



"Lighting the Path"

Launch Your Business. Accelerate Your Business.

Fill Yourself With More Than Turkey

While in Chicago's Museum of Science and Industry this week with my family, we dove into the "You! The Experience" exhibit, which was phenomenal. As we strolled through the *laugh garden*, we learned more about the science of happiness, and the term "psychological net worth" jumped off the walls at me. Many of those in my business and wealth-building network, including myself, have a strong awareness of our monetary net worth - you know ... assets minus liabilities. Well, part of the vitality section of the museum exhibit included statistics about happiness and one's level of psychological wealth. "Psychological wealth includes life satisfaction, the feeling that life is full of meaning, a sense of engagement in interesting activities, the pursuit of important goals, the experience of positive emotional feelings, and a sense of spirituality that connects people to things larger than themselves," according to Psychologist Ed Diener in his 2008 book Happiness: Unlocking the Mysteries of Psychological Wealth.

Of course, material sufficiency to meet our needs underlies these things. Our quality of life will suffer if we do not develop each aspect of true wealth. And, an interesting fact on the Museum's walls states that studies show those with higher incomes do score higher on happiness assessments. Maybe money can buy a bit of happiness? Well, at the very least, more turkey. But, we must not lose sight of all the other components of our psychological net worth as we pursue business success.

Post-Recession Sale – Last Four Weeks of This Offer!

Since the recession is over – at least according to the Feds – we can now officially call this a Post-Recession Sale, right? To build a fence around your customers and bring new ones to your pasture, one-to-one relationship marketing and building trust through smart marketing is the only way your company will leap out in front now and even more so when the true "good times" return. To **help you quickly and easily determine your next six months' marketing strategy, we're offering our "Recession Market Innovation Pack" at a deep discount for only \$59.97 through December 2009.** Check it out on our [website](#) today. It may be just the kick in the pants you need this month to move your marketing strategy forward inexpensively on a do-it-yourself basis with a bit of guidance from a seasoned expert.



Business owners need advisors who will help them visualize their future from a different perspective, then help take them there.

[Clear Directions, LLC](#), positively transforms business owners' revenues through smart, strategic marketing and profit planning, as well as accountable business coaching.

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Build Your Social Media Team

I know you are doing your best to “keep up” with all of your social media sites. This month’s “Lighting the Path” features two resources you may consider adding to your business team. They both offer terrific, affordable social media packages. I encourage you to do some due diligence on each of them and decide which is best for your business. Contact Josh at Focus Your Online Marketing www.focusyouronlinemarketing.com at 708.712.2351 and Amy at Virtual Admin Concepts www.VirtualAdminConcepts.com at 815.216.6408.

Find Your Angel This Holiday Season

Looking for your perfect angel this holiday season? Angel investor, that is? Angel investors are individuals who invest in businesses looking for a higher return than they would see from more traditional investments.

Usually they bridge the self-funded stage of the business to the point that the business needs funding that a venture capitalist would offer. Funding estimates vary, but usually range from \$150,000 to \$1.5 million.

The term “angel” originates from early 1900’s wealthy businessmen who invested in Broadway productions, much like we’ve heard about in “The Phantom of the Opera” and “The Producers.” Today “angels” typically offer expertise, experience and contacts in addition to money. The Small Business Administration estimates that at least 250,000 angels are active in the country, funding about 30,000 small companies a year. The potential pool of angel investors is substantially larger than venture capitalists and there are about 2 million people in the United States with the discretionary net worth to make angel investments. This month’s issue will introduce a bit of the profile of angels, according to data collected by the Center for Venture Research at the University of New Hampshire:

- The “average” private investor is 47 years old with an annual income of \$90,000, a net worth of \$750,000, is college educated, has been self employed and invests \$37,000 per venture.
- Informal investment appears to be the largest source of external equity capital for small businesses. Nine out of 10 investments are devoted to small, mostly start-up firms with fewer than 20 employees.
- Most angels invest close to home and rarely put in more than a few hundred thousand dollars.
- Informal investors are older, have higher incomes, and are better educated than the average citizen, yet they are not often millionaires. They are a diverse group, displaying a wide range of personal characteristics and investment behavior.

So, you may have an “angel” in your midst and not even know it. If you have a deal to share or a business investment opportunity, tell as many people as you can. You may be surprised who your next angel may be.

For an angel group near you, search <http://www.angelcapitalassociation.org>. More on angels in next month’s issue of “Lighting the Path.”



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