



Kathy Coover is the co-founder and executive vice president of Isagenix International.

Women Who Inspire

Building a Business with Passion

Imagine that you could do anything in this world (and I do mean anything), and you were guaranteed not to fail. What would it be? When was the last time you had a dream? I'm not talking about a someday, maybe dream. I'm speaking of one of those big dreams—the kind that thrills you and scares you to death at the very thought of it.

Build Your Belief System

Each of us has an intrinsic purpose, some special reason why we are here living now in this world. It is our basis for being; the passion that generates our master plan. Discovering or defining your passion is one of the most helpful things you can do for yourself. You must build a belief system so strong that nothing can shatter your goals. The moment you carry the conviction of belief fueled with absolute passion is the moment your dream will become reality.

PASSION FOR THE INDUSTRY: Build your belief in the industry you have chosen. Some naysayers will try to steal your dreams away and discourage you. Read some outstanding books and listen to motivational tapes to get the facts and the figures on the industry you have chosen.

PASSION FOR THE PRODUCTS: Build your belief in your company's products or services. Educate yourself and speak with passion about them. You must develop a powerful story to share with others; why you love the company and why you are sharing their products. It is the music you sing to others. Your enthusiasm is infectious. If it radiates in your face and in your voice, others will instinctively want to be around you.

PASSION IN YOUR ABILITIES: The most important element to success is to believe in yourself. Tell yourself, "You can do this, and you can do it with intensity and with passion." Believe you can. The only thing that stands between you and what you want from life is the question of whether you have the will to try it and the unshakeable faith to believe that it's possible.

PASSION TO LEAD AND INSPIRE: I truly believe leadership is helping people achieve their goals. It is about serving others and is built on a foundation of trust and integrity. Today in this fast paced world, people



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are becoming less patient with others. They seem to only care about themselves. True leaders have vision and a deep caring for others. They can see the best in people and want to give back and help others become successful. Our world needs more compassion and caring for other human beings. Believe in yourself and your people. Support and nurture them, help them to grow and achieve their goals. Surround yourself with positive, motivated people. Always keep working on yourself and this will bring the best out in you. Personal development allows people to shine and become the leader within.

Put a Plan to Your Passion

Once you have your belief structure and passion in place, establish your goals and your business plan for building your business. Make a commitment to your business and stay laser-focused on your goals and dreams

If you wish to go to the top, you will need to stretch yourself and build your business through many modalities. Go with your gut instinct and get advice from people that are already successful. Make the commitment to reach your goals. One of the most important things to remember is to work out of integrity and respect for other human beings. Look for the best in others, and see in them what they cannot see in themselves.

Surround yourself with positive and uplifting people; this will bring out the best in you. Always think big. Big thinkers are doers and take action every day to achieve their goals. Nothing will stop you from going to the top.

Most importantly, do not let anyone take your dreams away. Success is a journey—doors may close, and you may need to look for the next door to open. Always have an attitude of gratitude and abundance and the world will open up for you. Ask for help and follow people that have already achieved success.

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True leaders understand that in order to achieve their dreams they must be willing to help others achieve their dreams

My life has been an amazing journey. Each year I realize everything in my life has prepared me for what I am doing now. Leading an amazing company has given me the realization of why I was put on this planet. Everything I have done in life has prepared me for now. One of my dreams is to inspire others to reach their highest potential. I want to be a role model for others. I want people to say, if she can do it...so can I. —Kathy Coover