



For instance, in the drawing above, "You" are in relationship with "clients." If one client is a "good" one you treat them one way, and if another client reminds you of Jimmy who beat you up in the 3rd grade, you treat them another way- consciously or unconsciously.

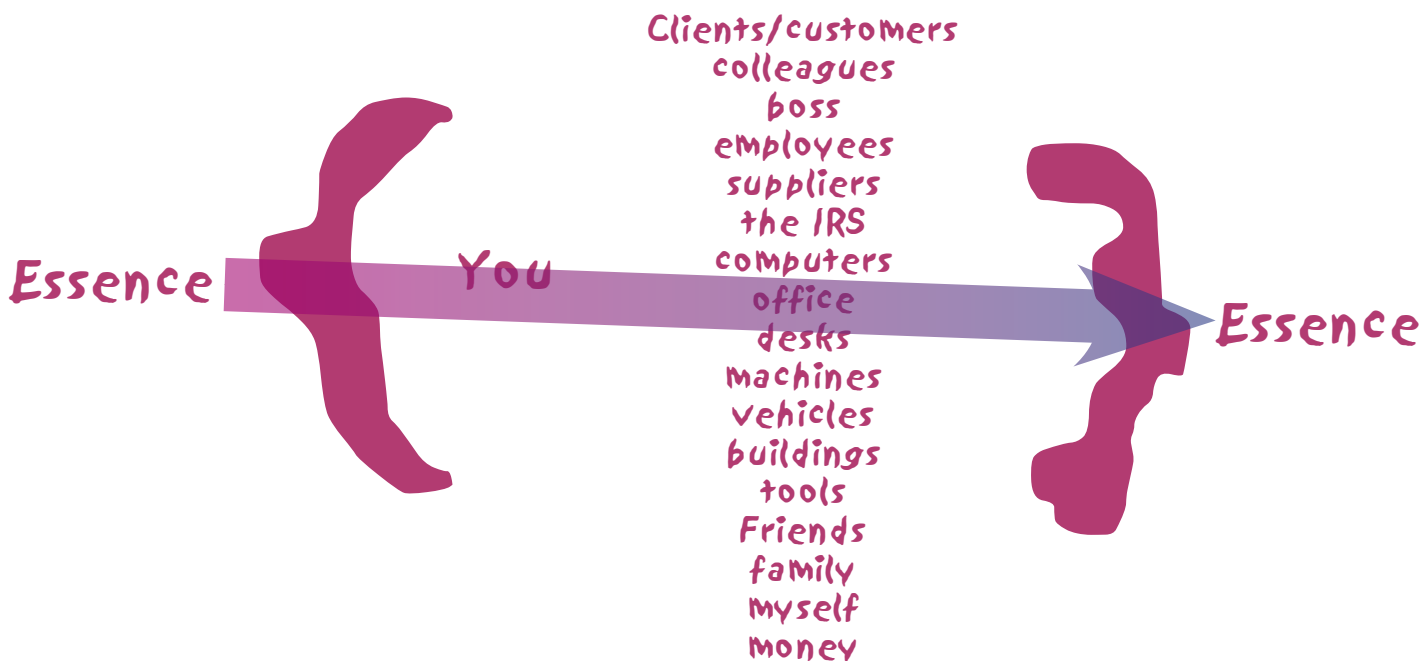
By stopping with these perceptions, you are at the whim of the world. Your moods, and your business success, are dependent upon your perception of who you think you are, and who you think the other person or object is.

Looks kind of lonely to me. You against the world. How do you deal with all of those relationships in a way that honors you, honors them, and, in the context of business, gets things done? I like things a little simpler than that.

If you can remember the Essence of who you are dealing with, as well as the Essence of who you really are, suddenly it's not so hard.

Remember, everyone and everything is a face of the Essence. It's not you in relationship to the IRS. It's the Heart of Essence in relationship with the Heart of Essence. Some might use the word "God" or "Divine." Whatever word you use, this deeply personal and intimate experience of essence, is also the key to freedom in your business.

This is not to say that "the IRS is God." How horrible. But, it is to say, "I am in relationship with the Essence through the heart of the IRS agent, and,



What is Essence?

You think thoughts, you feel emotions, you do actions. Thoughts come and go, emotions change, your actions, once over, are done. What is it that *has* those things? Essence is who you are, who we all are, at the very core of our beings.

Quantum physics has found that, at the core of every object, we are all, in essence, the same. Some call it God, some call it Spirit, some call it Essence. Essence is what you access in your heart when you feel love, or certainty, or that all is right in the world. Essence is who you really are.

through my heart, she is in relationship with the Essence.”

What kind of business do you want to have? A business where you deal with the surface, with masks, and you never quite know for sure what is going on? Or would you rather have a business that brings you directly in contact with the essence of your clients and customers, and the truth of everything about your business. Would you like it if the decisions you make, and your subsequent actions, are from wisdom and certainty, not guesswork? When you remember Who you are dealing with at all times, this becomes your reality.

Well, sure, Mark, sounds great. But how do I remember when I have an irate client, I’m struggling with my marketing, or the IRS is on the phone?

Remembering Your Business

James Keeley, a teacher of mine, once said, "It's not 'how do I remember?', it's 'am I remembering?'" I want to teach you a simple ancient spiritual practice that I've encountered in different spiritual traditions, but which I know best through Sufism. It's called, appropriately enough, The Remembrance.

Why a spiritual practice in the middle of a business workbook? Good question, I thought you'd never ask. In accordance with all of the great spiritual traditions, I'm going to answer that question with a question: "What are you really doing?"

Are you in business simply to make money? I assume you aren't in business simply to succeed personally. I'm assuming that you have a good heart, and that you want to truly reach excellence in all that you do. That you want to serve people excellently, that you want to participate in your community excellently, that you want to love your family and friends excellently, as well as have your business thrive in excellence.

To meet all of these goals, you must live in your heart consistently. To live in your heart consistently, you simply have to remember why your heart is the best place to be. Let's check in and see how you are now.

Check Your Business Heart:

1) Take stock of how you are feeling right now. How are you feeling physically, in your body? How are you feeling emotionally? Take a few moments, take a few breaths, and check in. Describe it below.

(Example: I feel okay. Maybe a little tense in my shoulders, and a little hurried to get on with my day.)

Thanks. There is no right or wrong answer. Just the truth of how you are feeling in the moment. You can only step forward from where you already are. Now, I want to teach you about the Remembrance.

The Remembrance is a very simple practice that is simply repeating the Name of Essence into your heart. I sometimes call it “tea-time with Source,” hanging out in your heart with the experience of Essence.

This is a different practice than meditation. Meditation is the very useful practice of emptying and letting go. Remembrance is the practice of filling up with your essential nature.

The first step is to get clear on what name you will use for the Source. Why pick a name? It’s tricky: whatever name you choose, the Essence will be more than that name, and yet without a name, it’s too easy to get distracted by the chatter of your worries and normal daily thinking. Plus, a name helps to make the experience intimate. The Essence is beyond personhood, and yet you can have a deeply personal and intimate experience of Essence.

There are lots of choices. Some I’ve encountered in the stream of my own traditions: Essence, Spirit, Source, God, Elohim (Hebrew), Allah (Arabic), Allaha (Aramaic - what Jesus said), Oneness, All-That-Is, and many others.

Don’t let yourself get hung up here. Many of us have had challenging experiences with religion or spirituality. Whatever you didn’t like, you’re right. I don’t want you to do it that way. The point here is to help you access a larger reality in your own heart than you ordinarily experience.

If you are looking for solutions to situations that you feel stuck in, don’t leave any stone unturned. For this reason, calling to just a masculine or feminine name leaves half of everything untouched. That’s a lot of unturned stones! Similarly, if you call to Love or Nature, let those names actually have you call to the Source of Love or the Source of Nature.

Experiment, see what name works best for you. Make sure that whatever name you are using is actually helping you to experience, in a physical way, your Source.

Actively Remembering Your Source

Once you have a name, get comfortable where you are sitting. Take a couple of gentle, full breaths, and just note how you are feeling physically, what emotions you may be feeling, what thoughts are running through your head. Don’t try to change any of it, just make space for how you feel.

Close your eyes, and place your hand over your heart, high up on your chest, in the middle of your collar bones. This helps to keep your attention on your heart.

Under your hand, silently, start to repeat the name you have chosen into your heart. Don't ask for anything, don't try to do anything. Don't try to have any particular experience. Do this for about one minute.

After a minute or so is up, answer questions #2-#5.

What Happened For You?

2) What do you notice about how your body feels?

(Example: My shoulders started out feeling tense, but then I started to relax.)

3) What do you notice about your emotions?

(Example: I started out feeling frustrated, but now I feel more peaceful.)

4) What do you notice about how your heart feels?

(Example: My heart? What's that? But now I'm feeling a warmth in my chest.)

5) What do you notice about how the room feels to you now?

(Example: The room felt a little stuffy, and now it feels cooler, more open.)

Why would there be a difference in your experience before and after?

The Remembrance is an invocation, and rather than invoking the Essence into the space, what you are actually doing is invoking yourself into the space of

Essence. You are remembering that Essence is present in everything, and your heart starts to witness that Reality as you call the name in your heart.

This does not mean that the experience will always be hunky-dory. The Remembrance is not about trying to create any particular feeling. What the Remembrance does is bring you closer to witnessing the Essential Reality – a big boon if you want to be successful in business, to know what’s real.

If you have uncomfortable emotions that are difficult to access, the Remembrance will bring those emotions up. Those emotions didn’t appear out of nowhere- you were already carrying them around inside of you, where they’ve been affecting your business and life decisions. Instead of bypassing them, you can travel through them to reach the depths of your heart.

Case Study

One client was starting to do the Remembrance for the first time, and was getting frustrated. “Nothing’s happening! It’s not working!” she told me in an exasperated voice. I encouraged her to feel the frustration, and the anger below that, and to keep repeating the Name.

As she began to feel the anger, she started to realize that she actually felt scared. “I feel alone, like I’m going to be left behind.” Again, I encouraged her to feel the fear, and to keep repeating the name. As she allowed herself to feel the fear, she acknowledged that this was an old fear for her, and drove a lot of her business decisions- trying to do it right so she wouldn’t be left behind.

As she continued to repeat the Name and felt the fear, she felt an opening start to happen in her heart. She felt some warmth start to come into her heart, and some gentleness and love. Suddenly, when she looked up and around, the room didn’t feel so oppressive and stuffy. She felt like she could breathe more easily, and that she wasn’t going to be left behind. She was right where she needed to be.

As you can see, the object wasn’t to try to get past the emotions that she was feeling. You may feel warmth and peace and love right off the bat. Or, as my client did above, you might feel fear, sadness, or anger as you begin the Remembrance.

This is a prime opportunity for you to receive support where you are. So often we try to fix things first so we can be okay. "If I just do this marketing, then I'll make enough money." "If I only..., then it will be all better..."

If you are walking, and you step into dog poop, it's not very pleasant. This happens all the time- we step into situations in the world which feel like we landed in the doo-doo. Unfortunately, we spend a lot of time trying not to have stepped in it.

The truth is, support is right there under our foot. To take the next step, it feels like we're sinking deeper into the doo-doo. But that's the only choice we have, and we find it's not so bad after all.

The Remembrance gets you through the doo-doo, by putting you squarely where you are. Once there, if you Remember to witness the Essence, you can feel the strength of the ground under you holding you up. If you only focus on the dog doo, that keeps you from taking that next step. At Heart of Business, we use the Remembrance extensively, for a few reasons.

One reason is that it's simple. Even if you are feeling stuck with it, there are simple ways to troubleshoot you through it.

Another reason is that it's universal. It doesn't require any particular religious or spiritual background, except that you hold at least the possibility that there is an essential existence beyond just what you can see.

But the real reason we use the Remembrance is because it works. As one of my teachers said, "It's like pennies in the bank. Dropping a couple of pennies in doesn't seem to make a big difference, but if you keep dropping them in, consistently, day after day, you suddenly realize what you have."

I recommend the Remembrance as a daily practice. Keep dropping those pennies of Reality into your heart, 5 minutes, 10 minutes, a half-hour a day. Whatever time you can. See what difference it makes after two weeks.

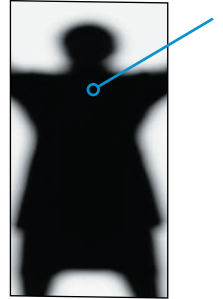
Troubleshooting the Remembrance

If you feel like you're having trouble with the Remembrance, here are some simple steps to deepen your experience.

- **Try a different name.** Sometimes we have reactions to certain names because of the way we were brought up. Sometimes we pick a name that has a definite image or association that is difficult to face. The name I use often is "Allah," which is genderless and ancient. It has that nice "aaah" sound in it,

twice, which in sound therapy helps to open the heart and the chest, and it's two syllables that works well with the breath. Try it out, see how it feels.

- **Where, physically, are you saying the name into?** We've found that the physical body is important in spiritual matters, and that there is a doorway high up in the chest, right under the suprasternal notch, where the thymus gland is. Try covering that area with your hand, and saying the name under your hand, into that spot.



- **Is the idea of dealing with "God," upsetting?** This is not unusual, because of the way most of us were brought up. Whatever idea you might have of what or who God is that is troubling, you're right. I support you in not believing in that kind of limited, angry, vengeful, jealous, whatever, God. Instead, focus on a larger reality, one that has pre-dominance over whatever picture of God you were given in your past.

- **What kind of intention are you using with the name?** I find some people saying the name to themselves sharply, or strongly, and it has the feeling of "No!" Try to soften how you say the name, and open up your experience to receiving.

- **How quickly are you repeating the name?** Some find themselves repeating it quickly over and over again. Try slowing down, leaving some silence for the breath in. Think of the ocean, as a wave rolls out, and then flows back in. Let the name flow out, and then see what flows back into the silence. Then repeat.

- **One of the biggest walls is when you think you should be having a different experience.** We are so trained by our culture to think of "spiritual" experiences as being peaceful, or loving, or joyful, or ecstatic, and it can really lead us astray.

Some ways people have described themselves after the Remembrance include "grounded," "present," "warm," "a cool refreshing breeze," "calm." Some people do feel joyful, ecstatic, or peaceful, but the range of experience is as varied as there are people in the world.

Also, as I described above, you may have other, more unpleasant emotions or experiences come up. Give space to those as well, and keep repeating the Name, allowing yourself to bring the Essence into your space with you.

Let yourself have your experience. You may be aware that spiritual traditions call these sorts of things a "spiritual practice." We call it a practice, because we have to *practice* it.

My recommendation is that you do the Remembrance on your own regularly. **In fact, I challenge you to try the Remembrance on a daily basis.**

The Remembrance Challenge™

If you can commit to doing the Remembrance once a day for at least 15 minutes, every day for two weeks, I will give you a free PDF copy of my workbook, *Cleaning Up Mistakes in Business™* (value: \$15).

Remembrance Challenge Rules

- **Sign up at <http://www.heartofbusiness.com/challenge.html>** You will then receive an email once a day for fourteen days with a) Different ways people have fit the daily 15 minutes into their life, b) a tip on how to apply the Remembrance in your business, with a true story of how it worked.
- **For 14 consecutive days, each day do the Remembrance as I've described it in this workbook, for at least fifteen minutes. Write down how you felt before and after the Remembrance, and any insights into your business or life.**
- **After 14 days, you will receive instructions on how to claim your free workbook.**

I'm making this offer because I know that you, and your business, will benefit tremendously. Give it a try.

And... **if you feel like you are too busy to have fifteen minutes just to sit and remember your Essence, we should talk.**

Okay, enough fun and games. The next section is where we start applying this directly into your business.

Getting to the Core of Your Business

Many people spend time wondering, “What is the ideal job?” “What is it that I’m supposed to be doing?” “What does the Divine, or God, intend for me?” Are you asking these questions?

Other questions run along the lines of “How do I explain what I do?” “I don’t know how to clearly and concisely speak my value.” “My job description feels like it has nothing to do with who I am.”

These questions are a distraction. They take us away from where we are, from what we’re already giving. They create a tremendous amount of pressure to “do the right thing, or else!”

There is an easier, more direct way. After working with hundreds of entrepreneurs and business people, many of whom questioned their “life purpose,” or their “business vision,” what I’ve discovered is that this angle of tackling the question is frustrating. There is too much focus on what the outside looks like, without first understanding what is already in our hearts.

There is a quality you bring to the people with whom you interact. No matter how many different jobs, businesses, or contexts you’ve been in, it is this quality that is the real juice, the real goods, of what you have done in this world.

You may already have a sense of what this is. “People are always telling me they feel inspired by me.” “If I had a nickel for every time someone told me they felt more confident after speaking with me.” “For some reason, everyone thinks I am a safe person to talk to, that they feel a sense of safety.”

However, this is only a part of the search. Many of us, if we get this far, mistakenly believe that it is then our job to bring “inspiration,” “confidence,” or “safety” to people, and this actually isn’t true. It’s a step deeper. The inspiration is theirs, but what you give to them helps them to unfold into it. I know this is a little abstract, so here is a concrete example.

Case Study

One woman who was a participant in a seminar of mine was having a lot of trouble making sales. She was caught up in a lot of hyped-up language, and yet, instinctively, she wanted to be coming from her heart. When she looked at it more deeply on her own, she had felt the joy that people received from her, but yet she still wasn’t getting results.

When she went through the Unveiling Your Jewel™ exercise, what she discovered was a place in her heart that was thirsting for the quality of stillness. She saw that stillness and peacefulness were what she gave her prospective customers when she was in flow.

What was exciting to her, and brought us all to tears, was her discovery that the peace in her own heart, that touched her customer's heart, helped that person unfold through layers to reach their own joy. She brought stillness that unfolded into a joyfulness for life that her customer experienced.

What does this have to do with business? People buy from you because your product or service does something for them, gives them a tangible benefit. If you are selling fine wines, you may be selling the enjoyment of artistry that helps people enjoy their meal times. If you are selling consulting services, you are selling the peace and contentment that comes when the consulting helps a business achieve satisfying results.

Your business is valuable because you are valuable, over and above your service or product. Your customers don't just want your product or service, they want what your heart has to give them. If you can fill your own heart, and understand what you truly bring, then you can just watch it unfold. Because it is so valuable, and beautiful, it's called the "jewel."

Your jewel is the essence of how marketing works. Every time someone in a seminar would "kerchunk" solidly into their heart, we could feel it immediately. Everyone in the room unconsciously, physically, leaned towards the person, many of them with tears in their eyes.

People are physically moved towards the person whose conscious attention is making visible the deep essence quality of what their heart is giving.

This is a powerful place to come from in your business. Everyone talks about attraction in marketing, and there is no better sign of attraction than to see a room full of people physically leaning towards your heart.

Another added plus is that you eliminate competition entirely. I've worked with a lot of realtors, I've worked with a lot of massage therapists, I've worked with a lot of people who do the same "work," and yet each person did what they did with a different essence, with a different jewel in their heart.



You can stop trying to out-compete everyone else in your field. Instead, concentrate on giving your jewel, in your work and in your marketing, and allow people to be attracted to it who need what your heart has for them.

The Unveiling Your Jewel™ Exercise on the next pages are key to this discovery. Have fun!

Exercise: Unveiling Your Jewel™

Stand up for this exercise, if you can. I ask you to do this exercise standing so that you can feel the strength and sensations in your physical body change as you literally “step into” the jewel of your essence.

1. Start with just saying what it is you do for work; e.g., “I’m a realtor.” If you do more than one thing, pick one. It doesn’t matter, but choose the one you want to be working on to grow.

How I describe what I do now: _____

(Example: I’m a realtor.)

2. Begin the Remembrance as I described it on pages 9 and 10.

3. Remember a time when you were doing your work, working with someone, and you were really enjoying yourself, and everything was going well. Even in the worst jobs we usually have at least a few moments like this. Take your time and let the memory come deeply into your body, remembering all of the details, really feeling it.

A time I remember when I really enjoyed what I was doing:

(Example: I remember a conversation I had with Bob about his next home.)

What it felt like, physically and emotionally:

(Example: I felt grounded, present, happy, clear. I couldn’t say the wrong thing.)

4. Staying in Remembrance, ask to be shown what your heart was giving directly to the person with whom you were working. When you ask this question, and the following questions, let go of everything you think the answer might be. Let yourself be willing to be surprised.

What is the *feeling* I get from what my heart is giving to the other person?

(Example: I felt a warmth in my chest, and like there was a peacefulness in me.)

5. When you begin to feel/taste/perceive what it was you were giving, you may be able to name it or you may not- it may only be a sensation in your heart, or feeling, or a light. No matter. Ask the Essence to help you drink it in, to let yourself fill with that quality. As you feel it, you will understand it more, and eventually be able to name it. Take your time here.

How would I name this feeling? What quality or qualities am I giving?

(Example: Peace. It felt like peacefulness.)

When I ask Essence to fill me with this quality, how do I feel?

(Example: It feels wonderful- I feel full, I feel solid. I feel hopeful.)

6. Once you feel full, ask to be shown what happened for the other person when they received this quality from you. How did they change? What happened for them?

One client described this process as seeing that when she was filled with beauty, her quality, and it touched the person with whom she was working, that is, when the person experienced beauty himself from being near her heart, he began to feel safe, and his heart began to open.

When I ask to be shown, what happens to the other person's heart when they receive this quality from my heart?

(Example: I get a sense that when Bob felt peaceful, there was a nervousness he could let go of, that he felt at rest. And, as he felt rested, he began to feel happy, and life began to seem a lot better.)

7. From here let yourself intuitively follow the unfoldment process. From the catalyst of your quality touching their heart, to perceiving their heart unfold, and asking to be shown not only how their heart is unfolding, but what changes in their outside life, what becomes possible for them. Follow it for several steps, until you perceive what a difference this makes in their life.

As I continue to ask to be shown, how does the other person's heart unfold?

(Example: As life began to feel better for him, I can see him making the time to be with his family, to enjoy his life more. I also see him feeling good enough about himself to begin to do some of those things, in work and in life, that he's been meaning to do for years. His whole life seems better.)

8. Really say "Yes" to what you perceive, and accept it.

9. Now, with this knowledge of what you bring, and what it does for people, say what it is that you really do.

What I really do in my work:

(Example: I bring peace to people who are buying a home.)

This sounds a lot more powerful than “I’m a realtor.” It’s also more true. Now, how do you ground it in a way that people can really bite into it? As in the example, if you bring peace to people, what does that do for them? Look at this in terms of a problem and a solution. What’s the problem your clients are facing, and what solution does your heart provide?

10. If you were to describe what you did as a problem and a solution, how would you describe it?

(Example: If you are nervous about buying a home, I can help you be at peace, so you can enjoy the process, and end up with a home that helps you enjoy your life.)

Great job! This is a very powerful exercise- thank you for walking through it. The more we are in our hearts in this kind of a deep way, the more our businesses can be a healing presence in our communities.

Your jewel is something that is always shining on people you talk to, no matter what you talk about. Because your heart is doing this all the time, you can talk about the weather, and people are still receiving “peace” from you.

Because it is naturally present, you don’t have to worry about being “always on” in your business. No need to fall into the “desperate predator” role that so many business people get stuck in.

Some tips to help you:

Jewel Tip #1: You are first in line for your jewel. If you are finding yourself having trouble in marketing, or relating to anyone in the context of your business, it's probably because you need more of your jewel. Take a few moments with the Remembrance, and ask to be filled with the quality you give.

Jewel Tip #2: Your jewel eliminates competition entirely. You don't have to worry about being the best realtor, you just concentrate on bringing the most peace into yourself, and into the relationships in your realty business. The right people will be attracted to you.

Jewel Tip #3: This is an evolving process. Have some patience with yourself. Because the quality you give is an Essence quality, it is infinite. And, as infinite, you can spend quite a long time exploring it, and getting to know it. Whatever your understanding is today, it will deepen over time.

Have fun!

If you think there is more to it than this, you are right. This particular exercise is great to do on your own. Yet being guided through it, and being coached to help ground it in solid language that speaks to people can really help to flesh out what you've received.

p.s. If you want to be guided through this exercise, I have a recording of a seminar I led based on this entire workbook. It's a 2-CD set, and it's entitled "Unveiling Your Jewel." You can get it here:

<http://www.heartofbusiness.com/foursolutions.html>

Your Next Steps

We travelled quite a distance through this workbook, and yet, like life, it's just one more step on the path. If you would like to continue to deepen your heart in your business, here are some practical steps:

First. Don't go it alone! Get friends, colleagues, whomever. Have them get a free copy of this workbook at www.heartofbusiness.com, and help each other walk through the exercises here. Meet regularly to support each other.

Having someone else present helps to deepen the experience. It also helps you to give yourself the time to actually work through the exercises. Give yourselves a couple of hours to work with the Remembrance, with the Unveiling the Jewel exercise, and to discuss the impact this could have on your business.

Second. Sign up for the Remembrance Challenge. The best reason to get 14 days of daily reminders and help with the Remembrance is not that it's free. It's also not the Cleaning Up Mistakes in Business workbook you get when you complete it. Neither is it the daily contact with the Remembrance. It's not even the 14 different true business stories as examples to how to apply it in your business.

No, the best reason to sign up, are all the positive changes that will happen to your business in a short two weeks. For examples, go to www.heartofbusiness.com/challenge.html

Third. Get direct support. We offer classes in money, marketing, and teamwork, as well as individual support and coaching. Read the Business Heart™ newsletter and see if there is an offering that calls to you, and join us when the time is right.

One of the biggest myths in business is the bootstrap myth of pulling yourself up. Everyone who is truly successful has had help along the way. Give yourself the help- it's the quickest way to a profitable business and a satisfying life.

Okay... okay... One Last Story...

One Last Story

I couldn't resist. I'm always the sucker who watches a movie past the credits to see if they are going to add in any special extras, or out takes.

A Real Life Example of What's Possible

I had a client who had burnt out on their regular job and had started a business selling health products to try to get out of it. Try and try and try, he did his best. He even had some success, but, in the end, the effort, the hype, the struggle was too much, and the business collapsed leaving him in debt. Luckily he still had his regular job part-time.

He tried again, this time starting a small graphic design company (he had run a magazine for five years in a prior work incarnation). He had more luck with it this time, but there was still struggle, the profits still weren't there.

He was invited to work under someone else in their company, running the office, being mentored in coaching, and working with a few clients. Useful, helpful, but still struggle. Still no solid profits. Even the coaching he was receiving wasn't helping him do better. Finally, he left.

Three businesses, three struggles (four, counting the magazine, which was a not-for-profit, legally and literally). And now he had no job left.

By good fortune, he started doing some of his own personal healing work, learning to open his heart, receiving coaching, and training on how to integrate his heart into his every day activities.

This time, applying his heart, applying what he knew, he started to trust himself. He started to be vulnerable. He started to risk being himself. And the business grew. And grew. Each year it did better than before.

Okay, so I lied. It wasn't a client. It was me. I've been burnt out in a corporate job (employee #10757), I've run small businesses into the ground. I've had some success, which I couldn't sustain because it was exhausting.

These methods work. They've worked with me. And they've worked with



hundreds of clients. Read some of the testimonials on the Heart of Business™ website. These are testimonials to the power of the human heart in connection with its source. Why go it alone?

Let yourself open and heal your heart. Don't let your to-do list, your fear, anger, or sadness, your past failures stop you from doing the most important work of all. Your customers, your community, your business, your family, and you yourself, will thank you.

the best to you and your business,

Mark

Right now, while you are thinking about it, take 1 minute, and sign up for the **completely free Remembrance Challenge, and watch your business and your heart transform in just two weeks of 15 minutes a day:**

<http://www.heartofbusiness.com/challenge.html>



About the Love

“When you find the love, you find yourself. The secret is in the love. You are the love, not another. Everything is in the love, and everyone needs the love. If you find this, what more could you want? When you know, what could you want? When you have the knowledge of the love, you feel peace in your heart. The jewels are inside you. This is the holy meaning. When you understand, then you are the meaning, the holy meaning. But look and reach so that you find every meaning and do not hesitate because inside every meaning is the quality of the love. The love has seven qualities and this love knows no difference. If the Muslims, Jews, Christians, and the people of any other religion, knew their religion well, there would only be one religion, the religion of love and peace and mercy.”

from Music of the Soul, by Sufi Sheikh Sidi al-Jamal

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