

Develop your Intuition in Business

**by Amanda
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Develop Your Intuition in Business

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Contents

What is Intuition or gut feeling?	5
Why it is absolutely crucial to develop and listen to your Intuition/gut feeling in business	6
Who uses it?	7
How Intuition helped me	8
How to develop your Intuition	9
<i>Know when your Intuition is trying to connect with you.</i>	<i>9</i>
<i>Relax and be still.</i>	<i>9</i>
“I just knew it was the RIGHT thing to do”	10
“I’ve got a very bad feeling about that”	11
Tools can you use to develop Intuition	12
2) <i>Sit quietly and breathe.</i>	<i>12</i>
3) <i>Pack of Cards</i>	<i>12</i>
4) <i>Relaxing Music.....</i>	<i>12</i>
5) <i>Dream Journal</i>	<i>13</i>
6) <i>Doodling and drawing</i>	<i>13</i>
7) <i>Type with the computer screen OFF.....</i>	<i>14</i>
8) <i>Randomness.....</i>	<i>14</i>
9) <i>Questions.....</i>	<i>15</i>
<i>Power Question.....</i>	<i>15</i>
<i>Immediate Action</i>	<i>15</i>
Other Useful Products.....	16
About the Author	17

What is Intuition or gut feeling?

According to the Oxford Dictionary, "it is the power of immediate understanding of something without conscious reasoning or study. It is a piece of knowledge gained by this power"...

"It is knowledge obtained from an ability to understand or know something immediately without needing to think about it, learn it or discover it by using reason." - Cambridge dictionary

In my understanding it is a way of just "knowing" something without any rational explanation for it.

Often there are no external signs to back up this "knowing."

I believe it is something we all have and it is as real as the other senses.

For a long while it was considered that women used their Intuition more than men. This might have been true, although I am now meeting more and more men who use this guidance system to help them in all areas of life and business.

Intuition to me is a strong feeling that something is right or wrong. For me it is usually located in my lower stomach area- so hence the term "gut feeling".

Intuition is there to help us. It might be the feeling that something is perfectly right for us to do at this moment or an immediate knowing that someone is lying to us; it is a parent sitting bolt upright in bed at 2am, knowing their child is in danger or the quiet voice that tells us to drive round the block one more time so we can find the perfect parking spot right outside the door of where we want to go. It is the absolute trusting confidence that we are going to do business with a certain client.

In certain circumstances, it might be a sense of almost impending doom, that something really is not right. There are many stories of people who have had this feeling before boarding an aeroplane. They have not got on board and heard later the plane crashed and everyone on board was killed.

It might be a sense of peace, calm and confidence that you are doing the exactly the right thing for you in this moment. You hear stories of people where they seem to be in the just the right place at the right moment and they get a "lucky break". Often they happened to be there because they listened to an "intuitive prompt" which told them to go there.

Why it is absolutely crucial to develop and listen to your Intuition/gut feeling in business

As an Abundance Guide, I am often asked whether everyone has this ability to see and hear information, which is not immediately obvious to the five senses of seeing, hearing, feeling, touching and tasting.

The answer is most definitely YES, although it is more developed in some people than others.

It is often referred to Intuition or gut instinct- or the “Bull-S*** detector” and seems to be more widely used by women. A few uses of Intuition are listed below:

- How to tell immediately if someone is lying to you.
- How to get an insight into the character and personality of people you are dealing with and know instantly whether you can trust them or not.
- Know in advance what objections someone might come up with to your sales and businesses proposal and be prepared for them.
- Get an immediate feeling for your prospects “hot buttons”, that is to say the features and benefits of your offering that would most interest them.
- Get a sense of the likely outcome of an event and make changes if you don't like the outcome.
- Get a sense of which of your product or service packages are most appropriate for someone.
- Know when you have done enough selling and it is time to ask for the order and be quiet- so many sales and business people miss this one.
- Tune into the true feelings and emotions of a client or an employee and really get a feeling of what is going on for them when they might not be able to express it in words.
- Hear the “real objections” behind the words someone is saying to you, so you can deal with them easily and elegantly.
- Know immediately whether an opportunity or project has potential or whether to abandon it in favour of something else.
- Get an immediate reaction as to whether a project is likely to cost you a lot of wasted time, energy and effort.
- Build instant rapport with almost anyone.
- Know when your words or actions have overstepped someone's boundaries, so you can take immediate corrective action
- Have an internal traffic guidance system to get you to your destination if you don't have a satellite navigation system in your car.

Who uses it?

When you talk to successful business people such as Donald Trump, Brian Tracy or Sir Richard Branson, sooner or later you will hear them talk about their “Intuition” or their “gut instinct”. They list it as a major tool they use in their decision making process.

Many of them use their Intuition on a day-to-day basis to make business decisions involving millions and billions of pounds, dollars or whatever currency they work in. Here are a few examples:

1) When **Masaru Ibuka Founder and chairman of Japan's Sony Corp** was asked in an interview, "What is the secret of your success?" He said he had a ritual. Preceding a business decision, he would drink herbal tea. Before he drank, he asked himself, "Should I make this deal or not?" If the tea gave him indigestion, he wouldn't make the deal. "I trust my gut, and I know how it works," he said. "My mind is not that smart, but my body is."

2) My husband Greg was watching a charity episode of a TV programme called “Who wants to be a Millionaire” with **UK TV presenter Jeremy Beadle and serial entrepreneur Alan Sugar**.

They came to a question that neither could answer. “What is President George Bush’s daughter famous for?”. Jeremy Beadle turned to Alan Sugar and asked him, “If you did know the answer, what would you say?” Without a moment’s hesitation, Alan Sugar said “modelling”.

In this case they chose not to trust their instincts, for fear of losing the money they had already won for their chosen charity. Had they gone with that “gut reaction” answer, they would have doubled their prize money from £16,000 to £32,000.

3) From Forbes Business Magazine:-**Peter Vegso** played a hunch that turned his struggling publishing company into an industry powerhouse. At a 1992 booksellers convention he attended, an acquaintance, **Jack Canfield**, was peddling a manuscript of inspirational stories (Chicken Soup for the Soul) he had collected over 20 years as a motivational speaker.

One hundred and forty publishers had rejected the book. Canfield asked Vegso to look at it. "I said, 'Jack, I'll publish it,'" recalls Vegso, president of Health Communications Inc. "He said, 'Don't you have to read it first?'"... The rest, so they say, is history!

4) **Ray Croc** bought the McDonalds franchise in the initial stages of its development for what was an exorbitant price. He had little money at the time and couldn't afford the price, but he says *'My funny-bone instinct kept urging me on.'*

What was initially just one store in California, developed into the largest fast-food franchise the world has ever seen!.

How Intuition helped me

Find Sarah

A few years ago, before I had a mobile phone, I was visiting a friend in a town I had never been to before. I had no idea where to go, so I kept repeating to myself “where is Sarah?” and I heard this voice in my head that told me exactly the right turnings to make and I found myself right outside her front door.

Missed the Hotel

A few months ago I was going to an event at a hotel on an airport complex. I had left the directions in my bag in the boot (trunk) of the car, so I could not reach them. As I approached the airport, I heard a voice in my head that said “Terminal 4”.

I thought “that can’t be right, it’s a new building and there’s nothing there.”- or so I thought. I ignored the voice, went all round the airport complex and ended up back on the motorway going in the opposite direction, at rush hour, with nowhere to turn around for miles.

When I eventually got back, there was the hotel right on the very first roundabout, heading towards Terminal 4.

My first book co-authored with Joe Vitale and Pat O’ Bryan

I have been studying Internet Marketing at Pat O’ Bryan’s [Portable Empire University](http://www.PortableEmpireUniversity.com). He is helping people to get their Internet business up and running. I had not visited the forum for a while and got an intuitive prompt one day to log in.

The first post I saw was from the founder, Internet marketing star Pat O’ Bryan. He was looking for contributions for his next book “How I made my first dollar online” and the deadline was only a couple of days away. I wrote the chapter and sent it to him.

That also led me to updating the product I wrote about in that chapter, an audio and workbook called [Clear Limiting Beliefs](http://www.ClearLimitingBeliefs.com) which Pat then promoted to his list for me. That resulted in more sales of that product in one week, than I had ever had.

Going to the Doctor

When I was a student I worked in Spain for 6 months. I came home, feeling in better shape than I had been for a long time. My Grandma keep nagging at me to go to the doctor. Finally, to keep the peace, I went. They found an ovarian tumour the size of a melon that was about to burst. I had an operation that probably saved my life.

Backing up the Computer

A few weeks ago I read an article about the importance of backing up the data on your computer and realised ours had not been backed up for a while. I insisted Greg do ours right away. Two days later, there was a bang and the hard drive blew up.

How to develop your Intuition

Intuition is important in two main ways:

One way is to tell you when something is **absolutely right** for you and you should follow the intuitive prompts because something great will come out of it for you.

The other is to warn you of danger or to alert you when something is **totally wrong** for you and following that course of action could cost you dearly.

Your Intuition can never tell you what to do. It can only offer guidance. The final decision on what to do always lies with you.

Your Intuition is a bit like a muscle- the more you use it, the better it will work for you. It does not stop working, even if you have neglected it over years or never listened to it. In that case, it might need a little practice to start to hear or feel it again.

Know when your Intuition is trying to connect with you.

The first step is to be able to identify the sights, sounds, sensations, feelings and emotions of when your intuition is trying to connect with you.

The sensations of when something is right or wrong may be totally different for you.

When you can identify that knowing sensation, you can practice listening to it **and acting on its wisdom and guidance.**

Relax and be still.

The quieter you can get your mind, the easier it is to connect with your Intuition. It is harder for it to get through to you when you are stressed. Take a few deep breaths, breathe out tension and breathe in a feeling of connection.

Once you can learn to trust your Intuition or gut feeling, it won't let you down. It will help you in any situation.

For some people this works best as a guided visualisation. For others a simple breathing exercise is brilliant.

I have found that, for me, breathing in deeply to the count of 7, holding for 7, breathing out to 7 and holding for 7 is a terrific way to calm mind, body and spirit in minutes.

The more you can quiet the chatter, the easier it is to be aware of your Intuition and to hear the creative insights when they come to you.

“I just knew it was the RIGHT thing to do”

How often have said that to yourself? Did you listen to those words and follow through with it or did you ignore them and add the phrase “I wish I had listened to it!”

Think of a time when you absolutely knew **something was right** and you listened to that knowing. You heard your Intuition talking to you.

How did you know? Was it a feeling in your body? Where was it? Was there a voice? How was the knowing voice different from all the other chatter in your head?

Can you remember the sounds, feelings, and pictures?
Where in your body did you feel the knowing?

For a lot of people that feeling is in their stomach (or solar plexus) area.
What kind of feeling was it? Warm? Cold?

Maybe it was a voice you heard? Where was the voice? What was the tone?

The more of this you can recall, the easier it is to know when your Intuition is trying to get through to you.

For me, when I know something is right, I get prickles running right up my legs and up my back.

“I’ve got a very bad feeling about that”

Now think of a time when you absolutely know that **something was wrong** and you listened to that voice or that feeling.

How did you know? Was it a feeling in your body? Where was it? Was there a voice? How was the knowing voice different from all the other chatter in your head?

Can you remember the sounds, feelings, and pictures?
Where in your body did you feel the knowing?

For a lot of people that feeling is in their stomach (or solar plexus) area.
What kind of feeling was it? Warm? Cold?

Maybe it was a voice you heard? Where was the voice? What was the tone?

How was it different from the good feelings in the previous exercise?

The more of this you can recall, the easier it is to know when your Intuition is trying to get through to you. It may not be as dramatic as your life being in danger, it may be as subtle as needing to get more information before proceeding with something.

For me, this has been a harder one to hear and it tends to be more of a cold feeling in my stomach and the voice has a much harsher tone to it.

Practice.

Just as the phone rings, take a deep breath and try to tune in to who is calling. It really freaks someone out when you answer the phone with their name. This is especially true if you were about to call them- and their number has not shown up on your phone.

Have fun; listen to your feelings or to the little quiet, knowing voice that is there to guide you.

Before you make an important decision, pause, take a deep breath, ask yourself what is the best course of action for you at this moment and quietly wait for an answer?

Tools can you use to develop Intuition

To develop your intuition you need to be able to quiet your mind and relax, so you can connect with yourself and the Universe.

Here are a few suggestions to get you started. This is by no means an exhaustive list. It is a few suggestions to get you started. As you play with this, you will find your own ways to tap into your Intuition or Gut Feeling.

1) Set an Intention to trigger your Intuition.

As silly as it sounds, sometimes simply deciding that you are going to hear and trust your Intuition before you make any business decisions can be enough to trigger it.

2) Sit quietly and breathe.

Take a few deep breaths in and out. As you breathe out, choose to let go of tension and stress. As you breathe in, feel your body filling with peace and calm. You may only need to do this for a couple of minutes. As you quieten your mind and empty it of the daily chatter, you are more likely to hear the quiet voice of your inner wisdom.

It is important to shut out distractions, such as the telephone or computer just for a few minutes. In those moments of calm and peace you are more likely to get a solution that you have been looking for than when you are frantically busy.

We have a beautiful relaxation audio which may help you. It is called [Creative Problem Solver](http://www.GetYourDreamLife.com) and is available from www.GetYourDreamLife.com

3) Pack of Cards

You could try some cards such as Angel Cards or ordinary playing cards as a way of triggering your Intuition. Lay them on the table face down, point to one and before you pick it up, relax and take a deep breath and try to get a sense of what is on that card. Check to see if you are right.

4) Relaxing Music

Listening to some relaxing music is really good, especially things like the Mozart Effect music, which has the same beat as relaxed brain waves. Put on your favourite piece of relaxation music and chill out for 10-15 minutes.

You'll be surprised what insights you can get when you do this.

5) *Dream Journal*

Before you go to bed, ask a question that you really want to know the answer to. Set the intention that you will have a dream during the night that will give you the answers you need and, more importantly, you will remember that dream and the wisdom it offers.

You have probably heard people say “I’ll sleep on it and I’ll give you an answer in the morning”. That is a very good thing to do because your subconscious mind has access to a far larger picture than your waking, conscious mind. Along with your Intuition, it can then give you the answers you need to make exactly the right decision for you.

When you wake up, rather than leaping straight out of bed, lie quietly for a moment, take a couple of deep breaths and try to recall your dreams.

Keep a pen and paper by your bed, so you can capture your thoughts and impressions immediately.

You may want to also ask your Intuition for insights as to what these things mean.

Be prepared for other creative and inspiring ideas to pop into your head as you go about your daily business.

6) *Doodling and drawing*

This is a fantastic way to access your Intuition because you often get clearer ideas shown to you in the form of a picture or a symbol. It doesn’t matter at all if you feel you can’t draw. These scribbles are only for you.

Write your question at the top of a piece of paper, take a deep breath and write or draw whatever first comes into your mind. Let your pen flow freely. YOU can analyse and edit later.

I came across a suggestion of drawing and doodling with the hand you don’t normally write with. This is because you have less control over the “non dominant” hand and are more likely to access the creative part of your brain.

7) Type with the computer screen OFF

When you have a burning question, type it at the top of a page and then turn off your computer screen and relax. Stare at the computer screen as if you are trying to look through it, so your eyes are relaxed and begin to type.

When you turn the screen back on, you are likely to be amazed at the insights that have come up.

Joe Vitale, Internet marketer and star of the movie “The Secret” uses a version of this technique to write a lot of his books.

My friend, Pat Hicks, author of the [Seven Laws of Success](#) wrote an entire chapter of his book, using that method.

Pat went one stage further and had his eyes closed as well. The resulting chapter was almost word perfect and required minimal editing.

When I first created my very powerful audio relaxation programmes [Clear Limiting Beliefs](#) and [Creative Problem Solver](#), I applied the same method.

I plugged in the microphone, put on some music, relaxed and started to speak. 35 minutes later, I had a recording that was almost word perfect. Like Pat’s book, it required only minimal editing.

8) Randomness

Ask your question, take a deep breath and without too much thought, pick a book off the shelf. Have the intention that you will find what you need in that book, open it at a random page and notice what words or phrases immediately jump out at you.

They are likely to be very relevant to you.

Another variation of this is to open a book, and turn the pages rapidly. Stop at a page that you feel drawn to and notice the first words that leap out of the page at you.

You can try this with a song as well. Think of your question and ask what song would most help you at the moment. Take a deep breath and notice what tune suddenly you find yourself humming or what song you find yourself singing.

9) Questions

Ask yourself, “What do I most need to know right now to resolve this matter and to move forward?” Sit quietly, take a few deep breaths and wait for an answer.

When we ask other people a question, which requires an answer, it works best if we give them some time and space to answer. It is the same when we ask our Intuition for an answer.

You can state a deadline, by which time you require an answer that will help you move forward

Give your Intuition chance to respond and it will deliver what you need to hear right on time- or before.

Power Question

Another very effective question you can ask yourself is,

“I know you don’t know the answer, but if you did know, what might you say?”

From my experience, this question seems to have an almost direct line straight to the source of creativity, Intuition and inspiration.

It seems to have an almost magical ability to get ideas flowing, even where there has been a total blockage before

Immediate Action

When you have established contact with your Intuition, the important thing is to take immediate ACTION on the ideas when they come to you.

You start to build up your “Intuition Muscle” and you will get better and better at trusting it. The more you use it, the more it will be there instantly to guide you whenever you need it- for bad or for good.

I hope you have enjoyed this ebook, **Developing your Intuition in Business**. It is a vital skill and really can give you an enormous edge over your colleagues who are still operating on the “push harder” approach.

For more resources on developing your Intuition and creating Abundance in your life, please visit

<http://www.GetYourDreamLife.com>

With abundant blessings,
Amanda Goldston

Other Useful Products

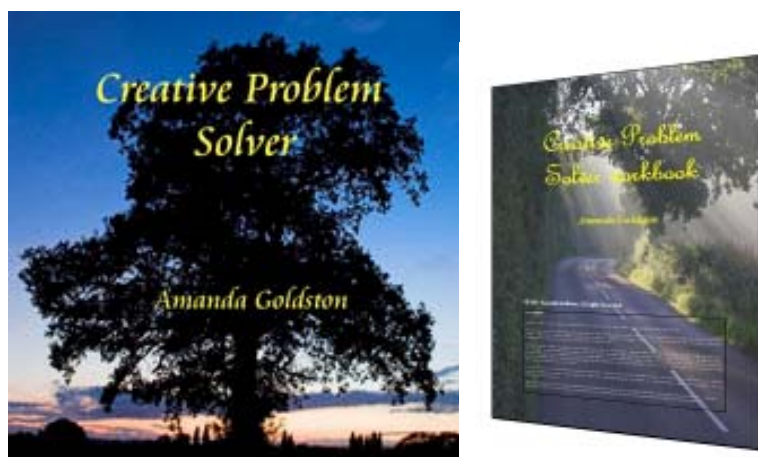
Another product you may find very useful alongside **Develop Your Intuition in Business** is our [Creative Problem Solver audio Relaxation and Workbook](#)

Whatever challenge you have in your life, you can quickly and easily generate a flood of creative ideas to move past it.

Using both the analytical, logical side of your mind and the imaginative, creative side you can access the ideas to solve your problems in double quick time.

Use the workbook to generate as many ideas as you can logically.

Then switch on the CD or MP3 and let your creative mind come up with the solutions for you, while you relax.



[Creative Problem Solver Audio Relaxation and Workbook](#)

About the Author

Amanda G. Goldston



After graduating from the University of Salford, UK, in 1989, I worked in various positions as a self-employed sales person in industries as diverse as encyclopaedias, driveways, booklet advertising and ended up as one of the top sales reps in a large national window and conservatory company, where I worked for 6 ½ years.

I began to apply simple relaxation techniques before my sales calls and found this had a marked increase in sales. I became fascinated by the ideas of using my mind to help create success. I also spent a lot of time teaching, training and inspiring others, both in the field and in classroom situations.

I learnt to trust my instincts in this business. I would drive up outside a house and get an immediate feeling of whether the people inside would become customers of the company I worked for or not. I would get a picture unfolding of the entire sales call, including likely objections. I came to trust this and went on to become one of the top sales reps for the company

I found that the more I could relax and visualise my ideal outcome, the more successful I became. As a successful female in a highly male dominated industry I was on the receiving end of a lot of jealousy and highly destructive energies.

Learning how to protect my energies was one of the first things I learnt and now teach others to do.

This led to my interest in astrology, the power of names and numbers as well as a keen interest in energy healing and the awesome power of our thoughts in creating our lives.

For our full range of Inspiration, Abundance and Intuition Resources please visit:

<http://www.GetYourDreamLife.com>