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Once You Get "The Big Idea" • Don't Give It Up [Scott Ward Inc.](#)

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"Long-term planning is not about making decisions, it is about understanding the future consequences of today's decisions." By Gary Ryan Blair

So you have a gift, a passion, and vision for your business. Maybe you've worked out some of the details, maybe there are obstacles in the way or in your mind, and you're not making enough money. Maybe you're making so much money you think it's time to go while the getting is good. Whatever the case: now is not the time to throw in the towel you're just getting started.

It's important to realize that you're in this for the long haul. You are not here to make a quick buck and leave town on the midnight train. Besides, that kind of mentality encourages shady business practices and can give you a bad reputation. Why would you put all that labour, love, and effort into birthing a business, and then sell it off like a day-old donut?

You need to think of your business as a long-term investment, even as a long term relationship if you don't mind the comparison. You have put time, effort, money and love into this relationship, and there is a payoff your business is going to provide for you and yours. You need to do what it takes to be focused, excited, and committed to your business and your dreams. Stay your course.

Another thing to keep in mind is that just because you have a big idea doesn't mean you're the only one who had, or will have, it. There will be others who will have the same idea or perhaps be inspired when they see you in action but that is no reason to get discouraged. In fact, you should see it as evidence that your idea was a good one, if you have others trying to copy you. Remember the saying that imitation is the sincerest form of flattery, that there is room for everyone at the table. Focus on bringing out the best in yourself and sharing your unique offerings with others.

Scott Says: I told myself the next big idea that I got, I would action it and work until it came to fruition.

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a [Hypnotist](#) Scott Ward Inc. is the recipient of four generations of mystic native clairvoyance and spirituality. Scott Ward travels all across North America entertaining and educating youth and adults with his positive high-energy comedy hypnosis shows, as well as his empowering educational and a [Team-Building](#) Workshops.

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