

Principles For Achieving Success Now
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Brought To You By

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Principles For Achieving Success Now

The most difficult thing to do in life is change. We are creatures of habit and comfort and we resist change, even change we know would be good for us. It doesn't matter what it is – a new exercise and nutrition program, changing careers, starting an online business – change is difficult and the success principles apply no matter what the change is.

If you are reading this book, you want to make a change. I congratulate you on making that decision.

Change is not easy and most people fear making a change – even a change that they know would be good for them. You should be proud of your decision. It puts you a step ahead of the game.

The 7 Steps You Must Follow To Guarantee Your Success

In 1953, Yale University did a study with its graduating seniors. Only 3% of the class had taken action on all seven of the steps needed to guarantee success.

Twenty years later (1973), a very interesting thing had occurred. The 3% of the class who had identified and taken action on the seven steps achieved more, career wise and financially, than the other 97% of the class!! Yes, they had a net worth higher than the other 97% of the class **combined**. Impressive? You bet!

What seven steps did those very successful graduates take during their senior year at Yale? Let's list the seven steps and then go through each one and discuss how you can apply them to your fitness goals.

- 1)** Identify Clearly What You Want
- 2)** Identify A Specific Date As To When You Will Achieve Your Goal
- 3)** List All The Obstacles You Will Have To Overcome To Reach Your Goals
- 4)** Identify What You Need To Know To Reach Your Goals
- 5)** Identify People, Groups, Organizations, etc. That You Will Need To Work With To Reach Your Goals
- 6)** Develop A Plan Of Action
- 7)** Spell Out What's In It For You
(Why Do You Want To Achieve This Goal?)

Identify Clearly What You Want

If you want to achieve something, you need to set goals. This is an absolute must. If you don't have a target, how are you going to hit the target?

More importantly, your goals need to be specific. It can't be, "I want to get in shape", or "I want to lose some weight." It needs to be, "I want to lose 20 pounds of fat."

Identify A Specific Date As To When You Will Achieve Your Goal

Without a specific date as to when you want to achieve your goal, it becomes much more likely that you never achieve your goals at all. Let's

revise the above goal. Instead of "I want to lose 20 pounds of fat." let's make it "I want to lose 20 pounds of fat by May 1st, 2003."

This is very important for making your own business a success. You can't just start up an online business and hope it's a success. You need specific concrete goals and the steps needed to achieve your goals. You can't just want to "make an online business a success". You need things like "I want to be earning \$1,000 a month by month six of my online business." And then you can work backwards and put together the steps necessary to reach that goal.

If you don't have a deadline, you will have no sense of urgency. If you don't have a sense of urgency, you are more likely to sabotage your goals. Let's look at an example.

You've been working out. You've dropped a few pounds. But you didn't set a specific goal and you didn't give yourself a deadline.

You're at a family gathering but you've prepared yourself by bringing your own nutritious meals. Some of your favorite high calorie meals with no nutritious value are being devoured by your family.

In this scenario, it's likely that you may give in and sabotage your fat loss efforts. Now, what if your goal was to lose 20 pounds of fat by May 1st, which is only 12 weeks away. Do you think you are as likely to sabotage your efforts the way you might have in the previous example? Probably not.

The same hold true for your internet business success. If your goal is to eventually be able to quit your job and run your internet business full time, you need to set a deadline. When you know you are walking into your boss's office on July 6th to resign, it creates a whole new sense of urgency.

If you don't have a deadline for taking your internet business full time, you most likely won't feel that sense of urgency and will not pursue it as doggedly as you would have otherwise.

You must set specific goals and give yourself a deadline. It will give you a sense of urgency, making it more likely that you will stay on track and do what you need to do in order to achieve your goals.

List All The Obstacles You Will Have To Overcome In Order To Reach Your Goals

If you don't know what obstacles you need to overcome, how will you be prepared for them when they arise? The more prepared you are ahead of time for obstacles, the more likely that you will deal with them successfully, instead of letting them derail your progress - possibly permanently.

Let's use fitness again as an example (hey, I run an online fitness site, it fits, okay? :-)) One of the biggest obstacles (or excuses, depending on your point of view) for most people when it comes to exercising and eating right is the lack of time.

If you realize this before you start your program, you can devise ways to get around this obstacle.

If you go into it knowing time is tight, you could decide to get up a half hour earlier each day and workout on your home gym equipment. Or you could work out late at night before bed.

With regard to nutrition, you could set aside one day a week where you prepare all your meals for that week and freeze them. Use plastic containers and coolers to carry your food so that you always have your next meal handy.

You can also use meal replacement powders for 2 or 3 of your daily meals. Mix them up the night before and purchase a nice thermos or two, or three.

Maybe snacking in front of the TV at night is an obstacle. Don't allow yourself to have any food that is a weakness in the house. Go to bed earlier. Have a healthy, low calorie alternative on hand.

By the way, this same advice can apply to your new internet business. Use these time creation techniques to work on your internet business and you will reach your goals.

If you list your obstacles ahead of time, you can devise ways to overcome them. This way, when they arise (and they will), you will be prepared to minimize the damage, or eliminate it altogether.

Identify What You Need To Know To Reach Your Goals

If you don't have the knowledge you need to achieve your goals, you are pretty much dead in the water, right? No matter how much you think you know, you can always know more. I think that everyone should constantly be learning. It's an ongoing, never ending process.

Identify People, Groups, Organizations, etc. That You Will Need To Work With In Order To Reach Your Goals

No one can do everything alone. A big part of success for a lot of people is having some sort of support group in place. Seek out those that will give you positive reinforcement and tell them your goals.

Find people with similar goals and use each other to stay on track. Being held accountable by another person may make it much more likely to stay on track.

Develop A Plan Of Action

You have your specific goals, you've eliminated the obstacles, you've acquired the necessary knowledge, and you've found support. Now you need to develop your game plan for success.

What do you need to do to achieve your goal of running a successful online business?

Here's a sample fitness action plan.

- 1) Put together an appropriate weight training program based on your goals.
- 2) Put together the right muscle building or fat burning nutrition plan
- 3) Prepare weekly meals once a week
- 4) Get up a half hour earlier each morning to workout.

You can take your overall action plan and chop it down into mini goals that you need to achieve each week or day. For example, daily goals from your action plan could look like the following.

- 1) Eat 6 high protein nutritious meals each day
- 2) Eat 180 grams of protein each day
- 3) Drink 10 8 ounce glasses of water each day.

At the end of the day check off the one's you achieved. The more checks you have each day and week, the better your progress will be and the more likely it will be that you will achieve your goals.

Let's look at a potential action plan for building your online business.

- 1) Research and decide on a niche market
- 2) Develop your Unique Selling Position
- 3) Research more keywords to develop keyword content pages
- 4) Set up web site hosting and your domain name
- 5) Research and join appropriate affiliate programs
- 6) Create content rich web pages for your keywords
- 7) Submit your site to the major search engines
- 8) Join Google AdSense

Spell Out What's In It For You

Why do you want to achieve this goal? The better you do with this step, the greater sense of urgency you create. The greater sense of urgency you create, the more likely it will be that you achieve your goals.

One of the biggest problems many people have that causes them to fail to reach their goals is that they focus on the costs. They get caught up on all the sacrifices that they will need to make in order to achieve the goals they've set for themselves.

Let's use fat loss for this example. Most people who want to lose weight never get started, or eventually give up, because their entire focus is on all the costs and sacrifices needed in order to lose that fat.

Right away their mind starts working overtime -"Oh no, no more pecan pie, no pizza, no Big Macs, less TV, less sleep in order to get to the gym, no Friday night bar hopping, etc. etc."

With that kind of mindset, no wonder people have a difficult time achieving their fat loss goals. But hey, as the saying goes, you have to pay the price, right?

No. Forget about the price you have to pay. As motivational speaker Zig Ziglar puts it, "You don't pay the price, you enjoy the benefit."

Read that again and let it sink in. Change your thought process. Every time your mind spouts off about all the costs and sacrifices, tell yourself, "I don't pay the price, I enjoy the benefit."

Tell yourself this every day. You can do it at the same time you review your goals.

You don't pay the price, you enjoy the price because you enjoy the benefits. If you stick with your program long enough, it will be like a switch being flipped inside your head.

All of the sudden, whether it's during the late night hours or getting on the computer in the morning before your "real" job, you'll realize you are no longer suffering but you are enjoying yourself because you are starting to enjoy the benefits of your effort – the benefits of your own successful online business.

Why is that, you think? Most likely, because you've begun seeing the benefits of your program and now that is what your mind is focusing on - the results – traffic to your site, articles published, newsletter subscribers, sales, etc.

Remember, you don't pay the price for success, you enjoy the benefits. Here's what you do pay the price for. You pay the price for failure.

You now know how important it is to plan out your strategy for achieving your goals. Make your goals incremental, not just long term. This will help keep your motivation and passion alive.

In order to enjoy the benefits, you must learn to enjoy the process. By focusing on the benefits and not the costs, you will learn to enjoy the process by which you achieve those benefits.

So many people give up on building a successful online business because they want the results now! Today! They are inundated with get rich quick schemes and stories of instant wealth.

While the internet offers amazing opportunities to make lots of money, while eventually working less, and living a wonderful lifestyle, there is work to be done first.

If you allow yourself to think like that, you've discovered a surefire way to ditch your new online business before you even give it a fair shot.

Realize that it is a process that will take time. Getting rich will not happen overnight. But it can happen, if you follow the program.

Enjoy the process, the journey. How, you ask? Combine the process with your goals. I'll use my latest fitness goal as an example.

Let's say I want to add another 20 pounds of muscle. But come on, I think, that will take months. What can keep me going?

Well, for starters, I keep a training journal. My training journal contains all my workouts, nutrition plans, and progress measurements.

My progress measurements include my weight, skin fold caliper results, lean body mass (muscle) and fat mass, as well as pictures. I try to take pictures every four to six weeks.

With all this information, it is easy for me to check and see if I'm on track and making progress. With a quick glance, I can see what's not working, as well as what worked exceptionally well in the past. I can then use this information to make the necessary changes so that I can continue to make progress.

It's my training journal that helps me to enjoy the progress and do the necessary things to achieve me longer term goals, such as wanting to gain 20 pounds of muscle. I know, in order to achieve this goal, I will need to get stronger, especially on the big exercises such as bench press, deadlifts, and squats.

What I do is then set mini goals from workout to workout. After a workout, I write my results in my journal and then set a goal for the next workout based on what I did. Maybe I just did a set of deadlifts with 355 pounds and managed 7 reps. So then I decide to either go up to 360 pounds next workout or get 8 reps with 355 pounds.

Striving for these mini goals each workout helps to make sure I don't get into a deceptive rut where I am making all my workouts but not really making any progress. By setting workout to workout goals, I make sure I am always trying to make progress and do better than the last workout.

Achieving a goal is exciting. I know that little goals like that will lead me to my bigger goals. Nothing feels better than setting a goal for yourself and accomplishing it. If I fail, I remind myself that it could just be an off day and we all have those.

The important thing is not to let one off day become an off week, month, year, etc.

I review what I've done in a day and try to find where I could improve the next day, meal, workout. etc. By constantly reviewing your journal, you will

also notice when you haven't made progress in an exercise in some time. If that's the case, it's not an off day and you need to review your journal and make adjustments.

One of the best things you can do to help you reach your goals is to put positive pressure on yourself. Setting these workout to workout goals is an example of using the power of positive pressure. It can keep you from going through the motions, instead making each workout a focused effort toward achieving your goals.

Most people are taught to avoid pressure situations. I completely disagree with this. Without pressure, how does one get excited or passionate about something?

If there is no pressure, there is no urgency and without urgency you will most likely end up back on that couch. If you don't put pressure on yourself there is no reason, no passion, for you to perform.

If you don't set goals, set deadlines for achievement and put positive pressure on yourself, you won't get where you want to go. There will always be "tomorrow" or "next week" or "next month" for you to achieve your goals.

Without positive pressure, you'll keep putting things off, keep procrastinating, and most likely will never achieve your goals.

Harness the power of positive pressure to help you achieve your goals. I believe we achieve our greatest accomplishments when we are under the greatest amount of pressure - when we have objectives that are extremely inspiring.

Do you see how you can apply this idea to your online business? You want to make a full time living from the internet but you know it won't happen overnight. What keeps you going?

Break things down into smaller goals such as building 2 or 3 new keyword focused content pages to your site every week.

Write 10 pages to your own information product (ebook) every week).

Once you have your own book, contact two potential joint venture partners every day.

Examine Your Goals - Are your goals committed to paper, where you can see them everyday? They should be. I have a piece of paper taped to my bathroom mirror. It's constantly changing as I update my goals.

Seeing that piece of paper helps me focus on and accomplish my daily goals that lead me in the right direction.

It's a contract I make with myself. Make a contract with yourself to achieve your goals.

Are your goals within reach? It's important that they are, otherwise you may become frustrated and quit before ever reaching your goals.

My goal would be absurd if I stated that I wanted to make \$100,000 in 3 months from my new online business.

I would most likely have gotten frustrated and given up, even though the progress I was making might have been very good.

Do your goals challenge you? This is why you really need to think about your goals. They need to be difficult enough to challenge you but not so difficult or absurd that they are impossible and you give up because you feel like you will never reach them.

Are your goals specific and measurable? "Get in shape", "Write an ebook" or "Lose a few pounds" are NOT goals. "Lose 25 pounds by March 1st", or "Write an ebook by April 10th" – those are goals.

Have you set a deadline? If you don't set a deadline, you lose that sense of urgency that helps to keep you on track.

I'd like to expand on a point I made earlier about finding the right outside support.

Sadly, it can be very difficult to find support from the people around us. Your friends and relatives can be the biggest obstacle you have to overcome in order to achieve your goals. They often think they are helping by "protecting" us from disappointment or failure down the road.

The truth of the matter is that they are hurting us. They are trying to keep us from our goals and dreams and the better life that we deserve. Don't let the negativity of others stop you from reaching your goals.

There are three options with regard to this situation and you have to decide, based on the type of person you are, which is most likely going to help you reach your goals.

1) **Keep Your Goals To Yourself.** If you feel that negative thoughts and comments from your friends, family or colleagues could possibly derail you from reaching your goals, keep your goals to yourself.

2) **Turn A Negative Into A Positive.** If you are like me, this can be great fuel and motivation to help you reach your goals. You might call it the "Oh yeah? I'll show you!" School of Mental Strategies and Motivation.

If you get all fired up when someone tells you that you can't do something, this option is for you. Tell everyone (especially those you know that will tell you that you can't do it) about your goals and fuel your fire and motivation with their negative energy.

3) **Block out negative opinions!** If number two is definitely not for you, then this is probably a better option.

If someone doesn't believe in you, they are gone. This goes right back to people resisting change. You'll find it among your friends, family, and co-workers.

"Oh, you can't do that." "Here have this. Oh, come on, it's just one piece of cake. It's Joe's birthday." "You don't really think you can make money on the internet, do you?"

Those people, despite what they say about their intentions, do not respect you and what you are trying to accomplish in your life. They need to go.

Is your problem lack of discipline? Do you spend most of your time on unproductive, unprofitable behavior? If so, each night write down a list of the five or six most important things to do next day that will help you achieve your goals.

Always do those six things before you do anything else. At night, look over the list and check off the things you accomplished.

Another option would be to set an appointment with yourself. Instead of planning to write a page for your web site on Tuesday, you should have an appointment with yourself to write a web page for your site on Tuesday at 6 pm. You'll be much more likely to keep this commitment.

Another way to help you on your way to achieving your goals is to incorporate the following acronym into your goal setting process. The end result is very similar to the 7 steps you need to guarantee your success.

Get SMART About Your Goals

I'm not sure who was creative enough to make this acronym work (it sure wasn't me), but work it does and it can fit in quite nicely with your business building goals.

If you want to succeed you need to get SMART about your goals.

SMART is a great way to help you stay on track and achieve your goals.

The S stands for specific. Be specific about the goals you want to achieve. Forget things like, "I want to get in shape", "I want to write a book" or "I want to create a web site".

Instead try things like "I want to run a 6 minute mile", "I want to write a how to book on home design", "I want to lose 20 pounds of fat", or "I want to create a 20 page web site on gardening."

The M stands for measurable. This ties in very well with specific. You can't measure 'getting in shape', but you sure can measure 'running a 6 minute mile'.

The specific and measurable aspect can be broken down even more to bring you closer to achieving your goals. For example, if you want to write a how to book on home design, what other specific and measurable things must you do to reach your goal?

One could be that you must eat write 10 new pages a day.

All of these are specific and measurable. The more specifics that you have, the more likely you will achieve your goals

You can make a list of your daily, weekly, and monthly goals that you must do in order to meet your top goal.

Each day, place a check mark next to each measurable and specific goal you achieved that will help you conquer your top goal.

Obviously, the more checks you have, the more likely that you will achieve your goal.

In addition to specific and measurable, your goals must be A, attainable and R, realistic.

As I've said before, it's important to set challenging goals.

Challenging, but attainable, that is. A goal of a \$500 a month income from your web site in 12 weeks would be a challenging goal, but also one that is possible.

However, setting a goal of earning \$10,000 your first month will do nothing but set you up for failure and frustration.

Obviously, weight loss and making money are two things on the minds of many people, which is why so many fall victim to promises like "lose 30 pounds in 30 days without getting hungry and without exercising" and all those get rich quick sitting in your bathrobe scratching yourself schemes.

Don't fall prey to the above scams! You know deep down that the above is neither timely nor realistic. But many people do fall for such things because they want results NOW! They are setting themselves up for failure. Please don't join them.

The T stands for Timely. If you do everything previously mentioned, it's still not enough. You must give yourself a deadline to achieve your goal. More importantly, if your goal is attainable and realistic, but also long term, break it up into smaller goals.

If you want to make \$50,000 a year from your online business, start with smaller timely goals. For example, decide you will have a 20 page web site up and running in a month.

Decide to have your own ebook written and ready to sell in two months time.

Set an income goal of \$500 a month by the end of three months.

These smaller goals allow you to feel a sense of accomplishment and keep you motivated as you move toward your ultimate goal.

But if you focus solely on making \$50,000, which could take a year or more to accomplish, your motivation and discipline could wane, and you could fail to follow through on what you need to do to make your goal a reality.

Making goals timely hold you accountable and creates a positive sense of urgency.

In addition to getting smart, celebrate your successes. And I don't mean that you should allow yourself to buy a new sports car because you made your first \$1,000 from the internet. That would be self defeating.

But you could treat yourself to a movie, or an extra hour of sleeping in on the weekend, or your first set of business cards for your new online business.

Don't sabotage your wonderful efforts by giving yourself destructive rewards for accomplishing your goals.

A key to your progress and eventual long term success is the same as in any other aspect of your life. Whether or not you succeed, how quickly you succeed, and your overall level of success comes down to how well you make individual choices.

You are faced with countless decisions every single day and the choices you make each and every time will determine your success.

Many of us are unsuccessful in our quest to build a successful online business because we continually make bad choices that don't seem significant at the time, but lead to disaster over the long term.

We get scattered, trying a million different methods to making money on the internet without giving any one of them a chance to work. We lack a plan to follow.

It's extremely important to understand that successful people are not successful because they are lucky, or have more resources or any other excuse you can come up with.

Sure, people who already have money, all other things being equal, will be able to get a profitable online business going faster than those on a shoestring budget.

But you must understand -

Successful people are successful because they have successful habits. Unsuccessful people don't. You must dedicate yourself to making a conscious effort to be aware of these choices you are faced with everyday, and make the right choice often enough that it becomes a habit.

One way to help your self break bad habits and replace them with good ones is to examine Benjamin Franklin's secrets for success.

Ben developed a very simple system that he used for self improvement. **Simple - not easy.** Nothing worth achieving is ever easy.

In his autobiography, Franklin talks about his need to constantly monitor himself and his behavior because old, unsuccessful habits are very difficult to break.

The initial step was to pick 13 areas of your skills that needed the most work. I don't know about you but I can come up with a much longer list than 13. Place the 13 skills in order of importance from 1 to 13.

Spend one week working on each skill. Set aside some time each day for a week, to use to work on this one specific area. After a week, go on to skill number two. Once you've gone through all thirteen, start over with the first one. After a year, you will have spent almost an entire month working on each of your thirteen weakest areas.

There are many variations of this method and you need to experiment to find the one that allows you the greatest chance for success. Let's try another example.

Suppose you are extremely busy, have very little free time, and so you know that working out first thing in the morning is the best way for you to stick to your exercise program.

Unfortunately, you are not a morning person and you struggle to get yourself out of bed.

Make a commitment with yourself to get up a half hour earlier each morning for four weeks. You can do it for four weeks, right? You'll discover a couple of things. First, initially it will be a struggle. Don't be surprised if you hit that snooze a couple of times.

Over time, though, you'll find it easier and easier to roll out of bed when that alarm goes off. You may even find yourself wide awake and ready to go before the alarm goes off. Pretty soon, it will be your normal behavior and you'll wonder why it was so difficult for you in the past.

Systematically improving one weakness at a time, can dramatically improve your success in all other areas of your life, including building a successful online business.

Other people have made significant changes by focusing on simple plans like this one, why not you?

Remember, nothing will change unless you do. If you continue to do what you've always done, you'll keep on getting what you've always got. And if that's what you wanted, you wouldn't be reading this book, would you?

You must take action. If this seems a bit overwhelming, really focus on just one habit you want to change. Again, let's say you want to begin an exercise program.

If you haven't exercised before, start with just making exercise a habit. Initially, don't overwhelm yourself with changing your eating habits, number of meals, high protein, etc.

Nail down the habit of exercise and then move on to the next habit, whether it's cutting out your favorite junk food, or watching less television.

Remember, when working on this new habit (or breaking a bad one), write down a very clear picture of the benefits you will receive by doing so. Read it every day. This will help you focus on your goal.

Here's another highly effective way to change your mindset and allow you to make the necessary changes in your life to become the success you deserve to be.

The Seven Day Mental Diet

Again, this is extremely simple, extremely powerful and effective and not at all easy to do.

'The Seven Day Mental Diet' was written by Dr. Emmet Pox. What it boils down to is this. For one full week, you will watch every word that you say.

You will not say anything negative, or mean, or dishonest. You will not make a depressing remark for seven days.

I told you it was simple but not easy. It may take you several tries to complete seven days in a row. And you may reach a point where the negative thing you say is, "I can't do this." But you can.

In addition, even as you work through it, you are making progress, even if you haven't managed seven days in a row. The results are truly amazing. You'll be shocked by your new mindset by the time you are able to complete the seven day mental diet.

And when none of these work, there is always the phrase made famous by a popular sneaker company.

Just Do It!

I'm sure at least some of you remember the all out Nike ad campaign that seared this phrase into our collective consciousness.

There are a number of high quality motivational and goal setting techniques that can help you achieve great success, in your business endeavors as well as in the rest of your life

Make no mistake, there are many wonderful techniques to help you achieve your goals. But sometimes, no matter what techniques and tricks you use, it all comes down to that one phrase. Your mind really is that powerful.

Don't want to get out of bed in the morning for your scheduled workout? Your goals not doing the trick? Then just do it. Right then and there make the conscious decision to get out of bed and work out, or hop on the computer and write that new article. It really is that simple. And yes, it's really that difficult too.

But the more often you are able to just decide to do what you need to do, the easier it gets to consciously control your minds extremely powerful decision making process.

Believe me, I have my days when I don't want to get up and out of bed. Sometimes, I need to do it in little pieces, like telling myself I'm just going to sit up then I'm just going to put on my workout clothes.

Sometimes, I just get so annoyed with myself, it's more like, "get your lazy ass out of bed and to the gym NOW, mister!"

Either way, the next thing I know, I've had one of my best workouts on a day I almost didn't even get out of bed. And of course, that has me all pumped up and motivated to get to my computer and have a great work day as well, building my business.

So, the next time your techniques aren't quite up to the challenge *decide* you are going to do what you need to do and then do it. With a little practice you'll become pleasantly surprised at how powerful this technique can be.

You control your mind, not the other way around.

One thing I hope I made clear with these strategies is that there are no quick fixes. It doesn't mean you can't make fantastic changes and make them quickly, but you have to have the determination, commitment, discipline, perseverance, and a burning desire to achieve your goals.

Quick fixes are the main reason that 95% of people who go on a diet gain back all the lost weight and more and why just as high a percentage fail at building a successful online business.

By wanting a quick fix, there is no solid foundation or plan from which to achieve long term success. Eventually, the flaws in the quick fix rear their ugly head and wham!, another success casualty.

Unscrupulous marketers appeal to people's frustrations and desires to be fit or wealthy NOW with little or no work and they sell them quick fix plans that have no shot at long term success.

Remember, building a successful online business can be simple. It can even be easy (relatively speaking), but it will take the things I mentioned above - planning, work, commitment, discipline, perseverance and a burning desire to achieve your goals.

There is no shortcut when it comes to building a successful internet business. Yes, there are ways to make it easier, and quicker.

I'd like to make another point regarding burning desire. The first time I learned about the phrase 'a burning desire', was in the classic book by Napoleon Hill, "Think & Grow Rich".

After 20 years of studying what makes successful people successful, Napoleon boiled it all down into a number of principles, many of which have been talked about in this section.

However, the very first principle, the one that drove all the others, was that you need to have a burning desire to achieve your goals. Consider it the high octane fuel that fires your engine. Without a burning desire, it is very difficult to have determination, commitment, discipline, planning, or perseverance.

Follow the suggestions in this report and you will be well on your way toward turning your burning desire into the life that you deserve. I'd like to end this with one last thing. No matter how much knowledge you gather, it won't mean a thing unless you take the following quote by Calvin Coolidge to heart.

"Nothing in the world can take the place of persistence. Talent will not: Nothing is more common than unsuccessful people with talent. Genius will not: Unrewarded genius is almost a proverb. Education will not: The world is

full of educated derelicts. Persistence and determination alone are omnipotent.”

101 Success Tips For Maximum Achievement

Most people want to be successful in life. There are goals set and then the hard work begins to reach those goals. The question is what is success? Actually, success can mean different things to different people.

For example, a person that owns their own oil changing service for vehicles might set their level of success at servicing 50 cars a day while someone who loves music might consider success as cutting their own CD. In addition, success does not always have to involve money. Success could be getting a good grade in a difficult class or learning how to bake the perfect chocolate cake.

Success comes in all different shapes and sizes with one common denominator. Success is important and it takes work to become successful.

Regardless of what your specific success is, there are ways to surpass your goal. We have put together 101 tips that can be used for any success. These are ways to better yourself as a person, proven methods you can apply to achieve success in anything you do.

1. Realize your Potential

In order to succeed at anything, you need to see that you have the potential to reach your goals. For example, if you want to be a recording artist but have no singing ability, having success in this field is not likely. However, if you love working on cars and have a real talent for fixing engines and transmissions, and to you, success would mean working for NASCAR, you have the potential to learn and achieve that success.

2. Don't Look Back

Everyone has failures or mistakes from the past. To have success, you need to learn from your past and value those difficult lessons but do not every dwell on the past. Simply move forward and make better, more educated decisions from the lessons learned. In other words, learn from past mistakes to help you become a success in the future. Too many people dwell on their mistakes and allow the mistakes to derail them from achieving success in the future. Don't let this happen to you.

3. Dare to Dream

To succeed, you need to have dreams and aspirations. Be honest with yourself as to what you want out of life and what you want to give of your life. Allow your mind to dream and think big.

4. Business Plan

Create a Business Plan as your very first step if you are planning to build a business. Whether you will be searching for investors or not, this plan will be the blueprint to your success. The Business Plan will consist of market trends, financial planning, competitive analysis, exit strategies, marketing and promotional options, everything about your goal.

When going before an investor, you will be required to have a Business Plan. This is by far the most important document of all. If your success were something personal, you would not need to create a Business Plan.

However, you still should create a plan, although you could call it a project plan instead of a business plan. Whether it's a personal goal or business goal, a plan will help make sure you stay on track. Without this plan, your chances of success are greatly reduced.

5. Don't Give Up

To reach success, you have to persevere. Even Thomas Edison had to learn this. When he was creating the incandescent light bulb, it took him more than 10,000 times to get it right. He viewed each failure as a

step forward on the path to success. Keep striving even when it becomes challenging.

6. Have an Unstoppable Attitude

You need to have determination. With good intentions, there may be a close friend or family member that feels it would be better if you focused your attention in another direction. Uphold your unstoppable attitude, determined to succeed. For whatever number of reasons, the people most likely to hold you back are those closest to you. They may be trying to protect you or they may be afraid that you will succeed out of jealousy, etc. Forget about them. You need to cut negativity out of your life.

To use Thomas Edison again, here are his thoughts on the matter – “When I have finally decided that a result is worth getting, I go ahead on it and make trial after trial until it comes.”

7. Stop the Complaining

You might think there is no correlation between complaining and success when in fact there is a connection. When you are spending time complaining about the obstacles you are facing, you are wasting so much time being negative that you are actually losing chances to move forward. Instead of thinking of challenges as problems, think of them as opportunities.

This is similar to number six – if you want to be a success, surround yourself with successful people, not complainers.

“Your outlook upon life, your estimate of yourself, your estimate of your value are largely colored by your environment. Your whole career will be modified, shaped, molded by your surroundings, by the character of the people with whom you come in contact every day.” – Orison Swett Marden

8. Focus on Something you Like

To increase your chance of succeeding, you should concentrate your efforts on something you enjoy. When you start out, make a list of everything you find interesting. Then in a second column, write down the skills you have in relation to each of those items. This will help you narrow choices down based on interest and skill, which gets you started in the right direction for success.

This is extremely important for your career, whether it's career advancement or starting your own business. If you love what you do, you'll do it better and enjoy it more, leading to greater and greater success. You'll never feel like you have the dreaded J-O-B.

9. Change your Circumstances

You have a choice in life to accept your position or change it. If you choose to plug along in life hoping that something will change for the better, you will not get very far. Always remember that when it comes to changing your circumstances, you can – you have that power.

As an example, women who are in abusive situations often feel controlled and powerless to get out of the situation. They have the same choice of changing their circumstances as you do. If your circumstances lower the chances of success, you need to change them.

Change is not easy. In fact, it's probably the most difficult thing for any human. We find it very difficult to change, even when we know the change is going to be good for us in the long run. Don't let your fear of change keep you from becoming a success.

Today, too many people want to blame everyone but themselves for their lot in life. Remember, nobody is looking out for you more than you. Only you have the power to make your life what you want it to be.

10. Have a Plan

Even if it is flimsy to begin with, you should construct a plan to include goal, milestones, deliverables such as contracts, business plans, etc., and accomplishments. This will provide you with a visual as to what you are working for, what milestones you have successfully met, and where you need to do better.

11. Accept Responsibility

You need to accept responsibility if you make a bad decision or fall behind in your plan. Let us say that you have set some firm milestones that need to be accomplished in order for you to move to the next step. However, you got tired of working hard and took some time to play, which is fine as long as it does not affect your goals. Now months have passed and you are way behind schedule. This delay has closed several doors of opportunities. Who is to blame?

While today's society may have instilled in you the idea that it's everyone's fault but your own, the sad truth is that it is nobody's fault but your own. Stop looking to use external factors as an excuse for not achieving your goals. Take responsibility for your own actions and you will begin to achieve the consequences that you want.

12. Be Happy

A positive mind and happy, upbeat attitude will help you succeed. It has been proven in many studies that a person living in a happy state generally gets much further in just about everything they do. This relates to attitude. Just as bad attitude can pull you down, good attitude and a happy, healthy mind will help you meet your objectives.

13. No Shortcuts

An old cliché states, "Anything worth doing is worth doing well." This should be your motto. When you want to succeed, you cannot afford to take shortcuts. Taking shortcuts leads to imperfection and inadequacies. Always strive for the best, even if it requires a little more time and effort.

"There is no road too long to the man who advances deliberately and without undo haste; there are no honors too distant to the man who prepares himself for them with patience." – Jean De La Bruyere

14. Have Courage

Depending on what your specific success is, it may take courage to arrive at your desired destination. For example, if you have a dream of being a writer and to you, that is success, but according to your long line of family members who have all gone on to be doctors, the only success in their minds is if you follow down the medical path. This means you will have to have courage to stand up for what you believe and desire to do, even if it means disappointing family.

15. Be Excited to Learn

Referring back to the analogy of Edison, when asked about his failures by a young boy, Edison commented, "Young man, I didn't fail 9,999 times, I discovered 9,999 ways not to invent the light bulb." As you work toward your specific success, always enjoy opportunities to learn, even if it takes longer than you think it should.

16. Share your Success

Although this may be more at the end of the process, it is important. When you finally do reach your success, use your experience to teach, guide, and mentor others so that they too might succeed.

17. Seek Input

Whatever your idea of success, conduct a "sanity check" throughout the process of reaching your goal. This should be done with someone you trust and who is themselves successful. Ask them to provide honest feedback about your success and as you move through different milestones, bounce concerns or new ideas off them to help keep you on the right track.

18. Toxic Poisoning

No, we are not talking about actual poison but toxic people that can poison. Unfortunately, it would be great if close friends or co-workers could share in your success but all too often, there will be someone who

is either dealing with the “green monster” of jealousy or has a case of the “I knew that” syndrome.

If you are serious about reaching your goal and being successful, you will need to rid your life of these people. While you may not be able to get them out of your life completely, you should avoid them as best as possible. If this is a person, you see every day, keep your goals to yourself, and avoid that specific subject.

19. Be a Good Listener

To succeed, you need to learn how to listen first. Pay attention to other people who have enjoyed successes in their life, attend seminars given by people that can motivate and encourage, or be open to hearing that a particular idea is not a good one. Good listening takes time to learn but in the end, it will be your greatest tool.

20. Birds of a Feather

If you have a goal of being a best-selling author, find friends and mentors who either have achieved that same goal or are also pursuing a successful writing career. It is important to surround yourself with people that can associate with your goal and passion, people who understand the burning desire to succeed and can encourage when you meet with disappointments.

21. Little Red Engine

Do you remember the story of the caboose that was desperately trying to make it over a very large hill? He kept telling himself repeatedly, “I think I can, I think I can.” When you start feeling overwhelmed or defeated, tell yourself aloud these same words. While it may seem a little awkward at first, stand in front of a mirror and tell yourself, “I think I can, I think I can.” You might even change the words to, “I know I can!”

Corny, right? Well, if you can get past feeling corny about it, you’ll find that it will help you greatly.

22. Be Proactive

While it may take time to learn how to identify ways to avoid obstacles or failures, get into the habit of tackling problems before they arise. This will help you avoid wasting precious time on your road to success.

23. Stay Motivated

When striving for the big goal of success, it is critical to stay motivated. Find inspiring and motivational tapes, seminars, books, movies; whatever you are able to get your hands on. When you start to feel a little down and out and doubt starts to creep in, turn to these motivational tools to help you keep on track. A few excellent motivators include Tony Robbins, Norman Vincent Peale, Jim Rohn, Zig Ziglar, Brian Tracy, and Les Brown.

24. Give Yourself a Break

While being determined is important, do not be so hard on yourself that you become critical of every move you make. Give yourself some room to make mistakes and be flexible with you. That does not mean you can miss goals but it does mean that if you do, you find out how to avoid that from happening again and then get back to business.

25. Be Passionate

Fall in love with what your success is. Okay, although that sounds funny, you need to have an intimate passion with your interest. You can do this regardless of what your success is. By having passion for what you are doing and driving toward, you will automatically put more effort into it. Passion is a good thing as long as it does not become an obsession.

26. Don't Settle

If you have a goal of becoming a world-famous chef and you know you have both desire and skill, do not just settle to become a short order cook at your local family-style restaurant. While that may be good training ground, do not allow yourself to lose sight of your ultimate goal.

27. No Excuses

Many famous actors, music artists, inventors, etc., had special challenges ranging from learning disabilities to physical disabilities. Take Beethoven for example. He was born deaf yet he went on to be one of the world's greatest composers or Joni Erickson who was paralyzed from the neck down yet she learned to paint with her mouth. Today, her paintings are famous around the world and worth millions.

If you are faced with a special challenge of your own, while you may have to adjust things from time to time, do not use excuses. If you want something bad enough, there is a way!

28. Getting Past Fear of Failure

Being afraid of failure is a normal emotion for every person on the planet. How you get past that fear is the determining factor between failing and succeeding. You can do that by setting realistic goals and then examining those goals on occasion to do any necessary realignment. Above all, believe in yourself and the desire burning within.

29. Patience and Dues

Succeeding takes time. A goal worth setting will take time to achieve. Be patient with yourself, the people around you, and the process it takes to become successful, also referred to as "paying your dues." Just like the chef scenario, it takes time to be a master chef. Pay your dues by learning and working your way up the ladder to success.

"Few things are impossible to diligence and skill; great works are performed not by strength, but by perseverance." – Samuel Johnson

30. Good Time / Resource Management

Being successful also means keeping to a schedule. In addition, you need to learn how much is too much. Good time and resource management will help you ensure that you use your time wisely and that you are not adding third portions onto a plate still overflowing with seconds.

31. Make Opportunities

Rather than wait for opportunity to find you, you need to find opportunities. This might be watching for business opportunities in the paper regarding small businesses being sold, great real estate opportunities, and investments with stocks, bonds, or mutual funds, taking a talent and turning it into an entrepreneurial adventure.

People that have reached high financial status will tell you that they look for ways to seize opportunities, not wait for opportunities to come knocking on their door because it will not happen that way.

32. Attitude

Putting yourself in the right attitude for success should be at the top of your list. Staying positive and surrounding yourself with friends, that share a positive attitude will help you succeed. Do not allow negative thoughts to slip into your mind. Attend motivational seminars and find ways to enjoy life.

A good attitude will allow you to turn any bad situation into a learning experience. You have heard the saying, "The glass is either half-full or half-empty." You need to adopt the attitude that life is half-full. The result is that you will feel better, have more energy, and have a much higher opportunity for success.

Being negative, pessimistic and a constant complainer is utterly exhausting both mentally and physically. It will drain you of all your energy and motivation, make you completely miserable and prevent you from ever living the wonderful life that you deserve.

33. Be Thankful

You need to be thankful for not only your accomplishments but also your failures. Having a grateful attitude is important. It will help you

stay humble, which in turn, will help you continue striving for the ultimate in success.

34. Keep a Journal

As you work hard to reach success, regardless of what you consider that success to be, you need to be able to see your accomplishments. Start a journal and track every thing you have conquered. When you feel discouraged or frustrated, reflect on what you have achieved, and rejuvenate yourself.

35. Rewards

When children do something great, parents will reward them with something nice, whether a kind word of encouragement or a new toy. When people do well in their job, they get raises. As you surpass your milestones, reward yourself. Treat yourself to something nice – a new dress, a new fishing pole, whatever you like, be sure to award yourself for a job well done.

36. Watch for Scams

Whether you are just starting out or expanding an existing business, unfortunately, there are thousands of people waiting to defraud you out of money. If something appears too good to be true – IT IS! Always conduct thorough research and never jump into opportunities that look perfect. If someone becomes pushy, wanting you to make a quick decision on any type of investment, do not walk away – RUN away!

37. Focus on the Big Picture

As you make your way toward success, you will be challenged with big obstacles as well as small obstacles. Pick your battles wisely. While you need to resolve the small issues, do not dwell on them and lose precious time and energy when you should be focusing on the bigger picture. In other words, do not allow the menial things to clutter your mind and monopolize your time.

38. Make the Best of Each Day

Try to live every day as though it were your last. Make the most of every day and accomplish something. Even if it is something small, every baby step adds up to a huge success in the end.

39. Make the Process and Adventure

You should look at every angle of your journey as an exciting adventure. When you think of your childhood years, you loved investigating the unknown. Carry this with you as you strive toward success. Anticipate the excitement of each accomplishment – make it a real adventure.

40. Don't Neglect Things

Especially when things are small and do not appear to have a major impact on the big picture, you need to ensure you follow through and complete your tasks. Those little things can quickly add up to a big mess if not taken care of in a timely and efficient manner.

41. Offer Praise

If you have people helping you out, whether on a volunteer basis or a full-time employee, always offer praise. These people are an important part of your success and by providing praise and support; in return, they will show dedication and work hard to help you reach your goal.

42. Set Daily Goals

In order to visualize your accomplishments and stay encouraged, you need to set daily goals. These goals can be as simply as a follow up phone call or a written letter to an investor. Whatever the task is, get it done. In addition to keeping the process for your success on track, it will help you to feel like you are making accomplishments, pushing you closer and closer to the success.

I plan out my daily goals every Sunday evening.

43. Collaborate with Others

More than likely, you will reach various times when you do not have the appropriate expertise to accomplish something. This is the time collaboration and/or networking is valuable. These relationships can help you answer questions, provide guidance, and provide the ongoing support and encouragement you will need.

44. Customer Relations

Keep your line of communication open with your customers. If they have a problem, show them the deserved respect and resolve the issue quickly. Make occasional phone calls to see if they have any needs.

This will let your customers know that you are there for them and care about their business. This relationship is what is going to keep you on the road to success. After all, the customer is your link between failure and success.

45. Repositioning and Reflection

On occasion, reflect on what you have accomplished as well as your open milestones and ensure you are still heading in the right direction. Repositioning along the way to success is perfectly normal and to be expected. You may have been struggling with something specific. Rather than continue battling this issue, reflect on what has not been working, and reposition yourself so you do not have to keep battling the same things repeatedly.

46. Accept Responsibility

You and you alone are responsible for your success. While you will have help in many instances, the bottom line is that you are responsible. You need to be surrounded by the right people, working with the right investors, going about meeting your success in the right way. It is you that will make the choices and therefore, your responsibility to make the right choices. In other words, your desire for success must always be greater than any obstacle that stands in your way.

47. Community

Regardless of what your goal for success is, get involved with your community. First, get involved with town meetings, the local Chamber of Commerce, and attend community functions. You will be amazed at the opportunities for support, business ideas, and financing available right there in your own neighborhood.

48. Record Keeping

Always keep your records up to date. This would include contact information, investor information, Business Plans, attorney information, accounting, everything you touch regarding your goal. In addition, keep your files on your computer backed up and current. First, you never know when you are going to be asked for a specific document and need to provide quick turn-around. Second, computers do crash and it would be a disaster if all of your information were suddenly gone.

49. Get out of Debt

Take time to get any debts paid off, especially credit card debts that will cost you a fortune in interest. This is especially important if you will be seeking funding as a part of your particular success. You want to ensure that your records and credit are clean if you need to make a presentation before an investor, asking for money.

50. Read

Stay current on the industry news that your goal falls in. Learn about current trends, company failures or successes, new ideas; whatever information you can find. For example, if you have decided to open a retail store and have a great idea and a real passion for your goal, read about that specific type of store, location, potential revenue, downfalls, everything. This information will be a part of your business plan and is crucial.

51. Location, Location, Location

If you are planning to open a business, you have probably already heard how important the right location is in order to be successful. Do not settle for any location as a means of getting the doors of your business open. Instead, take the appropriate amount of time and find the "right" location. This will be one of the best decisions you can make. It would be far better to delay your opening a month in order to secure the right location than to open early in the wrong location!

52. Good Habits

Being successful, whether personal or business requires good habits. It is just like trying to do well in school. You have to have good study habits in order to do well on tests. It is the same for the business world. You need to do your "homework." Read the newspaper, scout out opportunities, and take time each day to dedicate specifically to your endeavor.

53. Be Open to Improvement

Sometimes, people get into the habit of thinking they have all the answers they need. You need to accept that you do not have all the answers and more importantly, be open to recommendations from other people. That does not mean you have to agree or even follow those suggestions, but it does mean you need to listen. You never know when someone will have an idea that will make things easier and more functional, ultimately helping you arrive at your goal more efficiently.

54. Write It Down

How many times have you had an idea either through a dream, while doing the dishes, or sitting at your desk, and have thought that as soon as you have time, you will make a note of it. When that free time rolls around, you have forgotten some or all of that great idea. Keep a

journal or notepad handy at all times. When you have an idea, write it down immediately.

55. Take Care of Yourself

Being successful means taking care of you, both physically and emotionally. You will need to have energy, focus, and rest. In turn, this will help you concentrate and put in the hours required to be successful. Without taking proper care of yourself, you will end up struggling and your business could feel the effects.

56. Take Good Notes

Whether you are at a seminar, a casual meeting, or notice something special in the news, take good, comprehensive notes. This is not always a natural skill but something that has to be acquired. You want to pay attention to the emphasis being made capture it. Even if there are materials being handed out, if there is something that you feel you should capture separately, do it. Good notes will help you learn better and provide additional reference points.

57. Participate

If attending seminars or lectures that will help you get ahead, take the opportunity to participate by asking questions or making valid points. Participation is a great way to remember what is being taught.

58. Be Serious

Take your efforts to success seriously. Success is a serious thing and it takes serious dedication. You have to have the mindset that this is not going to be all play, at least not in the beginning.

59. Study Time

No matter what your goal for success, you should set aside some time to study. If you want to be a successful hair stylist, study different styles, colors, and trends. If you want to be a writer, study the classics.

Whatever your success, take time to read, research, and ask many questions. You should also consider volunteering at the local beauty school or hair salon, etc. Ask if you can follow them around for a day or two and without getting in the way, observe, and ask questions.

60. Apply What You Learn

Since you will be setting milestones as you reach for your success, apply what you have learned through each phase of the process. Doing is a much more powerful tool than simply reading or watching.

61. Provide Yourself Time

You need to be sure to allow yourself some time just for pleasure. Being successful is hard work so to avoid burnout; you need to treat yourself to a night out or just time to sit back, watch TV, and do absolutely nothing once in awhile.

62. Set Realistic Goals

People wanting to be successful often want overnight results. Unfortunately, that is not going to happen. You need to do an analysis to determine a realistic amount of time it will take to reach your specific success. As you go through your Business Plan you may find times that dates have to adjusted but even if there are changes, keep it realistic. Otherwise, you will become frustrated and quit!

63. Talk About It

Talking about your goals for success not only keeps it in the front of your mind but also keeps up your excitement level. In addition, it adds in an element of accountability. Think about it, if you go around telling everyone that you are going to be a masseuse, those people are going to be expecting you to become a masseuse, and anxious to see you succeed. By talking about your goals, you are creating a motivational system – a system of accountability.

64. Don't Make Quick Decisions

When things in your plan need to change, unless necessary, do not make quick decisions. Just as it took time to plan in the beginning, it will take time to change. You want to make sure you are making the right decisions when changes come up. Do your research just as you did in the beginning and then make educated choices.

Once you do make the decision, don't second guess yourself. Move forward with conviction.

65. Recharge Your Batteries

You can listen to relaxing tapes, get a professional massage, take a walk, or whatever helps you to relax.

66. Learn How to Delegate

As you start getting closer to your goal of success, you will find that there are many more things to do than there are hours in the day. If going into business, consider hiring someone; even part-time or on a freelance basis to help take some of your load.

If your success is more on a personal basis, have family or friends pitch in to help you get things done. You will be amazed at how much this will help ease the situation and allow you the proper amount of time to focus on the things that need your full attention.

67. Be a Problem Solver

Rather than stew over things or let stress overtake you, find ways to become a problem solver. Look at ways that you might find new customers, increase productivity, or resolve issues. Human beings are the problem-solving species. That's what separates us from the animals. There will always be problems. Meet them head on and look for the solutions.

68. Conduct Research

It is important to know what you are getting into. First, you will want to conduct research as far as the business, industry, or interest associated with your particular success. Second, the research will help you stay up to date on trends, which may or may not require you to make adjustments in your own goal.

For example, if you were interested in opening a particular business focusing on a specific technology and that technology took a turn to another direction, or had new advancements, you may need to change the direction you were going for your own business. Unless you kept up on research, you would not know when a change was needed and therefore, would end up building a business already headed for failure.

69. Offer a Guarantee

If you have created a business that offers either products or services, in order to get and keep customers coming back, they have to know that you stand behind what you offer. Providing a guarantee will help your business grow and reach the highest level of success. And you must honor this guarantee, promptly and courteously.

70. Get Excited

Do you remember your first trip to see a professional baseball game and how exciting it was to see the thousands of people cheering, enjoying the mouthwatering smell of popcorn and hot dogs, and hoping that you might get a chance to catch a foul ball?

Perhaps you can remember your first prom, being excited that the right boy asked you to the dance, shopping for the perfect glamour dress, and buying your date a corsage. You need to be excited about your venture for success. Remember some of the things that brought true excitement to your heart when you were growing up and add that same excitement to your grownup life.

71. Expand your Mind

Whatever your idea of success, take it one-step further. Stretch your mind and reach just one-step higher than you thought you could reach. If you were going to open an ice cream store, offering 30 flavors, go one more step and make it 31. Okay, you get the idea.

72. Be a Strong Leader

Learn to be a good leader and a good mentor. Enjoy making a difference and in guiding others to achieve their potential as well. Help people reach to new horizons.

73. Be Logical

Okay, you may be thinking that logic itself is logical. However, being logical in many cases means having some level of analytical ability. Regardless of the way you think, find the logic in it. This will help you think and plan clearly and honestly.

74. Give 100% Effort

If you are going to succeed, you have to be able to get through tough times. You will have to rise to challenges and not quit. You have to plan to go the extra mile and make personal sacrifices. Succeeding means giving 100% effort. Stay focused while keeping your performance on a consistent basis.

75. Take Classes

Enhancing yourself on a personal level will boost everything about you, making you feel better, about the person you are. When you feel better, you achieve more. This is a great time to obtain your certification in CPR, First Aid, a computer class, or some other outside interest you have.

76. Understand your Goal

A great challenge is to prove to yourself that you can do it. One of the ways to prove this to you is to take on responsibility. If your goal for success involves opening a restaurant, work in a restaurant as a server

to get a perspective of all the jobs involved to make the restaurant a success. Understand the entire business from the ground up.

77. Raise your Standards

You may think you are working your tail off and you probably are. Try raising the bar just a little bit. Always expect the best from yourself. Do not beat yourself up if you do not always hit 100% but increase your standards and strive for more.

78. Unconscious Power

The unconscious mind is a very powerful tool. Take advantage of this and each night before heading off to bed, take some time to pose questions to yourself and then allow your mind to hash them out while you sleep. In addition, meditate in whatever way you find relaxing before going to bed to clear your mind from clutter and allow the subconscious mind to go to work.

79. Paint a Picture

A great way to keep working toward your goal is to see it. If you want to open a computer store, find a picture or article about Bill Gates when he first got started. If your success is to lose weight, go to Diets.com or Slimfast.com and print off a before and after picture of someone that has a similar body type to yourself. Perhaps your goal is to redecorate your bedroom. Again, locate before and after pictures on the Internet of decorated rooms. Seeing is believing!

80. Develop Uniformity

At first, this may be a little challenging but strive to keep things on an even keel. This will keep your efforts and focus from going up and down. The more you can stay the course the quicker you will reach your goal to success.

81. Just Do It

Okay, so Nike coined that phrase but it is so accurate. Quit putting things off and just do it. If you want it bad enough, go for it!

82. Identify Procrastinations

If you have a problem with procrastination, make a list of the things you constantly put on hold. This will help you identify your poor patterns and make the appropriate adjustments. Local colleges often have improvement courses regarding making better decisions and procrastination. Locate a class that would help you with this kind of challenge.

83. Want Versus Need

When you strive for success, do it because you *want* it, not because you *need* it. When you want something, it brings about intention, desire, and action. However, when you need something, it will lead to pain, stress, and frustration.

84. Be Independent

Do not be afraid to go for what you know is the right thing for you. Being independent allows you to take control over your destiny and emotional state. Stand firm in what you believe and do not allow other people to determine how you feel or what you believe in.

85. Economic Value

Considering your talent, also look at things that can help create economic value. These types of goals have better chance of being successful and lasting. Is there something in your community that could bring about more revenue? As an example, do you live in a smaller town where there are no fast food restaurants, causing people to drive miles outside of your town for a cheeseburger and shake? If so, perhaps opening a small fast food restaurant would be a great option. You could have the success of running your own business while bringing something to your community.

86. Learn a New Skill

Learn new skills that will enhance your success. If you want to become a hairstylist and someday open a line of salons, in addition to cutting hair, learn how to braid, color, do weaves, etc.

87. Appreciate Life

Do not burn any bridges in life. Appreciate life, people, everything around you. Learn as much as you can from every person you meet. Do not turn people away just because you do not agree with them. You never know, the very people you turn away may be the very people that come to your rescue during a time of difficulty.

88. The Right Marketing

When you get ready to start marketing your business or idea, never rely on one method of marketing. It is important to look at several options since nothing will last forever.

89. Believe

Not only do you need to believe in the product or service you are building to success, you also need to believe in you. Your confidence is what will get you through the difficult challenges and build credibility with your customers.

90. Know your Customers

You should know, really know, your customers, especially your top ten. Find out what they like and dislike. What other products or services would be of value to them? These very relationships are what will keep your business going. It is crucial to consider your customer's desires all of the time.

91. Plan your Costs

Unbelievably, there are thousands of entrepreneurs that start a business without the foggiest idea of what their costs are going to be. Either there is an estimation that is way overstated or understated. From the very beginning, you need to have a strong handle on knowing what you will need to get your business started and keep it running. Additionally,

you need to have projections for your future success. Know your numbers and make sure they are accurate.

92. Timing is Everything

You have probably heard it before – timing is everything - especially when it comes to opening a business. There is a right and a wrong time to start a business. This would be extremely important if your business has cycles or is seasonal. For example, if you are starting a business to do landscaping, the winter months when snow is on the ground is not the right time. You can be working toward your Business Plan, marketing ideas, finding investors, if required, etc., during those cold months, but you certainly would not want to open your doors for the first time in the heart of winter.

93. Keep it Lean

Start-up businesses do not have room for “dead” weight. As an example, when first starting out, if you need some assistance, rather than hiring a permanent employee that will involve salary, insurance, other benefits, etc., consider a temporary employee until the business grows. Keep improving the bottom line before you start adding on more expenses to your business.

94. Get the Word Out

If your success is focused on a business, when you get ready to open your doors, make sure you get the message out. This will include marketing promotions, advertising, sending out a press release, etc. The more people know about your business, the better chance of you have of reaching success.

95. Guard your Emotions

Keeping emotions in check is not always an easy task. You will have times of disappointment that will require you to react with integrity. You may feel like crying and feel as though your world has just ended. Keep telling yourself that it has not ended and you will just have to make some adjustments in your plan. Never allow anger to be a

response. You never know the trickle down effect of that anger and how it could permanently damage your reputation.

96. Be Nice

Study after study has shown that people with pleasing personalities have an easier time reaching success. Now only are they more levelheaded in handling the business but they also draw people around them that are eager and willing to help. In fact, in addition to being pleasing, be polite, show true interest, and have a great sense of humor.

97. Break Bad Habits

Habits, regardless of size or nature, can be exceptionally difficult to break. This will take a lot of effort but you can do it. Unfortunately, poor habits can be the one aspect of your behavior that could be the obstacle to your success. If you have a habit of sniffing or chewing your nails when you get nervous or saying demeaning or offensive things as a way of trying to control, to be successful, whether on a personal or business level, you have to stop.

98. Improve Efficiency

You will want to develop your potential to its fullest. The more efficient you can become the better job you will do. Be efficient with your time by not procrastinating and efficient with your effort by staying focused.

99. Have Balance in Your Life

Imagine yourself on a canoe with another person. The day is beautiful, sunny, and warm. The two of you are floating along without a care in the world. Suddenly, ripples of water start rocking the canoe and without proper balance, both of you, along with all your belongings, are thrown into the cold water. It is the same when you strive for success. You have to find balance not only for yourself but also for others around you. Balance means providing time away from work for pleasure, working extra hours when required, knowing when a new direction is required, etc.

100. Have Fun

When people start into the process of being successful, whether for personal growth or starting a business, they may start by incorporating fun, but within a very short time, they realize it is hard work and the fun simply falls by the wayside. If you look at some of the most successful people in the world such as Sam Walton, Oprah Winphrey, or Ross Perot, you will find common threads that run between all of them. First, they started with nothing; second, they are all multi-millionaires many times over, and third, they have fun. They enjoy life, the people around them, and even find enjoyment in the challenges. This one element is often forgotten. This is a crucial element for success and should be a part of your plan.

101. Face your Weaknesses

The best way to get better at anything and to be successful is to face the weaknesses we all possess. Everyone has weaknesses and in order to be better, think clear, act appropriately, and succeed, you have to identify the areas you need to improve on and then take action to turn your weaknesses into strengths.

There is no better gratification than being successful. Accept that you are in for some hard work but the results will be incredible. Use these tips as guidelines and step outside the box. Take action and succeed!