

Best kept secret: Personal changes produce results

Want to know a secret? There's a lovely best-selling book, full of inspiring stories illustrating universal truths. Ironically, it's called "The Secret."

"The Secret" is the law of attraction; what we think about comes true. Author Rhonda Byrne shares tips and suggestions for changing your thoughts and your life. What's floating around in your head? Are your thoughts positive and supportive affirmations of your best life? Or are they a relentless litany of what stinks about you?

Part of "The Secret" is changing the way you think about things. Now, if you really don't want something to happen, your thought on it will cause it to manifest. "I better not catch the cold that's going around the office." Sure enough, you'll catch that cold. It takes discipline to catch a negative thought and replace it with a positive one. "I enjoy good health."

Another part of "The Secret" is the transformative power of gratitude. Byrne suggests that you make your first thoughts and spoken words of each day, "Thank you." Gratitude is attractive. Wake up and give thanks for your home, food, family, pets, nice weather, funny movies or beautiful music. You'll feel better and be attractive to more good things.

Power of marketing

The thing is, I have read most of what is in "The

Secret" in other books. The message of "The Secret" has been around for thousands of years.

Here's the kicker: Folks who think positive thinking is a bunch of woo-hoo nonsense are embracing "The Secret." Millions of copies of "The Secret" have been sold. "The Secret" video has been downloaded from www.theseecret.tv more than 5 million times.

What makes The Secret such a blockbuster hit? Marketing.

Byrne is marketing this powerful information in such a way that it is resonating with people. She gave it a powerful, intriguing name. You want to know what it is and how you can get in on it. The logo is a wax stamp with Old World script, like the seal on an ancient document. The promise is a healthy, wealthy, wonderful life. Very attractive! And happy readers are telling others about the book.

Your turn

Imagine if you approached your life and your business this way.

If you want to improve your life and your business, choose different thoughts and engage in different behaviors.

I found this message on my voice mail the other day:

Bare Bones Business



Ellen Rohr

"Ellen, I don't know if you remember me, but we met a few years ago. Just wanted to get caught up."

She left her name and you better believe I remembered her. She and her husband own a plumbing company in the Midwest. When we met, they were struggling in every area of their business – and they weren't making any money.

I called her back. She filled me in on what they have been up to. I was delighted to hear her say, "I just snapped one day. We were working for a builder who just abused us. I talked to my husband and we agreed:

No more. We were going to work for people who would appreciate the kind of great work that we do. Since then, we have grown the company. I am calling because we just added our fourth truck. I have been focused on that since you told me most plumbing companies never add the fourth truck. I thought you'd like to know. We are busy, making money and loving life!"

Most people choose not to change their thoughts, beliefs and actions. Those who do change create better results. That's the secret.

Ellen Rohr is an author and business consultant who offers systems for getting focused and organized, making money and having fun in business. Her latest book is "The Bare Bones Biz Plan." She can be reached at ellen@barebonesbiz.com.