

How Self-employed People Can Become Resilient in Our Changing Economy

By Marianne Weidlein

President Obama is inheriting costly wars, a nearly bankrupt economic system, a neglected physical infrastructure in serious disrepair, and on and on, and now a host of unconscionable "lame duck" regulations that most people do not know about. As of late December 2008, 90 new regulations have been signed by President Bush that address multiple fronts, such as the environment, civil liberties, reproductive rights, worker safety, healthcare, and much more. None appear to be supportive of a thriving quality of life, and each regulation brings negative consequences that, to change, will require time, financial and legal resources, and wisdom. Therefore, we are wise to be aware of our largely unpredictable changing society as we evaluate our 2009 goals.

Successful people are intentional, regardless of circumstance, and create their lives. They are engaged, thoughtful authors of their own story, reflecting, imagining, and taking action. In search of aliveness and freedom, not perfection, they are willing to see themselves honestly, explore new territory, take risks, and learn from their mistakes.

Intentional life design is not without challenge and undesired consequences. Yet, when you choose to live this way, and carefully address your challenges, then disappointments and setbacks just aren't daunting. Did you know that, to build strong wings, butterflies and moths must struggle from the cocoon? "Saving" one from this struggle makes it an easy meal for a waiting bird. So, regard "negative" situations as natural aspects of the evolving flow of life. Transform challenges into positive gain and growth.

Do a self-assessment. Be real, and also humble with yourself. Know your strengths. Admit your limitations. Use your strengths to transform limitation into power.

In a challenged world, independence and separation will not serve your best interest. They likely will work against you. Interdependence and connection are the new calling. Ask anyone who has endured a disaster such as a flood or fire; most will say that they wouldn't have "made it" without the help of others. When thinking about developing income, consider all the ways you could collaborate with others, and do so whenever possible.

Most importantly, be responsible for yourself, be accountable, be good for your world, and fulfill your agreements. In other words, have integrity. I've learned this the hard way, more times than I can even remember. And through it all, frankly, I've discovered that we're not worth much if we lack integrity, because without it our word means very little or nothing, or can be counted on intermittently.

If I can't count on your word, than I can't count on you. And if I can't count on you, then I can't trust you. If I can't trust you, why would I want to do business with you? Most importantly, if I can't count on you, then why would I collaborate with you in challenging times? I wouldn't. Far and above all other virtuous development, I've gained the greatest reverence for integrity.

Why resilience is important

In a stable or strong economy, or one that is undergoing a restoration, knowing how to successfully generate your own income is necessary if you are self-employed. But in an increasingly weakening economy, with dramatically rising unemployment numbers, knowing how to be successfully self-employed is absolutely essential. In other words, if you can't find a

job that someone else has created, you need to create your own income. This is when personal resilience is so very needed.

In the wake of a weakening economy, or any challenging situation, if you are afraid, confused or angry, problems and challenges will be daunting. In reaction, you could pull back and take no action, or react aggressively and possibly take imprudent action. During these situations, instead of trapping yourself in negative reaction, always look for ways to change those emotions into positive, productive action. This is how Olympic gold medal winners and peak performers keep focused on their goals.

To this aim, in my work with peak performance, I teach clients how to use their negative emotions to energize positive change. For example, when you are triggered then react with a negative emotion such as outrage, defiance, fear, or anger, shift into an active state that supports the fulfillment of intention. While feeling the emotion, choose your intended state, clearly imagine it, make positive statements about it, and feel it as real. This raises your vibrational frequency, activates your intention, and calls on the Law of Attraction to bring experiences that are energetically aligned with your intention.

Most importantly, when negatively triggered, always smile joy until you can feel it emanate throughout your body. It may be impossible or difficult at first, but don't give up. As you radiantly glow and generate strong positive energy your negative energy is transmuted to positive energy. With this, your brain output shifts from negative perceptions, thoughts, and choices to positive ones. Your brain output is a direct reflection of your vibrational frequency. This knowledge will be invaluable during a weak economy because you must be able to meet your monthly financial needs. You can't do this when you are shut down and making poor decisions!

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