



Special Report:

Magnetic Goals

Powerful Tools for Your Business Success

By Cathy Demers

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Magnetic Goals – Powerful Tools for Your Business Success

By Cathy Demers

Your time is precious and that is why you have made a great decision to read this report.

The title of this report could have more accurately been “How To Create and Achieve Goals That are Not Weaklings but so Powerfully Magnetic That They Literally Draw to You The Financial Success You Deserve....Then How To Use Them in Such a way That Their Magnetic Power is Greatly Enhanced Generating Even Greater Financial Success”...but whoa...that was way too long. But it really is what this report is all about.

This report will be of significant benefit to you if you are a small business owner who is:

- spinning your wheels and not getting the business results you desire and deserve
- struggling to earn more money while doing what you love and contributing to others
- feeling overwhelmed, stressed, or having trouble choosing and focusing on your most important priorities

This report provides an overview of the power of Magnetic Goals and some of the ways to use those goals to literally draw financial success to you. For more information about this topic, of vital importance to your business success www.MagneticGoals.com

About the Author:



Cathy Demers, an award winning entrepreneur, is an invaluable resource to entrepreneurs and small business owners. There are a lot of coaches and mentors out there who, while they offer assistance and information, haven't really walked a mile, let alone a thousand miles, in the shoes of small business owners. Cathy has. She knows what it's like.

After completing a university degree in economics, Cathy went on to amass a combined 20 years in business development from Microsoft, IBM, and as co-founder of The Electric Mail Company, Inc. This company was successfully listed as a stock exchange traded company while Cathy served as President and CEO.

Recognized as an expert by her peers, Cathy has won the Canadian Woman Entrepreneur Award (Western Canada), the Business in Vancouver Top 40 Under 40 Award (for which she has slight regret she no longer qualifies), and has twice been nominated for the Ernst & Young Entrepreneur of the Year Award. Author and mentor to small business owners, Cathy has been a keynote speaker for diverse groups including the British Columbia Ministry of Small Business and the Canadian National Research Council.

Cathy lives on the border between Canada and the United States, in the sunny beach community of Boundary Bay BC with her happy beach dog and her beloved husband.

Magnetic Goals - Powerful Tools for Your Business Success

By Cathy Demers

“There are so many things required of us in all areas of life today –way more than we can possibility do. How does a person prioritize which things they should really be doing and which things can fall by the wayside when they all seem to be important? So many of us are running in circles and not getting anywhere very fast....” Question asked by Tammy, Small Business Owner, Springfield

You may have heard the US Small Business Administration estimates: 54% of new businesses fail within the first four years and even more will fail after that. And that estimate was made some time ago, well before the economic circumstance we find ourselves in today. It’s a sobering statistic about the potential of business failure we all face and I believe is the reason so many people, a huge number, have been requesting information about how Magnetic Goals are being used by business owners to generate more revenue and build massively successful companies, with less stress.

Many small business owners are genuinely worried about the possibility of business failure and it doesn’t have to be that way!

If you want to be one of the business owners who are thriving, doing fantastic, even in the middle of the current economic challenges, I’d encourage you read this entire report because I am going to explain what Magnetic Goals are and how to use them to draw success to you! You will find this report of great value even if your business is doing quite well because as I’ve heard it said “even if it’s good - it’s better to have it better”.

There has never been a more important time, or a better time to learn the simple strategies and processes that will ensure both your business success and your enjoyment of the process of building your business. Using Magnetic goals will be like adding rocket fuel to everything you do. As I like to say “now is good”.

Business Success is Not Based on Luck

A few folks have commented on my record of success in business by asking “ever think maybe you just got lucky?” and I imagine that many more have thought it but didn’t have the nerve to

say it directly to my face. Many people look at business owners who are successful and think they probably had good luck, or a really great product, or really good timing, or all three.

In fact one of my clients, Jim from Seattle, who was really struggling and is now have a blast with his business says: “ there is more to being successful than charming (and I can tell you Jim is delightfully charming) or hoping, or guessing your way in the business world”

And you know, it’s true...Luck, charm, great ideas, enthusiasm and energy are not enough...or the statistics about business failures would look a lot different. There are a lot of motivated and intelligent people who are struggling with their business. You may be one of those exceptionally motivated and highly intelligent people with a great product or great product ideas. But, how is your business doing? Are you getting the results you want? Is it fun?

When my clients use the Magnetic goal concepts I am going to share with you today, they rise to the top of the pack. They have very successful businesses and, this is just as important, they have a great time building their businesses.

Even during this tough economy, everyone knows someone who is making more money than ever before. I want you to be one of those big money earners! It can be done, my clients are doing it, and I want to tell you how to do it too.

What’s Your Motivation?

Think about this: If you could have less of one thing in your life...what would it be? What would you like less of?

In my work with business owners and individuals we surveyed many large groups of people. We asked them to identify something in their lives they want less of. What do you think it was?

Yes! 99.9% of the time the first item on the list was *less stress*.

Think about this... the days that you feel stressed you probably also feel out of control, overwhelmed, out of balance, and powerless. That's why stress feels so terrible. When you are *the driver* and *not a passenger* of your "bus", your business, you feel in control. You feel energized, enthusiastic and empowered – each and every day.

In case you are wondering, here’s what else people told us they wanted less of, pretty much in the order they came up:

- Debt

- Conflict
- Uncertainty
- Work
- Anxiety
- Negativity
- Illness
- Traffic
- Waste

Ok, let's not leave this on a downbeat. Here is the top answer people gave when asked what they want more of: Money (no surprise here!). Followed by:

- Fun
- Time
- Balance
- Confidence
- Clarity
- Certainty
- Travel
- Health
- Passion
- Great Relationships

For most of us, and I am guessing you as well, we are in search of ways to earn more money with less stress. Are you in? If yes, read on.

Why Business Owners Don't Set Goals

Many business people I know don't really set goals of any kind, or at least not to the degree they really should. In fact, in December of 2008 I did a survey in which I asked small business owners "did you have a plan for 2008?" 87% said they did not...87%! That's astounding!

I admit I thought the number would be high because often, when my clients come to me they are teetering on the edge of business failure, and worse, personal burnout. Soon I discover that they have not been setting goals, magnetic, or otherwise. But the number of people trying to build successful businesses without clearly defined goals surprised even me.

There are lots of reasons so many business owners resist setting goals. If you are not setting goals for your business, see if any of these are your favourite reasons why not:

- You don't like to be wrong about your assumptions. Goal setting requires making some educated guesses about what is attainable, often based on pretty sketchy information. There is a high degree of risk of being wrong when setting goals.
- You don't want to be disappointed in yourself or disappoint others if you set goals and don't achieve them.
- You think goal setting has to be a long complicated, tedious or hard process (which it doesn't).
- You see goals as somewhat limiting or stifling of your creativity. You take the position that if you commit to a goal you must stubbornly pursue it and close the door to other opportunities.

The reasons for not setting goals, even though virtually every business book or coach would caution us not to take a step without defined and written goals, are almost endless. I even had one lovely lady tell me that she didn't set goals because she was afraid that if she wrote them down she would jinx them if she did, like it was bad juju or something!

Read any book on business development, or ask any business consultant and they will tell you that you need to have a clearly defined set of goals to ensure success, and without them you risk failure. But I think these authors and consultants, and I can't think of a single exception, are missing a vitally important piece of information about goals ... **goals have a magnetic quality.**

The number one reason people don't set goals is they don't realize the power and full benefits of Magnetic Goals. Once you understand the power of Magnetic Goals, and you define your own set of Magnetic Goals, use them as a tool, rather than just a "have to do because smart

folks tell me to” exercise, you will see for yourself the awesome power of Magnetic Goals to draw success to you.

What is a Magnetic Goal?

A few months ago I was watched a fascinating a video on You Tube that really helps to illustrate what Magnetic Goals are and how they work. The video circulated on the Internet for only a short time so let me tell you what was on the video that so impressed me.

The video was of a man speaking to an audience of which I, as I watched, was a member. I may not have his words exactly, but here’s my recollection of what he said:

“I am going to show you a short video clip. In this video clip you are going to see six students. Three of those students will be wearing white basketball uniforms, and three will be dressed in black uniforms. The students dressed in white will be passing a basketball between them, and the students dressed in black will also be passing a basketball between them. I want to you watch and count how many times the basketball is passed between the students dressed in white. It has been noted that there seems to be some difference between how accurate men are compared to women in counting the basketball passes.”

I watched the video and counted 14 passes. So far so good. Naturally I wanted to know how well I had done. The presenter came back on the screen and requested that I watch the same video, but this time I was not to count the basketballs, but to watch it from a more global perspective and see what I would see.

I did and I was shocked! I could scarcely believe my own eyes because from one side of the screen came this great big guy wearing this big black hairy gorilla suit! He walked right into the middle of the group of students as they were passing the basketballs, danced a little jig, and walked off the screen. I simply did not see him!

Most people who report having seen this video did not see the gorilla the first time they watched it and, like me, they even played it over again to make sure the second video was identical to the first and that it was not a trick. It was not.

The point of telling you this true story is this: we do this all the time. We do this in our lives and in our businesses. Social scientists refer to this as inattentional blindness, or selective looking.

When you are focused on something you are often completely overlooking something else. If you are focused on the wrong thing - in the above example, the white players and counting the

number of basketball tosses - you may not be tending to the activities and opportunities that are most important. And you are at high risk of missing critical information you need to insure your business success. So, it's vitally important that you keep your focus on those goals that support your business success! When you are properly focussed, you will have the right information to easily and quickly make correct business decisions and insure your success.

There is a scientific reason which explains why your brain works in this way. There is a small part of your brain called the Reticular Activating System (RAS). Since it is impossible for your conscious brain to register or cope with all of the millions of bits of information bombarding you at any given time your RAS, which is smaller than the tip of your pinky, acts like a filter between the subconscious and the conscious parts of your brain. Apart from several other important functions, like keeping you from lapsing into a coma, your RAS is responsible for telling your conscious brain what to pay particular attention to – based on what *you tell it is important* to you.

Have you ever had the experience when, after you have purchased a new car (an item of significance importance to you), you suddenly start to notice cars of a similar model and colour appearing frequently all around you? That's because your RAS has told your conscious brain that the make and colour of your car is now important to you and to focus your attention on it whenever it appears.

It's vitally important to set the right goals – the ones I call Magnetic Goals. Because when you set your Magnetic Goals, those goals will guide you, and more importantly *draw* your attention, your focus, your energy to anything that is in support of what is most important to you. You will spot opportunities and you will make the best decisions that directly support *those* goals, not less important things...not basketballs!

So, when I say Magnetic Goals I am talking about the goals that will draw to you that which is most important to you, and will boost, and I mean really boost ... turbo-charge ... like rocket fuel ... your results.

Define Your Magnetic Goals

Choose to focus on those goals that magnetically attract your focus, attention, and thoughts to what is important to you - what you really want; those that will create *the* best results for you.

I've helped many clients to define their Magnetic goals. Regardless of how little work they may have done setting business goals, the concept of Magnetic Goals has really been the key to their success.

Here are some examples of Magnetic Goals in a business setting:

Example One: Blog Postings or Dollars?

A client of mine had set some goals and one of her goals was to write and submit a certain number of blog postings each month and she was doing quite well with achieving this goal. But in a recent Magnetic Goal workshop I had a chance to work with her on this a bit. I asked some questions and it turned out that she needed to generate some income ... and fast. She admitted that financially she was in a state of crises. After some thoughtful discussion, she set a Magnetic Goal which was to generate income from her one to one counselling sessions. As a result of setting this Magnetic Goal her focus and her energy shifted and she dramatically increased her income in less than 3 weeks. And here's an important point to note: the shift was easy because she shifted her focus away from the "basketballs", in her case, achieving a preset number of blog postings. To be very clear, I am not saying that blog postings are not important, but in this example her focus on blog posting activity was indeed a basketball, and it was taking her focus away from that which was most important: generating short term income. Incidentally, the content of her blog shifted significantly in support of her Magnetic Goal of short-term income from counselling clients.

Example Two: Exposure or Money-Making Prospects?

This example comes from one of my previous businesses. In this company we had a marketing team and one of the things they were focused on was to increase the visibility of our website using things like SEO (search engine optimisation) ... a buzz word you may have heard about. We were sitting in a meeting one day and it occurred to me that the vast majority of the company's marketing time and effort was directed towards increasing the hits to our website. They had traffic counters to record the hits as they came in and they were busy doing everything they knew how to do, or could learn how to do, to increase the traffic to our website. In their minds it was going pretty well. It was exciting actually, and they keep coming up with more ways to get more and more traffic.

But, what I really wanted and what the business really needed was not more traffic to the website! Web traffic, which was coming from everywhere and anyone, was just basketballs. What the business needed was more inquiries from customers who needed our services so our salespeople could talk to them and generate revenue! You would call them as prospects. Very few of the hits to our website were from qualified prospects even though pursuing website traffic absorbed most of the marketing team's time and energy. The marketing team reset their goal to generate qualified customer inquiries and immediately they started to see all sorts of, well, gorillas wandering around! When they turned their attention and focus to that goal, the Magnetic Goal of customer inquiries, they began to see and pursue strategies that most often

had little to do with web site traffic. The company's business results (revenues) improved dramatically generating qualified customer inquiries for our sales team.

We call these most important goals Magnetic Goals because they focus our thoughts, our energy, and our decision making on seeing and doing those things that will generate the business results that are most important to us.

Each business owner will have a unique set of Magnetic Goals based on their importance to the short-term, and ultimately long-term, success of the business.

Are Your Goals Magnetic Weaklings? How to Increase Their Power

It's probably becoming apparent to you that all goals, whether they are written down or not, are magnetic to a degree. If, for example, you have an unspoken goal to somehow read all your email, you will focus your attention there ... even if your email is full of basketballs that distract you from doing what is truly important to your business growth. This is why it's important to set your Magnetic Goals thoughtfully with a careful eye to what is most important to you.

The quality or effectiveness of most goals can be dramatically pumped up so they become turbo-charged magnets.

You see, all goals are magnetic to some degree or another but most are pretty impotent. They are often jotted down quickly and tossed in a virtual drawer somewhere where they remain pretty weak; they are impotent goals. "Impotent goals" is a term I heard motivational coach Tony Robbins use. When I discussed impotent goals with one of my students, she immediately recognized the concept. Her eyes welled up with tears as she explained "I know I'm intelligent and very skilled in what I do, so it baffled me why I didn't make more money with my business. I just realized the problem: I have impotent goals."

Setting goals, Magnetic Goals, designed to pull you towards what you most want is the first step. Once you identify your Magnetic Goals it's important to maximize their magnetic power. When you focus the power and energy of your goals, you will dramatically increase the velocity of your business growth.

Do you recall having done an experiment in grade school where you make a compass by floating a magnetised sewing needle in a bowl of water? The magnetised needle will turn to show which way is north. Hey, this is a good wilderness survival skill if you ever need it!

Here's how it works. The iron in the sewing needle has a very tiny degree of magnetism in it. To increase the magnetism so that the needle is attracted to north, you rub it with a piece of silk.

This small step dramatically increases the power of the magnet, the needle. You then float the needle in a bowl of water and it turns in the water until it shows north. I have clients from Australia, so I should also say if you live in the southern hemisphere the sewing needle will point south. I wouldn't want you to get lost by heading in the wrong direction!

You can do exactly the same thing to increase the magnetic power of your goals. Just as you did to increase the magnetic power of the sewing needle, you rub them! Ok, I don't mean that literally, of course. But you can dramatically increase the magnetic power of your goals by doing some very simple things.

Simple Strategies for Fully Magnetizing Your Goals

There are many easy and effective strategies to add powerful oomph to make your Magnetic goals more powerful and, therefore, quicker and easier to achieve.

Let me tell you about three strategies that, that when implemented, will add rocket fuel to your Magnetic Goals.

Strategy One: Frequently ask and answer the question "Why is this goal important?"

In order to answer this question, first, get very clear, crystal clear, about why your goals are important to your business and to you. The more time you revisit the connection your goals have to your business success and your quality of life, the better. By being clear and then frequently reminding yourself of the connection of your goals to what you want from your business, the more magnetic, the more powerful, your Magnetic Goals are. Your vision will determine your choice of Magnetic Goals.

Here's an important point to remember: the most common reason people don't get what they want is because they don't *know* what they want. It is often this lack of clarity of purpose that creates difficulty in choosing and sticking to your most important priorities. Without even thinking, you can find yourself doing unproductive and unfulfilling busy work ... focused on the basketballs and feeling overwhelmed.

If you are not clear on your vision for your business, I'd encourage you to go to www.MagneticGoals.com to learn how to quickly, easily, and in fun and creative ways, get clear about your vision for your business. These strategies are easily implemented, effective and money-making. But for now, let's assume you have a very clear vision for your business. You will want to frequently link your magnetic goals to your vision. The more you do this, and the clearer the link, the more you magnetize your goals, and the more powerfully magnetic they become. So, first step is to link your Magnetic Goals directly with the vision for your business.

Strategy Two: Use Emotion to Charge your Magnetic Goal

Write your Magnetic Goals down and do it in such a way that they are emotionally charged. The writing them down part, well, you'd be surprised how many people don't actually do this. As I said, there are many reasons why people don't write down their goals even when they know what they are. You should! The act of writing down your goals dramatically increases their magnetism. And, when you write them down you can craft them with maximum magnetism using powerful, juicy, emotional language. There are many ways you can really add magnetic oomph to your written goals, but if you do nothing else, write them down. There is so much magnetic power in that!

Strategy Three: Measure What You Treasure

To super-charge your Magnetic Goals track them! By this I mean to measure how you are progressing towards achieving your Magnetic Goals. You may have heard people say "you can't manage what you don't measure". Well, that's good, but it's not what this is about. It's about magnetizing (think rubbing) your Magnetic Goals. I call this "measure what you treasure" because you will get what you count.

The simple act of measuring something, anything really, but here we mean goals, has a dramatic effect on that goal's magnetic quality. This is not woo woo but has been scientifically proven to work and is called the Hawthorne effect. The term was based on analysis done in the 1950's on studies undertaken at a factory in Chicago called the Hawthorne Works. The basic premise of the Hawthorne effect: you can dramatically change thinking and behaviour by the simple act of measuring ... counting. It is very simple and very, very effective.

There are an unlimited number of ways to go about measuring what you treasure. But simply put - you track, or record, your progress towards a specific goal on a very frequent basis. I recommend at least once a day every day.

I encourage you to keep this very simple. It must be simple both for you to get the data you need to update your progress towards your goals and you need to design a simple method for you to record it. If you make this too complicated it won't work because, well, you probably won't do it. And, the more creative and fun you can make it, the better! We humans can get bored quickly.

Examples of How to Measure What You Treasure – In Two Minutes a Day

Let me give you some examples of how to measure what you treasure, to track your Magnetic Goals.

Let's say, for example, you have determined that a great Magnetic Goal for your business is revenue from individual client services, coaching perhaps. Your goal won't be highly magnetic if you have to wait until the end of the month to know what your revenue for the month was.

By not frequently measuring your progress with your goal, you are missing out on a great opportunity to fully magnetically charge your goal so that it is working as hard, or even harder, as you do to generate more revenue from your individual clients....by *drawing success to you*.

So, how would you actually go about tracking this Magnetic Goals? Here are some examples:

Somewhere on your desk or white board you can keep a running total of your revenue month-to-date and every day you simply erase the old number and replace it with the new revenue month-to-date number. You will want to do this even if the number has not changed. It's important to note that it doesn't have to be to the penny. For those of you who tend to like data and analyzing stuff, and for those of you who hate it, this is important; you are not bookkeeping...you are magnetizing your goal!

Another way to do this: post a yellow sticky on your wall with the revenue dollar number. Each morning, perhaps with great flourish (rubbing rubbing), you rip the old one down and slap up a new yellow sticky with an updated revenue number. Making a bit of a "show" of it will further the impression upon your RAS that this is an important goal and generate an even greater magnetic charge.

Personally, I have a tiny little spreadsheet that opens automatically when I start my computer. Every day before I even think about my email, which is often filled with basketballs, I update each of my magnetic goals and then I write them on my whiteboard.

One of my client who has individual clients she serves has pink hearts cut out of paper and taped on her wall. Each time she gets a new client, she puts up a heart with their name printed on it. Another client magnetizes a particular financial goal by putting a dollar in a jar each time a certain milestone is reached.

It's important to note that you should set this up so the entire tracking process for all your magnetic goals takes less than 2 minutes per day. You might want to get some help with defining how you are going to track your Magnetic Goals and I'd encourage you to keep it sweet and simple so you will actually use it.

I highly recommend that you start each day with 2 minutes of magnetizing (rubbing) your Magnetic Goals!

Determining which Magnetic Goals are those that will be most effective for creating the business results you want, being very clear about how they serve your vision for your business,

and then fully magnetizing them is very, and I mean very, powerful while at the same time very easy.

The Answer to Tammy's Question

At the beginning of this report is a question that Tammy, a small business owner, asked me recently:

“There are so many things required of us in all areas of life today, way more than we can possibility do. How does a person prioritize which things they should really be doing and which things can fall by the wayside when they all seem to be important? So many of us are running in circles and not getting anywhere very fast”

I so love this question because it is on the minds of so many people. It is a really big challenge. There will always be so many things that could complete for your time and attention.

Here is how I would answer the question. First, get really clear about what your vision for your business. What do you truly, and I mean truly, and deeply want? What is your dream for your business? The clearer you are about your vision the easier it will be for you to select the best Magnetic Goals to take you there.

Second, define Your Magnetic Goals and then fully charge, super-charge, your Magnetic Goals using some of the powerful strategies you learned here. Your focus will shift from basketballs passes to gorillas. You will generate more money with less stress. Your attention will be diverted away from busy work that does not truly serve you to achieving your vision for your business.

You will almost effortlessly spend less time on the emergency du jour, and more time defining and implementing strategies and taking action in ways that *really* serve you and your business. It will just seem natural and easier, much easier, to stay on track with your most important priorities without overwhelm. You will be in the driver's seat of your bus, your small business.

Set your Magnetic Goals, then fully magnetize them and they will pull your focus and energy so you will focus what is most important. You will discover the opportunities for success that surround you and you will confidently make great decisions about what actions to take. Success will be yours!

Questions are often as powerful as the answers. So, in closing, I ask you to think about these:

- What is your vision for your business for the next 12 months...and beyond?

- What is your vision for YOU IN your businesses?
- And what are your goals? Are they magnetic?
- Do your goals focus your attention, your decision making, your energy on those things that contribute directly to your vision for your business?
- Do your goals literally DRAW success to you?

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Links to Additional Business Success Resources Are Provided on the Next Page

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