



# Business Builder

## Tips & Techniques to Help Your Business Grow

### Break the Stress Cycle

Who will you be this year? Will you be a better, wiser version of yourself by the time the calendar flips again? Or will add to your potbelly, downgrade your mood or move one risk factor closer to your first heart attack?

Every day of your life, you answer these questions— in the ways you hand stress. It's not a joke. Stress is one national disaster that strikes each us where we're most vulnerable: brains first, and bodies later. Unless, that is, you learn to control it. Here's some tips on how to reduce stress daily:

> **Force a Smile. Sit up in your seat.** Psychology follow physiology: If you act happy, alert and relaxed, you'll feel it. So relax, stand tall and greet each customer with your best 1,000 watt smile. Not only will you feel better, you'll probably see a vast improvement in your business.

> **Notice your breath.** Make it a habit of sitting calmly in your office chair and taking deep breaths several times day (breathe in through your nose—exhale through your mouth). This does wonders to lower your blood pressure and calm you down.

> **Don't buy it.** On credit, anyway. A survey found that money worries are stressing 73 percent of all Americans. If you can't afford to pay for it, don't buy it with a credit card.

> **If you do buy it, be quick about it.** Don't stress out because of "choice overload." Stop thinking there has to be a better product out there at a better price. Drawing out a decision only heaps on more stress.

> **Turn off the TV** if nobody is watching it. Even low-level noise can stress you out if you're trying to focus.

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