



## **HOW TO MAKE MONEY THE HARD WAY** **A PERSPECTIVE ON BUSINESS**

**I am not an expert in field of business but as a former psychotherapist and now a consultant, I am in the field of human emotions. In my work with many people in business...both as a business consultant dealing with business issues as well as in my role of dealing with personal issues that business people experience...there is a common thread that I observe in my work with them. That thread has to do with the purpose of business. Of course, in asking a business person “How’s business? the reply would probably be “It could be better.” Making money is the object of owning, running or working in a business. But should this be the sole purpose?**

**I remember as a youngster back in Buffalo, NY after a heavy snowfall my friends and I enjoyed playing “king of the mountain”. As people scrambled to get to the top of the snow mountain from every side, the person at the top had the job of maintaining his position despite everyone’s grappling at his feet to gain that position. Today, I ask business people which is harder: getting to the top or staying on top? The most common answer is “staying on top.” I guess that’s why those in top positions get paid the big bucks but what price do they need to pay.**

**I work with business people who are making considerable money but have no time to enjoy it. Oh yes, they might purchase cars, boats, property and vacations but their mentality never changes...they’re always thinking about how to make more money. Their sense of preoccupation doesn’t allow them to share their lives with their families or significant others. Instead, they live in a hideaway that doesn’t allow anyone to really get close to them emotionally...and sometimes physically as well. The values and priorities that they may have espoused before getting to the top may have been about enjoying life and the people they love to the fullest but those guiding principles have been put aside and replaced with being preoccupied with achieving success and making more money. Admittedly, if honesty and integrity are valued qualities in life, it is difficult to retain those values as we climb the ladder of success.**

**Unfortunately many successful business people end up in divorce courts with their children suffering irrevocable emotional damage. I know some people who’ve been married two, three and four times in their search for the happiness they only they**

can find for themselves. I've been exposed to people who seemingly are in control in every aspect of their business life experience the pain of not being able to get close to anyone out of fear that their human side might be exposed. Their lives have become a series of roles that are played out without their being able to experience some of the simplest pleasures that others in less powerful positions can enjoy. There is no time for a child's hug, petting a dog, going for a leisurely walk or being able to express their deepest thoughts and feelings to someone. These are experiences that aren't allowed in their quest for power, fame, control and riches. "Letting your hair down" is not a luxury for those who need to maintain an image of power and control.

Certainly there is nothing wrong with making and enjoying money and the pleasures that it may bring. The trick, though, is to be able to retain the important values that help keep us balanced in our quest for fame and fortune. Can it be done? Yes, but it takes a good deal of maturity and introspection to be able to keep that sense of balance uppermost in our minds. It requires never forgetting WHO we are while disallowing that definition to be replaced by WHAT WE DO. It requires listening to those who love us for who we are when they might try to make us aware that we are moving away from them in our search for success.

I have found that in life there is no greater stress than that which we bring upon ourselves. Awareness is the key. Knowing when to do battle or when to walk away are essential lessons that we need to learn in order not to do ourselves more harm in spite of the circumstances that might prevail. If we truly want to be in control of our lives, we must become our first priority and not the money that we make.

### **A Brief Biographical Sketch**

*After an over 40 year career as a professional psychotherapist and Director of The Sports Stress Clinic in Amherst, NY, Charles Bonasera came to Florida and decided to use the benefits of his previous professional experiences in his new roles of Consultant in Life Management and Business Coaching as well as his expertise as a Motivational Speaker. He once again became involved with athletes in different sports training them with his techniques to help them develop and maintain focus as well as staying in their zone. Much of his training methods are derived from the CD collection he developed under the heading of WIN-WIN SECRETS as the President of Personal Identity Controls. This collection consists of thirty-six programs dealing with vital issues in the management of stress.*

*Another role that he adopted to add to his professional career was that of Author. Early in the 1980's he wrote Guide to a Life Management Process which he has re-written as a workbook to successfully help people manage their stress which includes his own Working Model. As a result in his interest in golf and realizing that it was essentially a "mind game", he wrote The Mental Side of Golf which can benefit the beginner as well as professionals playing the game of golf.*

*He then compiled over five-hundred sayings that he had developed in the course of his professional career as stimuli to help people change patterns in their lives entitled How to Stay Well and Live Life to the Fullest. This was followed by a book documenting case studies around disruptive life patterns including ways to change them under the name of How in the Hell Did This Happen to Me? Both his personal involvement in sports as a participant, coach, manager and in his role in officiating, inspired him to write a primer for parents and coaches entitled The Legend of Little League.*

*Charles invites you to view his website at [www.charlesmbonasera.com](http://www.charlesmbonasera.com) as well as to write with your comments and questions to his e-mail address ([charles@charlesmbonasera.com](mailto:charles@charlesmbonasera.com)). He would also be very happy to communicate with his readers by telephone should they desire. His professional motto is “seeking alternative methods to happiness” and wishes those touched by his words to practice the three secrets to a happy life: “enjoy life and enjoy it thoroughly ... develop and maintain a sense of humor ... bring as much love into your life as possible.*