



5 WAYS COLOR CAN BRING BALANCE TO YOUR BUSINESS

Author: Cristen Olson

Most of us spend the majority of our day working. Whether you work in an office or not, have you ever felt anxious, distracted, unmotivated, unclear or overwhelmed in the space you work? These feelings can have grave effects on your business. Dealing with these challenges daily without a strong solution can suck the energy from your life, your business and your wallet.

The challenges encountered while working are created from our external world as much as our internal world. Our external environment can affect us just as deeply as our thoughts, beliefs and health. Think about how listening to music effects your work. Do you feel more focused or more distracted? This external stimulus is a huge factor in productivity, emotions and ultimately your success. Color is another external stimuli that more often is overlooked as playing a strategic piece in the outcome of our day.

As humans, we are attracted and turned off by various hues due to biological, psychological, and sociological reasons. Colors can affect us both negatively and positively through any of the aforementioned means. By finding awareness with your own negative and positive associations to colors, you can surround yourself with the best choices that will influence you and your life in the most positive way.

In the following pages I'll share 5 ways you can use color in your office, home and life to bring about the most success, balance and happiness from your business.

After reading this report I hope you find not only a deeper appreciation for your space, but an awareness of your association to colors and thereby start on the path to using color as a tool to pull out whenever needed to refine and balance any area of your life.

By taking action with this knowledge you will be able to create more focus on your task at hand, calm yourself from overwhelm, motivate yourself to accomplish your goals and even find new inspiration for what you do.

THE 5 KEY POINTS

1. Balance of Temperature. Colors have a temperature to them that range from cool to warm. Warm colors come from the amount of "heat" they give off. Red is the warmest followed by orange and yellow. Cool colors are blue, green and purple.

Yellow and purple have a tendency to be more neutral depending on what tints or shades are present in the hue.

One way to balance out the energy of a room is by balancing the temperature of the colors. The easiest way to do this is to pair up complimentary colors. Complimentary colors are two hues directly opposing each other on the color wheel. Red and Green. Blue and Orange. Purple and Yellow. This does not have to be boring as you can use a pinkish red and lime green or a turquoise and burnt orange together. You can also balance out a very heated room with a strong splash of cool blue or calming green to offset it.

2. Bring in a New Color. It's important to be surrounded by colors you enjoy. That being said it can also do wonders for your inspiration and creativity to bring in a color that is uncommon to you. For myself I never wear, buy, or surround myself in pastels. Yet, if I need some motivation or clarity I will bring in something that is pretty pink or light lilac to change up the usual energy I surround myself with. It doesn't have to be something that is constantly in your vision, but even a short-term jolt of change can be just the energetic shift you need to get your butt in gear.

Finding clarity on what your personal associations and reactions to colors are will help you determine how to choose this "new" color. I help my clients through a process that brings clarity and then we move forward with introducing revitalizing and refreshing colors that ultimately open them up to new opportunities. Refresh your business and daily approach by using this easy yet powerful tip.

3. Make a Rainbow. Rainbows consist of the common colors of Red, Orange, Yellow, Green, Blue, Indigo and Violet. These colors together naturally create all light and visibility in our world. If you're familiar with chakras (energy centers in the body) then you will also know that each of these colors correlates to a specific chakra. Therefore they are a powerful color combination. Placing yourself in front of a rainbow can help balance and restore your energy immediately. It can help bring motivation, clarity and calm anxiety. Beware for if you have too much rainbow you may become so enthralled that it becomes the distraction itself! I recommend having a small object or picture with these colors on it. Knowing how to balance your space and energy is a delicate balance in itself!

4. Neutralize Your Space. I refer to neutrals as being browns, grays, taupe's, creams, etc. In certain instances black and white can be used to neutralize a space as well. These neutral colors do not play as significant a role in effecting our emotional and mental associations as the more prominent colors do. Nonetheless, they can be used very effectively to balance out your space and in turn positively affect your business.

If you're feeling constantly distracted or overwhelmed and find that you have a lot of warm and/or bold colors in your work space, one way to help is to calm it's intensity down by bringing in more neutrals. This way you don't have to add in

colors you don't want yet still create more balance. Vice versa for soft and cool colors.

If you are conservative with color you may be on the end of too much neutral which makes your space lack luster and possibly lifeless – maybe even making your business or personal life dispassionate with distracting thoughts of being in the Bahamas with bright sun, water and cocktails! On the opposite, if you have too much boldness of color, you may suffer from over-stimulation and tension.

5. Specific Objects to View. Have objects handy that are meaningful or useful to you that is one specific color for you to look at, meditate with, or focus on whenever you need a boost from a particular color. For instance, I have a baby blue frame that I look at and hold whenever I need to calm my nerves. Having particular objects stashed in the drawer to take out, or always sitting on the shelf and within handy reach, is a great way to connect with distant memories, boost your creativity, release some tension or even remind you of purpose.

Even though most colors have more general associations to them, every person is still unique and their associations and relationship to their space is always very *personal*. Therefore, it is important to know the general effects of various colors on people but even more important to know your own mental, physical and emotional associations.

Thank you for reading this guide to ways in which color can positively impact your business and life. I am in love with color and having it in my life in a consciously balanced way brings so much joy and I hope to help you bring the same joy into your life. I believe very passionately in helping people, particularly women, finding their purpose and succeeding with it. I believe your surroundings and the relationship you have with it is a vital component to your health and well-being. To have this space, your home, be out of balance can drastically impact your business and personal life. I strive to make this space reflective of your inner beauty and attuned to your specific needs so that opportunities will open and bring forth more success.

I hope you now have started filling your own toolbox with ideas on how colors can enrich your life and make your business prosperous. The five tips given above are only the start to learn how color can restore balance in your life and I encourage you to continuously acknowledge and seek a deeper understanding and appreciation for your relationship to your space.

If you enjoyed reading and would like to receive a free strategy session on how to not only find a loving relationship to your environment, but how to create it as an authentic expression of your inner beauty, please fill in your information at <http://hueamour.com/contact/strategy-session/>.