

Meditating Entrepreneurs

10 keys to Building a Business and Making Money while Growing Spiritually

by Hal Goldstein

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I was one of several thousand Transcendental Meditators who, beginning in the 1980's, relocated to Fairfield, Iowa to meditate in large groups. We came for personal growth and to create an influence of peace in the world. To stay in Fairfield, many of us became entrepreneurs and launched successful businesses.

The first volume of *The Meditating Entrepreneurs* contains 15



of our stories.

Here is some of what we learned:

1. Discover your passion

"Passions are the pipelines to the soul, so remain true to the deepest part of your heart. Consistently favor your passions, and you will fulfill your purpose in life. Passions are like a trail of breadcrumbs. One day you wake up and say 'Oh my God, this is why I am here.'" - Janet Attwood

"What successful people call hard work is not work and not hard. It would be less misleading, more inspiring, and more truthful for these same people to exclaim how their love for what they did brought them their goals." - Fred Gratzon

2. Get clear about what you want

"Picture clearly and precisely what you want. A moment of pure positive thought begins the manifestation process." - Betsy Howland

"When you are clear about what you choose to show up in your life, it shows up, but only to the extent that you're clear." - Janet Attwood

3. Know why you want it

"The entrepreneur's underlying vision sustains, inspires, and empowers the business, giving it meaning and direction." - Hal Goldstein

"We post our company's values on our website. We consciously integrate those values into our operations, and that shapes the company culture." - Amy Van Beek

"Don't let worldly aspirations push you into objectifying others or dishonoring your values." - Peter Huggins

4. Commit

"Most people quit or stay in limbo diletanting, dabbling, and going nowhere. Commitment is nature's price of admission as she weeds out the weenies and prunes the pretenders." - Fred Gratzon

"Business appears to take place during day-to-day operations. Business actually happens in the quiet moments when we stamp our intentions on the infinite." - Steven Winn

5. Take action

"As long as you show up and put in a full day's work, you are in business. The longer you do this, the greater the chances of success." - Ron Bovard

"Start small. Take care of the customer, and the customer will show the natural path to expansion. No matter how overwhelming the challenge, break it into small, bite-

sized tasks. Just take the first step. You don't have to understand the whole process." - Betsy Howland

6. Become a master

"Becoming a pro takes time, hard work, practice, and in-depth learning. A professional sees the big picture and impeccably attends to the details." - Eva Norlyk Smith

"The fundamental law of business must be respected: make money or go out of business. The people who work for us are my friends, and I care a lot. Yet, I separate business and friendship. It's not personal; it's business." - Steven Winn

"Many new businesses have no accounting. Without numbers, they don't know where they stand, and it is difficult to make good decisions." - Monica Hadley

"Whatever works best, I do again. Like making a path, I see where people walk and pave there. I find the natural flow and don't force things to be a certain way." - George Foster

7. Honor others

"The most underrated thing in business is personal relationships. Success comes from how well you serve the needs of your assistant, accountant, boss, customer, supplier, partner. A caring attitude brings happiness and success in any field you choose." - Peter Huggins

"I'm an artist but lost the ego part years ago. I make the client happy no matter the number of revisions, no matter if it means scrapping what I just created." - George Foster

"If you know your product is good, and you are enthusiastic, selling comes naturally. When you tell the truth and speak from the heart, people trust you. If you don't believe in the product, people can smell it a mile away." - Ron Bovard

8. Meditate

"During Transcendental Meditation, I digest the many variables that constant change brings to Ideal Energy. After the quiet of meditation, the pieces arrange themselves. It's like having a supercomputer inside. I give it directions and watch the parts come together." - Troy Van Beek

"TM develops intuition. A quieter mind is more in sync with the rhythm of the marketplace. Given the incomplete information available for most business decisions, a finely tuned intuition is often more important than analysis." - Hal Goldstein

"During TM, the meditator goes deep within, becoming familiar with finer levels of feeling and intuition. You don't learn that at Harvard or Stanford." - Jim Davis

9. Know thyself

"Emotions are not trustworthy or reliable friends. The quiet voice within is. If we make decisions based on emotions (ego, stress, karma), internalized programs determine the results. Instead, we decide by going deep within, getting clear on the goal, and asking for the next step." - Steven Winn

"You must be comfortable and non-judgmental with yourself. Then, by going deep within, you will be able to communicate effectively, build relationships, and know where to lead." - Ed Malloy

"Farming in the moment means learning from the land and listening to intuition, allowing the universe to say what to do. When farmers do what nature intends, they solve both economic and ecological problems." - Francis Thicke

10. Lead

"Good leaders create an inspired vision and enthusiastically sell it. Then they celebrate achievement and create heroes, cheering joyously and unabashedly. The fun of accomplishing the goal together matters more than the actual project." - Fred Gratzon

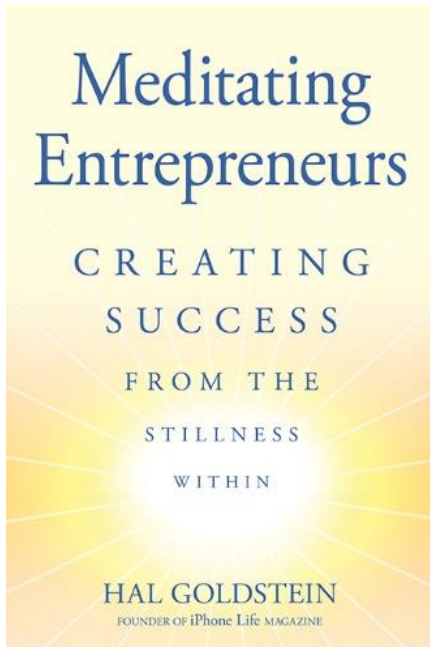
"Work together for the future. Start with common values, shared aspirations, and mutual understanding. Enjoy each other's passions and celebrate the fruits of everyone's efforts." - Ed Malloy

"Leading means taking charge of your mind, putting your heart and soul into what inspires you, and never giving up." - Troy Van Beek

"Lead with love. I became a top salesperson because I cared more about the clients than the sale. After seeing that I cared, they were more open to buying." - Janet Attwood

Explore story after story in [*Meditating Entrepreneurs*](#) and discover that you have what it takes to create a life of bliss and abundance

Fred Gratzon served his Great Midwestern ice cream at a White House lawn picnic to Ronald and Nancy Reagan and to Congress members. Later Fred founded a telecommunications company that went public.



[Explore story after story and discover that you have what it takes to create a life of bliss and abundance.](#)

Janet Attwood runs an organization that has helped hundreds of thousands of people find their life purpose.

Mayor Ed Malloy helped unify a traditional agricultural community with its new non-traditional meditating citizenry by having both sides plan the town's future together.

Betsy Howland and her three daughters used their power of intention to create a community gathering spot featuring homemade meals and used books.

George Foster transformed himself from starving artist to a leading independent book cover designer through service, single-mindedness, and simplicity.

Gallery artist, Ron Bovard created a company that combined his interest in stained glass and the Renaissance model of a community of artists.

Jim Davis started a company that photographs the personal triumph of marathon runners and high school and college graduates.

Steven Winn made, lost, and made millions of dollars again by partnering with marketing geniuses, grounding them with business fundamentals.

Monica Hadley formed partnerships in four business and two non-profits by creating structure for talented entrepreneurs and their great ideas.

Peter Huggins applies his secret sauce philosophy of "people come first" to bring success to everything he undertakes.

Eva Norlyk Smith leveraged her habit of life-long learning to provide online training for Yoga Teachers.

Through my magazine publishing company, I, Hal Goldstein, helped HP, Microsoft, and Apple mobile computers users make full use of their devices.

Soil scientist Francis Thicke turned his organic dairy farm into a 736-acre experimental lab from which others can learn.

Amy and Troy Van Beek operate the largest solar energy company in Iowa. Amy brings her visual talents to marketing and building construction. Troy, a former Navy Seal, leads through his inspirational vision of eliminating war through the creation of abundant, inexpensive, renewable energy.

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