

*Define your idea into a
thriving business / Di Downie*



Di Downie

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Satisfaction is not always the fulfillment of what we want in our life. It is the realization of how thankful we are for what we have!

The art of 'being happy' is to be 'Thankfull' ...as satisfaction lies in the effort, not in the attainment.

The art of satisfaction comes from a mental picture painted in our minds daily.

Remove the busyness, remove ourselves from the river of denial.

It has to do with the river of living.



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Many women are sailing happily and not so happily on the river of denial and more or less, it is something which affects them deeply. I have often believed on the fact that the journey we all live in our respective lives is never a straight line from A to B and I have talked about this in my book '[A High Heels Paradox](#)'. Yet in many ways (may be through the society or through friends or through our very own family) we are taught there is such a thing as straight lines, setting our expectations for immediate and 'straight ahead' results. If you are doing this to yourself, then STOP. Stop right away to embrace your reality. Yourself acceptance is the only weapon that will shift us from the river of denial to our true path of least resistance.

With brave wings we fly... After all, we are all winging it and that's what angels do!

Understanding 'The More' Epidemic:

There is an epidemic right now and it's called [THE MORE EPIDEMIC](#), There are more and more women waking up to a feeling of unfulfillment, frustration and even a feeling of being unappreciated. Due to our thought of "we must go in a straight line", "we must be busy" we often do not take time to experiment. It is in fact a rat race where everybody seems to be following a 'misfitted' idea of perfection and acceptance. Rather than progression and individuality.

[As a successful women entrepreneur](#) who is chasing her dreams and rightly turning them into reality, I have learned and accepted the power in making mistakes and honestly speaking, I am not even ashamed of acknowledging this. There is no shame in making mistakes. There is no shame in accepting it. There is only shame in hiding your reality. We must take the time to make mistakes to learn what that burning is inside many of us is right now.

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In [my free E Book](#) I tell you the results from nearly 200 women being interviewed, they say they want MORE. They want more money, more love, more passion more independence, more good health, more clarity in how they think and feel. Some even clearly said they wanted to be of more value to the planet to change lives.



You maybe be asking why is she banging on about

The MORE EPIDEMIC and

BEING BUSY

MAKING MISTAKES

THE RIVER OF DENIAL

WHY????

BECAUSE THESE ARE THE VERY THINGS

THAT ARE STOPPING YOUR

DEVINE IDEA

FROM GIVING YOU FULLFILLMENT



To have a Passionate driven thriving Business/ hobby, life, you must change lives in a good way to leave a legacy for the planet, for the people you change and your family.

Here are my Proven **DISTINCTIONS**:

1. **Clarity:**

Clarity in thoughts gives way to the clarity in action. You must check with what you are thinking. Ask yourself "is this my thought?".

2. **Start Acknowledging:**

Acknowledge that you are not clear on why you have this burning to be MORE and ask yourself questions as to what THAT MORE might mean to you. For all the answers that you are searching in the outside world, will rest in you... deep, down and quite calmly you have to look for them to ignite your passion and put out the fire of frustration.

3. Acceptance:

I want you to have that kind of acceptance for yourself that you surely deserve- Acknowledge that you may not be as confident as you would like to think you are. Acknowledge that is it okay to be less confident. Acknowledge the uniqueness that you have in you... the uniqueness that no one else in this world has like you! **Accept the NOW.**

4. Get out of denial

No human being living in this planet earth deserves a state of denial because we are surely much more than that. It's all that sometimes, we miss the eye to see our own self. We miss the eye to appreciate the beauty that surrounds us. **See your reality for what it is**, this removes you from your sailing ship on the river of denial.

5. Don't see negativity in others

DO NOT walk out on anyone or everyone and **DO NOT** make everyone wrong because you feel unfulfilled. Remember the old gold lesson that says, "beauty lies in the eyes of the beholder". So when you feel your beauty you will see the beauty in everyone. This does not mean to say that everyone and every situation is good and one you care to be involved in. **Choose from your intuition not from your thoughts... your thoughts may not be yours!**

6. Move away from toxic people:

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Move away from people who **do not or cannot support you** to acknowledge this you may shift from life in default to a life of design. Move away from negative people especially when you are about to brew a new idea or you are ready to start a new business. Rather, stay close to people who are there to **support your values**.



7. The simple notion:

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Shaping your thriving idea born from your values and your true self is always about the relationships you build, the bonds you have and the bonds that you will make. The science behind successful ideas and business is all the same and interconnected.

8. Ideas and routines:

If you are formulating an idea, it is not about the idea of the product or service. It is **about your good routines** and relationships and how you make decisions. The consistency in maintaining routines and rituals of life is the most influential aspect of nurturing a successful idea.

9. Know your values

Be super clear about your values. [Use my Values Tools](#) to clearly identify what your values are, **take your time** to choose your words carefully from your heart, expand those into sentences, from your heart. These values are why you make certain decisions. It is these decisions that create your life from default to a life of design.

10. Start visualizing your idea

Visual memory is the most influential sort of memory that we have! **You must begin to form a crystal clear picture in your mind for your mind** to start orientating around that picture. That's how our mind works and that's how it works effectively.

11. Repeat

If you have read these 10 steps, **DO one of them** to change your position and start defining your idea. It is worth the time to define your ideas rather than just jumping here and there because it costs a lot of time, energy and money.

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If you prefer to read this article on my website, go to <https://www.didownie.com>

The following chapter goes into further steps into creating ideas into a thriving business.

These principles work even if you don't want a business. I have a friend who has enough money. She wants to take her ideas and share them with foundations to help educate children. My friend now helps to educate young women globally using the internet and her ideas.... how effective is that???? Awesome!!!!

The last chapter is a surprise for you with some online tools that I have worked out that are effective for when I wrote this E book

Enjoy the next Chapter

Define your ideas into a thriving business-Step 2 | Di Downie

Do you know how it feels to be an entrepreneur?

A She'preneur!

Well, it isn't about starting a business.

It isn't about what results you are getting initially.

Entrepreneurship is the way you look at the world as it all lies in the power of your ideas. Your ability to see opportunity, your ability to move around obstacles, and your strength to take the risk is supreme. It is what makes you an entrepreneur!



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As a women entrepreneur – she’preneur I wish for each and every woman and man to live a self-fulling, passionate on purpose journey through life. However, challenges, expectations, judgements, education, believes, patterns simple get in the way.

THINK ASK RETHINK RECHECK!!!

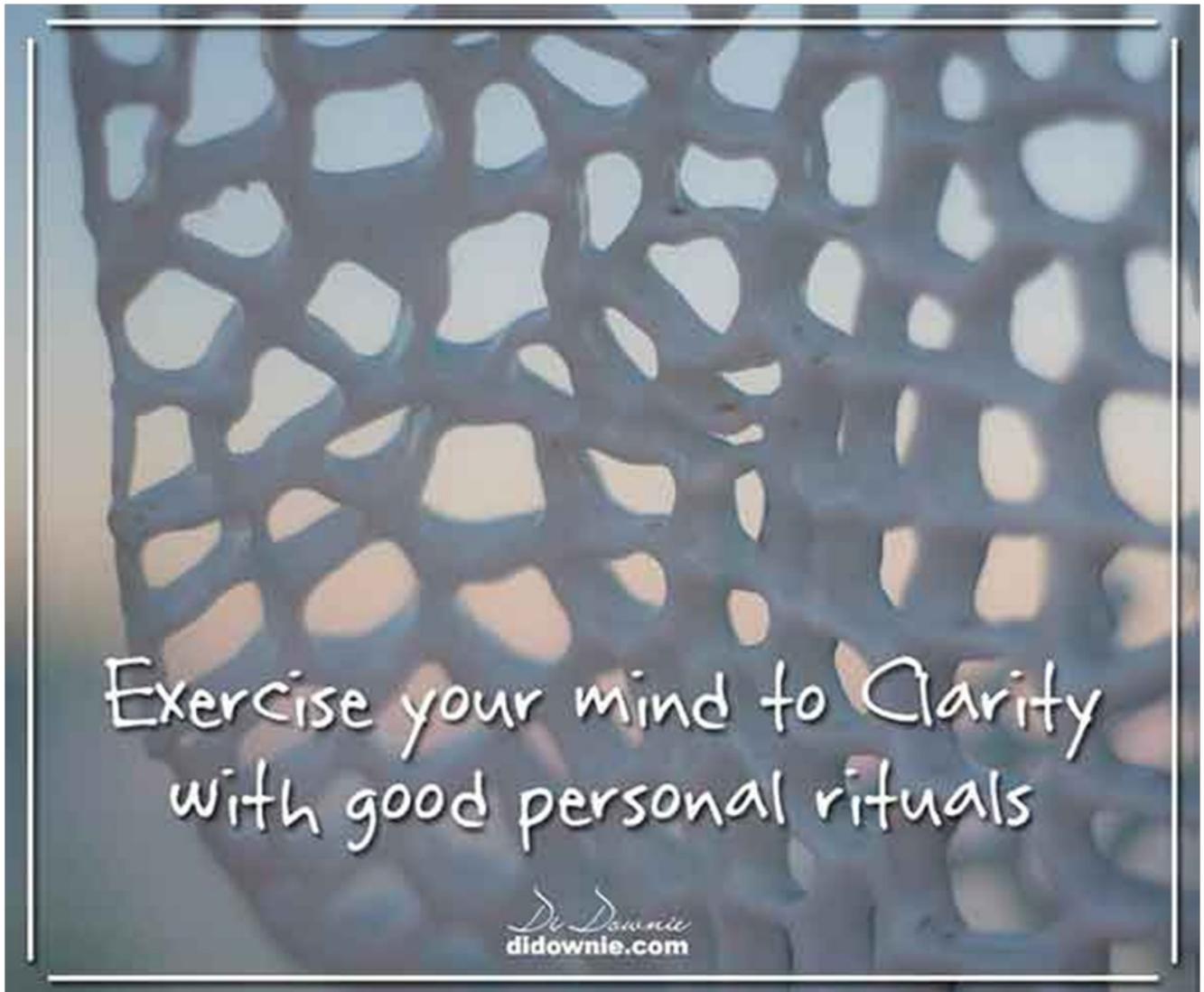
I ask you to acknowledge the burning desire that you [have as a women entrepreneur](#). Strive and persist yourself to be involved in the bigger picture of your dreams because this is what you need to change the planet in some or other way. This is all that you need my dear friend!

“Shift off the river of Denial into the truth of your situation”

I [hope my values tool](#) would have really helped you last week in clearly identifying what matters to you. These tools will help you in expressing your values, that too without rocking your boat of life. It is very important for an entrepreneur to understand the worth of firmness in life.

“You cannot sail your boat smoothly in a dwindling sea of thoughts. Your thoughts must be as sharp as the image that is taken with a professional SLR camera to give the ultimate support to your values. Start to set a crystal clear image of your idea for your mind, only then, will be able to fetch the clarity in your daily actions”.

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So without a further ado, let's go on to define your idea and develop them in this blog piece.

Visualization:

"I often create a vision of what I want to achieve in my life. For if I can visualize it then I can surely achieve it. I believe it is TRUE"

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You need to have clear images in your mind to define your ideas... especially, for your mind to set aside time every day to gain those crystal clear ideas is how we see, feel and hear our ideas to give us direction.

You need to acknowledge the power of obtaining a strong visual sense.

Take time in describing the colours, people, location, smell and feelings that surround you.

Be responsive to the change that is happening amidst you. Learn to accept and live to embrace. And trust me- nothing is going to happen overnight for it is going to take time and you have to give it the time it needs.

Routines :

If not overnight, then how will it happen?

Well, it will happen when we make crystal clear pictures and include those pictures while we are [running the 'routines' of your life](#).

Start recognizing your desires and your wants so that your mind starts orienting you to the bigger picture of your dreams. I want all of you to stay focused to your image.

To surround yourself with people and environments that encourages and assists you to implant the picture in your mind. Your people will always motivate you to achieve greatness in life...they are the ones who will work as a driving force to your victorious journey.

“Bid farewell to all the odds, naysayers, myths and old beliefs in your life and rather, ask yourself some hard hitting questions.

Do I believe in what I think?

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Am I working on my values?

Are my routines and rituals supporting my big dreams?

Being Watchful...Vigilant...Wide-AWAKE and off course, ALERT!



Consistency :

You have to learn the art of being vigilant and it is not something that you are only going to do for yourself, but rather, it is an effort for everyone who is somewhere down the line related to you.

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Become super vigilant with yourself

as to how you speak,

how you relate to others

and how you speak to yourself.

As a women she'entrepreneur, we have to [understand the importance of communication](#), both in the form of interpersonal communication (the one you do with others) and intrapersonal communication (that you do with yourself in your alone time).

Communication originates from the word 'communous' which reflects the idea of initiating 'commoness' with your thoughts and ideas. So you may not be thinking your thoughts but if you understand communication with self, you will know how necessary it is to comprehend and appreciate your own ideas and thoughts.

Your thoughts may come from anywhere- they may be coming from

a school teacher,

a parent,

a sibling,

a spouse, a friend,

and so on.

Take charge of your thoughts to build your own.

During the entire process, we may need to unlearn how to be ourselves.

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Start to be aware of what is going on,

on the inside of your body,

talk to your body,

talk to your cells,

your muscles.

Ask yourself questions and wait for the answers, don't be in such a rush.

Entrepreneurs are highly intuitive.

They also know patience.

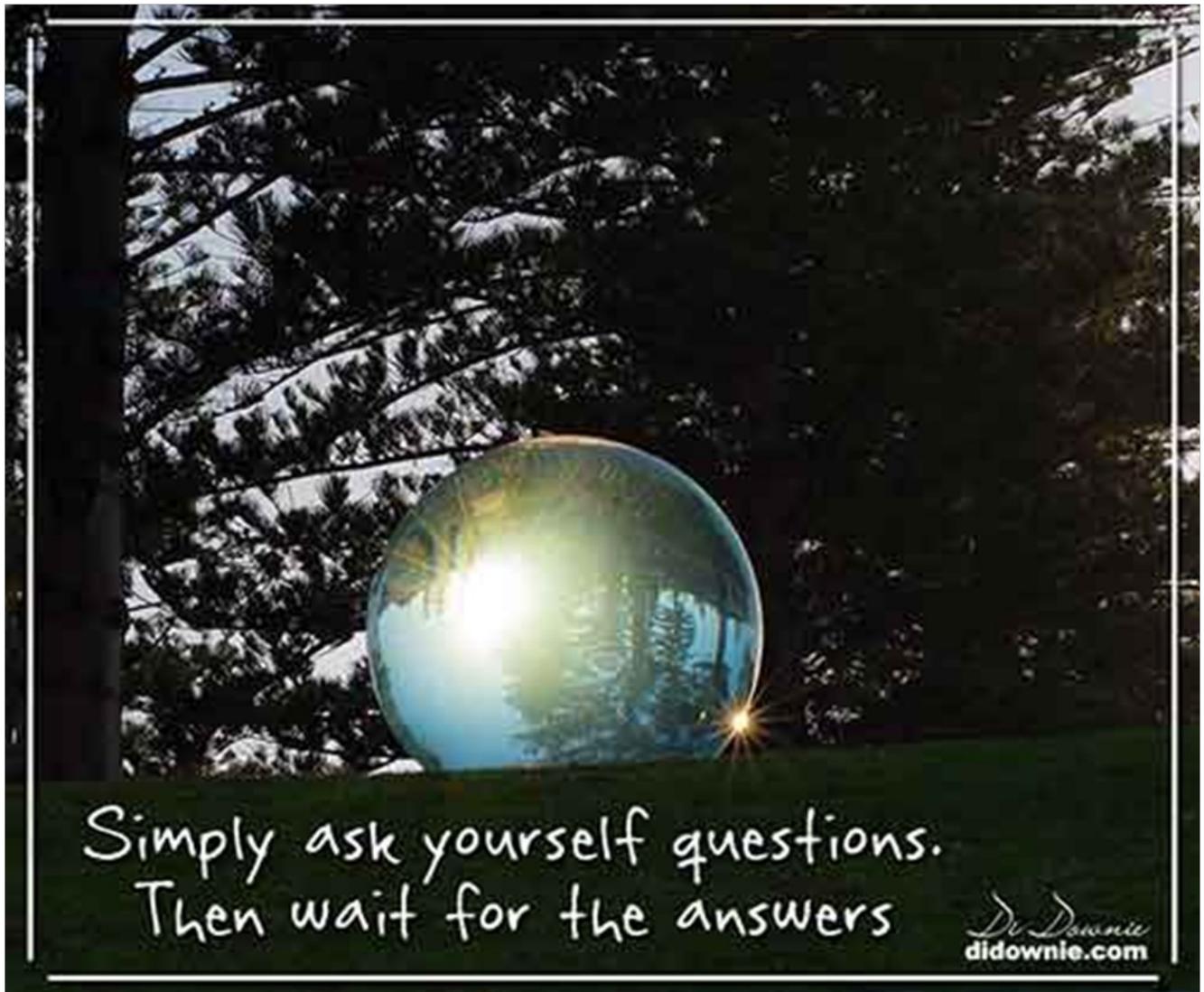
Do you believe what you think?

Aim for Optimal Health

Your body is the only place where you have to live and it wouldn't be wrong to call health 'your greatest' wealth. Drink a lot of water and eat highly alkaline foods. Probiotics also need prebiotics to give further gut health and it is becoming more and more evident that all disease comes from unhealthy gut lining.

Keep your gut alkaline to keep inflammation down. I suggest you to do your own research and in fact, you can also [check my blog on water kefir](#) to have an awesome probiotic drink. Healthy lifestyle is a combination of healthy eating and exercise so make sure to move every day twice a day if you can.

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Do what really matters to you!

You are a human being , not a human doing.

Do what matters and what does that mean? It does not mean having a spotless house, the perfect garden , the dinner on the table at 6.30pm, the kids ironing done for school, being on time to pick up grandchildren. Don't get me wrong here. All of these things DO matter!

AND.....

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Doing what matters takes time to discover what we love for our personal selfish fulfillment. Yes selfish at times.....

Step up to clearly identify your values and needs and use my simple proven process to give the required amount of clarity and strength to say what it is that is true to YOU.

Follow these 6 stable processes to define your idea! Your idea then needs to be developed into a concept so it can reside in a ever changing system. Read this E Book as to what a ever changing [system](#) really is.

Take it and follow it- after all, this concept is your great legacy!

There are more than clues in this blog post for you to define your ideas into a valuable concept to change lives.

Tell me what your burning desire is. You can email me personally at di@didownie.com with a one liner of 60 words or less: What I'd love to do is:



Do at least One Action

If you do just one of the steps I have taken to take my 8 ideas to 8 thriving businesses you will change your life and your families life.

All too often people store information in their head and often forget to implement what they have learnt.

Just do it



Tools that you must have for an online business | Di Downie

Man is a tool-using animal.

*Nowhere you will find him without tools; without tools he is nothing, with tools he is all~
Thomas Carlyle*

Every business has specialised tools...!

The best Carpenter knows the best drills, saws, glues, air guns etc

The best mechanic knows the best oils to use, the strongest spanners and crescents and tyre pressure kits.

I could go on with the examples! Did you get the picture?

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Reading, researching and running an online business is a fun exercise and I cherish the time I spent last week on writing about the '[12 myths of starting an online business](#)'. Do you know the most amazing part of running an online business? Let me tell you what it is! The most fabulous aspect of running an online business is the 'experience' you earn from it. Every victory, every failure and every incidence comes with an experience- for better, best or worse: it surely lands you making more maturity and skilled. And the way it powers up your passion is just beautiful... something which is certainly beyond the parameters of words!

Tools that you must have for an online business | Di Downie

Today through this blog post, I wish to continue the idea of sharing my experience and learning from running an online business. There are specialized tools that you need when you operate an online business and this is what I'll be transferring to you through the blog post this week. You know what??? These are the best tools you can find and it has taken me some time to find these tools for you. So keep them with you!

A few Pointers from mistakes that I have made:

Everywhere there are **mediocre** websites, There are commonly used photos on social media, bad videos or even irrelevant videos inspiring, educating or marketing taking away from your position and your brand.

You need to have **creativity** to produce consistent blogs and or posts to educate your customers about your product or service. You must have a product or a service or both. You wouldn't open a retail shop without any stock in it would you?

Make your education about your product **unique**, inspiring and even fun and experiential even.

Another point here is to **learn the new language** of the online world. It has many aspects that have new terms, people use jargon to confuse the newbie or to make money from them. For example a funnel is not difficult.. nothing is difficult if you are focussed and educated and taking one step at a time. *Do not rush throwing money at your online business, like any business that money will disappear with no return on your hard earned cash if you do not take care of what you are wanting, in return of the dollar spent.*

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The money that you earn from the online business, like an offline business, comes from the people who you give value for exchange of money. There is this thought out there on the World Wide Web that if I just put a product on a [social media site \(for instance in Facebook\)](#) than people will buy and it will be shipped I will never have to deal with people again. That's not true – that's not how you make money because you are not building relationships. Online business is as an intimate affair as running a traditional business is. In fact, it is going to land you in a global sphere where you will find and interact with the global audiences. You cannot escape people so easily! Every business involves people in one way or another. So let's get real about what is needed to share your product or service with your customers or potential customers. To be able to maintain a business and an online business is no different to an offline business.

Any person who is handling an online business has to be able to maintain these 5 cycles in their business:

- – They need to grab the attention of the audience
- – They need to cater engagement for proactive audience response
- – They need to educate through sharing their experience.
- – They need to learn how to 'Make a Sale'
- – They need to learn how to make MORE SALES

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I'm going to assume you have these basic information age Tools

- A good computer
- A Router or a dongle for internet connection
- Smart Phone
- Post – it – notes
- Ideas Notebook will start you off

Tool 1: Photography

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A picture is worth a thousand words– it says much more than a bunch of words! In a time where people have the least amount of attention span, a photograph can impact the 5 second attention span that is now in our culture.

- There are more Visual people than Auditory or Kinesthetic.
- Visual memories are the strongest memories.
- YOU MUST HAVE GOOD PHOTOGRAPHS to engage your audience.
- Focus on getting a photograph with a message for the best Memory Recall

Research tools such as Canva, Light room, Photoshop, PowerPoint, etc. Research photograph apps on your phone you may want to take and edit photos straight from your phone.

Tool 2: Resources Tools

Generally [women entrepreneurs](#) are proudly “Jacks of all trades” who are chasing their dreams to turn their ideas into reality. I find it is almost impossible to run my online business by myself and therefore, I have specialised people helping me in their area of expertise. I work out what my attributes are, what my skills are and pay people to do what I’m really bad at. LOL!!!! Being a small business person I could have the attitude that no-one can do it better than me. Fortunately, I dropped that believe several years.

Research: Upwork, Airtasker, Fiverr, etc.

Tool 3: Video Production Tools

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Speaking about the current trends- the online world is 'absolutely' in love with the video culture. Video is what everyone wants because it's quick, it's precise, it's moving and it's cheap. Although for some of your videos like sizzle reels you may want to pay a professional to produce it. For your everyday content you may find your phone does a good enough job for your small messages. For your blogs, your strong bite pieces of education or inspiration you will eventually want a movie editing program like I Movie on a Mac or Movie Maker for your PC. If you are dabbling with an online idea, start playing with a movie application. Use Google to help educate you. Learning skills is only difficult when you don't know that skill!

Start Practising



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Tool 4 : Research

Knowing about Google Keyword planner is one of the best ways to do your research and to look at the analytics of your search. You must do research for your content if you are to have eyeballs to your education or inspiration especially for blog post ranking. Research other people you maybe can align yourself with them, you may be able to compare yourself with them. You may find updated stats that you can use.

Start practising... with Google Keyword Planner.

Tool 5: Communication

Communication is the essence of every interaction! Tell me how are you are going to inspire and educate your customers online when they don't come into a shop? You will need a couple of online communication tools like a webinar platform and an autoresponder to handle them. You will need to be confident with the buttons to press. You will need to know what to do if something goes wrong (just like the mechanic needs to know what to do when his spanner snaps).

Things to do: Research platforms like Webinarjam, Zoom, Any Meeting, Get response, A Webber, Unless you have over a couple of thousand people you email every week A Webber and Get Response will give you a good start.

Tool 6: Storage

Heard about the famous 'backing up mantra'?? Well, just like an offline business, you need somewhere to store your product, your ideas, your templates, and your system. Please DO NOT store anything on your computer. Your computer is just a machine that can fail any moment so never trust it fully. Apart from the normal harddrive options, learn about some cloud storage options.

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Things to do: Hard drives, drop box and Google Drive are the only I recommend for storage and these three are the only 3 I recommend for project management Trello, Quora and Asana.



Tool 7: 'Website' YOUR HOME

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You must have a website- a good ‘expressive’ website. It can start off simple but start with a good website and WordPress is fine. If you are bit techie you could add in the photos and the words yourself into a WordPress theme you like. It’s your home where you let people know about YOU, where you have them come from, what results you have had, what you love, what you struggle with. Your Home should have a weekly blog post where people can come and learn and be inspired by you. A blog is always moving and interacting and is often the beginning of your community online. People will fall in love with you through your blogging when you are consistent and authentic.

Start blogging

Of course there are other more advanced tools that you will need. You will certainly need a funnel or two either through something like click funnels or lead pages or simply through your website which is more cost effective, however might not give you the analytics that you might need. SEO is another topic but I’m not here to be like any other blog... I’m here to give you some baby steps to begin with.

Being in the online world is nothing but a ‘travelling’ experience where you meet new people and you learn new things. Please be a traveller and not a tourist. Try new experiences and things to meet new people and go beyond the things that you can see or feel from your naked eyes. The world is an amazing place to be!



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