

Want to Live on Your Terms? Here's how...



Photo by Vincent Gerbouin at Pexels

Have you ever wanted to commit to a very significant purchase but you just don't have the cash? Or want to set a definite date to retire but you haven't saved enough?

Throughout your life you will need to raise money for urgent and important needs. Things like restructuring long term finance for property assets; finishing projects; expanding production; entering new markets. Things like putting your kids through university on 5, 6 and 7 year courses. Then supporting them while they get established and maybe even loaning them the money to pay the deposit on their first home.

All this time, you still need to protect your future income. The difficulty with building up your pension fund is that it's a long term project with no immediate payoff. To make it worse, the consequences of failure aren't felt until many years down the road.

My first-hand experience of the impact money has on quality of life was when my dad died suddenly. I was six. My mother worked three jobs to raise my two sisters and me. Time and time again I've had to make major changes in my life and in my direction. I've witnessed family members, friends, colleagues and acquaintances do the same, whether it's loss a business or a job, or loss of a major investment. Some take it on as a whole new adventure in life. But for many, it's a grim coming to terms with loss of influence, of power, of earning ability and even of identity. I swore it would never happen to me or my family. I'll move heaven and earth to make sure it doesn't happen to my clients.

I help entrepreneurs simplify & focus their efforts on growing their business to generate the extra cash they want, without working themselves into an early grave.

My ideal client is a business owner who wants to make significant extra income in the next

3-5 years and is determined to do so. I occasionally accept clients in employment who have, or have the potential for, a business they are keen to grow quickly.

The 'what' could be a financial security for retirement, a new home; to upgrade premises or plant; to buy that new \$500,000 car for cash, or even grab the last seat on the next public space flight with Elon Musk. It doesn't really matter. The essential thing is they recognize that growing their business and making it more profitable is the best way to get the money to buy what they really want.

To do that, they will need to:

- Focus their energy and attention on growing their business profitably
- Simplify their affairs
- Design & implement systems to free them from the business, and it from them.

Easier said than done, right? You can't normally just transform your whole operation without massive investments of time, money and energy. Without taking risks. I mean, where do you even start?

Luckily, I've discovered the solution to this problem... that's why I've created the MIND What Matters system.



M = Marketing

I = Intensity

N = Numbers

D = Differentiation

All under the umbrella of minding what matters (and by extension, ignoring what doesn't).

I'm a great fan of Jim Rohn. He tells a fabulous version of the parable of the sower and ties it into "real life" One of the many lessons is to appreciate that no matter what fate befell the seeds - thorns, birds, hard ground - the sower kept on sowing. That was his job. And as long as he did his bit, nature would take care of the rest.

Another lesson was to understand that not everything is the same - some seeds yielded more or less than others. His advice to those of us who feel tempted to try to change it and make them do more/better was "I wouldn't take that class, because that's just the way it is.'

Wayne Dyer had a wonderful way of teaching this. He told a story about a woman who came to him for help because her husband was an alcoholic and no matter how many times he swore he'd stop, and no matter how many times he did stop, eventually he'd drink. Then the whole merry-go-round would start again.

She wanted a 'cure' for her husband. What she got was a cure for herself. He told her she was deluded, that her husband was an alcoholic and doing what alcoholics do - drinking. Her only problem was not accepting that reality. If she could accept it and not waste her time and energy trying to change him, make him a not-alcoholic, then she could really deal with the other problem of living with an alcoholic.

He also taught us a very practical and quick way to recognize what's going on with us and others. He'd ask "If you squeeze an orange, what do you get?" and the answer is of course, orange juice. "And if you squeeze a lemon, what do you get?" "Lemon juice." "Well," he'd say," people are the same."

Everything creates after its kind. John Earl Shoaff said 'If you plant tomatoes, you're not going

to get cucumbers.' Your future harvest depends on the seeds you've sown that haven't yet come to fruition, the seeds you plant today and those you plant from here on out.

If you'd like to hop on a call with me to see if the MIND What Matters System could be a fit for you, book a time that works for you here:

<https://calendly.com/paraic-bergin/intro>

During the call we'll look at how your business could be the vehicle to generate the extra cash you want, without working yourself into an early grave.

Looking forward to speaking to you soon,

PARAIC BERGIN