

## Economy Down, Your Value is Up!

It seems like lately, so much of what we have been hearing about in the news, is what's 'down.' The economy is down, employment is down, retail sales are down, etc.

I wanted to focus on what's 'up.'

Are you 'up' for creating more future revenue for yourself and not letting the economy determine your financial status? My girlfriend Carol, like many, was financially struggling due to the economy. I asked her what she was going to do about her situation. She said, "I created my own job. I went from house to house in my neighborhood. I told my neighbors that I was available to clean their house or run errands for them or whatever they needed help with." She said, "then I went to my kids school and I asked their teachers if they needed someone to clean their house or run errands or if they knew anyone who needed any kind of work done." I asked her how it was going. She said, "I now have a job cleaning 3 teachers houses. I feed the horses for a neighbor of mine and I am doing yard work for the guy up the street." All for profit!

I was totally impressed by her!

The truth is, ALL of us have something we can do for someone else that can be profitable. We don't have to wait for an employer to hire us. Rely on yourself and what talents and abilities you have. Don't be afraid to tell other people what you are capable of doing. Even if you start in your neighborhood, like Carol did. One of my neighbors solicited me when he lost his job. He offered to do my website at a lower cost than the company I had previously been using. I jumped at the opportunity. Come to find out, not only is he going to save me money, but he ended up doing a better job than the last webmaster!

A lot of people can no longer afford to continue paying the prices they were for services from corporations or businesses. The current economy is an awesome opportunity for you to undercut pricing in the market place as a way to begin getting customers. What you have to offer is valuable to a specific customer. Ask around. If people turn you down, ask if they know someone else who might need your specific service. Don't stop asking until you get leads. This is how all jobs come about. One customer at a time!

Perseverance is what gets goals accomplished!

Whats up, is YOU getting creative about what you have to offer others for a profit, so that you can be in charge of changing your financial destiny!