

Sharing her success with others



DAVID PULLIAM/The Kansas City Star

Motivational speaker Marcia Wieder spoke Wednesday to the local chapter of the National Association of Women Business Owners in Pierpont's at Union Station.

Author's advice: Dare to dream

By JILIAN MINCER
The Kansas City Star

Several years ago, many people would have envied Marcia Wieder.

The New York native was running a successful marketing and media firm. She was making lots of money, meeting important people. One small problem: She was miserable.

"I was successful, but I was unfulfilled," said Wieder, the author of the recently published *Making Your Dreams Come True*. She spoke Wednesday at a meeting of the Kansas City chapter of the National Association of Women Business Owners.

"I realized I had no life," she said. "I was living my life in 15-minute increments. If I kept going that way, I was going to be heart attack material."

Wieder gave herself three months to evaluate her life. She realized two things: She wanted to live in a cosmopolitan city near the ocean where it did not snow. She also wanted to make a living by helping people make dreams come true.

She admits that friends and fami-

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Marcia Wieder

ly were skeptical when she closed her business and moved to San Francisco. But six years later, her dream is a reality.

Wieder is now a well-known motivational speaker with several high-profile clients. Her *Dreams* book has been turned into a public television show that is airing this month.

"I help people use their passions to find their purpose," she said.

The first step in making your dreams come true, she said, is taking time to identify your dreams.

"I believe the 20th century was about goal setting," she said. "In the 21st century, we need to find our dreams. We need to decide what matters to us and what are we willing to do about it..."

"A dream is simply defined as

something you want, and they come in all sizes. No dream is too big and no dream is too small."

The dream might be getting a new job, launching a business, becoming involved in the community or learning to in-line skate.

The second step is to remove the obstacles that prevent you from obtaining that dream. Wieder said it was crucial to put aside fears about failure and surround yourself with people who support your dream.

Third, you need to come up with realistic steps that move you toward that goal. For example, if you want to open a business, you can start by joining professional organizations, finding mentors and getting information from the Small Business Administration.

"Often, people are so afraid of the future that they won't take the first step," she said. "There are so many times in life when you think that's nice, but we never do anything about it."

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