

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES . . . EVERY BYTE COUNTS!

Website: www.AlisonsArt.com

eNEWSLETTER

E-mail: info@AlisonsArt.com

BUSINESS ISSUE #23

TRUST Part 2: EMBRACING EXCELLENCE, The Recipe for Success

In this Issue, I would like to introduce another *TRUST (Tools and Rules for Underlying Success Truths)* concept, *The Recipe for Success: ideas that I have found to result in personal success that can apply to business for professional success, as well.*

I call this *EMBRACING EXCELLENCE, the Recipe for Success*. Here are the ingredients:

1. **Goals that are based on a clear service mission**
2. **Passion and integrity as motivators**
3. **Actions that are proactive rather than reactive**
4. **Good fiscal hygiene and fiscal integrity**
5. **Consciousness and conscious creativity**

The instructions for the recipe are:

Combine all the ingredients in equal amounts and always include all of them.

Many books have been written about similar recipes for achieving personal excellence that apply to and enhance professionalism. Here are a few such books:

- **A New Earth** by Eckhart Tolle
- **The Four Agreements** by Don Miguel Ruiz
- **The Celestine Prophecy** by James Redfield

I invite my readers to try both my recipe, *Embracing Excellence*, and the ones presented in the above books; I wish you both personal and professional success.

At Alison*s Art, Inc. we offer services and tools to embrace excellence. Visit www.AlisonsArt.com to learn more about our *BUSINESS CONSULTING SERVICES AND MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects & Ideas*:

- ❁ **Business Consulting, Speaking and Teaching Services**
- ❁ **Business Marketing and Organizational Development Programs**
- ❁ **Marketing Bytes, Business Issues eNewsletter**
- ❁ **Business Identity Materials Art & Branding**

MARKETING BYTES Business Issues is published weekly by Alison*s Art, Inc. © 2008 Alison*s Art, Inc. To receive a complimentary subscription, go to www.AlisonsArt.com/contact.html. View past Issues in PDF format at www.AlisonsArt.com/bytes.html. Save and share these Issues! 52708

**Alison*s Art, Inc. thinks outside the box for the success of your business, organization, events, projects and ideas!*