



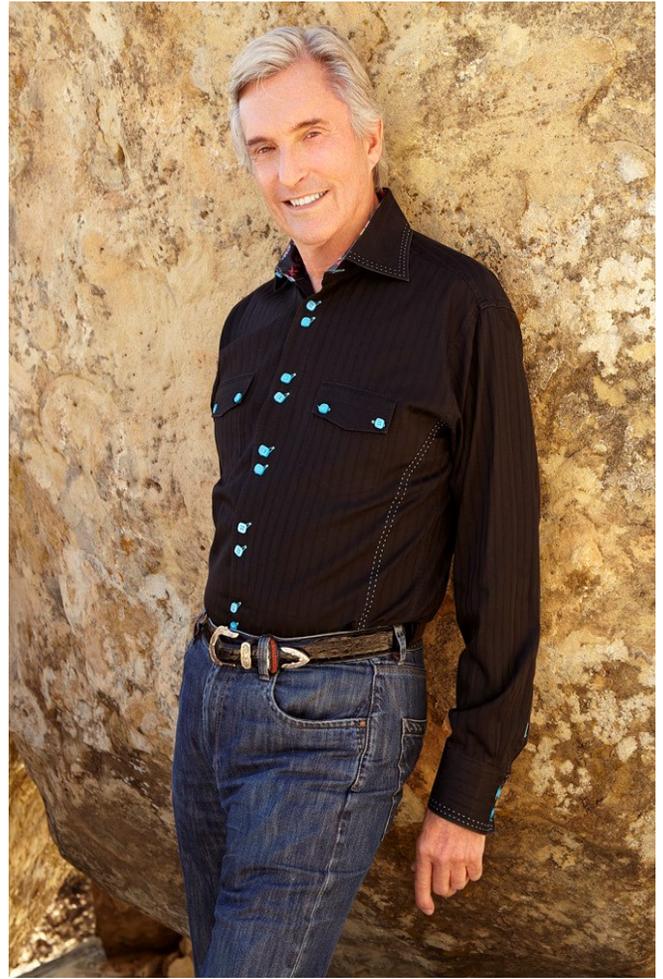
ENOUGH CAPITALIZATION: OWNING YOUR CREATIVE EDGE

GARY DOUGLAS

The ending of the third quarter may be a few weeks out but the New Year is still upon us. A lot of entrepreneurs are 'coming out' as the New Year always provokes a new start. What can business owners mentally do to prepare for the challenges of running their own business as well as the discipline that financial organization requires? "The first thing you have to recognized is that most businesses do not make it because they are under capitalized" - says Gary Douglas, the Founder of Access Consciousness, an organization that has developed techniques using a simple set of tools that allow people to create dynamic changes in every area of their life using questioning and body awareness. "Make sure you have enough capitalization to run the company for a minimum of two years. Then you can move at the speed in which you can start to make money instead of demanding money from your company when it is not capable of it."

For entrepreneurs who have been at the helm since before the New Year, time is still on your side. You just have to see it in a different way and learn how to apply those differences in a way that benefits your organization. "What I teach in Access Consciousness is to 'uncreate everything that was your business yesterday'. So that each day you are on the creative edge of new possibility of your business. If you are always on the creative edge you are never functioning from the projections and expectations of what you think or business should be. You need to be on the creative edge of reality rather than cutting edge of reality."

Not only do you have to have financial responsibility towards the money you earn but you also must show respect to the business itself that is making the money. Often times entrepreneurs mix company money with their own personal money. Learning how to manage and organize your accounting to avoid discrepancy is essential to staying in business. "The biggest business mistake I see is when people



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decide they are the business and start taking money because they need instead of looking at, 'is this going to cripple the business by what I choose?' Your business should not be something where you tap into your capital investment. You want the business to start generating money that you can live off."

There will be times that funding will come and funding will go. Your creative mind has to understand that in order for your business to be successful, ultimately, you have to love what you do instead of just loving the idea of making money. That passion will drive the business. "If you are doing your business for the money generally speaking it will always turn out badly" - says Gary. "You have to be willing to create and generate money and if you do what you love to do, money will follow you, so you need to get a different headspace and the main thing is you can't be greedy if you think you are needy—the only reason you are needy is if you think you are not making enough money."
-Tonisha L. Johnson