

Striking Out on Your Own Despite The Economy

Scottsdale, AZ- Most people get up in the morning, grab some coffee and head out to a job where they work for peanuts, work hard, and work for someone else. Many people wonder if they worked just as hard for themselves, if they could make as much money and maintain a living. The truth is, according to Maria Simone, author of *Passion 2 Prosperity*, from BookSurge (www.passion2prosperity.com), most people can make far more working for themselves. And they can do it, even in a down economy — even in a recession. Her foundations for a strong entrepreneurial business apply even to the wage slaves and hourly workers who think they don't have what it takes to succeed:

• Start with Your Passion “The French writer Françoise de Motteville once wrote, “The true way to render ourselves happy is to love our work and find in it our pleasure.” Those words ring true with any entrepreneurial enterprise, because if you start with an occupation or vocation that drives our passion, then you'll never have to worry about losing interest.

• Have a Vision “Visualizing your business, from what you want to do, how you'll do it, how you'll market it and how you'll appeal to your customers and clients is the first step. Most new businesses start and fail quickly not because of a lack of market opportunity, but because of a lack of vision.

• Make Millions Serving Millions “Find a way to bring your company to the masses, so that you aren't serving just a few people, but a whole lot of people. If you do something you love, and do it to help a lot of people, it's virtually impossible to fail.

• Multiple Income Lifestyle “Many entrepreneurs choose one idea and market it one way. In reality, the same idea or concept can be sold many ways and many times. The film industry makes its money by making a movie once, and then selling it many times (box office, DVD, first-run broadcast, premium cable, pay-per-view, basic cable, syndication and product licensing). If you can mirror that model, you can increase your income exponentially and make multiple incomes from essentially the same job.

• Be Creative “One of the main secrets to success in business is being able to package and promote what you do in unique and creative ways. Think three-dimensionally, and approach how to market yourself in ways that separate you from your competition and emphasize your unique selling proposition.

• No Fear “There isn't a single decision you can make in your personal or professional life that is based on fear and anxiety. If you plan well, do what you love, and market yourself creatively, there is no reason you shouldn't believe in yourself. Make decisions based on strategy and accentuating the positive.

“The most important thing an entrepreneur can do is give themselves permission to do their dream and realize that success is possible for anyone,” Simone said. “You need to know how to live an enlightened life and break through any limiting beliefs that get in the way.”

In her consultancy, Simone helps people “architect” the most perfect business and give NEXT STEPS to transform ideas and talents into revenue generating products, attract investors and sponsors, and manifest customers with ease. She's also incorporated spiritual principles in her business and life, and she feels her career has really taken off because of it. She also believes in collaboration as a way to succeed, as opposed to constantly competing against others.

“Dog-eat-dog” is becoming a thing of the past,” she said. “People are complaining about the economy but I think this is a great time to start a business. There should be no separation between personal and business life--- people should have complete integration for a more meaningful life.”

About the Author

Maria Simone is an entrepreneur, speaker, author, conscious business “architect” and marketing expert who has been featured on ABC News and Fox TV as well as interviewed for a number of national publications including *Business Week* and *Inventors Digest*. She has launched several companies and has raised millions of dollars in funding. Her products have been sold on department store shelves; she has licensed her ideas for profit and has created a multiple income lifestyle. Upon retiring from a successful career in healthcare with a Fortune 500 company in 1999, Maria completely re-invented herself and began her entrepreneurial adventure. Besides creating her own successes, Maria has helped hundreds of people access the resources they need to do the same with her mentoring and coaching programs. She skillfully shows inventors, start-ups and service providers the exact “next steps” they need to take to package their ideas, attract investors, develop a steady stream of customers and create revenue. She is the founder of Signature Accents, makers of City Scarves and is an advisor to start-ups Consumer Trend News and Women's Information Network. Download her free business building tools at www.passion2prosperity.com

