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 **Small Business
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THE SBRA COMMUNITY Is Happiness Enough?



By Gary Seibert, CEO,
Small Business Resource Association

In today's world, HAPPINESS seems to be brought on by visions of unwrapping gifts on Christmas morning, strolling hand-in-hand with the one you love, responding with unbridled laughter to a comedian's jokes, vacationing on an exotic island resort, making the biggest sale of your life or buying that new piece of software that will make your job so much easier. Everyone wants to be happy. We make this elusive ideal a lifelong pursuit: spending money, collecting things, and searching for new experiences. But if happiness depends on our circumstances, what happens when the new toys rust, a loved one dies, health deteriorates, money runs out or is stolen, and the party's over? Often happiness flees and despair and depression set in. Happiness therefore is driven by external pleasures.

In contrast to happiness stands JOY. Running much deeper and stronger in your life's feelings, joy is that quiet, confident assurance that something more powerful than our circumstances is at work in our lives. Something in our Spirit tells us that no matter what happens we will be OK and we will be able to deal with it. Happiness depends on happenings (things), but JOY depends on that inner peace that gets you through all circumstances.

The harder we work to be successful, to provide for our families, to be the problem solvers, to be one step ahead of our competition and to make sure we have enough money for the future, the closer we get to closing the door of happiness. Happiness, driven by STUFF, is false security

because you will never be able to get enough STUFF to really make us happy. The more we get the more we want, the more we want, the harder we have to work, and the harder we work the less happiness we experience because we don't have the time to enjoy what we have.

I sacrificed time with my family by working hard to provide what, I thought, were their needs, only to find out that all they really wanted and needed from me was my LOVE, something internal and not tangible. I will never get back the missed sports games, school-plays, helping my kids with their homework, spending a Saturday at a family outing or numerous other opportunities to spend time with my wife and children. My hard work actually stole my happiness.

One day a friend told me "Did you ever see a U-Haul behind a Herse? At the end of the day, you will not be able to take it with you. What will your friends and family say about you when you are gone forever? You were a really hard worker, a nice person, a good provider but there was just something missing. Your search for happiness disallowed time for JOY". That really hit me right between the eyes and I decided, at that moment, to start to make some changes. Here are a few suggestions to help you find some JOY.

1. HUMBLE yourself by asking, why are you really doing what you are doing? Could it be that all this hard work is really all about your happiness that was really found in all your stuff— External Happiness. This is known as self-interest as we search for personal recognition. However, when you renounce personal recognition and

merit and replace it with serving others your happiness (external pleasures) will turn to JOY, love and kindness (internal expressions). Joy is not influenced by stuff and will give you happiness even in difficult times.

2. SELF-SACRIFICE for others is a way to turn happiness into Joy by laying aside our personal needs for others. How much of your stuff might be a blessing to someone in need? What if you took 20% of your work time and gave it to your family or a local charity. Don't think only about yourself, but be interested in others, too, and what they are doing. Watch happiness turn to Joy.

3. UNITY with others is why you were placed on this earth. Working your tail off, sitting behind the computer for hours on end, staying late and going into work early is taking away from your ability to be with others. Unity also stands for teamwork; consideration of others needs and unselfishness. These are all inward attributes that will give you a sense of JOY.

4. Your CHARACTER will determine your level of JOY. Developing our character begins with our morals, ethics and having a good handle on what is right verses wrong. It is also dependent on self-discipline, obedience and commitment to truth. Character is who you really are and when your character is right there will be JOY in your life. You will no longer need all the stuff.

Happiness can never be enough because it is driven by external experiences (stuff) and can never be satisfied. Joy, on the other hand, can be experienced even in hardships because it does not come from outward circumstances but from inward strength. Be HUMBLE, practice Self-Sacrifice, Unity with others and always maintain good Character and you will find JOY instead of happiness.



SBRA Business Spotlight



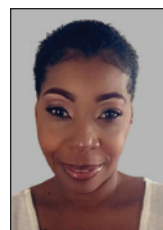
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LMG Marketing Solutions is a cutting edge marketing agency in Reading, PA. We are committed to helping growing businesses develop and execute inbound marketing strategies that complement their visions and provide measurable results. LMG Marketing Solutions is passionate about taking an integrated approach for helping businesses achieve their goals.



SIMPLIFY YOUR LIFE AND FIND HAPPINESS THROUGH RIGHT-SIZING AND DECLUTTERING



By Karen Superville,
Right-Sizing Specialist,
Sterling Senior Life
Solutions, LLC

Life has a way of accumulating more than we can handle, keeping our homes filled with possessions that no longer align with our present selves. As a Right-Sizing Specialist, I've had the privilege of guiding individuals on a transformative journey to declutter and right-size their homes. It's an opportunity to liberate your living space from the weight of accumulated years and find a renewed sense of serenity and purpose.

Over time, our homes become repositories for memories, experiences, and possessions. However, this accumulation can lead to a cluttered and overwhelming environment. As we grow and change, it's natural for our needs and priorities to shift. Right-sizing and decluttering your home is about creating a space that harmonizes with who you are today, not who you were years ago.

Right-sizing is the process of aligning your living space with our current lifestyle and values. It's not about downsizing for the sake of it, but about optimizing your surroundings for a more intentional and fulfilling life. Begin by reflecting on your needs, aspirations, and what truly matters to you now. This self-discovery journey lays the foundation for making conscious decisions about what to keep and what to let go.

Decluttering is the practical manifestation of right-sizing—a transformative journey that allows you to let go of possessions that no longer serve a purpose. It's about creating a living space that supports your present and future, rather than being weighed down by the past. Tackling one area at a time,



assess each item and ask yourself if it resonates with who you are now. By curating your belongings, you create room for what truly brings you joy and comfort.

Imagine stepping into a room where each item has purpose and significance. It's a place where you can breathe freely and move without obstruction. This newfound spaciousness brings not only physical comfort but also a sense of mental clarity and emotional ease.

Right-sizing and decluttering your home is an opportunity for a fresh start. It's a chance to reassess your priorities, reclaim your space, and create an environment that resonates with your current desires. As you embark on this journey, remember that it's not about letting go of the past, but about honoring it while embracing the present.

Enlisting the help of a Right-Sizing Specialist can make the journey smoother and more rewarding. Their expertise in guiding you through the process, offering practical advice and emotional support, can lead to lasting change in your living environment and mindset.



SBRA Monthly Member Shout Out

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TUNE-UP Tuesdays
information. sharing. motivating.



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• **Tune-Up Tuesday Workshop** -
Tuesday, October 3rd, 9:30-10:30 a.m.
presented by Larry Miller, Esq. of
Miller Law Group

• **Members Referral Breakfast** -
Friday, October 6th 7:30-9:00 a.m. at
B2 Bistro in West Reading

• **Tune-Up Tuesday Workshop** -
Tuesday, October 17th, 9:30-10:30 a.m.
"Decluttering Made Easy: Transform
Your Workspace in Minutes a Day"
presented by Cindy Gerber-Tomlinson
of Sterling Life Solutions

• **Members Referral Breakfast** -
Friday, October 20th 7:30-9:00 a.m. at
B2 Bistro in West Reading

• **Member Networking Mingle** -
Wednesday October 25th, 5:30-7:00 at
Legacy Cigar in West Reading

• **Learn How the SBRA Can Help Your Business Grow** -
Membership Benefits Update Wednesday,
October 25th 9:00-9:30 a.m., on Zoom

• **Tune-Up Tuesday Workshop** -
Tuesday, October 31st, 9:30-10:30 a.m.
presented by Russell E. Farbiarz Esq. of
Antanavage Farbiarz, PLLC

Events: Register at <https://www.sbrassociation.com/#EVENTS>