



# BE THE VICTOR

## 8 CONDITIONING SECRETS

### of the FIT ENTREPRENEUR

WRITTEN BY GINNY VICTORY

“Isn't being a bully smart for business?”  
I was asked this question by a business owner recently when I was speaking at a conference.

My answer? Nope. Being fit is smart for business.

Fit comes from a word that means “to fight” and when you fight for your authenticity; your integrity; for truth and overcome lies that lead to behaving like a bully, hero or victim....

You are the victor: authentic, smart, courageous and strong.

Conditioning your CORE and then choosing authentic actions and words from this powerhouse is how you win in business and life. Online and off....

Your **VICTORY BEGINS WITHIN™**:  
*8 Conditioning Secrets of the Fit Entrepreneur*

#### ◆ Receive, Receive, Receive

Marketing is really about receiving. Not taking, manipulating or giving it all away: receiving. When you are on mission and making your difference in the world; receiving is fundamental. And successful.

“We have been placed in a world with apparently limited resources and created with almost limitless yearnings and desires. It may seem that there is not enough for everyone. However, if [we choose] ongoing and constant co-operation, there will be more than enough for everyone.”<sup>1</sup>

CO-operation. Working together – with one another – for a common purpose and common benefit. It requires receiving

and giving: circulation. Condition yourself to be humble, secure and strong enough to receive ease; a thank you, a gift, an opportunity so that as you are on mission and there will be more than enough for everyone. Victory.

#### ◆ Honor Yourself

Discover your purpose. First: ‘why’ you exist as a human being. Second: ‘why’ your entity exists in the marketplace. Keep ‘em separate for victory. Mix ‘em up and you get extortion, hours-for-dollars or entitlement.

When you know your inner light and its impact, you can keep it lit and know you are making a difference with everyone who crosses your path: just by your existence. This will also create a natural draw to you and your business.

Then: you can price, package and promote your products and services in alignment with the experience/results your customers receive and in alignment with marketplace (value/demand). Separate from your value as a human being.

Let go of superior, perfect and inferior. Condition yourself to honor yourself: be humble, messy, and equal. Let your light and services shine. Know your value; be on-purpose. Impact through presence and sales = Victory.

#### ◆ Be Selective

You do not need to strive, prove or earn your worth. Status quo is subjective and pressures decisions based on outside expectations, impossible standards, or following the ways of a guru.

## STRATEGY

Be you. You are the plumb line by which you and your business measure up. Dig deep for what you believe in, refine the definitions of your values so they are true to you and determine their priority to align with your vision, your true heart's desires.

Condition yourself to believe; live; choose; decide with your values. What you think and with whom you cooperate in alliances, service, client, team, marriage, household is about being selective, according to your uniqueness. Fit is it. Victory.

### ► Trust, Let go, Leap

You have 7 brain lobes. They operate in an order unique to you. Figure it out and you'll have an assurance that overcomes control, obligation, fear.

Create a new product; grow a relationship; make a decision; grieve a loss/let go of a regret; develop your own character, close a deal, take a leap of faith all by using your brain lobe order and have assurance.

Condition yourself to trust, let go and take aligned action that bears much power and fruit. Victory.

### ► Get Out of the Frying Pan and Into the Fire

That's exactly where the leap takes you: into your fire. Stay there. What if the flames of heaven are hotter than the flames of hell?

Fire is light, heat, propulsion; it refines, cauterizes, restores; just to name a few....

Glowing goodness it is.

And it's in your heart. You were given the desires of your heart when you were formed in the secret place and now you get to receive them.

IF you're willing to be vulnerable: embrace every shame, addiction, mistake, failure, regret, mess; every fear; every

hope, dream, yearning, desire, vision, milestone, goal; every feeling; every obstacle; detour; challenge; person; experience. Each one is an opportunity to propel you through and forward IF you embrace it with your heart to find the key, the direction, the action ~ and then take it. Trusting that it is the next step that will lead you to the next step. An ever emerging and more aligned strategic plan.

Your heart is your primary CORE muscle and is conditioned through vulnerability. No more tough heart; heart shoved into a box; or wondering/wandering heart: go braveheart this is true strength and leads to Victory.

### ► Mind Your Own Business

This is an exhortation, a release and a permission. Bullies can let go of control, heroes are released from obligation and victims are given a permission slip.

Take care of you: body, mind, relationships, finances, life, business, soul. It's all yours to mind. Create a strategic action plan aligned with how you're wired, what you want and need.

Condition yourself to fuel up in all areas of self, life and business for sustainability. Surrender to truth and reality, be free and believe that you matter at this level and so does your business. Victory.

### ► Speak Truth

Go raw. Speak the truth in love.

Truth sets us free and love is power.

Harshness, placating, doormat not so much.

Find your authentic, quirky, edgy, unique voice and...

- negotiate that contract for a win-win
- ask for what you want
- give feedback with confidence and respect
- navigate conflict with grace and dignity

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## STRATEGY

- create intimacy
- foster a team

Communication is key to cooperation. Truth and love = Victory.

### 🔵 Cooperate, Cooperate, Cooperate

“Should you decide to try it on your own, you will condemn yourself to a constant struggle for survival.”<sup>1</sup>

We’ve been conditioned to believe that work ethic and character are about being competent, capable and have capacity all on your own. Hard work, I have to do it all, one size fits all is shifting sand.

A solid foundation and infrastructure are based on cooperation: team, family, organizational design and function, systems, policies, procedures, traditions, roles.

Condition yourself with the ease, consistency, and confidence that come from customizing, complementing and cooperating according to your CORE. Interdependence = Victory.



*Be the victor: condition your courage and choose to speak and act from the unique powerhouse of your CORE for fitness in business and life.*

Your **VICTORY BEGINS WITHIN™**

*1 (Thou Shall Prosper by Rabbi Daniel Lapin)*

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VISIONARY. SUCCESS STRATEGIST. CATALYST

**GINNY VICTORY** is a nationally recognized expert in leading people and organizations to their destiny. Integrating over 20 years in finance, leadership development and change management with her experience as a Pilates Instructor Ginny created the **CORE CONNECTION™**; a strategic planning model that unveils your unique path to victory.

She has inspired and empowered over 1000 leaders – 555 entrepreneurs – in manufacturing, construction, design, wellness, marketing/PR, IT including: Herman Miller, BDO Seidman, Amway, Bissell and Steelcase to tap into their core assets, overcome liabilities and cultivate peak performance.

As the founder and CEO of Victory Begins Within, LLC Ginny is passionate about bringing people back to their truth and strength: the powerhouse of their core to unlock the desires of their heart – leading to a life and calling they love. She is a catalyst for clarity, aligned action and results.

A Michigan State University graduate, Ginny is a CPA; has certifications from Myers-Briggs Type Indicator and the Thomas DISC and has studied at prestigious Coaches Training Institute. She loves to be active in her local communities and has held board, committee and conference chair positions with ICF-Michigan; supported the Michigan Philharmonic as docent and in the box office; and recently took inspired and aligned action to move to Silicon Valley – on the path to her destiny in calling and love.

Contact her at [ginny@ginnyvictory.com](mailto:ginny@ginnyvictory.com) for a 30-minute complimentary CORE Fitness evaluation.

