



Profit is NOT A Sin

Life & Business Synergy Coaching

- Progressive & forward thinking businesses...
- Passionate & healthy individuals...
- ...who are ready to Think, Act, and Play Big or BIGGER!

Linking Passion & Purpose

To...

*Do What You Love,
Love What You Do!*

www.Trulogy.com

By Angel True

Coach, Reiki Master Teacher, Facilitator, Writer

In the current economy it is completely understandable that the concept of "profit" would seem a little suspect. Our economy is crashing largely because certain business sectors got greedy and took some risky profit opportunities that failed rather miserably.

As a new wave of businesses begin to startup and expand they are realistically asking themselves "What is ok?" Small businesses owners often ask this question as they begin the brainstorming and visioning process that will give birth to their new creation. The fear often voiced is "Why would someone pay me for this? Is it ok to ask for money for my products & services?" The reality of course is that profit is NOT a sin! It's completely understood in our society that businesses are started to generate a reasonable profit.

The key word of course is "reasonable." The problem with the financial sector meltdown is they sought unreasonable and high risk profits. When it comes to small businesses though, most of the time there is a distinct value proposition being offered. Whether it's new and innovative products, something already offered or a personal service designed to support, improve or enhance life there is usually a direct correlation to functionality or quality of life. The biggest concern small businesses owners seem to have around accepting payment and profit is the way our society is redefining value. In the old paradigm businesses made a product or provided a service that fit a very standard set of ideals. Today many businesses are creating new and innovative products and services or entering or building an entirely new industry or service category or challenging long held standards or products or ways of doing business. In many of these circumstances the individual starting the business has spent a significant amount of time learning, developing skills, creating products or researching ideas or opportunities.

Every business serves the purpose of providing a value exchange – product or service for money. The employee of a company is paid for their time, skills and past experience or training. The small business owner is really not that different. The only difference between being an employee or a business owner is whose writing the paycheck – the employer or the customer.

Here's a simple way to make an assessment on whether it's reasonable to accept profit:

1. Does the product or service create a value for the user?
2. Is time, skills, knowledge or resources required to build or provide the product or service?
3. Was an investment of time, skills, knowledge or resources required to design or create the product or service?

If the answer to any of these questions is "Yes" then profit is a reasonable expectation. These are the same reasons that an employee or owner of a resource would get paid. For small businesses that are stretching into new segments, services or ways of doing business all that is needed is a new realization of value.

The simple realization is that it is not necessary to be a large corporation or one of its employees in order to make a profit. Profit is just a different form of paycheck.

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About Angel True

PHONE:
(971) 645-4581

E-MAIL:
AngelTrue@Truology.com

WEB:
www.Truology.com

As the founder of *True Living with Authentic Intention*, **Angel True** believes that it is possible for everyone to live their passions and love every moment of their life! He has over 25 years of experience and training in interpersonal communication, self-transformation, community growth & dynamics, and leadership, over 20 years experience and training in business and professional writing, 10 years of experience working for a Fortune 100 company and 5+ years of training & practice in embodiment, spiritual growth, and energy work. As a Synergy & Embodiment Coach he works with individuals, couples, non-profits and businesses to empower their passions, move into action, heal past injury and transform dreams into reality.

Angel artfully weaves together Personal & Professional Coaching, Reiki, Intuitive Insight, Directed Source Energy, direct honesty, compassionate inquiry, and intentional action to facilitate his clients self-healing, embodying their dreams and living their fullest life yet! As a coach, intuitive guide, healer and workshop facilitator Angel has worked both nationally and internationally.



Integrate, Expand, Thrive!
Do What You Love,
Love What You Do

Imagine being...

healthy and energized,
alive and living your dream,
fully nourished,
connected to your inner power,
in awe of the beauty around you,
in love with each breath,
and moving through life
as if you were deep in the flow of a powerful river.

This, to me,
is abundance embodied.

-Angel True

Synergy • Embodiment • Truology

“Not consciousness and self-understanding but a passionate inner presence makes us what and who we are.”

-Thomas Moore