

Courage*

by Deborah Chaddock Brown



Today I found a word that needs to be removed from our dictionary.

Fail.

And all of the words associated with fail; failing, failed, failure.

We use the word all the time. Failed project, failed married, product failure, failing in math.

We talk about failing something that we attempted rather than focusing on the fact that we ATTEMPTED in the first place.

And that takes COURAGE. Just like the Cowardly Lion in the Wizard of Oz - it takes courage to step outside your comfort zone, try something new, or take a risk.

In business and in life we will try things; sometimes they succeed and sometimes they don't but at least we had the courage to try.

In relationships, with a 50% divorce rate - it takes courage to try - to fall in love and give it a go. And if things become unbearable for whatever reason - it takes courage to make a change.

The same in business. It takes courage to start a new job, open a business, launch a new product. Courage to know when to cut our losses.

But at least we tried. We got in the game with both feet - with our heart and soul - and that takes courage.

As you look back over 2006 and the things you've accomplished, the things that exceeded your expectations and the things that didn't go as well as you'd hoped, remember this:

You tried. You made an effort. You gave it your all.

You were and continue to be: Courageous.

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Reading Material for the New Year

I just picked up Alan Weiss' latest book: **The Million Dollar ConsultingTM Toolkit**

It's a quick read and wonderful resource for all of the checklists, sample forms and scripts and goal sheets you need to succeed in the service business. Beyond helping consultant-want-to-bes, it's a great book for anyone wanting to take their service business to the next level. From the basics of what equipment to have and how to organize your office to the more sophisticated steps; Alan's book is a must read.

He offers suggestions on how to position yourself as an expert in your field from writing white papers for your website, to getting published, to becoming a keynote speaker.

Another must read is Andy Wibbels' new book **Blog Wild!** It takes you on a step-by-step journey from what a blog is to how to set one up, how to promote it and how your blog will GROW YOUR BUSINESS!

Lastly, coming out this month, the much anticipated book by John Jantsch, the number one marketing blogger in the US. Check out his book: **Duct Tape Marketing - The World's Most Practical Small Business Marketing Guide**. - INC Magazine has reviewed and gives it two thumbs up!

Where is Deborah Speaking Next?

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| January 11 | Canton Networking Annual Meeting Speaker and Moderator |
| January 23 | "Reaching Your Customers" Portage Lakes Career Center |
| February 23 | "G.R.E.A.T. Customer Service" Portage Lakes Career Center |

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