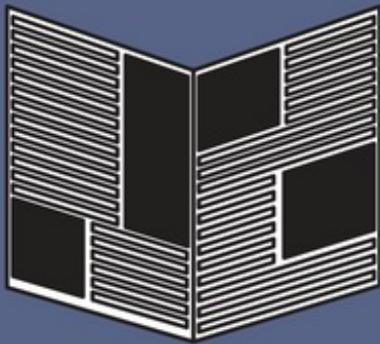


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# ATWOOD, LLC NEWSLETTER

Opinions and Updates  
*Colleen Atwood - Virtual Assistant*



## The Similarities Between Golfing and Business



If there is one thing I've learned while in [Chewelah](#) these last two weeks, it's that golfers are some of the most patient people I can come across. Not only are we playing a game that is sure to annoy us to no end when we hit the ball wrong (going every which way but straight), when something finally does go right, we are willing and ready to go right back out there to see if we can do it again.

I have been in [Chewelah, WA](#) for almost two (2) weeks now and have played golf at least once each day. Sometimes in the morning, when it's cooler, and sometimes in the afternoon, when it's 80<sup>o</sup>+ outside. Each time, I've had some truly awful games (for example, my mother-in-law and I went out one morning

and couldn't hit the broad side of a barn if we tried) and other times, I couldn't do anything wrong.

I've only been playing for a little over a year and a half and the ladies here are seriously impressed with my progress over that time. Due to the high expense of even going to the driving range in Seattle, I've primarily been playing only here – with six (6) months in-between during the seasons pining for a little whack-a-ball and several weeks while at home around us coming to visit for the weekend.

Why am I droning on about this and why do you care? Well, my mother-in-law had recently clipped out an article written in the Spokane newspaper she'd come across about golfers. Her intention was to share it with the golf course – as she's on several committees and has worked hard to bring about changes desperately needed.

It was about how golfers in the Spokane area in general are extremely patient, even when they play a crappy game of golf. Because much like I mentioned above, regardless of how crappy a game might be going, something good can usually pop up when you least expect it. Take the game I mentioned above about us not being able to hit a barn. During the fourth hole of the nine she lives on, we both parred. Excited, we continued to five and proceeded to go everywhere but where we needed to go. Talk about depressing.

Business is like that. There are some days where everything – and I mean everything – goes wrong: you look at something cross-eyed and it breaks down; the printer goes on the fritz; your machinery which just had yearly maintenance decides to have massive issues; you get a call from a client who isn't happy in the least and has decided to give you a piece of their mind; or the boss comes in with a nasty attitude and decides to share it with everyone – even if it has nothing to do with work. It's those types of days when you wonder why you even got out of bed.

And then on the opposite side, everything that happens in a day appears to turn into gold for you. The project you have been working on for months is finally complete and you get a call from your appreciative client; you get an unexpected bonus or raise; that employee who's been coming in cranky approaches you with a fantastic idea that results in a new product or service they'd been thinking about but wasn't sure how to bring it up; the contract that was threatening to break down during negotiations finally comes through. On those types of days, you know deep in your heart that the long hours, stress, and little annoyances were worth it.

Much like golfing, sometimes you love to hate the game. But much like business, you know that you will continue to put those long hours in and live with the stress.

Why? Because in the end, the satisfaction you feel in the end is what motivates you. Only you can see that light at the end of the tunnel and while there may be potholes and bumps in the road at times, only you know how to navigate them to achieve the goals you've been working so hard for. So, whether you're playing golf or working hard on a project, never give up. You might just find out both are worth the time and aggravation.

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## How Are Writing and Business Alike?

One of my favorite things to do in life is writing. I've been writing my own books for over twenty years now – since I was sixteen and desperately needed an outlet. I started with one single character, which turned into two, and finally four. As time passed, I realized I needed more than those four characters. By the time I was eighteen, my single character had turned into six dozen.



Sounds stupid, doesn't it? Who is dumb enough to start writing something as a form of release and ends up creating a whole host of characters with their own lives and stories? What is the point? And why haven't I tried to do anything with my writing outside of writing – like trying to get myself published?

In all actuality, I have finished six of my books and have contacted various publishing houses. But as I continue writing and diving into the lives of my people, I realized that there is very likely no way I will ever publish my books. Why? Because with my books, you do not get a single story – you cannot understand everything that happens unless you read the rest. How is that for foolish?

Writing for me is a release – it allows me to think things through without having to worry about being judged for what or who I am. It gives me a chance to look at the darker parts of life and examine them, much in the same way a coroner dissects a body during an autopsy. Gruesome, aren't I? I don't see it as such, I simply see it as a way for me to learn the ins and outs of humanity and how each person might respond to differing situations.

My characters each have a full life of their own. I know how everything began for them, what they love, hate, their fears, their joys, and how each relates to the other characters of my design. The most recent additions to my books are the

males I've added – half of the female characters originally created. Why add more? Because as a writer, you find that simply writing from a single perspective will limit you. Too much and it begins to slip into other parts of your life as well.

When I began my business, I knew there would be some frustrating days. I went on my adventure with eyes wide open and a heart that knew it would be difficult – if not sometimes terrifying – to put myself out there. See, I am not the type of person who likes being around a lot of people. I tend to keep to myself and do what needs to be done. But I also understand that if I do not put myself out there for others, I will never accomplish what I truly want – freedom.

When I worked for others, there were always restrictions – be they the hours available to me or monetary. My ideas and suggestions were always listened to but the powers that be didn't usually endorse them. And that is okay – there are times when an employee will see something an employer will not, but the employer may not have the will or even the right to change things, even if they agree with their subordinate. That is called life.

But even if my suggestions were never acted upon, they were always listened to. See, when I am writing, I tend to look at both sides of things. I hate getting only one side of the story and will always want to know more – even if I don't eventually agree with something. Having both sides allows for a broader perspective and an opening of the mind. It allows a person to form their own opinions and not follow blindly. I am no lemming.

Owning your own business is much like writing. First, you write down your initial idea. Second, you brainstorm additional aspects, trying to see all sides. Third, you do your research on each topic and from there, it's all downhill. Not only do you begin to learn more as you continue but you also gain new ideas, things that hadn't occurred to you before. You do more research and then eventually decide on a final project.

The scary part is when you begin to start the process of putting it all together. It isn't presenting the information to someone who might or might not agree with you. It is the act of creating something new from nothing. Sure, when you finally talk to someone about your thoughts and show the evidence to them, that feeling of terror arrives once more. But once it's out in the open, that feeling gets pushed aside for something else – reality.

It took me a full two months to do the research before presenting my idea to my husband. And yes, I was terrified he'd laugh in my face when I suggested I open my own business with the intent to help others while helping myself. But to my relief, he supported my decision 100% and now here I am.

As business professionals, we offer ourselves to others because they do not have access to it at that moment. We put our reputations, egos, money, and lives on the line to create something brand new for others. We know that there is a possibility to fail but without at least trying it first, there is no way to fail – unless you simply don't act to begin with.

The biggest risk we face is that the public might not be ready for our offerings. We might have a fantastic idea and everything we need to implement it but there are times when it just isn't something that can be achieved right away. da Vince and Tesla were such men – they had ideas that were ahead of their time and didn't come to fruition until hundreds of years later. But at least they knew they were ready to try, even if the public at large was not.

Those types of fears plague us daily, if not in so many words. But we plug away at what we do because it's something we love doing. The same is true with my writing. There are some trippy books out there created by some twisted minds. But without trying, these men and women who have published would never have made it. And that is the point to this whole discussion.

Writing and business are much the same. You begin with a crazy idea, as a form of release, and eventually, that idea takes on a life of its own. Will it work? Who knows. Is it worth the effort? Absolutely. Is it scary? Definitely. Would I have changed a single thing? Never. One cannot grow without learning and with anything else, fear is something we all feel, be it in business or on a roller coaster. How you utilize that fear is what matters most. How do you channel yours?

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## Thank You

Thank you for taking the time to read my newsletters. I truly appreciate it. I try to bring you the information you will be interested in, as well as give you some insight into who I am as a person. I know everyone is busy and we certainly don't have enough hours in the day to do it all.

If you would like to unsubscribe from my newsletters, please take some time to click on the unsubscribe button above and you will not hear from me again. Otherwise, I look forward to sharing more information with you in the upcoming weeks once my vacation is complete.

Again, I appreciate your time and hope everyone has a fantastic Memorial Weekend.

Sincerely,  
Colleen Atwood - Virtual Assistant  
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