



# LETTER FROM THE EDITOR

Although you may be looking outside your window and dreading the rainy season, the showers are only a sign that the spring season has finally arrived. We're now beginning to enjoy warmer weather, blooming flowers and the highly-anticipated spring cleaning event.

While cleaning isn't exactly something most of us look forward to, it's an inevitability that you must face - whether you're talking about cleaning the bathroom; cleaning your car; or cleaning up any of the problems you may have encountered during the winter season. Spring cleaning can mean different things for different people.

## Fresh Beginnings

We're all aware that April showers bring May flowers, but this means more than just beautiful landscapes. The blooming of flowers is a sign of fresh beginnings; a sign that nature is finally allowing its floral features to show. This can be the same for entrepreneurs everywhere.

While you're adjusting to the weather, give yourself a chance to start over and start fresh. You may not be able to ignore any of the problems or misfortunes that you've encountered over the past couple of months, but it definitely gives you a chance to do whatever you can to make up for your mistakes and move forward.

If you're having trouble finding the motivation to start over, try spending the day working outside or doing some paper-marketing on foot. The fresh air and sunshine will give you more than just a nice tan - it'll give you a reason to remember that it's okay to start over and let go of the past.

## Get Re-Energized

Use the season change to spring into action! During the winter, it can be extremely difficult to find the motivation or inspiration to do anything, let alone bring yourself to go outside and brave the cold weather.

With the arrival of spring, this gives you an opportunity to get re-energized and get your head back in the game. In a way, this means to give yourself a break! Go outside and go for a run or take your dog

to the park for a play-date. Whatever you need to do to find the motivation to keep moving forward, do it.

As entrepreneurs, we're constantly focused on work and business; trying to get startups launched and meetings scheduled. In fact, we often find ourselves in an 'all work, no play' situation that can not only be damaging to your health but it can be damaging to your mindset. Taking a break from work and enjoying the sunshine may be just what you need to get the extra "oomph" you've been looking for.

## Cleaning the Soul

While you're cleaning everything else up in your life, taking a few minutes to clean out any of the negative issues you're facing can help you focus on the things that are important to you - whether it's the launch of your startup or trying to land that big investment.

Try to get rid of the negativity in your life and keep the positive prevalent. If you haven't achieved any of the goals that you set in the beginning of the year, clear them off of your schedule and set new ones. Make a list of the areas in your life that you feel you're having issues with and try to write out solutions that will help you lead a healthier and happier lifestyle.

Business may be your biggest focus as you swing through the spring, but you also need to focus on the outside variables that contribute to positive living. For those of you who dread it, this can also unfortunately mean cleaning up the physical clutter in your house/office as well!

Before you begin the deep cleaning of your house and soul, remember that spring brings more than just the cleaning season - it's a chance to give yourself a break and start over. During your spring cleansing, if you're looking for business advice or startup tips, sign up for your free subscription to Successful Startup 101.

All The Best -

**TABITHA JEAN NAYLOR**

Editor & Publisher