

DREW KAIROS

TAME THE LION WITHIN

HOW TO WIRE YOURSELF
FOR SUCCESS

Tsevis

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Drew is a passionate person who will go the extra mile and over-deliver. He is loving, compassionate and has a remarkable ability to empower others.

Drew's words of wisdom:

I believe that knowledge is power. Everyone should strive to improve themselves and/or business, no matter what stage in life they're in. Whether it's to develop a better mindset or to increase profits. Moving forward is key to being and feeling successful.

If you would like to learn more about or work with Drew Kairos, please visit:

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Introduction



Dreaming about what you want to do and what you want to be later on in life is easy. It's the journey getting there that's not.

It's easy to say you want to become a successful entrepreneur or business owner in 5 years or so, but then not do anything about it.

Or, maybe you start acting on your dream, but you give up in 6 months because it gets too difficult and you think you're in over your head.

It's like wanting to go on a round-the-world trip without planning all the logistics of how you're going to get to different places.

You make very little preparations, and you don't know exactly how you're going to keep yourself safe throughout your journey.

There's a lot of elements and planning involved in making your

dreams come true. Without that driving force within you, you'll find it hard to succeed in anything long-term.

You'll be tied to a job you hate. You'll be living a mediocre life. You'll be wishing you can someday live the life you really want.

If you want to finally succeed in life, then read this entire guide.

You're going to learn a lot about what you can do to uncover what drives you. You're going to discover how you can set the right kind of goals and how you can keep your enthusiasm and your motivation all throughout your journey.

The road to success is going to be filled with obstacles. Let this guide help you navigate your way around the potholes and the roadblocks.

By the time you finish reading this guide, you'll be better equipped to tackle all challenges. You will learn and grow from these obstacles and mishaps instead of letting them slow you down or stop you completely.

You'll have everything you need to accomplish your goals and finally achieve lasting success!

Chapter 1 – Chase the Right Kind of Goals



“All successful people have a goal. No one can get anywhere unless he knows where he wants to go and what he wants to be or do.”

- Norman Vincent Peale

Norman Vincent Peale is right – you can’t get anywhere if you don’t know where you want to go. If you want to ultimately end up successful in life, then you need to have a goal in mind.

Where do you want to be in 5 years? 10 years? Are you happy with where you are right now? Can you see yourself doing the same thing until you say goodbye to this world?

If you can, then good for you. Maybe you’ve already found your passion, and you’ve achieved your life goals. But I bet, for the majority of people reading this guide, you’re not truly satisfied.

If you can see yourself doing something else, doing something you really love, then you can set that as your goal.

If you can see yourself moving someplace far away doing the things you really want to do, then start planning how you're going to get there.

Now, this is where it gets tricky. How do you know if you're setting the right kind of goals for yourself?

Realistic Versus Unrealistic Goals

Ask yourself this question before you embark on your journey, "Is my goal realistic?"

If you answer "no," you could end up wasting all your time, energy, even money, for nothing.

Dreaming big is perfectly fine. Many successful people started from humble beginnings, but they dreamt big and they managed to achieve their dreams!

However, it's important to mention here that when they first set their eyes on their target, they already knew there was a possibility – no matter how small – that they could achieve it.

If they set their eyes on something where they have zero chances of succeeding, then they wouldn't have succeeded. At all.

If you want even the slightest chance of succeeding, then you need to make sure your goals are still within the realm of possibility.

Let me give you an example: you love basketball so much that you want to someday play in the NBA, the most prestigious basketball league in the world.

You're a great player, but you're only 5 feet tall and you're not

going to grow another inch. Plus, you're 50 years old and not getting any younger.

What are the odds of you ever becoming a professional NBA player? Almost non-existent. That's the harsh truth. You may be a great shooter, but you'll be a defensive liability on the court.

There are many great basketball players who are tall, strong, and talented. But a great majority of them are never going to make it to the NBA.

If getting into the NBA is your dream, then you're setting yourself up for failure.

Maybe a more realistic goal for you would be to someday watch a live NBA game. Or have your picture taken with your favorite player and get his autograph, too. Maybe even work for a professional NBA Franchise.

Don't get me wrong, I don't mean to discourage everyone from trying professional sports. If you've got the skills, then you can work on it, and do your best to get the attention of a basketball scout.

That may not have been the best example, but I hope you can now see the difference between having a realistic and unrealistic goal.

How To Set The Right Kind Of Goals



Unfortunately, goal-setting is even more complicated than just what is realistic vs not.

Knowing the most effective method to set goals is the best way you can ensure you'll have a shot at success.

If you've worked with a coach before then you'll know this one. Your goal needs to be a S.M.A.R.T. goal. That stands for Specific, Measurable, Achievable, Relevant, and Timely. When you identify a goal that meets this criteria, then you've got an excellent goal right there!

Let's go through what each characteristic means:

Your goal should be Specific.

You don't just say you want to become a millionaire by this time next year. Rather, you should say, "I should be earning at least \$83,333.33 every month for the next 12 months." Or, you can even break it down further by specifying the exact amounts you should be making each day or each week for the next 12 months.

If you're selling a product that costs \$20 and you make a \$15 profit per item, then it means you need to sell at least 5,556 units per month to make an \$83,340 profit. Divide that by 30 days, then you need to sell at least 186 units per day to reach your monthly goal.

You need to be as specific as possible when it comes to setting your goals. There's less ambiguity, and you know exactly what you should be aiming for.

FYI: $\$1,000,000/\text{year} \approx \$83,333.33/\text{month} \approx \$2,739.73/\text{day}$

Your goal should be Measurable.

Measurable means you can identify or measure when you achieve your goal, it has a definite finish line. It also means you can easily track your progress which, conveniently, can help motivate you when you see you're getting closer to your goal.

Going back to our millionaire example, you can easily check your sales, your spreadsheet or your bank account to measure how you're getting along.

It's easy to see how much you've earned, and you can adjust your short-term goals if you see you've had a couple of months where you didn't meet your quota.

Maybe you need to market your product in other places or look

into adding more talented salespeople to your team. Maybe you need to find an additional source of income. The reality is that the majority of millionaires have more than one source of income.

Your goal should be Achievable.

Here's where having a realistic goal comes in. Being a millionaire in 1 year is entirely possible.

You've got a good product, you've had good reviews from past customers. So, you know perfectly well your goal is achievable. You just need to work on tapping hidden markets or maybe do a better job at marketing and selling your product.

You may think about adding a new source of income within the next 12 months as well.

You can sell a new product or have some other projects on the side, maybe a bit of freelancing, stuff like that. When you find another income stream, then it will help you reach your goal of becoming a millionaire faster!

Your goal should be Relevant.

Is your goal relevant or reasonable? Is it really what you want? Will your current status in life allow you to pursue your dream? Do you have the resources to successfully achieve your goal of becoming a millionaire? Are you or your team capable of selling almost 200 units of your product every single day? Will you have enough money left over once you've paid your staff for their hard work?

If, at the end of the month, you're left with far less money than the amount you've targeted, then you may want to readjust your goal

(how about you make it 2 years instead of 1 year), train your team to become better at sales, implement more business/sales automations, create a passive income stream, etc.

Your goal should be Timely.

You need to have a set deadline for your goal. Earlier, we've mentioned 12 months for our goal to become a millionaire. When you've got a big goal set in the future, you can easily get distracted.

So, it's important that you also set mini-goals, so you don't lose sight of the big one. You can set monthly goals – like earning at least \$84,000 per month so you'll become a millionaire in just 12 short months.

What wouldn't be a good idea is if you just hope to someday become a millionaire with no particular timeline in mind – it can be in 1 year, 12 years, 25 years – it doesn't matter to you.

Goals should be linked to a timeframe that creates a practical sense of urgency, or results in tension between the current reality and the vision of the goal. It's also important to give yourself a realistic time frame for accomplishing the smaller goals that are necessary to achieving your final objective.

Chapter 2 – What's Stopping You from Achieving Your Goals?



"A year from now you may wish you had started today." - Karen Lamb

When you first started planning your goal and how you're going to go about achieving it, you felt enthusiastic. You felt like you were finally doing what you were meant to be doing.

You were confident you were going to make it. You didn't care what other people thought about you and your goals. You were going to succeed, and you were going to be brilliant!

But, what happened between then and now?

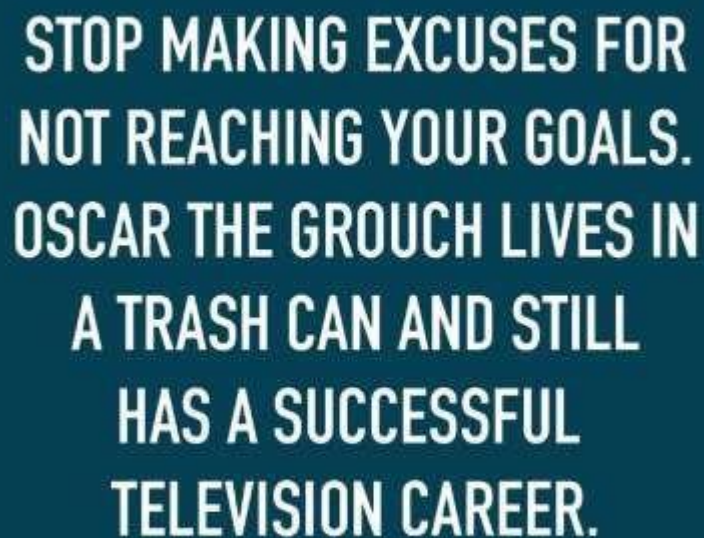
All of a sudden, you're dragging your feet. You're no longer excited. When you wake up in the morning, you think about how you can delay the inevitable or maybe even try to escape. All you want to do is just stay underneath the covers and sleep the whole day.

Why?

Did you suddenly realize you've been chasing the wrong goals?

If yes, then know that it's not the end of the world. You've still got time. You can still readjust and recalibrate your goals, just make it a S.M.A.R.T. goal.

It's a fact! If we continue to be clear on our goals and take massive action that is in alignment with that outcome, the eventuality of success is an absolute certainty.



**STOP MAKING EXCUSES FOR
NOT REACHING YOUR GOALS.
OSCAR THE GROUCH LIVES IN
A TRASH CAN AND STILL
HAS A SUCCESSFUL
TELEVISION CAREER.**

Fear of Failure

Did you fail at something? If yes, then don't be afraid. You need to get back out there and continue working towards your goals. There's no point in hiding. You can't just give up after you encounter some obstacles and challenges.

You don't need to be afraid of failure. In fact, you mustn't be afraid of failure! No one is exempt from failing. I have failed, you've failed, your parents have failed, your friends have all failed.

Even the most successful people you know have all failed big time. In fact, they've probably failed more times than you and me combined! They didn't just become successful one day. They simply persevered and learned from their failures and mistakes. That's how they did it.

If you give up, if you let the negativity affect you, then you're not going to get very far in life. You may have the best-laid plans, but if you can't stomach the thought of failing, then how will you ever grow?

Failure can teach you so much about life. Let failure guide you. Let it be your teacher, your mentor, your guide. When you think of failure like this, it's more of a speed bump than a big barrier.

I believe if you fail enough then you'll eventually find success. Failure will essentially guide you to success. Growing up, my dad always told me "Winners never quit, and quitters never win."

This has been a motto of mine for much of my life. You only really fail when you quit, when you stop trying.

Procrastination

Are you a procrastinator? If yes, then know that you're not alone. We all procrastinate at times. Just don't let it turn into a bad habit.

You know it's become a habit when you push everything into the back burner just because the deadline is still far away. Then even "far away" becomes "as long as it's not due tomorrow" ...

So, you prioritize the less important things because you've still got 'time.' Problem is you get carried away with what you're doing, and you eventually lose track of time. Before you know it, your deadline is coming up, and you've barely even started.

You start working, but then you start panicking because you know you'll never be able to finish in time. Your dream's going down the drain. You regret procrastinating and letting yourself and your family down.

You've wasted so much time. Time that you can't ever bring back. But you've still got life in you, right?

So, if you really want to achieve something, you can still go back out there. You can still fight for your dreams. It's only you who's stopping yourself from reaching your goals. Stop procrastinating and start acting!

If you struggle with putting things off, try any of these tips to get you on track:

1. Drop the perfectionism. One of the biggest reasons people procrastinate is because they make a huge deal out of something. Don't overthink it.
2. Procrastinators focus more on short-term gains (avoiding the

‘unbearable’ task), as opposed to long-term results (the consequences of avoiding the task). Instead, try focusing on why you are doing this task: What are the benefits of completing it? How will you feel when it’s done?

3. Schedule time. Projects that will get done "when I have time" tend not to get done. You need to schedule when you are going to work on a project and block out that time, just as you would an important meeting.
4. Avoid distraction. During your scheduled time for working on a task, close your email and messenger, turn off your phone (or at least put it out of sight), and don’t let yourself cave until you have completed the project.
5. Reward yourself! Establish a reward if, and only if, you do what you set out to do.

Fear of Success

Everyone knows about the fear of failure, but not everybody knows that fear of success also exists. So, why does this happen? You want to achieve your goals, right? You want to become what you’ve always wanted to become. Why would you be afraid when you’re so close to getting what you want?

Truth is, success means change, and many people are afraid of change. They’re afraid of leaving their comfort zones behind. They’re afraid of success disrupting the balance, the peace, the quiet in their lives.

They’re afraid they’re going to become an entirely different person

(you probably know of someone who let success get to their heads and become totally nasty). But not everyone's like that.

You know yourself best – will you turn into a monster? It's really all in your head. You don't have to change who you are just because you became successful.

For others, success means moving into uncharted territory – new faces, new challenges, new expectations, maybe a new culture. Maybe you don't want to deal with that just yet, so you're trying to delay your success even though you know it's within arm's reach! Maybe you don't think you're ready for the next level of your life. But why?

Try to remember that all of these preconceived notions are all in your head. They are based on some outdated experience that you witnessed many years ago – and your brain is trying to keep you “safe” by supporting that previous uncomfortable experience with similar thoughts.

After all, your brain is basically a search engine, so what you think about you will start seeing ‘results’ for...

Whatever changes success brings, accept it with open arms. Worst case scenario, you learn and grow. After all the goal-setting and the planning you've done, you deserve success!

Lack of Self-Belief

This one is very common and can basically piggyback on fear. Even if you've got all the resources necessary to succeed, you still don't believe you can do it. Most of us feel insecure sometimes. There are countless factors that can contribute, including failures, traumas, critical parents, or even experiences from your childhood.

Maybe you've listened to far too many negative people in your life telling you that you can't ever succeed. Maybe you have tried something and failed in the past. Maybe you have seen a friend or family member attempt a similar activity and fail miserably. But that's all in the past – and the only thing that is bringing those experiences to the present is you, and your brain.

Why would you listen to the naysayers? Why would you listen to quitters? They're not going to contribute anything to your success, so why would you give them the time of day?

The lack of self-belief as well as low self-esteem are dream killers. If you want to succeed, you're going to need healthy self-esteem. You're going to need to put yourself on a pedestal.

Tell yourself you can succeed, and that no one can stop you from going where you want to go. You're chasing your dreams, not other people's dreams!

From my experience, the biggest source of feeling “not good enough” comes from our image in our minds, or our thoughts of “how life should be”. Think about it – where did that image come from? Why do you think you need to be that way to be considered successful?

Often people try to boost their confidence with efforts to become their image of perfection. This great effort usually involves reinforcing the belief that we should be that imaginary image. The result is a stronger mechanism for self-rejection. With awareness we can avoid chasing these false beliefs. Real change begins with becoming aware of the beliefs and thoughts in the mind.

In fact, if you were to dissolve the belief that you should fit into the image of perfection you would eliminate the self-rejection and

feelings of unworthiness that result.

Take time to focus on all the positive things in your life. Prepare and refer to a list of your strengths, past successes, and current advantages. If you focus on feeling grateful, you'll see how competent and successful you already are. This will restore your confidence and get you motivated to build on your success.

Lack of Motivation

I could go on and on about motivation – I even created a business to help people get motivated and stay motivated.

Simply put, motivation is the desire we have to do things. It is the difference between waking up before dawn to get started on a project and lazing around the house all day watching TV. It's the crucial element in setting and attaining goals. Research shows we can influence our own levels of motivation, but far too often, we fail to do so. Staying motivated can be a real struggle. When trying to maintain motivation, our drive is constantly assaulted by negative thoughts and anxieties about the future.

Everyone faces doubt and depression at one time or another. What separates the highly successful from those who fail is the ability to stay motivated and keep moving forward.

No one can ever underestimate the power of motivation. Motivation can move people to chase their dreams. When you've defined your goals properly, and you've got plenty of motivation, then you'd better believe me when I say you're going to go places.

Motivation is like fuel to your car. Without it, your car is not going anywhere. Sure, you can have people push your car, but how far

do you think you'll go? Not very far.

When you lack motivation, you lack the energy or the drive to do what you're supposed to be doing. You'll procrastinate. You'll give in to temptations instead of working on building your business or marketing or selling your products.

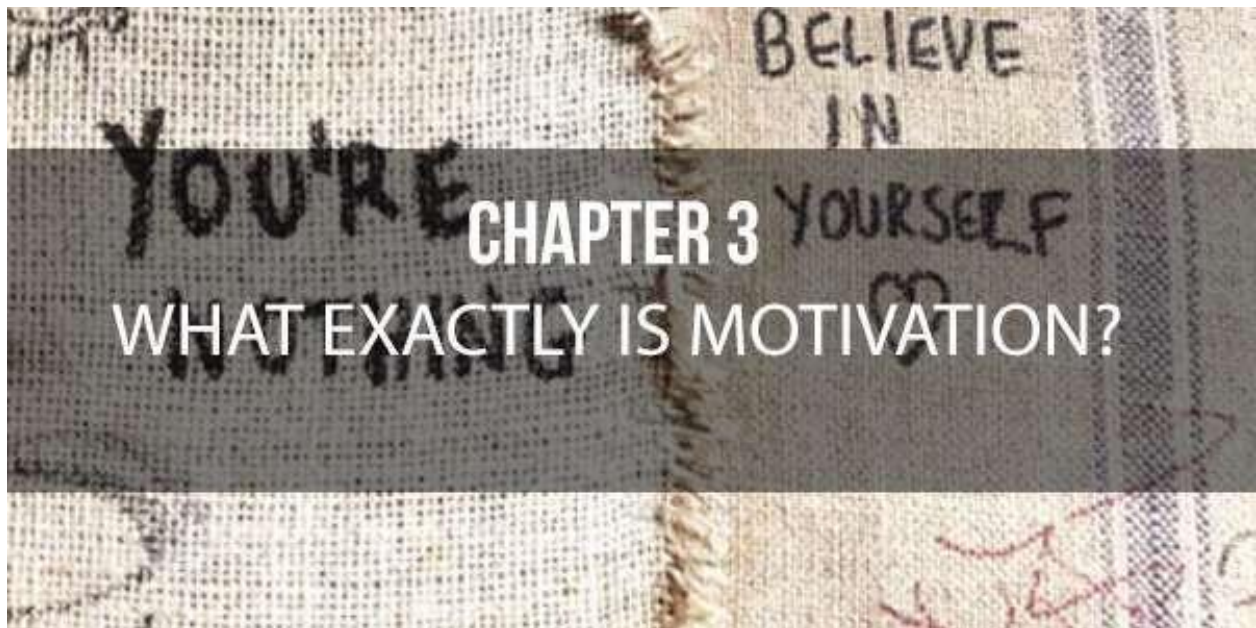
To succeed, you need to figure out how you can have an endless supply of motivation. It doesn't have to come from one place. It's like buying gas – you're not limited to buying gas from one station.

Motivation will get you to different places, it will help you conquer your fear, and it will help you accomplish your goals!

Remember success is your personal responsibility—You need to believe that initiative, effort, and persistence are key factors in achieving success. Too many times, individuals are more likely to view success as dependent on available resources and situational constraints. They simply say the task was too difficult for outside reasons. Where there's a will, there's a way, and it is your responsibility to find it.

The difference between those who reach their goals and those who don't is staying motivated. If you're motivated, you'll keep going. If you keep going, eventually you'll reach your goal.

Chapter 3 – What Exactly Is Motivation?



"Wanting something is not enough. You must hunger for it. Your motivation must be absolutely compelling in order to overcome the obstacles that will invariably come your way." - Les Brown

Many experts say motivation is a key ingredient to success. After all, you can't succeed at anything if you don't have that drive, that fuel, that motivation pushing you to succeed.

When you lack motivation, you won't feel the need to actually go out and do something about your life. You won't be driven to succeed. You may not even want to get out of bed!

You'll start something, but you never get around to finishing it. You just seem to run out of gas somewhere in the middle, and you stop looking towards your goals. You tuck your tail in, turn your back and surrender.

When you do this, then it only means one thing – you've lost motivation. You may not have lost hope yet, but you just don't feel motivated enough to do anything about your situation.

If it's always been your dream to become a successful business owner and you've got an opportunity staring down at you, why would you say no to it? Is it because it's too hard?

You're probably thinking, "I don't have to do this right now. I've got more important things to do." Or "I'll do this tomorrow. My friends are inviting me to a party tonight." Whatever it is, you're literally going to kill your dreams if you don't do anything to get your motivation back!

Your lack of motivation will lead to a lack of productivity which in turn will lead to a lack of progress. When you don't progress, you don't succeed. It's that simple.

So, how do you get your motivation back?

Unfortunately, there's no one-size-fits-all answer to this question. We're all motivated by different things. What might motivate me, may not motivate you. Likewise, what you use to fuel your drive to succeed may not sit well with me.

Simply put, it all boils down to the following: intrinsic motivation versus extrinsic motivation. Let's go through each type of motivation in detail:

Intrinsic Motivation



Intrinsic motivation is when you are motivated by internal factors or something that you, personally, find rewarding. In other words, intrinsic motivation occurs when we act without any obvious external rewards and instead we find the process itself rewarding. We simply enjoy an activity or see it as an opportunity to explore, learn, or actualize our potential. With intrinsic motivation, you experience internal satisfaction.

For example, you're motivated to check off something from your "to-do list" every day because it makes you feel good, it makes you feel useful. Or you volunteer at your favorite charity because you like helping people and it helps relieve your stress.

The thing with punishments is that if you don't know what you're

doing, then it can backfire on you. But if you do manage to instill just the right amount of incentive, then it can lead to more motivated people working for you. You just need to find the balance.

Extrinsic rewards work extremely well for more competitive individuals. For example, most athletes are naturally competitive. They fight for recognition, for trophies, for monetary rewards. They want to win because they want to be recognized as the best in their sport. They want to win because they want to become a champion. And they want to win because they want that trophy or prize money for themselves and their teammates.

Which Is Better? Intrinsic or Extrinsic Motivation?

It depends on your situation really. As I've mentioned earlier, we're all motivated by different things and by different factors. It will also depend at what stage you are at in your journey.

In the beginning, most people will probably be motivated by extrinsic factors. Most people are in jobs that they don't particularly enjoy, and instead are working for their next paycheck. But when they've got all the money they want, then it may no longer motivate them as well as it did in the early part of their journey.

More well-paid individuals will likely be more motivated by intrinsic factors. They continue their journey to success because they enjoy the process, they learn a lot from the experience, and want to share their knowledge.

On the other hand, some may be motivated by intrinsic factors at first. But later on, in the latter part of their journey, extrinsic factors

may be more appealing to them. This can be people who start their own businesses and then turn into a completely different person once they become more successful and they get obsessed with making money.

In a workplace, there is always a complex exchange of both extrinsic and intrinsic motivations. A construction worker would care much more for a steady paycheck than for the structure he is building. And he would probably leave if he was offered a job for slightly higher pay. However, a top-notch software worker would probably quit her job at Apple or Google, to start her own digital marketing company!

Remember, there's no hard and fast rule when it comes to motivation. It all boils down to what makes you tick. Look deep within you – find out what will light a fire under you every time you start slacking off.

Know Your “Why”



Knowing your “why” is essential if you want to succeed. The why inspires us. In short, your why is your life purpose.

While there’s no one path for discovering your life’s purpose, there are many ways you can gain greater insight into yourself, and a larger perspective on what it is that you have to offer the world when you know why you’re doing something.

Understanding what drives and motivates us can completely change the trajectory of our lives. When you are clear on your *why* it enables you to focus your efforts on what matters most, compelling you to take risks and push forward despite the obstacles and hurdles that may arise.

Your “why” can either be intrinsic or extrinsic, only you yourself will know what your “why” is. Why do you want to succeed so badly? Why do I get out of bed in the morning? Why did I create this business? When you’ve got a strong “why,” then you’ve got some strong motivation.

In my opinion, knowing your *why* will be your biggest source of motivation. Without it, you’ll have a tough time overcoming the challenges that will inevitably come your way. After all, when you know your ‘why’ you can endure any ‘how’.

Chapter 4 – Staying Motivated for The Long Run



"When you look at people who are successful, you will find that they aren't the people who are motivated, but have consistency in their motivation." - Arsene Wenger

People often take motivation for granted. In the beginning, we're all excited. We're hopeful about what the future will bring. We are so motivated to succeed.

But after some time, we lose that fire inside. We start telling ourselves excuses as to why we can't work on our goals today.

Motivation isn't a short-term thing. The truth is your motivation should last until you finally achieve your goals. Sure, it's normal to feel tired, it's normal to procrastinate from time to time. But giving up and losing all hope of ever succeeding is never a good idea.

When you start giving up, you give in to negativity. You're leaving yourself wide open to failure. You start listening to the negative

people around you and take their word as solid advice.

In truth, they're just trying to drag you down with them, to make you one of them, another non-achiever. Is that what you want for yourself? I sure hope not. But don't lose hope.

One of the saddest sights I see is a human being that settled for a life they never wanted because they listened to others who did the same.

Here are a few ways you can stay motivated for the long run:

Always Keep Your Main Goal in Mind



Your main goal is your vision, your dream. It's the long-term goal you want to achieve. It's not something that's going to happen tomorrow or next week or next month. Often, big goals take years. Sometimes, other people refer to it as their life's purpose or spiritual vision.

One of the main characteristics of a good goal is that it should be time-bound. There should be a deadline in mind.

So, if your goal is to become a rich businessman with a net worth of 10 million dollars, then you should say you want to achieve your goal within a certain period of time.

For this particular example, let's go with 10 years. This means every year, on average, your net worth should increase by 1 million dollars. In 10 years' time, you'll finally achieve your main goal.

The trick to achieving big goals is by breaking them down into smaller goals. It's certainly far easier to say you'll earn one million a year instead of earning all ten million in your 10th year.

You need to plan how you're going to achieve your mini-goals (1 million per year) so you can eventually achieve your main goal (10 million).

Perhaps there will be a few years where you don't achieve your mini-goal and you start losing hope you'll ever get to your main goal. Just remember that it's not the mini-goal you're after in the long run, but rather your main goal.

The mini-goals are important, but they're not set in stone. If you don't amass one million in the first year, then try to earn 2 million the following year. If you don't earn 5 million by the 5th year, then do your best to catch up in the years after that.

Always keep your vision clear in your mind, that's the most important thing to help keep you motivated for the long run. Really think and feel what it will be like when you accomplish your vision.

Let that drive you and motivate you to keep pushing even in the rough times.

Make Motivation A Habit

Making motivation a habit has a lot of benefits to it. It will come naturally to you without even needing to think about it. But how exactly do you do it? How does one make motivation a habit?

The simplest way to go about making motivation a habit is by associating it to another habit. What you choose to link it to is going to depend on you. You're going to need to make a system and perfect it. It's going to take you several weeks of doing that system for the new habit to stick.

For instance, if you're trying to lose weight, then you can make it a habit to wake up early in the morning. As soon as you wake up, you eat an apple and head over to the gym. You do this routine every single day.

Whether you like it or not, whether it's raining or snowing outside, you go out to the gym. You learn to train yourself to follow that routine strictly. You don't think about what else you could be doing at that particular time. You just do what needs to be done so you can reach your goal.

All the while keeping your vision, or your end-goal in mind. Keep picturing yourself full of vitality and brimming with energy. Envision yourself enjoying your new super-fit lifestyle walking outside, or running on the beach, or whatever it is you enjoy.

If you're trying to build your wealth, then you can make it a habit to save aside some money every week. Have a target amount in mind and do your best to put that amount in your bank account. That could be your motivation – you like seeing the numbers go up in your bank account every week.

You can even set completely unrelated rewards for complying with your new habits. Maybe if you've managed to save the desired amount of money each week then you do something special for yourself (just don't go spend what you were working on saving).

The thing with making motivation a habit is that you start feeling bad when you miss a day. It's like you're neglecting to feed your body. So, the next time, you'll do your best and make the effort not to miss your habit.

As the popular saying goes, "practice makes perfect." So, you diligently work on making your new habit stick. You start off by putting reminders on your desk, on your phone, on your calendar.

Then after doing the same thing over and over again, you notice you don't even notice the notes and reminders anymore. Even if you remove those notes, you'll still continue doing it because it's already become a new habit.

Goldilocks Principle

One thing to keep in mind when chasing goals is that you should always strive to set tasks and goals that fall within the so-called Goldilocks Zone – not too hard, not too easy, but just right. This rule is based off of the popular fairy tale, “Goldilocks and the Three Bears.”

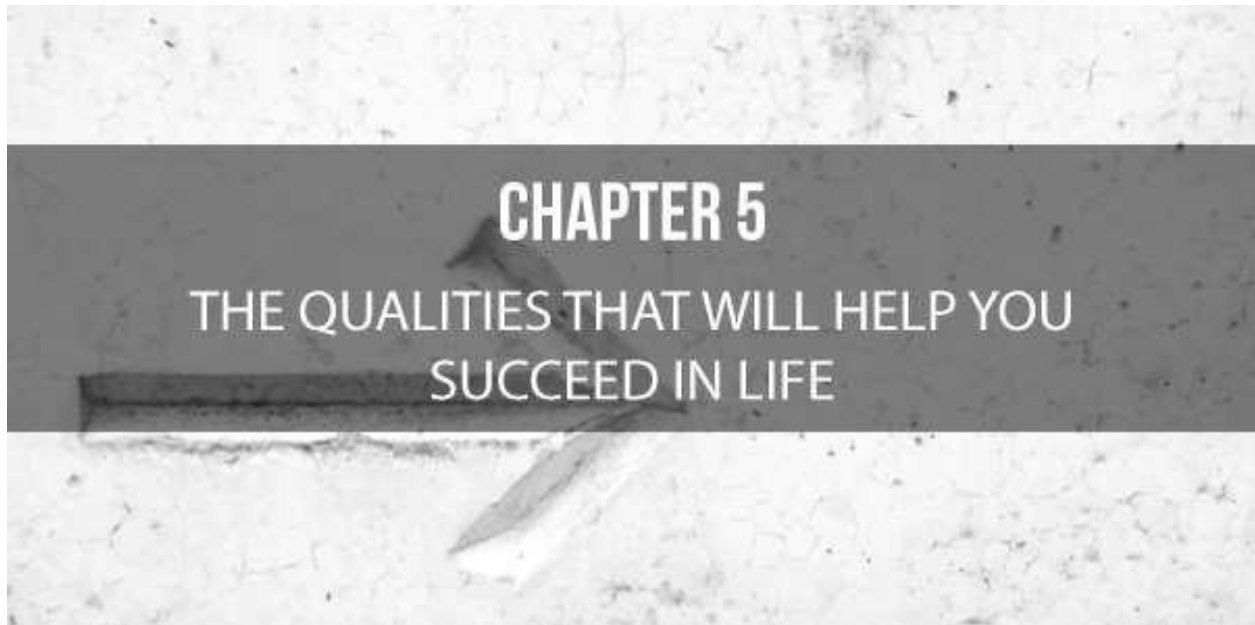
When you’ve got a difficult task ahead of you, something you know is near to impossible for you to do, then you tend to procrastinate. You’re putting it off because you know you’ll be overly challenged and the odds are stacked against you.

On the other hand, when you’ve got a task that’s far too easy for your skills, then you tend to get bored. You’d probably also procrastinate because you know you can complete the task in a short period of time with minimal challenge or effort. These types of tasks are not rewarding either.

The Goldilocks rule is basically all about ‘optimal challenge.’ Just the right amount of difficulty where you’ll feel happy if you succeed. An optimal challenge will allow you to use your current skills to complete a task where it will require some effort, but you’ve got a good chance of succeeding.

You can learn to use these small successes and completed goals to continue to motivate you until you’re living your vision!

Chapter 5 - The Qualities That Will Help You Succeed in Life



"The 'self-image' is the key to human personality and human behavior. Change the self-image and you change the personality and the behavior." - Maxwell Maltz

As the popular saying goes, “change is the only constant thing in life.” And this is true. It applies to everything!

Over time, our personalities change. This is why you’ll often hear the phrase “you’ve changed.” Because people do change. I know I am a completely different person than I was 12 months ago. I make it a point to continue to learn and grow!

If you’ve been failing in life, then perhaps you need to take a look deep within you. Why do you keep failing? What do you need to change so you can succeed? If you keep on doing the same

things and look at life the same way, then you cannot expect to get different results.

So, what you need to do then in order to succeed, is that you've got to change whatever undesirable traits you have. You've got to remove the bad, so the good traits can take over!

You probably already know exactly what kind of bad traits you have. If you like procrastinating, then you have to learn to let go of that. If you tend to think negatively, then you've got to find a way to look at things in a positive light. If you're always late, then you've got to try harder, so you can get to your appointments early or on time. If you're inconsistent, then you've got to try harder so you can be more consistent. If you need to practice, do it.

I understand it's not that simple...overcoming negative attributes will take you some time and effort. But it's time well spent because you'll soon be reaping the rewards of your success.

Consider it as an investment – one that will help you reach your goals in life much faster.

Setting the right kind of goals and having the motivation to see it through until the end is important. But, having the right kind of personality or mindset is an essential part of the process too. Your attitude will also help determine your success or failure, and how you react to either event.

So, here are some of the top qualities that many successful people share. If you want to succeed, then you'd best read up so you can change for the better.

Passion



If you're passionate about achieving your big goals in life, then you're willing to do whatever it takes to succeed. You're not going to quit when you bump into obstacles. Sure, it may slow you down, but it's not going to stop you.

This is why when identifying your goals, it's important to aim for something you really, really want to do. It's so much easier to motivate yourself when you really want to do something or feel strongly about the outcome. Whereas when you're stuck chasing a goal you're not particularly interested in, then you can easily get discouraged.

When you're passionate about something, you've got the heart to keep on fighting. It will drive you to improve yourself and your techniques and your processes just so you can reach your goals.

You'll literally look for more ways to succeed. You're not going to turn your back and hide from problems. You've got your eyes set on the goal – it is your passion that will help keep your eyes glued to that goal as well as the driving force that will take you there.

Positive Mindset

Having a positive mindset is important so you can reach your goals. You are constantly surrounded by negativity – from negative media to negative people to negative surroundings.

You've got to stand out from the crowd and keep your distance from all the negativity that surrounds us.

Having a positive mindset will allow you to look at things far differently than having a negative mindset. When you think positively, you tend to see opportunities where others may only see doom and gloom. You tend to look for the silver lining. You're optimistic about everything in life.

With a positive mindset, you welcome failure with open arms. Because you know it's going to help you in the long run, and you're going to learn a lot from failing.

So you don't run away. You don't go hide in your comfort zone. Instead, you face failure head on and use it as an opportunity to succeed.

Usually, you'll even start to notice that the Law of Attraction will start to take your side and life will reward you with more things to

be positive about.

You aren't just getting lucky or happening upon a happy coincidence – you are synthesizing these events for yourself by exuding positivity and gratitude.

Your smile is your logo, your personality is your business card, how you leave others feeling after an experience with you becomes your trademark.

Self-confidence

Successful people have plenty of self-confidence. They know they've got the talent, the skills, and the resources to succeed. They have healthy self-esteem, and they hold themselves in high regard. They believe in themselves despite the circumstances.

Confident people have a different aura about them. If you've ever been around confident people, you'll notice they carry themselves differently. They hold their heads high, they talk in a confident manner. They believe in what they're saying. They will look you straight in the eyes and you can see their confidence clearly.

With self-confidence, you can easily conquer doubt. At times you may feel low, but you can quickly recover. You'll go back to being productive, you'll automatically work on tasks that will contribute to your continued growth and success.

You know you've got what it takes to succeed, so keep on doing what you need to do. Work on your mini-goals until you eventually succeed at your main goal.

Stop being so hard on yourself. Take a moment, sit back, marvel at your life. Reflect on the grief that softened you, the heartache

that discerned you, the suffering that strengthened you. Despite everything you've been through, you're still here, in fact, you've continued to grow! Be proud of what makes you, you.

Integrity

People with integrity have greater chances of success. They're honest with themselves, and they're honest with the people around them. They do what they promise to do. So, when they set goals and promise themselves they'll achieve that goal in a few years, then that's exactly what they're going to do.

They're not going to lie to themselves and say they're going to succeed when they're clearly not doing anything to further themselves.

With integrity, you devote yourself to doing your tasks to the best of your abilities. You're not going to turn in a low-quality piece of work. Instead, you'll do your best to deliver above and beyond what's required of you. Your integrity will strengthen your character.

You know how we all love and look up to people with integrity. You know you can take their word at face value because they've built a solid reputation as someone you can trust.

Integrity is especially important when it comes to chasing your goals in life. Once you commit yourself to achieving something, then you do everything in your power to achieve it. You're not going to slack around, you're not going to give up at the first sign of trouble.

Self-discipline

Self-discipline doesn't come innately to us humans. From a young age, our parents do their best to instill discipline in us. However, depending on the parent's skills, some kids may grow up to become disciplined adults while many, as we all know, remain largely undisciplined.

We've got to put in the work if we want to have self-discipline. You're going to need to work on acquiring new, positive habits that will help instill discipline in you. You're going to have to learn how to reject temptations, how to say no to activities that will lead you astray from your goals in life.

If you've got self-discipline, you've got a strong foundation for success. Your discipline will allow you to put blinders on so you can focus on the road ahead. Even when you're not feeling too good, you can rely on your discipline to give you a good kick to get you back on your feet.

Self-discipline is an important quality shared by many, if not all, successful people. If you want to be one of them, then you had better start working on building the right discipline-instilling habits.

Decide what you want, decide what you're willing to exchange for it, establish your priorities, and get to work!

Chapter 6 – Top Habits That Will Lead You to Success



"The key to forming good habits is to make them part of your 'rituals.' I have a morning ritual, afternoon ritual, and Sunday ritual. It's one way to bundle good habits into regular times that you set aside to prepare yourself for the life you want. Rituals help you form habits." - Lewis Howes

Good habits don't happen overnight. Neither does getting rid of bad habits. If you want to replace your bad habits with good ones, then you've got your work cut out for you.

Let me tell you right now that it's not going to be easy. Quite the opposite, in fact. Time-wise, it will take you at least a few weeks before an action or task becomes a habit.

How do you know you've succeeded in building new habits?

Well, you'll be doing it without giving it any thought. It becomes almost involuntary. You don't need to think about it, you just do it. This is exactly why bad habits are dangerous.

When you're used to doing something bad, something negative instinctively, it can literally destroy you, your life, and your loved ones without a conscious effort from you.

The good news is once you've acknowledged your bad habits, you can replace them with good ones. You just need to be conscious of what you're doing. When you find yourself going back to your bad habits, give yourself a mental kick and revert to your new, positive habit.

Another technique successful people do is they anchor a new habit onto an existing habit.

So, for example, if you're trying to build better dental habits, and you've already got that habit of brushing your teeth before you go to bed at night, then you can follow it up with flossing and swirling some mouthwash, too. Sooner or later, you'll find yourself doing all three – brushing, flossing, mouth washing – automatically.

The road to success won't be easy. You need all the help you can get, and you need to do away with all those bad things that won't help you get to wherever you want to go. Here are some of the best habits you should start incorporating into your daily routines.

Early Morning Habit



Yes, that means not sleeping till noon. It doesn't sound like a whole lot of fun, does it? Well, no one ever said succeeding came easy. You need to make plenty of sacrifices if you want to succeed. The good news is, those "sacrifices" that you make initially will become habits and then second nature in no-time.

Many successful people have an early morning routine. When they rise extra early, they get more things done. They know they've only got a limited number of hours each day, and there are literally tons of things they need to do, so they maximize their hours. They don't waste any time.

Sure, they get "off" days too, but even then they're still conscious of being productive and getting ahead of anything that may

require their attention.

They can effectively balance their time and divide it accordingly. They have time for themselves, they have time for their family, they have time for work, and they have time to work on their goals. Everyone gets the same 24 hours.

Time management is an important skill, and when you rise up early in the morning, you get a head start, and you have more time to manage.

Exercise

Some people may not like the idea of exercising regularly. They'll say they don't have time for that. But, the truth is, exercise has plenty of benefits beyond just looking and feeling better.

It may tire you out at first, but that's probably because you haven't exercised in so long that your muscles are no longer used to strenuous physical activity.

However, if you make it a point of exercising regularly – you don't need to spend hours at the gym! I push myself harder every day and I never spend more than an hour in the gym. Your body will adjust, and you'll reap all the benefits of exercising long after you've left the gym.

You'll have more energy, you'll feel better, you'll feel lighter, you'll be able to focus easier on your daily tasks, you'll look better too. No matter how busy you get, make it a habit to exercise.

If you really find it hard to squeeze in the time to exercise, how about you attach it to your daily morning routine? That way, you'll get it out of the way. And you'll be able to focus on your other,

less difficult tasks.

So, let's take a look at a workout that's suitable for everyone and that anyone can try.

This workout is a 21-minute circuit that will hit every muscle in your body while at the same time helping you to burn calories and improve your fitness. The aim is to do this first thing in the morning before your shower. Before the shower is important because it will allow you to save time versus having to shower twice. You can do this easily from home and all you need in terms of equipment is a pull up bar in your doorframe.

The workout itself is as follows:

1 Minute of Pull Ups (Modify if needed)

1 Minute of Push Ups (Modify if needed)

1 Minute of Squats

1 Minute of Lunges

1 Minute of Plank

1 Minute of Mountain Climbers

1 Minute Rest

Repeat up to 7 times for a total of 21 minutes and attempt to do as many repetitions as you can for each round.

Note that pull ups mean your hands are facing away from you and your arms are wider, while chin ups have your hands facing inward and closer together. Squats can be done without weight and can be leveled up by adding a jump at the end.

If you want to make this work out more difficult, then you can add

weight or replace it with a range of other movements.

If you find the workout too hard, then you can go slower and perform fewer reps and you can find ways to make the moves easier – for instance by doing push-ups on your knees.

If you don't have a pullup bar, then instead of pull ups you can do inverted body-weight rows using a railing or a broomstick between 2 chairs. Slide under the bar and take an overhand, shoulder-width grip on it. Extend your legs out in front of you so your weight is on your heels. Pull yourself up until your chest touches the bar.

Likewise, you could change the chin ups for bicep curls using a pair of dumbbells or some heavy food cans or something nearby.

The idea is to improve and make the workout more challenging over time but what you'll find is that just by repeating this simple routine 3-5 times a week, you'll see your body tone over time.

If you can find the motivation to do this on a regular basis, then you'll find that it'll be much easier to force yourself to do other things that you don't want to do too. Motivation, much like practically everything else, can actually be trained!

Eating Healthy



Maintaining a healthy diet is easier said than done. You've got fast food restaurants on practically every corner where the "food" served isn't exactly ideal when it comes to nutrition.

There are plenty of restaurants that serve healthier foods. However, these places can be quite costly and still aren't the healthiest. If you really want to eat healthy and not spend a fortune on your diet, then you should try preparing your own meals.

It is entirely possible to do this; a lot of successful people prepare their own food at home because they can control everything that

goes in their mouths. They know it's good for them and it won't have random ingredients that will lead to their bodies getting rundown or sick.

As you very well know, when you get sick, you won't be able to accomplish as much. You'll feel weak and you won't be able to focus on your tasks. This is why it's so important to have a healthy diet – start feeding yourself healthy, nutritious food that will enable you to think clearer, be more energetic, and be productive all day long!

So, let's say that you really want to prepare your own meals, but you don't know where to start.

Try embracing whole foods like vegetables, fruits and whole grains, plus healthy proteins and fats. It also means cutting back on refined grains, added sugar, additives, preservatives, unhealthy fats and large amounts of salt. This doesn't mean counting calories or points, it means counting ingredients. If you don't know what's in something, or how to pronounce the ingredients, then avoid it.

Challenge yourself to eat better for 30 days. For one month, we're encouraging you to put your focus on whole food and cut way back on processed foods. Over these 30 days, you should save money, get healthier, feel better and lose weight (if that's your goal).

Self-improvement

Successful people are always looking for ways to improve themselves. They want to become better leaders, better communicators, better team players, better business people.

So, they read books, they listen to inspirational videos or podcasts, they attend self-development seminars and workshops, they subscribe to and follow many motivational speakers.

They're probably already good at what they do, but even the best know there's always room for improvement. They always strive to take their game up a notch. And they're not shy about it either.

They take action every single day. They don't let themselves stagnate, they strive to be the best they can possibly be. They're always challenging themselves.

If you want to be like them and succeed, then you've got to look at how you can improve yourself. There are tons of books and courses out there on the Internet – both free and paid.

Read widely and read frequently. Then go out and take action. You don't stop at reading – if you do, then you're just entertaining yourself. Unless you act, you're not doing anything to actually improve your situation or reach your goals faster.

Do something today that your future self will thank you for.

Create A To-Do List



To-do lists are extremely popular. You know why? Because they work. If you're serious about succeeding in your goals, then you're going to have to take to-do lists seriously.

You can't just write up lists, and then do nothing about it. When you do that, you're essentially wasting your time. You're not getting anywhere with that kind of attitude.

With every item you cross off your to-do list, the closer you are to achieving your goals. It's the bite-size version of accomplishing something. Plus, it feels good to cross things off.

When it comes to to-do lists, you can either use good old pen and paper (like a notepad or post-it note), or you can use your

smartphone.

Old-fashioned notes are good, but smartphones are even better. After all, you bring your smartphone everywhere with you. There are plenty of apps you can use, even apps that include an alarm function. Use these to your advantage.

Plan your day, your week, your month. Never let a day go by where you don't take action.

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy." -Dale Carnegie

Chapter 7 – Taking Massive Action Will Define Your Success



"The path to success is to take massive, determined action." - Tony Robbins

Setting goals and then not taking the necessary action to succeed is plain and simple, a foolish thing to do. You're essentially wasting your time if that's the case.

Now, setting goals is easy, but setting SMART goals is another story. When you set SMART goals, you're already investing some time into creating a goal that's actually realistic. If you stop there, if you don't take action, then you may as well not have done any planning at all.

When we say taking action, we actually mean taking 'massive' action. The kind of action that's not for the fainthearted or people

who don't have the passion, the discipline, the drive to see themselves succeed.

The word 'massive' in itself is intimidating. Not everyone can confidently say they can take 'massive' action and actually pull through until the end.

Now, before you go on thinking you're just going to give up because you don't have the stamina to take massive action, listen up.

Just because it's massive, doesn't mean you're going to do everything in one go or in one instance. No. It simply means you're going to be doing large-scale action that will take place over an extended period of time.

Again, we're trying to achieve long-term goals here. So, to take massive action means taking consistent action until you succeed.

Your main goal can be broken down into mini-goals. Likewise, massive action can be broken down into small, consistent actions. If you've got a daily goal, then you need to take action every single day.

See, that wasn't so hard, was it? When confronted with seemingly insurmountable challenges, you simply break it down, so it's easier for you to process or work on.

If we continue to stay clear on our vision and take massive action that is in alignment with that vision, then success is inevitable.

Applied Knowledge Is Power



Yes, knowledge is power but that doesn't mean you should always rely on your knowledge. Knowledge is nothing if you don't do anything with it. Many book-smart people don't amount to anything in life because they choose not to do anything with their knowledge.

They're not interested in doing more and achieving more, they're simply satisfied with what they have. They're just consuming all this knowledge without putting it into practice or sharing it with others. In short, they're not doing any justice to their knowledge.

When chasing goals, you need knowledge, plenty of it. You need to know what you're going to do. You would also need some

specialized industry knowledge if you really want to come out ahead. However, you don't need to be the smartest person in the room to succeed.

If you take action on whatever relevant and important knowledge you do have, then you're already miles ahead than that person who chose not to do anything with that same knowledge! You can always learn new things along the way. You're smart, you can figure things out as you go along.

That's how the best business leaders become successful. Enter the 70% rule. The 70% rule is this: Once you're at 70%, just do it. Is the book 70% done? Launch it.

The project is 70% finished? Ship it

You're 70% sure about the decision? Make it.

Why 70%?

You can think about it in terms of standard deviations. In a normal distribution (AKA a bell curve), about 70% of the data will fall within one standard deviation, 95% will fall within two standard deviations and 99% will fall within three standard deviations.

The reason standard deviations matter is that when it comes to your work, it takes an equal amount of resources for each additional standard deviation.

This is true of any project I've encountered.

When you've got 90% of a book written, you're probably about halfway.

When you've got 90% of a product design nailed down, you're about halfway to a final design.

Intuitively, this makes no sense, but given what we know about standard deviations, it does.

90% is about 1.5 standard deviations. If we define finished as 99% (nothing ever gets to 100%) then that's 3 standard deviations.

If it takes you 10 hours to get to 90% completed, it will take you 10 more hours to get to 99%.

As you get closer and closer to finishing, it starts taking much longer to make progress.

The mistake most people and organizations make is that they think "Well, I want to do my best work, so I want to get 99%."

What this ignores is the opportunity cost. If it takes you 3 months to get 70% of the way finished, are you better off spending another 6 months getting to 99% or getting two other projects to 70%?

For entrepreneurs and startups, particularly at an early stage, the answer is *almost always* the latter, getting three projects to 70% is better than getting one to 99%.

Figure Out the Best Strategies

There are many correct ways to achieve your goal. What you need to do is figure out which methods and which paths will take you to your goal faster. You need to have a Plan A, Plan B, and so on in place.

Plan A may not work out like you hoped, so you need to have a contingency plan, a backup plan. You can't just choose to give up because your initial plan didn't work out.

If you're really determined to succeed, and you're passionate about your goals, then you'll be ready for every situation – good

or bad – that may arise.

If you need to go back to the drawing board, then so be it. Your plans are not written in stone. Even if it was, just get yourself another stone and write your new plan on it!

This is where embracing failure and mistakes come in. When you're not afraid of failure, you can clearly see what went wrong in your strategies, and you can quickly come up with a new plan to address that issue.

Trial and error is a great strategy even though it's time-consuming, but at least you're actually learning something. Learning from your mistakes is crucial – this is how you figure out which strategy is best. When you've figured out the right strategy, then go to town with it!

Take Smart Action

Taking action just for the sake of taking action is meaningless. It's the same as setting goals without thinking things through. For success to happen, you need to have a smart goal, and you need to take massive smart action. Action that really matters. Positive action that counts and brings you closer to your goals.

When you're left to your own devices, and you tell yourself you must take action today, you may not be aware that you're not doing the right kind of action. Yes, you're doing something. But will it lead to results? Undertaking smart actions will directly lead to good results, the kind you want to achieve.

Another benefit of taking smart action is that you're able to use your time wisely. You're able to work more efficiently and effectively. You're working towards something you know will lead

you to success. Work smarter, not harder.

If you're just swinging blindly in the dark hoping you'll hit something, it doesn't matter how hard you swing the bat. If you're taking smart action, then you've got your night vision on, and you know exactly where the right target is. That's what smart action is all about.

The Pareto Principle

The Pareto Principle (or the 80/20 Rule) is named after the Italian economist, Vilfredo Pareto, who discovered that 80% of the land in Italy was owned by only 20% of the population. He found out that this 80/20 distribution is present in many other industries too, not just in real estate.

For example, 80% of your profit may come from only 20% of your customers. Or 20% of your products are responsible for 80% of your total sales. These are but a few examples.

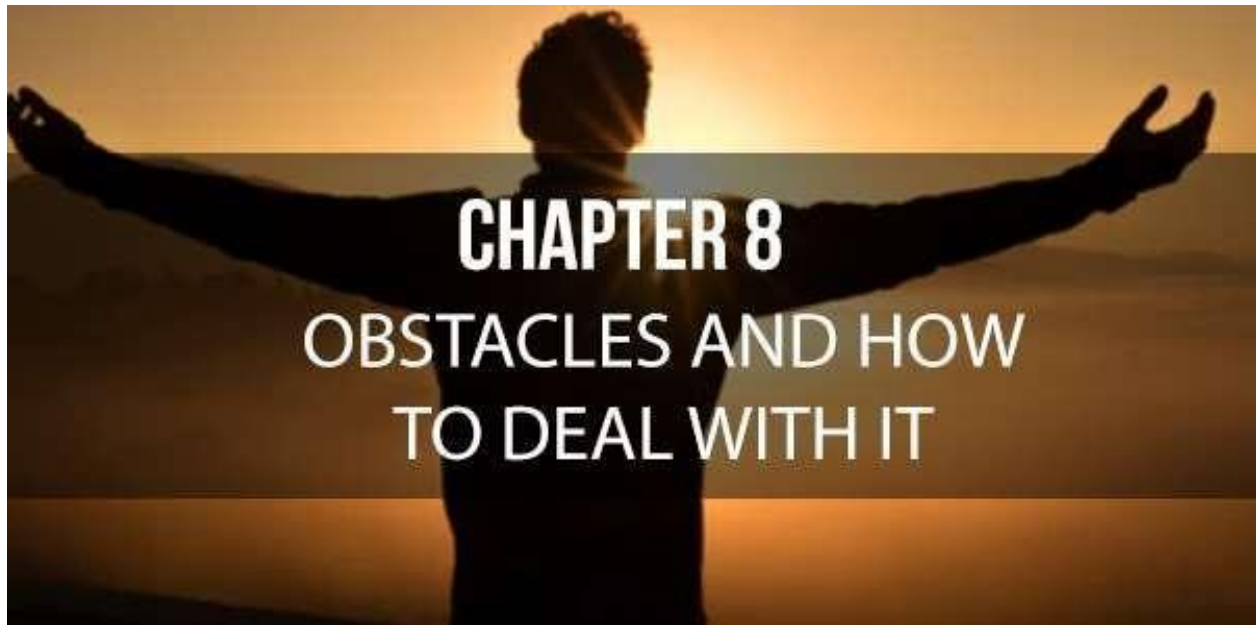
The Pareto principle is a great example of taking smart action. For instance, you may eventually find that 80% of your success is determined by 20% of your actions or tasks.

So, what you need to do is identify what those actions are so you can streamline and focus on that 20%. This will lead to an increase in productivity for you and your business. Then you can outsource the activities that aren't productive for you to spend your time on.

Or, you can determine who your top 20% of customers are so you can find more of the same people and sell to them. Instead of focusing your marketing efforts on just about everybody on the planet, you should instead look for people who have the same

characteristics as your top 20% of customers. With a little research, you can see just how much of an impact the Pareto principle will have on your business and your goals!

Chapter 8 – Obstacles and How to Deal with Them



*"Everyone has to face obstacles. Everybody has to face hurdles. It's what you do with those that determines how successful you're going to be." -
Craig Sager*

Obstacles and challenges... These are two words many people dislike. If given a choice, they would rather not face either. They want to coast from where they are now to their finish line goals.

Many people are willing to work hard for their goals, but they're not willing to suffer the consequences of failing. They don't want to have obstacles in their path. They don't want potholes, and they absolutely don't want to encounter landmines on their journey.

Thankfully, that rarely happens in real life. In real life, the road to success is a figurative battlefield. It's littered with big rocks and landmines.

Do you want to know what separates successful people from the rest of the population?

Successful individuals – those who reached their goals – have had landmines blow in their faces. They've been crushed by huge rocks, they've fallen down time and again, but they still came out ahead. They didn't let all those obstacles stop them from reaching their destination.

That's how motivated and driven they are. No matter what life threw at them, they took it head on, they accepted every challenge, and learned how to be a stronger and more successful person as a result. Look where they are now – living the life they've always dreamed of.

Don't Get Discouraged

Challenges and obstacles are going to come between you and your goal. It is to be expected. If you think otherwise, then you're going to be in for a rude awakening.

You can plan all you want, but you still can't account for all the different possibilities that could happen to you. You can probably minimize internal or personal obstacles, but you can't predict external factors. No one can. That's the exciting part!

You must always be prepared. The world can come crashing down anytime, and you can't do anything about it. If something happens, don't get discouraged. Draw upon your mental strength, your passion. Take a break to clear your head and try to think outside the box.

If something's happened that you haven't planned for or expected, don't worry. You'll figure it out. Remember not to panic.

Just take deep breaths and look for ways to solve your problem. You'll soon get over all the obstacles and challenges you're facing right now.

Think about it this way, you have \$86,400 in your account and someone stole \$10 from you. Would you get upset and throw away the remaining \$86,390 in hopes of getting back at the person that took your \$10?

Of course not!

See, we all have 86,400 seconds in every day, so don't let 10 seconds of negativity or hardship ruin the remaining 86,390. Life is bigger than that. Learn to move on and live freely.

Turn Obstacles into Opportunities

Some obstacles are mere hurdles you can easily jump over while others are mountains you'll need to climb. Whatever kind of obstacle life throws at you, don't let it stop you.

Think of obstacles as mere instruments to bring out the best in you. Accept the challenge and prove to yourself and everyone around you that you can succeed. You will pass this test. In many cases, obstacles help your creative side shine when you're forced to think outside the box.

For instance, if something tragic happened to you like your sweetheart broke up with you, then think of it as an opportunity to meet new and maybe even better people. It's okay to grieve, but you don't want to pine away forever. You were obviously not meant to spend the rest of your life with that person.

If you look around, you'll find someone else who will be much more deserving of your love. Or alternatively, you can now focus

your attention on building your business and achieving your personal goals.

If your business partner backs out for whatever reason, then there's an opportunity for you to look for a much better partner. Or perhaps take your business in a different direction, one you've always wanted. You can sell the business and use the proceeds to build another company, one that's more in line with your passion in life.

These are just a few ways you can turn a problem into an opportunity. The possibilities are endless.

Ask for Help

Some people view asking for help as a sign of weakness. They don't want to be perceived as weak, and they'd rather not ask anyone for help lest they be viewed as weaklings. That line of thinking is, quite frankly, dangerous. Many people have been driven to self-harm and even suicide simply because they couldn't muster the courage to ask for help.

For others still, they don't want to ask for help because they don't want to be somebody's burden. That may be true if you ask for help from someone who doesn't care about you.

But if you turn to a loved one or even a professional, more often than not they'd be more than willing to help you out. There are always people out there who care for you.

When the obstacles in your life seem insurmountable, and you can't surpass it on your own, then it's time to ask for help. There's nothing wrong with asking for help.

It's good for you because you're finally going to get a solution to your problem, and the person who helped you will get a boost in morale and self-confidence.

You should even ask for help if you have a business task that you really don't enjoy doing or know someone who will do it better. That's what outsourcing is all about. Typically, it will be done more efficiently and successfully if it is done by someone who wants to do it.

Talk to Someone Who's Been There

You're not the first one to ever encounter obstacles in life or business. If you can't find someone in your circle of friends who's encountered the same problems, then you can go online.

Forums are especially helpful. The great thing about asking for help online is that you don't have to share your real identity, you can be anonymous if you want.

People on forums can be incredibly helpful. Do a search for people who've encountered the same problems as you and ask for their advice. Ask them how they were able to overcome their problems or what resources they would recommend.

You'll get plenty of useful and life-changing advice in forums. Just remember to pay it forward, if someone needs your help and asks for your advice, don't hesitate to share your experiences, too.

There are also coaches and mentors available who have many times experienced these issues first-hand or through a client and may have some helpful advice to not only help you survive, but to help you thrive.

Keep Your Emotions in Check

It's so easy to let your emotions get the best of you. When you're reacting to a problem, your emotions can often cloud your judgment. This can lead to even bigger problems.

So, if you don't want to ruin your chances of succeeding at whatever it is you've put your mind to, then you've got to take a step back. Don't try to deal with problems when you're feeling emotional, or worse, hysterical. Take a break, take three to five deep breaths, try to calm down and let your logical side step up.

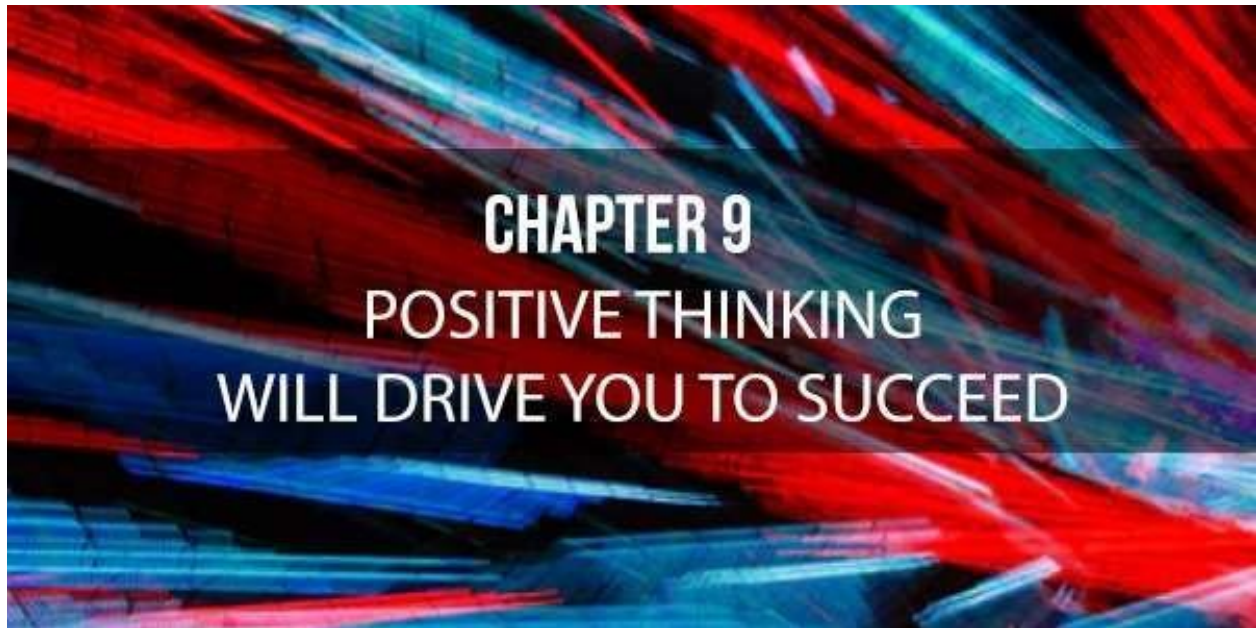
When you've collected yourself, look at the problem objectively. Look at it with critical eyes, if you will. Think of ways you can solve the problem. Write it down if possible so you can weigh the pros and cons of each solution.

Go through the solutions one by one until you find the one that will actually work. At last, you'll finally be able to overcome the obstacle you're facing.

Putting your decision into writing can make a huge difference when it comes to keeping your emotions out of play. By creating a decision matrix or pros and cons list you are able to see clearly what will work best for you moving forward. You can even weigh out possible implications by taking your decision process one step further.

Although, even with all of the objective thinking models and systems, you still can't beat your intuition and make a good old gut decision.

Chapter 9 – Positive Thinking Will Drive You to Success



"Positive thinking will let you do everything better than negative thinking will." - Zig Ziglar

Which do you think will get you further in life? Positive thinking or negative thinking? If you answered 'positive thinking,' you are absolutely correct. However, if you answered 'negative thinking,' then you're going to have to think again.

The truth is positive thinking is one of the most important characteristics of successful people. It forms the backbone of their success. It drove them over all the obstacles and the challenges they faced in their quest to accomplish their goals.

No one can ever downplay the effect of positive thinking. It's so powerful that it can transform even the biggest obstacle into a life-changing opportunity.

If you're not a positive thinker by nature, then you will need to make a conscious effort in the beginning to guard your thoughts. The moment you start thinking negatively, you have to direct your mind and steer it towards positivity.

Instead of saying "I can't," you should tell yourself "I can." It's just two words, but if you believe in what you're saying, then it can make a huge difference in how you deal with problems that occur in your life.

If it's not possible for you to think positively about what you are currently doing, then think about something else positive. It doesn't even have to be directly related. But, keeping yourself on a higher vibration will make a huge difference in your overall happiness and success.

Even when you fail, you'll still have that ability to believe in yourself. You've done all the groundwork, you've prepared yourself to succeed. Setbacks are to be expected, and it's not going to discourage you. After all, it's a lesson, not a failure.

Ready to Move Forward

When you set goals for yourself, it means you're ready to move forward. You're looking towards the future. However, in many cases, many people are still somewhat stuck to the past, they're still looking backward.

They can't seem to move on from their past failures. They can't seem to overlook their shortcomings and their mistakes. Things that have happened years ago still haunt them late at night and to this day.

Well, guess what. If you continue letting the past affect you, then you'll find it hard to succeed in your goals. Let your past remain in the past. You can't start the next chapter of your life if you keep re-reading the last one.

If there's anything you can take from your past, let it be the good memories and the lessons you've learned along the way. You can use that to motivate you to keep on pushing forward until you reach your destination.

You have to stop thinking you'll be stuck in your situation forever. Don't confuse a season for a lifetime, even your trials have an expiration date. You will grow, you will learn, life will change, things will eventually work out. Time keeps moving, so should you.

Push Your Boundaries

When you set big goals, you're practically daring yourself to think big. And when you think big, it means you're ready to leave your comfort zone behind.

You're willing to experiment, to push your boundaries. You're not afraid of seeking out new experiences especially if it's going to help you achieve your goals.

When you're pushing your boundaries, you're not letting yourself be bound by failures and mistakes. Quite the opposite in fact – you welcome it. Because you know that with every mistake you commit, you can see just how far you can go.

Every little failure, every challenge that comes your way is an opportunity for you to see how you can move beyond that, how

you can grow.

When you're exploring your potential, you develop the courage to think outside the box. You're not afraid to take risks. The greater the risk, the greater the reward.

You don't have to be a daredevil to have this kind of mindset. It's just what great thinkers and innovators do. They don't stick to the norm, they want to live life to the fullest, so they push the envelope as far as they can. That's what makes them special. That's what makes them stand out from the rest of us mortals.

Adjust Goals When Necessary

Positive thinkers aren't dreamers, they're realists. They know there's no such thing as a perfect plan. So when they encounter setbacks and challenges, they don't give up. They simply change gears and change direction. If they can't find a way, they make one.

Learning how to adjust your goals means you're willing to bend, you're flexible. This is a common characteristic among many entrepreneurs.

If they can't find the exact component they need for a project to run, they'd look for a similar object or make one themselves. They're not going to surrender and throw their hands up in the air just because they're missing a key component.

They'll adjust their plans if they need to as long as it will still lead to accomplishing their main goal. It's really not rocket science - that's how many inventions and discoveries are made.

Some of the best discoveries happen by accident. As a result,

many of the world's most famous brands and products started out doing something completely different to what they are known for today.

Here are just some examples: bubble wrap was originally invented to be used as wallpaper, Lysol started as a feminine hygiene product, Play-Doh was first used as a wallpaper cleaner, and of course we all know Coca-Cola was an alcoholic beverage infused with coca leaves to serve as a painkiller alternative to morphine.

Things that happen out of circumstance or accident often lead to amazing discoveries. Just think of the possibilities

Be Grateful



Positive people know they'll find it hard to achieve anything in life

if they go at it alone. Family, friends, even random strangers may lend you a hand without them knowing they're helping you out. When that happens, be grateful. Acknowledging their impact on you will also be good for their morale.

You've got so many things to be grateful for. Even when it seems like you've reached new lows in your life, you've still got your life, right?

For as long as you've got breath left in you, you've got a fighting chance to succeed against all odds. You've still got loved ones around you. You've still got people who care about you.

Sometimes, it's the little things that will give you a major boost when you need it the most. A simple thank you can do great wonders for you. Try returning the favor and you just may be the reason someone will have a wonderful day ahead.

Surround Yourself With Positivity

Being in the company of positive people will help you think positive thoughts, too. They're a joy to be around. They will help you laugh, they'll help you feel relaxed, you can let your guard down around positive people.

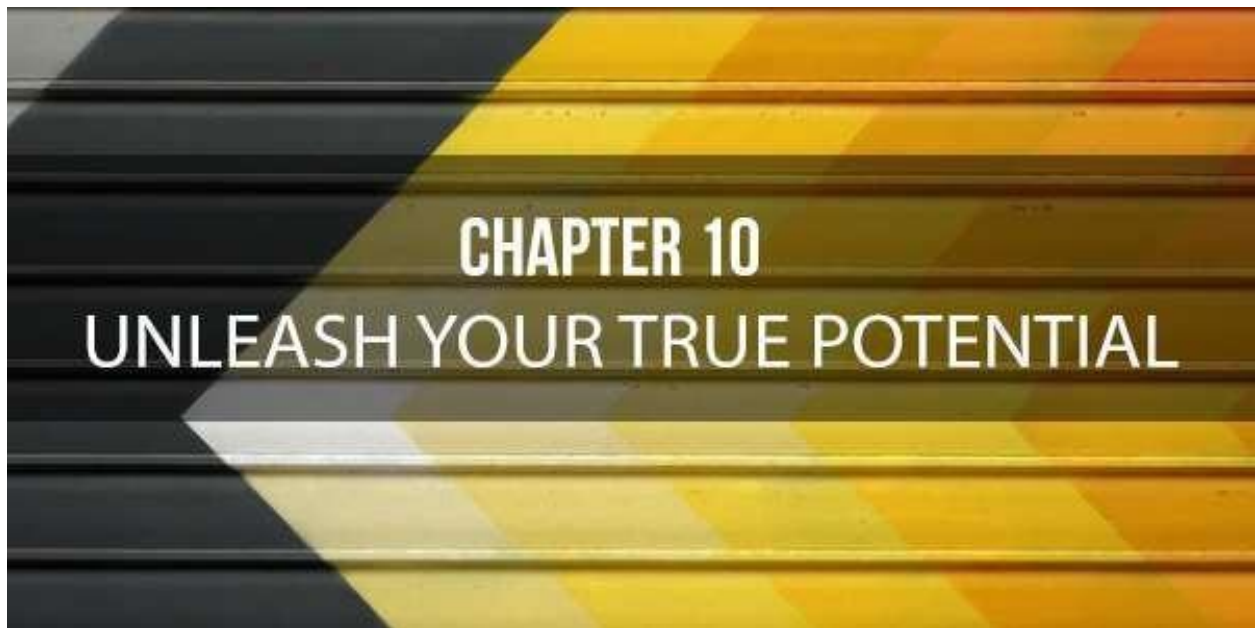
But if you let your guard down when you're with a negative group, your thoughts tend to get riddled with negativity. This is why you should choose the members of your tribe carefully. Surround yourself with people who will brighten your day, not suck the life out of it.

Positive people will always encourage you to succeed. When you've got a group of friends cheering you on to fight for your dreams, then you know you can do it. You may have a long way

to go, but with friends like that, you've got the motivation to succeed. You can count on them to motivate you when you're feeling run down.

Being surrounded by positive people will transform you into a positive thinker too. You learn to enjoy your little wins. You learn to appreciate every little thing you have. You become a better person overall, and you'll be ready to face all your challenges head-on.

Chapter 10 – Unleash Your True Potential



“The journey is never-ending. There's always going to be growth, improvement, adversity; you just got to take it all in and do what's right, continue to grow, continue to live in the moment.” - Antonio Brown

You’ve still got a long way to go, you're still years away from achieving your goals and your dreams in life. When you think of it like that, it’s easy to feel overwhelmed. It’s easy to give up long before you even start.

But, if you do give up, you’re never going to feel truly rewarded or satisfied, you’ll never discover your true potential. It may seem difficult now but it’s as temporary as we want it to be.

When you visualize yourself in the future (1 year, 5 years, 10 years...) What do you see?

Do you still see yourself still doing the same job, wearing the same uniform, driving the same car, doing the same boring routine?

We all have dreams. So, why is it that so many people continue to live mediocre, unhappy, or unsuccessful lives? There aren't only a select few who get to live the life they've always dreamed of.

The difference is many people don't even bother taking that first step towards their goals. They don't think it's worth the trouble and they don't believe that they can do it, that they can overcome the odds and reach their goals. So, they quit before they even started, never even giving success a chance.

Know Your Limits

Some people probably think that those who succeed in life have secret superpowers, that they're not mortals like the rest of us. This theory is obviously silly – with Mark Zuckerberg as *The Faceless Booker*. Then, why is it then that other people make success look so easy while the rest struggle mightily?

The answer will vary from person to person. However, generally, many people don't succeed because they're simply doing things wrong or not at all. They're probably not setting the right kinds of goals, or they're not following through with their plans. They're not mentally, physically, emotionally, or financially ready to chase their dreams.

For others still, they simply don't know their limits and their boundaries are scared to test them. Or, they don't know that they can, in fact, push their limits. So, they stick to what they've always done, too comfortable to step out of their comfort zone.

Taking that first step to chasing your goals is always the hardest. It's best to start small. Take baby steps if you need to. No one's

going to judge you. If there are those who will judge you, don't mind them. One of the saddest sights is a human being that settled for a life they never wanted because they listened to others who did the same. They're not going to dictate how you will accomplish your goals – you are!

You can even test your limits tentatively to see how far you can go. Your limits are yours and yours alone. You don't have to remove those barriers all at once. Maybe ease up on one front and then another one until you finally stop limiting yourself. The moment you remove those mental blocks you're opening yourself up for success!

Stop Making Excuses

Excuses aren't going to take you anywhere near success. They're going to drive you far away from your destination, and leave you there, stranded.

There's got to be a limit to the number of times you can use a certain excuse until you finally get to the point where you run out of ideas, and you're forced to start taking action on your dreams!

But alas, we're creative beings, and quitters are never going to run out of excuses.

So, one thing you can start doing today is to actually stop yourself from making excuses. Stop looking for an escape. The more you look for an escape, the more elusive your goals become.

To stop making excuses, you have to be highly self-aware. You know yourself best. You know when your thoughts are turning towards making a quick run towards 'freedom.' This 'freedom' to not take action is going to cost you your real freedom later on.

That's the price you pay for your excuses.

Commit To Success

Commitment is the last key ingredient to success. You can have the best-laid plans ever, but if you don't commit to it, then nothing's going to happen. You're not going to get any closer to your goals. Having the passion to go after what you want is important, but passion without action means absolutely nothing.

When you first plan out your path to success, you probably told yourself you'll stay committed. You'll remain true to yourself. But there will be times when you'll start feeling tired, and the temptation to self-sabotage becomes too strong. What do you do then?

When times get hard, when life becomes too challenging for you, think about your "why." Why are you chasing that goal? Out of all the goals you initially wanted, why did you choose this particular goal? Your "why" will help you get out your rut. It will motivate you, it will give you a good kick in your behind to spur you into action.

When you commit to success, you're going to need all the help you can get. There are many other ways to stay on task.

This is where keeping a journal comes in handy. It will help you recall your humble beginnings, it will help you relive the excitement you felt at the very beginning. It will help you remember how you were able to get through other tough times.

Success may seem magical, but it's really not. It's a combination of good planning, hard work, tears, frustration, and even failure. It doesn't matter how many steps you need to take to arrive at your

goals, it's all up to you to climb them.

Decision making, and the luxury of choice is the most powerful tool we have. Everything we do or don't do boils down to a choice. We exist in a realm of infinite possibilities. Every decision we make shuts an infinite number of doors and opens an infinite number of doors. At any point we can completely change the direction of our lives with a simple choice. It is all in our hands, our hearts, our minds.

Conclusion



Reaching your destination is hard if you don't know exactly where you're headed. You can't just say you want to be something or do something by age 30 or 50, and not have a specific plan in place. You could literally get lost along the way.

To accomplish your goals, you must be specific. You need to know exactly what it is that you want to accomplish, to know which direction to go. You also need to set up a plan of action or a roadmap on how you're going to go about accomplishing your goals.

It's not going to be easy. You will learn so much about yourself and about life along the way. Let your motivation, enthusiasm and passion be your driving force as you navigate your way.

Wishing you Success!