



Become An Eco-Entrepreneur

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*Do What You Love,
Love What You Do!*

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Just in case you hadn't noticed yet – the economy is changing drastically!

What is changing is the fundamental structure, direction and means of profit. In the old economic model profit was related to how much money you had available. Making more profit was considered the objective of every good business. It was also very much a cutthroat economy where the more economically advantaged were able to take advantage of those less financially capable. Essentially this was a model where love of money dominated and people and the environment were considered viable options for exploitation to earn a profit. In the old economy profit was often made by letting other people pay the real costs of doing business. It was a cutthroat model where the motto was "everyone for themselves!"

The reality of this old economic model is easily seen in the vast disparity of the modern countries and 3rd world countries. In the 3rd world resources have been pillaged, workers exploited, and the environment has been polluted to the point where people are suffering from severe health issues and even dying!

Additionally the old economy was based on a speculative model of production and profit. This speculation got so out of hand and so fragmented that it has led directly to over-production with available resources and ultimately to the collapse of our financial system.

But that's the old economy and we've moved past that now. Today we are living in the new Eco-Economy. In this new model instead of having a love of money, the Eco-Entrepreneurs have a love of people. Profit is made by resource evolution or the building of new resources that can be used sustainably. Eco-Entrepreneurs no longer think of business with a cutthroat mentality but recognize that they are mutually interdependent upon each other for success. They realize that by supporting each other and evolving the resource base they can create a sustainable growth rate that is built on a solid foundation. Eco-Entrepreneurs take each new step by standing on the resources they've created already. Profit is now measured in terms of the resource benefit created for others.

The defining differences for Eco-Entrepreneurs is not just "how" they do business

but how they “approach” doing business. In the old economy decisions were made by a hierarchy of people. In the Eco-Economy the driving factor becomes a hierarchy of Sustainable Values and Innovative Actions. With this model Eco-Entrepreneurs are able to make simple and clear decisions that direct the mutual support and mutual success of the entire Eco-Economy.

The Sustainable Values of an Eco-Entrepreneur are:

1. Self-Sufficiency
2. Self-Relationship
3. Self-Care
4. Connection
5. Passion
6. Intention
7. Manifestation

By using these values to make decisions they ensure that everything that is created is sustainably built on the solid foundation of what’s underneath it. No longer are they seeking to exploit another group of people or area but instead are focused on creating their own sustainability and supporting the sustainability of everyone else they do business with.

The Innovative Actions of an Eco-Entrepreneur are:

1. Generate Resources (*Create*)
2. Trading Time (*Innovate*)
3. Residual Resources (*Sustain*)
4. Resource Advocacy (*Grow*)

Eco-Entrepreneurs use this series of actions to build strong and sustainable businesses. The first step and method of creating sustainable profit is in creating new opportunities or resources to be utilized. In other words, instead of exploiting resources they are creating them as a part of doing business. Eco-Entrepreneurs also recognize that time is their biggest resource and must be used in an innovative way to generate value and success. The next step is in creating residual resources that can be used over and over and over without being depleted. This can also be viewed as putting effort into creating a product or service that is then easily replicated. The last step is perhaps one of the most important for the Eco-Entrepreneur. Because the economy is no longer cutthroat everyone’s success is dependent on everyone else’s success as well. By taking the time to support fellow Eco-Entrepreneurs in their own endeavors and in generating new resources the success, sustainability and profit of everyone is increased. The advocacy stage of Eco-Entrepreneurship is about help others out in continuing their own business.

Becoming an Eco-Entrepreneur is as simple as that – understand your own Sustainable Values as the source of all your decisions and follow the Innovative

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Action plan. This is the model for success in the new Eco-Economy. Those who are ready to begin today will get back to patterns of success and thriving businesses faster!

But this is far more than just a business model. The Eco-Entrepreneur is a model of how to live in the new society we have moved into. It is about your home, your lifestyle, your business, your family and your friends. By engaging this model in every area of your life you become another new resource in a resource based Eco-Economy!

Are you ready to get started?

About Angel True

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Integrate, Expand, Thrive!
Do What You Love,
Love What You Do

As the founder of *True Living with Authentic Intention*, **Angel True** believes that it is possible for everyone to live their passions and love every moment of their life! He has over 25 years of experience and training in interpersonal communication, self-transformation, community growth & dynamics, and leadership, over 20 years experience and training in business and professional writing, 10 years of experience working for a Fortune 100 company and 5+ years of training & practice in embodiment, spiritual growth, and energy work. As a Synergy & Embodiment Coach he works with individuals, couples, non-profits and businesses to empower their passions, move into action, heal past injury and transform dreams into reality.

Angel artfully weaves together Personal & Professional Coaching, Reiki, Intuitive Insight, Directed Source Energy, direct honesty, compassionate inquiry, and intentional action to facilitate his clients self-healing, embodying their dreams and living their fullest life yet! As a coach, intuitive guide, healer and workshop facilitator Angel has worked both nationally and internationally.



Imagine being...
healthy and energized,
alive and living your dream,
fully nourished,
connected to your inner power,
in awe of the beauty around you,
in love with each breath,
and moving through life
as if you were deep in the flow of a powerful river.

This, to me,
is abundance embodied.

-Angel True

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“Not consciousness and self-understanding but a passionate inner presence makes us what and who we are.”

-Thomas Moore