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Nota di contenuto	Praise for...; Contents; About the author; Preface; Acknowledgements; Introduction; About the soul trader; Book overview: you are the key; Chapter guide; 1 Clarity; Your journey: the balancing act of business; What's your story?; Your vision and values; The supermarket of life; Your passion, mission and purpose; From strengths to threats - looking ahead; Taking stock: three-minute business review; Summary; 2 Customers; So what?; Customer scenarios; Seeing life through your customers' eyes; In sight, in mind, in heart; Know the numbers; Staying in love; Summary; 3 Courage; Your virtual mentors Self-belief and your personal journey Courage starting a business; Courage growing a business; The attitude of an athlete; From fear to flow; Summary; 4 Cooperation; Everything is related; Desire, fear and relationships; Building your business through relationships; Unleash your network; The art of utilizing your network; Personable, professional, delivering; From not working to effective networking; Swapping skills, sampling and sharing; Advance with associates; The boost of a business partner; Hiring and inspiring staff; Get it right; seek help and advice; Summary; 5 Conversations

The psychology  
Are you even having conversations at all?; Building your business through conversations; From cold calls to warm calls; Deeper networking; Social media: the conversation generation; The art of effective business conversation; Serve, don't sell; Transformational conversations; What conversations should you be having?; 10 new pieces of business; Summary; Conversation pieces; 6 Creativity; Be at your best; Use your time and energy wisely; Managing and nurturing your creativity; Magical marketing mix; Two-page business plan; Getting to grips with your year

The tools and tricks that you use  
Creating the right business model for you; What's going to work for you?; Framework and flexibility; Fun time, family time and free time; Summary; 7 Compassion; If your heart isn't in it, why are you?; What's love got to do with it?; Love you, love what you do and love others too; Take care of you; take care of business; Compassionate courage; Building your business from the heart; Compassion is contagious; Try a little tenderness; Leadership from the heart; Put your heart into everything you do; Summary; 8 Change; All change

Facing, embracing and shaping change  
Awareness, acceptance and appreciation; Where's the flow going?; Change your perspective; Making changes; Take the rough with the smooth; The absence of content; All intertwines; Entrepreneurial evolution; 10 things that may need to change; Mindful business; INDEX

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## Sommario/riassunto

If your heart's not in your business, why are you? In the flurry of everyday deadlines, fire fighting and all the pressing demands on our time, it's easy to forget the real reasons we started our own business in the first place. Soul Trader helps you connect with your personal mission, values and passion to create a 'stand out from the crowd' business that enriches you both financially and emotionally. Discover the seven essential principles that will help you build a business sensitive to today's economic and social realities, one that is profitable, customer-focused and in tune with your own

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