

## What Are You Resisting? (Part 1)

By: Lori T. Williams, JD

In our last issue of the YLR newsletter, I confessed that I resisted writing a newsletter for over three years. I observed that often the thing I'm resisting is the very thing I should be doing. Resisting something doesn't make it go away. In fact, "**what you resist, persists!**"

I polled our readers and found out they too were resisting something in their business. I know you're shocked! I promised to keep their comments anonymous, but thought we could all learn from one another by sharing these insights. Perhaps it will inspire and empower each of us to take action and stop resisting.

So what are you resisting in your personal life or your business? The same problems can show up in multiple places. Here's what our readers said:

1. I too have resisted writing a newsletter, and now I must!
2. Joining discussions on Motorcityconnect.com. For over a year people kept telling me to log on, and I finally did.
3. Creating boundaries around reading/replying to email. It's midnight and here I am still at my computer so lost in reading and following one of the book suggestions that I completely lost track of time *(Editors note: I rather like that one. Maybe I'm biased. Does anyone else see a problem with reading my newsletter at midnight? Ha, Ha!)*
4. I wish I was a better reader and found more time to do so. There have been so many interesting books referenced that I would like to read. *(Editors note: Men, I hear this from you all the time. All I can say is "Leaders are Readers!" Just 15 minutes a day and you can usually finish a book in a month. 12 books a year could change your life. So could one book. Just start with one.)*
5. Hiring a Virtual Assistant. I see the value in it, because I could give up the admin work that I don't do that efficiently anyway. Yet I keep doing everything myself. *(Editors note: This one hits home with me too!)*
6. Learning new and more productive work habits - the hardest thing in the world is changing old habits and beliefs. *(Editor's Note: I know a resource for this. See Jeff Kaplan and take his Mission Control one day workshop. He can help you change habits and coach you if/when you "fall off the wagon" and resort to old habits.)*
7. Writing a book. *(Editors note: Me too! I even have a title, but it's the rest that's got me stopped. I am seriously considering an ebook and have a resource where I can learn how to do it. This is on my goal list for 2008).*
8. The dreaded "cold call." I don't want to be hung up on, put into a voice mail quagmire, or otherwise treated as if I was a leper. I am a fanatic about networking so that I can get those warm introductions instead of the cold shoulder.
9. Networking! For the first five years of my business I resisted networking because it seemed intimidating to meet a room full of strangers. I've gotten comfortable with it now that I've been doing it for awhile. I also used to view it as a waste of time, because it didn't immediately lead to business. Now I see it as a relationship building tool, and I enjoy getting to know someone to make a contact and possibly a friend.

10. Getting my advisory board together to problem solve, brainstorm and plan. I see each of them one on one, but I don't take the time to bring my banker, lawyer, CPA, and insurance agent together to discuss my business. If I did, I believe the ideas would be more impactful on my business because they'd all be on the same page.

I'd love your feedback about the areas of resistance you face in your personal life or business.

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