

# Building your profile in the business world

*Human behaviourist Dr John Demartini explains how to build an effective business profile that reflects your ultimate potential.*



John Demartini

In this world, you ultimately receive exactly what your inward authentic self truly feels you deserve, no more and no less. Building your profile in business is very much about building your profile in life. It is about allowing yourself to become a reflection of ever higher degrees of your ultimate potential. It is also a reflection of the services you provide and the rewards you allow yourself to receive. While many people will promote specific techniques and strategies for getting noticed by senior peers and/or prospective clients, I believe that if you allow yourself to be your greatest you, the people around you will start to become attracted and appreciate and respect you.

When I was 17 years old, I met an inspiring 93-year-old man who changed my life. He did this by drawing out of me a profound and inspiring vision of my destiny that elevated my true worth and transformed my beliefs about what was possible for me. He taught me that when I can see it, I can be it. That extraordinary man gave me the affirmation, “I am a genius and I apply my wisdom,” and told me to say this every day for the rest of my life. Even though I was a near-illiterate young surfer at the time, I trusted him and diligently followed his guidance. I have never missed a day of saying that affirmation since then, and I know that this is one of the major reasons why I am where I am and who I am today.

What you believe and what you tell yourself have a tremendous impact on what happens to you and what kind of life you will lead. You create your own destiny. You write the script of your life with every inspired thought and feeling. The more self-worth and love you have for yourself and the more service you can provide for others, the more prosperity and success you will achieve.

Self-worth builds both creativity and courage. If you have great self-worth, you will not have to worry about having a job,

because people are spontaneously drawn to this quality and want to employ or work with or for those who have it. People who complain that the world is unfair or unjust because others are being given so much and that they are getting so little are creating that particular situation themselves. Only they can change it. The world is fair; you receive what you give and are willing to receive. If you're not receiving in abundance, it's because you're probably not giving or serving in abundance.

You have either results or excuses, and those are mutually exclusive. If you take responsibility for your life and ask quality questions about how to fulfil it, you become a magnet for opportunities. People and money are irresistibly drawn to energy, enthusiasm and certainty.

You are the master of what you love and the slave to what you don't.

A few of the primary keys to becoming your greatest include having a clear intent or purpose, a truly inspiring vision, a grand message to share, a genuine social calling and a targeted niche to serve. From these initial basics arise the primary strategic objectives you would love to accomplish or achieve, as well as a plan for implementing them. But before these objectives can be met, you have to master your mind and open your heart to your true and inspired self.

True business leaders are those who are congruent and integrated, and who can organise and lead their inner parts purposefully. Once leaders govern themselves, they can govern others.

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