

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #21

### F.O.C.U.S. Part 6: F.O.C.U.S. In Balance

As business owners and entrepreneurs, we can become workaholics. We can set the bar very high and tend to *F.O.C.U.S.* too long and too hard towards achieving our goals. It is easy to lose sight of a very important notion, balance in life and *enjoying the ride*. We may need to be reminded that life is as much about the journey as it is about reaching goals. As a reminder about this, I coined the phrase *F.O.C.U.S. In Balance*.

What does *F.O.C.U.S. In Balance* mean? It is the equilibrium we seek between *F.O.C.U.S. (Fixed on Clear Unlimited Success)*, *personal excellence* and well-being. These actions can help us to achieve and maintain *F.O.C.U.S. In Balance*:

- Cultivate joy and curiosity in everything you do
- Nurture genuine relationships; both personal and professional
- Participate in leisure time; spend time with family; take vacations
- Do physical activity; walking, sports, gardening and other exercise
- Get proper sleep; share meal times and have healthy eating habits
- Introspect; meditate and contemplate one's purpose in life

*F.O.C.U.S. In Balance* is a flowing movement, similar to the swinging of a pendulum. It swings in one direction and then needs to swing equally far in the opposite direction; it always maintains a balanced relationship to its center.

Likewise, however far our internal pendulum swings in one direction, it will need to swing equally far in the other direction to maintain a balance. If we swing too far in one direction, we will manifest a state of *dis-ease* or even illness to restore the balance. The goal is to have *F.O.C.U.S. In Balance*, realize when we do not and achieve it before we get sick.

At Alison\*s Art, Inc. we offer the tools to help you achieve *F.O.C.U.S. In Balance*. Visit [www.AlisonsArt.com](http://www.AlisonsArt.com) to learn more about all of our **BUSINESS CONSULTING SERVICES AND MARKETING TOOLS**, *For the Success of Your Business, Organization, Events, Projects and Ideas*:

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