

The 90-Day Prosperity Experiment

Day 61: How Do You Feel About That? *by Kate Nowak*

Hello from my heart to yours,

In the early 90s there was a small candle company in my community that grew into a very large candle company in a very short amount of time. Buoyed by their “overnight” success, the company decided one day to move their base of operations to another, much larger city.

Trouble was, they’d already sold so many candles with the name of our community on the label that people were continually driving into our small town to buy more candles. Only now there weren’t any. Potential customers were leaving empty-handed. A friend and I began talking about how badly we needed a new candle company in town, and since there is an old adage that to succeed in life you should find a need and fill it, we decided this would be our need to fill. We started a soy candle company.

About a year later, I was alone in our shop early one morning when a woman walked in wanting to know where she could find the candle company that had been in the area previously. I explained they had moved 70 miles away and,

when she pressed for more information, I even scribbled their new address on a slip of paper for her.

But the woman didn't budge. Instead she seemed determined to let me know why exactly she had driven the long distance to our town, and why it was only those particular candles that would satisfy her. I didn't really care. I'd come to the shop early to get some necessary work done, and saw her more as an interruption than a customer. But the longer she talked, the more agitated she became, and after a few minutes, she was even making it sound as if I were personally responsible for her disappointment.

Soon my own aggravation was rising. Until then, I had never really considered the moved-away candle maker to be our competitor, but as I stood in a shop filled to the brim with our beautiful candles and listened to the woman wax eloquent about the "others," I began to feel she thought ours inferior and more than anything else I wanted to prove her wrong. Each time she paused in her praise of the "other," I took the opportunity to point out the benefits of ours.

I might as well have been talking to a brick. Finally, she looked down at the slip of paper I had handed her and said, "Oh, well, I guess this trip was for nothing," and then turned and walked abruptly out of the store.

Frustrated, disappointed and mad as the dickens that she'd wasted my time, I had to fume for several seconds before it hit me: I would never convince anyone of the merit of our candles by being angry at them for liking someone else's.

On impulse, I grabbed one from our most popular line and ran after the woman. She was already in her car and pulling out of the parking space when I caught up with her. I waved for her to stop, and as she did, lowering her car window to see what I wanted, I handed the candle to her.

“Here,” I said, “I should have given this to you sooner. Since you made such a long trip, I didn’t want you to leave empty handed. Take this one home with you and try it out. My treat. Who knows? You may even decide you like ours better.”

The woman thanked me and drove away. And I walked back into the shop feeling on top of the world.

You’re probably thinking that right now I’m going to tell you that she became a loyal customer. But I’m not. I don’t really even know if she ever came back.

It never mattered to me enough to find out. Because, you see, the moment I stepped away from my own aggravation long enough to realize that she had come into my shop wanting candles and I had let her walk out empty-handed, I gave myself permission to stop thinking about what I needed and start thinking about what she wanted. And that made all the difference.

The first Law of Stratospheric Success says that our true worth is determined by how much more we give in value than we take in payment. In actuality, however, the law really has very little to do with what we give or receive. It has much more to do with feeling, because it is the way we feel that determines whether or not our lives are lived to the fullest.

When the woman walked into the store and began telling me about the other candles and how badly she wanted one, I immediately felt a need to sell her one of ours. It wasn’t because I wanted her to have a quality product, however. It was because I wanted to prove her wrong. My own sense of self-worth was being attacked and I needed that sale to make me feel good enough.

When I ran after her and gave her a candle, however, my focus shifted from what I needed to feel good about myself to what she needed to feel her trip to our town had not been in vain.

I don't know if my gifting the candle did that. But I do know that I was being a better ambassador to my community by giving her a candle than if I'd allowed her to go away aggravated and empty-handed. And I know for certain I made myself feel better. And when you get right down to it, that's what it's all about; making ourselves feel better.

Because when we act in a way that makes us feel good about ourselves and our world, our vibration is raised. When we withhold from others, determined to give nothing unless guaranteed an instant return, we limit ourselves and keep our vibration low. Our withholding doesn't just deprive others of the good we might give them. It deprives us of the good feelings we might experience as a result.

Now, I am not suggesting for a moment that if you are a business owner, you give your product or service away to everyone who enters your place of business. I am suggesting that for every transaction you participate in, you look for ways you can make both yourself and your customer feel good.

Because life is just too darned short to ever deprive each other of any opportunity to feel good.

Don't you agree?

Today's Action Step:

1. Re-read your Prosperity Business Plan and your ~~Top~~ **Eleven** Things Gratitude List.

2. Take a moment to stand firmly with one arm raised to the heavens, the fist clenched as firmly as if you were holding on to the hand of God. Now either mentally or vocally affirm: "*As God as my witness, I am powerful today, I am brave today, I am strong today, I am fearless today, I prosper today. And I am living each moment of this day embracing my true nature and moving closer to becoming the person I am destined to be. For today and every day from this point forward this is my truth.*"

Note: If possible write this affirmation on a card that will fit in your wallet or purse and carry it with you so you can refer whenever you feel doubts or fears arising. And each time you repeat this affirmation, say the words with as much feeling and emotion as you possibly can, spending at least one full minute imagining every aspect of your life as you want it to be.

3. Place today's allotment of money in your container and read the affirmation on the container three times. Expect to receive in return.

4. Bless those around you, including your fellow participants in this experiment. See those you bless prospering and surrounded by good. Then bless yourself and see the same. You may also want to continue blessing those on the blessing request list. Reading the responses will give you an opportunity to see for yourself.

Today's Quote:

"You give, give, give. Why? Because you love to, It's not a strategy. It's a way of life. And when you do, then very profitable things begin to happen."

— From The Go-Giver

By Bob Burg and John David Mann

Today's Affirmation:

"I give to others because I love myself."