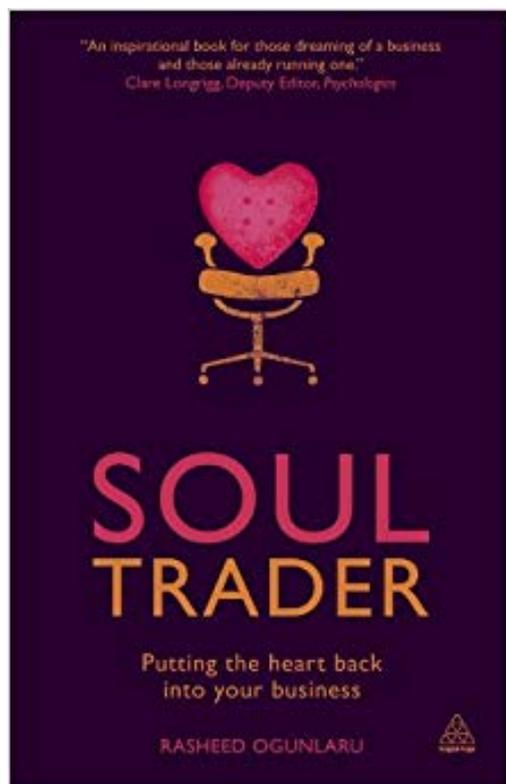


Soul Trader: Putting the Heart Back into Your Business *by* Rasheed Ogunlaru



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Author: Rasheed Ogunlaru

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In the flurry of everyday deadlines and the many pressing demands on their time, it's easy for business owners to forget the real reasons they started a business in the first place. *Soul Trader* helps logical-minded business owners ensure that they find life balance, get to be creative and understand the human aspects of winning and keeping customers. Aimed at both new and established business owners, *Soul Trader* helps readers identify their life and business goals, develop a simple strategy and plan of action, understand and build on their brand and boost confidence and develop creative thinking and communication skills. Rasheed Ogunlaru delves into the heart of what makes businesses really work and offers a way for entrepreneurs to define clear goals, motivate people, improve creativity and enhance profitability.



Reviews of the [Soul Trader: Putting the Heart Back into](#)

Your Business *by* Rasheed Ogunlaru

- **Tekasa**

I have run my own business for over 10 years. In that time I've been through many peaks and troughs and have read possibly hundreds of books relating to business. I recently came across this book and have to say that it stands head and shoulders above the rest. The author, Rasheed Ogunlaru asks us, "If your heart is not in your business, then why are you?" What a question! That's just one of the gems that set my heart ablaze. The book is also beautifully laid out and each chapter lead me seamlessly to a place of clarity and rekindles the passion and love for myself, and my business, and has reminded me why I got into business in the first place. I highly recommend this book, and rate it with 5 stars. I've just ordered 5 more copies for xmas presents! Do yourself and your business a favor and buy this book, if not for yourself, then for someone you love!!!

- **Justie**

As a business owner having previously read countless, 'how to be successful' books, I found Soul Trader to give an entirely new and fresh perspective on growing my business. Rasheed Ogunlaru spots a fundamental common denominator to business and personal success that consistently gets overlooked. Soul Trader gives practical tips and exercises to easily; re-calibrate, re-charge and re-invigorate both you and your business. And the best bit for me in these tough economic times is that virtually all the ideas don't cost anything. This easily read book has numerous anecdotes and case studies to illustrate what's clearly a proven approach. It's simple to read, simple to digest, and very simple to do. For me, simply a 'must buy'.

- **Tat**

I've read many of Rasheed's works, but the Soul Trader is probably the one that has resonated with me the most. A stylish looking book packed with tips and stories from entrepreneurs and Rasheed on doing business from the heart. It's the way I work, I just hadn't found a name for it yet! Soul Trader aims to help you bring the passion back into your business and remember the reason you first started out in business. It offers practical steps to help you improve your success in the future. My well thumbed copy shows that its a book that you can read in one go or dip in and out of. Highly recommended and a great tool in every entrepreneur and aspiring entrepreneurs tool kit.

- **Orll**

Rasheed gets right to the heart of what it means to do what you love and do it from the heart. I've run my business for seven years and although I love it, I knew I had to have some difficult conversations. When I first picked up Soul Trader, the 'Conversations' chapter caught my eye. I acted on the recommendations in this chapter with brilliant results and then went on to read the rest of the book.

This book is so well-written and clearly laid out that it's easy to use either to work through or to get some tips on how to deal with specific issues.

I'd recommend this lovely book to experienced and new business owners alike.

- **Nidor**

Rasheed has written a trusted resource with page after page of great ideas to help guide you to a place where your work gives back to you and others, not takes your energy away.

He covers the whole entrepreneur from their personal vision to putting together a simple business plan, raising capital and the human aspects of business. Being an avid reader of business books, this is a simple resource that I can go back to find new perspectives, and the exercises are a great way to re-orient your own vision as you find your business calling.

Highly recommended.

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