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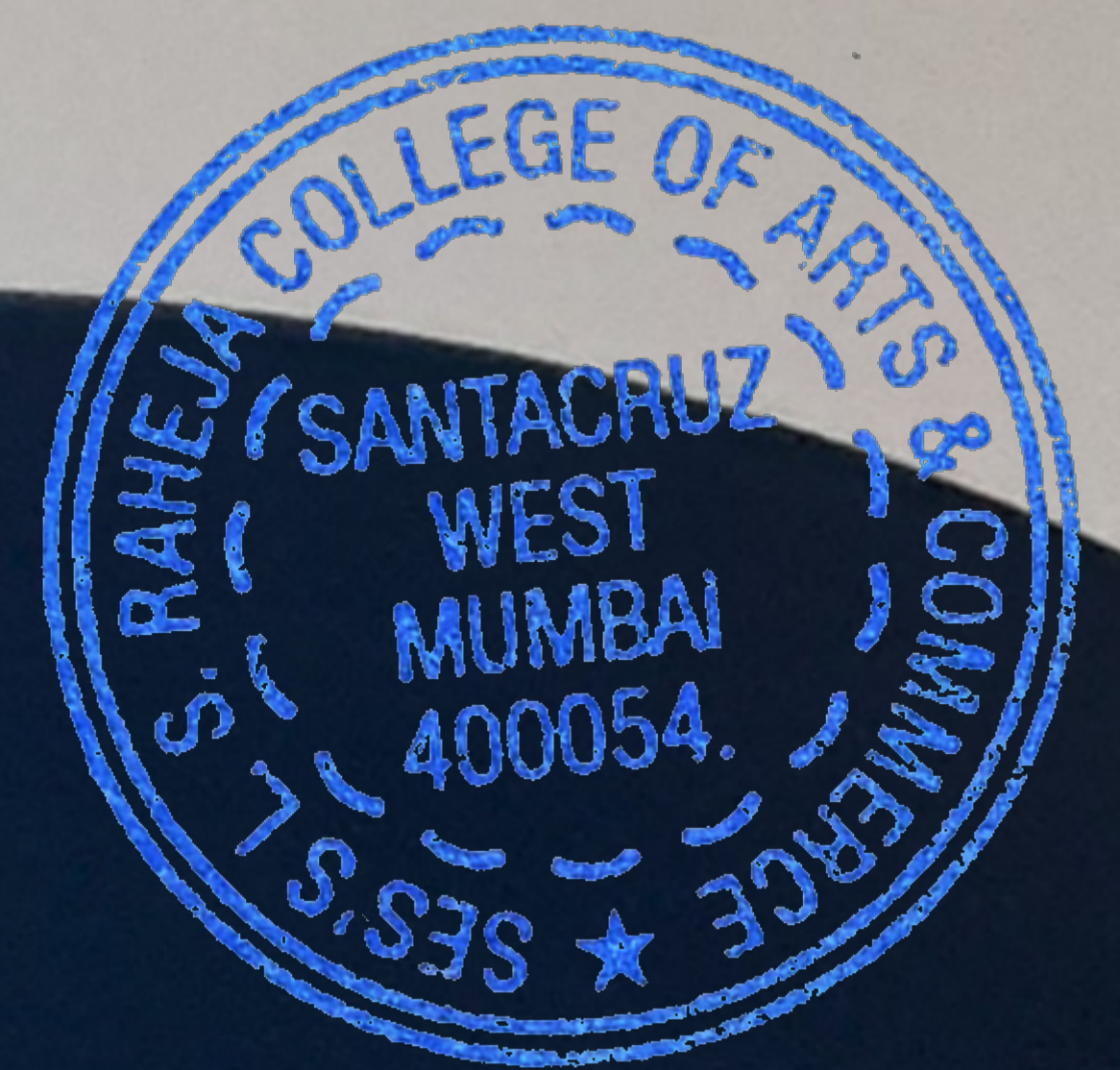
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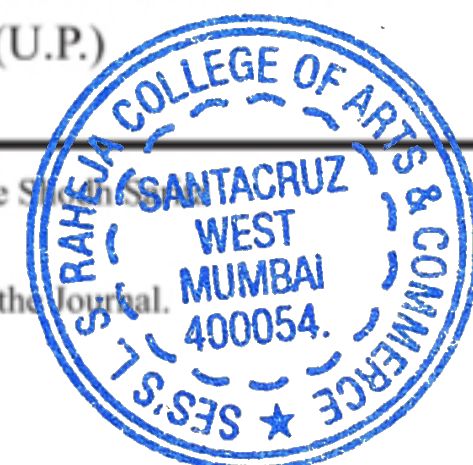
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An Energetic Perspective of Business in the 21st Century

Dr. Preeti Vaswani*

ABSTRACT

The paper aims to explore creating success in business through authentic energetic self-expression of individuals. What works for one need not necessarily work for another, and people interpret difference in results for different people, to luck or misfortune. We need to first to realise what is the energetic expression of our true self. With what energy are we dealing, when we make a choice or do a certain action? If that energy resonates with the reality that we want to create for ourselves, we need to make more and more choices in our day to day experiences, reflecting the same energies. We would then attract more and more circumstances of the same nature, and once it gains momentum, we will find abundance flowing away our way. With a slight shift in marketing, or a slight variation in existing products or services, we can witness huge change in our results. It all has to match us vibrationally. Once this exercise is performed, to begin with small baby steps, it increases our understanding and consciousness to create the reality that we want very quickly and drastically.

Business is one of the most important ways of self-expression of people who intend to manifest making money. Almost all businessmen are in search of the one secret formula that they think they can use in order to be successful in business. A survey has found that only 4% of businesses last for 10 years and more, and they may not necessarily be making much of a profit. A million dollar business does not make that much of a profit; and it is the sales numbers that are being quoted. The profit margin could range anywhere from 10 % to 30%, and the owner of the company could only be making a six digit figure as take-home profit. Psychologically speaking, a certain number of businessmen don't reveal their actual sales numbers. They hype their numbers to give a hyped image of themselves in the commercial market. And they get trapped in the rabbit hole of spending and displaying too much, in order to maintain the larger than life self-image, that they eventually become bankrupt. And bankruptcy has drastic consequences on the individual's self-esteem, confidence, motivation, and normal life, in general terms.

As a means of self-expression, what works for one need not necessarily work for another. This leads us to question the validity of the various business models taught to students in reputed and successful business schools. These schools teach formulas of working with the minds of prospective clients into making them believe they need certain products or services, to continue to be members of the crowd running a race of competition and survival. But the energy that goes into making money in this way is one of manipulation, and of looking at people as prospects, not humans. We are thereby inevitably manipulated into exchanging our humanity for mechanical formulae. And this pragmatic perspective of thinking and living leads us to justify ourselves as being more rational, logical, sensible and better than others, who we have fooled into buying our arguments. And so we buy into a belief system that the smarter we are at the mental level, the more capable are we at making money. What the choice and consequence of such a system of functioning turns out to be is that, we may end to attract

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more and more manipulative deals and offers that may not attract positive results. So, the pressure to be successful weighs upon the mind, sending one deeper and deeper into the rabbit hole of the same energy, eventually landing one with depression and an empty life.

So, all this leads to the question: What makes a successful business possible? Energetically speaking, as much as we can align to our authentic self-expression in business, so much of profit and abundance can we manifest. For a person with powerful communication energy, marketing through the written and spoken word may do wonders. For a person whose energies are concentrated in physical experiences, sample distribution of their products works well. For some others, creative and innovative advertising may work wonders. And these methods may not work well for some others. We need to first to realise what is the energetic expression of our true self. With what energy are we dealing, when we make a choice or do a certain action? If that energy resonates with the reality that we want to create for ourselves, we need to make more and more choices in our day to day experiences, reflecting the same energies. We would then attract more and more circumstances of the same nature, and once it gains momentum, we will find abundance flowing away our way.

Merely wishful thinking does not make results happen. Those who believe in the concept that imagining themselves in an abundant state of affairs actually attracts abundance for them, are actually side-tracking and ignoring the powerful reality that needs to be dealt with. Some people rely on trial and error. They work their way up by making mistakes and course correction. But that consumes time and a lot of effort, and will power. So we need to energetically as well as physically up-level ourselves towards manifesting a greater income level. And this can be possible by no chance of magical luck, but by taking actual action -direct action as well as indirect action from an energetic state of alignment. And this can be, and has been implemented by some of the

powerful manifestors of the world. In their results, one can see that their progress has been constant and smooth. The level of risk, danger and insecurity is not at all an issue because course-correction can happen once one is energetically sensitive to the results that show up within days of taking action. And this universal formula can be implemented in the field of business and money making, as it can in health, relationships, etc.

Some people create abundance selling physical products, and some do well selling information based virtual products. They may sell products not aligned to their self-expression, or may sell to the wrong people. Such products do not get sold despite marketing. Marketing is essential for a business to be known. Some people have illusions that they will attract customers by sending out good vibrations, by imagination, visualization, wishful thinking and believing, and the like. And they want to skip marketing, which is equivalent to skipping reality and living in imagination.

Faking in business does not help. One can have fabulous websites, know the right people, handle social media with expertise, but don't make money. It is authenticity that attracts customers and clients, and deep down they can tell fake from real. Dishonesty in marketing is another misalignment. Plagiarism, paraphrasing, imitation, etc. express someone else's energy, not ours. Though this may seem harmless, it creates misalignment. Using unnecessary marketing tools, or marketing to the wrong people is also misalignment in business. We attract customers who are a vibrational match to us. When we change as persons, existing customers deselect themselves, and others get attracted to us. Though these may seem lacking in tangible proof or documentary evidence, the truth of this universal law of energy cannot be negated. Awareness and consciousness of these concepts is still lacking among common people, though a great shift is slowly but steadily happening, and also picking momentum.



S. Lawa

