



Based On Vision by Anya Dee

Have you ever looked at two business owners and wondered why they reach different levels of success? They may be similar in a wide range of ways—look, business model, work ethic—but still have entirely different results. How does this happen? The answer is simple: vision. Here is an example of two business women who found different levels of success in their ventures that were each based on their vision.

The story starts with Marta. Marta was a single-mother with little training or skills. She had three children to support and a house. The one business that catered to her needs as a struggling woman was cleaning. She ended up finding a small position in a cleaning company and due to her outstanding workmanship, worked her way up to a supervisor. Her workweek was normally sixty hours of heavy-duty cleaning of downtown Chicago office buildings. Though her salary was never much more than average, she managed to put her three children through private grade schools and high schools. In the end she sustained them all for years until she retired with a small pension.

Fast forward to Marta's daughter Jackie— Jackie graduated from high school with honors and thought about her mother's job. She began asking herself some questions:

- How can I take what my mother built and make it better?
- How can I bring in more than adequate money?
- How can I avoid the 60-hour workweek that sacrifices time with my own children?

Jackie also was armed with a high school education like her mother, but focused on a bigger vision. Her goal was to stay in the cleaning business, but take it up a notch in terms of business model. She educated herself on business via the MBA.com website, took a few classes at a local community college in business and found a business mentor. It took a year of studying and gathering information before she was able to raise the capital needed to start a business and hire some cleaning people. Though it was difficult, she kept her vision of having a successful business. Now, she owns her own private cleaning company that employs ten people. Combined they handle forty office building of varying sizes in the Chicago land area.

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Her vision remains to be a successful business owner in the cleaning world but she is now focused on doubling her team within the next five years and bringing in an additional two accounts per 6-month period during that time. Her salary as a business owner is already in the six-figures and poised on growth due to a great service, timely delivery and strategic management.

The above examples are very similar in the basics, but have one distinct difference: vision. Marta had a vision of supporting her family. Her goals were moderate and she reached them. On the other hand, her daughter's vision was to not have to work sixty hours a week, work in the same industry and reap financial benefits from hard work. In business, as in life, vision is what sets one person's results apart from another person's. The question to ask when working on your own business is: "Is my vision big enough?" Your vision is what is going to drive your business. Take some time to define what your vision is and then start building it. It may take more time to bring a bigger vision to fruition, but in the end all your hard work is going to be worth it.



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