

The Arete E-Zine

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FROM THE EDITOR

Welcome to this **September** issue of **your Arete E-Zine**.

I Sincerely hope that you are safe and well, and trust that you are looking forward to exploring new ways to improve your Self-Development & Well-Being with the assistance of this month's content packed articles.

I hope that you were able to visit https://fb.watch/7nOGwPulwN/ To see the amazing idea of the 'Bee Road' and how it could really help our planet.

If you are thinking about starting an Online Business or perhaps already have one set up. Then you will know that getting customers and subscribers is far from being easy or a straightforward task. The old adage 'The Moneys in the list' remains absolutely fundamental to any business. So, getting and maintaining 'Traffic' (Customers / Subscribers) is absolutely vital to any business.

There are many ways in which to obtain 'Traffic' from Email Campaigns, to S.E.O. (Search Engine Optimization), or the latest shiny A.I. (Artificial Intelligence) Software. All of which can and do work! However, the What, When and Where to use in your business (and at what stage) is the million-dollar question.

A while back, I was able to work in conjunction with our friends over at **PromoteLabs Inc.** to produce an amazing fully comprehensive, 10 Part Video e-Course on Traffic Generation which teaches a series of simple, easy to follow training videos that cover how to generate Traffic using a number of proven easy to follow, tried and tested methods – that won't break the bank! You even get a full resource list thrown in. – Normally selling at $27.00 You can get this e-Course **right now** absolutely **FREE OF CHARGE** – See the offer on **Page 21** for the Full Details!

Until Next Time/.... *Jonathan.*



THE BENEFITS OF STRATEGIC THINKING

Business is a competitive market, and to stay ahead of a competitor, you must keep up. Markets fluctuate and change every day. New ideas, creativity, and trends can change powerful marketing habits instantly, which is why careful planning and attention are crucial to the success of any business.

One way to plan effectively, is through strategic thinking or planning. It is a detailed process done roughly once a year that sets clear goals, priorities, clear directions, and action steps with documentation of what a company plans to do to achieve more profits or other measures of success.

With strategic thinking, you can better predict challenges or obstacles you may face and highlight areas you need to improve to keep up with the market. It provides consistency and the knowledge you need to stay relevant in your industry.

Here are five common benefits of strategic thinking and why you should add it to your business routine:

> **If everyone is thinking alike, then somebody isn't thinking.**
>
> **George S. Patton**

Be More Proactive and Less Reactive

Planning and clearly listing the steps you want to take for your business gives you the control you need to be successful. Strategic planning requires the ability to take responsibility and the initiative to highlight your weaknesses, strengths, or other pain points that get in your way. Success doesn't come without work or waiting for it to come to you.

Provides Organization and Direction

A strategic plan encourages movement. It requires creating actional steps and imagining your future to ensure you are doing what is right. When you take the time to evaluate your decisions and the consequences of them, you can better organize and improve your business strategy.

Makes Goals Clearer and Obtainable

Strategic thinking requires you to ask yourself challenging questions to get you in the right direction. When you challenge your thought process, you can be sure the goals you create align with what you need or want.

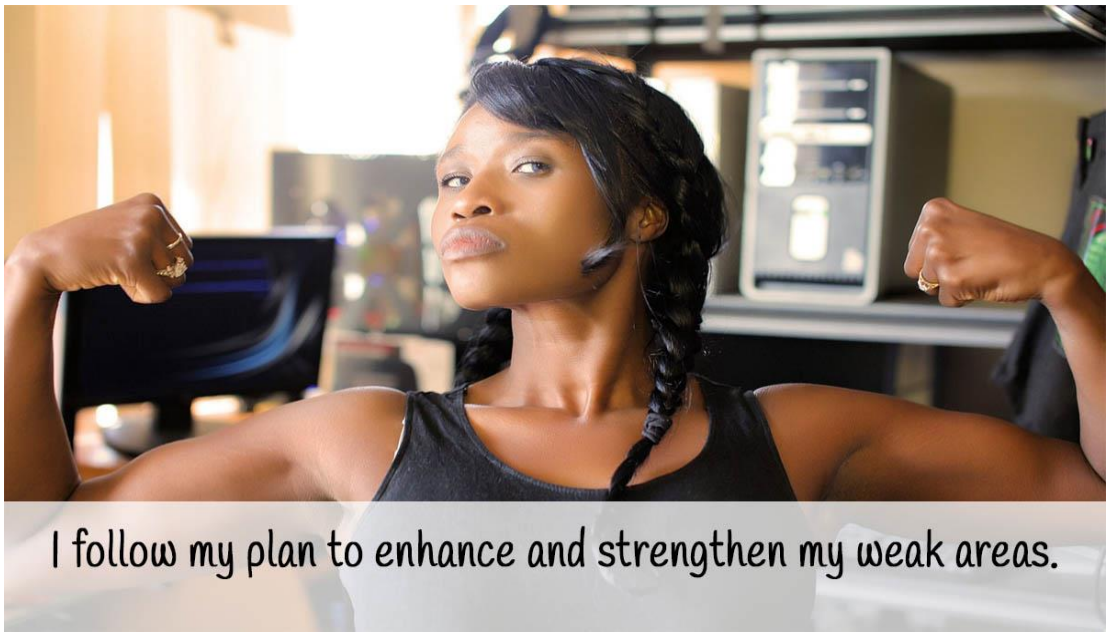
Some important questions to ask include:

- "How do these action steps get me closer to my main objective?"
- "Am I going in the right direction? Why?"
- "Am I bound to face challenges along the way" "If so, how do I combat them?"
- "Do I need help to get there?" "What do I need to change now to do better or accomplish my goals faster?"

Increases Durability and Profitability

When you create a detailed plan of action, you limit your exposure to surprises, errors, and other obstacles - providing more durability and fewer chances to fail and increasing your profitability, productivity, and success.

Overall strategic thinking is planning taken to a superior level. It's about creating a detailed list of action steps, tracking your results, being available to evaluate them, and ensuring you know where to improve at every step of the way to stay and be successful.





HABITS FOR ENJOYING A HEALTHIER LIFE

To live a long life, you need to seek out a healthy lifestyle. The sooner you do it, the better. A sedentary lifestyle along with a poor diet can decrease your life expectancy by as much as twenty-five percent.

It can also cause many chronic diseases that can adversely affect your life, making it harder to endure and find contentment. A healthy lifestyle does not have to be complicated or tedious. In fact, if applied correctly, it's gratifying and something you will never regret starting. Here are five habits to help you enjoy a healthier life:



Keep It Simple and To the Point

You don’t need and should not make a dramatic change to your lifestyle overnight to make a difference. High expectations can cause too much stress and anxiety which will only lead to failure. Instead, find one thing simple to change each day and then make it more complex as you go. For example, start with only drinking water and nothing else. Once that becomes a daily habit and something you don’t even have to think about, adjust your daily calories, or add in exercise.

Reject Negativity and Stress

Replace negative thoughts with positive ones even if you don't believe them at first. Avoid people or activities that only drag you down and find communities with similar goals and interests instead.

> **Very little is needed to make a happy life. It's all in your way of thinking.**
>
> **Marcus Aurelius**

Make It Fun and Meaningful

Gym membership is not required to be healthy if you don't want to. You don't have to be on a keto diet or run every day just because it appears everyone on social media does. If it doesn't inspire you or is not enjoyable, find different activities or diet plans. Many healthy options may work for you. To enjoy a healthy lifestyle, you should find suitable activities for you and that excite you.

Be Consistent and Persistent

Create repeatable habits that allow you to stay consistent, and encourage you to be persistent. Develop a stubborn streak – *"I am doing nothing else until I have completed what is best for me!"*

Start each morning with a green smoothie, a short jog, or a large glass of lemon water, for example. Anything that gets your day started on the right foot, and that you look forward to doing.

As you can see, with the right habits adopting a healthy lifestyle is relatively easy, rewarding, and enjoyable.



Remember – Daily Disciplines Determine Destiny!



FINDING AND UTILIZING YOUR NATURAL TALENTS

Finding your natural talents and using them effectively can make your life easier, happier, and, overall, far more fulfilling. You can save more time, money, energy, and other resources than you generally would otherwise. Utilizing your natural talents is a fundamental aspect of finding, achieving, and living a successful life.

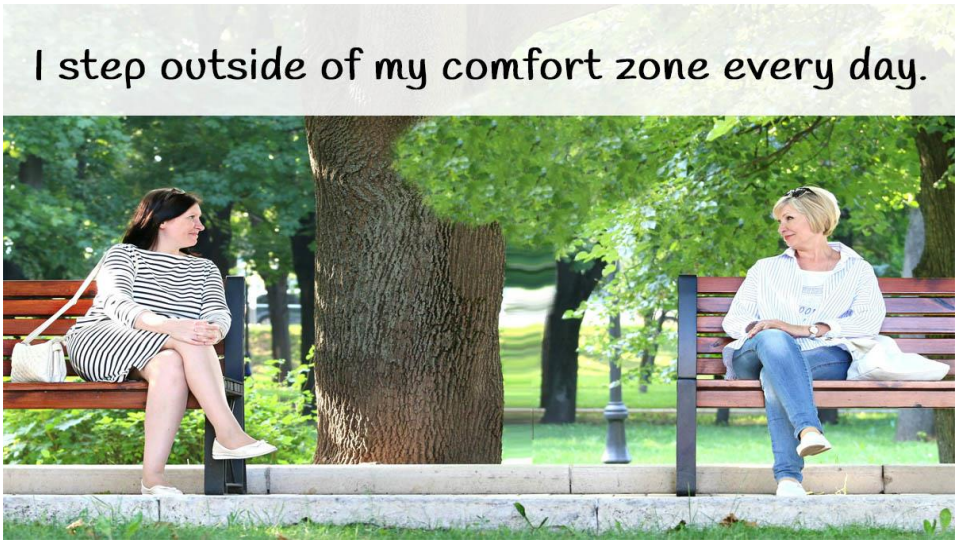
> **The happiest people use their natural talents to the utmost.**
>
> **~ T. Harv Eker ~**

Use these FIVE methods to help discover your natural talents and how to use them.

Endeavour To Try More Uncomfortable Experiences

Self-Determine to leave your comfort zone and take more risks. Because, when you stay within that which you already know, you never allow yourself to learn and discover new talents or perspectives.

Learning won't always be enjoyable or comfortable, but that doesn't mean it should be avoided. In fact, it should be embraced for better creativity, innovation, and decision-making skills within both your personal and professional life. Simply put, when you know more, you can do more and ultimately be more.



Utilize Tools and Technology

Take life assessment tests and personality quizzes to unlock or highlight the information; you may not have realized what's important or whether it's something you possess. These personality quizzes and assessments offer tons of advice and suggestions to help you live the life that would best suit you, and your dreams. A Myers-Brigg's personality assessment is the most important to take, as it is very accurate.

You may like to take a look at the following: -

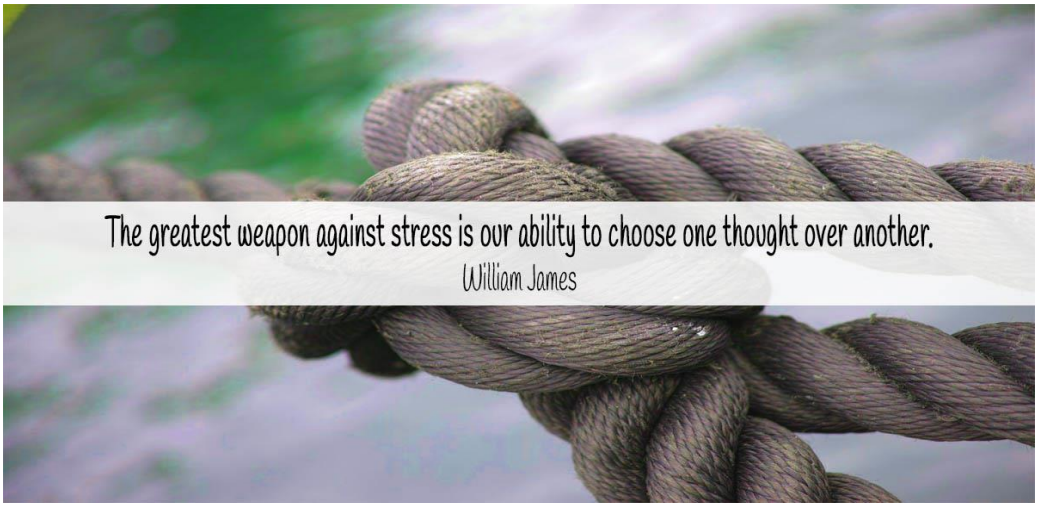
https://www.16personalities.com/free-personality-test

Listen Closely to Your Peers

Those friends, family, and co-workers that care about you, will often have your back and look out for your best interests. Pay close attention to those things that you would normally ignore or not believe. Ask them what they believe are your strong suits, or think about the times they came to you for help or advice

Always Take Notice of Your Emotions

Be aware of the feelings you experience when doing certain activities. Highlight the times when you feel the most confident, comfortable, and happy or when you can't wait to get started on something. Think back to those moments where you easily lost track of time, missed a meal or even going to the bathroom because you were so completely engrossed in the moment.



Highlight Your Common Actions and Inactions

Consider what is it that you do the most frequently on your day off or when you have some free time? What is it that you are you willing to do – or would never regret sacrificing the time and effort, wishing you could do more of it?

You should also be aware of specifically what it is that You don't want to do! something that you are generally resistant to. Whilst it is perfectly natural to have some feelings of anxiety or discomfort when trying new things, those emotions should not persist after learning and experiencing it.

If you dread the experience and/or put it off, it is highly unlikely to be something that you will give your undivided attention to. As a result, it is therefore an area that you can cross off your list of natural talents.

In the end, if you want to discover your talents and live a more satisfying and successful life, all you need to do is to be more mindful and experiment more. As time goes on, you will inevitably learn more about yourself and your natural talents will become more apparent.



> **"Don't say, 'If I could, I would. ..."**
>
> **~ Jim Rohn ~**



MAKING NEW HABITS STICK

Developing new and healthy habits is a powerful way to get precisely what you want out of life. If you can stick to a routine, you can practically do and achieve anything. However, establishing and following new habits is a lot easier said than done. It takes hard work, dedication, commitment, and more to make it happen.

Five ways to make new habits stick to achieve more goals:

Start Small, Easy and Repetitive

You should try to make the habit that you want to incorporate into your daily routine, so easy that you just cannot avoid it. For example, instead of going 'cold turkey' on your new diet, find a few foods you can eliminate easily first, like nightly soda or ice cream for dessert. Then as you easily accomplish these things each day, increase it until you get closer to your goal.

Remember the childhood stories you read. The turtle knew, slow and steady wins the race. This is because you can better manage your energy to ensure you are around for the long run. This same concept can be applied when establishing new goals. Don't make them harder than they need to be, especially when first starting. Otherwise, you will only avoid it and delay your progress.



Understand Your Why

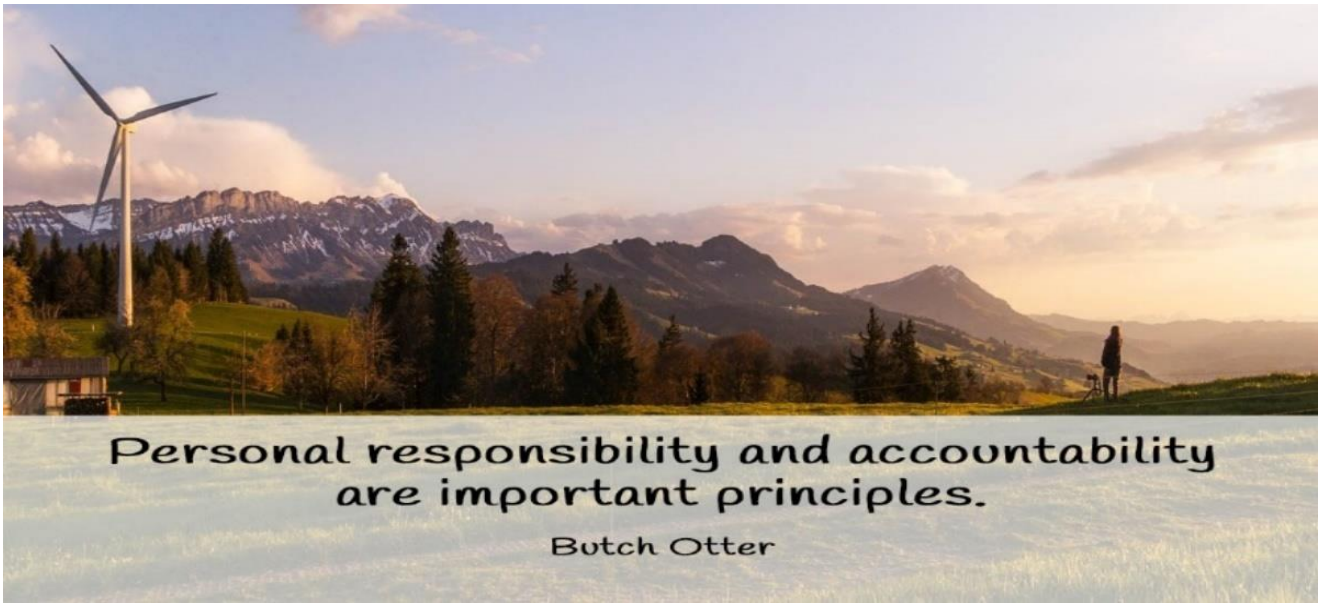
Knowing the reasons, you want to change your habits in the first place will be immensely helpful in developing good habits. What is essential about establishing this new habit?

Truly understand the benefits of accomplishing it as well as the consequences if you don't. The number one reason for failing any new habit and goal, is the lack of understanding of why you want it in the first place. Without this step, you will often try to add routines to your life that will never stick because they don't reflect your values or goals in life.

> **With constant repetition and reinforcement, new habits are easily formed.**
>
> **~ Marshall Sylver ~**

Remove Temptations or Triggers

In other words, if you want to eat less junk food, don't buy it. Don't be tempted to even go down the aisles or streets of places that you know full well have your favourite foods. If you don't see it, you won't want to reach for It, and even if you do like it, you can't because it won't be there.



Step Yourself Up for Success

Find the right resources, add the right tools and technology, and educate yourself as much as possible. The more knowledge and help you have, the easier it will be.

For example, if you want to be a jogger first thing in the morning, have your shoes and outfit ready to go and get enough sleep the night before to make sure you get up. To put it another way, the environment, people, and things you are around the most, influence your actions or the lack thereof.

Use the Habit Reflection Technique

To use this technique, think of the good habits or goals you have already established and how you made it happen. Which tools and resources did you use to get there? What challenges did you notice on the way? Then see how you can use and adapt this information for your new goal. Research shows that you are more likely to be successful with this approach because it is more personal—you and only you know it worked and what you need to get it done.

In the end, you should always expect and plan for slip-ups. No one is perfect. Learn to be more patient and, most importantly, be persistent. Don't wait for the right time to get started. Realize your goals and take action now with these tips.



ATTITUDE is a ....

LITTLE thing that makes a....

BIG difference!

~ Winston Churchill ~



STRESS MANAGEMENT FOR BUSY ENTREPRENEURS

You must learn to manage your stress, to be a successful entrepreneur. Everyday stress is quite natural and forms part of our life's normal experiences. However, too much stress along with poor management techniques can cause overload and hinder your potential success. Whilst it is impossible to avoid it altogether, you can learn to manage your environments, reactions, and situations to gain a better control, enabling you to successfully achieve your objectives.

> **"We did not come to fear the future. We came here to shape it."**
>
> **~ Barack Obama ~**

Indulge in Self-Care and Alone Time

It is absolutely essential to take breaks and to take good care of yourself. No matter how successful your business is, you will never be able to truly embrace it, if you don't adopt a healthy lifestyle or make the effort to enjoy those things that genuinely make you happy in your life. Without self-care your business will inevitably suffer, as your performance and vitality diminish. So, always schedule in breaks and never feel guilty about taking vacations.

Enjoy and Make Time for Loved Ones

Be determined to make time and ensure you are available for the people you care about. It is a proven fact that many successful business leaders and entrepreneurs make a conscious habit of not focussing on their business activities all of the time. You don't need to focus on your business 24/7 to be successful. In fact, this how most people who overreach themselves get burnout, which often leads to even more stress and depression. Research has shown that spending time with loved ones gives you time to relax and provides the emotional support you need to overcome many life challenges.

Embrace Your Emotions

Quite contradictory to how many of us were brought up - resisting any outward display of our emotions, was often actively discouraged such as: -

- ***"Don't let them see you cry.",***
- ***"They wear their heart on their sleeve",***
- ***"Keep a stiff upper lip",***
- ***"Never show that your frightened",***
- ***"Don't pity them.",***
- ***"Don't let them see the Green-eyed monster"***
- ***"Stay Calm",***
- ***"Just Let it Go"***

The idea of being emotionally 'strong' has permeated so many aspects of our society. Whilst there are certainly times in our lives when this approach is useful, i.e., when being in a competitive situation such as sports activities or avoiding unwanted confrontations. Remember that it is a normal human reaction, and is derived from our basic 'Fight' or 'Flight' thought processes. To understand and be aware of our innermost feelings is paramount to our own well-being

Always permit yourself space and time to feel each emotion, truthfully and honestly. The more time you can spend time recognizing emotions instead of pushing them away, the better you will understand the reasons why. The lessons you will learn will prove invaluable to your happiness, as well as those around you.

Understanding your feelings will give you the information you need to reduce your stress better. When you highlight the exact reasons for your stress, you can then better plan around it or alternatively avoid it altogether.

> **Happiness is not something ready made.**
>
> **It comes from your own actions**
>
> **~ Dalai Lama ~**

Update Your Perspective

Try to examine your challenges or stress issues from another perspective. Instead of looking at the negative aspects, highlight the positives and explore what alternatives that you could learn and gain productively from instead.

Practice Gratitude

Delegating your objectives and goals to others, even for short periods has been shown to reduce stress and other health problems like depression and high blood pressure (which increases the risk of strokes). In addition, taking time out to reflect upon those things you are grateful for also has the same effect.





Try Box Breathing

Box Breathing is a great technique to use anytime you feel overwhelmed or overly stressed. For many people this is a process of re-learning how to breathe correctly. If you observe a sleeping baby or toddler they breathe naturally in the correct way.

You can do this exercise either by sitting up straight on a chair or lying flat. However, to ensure you are breathing correctly try this simple test.

Place one hand on your chest and the other on the tummy. Take one deep breath in - Which hand went outwards the most, your chest or your tummy? If your tummy went out, then you are deep breathing correctly!

When you breathe in (**Inhale**) then your tummy should move outwards and appear full and round like a pot-belly.

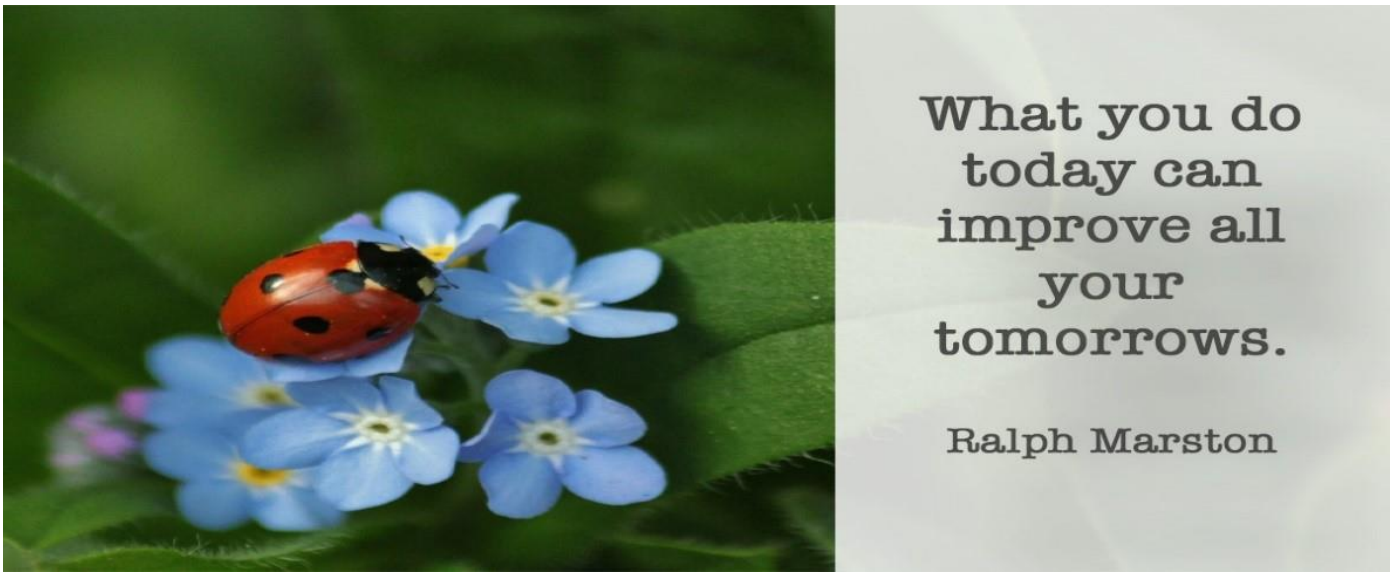
When you breathe out (**Exhale**) then your tummy should move inwards towards your spine.

Let's now go on to the Box Breathing exercise!

Start by sitting up straight and slowly exhale through your mouth for four seconds, completely emptying your lungs. Then slowly and deeply inhale from your nose for another count of four seconds.

Hold your breath for four seconds and then repeat the process holding your breath in-between each exhale and inhale. As you inhale and exhale, think about how your lungs fill up with oxygen and how it feels leaving your lungs. As you continue to do this, you will feel your body temperature return to normal, your blood pressure regulating, and a sense of relaxation sweeps over your body.

Don't let stress be the reason you fall behind in meeting your goals or lack the energy you had in the past. You have a lot more control than you think. All you need are the proper techniques, such as the ones discussed above.





SELF-ASSESSMENT TIPS FOR SUCCESS

Believe it or not, self-assessments or evaluations are not just for the workplace or annual promotions. It's a great strategy to use on yourself yearly, monthly, and weekly to ensure you are on the right path to your idea of success.

Just think about it for a moment. If you never took the opportunity to reflect on your abilities, mistakes, and what you want in life, what would you be doing? How would you know that you are making the right decision now to be sure that your future is the way that you have envisaged?

Use the following tips to optimize your self-assessment and ensure you do it correctly in order to be more successful in life.

Schedule Out Time

Prioritise the schedule the time for self-evaluation. It is easy to avoid it as no one really likes talking about themselves too much, especially when it comes to highlighting mistakes and weaknesses. It is a good idea to schedule time for weekly, monthly, and annual evaluations. Keep them short, to the point, and during the times that it makes sense for you and your business. The important thing is to make it a habit. Using a workbook or journal is a great way to record your results.

Highlight, Evaluate and Reflect

Briefly list your achievements and those things you would like most to improve upon. Reflect on your emotions and how each action you take helps you to accomplishes your goals.

Stay Positive and Realistic

Instead of thinking of failure as a negative, look for the positive side to it. For every downfall, there is a lesson to be learned or an opportunity to be had.

Learn Forgiveness and Be More Mindful

Be forgiving and realize you are human, and that you along with everyone else will make mistakes. Dwelling on them instead of forgiving yourself and taking action is where you really fail and stay down.

> **No man was ever so much deceived by another as by himself.**
>
> **~ Fulke Greville ~**

Be Honest, Open, and Ask Challenging Questions

Ask yourself open-ended and challenging questions to ensure you are taking the time to really evaluate your actions. Yes and No answers barely require any thought process so try to expand your answers in as much detail as possible, otherwise you will not get the time or desired reflection needed to ensure your efforts are on the right track.

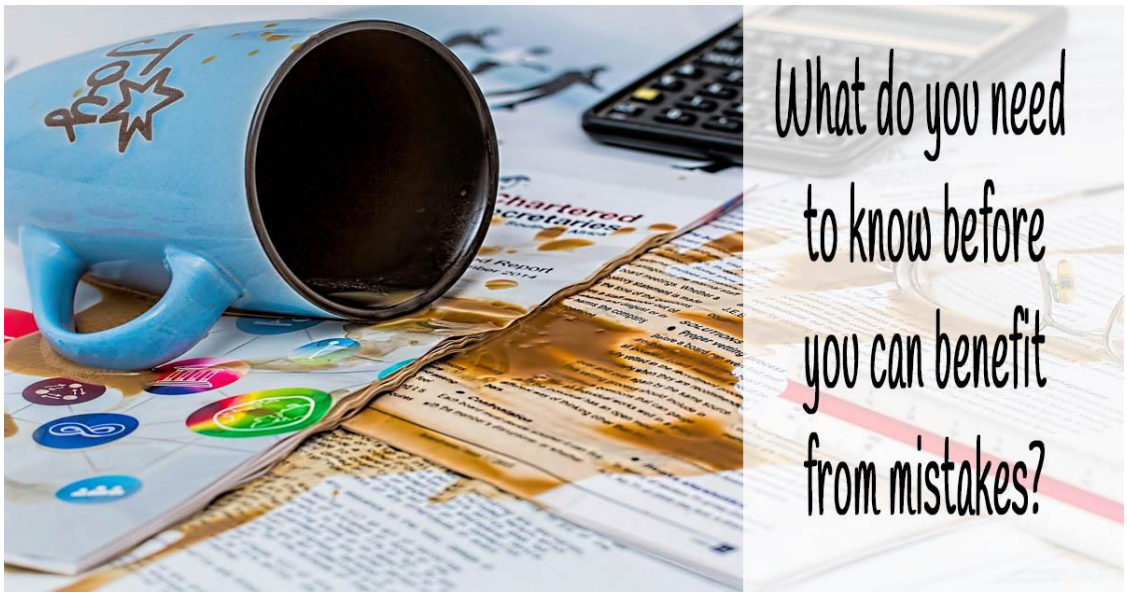
Some questions to help you get started: -

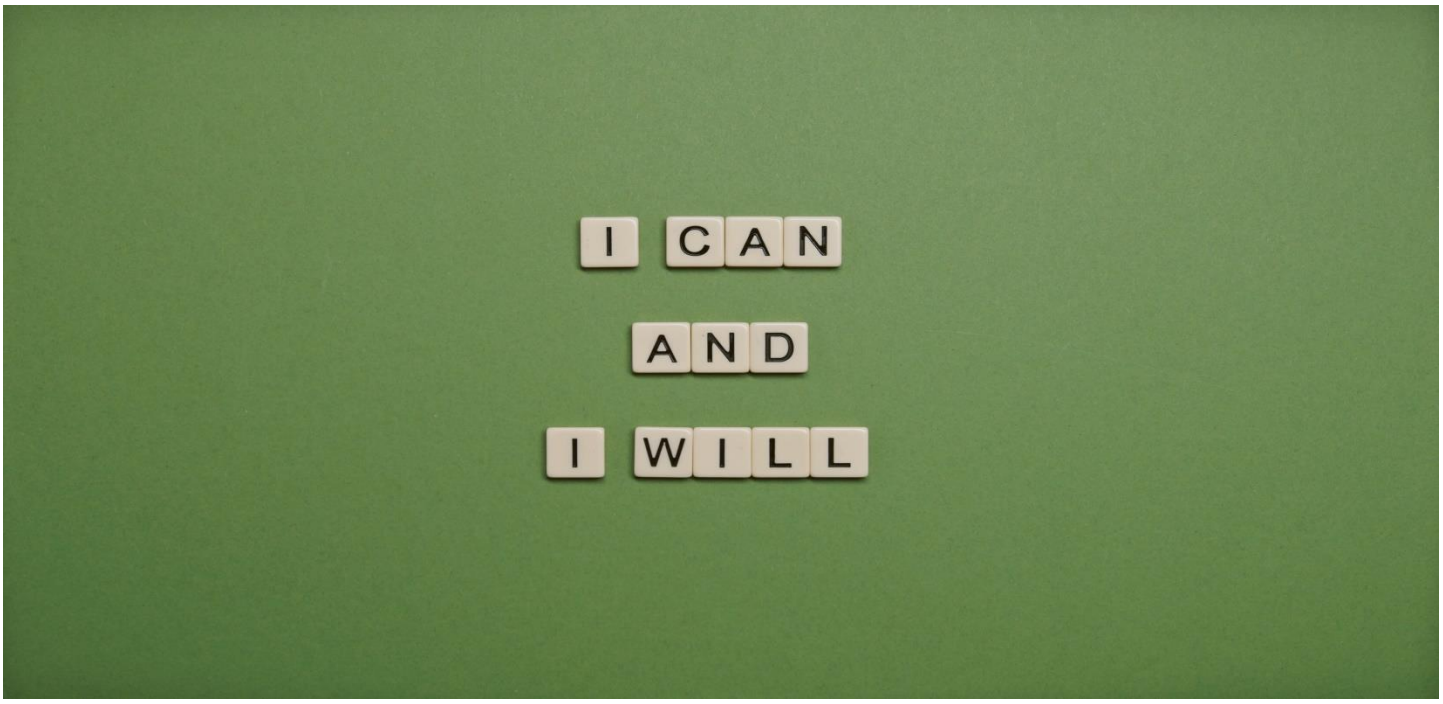
- "What is one thing I struggled with this week?"
- "What negative emotions did I experience and why?"
- "Are my strengths really where I want them to be, and how can I improve them?"
- "What can I change right now to get me closer to my goals?"

Document and Keep Track

Make every effort to keep track of your progress, achievements, failures, emotions, challenges, and rewards. These things are essential to keep track of, to remember when evaluating and reflecting on your actions or inactions. Do you trust yourself to remember everything? It's unlikely, your self-assessments will be helpful too. As previously mentioned, I would really recommend using a journal.

Remember to take the time to be proud of yourself and brag a little. Self-evaluation isn't just about the bad stuff. It should definitely include all the good stuff too. It's about comparing the bad and the good then updating your plan to keep you on the right path to success.





TURNING YOUR WEAKNESSES INTO STRENGTHS

The majority of people are more than aware of their weaknesses. It brings undue anxiety and stress to many people's lives. However, behind every weakness, there is a strength ready to improve upon them and help us all live a more productive and successful life. Do explore the following information on how to turn your weaknesses into strengths.

> **Success is achieved by developing our strengths, not by eliminating our weaknesses.**
>
> **~Marilyn Vos Savant ~**

Highlight and Evaluate Your Weaknesses

Make an honest list of your weaknesses and then separate them into similar categories. Compare them to your life objectives. Are they essential or necessary to where you need to go?

It is important to highlight providing you with the right inspiration and motivation to change. It's also a great way to make sure you are using your time wisely. Expertise in everything is not required, nor do you need to do all the work yourself to be fulfilled.

In other words, not every weakness needs to be improved, and sometimes improving them keeps you from opportunities and things that keep you on the right path towards your goals.

If 'improving' something is only going to make you miserable in the end, then why do it? Remember, it's your goals and ambitions, never let another person interfere – They have no business in your personal life's journey!

Find A Mentor or Community Group



Find a person in whom you have trust and respect, and that is willing to share their knowledge with you. Who would be prepared to coach you on the particular subject or topic that you want to learn? There are tons of professional life coaches and mentors in many different fields and genres. You can often hire them on a one-to-one basis for extra tuition knowledge or training.

You can also join Local Community Groups or Social Media Groups such as those found on Facebook. Use the 'Search' bar to enter the subject description for your particular niche in order to gain extra knowledge and industry tricks. The more you can immerse yourself with the subject matter, the better you can learn.

For example, if you want to learn another language faster, experts say it's a good idea to immerse yourself as much as possible. Listen to music, audiobooks, and even visit the other country for as long as you can, and you will learn it even faster than taking your time or only doing standard classes.





Share recommendations on how to improve.

Adapt Your Perspective

Just because you have a particular weakness doesn't necessarily mean it's negative or mean that you must change it. Turning a weakness into a strength can also include hiring someone else to do the work for you too.

It's about understanding that you may never be able to do something, and that is okay. It doesn't make you inept. Instead, you learn to recognize the best solution. Knowing how to do the work doesn't mean you always should do it, or it is the best for productivity. You may not have any artistic flair, that's ok – there are people out there who do! – i.e., take a look at outsourcing the task to freelancer. There are sites out there such as https://www.fiverr.com/ that list all the freelancers who specialise in your needs. Alternatively, you may well have an artistic flair but then you need to ask yourself "Do I have the time?" or "Is this the best use of my time taking into account my goals and objectives?"

You could also consider teaching or helping others who share the same traits and weaknesses. It allows you to recognize the strengths you do possess. Sometimes improving weaknesses has more to do with identifying the right strengths to combat them instead.

Never Skip Practice

Finally, take the time to practice. Strengths are not always about getting it right the first time. It's about repetition to gain muscle memory and give yourself time to learn each aspect of what you are doing.

PROMOTION

SPECIAL OFFER!

Free Access to

The Traffic Generation Club

Only For Our Subscribers!

(You Can Sign Up Here!)

www.arete-publishing.com/

YES

YOU can get access to this 10-part Video e-Course Completely

FREE! – No Strings!

Including

Silver Club Membership!

Click on the link below:-

https://areteonline.org/traffic/freesignup.html

This FREE offer is for a

limited time only

and may be removed

at any time!

As you can see, any weakness worth changing can be improved with a bit of time and a change of perspective.



HOW TO SAY 'NO' THE RIGHT WAY

Sometimes it can be very hard to say 'No', You may feel guilty, want to avoid conflict, or simply make other people feel good. However, you cannot allow this to consume your whole life. Worrying about how other people may react. Neither should you stress about other people's happiness. Your happiness is absolutely paramount to your life's journey. In fact, saying 'No' more often is crucial to accomplishing your goals and aspirations.

"No" Is Not Always Negative

Behind every No, there is also a Yes. To explain further, when you say No, you are also saying Yes to another opportunity that can better serve your life. Just because you are saying No, doesn't mean it is the end of the world. Saying No means that you are committed to your values and goals in life. If you always say Yes without considering everyone, the sad truth is, you will always be living someone else's life, helping them to achieve their goals and objectives whilst putting aside your own!



Establish Your Boundaries and Stick to Your Own.

The only person you are ultimately responsible for is yourself. You cannot expect others to know what it is you need if you don't make it clear to them. So, get into the practice of speaking up, and practice assertive communication. Always speak up about your boundaries, and never under any circumstances be afraid to let them know. Remember, if they can't (Or won't) respect your boundaries, you don't need them in your life. They will only ever hold you back.

Consider the Right Words

Always respect the other persons viewpoint, avoid being blunt and just saying "No." find other ways to let them know you can't, or that you don't' want to do what is being asked. Suggest an alternative or provide an apparent reason why not. Let them know it doesn't work with your schedule or fit in with your objectives. Be more concise with your reply, the more additional communication you can provide them, the better it will be for both of you.

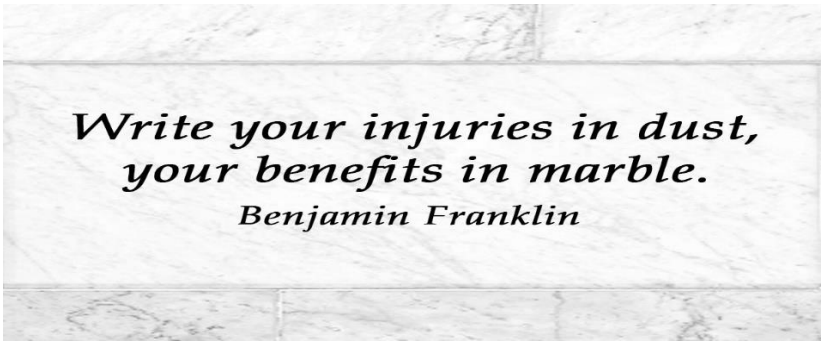
Remove any Potential Confrontation by Taking the Other Person Out of It!

In other words, make it clear that you are not saying No to the person asking; you are simply saying No to the task or activities they want you to do. Often people don't want to say No because they are afraid of offending the person; however, not being fully honest with yourself isn't fair to them either. Instead, it is important to realise that it is not about that specific person but rather about what they have requested. More likely than not, they will understand why you are respectively declining their request.

Strive to Be More Authentic

If you are in the habit of saying Yes to people or activities that you don't want to do or just don't enjoy, then you will never live the kind of life that you really want. Even if you're going to avoid potential conflict, you can easily worsen the situation by being dishonest with yourself and those around you. A rather vague 'Yes' versus a firm 'No' can be seen as more harmful, as it suggests a lack of commitment and poor attitude which then appears to be negative and even worse, noticeable.

In conclusion, saying No allows you to be in control of your life, and helps you to accomplish your goals and objectives. It is not about making others feel irrelevant or unwanted or plain rude. It's about ensuring you are using your time more wisely and following the path you want. Once you find the balance that best works for you, you will never regret taking control of your life.



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"No" puts distance between you and the wrong influence

~Jim Rohn ~

ANNOUNCEMENT!

As many of you will be aware, our website has been up and running now for some considerable time. Unfortunately, many of the features that were originally available have now become defunct, and as such the site is no longer as sleek and user-friendly as it once was

So, we are currently using a temporary themed website whilst we put together a brand-new purpose-built website which hopefully should make your user experience much better. The new site is due to be online hopefully this coming October.

In the meantime, I believe that most of the core functions are operating successfully. However, if you experience any issues or problems, then please do not hesitate to let me know!

Jonathan.

RESOURCES & INFORMATION

Areté Publishing Ltd.

HELPING PEOPLE TO HELP THEMSELVES

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