
12 Mindsets Of The MEGA SUCCESSFUL

“Here’s a simple guide to help you understand and replicate the mindsets of the most successful people in the world”

Craig Forte

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“Men are anxious to improve their circumstances, but are unwilling to improve themselves. They therefore, remain bound.”

-- James Allen, *As A Man Thinketh*

A number of years ago (33 to be exact), when I was studying Business in college, I learned a remarkable distinction about human success. At the time, we were doing case studies on start-up companies and their products. There were a few studies that caught my attention because they featured companies with great products, truly remarkable markets, cheap production, and enormous profit potential. They had the world by the tail – poised to succeed.

Yet, these companies failed.

I remember at another time learning about businesses with a commodity product, average production and profit potential, and little capital to grow. It seemed they had no chance of succeeding. Yet, these companies flourished. This astounded me. Nearly everything I had been taught about finding the best product or service, finding large sums of capital, and serving a strong, growing market was being washed down the drain -- a frequent occurrence with most college theories.

It was right then that I learned one of the most important lessons about business and life. You see, having the greatest idea, the most desirous market, and tons of money will not ensure success. On the other hand, having a mediocre product, a weird idea, or no money at all will not ensure failure. So, what made the difference?

In all of these cases, it was not the idea, the market, the product, or the amount of money that determined success or failure. It was the people! I quickly came to realize that...

**There Are No Business Successes And Failures,
There Are Only People Successes And Failures**

I learned that business success, just like many things in life, was mostly a matter of the people involved. I have seen the best managers and entrepreneurs take marginal ideas at best, and turn them into winners. I have also seen the best ideas turned into losers by mediocre businesspeople.

It became clear that the single most important ingredient in my business success wasn't really about identifying the best product, the biggest market, or raising the most money. It was about investing in myself to become the most talented, knowledgeable, and motivated person I was capable of becoming. Over the years, I came to realize there are a number of common traits about success that can be nurtured in a person. And if I incorporate those traits and disciplines into my life, perhaps I could experience the same levels of success as those before me.

Years of learning and experience later, I sat down and listed out what I believe to be the most important traits relating to success, happiness, and fulfillment -- not just in business, but in life. I decided to call these traits *mindsets*, because I believe mindsets are permanent, indelible human elements. Mindsets are like mental magnets -- they're what your dominant thoughts are attracted to (positive or negative) that become a habit of thinking -- and ultimate performance.

They're what your mind habitually gravitates to when thinking of any situation in life or business. They are the foundation of thinking which can work for or against you.

Defeating mindsets compromise everything we do by habitually (and sometimes unconsciously) telling us we're not worthy, or we can't be successful, or we don't want to take responsibility. Empowering mindsets motivate us to explore new areas and ideas, overcome our fears, and reach out to make a difference in our lives by taking action.

Your success or failure in your life is the sum total of the mindsets and beliefs you hold about yourself. And your future course in life will be determined by how urgently you desire to transform your defeating beliefs into empowering mindsets. One thing's for certain,

**You Cannot Control Or Change The Experiences Of Your Past
-- Your Failures, Defeats, And Mistakes --
But You Can Control And Change Your Present And Future.**

That's the great thing about life: the past doesn't equal the future -- unless we let it!

So, that's what you hold in your hands with this little booklet. My intent is not to change who you are, or turn you on to some new success religion, but to give you a few meaningful mindsets that have been enormously helpful to me and many other highly successful people. The mindsets relate mostly to personal items, but a few relate to your business as well. In fact, right now, I want to briefly talk about your business and how well it integrates into your life.

The Purpose Of Your Business

I have a personal conviction that the purpose of your business should be to enhance your personal life. I don't just mean you should live in a bigger home or drive a fancier car. No, you see, if you perceive your business as "work," the odds of your success will be diminished. Your business should have a greater personal purpose: To Give You More Life! When I say more life, I mean that the processes you go through on a day to day basis should bring natural enjoyment, creativity, and fulfillment.

Now, I know you're thinking that every business has it's frustrations, and I agree. But overall, outside of the money and physical entitlements your work brings you, it should also give you intrinsic satisfaction. "More life" can include freedom, creative work, satisfaction of working for yourself, making good money, working with people, time to pursue family or entertainment, or whatever is important to you.

Your business should be a means to achieve that end, not a barrier.

Now, I want switch gears for a minute to make an important point. It's something I believe is critically important to your business and life. Here's the issue: You can have a great attitude, a fantastic product or service, incredible customer service, and be able to quote every management or success guru from Tony Robbins to Michael Gerber, but you'll end up in the POOR HOUSE if you do not have effective and profitable methods of attracting people to do business with you. It's that simple.

Peter Drucker, the esteemed management guru once said:

"Because its purpose is to create and keep customers, a business has only 2 functions: Marketing and Innovation."

The single most important element in your business success is your ability to be entirely marketing oriented. Marketing is the engine that drives your business. It doesn't matter whether you sell shoe lace nibs or Lear Jets, marketing must be the highest priority of your business. Marketing is where ALL of the money is made in your business. The single greatest asset you can personally develop is a marketing-oriented mind.

Whatever Business You “Think” You're In, You're Probably Not

I know the heading above sounds strange, but it's true. I want to hammer this hard up front because it's so important.

When a person enters a profession, they're frequently taught to believe that the “secret” to success is to be extraordinarily competent in that trade. While I believe this is good advice (and that it's very important to become the very best real estate professional, carpenter, dentist or whatever profession you desire) it doesn't answer the “most” important point for success.

I know lots of great real estate professionals who have all the designations and serve their clients in a superior way, but they're struggling financially because they continue to think they're in the “real estate business” rather than the business of...

Generating and Keeping Clients!

Whatever business you're in -- from real estate to retail -- you're really in the business of generating and keeping customers. Even the very best REALTOR® will go broke without a steady stream of quality clients and closings to support their business. And knowing how to create that stream is infinitely more important (in my mind) than chasing designations. Your central focus must be to generate and keep customers for the life of your business. It's been my definition of marketing for years. It has served me well and I hope it does for you too.

So, let's move on to the mindsets that I hope will make as big a difference in your life as they have in mine. If you ask the question to the most successful people you know, "*what do you believe are the keys to your success?*", you will most likely find answers consistent with those presented on the following pages.

MINDSET #1: People who are truly successful, who constructively search for happiness and plan and realize their goals, are those who create and nurture a strong SELF IMAGE.

"You have no idea what a poor opinion I have of myself -- and how little I deserve it."

-- W. S. Gilbert

To quote Don Dwyer, the late franchise entrepreneur, "*whatever stands in your way of liking yourself, get over it.*" Those who live truly successful lives like themselves. They like themselves in the ups and downs, in successes and failures. They don't seem to identify personally with the external events that happen to them in their lives. Their sense of security in their own self image is deep and strong. In fact, those with truly strong self images rarely let external circumstances ruin their lives.

They seem to have a unique ability to rise above even the worst set-backs. Ask yourself honestly: On a 1 to 10 scale (10 being highest), how would you rank yourself as a person overall? After you think about it and answer, I have another question:

Why would you give yourself anything lower than a "10"?

I know that successful people share many other traits, but I've yet to meet a successful person who did not have a strong self image as their personal foundation. A news reporter once asked Mohammed Ali, "You are so boastful, don't you worry about what will happen if you lose?" Ali replied, "I'm not going to lose. It doesn't even enter my mind. I just don't think like that."

It's important that you commit to continuously nurture your self image throughout life. The paradox in life is that we form our self image during our formative years from positive and negative external impressions (friends, family, peers) that were cast upon us by our environment with or without our consent, yet no one other than YOU can enhance your self image now that you're older.

Most of the beliefs about ourselves were created during childhood, and some of them are responsible for the limitations we experience in life. In fact, most of the subconscious questions we ask ourselves in any situation probably stem from some type of conditioning from our formative years. Ever since then, life has been a mirror reflecting back our true feelings about ourselves. Sometimes not very pretty! This doesn't have to be the case forever.

Developing A Strong Self Image

Developing and nurturing your self image is probably the most important thing you can do in your business as well as in life. Your biggest roadblock to financial success will be you. You will defeat yourself in a number of ways, but the biggest will be lack of self confidence. While it's normal for everyone to have some self doubts, most people blow them completely out of proportion. With so many problems and obstacles to overcome in business, if you don't go in with a winning attitude, you won't have a chance.

Issues of self image are life-long pursuits for most people. Entire books and programs have been written on the subject, and most just scratch the surface of the problem.

I have found, however, that many self-doubt issues can be overcome through consistent application of cognitive thinking. We developed our limiting self-images by habit, perhaps we can change them the same way. That is, becoming alert to our conscious and subconscious thinking at the present time it's happening, and being able to change the negative thinking mid-stream by replacing it with the positive. When done enough times, we begin to form new habits of thinking.

Negative thought habits gone unchecked form negative results, positive thoughts cause positive results. However, I'm not talking about fooling ourselves into thinking something that is phony. I'm a big fan of motivational psychology, but frequently it's like candy: tastes great at the time, but the taste is transitory; it wears off rather quickly. I'm talking about lasting attitude that transcends all failure, setback, and yes, even success at times. How many people can you think of who self destructed after becoming successful? Hollywood is littered with actors and actresses who sabotaged or even ended their lives because they could not emotionally handle success. Where do you think it's rooted?

Developing a positive self image can be firmly established in the conscious and subconscious questions we ask ourselves in any situation. Our minds are funny mechanisms. We process information and experiences by way of evaluation -- asking questions. Think about the questions you ask yourself in any situation. Are they empowering or disempowering?

Let me give you an example. Let's say that you just lost a BIG deal. A disempowering question (whether conscious or not) would be: "Why does this always happen to me?" An empowering question would be "What can I learn from this situation that will make me a better business person?", or ""How can I get another deal like this one and make it close?" Empowering questions are POTENTIAL questions. Disempowering questions are DEFEATING questions.

One of the central keys to nurturing your self image is eliminating self-judgment. We all tend to judge our lives by the outcomes to our efforts. We're either successes or failures, big or small, smart or stupid. These polarizing judgments are very damaging to our self esteem. Do you know the single greatest element found in successful people overall? It's one word: Persistence. You can't be persistent if you have a judgment complex, especially a negative one about yourself. Thomas Edison made over 10,000 tries at developing the modern light bulb. Do you think he would have gotten past try number 10 if he had a judgment complex?

Remember this: You are the only judge of your ultimate success or failure. Life is a series of tries and results. You try something and it either works out the way you intended or it doesn't. You keep trying and eventually, just by the law of averages if nothing else, you will get the result you desire. The prize always goes to the one who increases their tries. There's an old saying I learned from a wealthy Uncle of mine:

**"If you want to be successful, increase your failure rate...
And if you're going to fail, fail as fast as possible."**

One final thought on self image. The most successful people I have witnessed in life seem to share an interesting trait: Gratitude. They seem to be grateful just to have a try at life. They

constantly talk about how lucky and grateful they are for being born and having an opportunity to go to bat in life. Next time you're feeling unworthy, think about the odds you had to overcome just to be born and where you are. A mentor of mine used to tell me, "As you go through life, whatever may be your goal, keep your eye upon the donut, not upon the hole." See what's there, not what's missing!

MINDSET #2: Successful people have a specific and central HIGHER PURPOSE in their life. And, in most cases, IT REVOLVES AROUND SERVICE TO OTHERS.

"It is one of the beautiful compensations of this life that no one can sincerely try to help another without helping themselves."

-- Ralph Waldo Emerson

Whether they serve in their business, profession, church, community, or other outlet, the most successful people see themselves as SERVANTS TO OTHERS. One of the greatest secrets of the world is that by serving others you serve yourself. True servants don't have alter-agendas or conditions in their service. You won't find any quid pro quo's among these folks. It's true giving.

Those who give to others and found it depleting have not taken the time to give to themselves first. I have also noticed that the higher purpose is tied to a spiritual faith, regardless of the denomination. They believe in a higher power, and serve that higher power by serving others.

Faith is a very powerful concept. Faith provides patience, persistence, confidence, optimism, and even a higher level of physical energy. This added source of power seems to give them an edge in the business world. Your higher purpose is very much tied to your own value system. Seek to understand what's important to you, and live your life accordingly.

Service is psychologically healthy for you. Studies of volunteers, for example, showed that doing regular volunteer work dramatically increased the life expectancy of those providing service. The study further showed that men who did no volunteer work were 2 1/2 times likely to die during the study as men who volunteered at least once a week. Service does not necessarily have to revolve around volunteer work. It's a mindset! When you fully give of yourself for the betterment of another, whether it's in business or charitable work, you not only unselfishly help others, you directly help yourself. Do well by yourself by doing well by others.

Want to be happy in life? Form a habit of asking yourself *"How can I serve my fellow human in a more meaningful, caring, and effective way?"* We live in a very narcissistic society, always thinking of *"what's in it for me"*, and *"I want it all NOW"* attitude. I don't believe that people with this type of attitude are very happy in life. In fact, I believe it's a contributing cause of high blood pressure, ulcers, depression, and other ailments common in society today. Get involved with other people. Become a Net Giver, not a net taker.

MINDSET #3: The most successful people I know have an ENORMOUS SENSE OF EMPATHY AND TRUE CARING.

“Do all the good you can, By all the means you can, In all the ways you can, In all the places you can, At all the times you can, To all the people you can, As long as ever you can.”

-- John Wesley

I read an article not long ago written by Kerry L Johnson, Ph.D., in which a team of psychologists attempted to identify a dominating trait of successful salespeople. When the salespeople were asked what they believe was their key to success, they didn't know! After years of research and studies, the single element they found was that the most successful salespeople have some sixth sense ability to ascertain the desires of their prospect (in some cases even better than the prospect), and were able to communicate those desires in a way the prospect could understand.

They learned how to sell their prospects exactly the way their prospects wanted to buy. They possessed a remarkable ability to relate to others, even when those people were dramatically different from them. This takes EMPATHY. The most successful salespeople have a way of identifying what the prospect wants, and then communicating the solution to their desire in a way that the client can clearly understand. Less successful salespeople were less able to sell to others who were different (in personality traits) than themselves.

It also seems that successful business people don't just go through the motions in life. They hold a deep emotional connection to life. They care about what they're doing. They motivate themselves through caring emotions. They care about their customers, family, community, employees, and others. They also care about making a good living: making money. But making money is accomplished by improving a product, or marketing, or customer service, not by just charging higher prices or seeking capricious ways of getting more.

Most people are focused on what they can do to get more of everything in life. Successful people focus on getting more by GIVING MORE. If you want to become successful in this world, help other people to become more successful first.

MINDSET #4: No success can be achieved without a strong sense of RESPONSIBILITY.

The price of greatness is responsibility.

Winston Churchill

Successful people assume responsibility! You will notice a strong sense of accountability for everything in their life. When a task needs to be done, they take full charge of the process and outcome.

An old friend of mine (and brilliant marketer), Dan Kennedy, created a fill-in-the blank formula which I believe sums up the issue of self-responsibility. It goes like this (fill in the blanks yourself):

You Will Continue To Be UN-_____, As Long As You Depend On Others To Make You _____.

Fill in the blanks yourself with whatever issue plagues your life: Here are a few examples: You will continue to be UNhappy, as long as you depend on others to make you happy, or You will continue to be UNsuccessful, as long as you depend on others to make you successful. The list goes on, right?

Dan further came up with what he calls "The Miracle Formula For Taking Charge of Every Aspect of Your Life." He tells a story about seminar he attended where he learned this principle: called the "most unpleasant success principle in the world." The Principle is:

"YOU ARE EXACTLY WHERE YOU REALLY WANT TO BE IN LIFE."

Now, it's not too pleasant to think that we are exactly where we really want to be. While I really don't believe that someone with a prohibiting congenital medical condition will win an Olympic gold medal, I do believe that the above attitude, or lack thereof, is responsible for where we really end up in life.

This finally gave rise to Dan's truly profound formula for taking control of every aspect of your life:

**CONTROL = RESPONSIBILITY,
RESPONSIBILITY = CONTROL**

You see, everyone wants more control in their life. We want to control our earnings, our career direction, our family, our community, our financial condition, and especially, we want to control our future. The sad truth is, as much as we desire more control in our lives, we are the ones who give it away all too frequently. Have you ever caught yourself saying,

- *"If the recession didn't hit, I would have been more successful."*
- *"If my boss didn't have it in for me, I would have been promoted."*
- *"If my wife (husband) was more supportive, I would be happier."*

-- *"It's because of _____ that I'm not where I want to be."*

Every time we decide to say *"it's _____"*, we immediately feel better because we associate the cause of the problem with someone or something other than ourselves. We're able to justify our compromises or deficiencies because of something "beyond our control." Take a look at your local and national news. It's a sickening display of "blame-itis" that's pervasive throughout our society. We've become a society of blamers, and it's no wonder we're addicted to personal injury lawsuits and big government.

We want someone else to solve the problems we face.

It's now considered immoral and politically incorrect to suggest that we, as individuals, should be responsible for our own actions. Accountability has gone out the window.

But here's the most important lesson: Every time we blame others, or make excuses for a situation, we give up a small amount of responsibility. We do it because it makes us feel better.

But there's a price to pay. You see, whenever we push away any amount of responsibility, we also surrender an equal sized portion of control. As Dan Kennedy says, *"Get rid of a "pound" of responsibility, lose a pound's worth of control."*

Do you see the relationship?

MINDSET #5: The ability to MANAGE YOUR EMOTIONAL STATES is critical to your success in life.

"I discovered I always have a choices, and sometimes it's only a choice of attitudes."

Judith Knowlton, writer

I want to spend the most time on this mindset because I believe it's a very important ingredient to overall success. I suspect that one of the leading causes of failure to meet one's goals revolves around the emotions. Notice I didn't say deny your emotional states. It's important to be honest with how you feel, but your feelings are frequently related to your perceptions (judgments) of situations. Usually this is from past conditioning or experience. Remember the questions you ask yourself either empower you to success or derail the process. Consider the following:

THE QUALITY OF YOUR LIFE EQUALS THE QUALITY OF YOUR EMOTIONAL STATES.

We determine our happiness by how we feel about ourselves, our situation, and our relationships at any one moment. It's a decision WE make! The way we feel about different areas of life is determined by 3 things: 1) What we pay attention to at any one time, 2) How we judge things based on our values and beliefs, and 3) How we project the future - the unknown - positive or negative.

How to Conquer the 4 Negative Emotions in Life

Psychologists talk about 4 basic emotions that compromise our success on a daily basis. They truly have the power to steal success from the well-deserved person if they aren't managed. Pay attention to the word "managed." It's important not to deny these emotions, but to learn how to work with them to your advantage. These 4 basic emotions are Fear, Worry, Anger, and Guilt.

FEAR

"There is perhaps nothing so bad and so dangerous in life as fear."

Jawaharlal Nehru

Remember the famous quote by Franklin Delano Roosevelt during his inauguration speech in 1933? He said, "*The only thing we have to fear is fear itself.*" Fear is probably the most debilitating emotion we possess in our arsenal. It seems to have a life of its own. Think back in your life on all the opportunities you missed because of fear. There are many for all of us. Then ask yourself, what if you could have lived those years with less fear?

So how do you "manage" this emotion called fear? I believe the very first thing to do is identify and confront your fears. They're not going away on their own, so you might as well deal with them.

When thinking about a project that you procrastinate or resist doing, ask yourself honestly, what are the things I fear about this situation? What's keeping me from going all out? List them all. Get them down on paper if you need to. Your fears can include fear of failure, fear of

persecution (by others), fear of rejection or humiliation, even fear of becoming successful and the responsibility it brings.

After listing your fears, take a hard look at them: prioritize your fears from strongest to weakest. Take the lowest prioritized fear and think about the things you could do that would eliminate or reduce the fear to a manageable state. For example: If you fear speaking in public, think about all the ways you could prepare and practice so that your presentation is successful. Also think about who could help you become a successful speaker.

The bottom line is:

EMPOWERING ACTIONS ELIMINATE FEAR.

When you actually face a fear, understand it, and take action to pursue your desire anyway, you overcome the power of fear. There's another vital element you should know: Conquering small fears will build momentum over time. That is, once you become successful with managing one fear, other fears will become easier to manage. Some will even disappear. As you overcome your lower prioritized fears, your confidence builds, which helps you conquer larger fears.

WORRY

Worry is the second cousin to fear. In its most rudimentary terms, worry is a type of fear: FEAR OF THE UNKNOWN. There's the old saying: "*He who worries about the future suffers his fate twice.*" Worry is one of those emotions that we understand intellectually, but its emotional grasp on us is strong indeed. There's no way you can be a true performer if you're worried about the outcome of your efforts all the time. Your mind will be focused on the dominant thought of failure, and you will get what you think! Yet, how much time do we spend worrying about things that never happen? And is there a way to manage worry? I believe, as with fear and other emotions, there is.

So, how do you handle this thing called worry? In a similar way you handle fear. First, you must understand and confront the reasons for your worry. When faced with a situation that makes you worry, ask yourself: "*What's the worst possible outcome of this situation?*" List the worst outcome, or outcomes, and take a good hard look at your list. If you have a list, prioritize the worst to least outcome of the situation. In a worrisome situation, if you gather and look at the relevant information and consider the worst possible outcome, it's easy to make a decision without worrying about it. In essence, once you make the reasons for worry known, the fear of the future is greatly reduced. It's important to get a proper perspective on worry.

You eliminate worry by living your life in present time. That's because there is no worry in present time. There's nothing but exactly what is happening moment to moment. Let's face it, there is no such thing as the future, or even the past. There's only right now. Whatever you want for your life, you can only achieve it by doing what is necessary each and every present moment of your life. The only thing existing in the future is your dreams and fantasies.

The bottom line for worry is:

EFFECTIVE DECISIONS ELIMINATE WORRY.

When you actually face worry and its underlying causes, you become empowered to overcome its effects. Many people worry about making the right decisions in life. Even when they know what the "downside" is, they still find it difficult in making tough decisions. This causes procrastination and a waste of time. So how do you make good decisions? Here are a few tips:

First, determine what you are trying to achieve, or avoid, by making the decision. What's your objective, or goal of the decision. You'll never make good decisions if you cannot formulate the objective of these decisions. What are you trying to do?

Second, gather information about your situation. Consider all of your options. Open your mind. This sometimes requires creativity, but it gets easier once you learn the technique.

Third, consider all of the obstacles to the successful attainment of your objective. List them all. The more obstacles you can identify, the better your ultimate decision will be, and the less you will worry about it.

Fourth, (an add-on to #2) list all of the possible courses of action to satisfy the objective. Be as complete as possible. Identify the possible consequences of each course of action. Now, consider how well each course of action deals with the obstacles in #3. Choose the best course of action.

Fifth, make a decision. Every successful achievement starts with a decision. There's one common trait of unsuccessful people: their lives are totally absent of decisions. Most people go through life making decisions based on narrow options dictated by others or by evolving circumstances. Successful people strive to understand the widest array of possibilities available, and make proactive decisions. Stop being reactive to your life and situations presented to you, and switch to assertive, proactive decisions.

ANGER

"To hate and to fear is to be psychologically ill. It is, in fact, the consuming illness of our time."

H. A. Overstreet

Anger is one of the primary emotions generated from the "Fight or Flight" response. Anger is the emotional energy to fight, while fear is the emotional energy to flee. Words frequently associated with anger include hostility, resentment, rage, depression, and hurt. Have you noticed that the emotions we have discussed so far seem to be interrelated? You fear something, so you worry, and then you're angry. The problem with all of these emotions, in addition to the obvious, is that they all tend to weaken logical and empowering decisions.

Most people are angry because they're worried and afraid. Have you ever been really angry with someone? Think about your mental state. Anger is destructive, it is mentally and physically harmful. Anger is a cause of high blood pressure and heart attack. A lot of energy is expended when you're angry. Anger is exhausting!

Queen Elizabeth the First once said, "*Anger makes dull men witty, but it keeps them poor.*" The flip side of the anger coin is depression. Psychologists have a saying that "*depression is anger turned inward.*" When you become angry with yourself, when you fail to meet your own expectations that you set (or that you believe from someone else), you get angry with yourself. This is very destructive on your self esteem. In large doses, your self-judgments will lead to depression.

Many experts claim that anger is based on judgment and control. You become angry when a person or situation is not doing what you expected or desired. This is why psychologists claim that you've got to give someone permission to make you angry. If you expect someone to act in a certain way, and they don't, then perhaps it was your expectations that were out of sync. Expecting the world to work exactly as you wish is a formula for misery. The world doesn't care about your rules, values, or judgments. It is what it is. Again, anger is one of those topics you can intellectually understand, but that may not help you when you're in the emotional throws of rage.

UNDERSTANDING HOW YOU JUDGE YOURSELF AND OTHERS WILL GIVE YOU A KEY TO YOUR ANGER

So, what do you do if you do get really angry over a situation or individual? Again, I believe you must identify and confront the reasons for your anger. Remember, it's not to be destroyed, it's to be managed.

Make a list of the people or situations that made you angry. Next to the list, list out the reasons why you allowed the person or situation to make you angry. **DO NOT** blame or judge yourself in this process. Now rethink the situation now that you are distanced from it. What important value or expectation in you was violated to make you angry? Was any of your anger due to your fears or worries unrelated to that event?

The point is to go to the moment of your anger and identify the values and judgments that prompted your rage. If you practice this exercise over time, you will form awareness that will be present at the time when you might become angry. Then you will be able to defuse your emotions and rationally deal with the situation in the present moment. Now that's empowerment!

GUILT

*What psychic, what chirurgery, what
wealth, favor, authority can relieve, bear
out, assuage, or expel a troubled
conscience? A quiet mind cureth all.*

Robert Burton (1622)

Guilt is the last of the 4 emotions, and it is probably the most deep-rooted. That's because it's been around since we were in the high chair. Guilt occurs when we are challenged by the word "should." Regardless of whether the word is used in a question, it still implies that we should act a certain way. It's frequently used as a manipulator by those closest to us. Guilt motivates us by making us feel indebted or unworthy, and that's bad. You have to learn to control guilt or it will control you. Here are a few suggestions.

Forgive yourself of burdens of the past. If you can take some type of action to rectify something you did in the past, then do it. But if you can't, face yourself, admit that you're human and imperfect, and forgive yourself once and forever. Then move on! You'll not do better the next time by feeling guilty now. In fact, you'll probably do worse because of the debilitating results of guilt.

Remember that the world is your teacher. Even those who cause you anger, fear, worry and guilt. Spiritual teachers say that we are all teachers to each other. Forget about names and personalities. Many people believe the world (and everyone and everything in it) reflects back to us our problems, conflicts and challenges in order to elevate our awareness and grow beyond them.

Take positive actions. You will be challenged by all of the emotions discussed here. You will not be successful if you attempt to avoid or escape them. In fact, your success will be the direct result of how you respond to and manage them.

MINDSET #6: The ability to experience clear and intense FOCUS is a critical element in your Ultimate Success.

“Concentration is my motto – first honesty, then industry, then concentration.”

Andrew Carnegie, Industrialist

I have spoken with a number of people who mention that their ability to focus on specific situations in present time is a key to their success.

Focus is the predominant contributor to a great memory, balanced emotions, and successful communications with others. Focus is more than your ability to concentrate on a specific subject or situation. It's also your ability to be in present time and in touch with the inner questions you ask yourself in any situation. This gets back to the conscious and subconscious inner dialog you have with yourself.

The questions you ask yourself and pay attention to weigh very heavily on the success of your outcome. Ask empowering questions, and you'll get empowering answers.

Another part of focus is your ability to become a disciplined thinker. Thinking is really nothing more than mental work; tough mental work. The human body actually experiences physiological changes when one is engaged in problem solving and creativity. Thomas Edison once said; *"If people only know how hard I worked, they wouldn't think I was so smart."* Creativity is also very tough work.

Want to know the difference between a lightweight and heavyweight creative person? If a problem appears that it cannot be solved, the heavyweight will stay on it until it is solved -- bar none. The lightweight will work on it for a few hours or even a few days, and then give up claiming there's no solution. It's a question of commitment to your goal and a willingness to invest the time and energy to bring it to life.

MINDSET#7: I have yet to meet a true success who was not ACTION ORIENTED!

The 3 most important questions all winners ask themselves: What do I want? How am I going to get it? When am I doing to do something about it?

Mark Gibson, *Going For It!* "2"

Up to this point I have been discussing different mindsets that are evidenced in the most successful people in the world. Not just business people, bankers, real estate agents, mortgage lenders, or salespeople. I'm talking about all successful people from business, the arts, sciences, humanities, and service fields.

Everything discussed up to this point is intended to do one thing: motivate you to act! Act both efficiently, effectively, and profitably. In fact, I believe that if you were to isolate the one, single secret of success shared by all extraordinary people, it would be their ability to take full responsibility for their condition in life and desires, and to TAKE ACTION to enhance and improve their condition, whatever it may be. Read that again, because it's important.

In any business, your main concern should be to make results happen quickly and efficiently. I believe that, if presented with the choice, it's better to do something quickly than to do nothing. When you act quickly, you get feedback and answers quickly. You're either getting the results you desired, or you have learned to take another course of action. Don't worry about being wrong; most of the time it's the only way you can figure out what's right. So, what's the key to effective action?

YOU MUST SEPARATE THE IMPORTANT FROM THE UNIMPORTANT IN YOUR LIFE, AND THINK BIG!

One of the biggest flaws I see from people coming into entrepreneurial business, especially when coming from institutional life, is that they do not know how to distinguish the important from the unimportant. They dwell on petty items instead of the big critical items. In institutional life, no one knows what's important because most jobs in corporate America are fragmented. The overall objective, or "big picture" is rarely known to managers and employees 3 or 4 levels down the organizational chart. This creates micro-managers -- those who become absorbed in the details of work, with less understanding of overall results.

Here are two key ACTION strategies for success:

Strategy #1: CREATE A CARROT TO CHASE AND A PLAN TO GET IT!

The only thing that will motivate you to accomplish your dreams is to have a vision of your future and a plan to reach that vision. Know what your life will look like when it's done. Don't let circumstances lead you down the line: be proactive.

The purpose of a plan of action is so you will end up where you WANT to be instead of somewhere else. Your visualization of success acts as a positive incentive to take action. Set a goal for the attainment of something that is special to you alone.

Engrave it on your conscious and subconscious mind by visualizing it with great emotion and in present tense. As they say, "*Fake it 'till you make it.*"

Strategy #2: PRIORITIZE YOUR ACTIONS FOR BEST RESULTS. If you want to survive in business, you must have a plan, and prioritize your actions from the most effective to the least. This is the only way you will maximize your production. The best questions to ask yourself are "*what is the most important and direct thing I can do right now to accomplish _____(your goal)_____*", and, "*which actions will give me the highest payoff for the time and energy expended?*"

You must learn to leverage your time and energy so that you get the greatest result for your effort. Know what you should do and what others can do without your constant input. Also, get to know the difference between "hunters" and "skinners" in your business. Hunters are those creating the business, making things happen. Skinners handle the process following the hunters. Both are critically important, however, it's equally important to understand and separate the two functions.

The Ultimate Action Axiom

I want to share with you a very important concept; one that may greatly improve your business and life. It's the understanding and application of a mindset which I call:

"THE PROGRESSIVE ACTION MINDSET"

The Progressive Action Mindset states that, as you take actions to achieve a goal, each successive, accumulated action will produce a greater and greater result. For example: if you're using direct response marketing to prospect for clients, some of the smallest incremental changes to your ads or letters, (new headlines, new offers, different medium, etc.) will produce incrementally greater results. Why? Because, as you get into a process, you progressively figure out what's working and what's not, and you get better and better at the process. Some call it a "*Learning Curve, or Increasing Marginal Returns.*" In short, a 10% additional effort may result in a 30% better result. I have seen revised ad headlines changed by just a few words and pull up to 400% more response! So, what does this tell us?

Those who progressively take action, measure their results, refine their efforts, and continue to take action are destined to succeed; it's just a matter of time and a willingness to keep going!

MINDSET #8: The starting place of all achievement is DESIRE. The decided ending place is due to one single factor: PERSISTENCE!

PRESS ON

"Nothing in the world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men 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."

-- Calvin Coolidge

If you are in business long enough, you will suffer set-backs and problems that will sap your spirit. If you are an innovator, you will have known great adversity on your journey to success. I have no doubt, you will suffer periods of skepticism, fear, and anxiety.

What most people don't know is that it is very rare for someone to get through the success barrier on the first try. Ninety-nine percent of successful people in any field were failures many times before they became successful. The key to success is taking massive, decisive action. Yet it is a statistical certainty that the vast majority of your attempts will be met with dismal failure. There is only one ingredient that separates the successful from the unsuccessful: persistence.

Napoleon Hill, in his book, *Think and Grow Rich*, states, "*Those who have cultivated a habit of persistence seem to enjoy insurance against failure. No matter how many times they are defeated, they finally arrive up toward the top of the ladder . . . Those who can "take it" are bountifully rewarded for their persistence. They receive, as their compensation, whatever goal they are pursuing. That is not all! They receive something infinitely more important than material compensation -- the knowledge that every failure brings with it the seed of an equivalent advantage. One thing we all know, if one does not possess persistence, one does not achieve noteworthy success in any calling.*"

He further goes on to say, "*The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat. If you find yourself lacking in persistence, this weakness may be remedied by building a stronger fire under your desires.*" I urge you to seek out and study Napoleon Hill's books.

Here is the secret: You must keep hitting, over and over. You must pick yourself up, time and again, assess a new or better strategy, and keep charging. You must be willing to invest in your success – do whatever it takes to succeed. The failure barrier is always standing in the way of success. The good news is the barrier is weaker than you originally expected. When faced with set-back, we frequently think the defeat is greater than it actually is. Not true! Sometimes the greatest success breakthroughs are right at the edge of perceived defeat or even disaster. When the success barrier crumbles, it crumbles quickly.

MINDSET #9: The Successful Person is a Master of INNOVATION and VISION!

"Discovery is the Fuel of Competitive Advantage"

Jay Abraham

I once heard a statement that, "*Genius is measured by how well a person takes conventional education, mixes it with VISION and INNOVATION, and comes up with a functional, successful result.*" But what is innovation, and how does one capture the ability to be creative and visionary?

I believe that innovative and visionary people have a special way of asking truly empowering questions about their surroundings. They have opened themselves up to see opportunities where others see simple events. The ability to innovate is the capacity to see a relationship between two previously unrelated variables.

Let me give you an example: In the early 1980's Bill Gates knew that there were two functional parts to computers: hardware and software. While much of the computer industry was focused on how to develop more powerful hardware, Gates realized that the industry's future will really be driven by the ease and applicability of software to create solutions for businesses and individuals. He saw a greater connection between the two variables (hardware and software) than others did at the time. He realized that hardware would become a commodity product, with many producers and lots of price competition. Software is protected by copyright, can be specialized, and is less price sensitive -- thereby preserving profit margins. He also realized that the most important component of the computer was the "operating system."

The net result of his innovation was the creation of the standardized operating system for the personal computer, and the birth of industry giant, Microsoft. Gates did not create the Disk Operating System for the PC. He purchased it from a software developer and approached IBM with an offer to make DOS the standard operating system for all PC's.

What's the key to effective innovation? In one word: AWARENESS. You don't need to be labeled a genius like Bill Gates to be an innovative marketer. Look around you. What are others in different industries doing to grow and innovate? Try to see links to different variables that weren't, up until now, compatible. Every business is doing some process (advertising, production, customer service, etc.) that is better than any other company in its industry. The key is to observe what they are doing and integrate it into your business, whether it's currently being used or not. How can innovations elsewhere apply to your business?

One of the greatest marketing innovations of our time was Value Pricing Meals originally created by Taco Bell. They took the industry by storm when they instituted packaged meals with sides and drinks. While the meal was promoted as a great savings to the customer (for the combination, instead of a la carte), it actually raised the average ticket price significantly, thus catapulting sales and profits. Could you package your services and create a promotion the same way? It takes an open mind, a POTENTIALITY THINKER, to innovate. I believe it can be learned. Ask yourself: "How can I create greater value and service for my prospects and clients?" See what others are doing to add value. Observe!

The second part of the Mindset involves developing an acute VISION. Vision encompasses two parts: 1) The ability to gain a clear picture of what you desire to achieve, and 2) The ability to have an intuitive feeling for processes: "What's Next" thinking. Thomas Watson, the founder of IBM, developed three rules for creating the Ultimate Business:

Rule #1: Create a very clear picture of exactly what you want your business or your life to look like when it's done. Imagine what your practice will optimally look like when you have accomplished your intentions. The clearer you make your description, the better. It's interesting that recipe books, puzzles, and model cars and airplanes show you what the end result will look like when it's done. You must think of your business the same way. Puzzles are hard to complete without the picture on the box or instructions. Think of your business the same way.

Rule #2: Have a clear picture of what relationships your business will have when it's done. Envision the major structure of your business. This includes customers, employees, suppliers, outside resources, etc. Know what the functional picture will look like: the major functions of operation, responsibilities, product lines, and markets served. Envision your organization chart, your suppliers, your customers - where they all fit-in. Consider modeling companies or organizations that you aspire to be like.

Rule #3: ACT like the vision before you get there. When your plan is laid out, act exactly like your business will look like when it's done. Creating systems and processes will help you do this.

The second part of "Vision" entails what I call "What's Next" thinking. The most successful people I have known have an innate ability to know what the components of a process look like, and are always prepared for the next step in the process. They also have a unique ability to stay ahead of events or situations that may occur as a result of marketing efforts and business practices.

Every action has a consequence. It's important that you always consider possible consequences and think ahead of time how you would handle the contingencies. This seems like simple preparedness, but it is really strategic thinking.

MINDSET #10: Successful lives have a robust appetite for PERSONAL GROWTH & PROFESSIONAL DEVELOPMENT

“Deep within man dwell these slumbering powers; powers that would astonish him, that he never dreamed of possessing; forces that would revolutionize his life if aroused and put into action.”

Orison Swett Marden, Editor, *Success* magazine

What's the most important asset we possess that we can never lose as long as we are living and sane? Some people will say a family, a house, a belief, a child, spouse, etc. The most important asset, and the one of the most important elements to your potential business success is:

YOUR EDUCATION AND PERSONAL DEVELOPMENT

The price of business success is relatively simple: a good education. Education is greatly undervalued in our society; except for the super successful. I can tell you this: the very best customers of seminars, books, tapes, and other educational materials are also the most successful in their business, regardless of industry or profession. They are also the wealthiest!

Your desire to learn more, grow more, experience more and become a better and more productive individual and businessperson, is the single greatest ingredient to your success. Know this: Education can not be taken away!

The super successful share a common trait: they understand the importance of expanding growth in their lives and business, and they continuously pursue the attainment of greater knowledge and growth. They realize that the cost of a seminar, book, program, or tape is a pittance compared to the long-term value they receive. It's impossible to succeed big in any field without a battery of knowledge.

So, here are a few ideas on developing yourself personally and professionally:

1. SEEK CREDIBLE PEOPLE FOR ADVICE. Be careful who you seek for advice. Many of your friends, relatives, and others mean well, but their advice may not be helpful. That is, unless they are super successful themselves. No one can tell you about success unless they've been there. Seek out the superstars in your office, in your profession, and in life. Ask them what their secrets are. Want to be successful in life or your business? Model others who are successful.

2. INVEST FIRST IN YOURSELF, SECOND IN MATERIAL POSSESSIONS. So many people have their priorities backwards. You need to be free of the burdens of material possessions (credit cards, car payments, fixed rent or mortgage payments, etc.) in order to invest in yourself. Memorize the old saying:

"Augment your means, or diminish your wants."

The majority of people in our society are so leveraged up to their necks that they don't have the ability to invest into their future. If you are struggling with the decision of whether to buy (finance) a shiny new car or invest in your personal or professional skills, and you choose the car, you're doomed to a life of debt-ridden slavery and compromised growth! You, and only you are your greatest asset.

3. START A "SUCCESS ARSENAL." Start buying books and programs about how to improve your life, how to become a better person, or how to be more successful in your profession. If you feel that procrastination or other emotional blocks are holding you back, invest in valuable advice to cure yourself! Feed your mind just like you feed your body. Most people keep doing the same things, day after day, and seem to expect a different result. This is crazy! Don't sit idle. Your life will not change until you take deliberate action to change it.

4. JOIN INDUSTRY AND PROFESSIONAL ORGANIZATIONS. Seek out organizations with others who can provide you with support, education, and camaraderie. Anyone in a sales or marketing profession should join *Toastmasters*, regardless of their field. Learning how to speak clearly and confidently is one of the greatest LIFE skills you can possess. It's scary at first, but the experience will change your life, and earnings, dramatically.

5. SUBSCRIBE TO INDUSTRY AND PERSONAL GROWTH PERIODICALS AND NEWSLETTERS. Make it a priority to READ something positive and educational at least 1 hour every day of your life. Our lives are so full of negative people and experiences. The best way I know to overcome such negative stimulation is to FEED YOUR MIND WITH MOTIVATING ADVICE. Apply the Law of Progressive Action in your life: small actions progressively taken over time accumulate into POWERFUL results. Invest in yourself!

MINDSET #11: Successful lives are BALANCED. Balance encompasses a Triad of SPIRITUAL, PHYSICAL, AND MENTAL practices.

“I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor.”

Henry David Thoreau

Spirituality

Living a Spiritual life is not necessarily a religious life. But the most successful people I know make an association with a higher being or authority, whatever form it takes. I know very successful Catholics, Protestants, Jews, Buddhists, and others. The specific belief doesn't matter. It creates a foundation for the values that govern their life. And values are the building blocks of success. They are both the measurement of what success is, and they define the path to reach it.

Spirituality also teaches us a valuable concept: faith. Faith provides patience, persistence, confidence, optimism, and even a higher level of energy. People with faith simply approach life a little differently. The greater your involvement in spirituality, whether it's your church, prayer, meditation, or another practice, the more purpose you will develop in the life you lead. Your actions will become more meaningful. You will become happier and motivated to live life more fully.

Physical Condition

What does physical fitness have to do with success and making money? It seems a little strange and out of place at first glance. But think about this: Your mind and body are one. They work in unison. What affects one will ultimately affect the other. In order to function at peak mental ability, you need to feel good and have strong physical endurance.

Our mental states are affected by our diet and level of exercise. It's a known fact that, in exercise, our bodies excrete various hormones and antigens that promote emotional balance and immunity from many diseases. Ever hear of the term "*runner's high*?" It's caused by an excretion of endorphins during long strenuous exercise which produces a natural feeling of bliss. You don't have to become a marathon runner to get results from exercise. The key is regularity. The more often you exercise, even at light to moderate levels, the more benefit you will receive.

So, how do you take good physical care of your body? There are hundreds of books and programs on physical fitness and diet, but the following simple guidelines should make a remarkable change in your life and overall energy.

- 1. Examine And Control Your Diet.** The old saying: "You are what you eat" is true! A big concern is the amount of saturated fat we choose in our diets. If you eat out at restaurants often, you are especially prone to eating a lot of fat. Why do restaurants use so much fat? One simple answer: it tastes good -- and restaurants are more interested in your taste enjoyment than in your ultimate health enjoyment. Taste enjoyment is now, any health problems are faced sometime in the future. You must be very careful to limit your amount of fat intake. It is said that men should consume a maximum of 35 to 40 grams of saturated fat per day, while women should consume about 2/3rd's that amount. Remember: maximum. I saw a news article on

TV the other day which said a breakfast of 2 eggs, toast & butter, bacon or sausage or ham, can have up to 65 grams of saturated fat! If you're a woman, you just consumed the maximum amount of saturated fat for **TWO DAYS!** If that surprises you, think of how it surprises your heart, liver, and other vital organs that are affected by fat.

A great way to promote a healthy diet is to eat naturally water-rich foods. Foods naturally high in water content -- fruits, vegetables, and some starches -- are most healthy. Water-rich foods are also less expensive to purchase. Also, make sure you drink at least 6 tall glasses of water every day. While this certainly increases your visits to the restroom, fluids help to assimilate other foods in your body and flush out toxins.

2. Make A Habit To Exercise Light To Moderately Every Day. This sounds difficult to accomplish when you're busy; but if you prioritize your life, it will fit in. The most effective exercise is a light to moderate work-out for 20 to 30 minutes daily. Naturally, if you have any physical problems or are over the age of 50, don't start any exercise unless you talk to your physician. Many of my colleagues take a brisk walk at the beginning or end of each day. The exercise also gives them a chance to think about their day from a rational distance. You just need to elevate your heart rate to a moderate level for a fixed period.

3. Learn How To Breathe For Energy. There are only two major ways our bodies get energy: Food and Breath. Breath is critical to oxygenating your muscles and vital organs, and has been proven to help emotional states. Ever notice what happens to your breath when you become anxious, fearful, or angry? Think about it. Usually your breath becomes shallow and fast. Sometimes you hyperventilate and become woozy. Optimally, you want to breath deep, slow and smooth. I know salespeople who say that deep, smooth breath is their key to selling clients. When they're focused on deep smooth breath, they're listening and not talking. Try it. Each morning, spend about 3 or 4 minutes taking deep, smooth breaths. Don't breath to the point of hyperventilation, but breath deep and relaxed. You will notice an increase in energy when finished. Also try it throughout your day, and especially if you find yourself in a tense or confrontational situation. I know it will make a difference!

Mental Balance

Finally, you must strive to achieve a mental balance in your life. This is accomplished in a similar way to physical exercise. Your mind is like a muscle. It becomes stronger and sharper with care and use. It becomes weaker and duller when it's left to atrophy. Find things that stimulate your mind. Read, attend seminars, take classes on new subjects.

I read everything I can get my hands on -- about 2 hours a day on average. I find the time because it's a priority to learn valuable ideas and knowledge that I can share with others, and improve my own life. Don't just read junk. Read things that make both a material and emotional impact on your life. Take an interest in the world around you. It's fascinating!

MINDSET #12: The 10 principles of the ULTIMATE BUSINESS AND LIFE PHILOSOPHY

No man is a failure who is truly enjoying life.

-- William Feather

Why are you in your business? Outside of the compelling reason to make a living, what made you choose it over any other profession? Was it freedom, money, people, mentors, or associates? Or did it just evolve out of circumstance? I believe these are important questions. In addition to disclosing many of your values, the questions help to establish your goals. You see, I believe in a rock-solid axiom that says:

**YOUR BUSINESS IS EITHER GIVING YOU
MORE LIFE, OR IT IS STEALING IT AWAY!**

Make your choice. It's one way or the other. Is your business giving you more life? Is it making you happy, giving you a living, allowing you to pursue the things that make you happy: Time with your family, helping other people, expressing a talent, or whatever it is? Does it absorb so much of your time and energy that you really don't have time for anything else?

Let me cut to the quick. If your business is not giving you intrinsic joy, providing the quality of life you desire, being a compelling force in your contentment, **CHANGE IT OR GET AWAY FROM IT AND DO SOMETHING ELSE!!**

One of the reasons why I wrote this short booklet was to help people get more life out of their business. It is the reason why this last section focuses on, what I call, the *Ultimate Business Philosophy*. In many ways, the UBP is a combination of the mindsets discussed thus far. The Ultimate Business And Life Philosophy is based on 10 principles that should help give you a new Mindset for your business.

Principle #1: Strive to get the greatest YIELD or RESULT out of every effort, asset, investment, expenditure, and resource you employ in your business. This concept is known as OPTIMIZATION. Once you understand optimization, the way you look at your life and business will dramatically change for the better!

Principle #2: Give the GREATEST VALUE you can render to EVERYONE involved in your business. I once participated in a round table discussion with the founder and president of Alpha Graphics Printshops, Roger Ford. Roger asked the group: "What is the purpose of business?" We went around and around: "to make money", "to make a product", "to help the economy." After about 15 minutes of discussion, Roger proposed that the purpose of business is to make people better off. The purpose of trade and commerce is to make us all better than we were before the transaction.

Now, this sounds a little altruistic, and I know there are many exceptions, but don't get lost in the exceptions. The message is powerful! Think about your business.

Are there ways in which you can make your customers better off by introducing them to some of your suppliers or vendors? Would a new homeowner like to know about a reliable landscape firm, pool maintenance, or roofing company? And would sharing that information with your new clients make you more valuable and more likely to get a referral from both the new homeowner and the supplier in the future? You better believe it!

Here's another example: How much would your practice grow if you teamed up with compatible industries and assisted each other's clients. For example, a mortgage lender friend of mine consistently gets between 10 and 20 leads a week(!) from people responding to a direct marketing ad giving a free report on how to save a bundle on your next home by getting pre-qualified. The possibilities are limited only by your vision and desire to take action.

Principle #3: Get the GREATEST JOY out of every hour you spend in your life and business. Your business should help you experience things that make you happy. Schedule pleasurable activities in your life with the same dedication and priority you give to your work. You will experience happiness in your life only when you create experiences that you truly enjoy. Make a list of the things you enjoy doing. Do these things often. Make them a priority. Actively pursuing happiness is the same as actively pursuing success.

Helping people can be a very pleasurable thing. You should naturally enjoy the processes of your business. If you don't, you need to either make some changes in the way you do business, or you need to find a more compatible business to pursue.

Principle #4: Be GRATEFUL for all that you have -- count your blessings. So much of life and business is focused on the negative that we forget that life and business is a gift. Expand your thoughts to examine all of the good things you have in your life. The mere fact that you are healthy to pursue your career is enough to be thankful for. The rest is up to you.

Principle #5: If you want to be successful, HELP OTHER PEOPLE REALIZE SUCCESS. Do well by yourself by doing well by others. The most successful salespeople have an innate ability to zero in on the desires of their prospects, and guiding them to meaningful solutions. Become less self-centered. Consider the needs of your prospects and clients above your own. Be willing to satisfy their needs above your own. This is what creates a great reputation, continuous referrals, and ultimately makes you a wealthy person.

Principle #6: LEARN FROM EVERYONE -- There's no one out there who cannot teach you something! Even the most successful business people I know are interested in knowing more. I have a close friend who is a multi-millionaire entrepreneur (emphasis on the "multi") and, I believe, a genius. I have never known someone to listen so carefully and thoughtfully, and to inquire from even the most (seemingly) vapid people. He is able to extract information from people others would simply ignore. Everyone has something of value to say. The value is in your willingness to listen.

Principle #7: Become WILLING TO DO WHATEVER IT TAKES to accomplish your goals. Let me clarify this statement. "Whatever it takes" is simply defined by your own value system. A person is always going to act within their own value system, whether it inhibits them, or prompts them to commit an unethical or illegal act. A successful person deliberately creates compelling and empowering values; and acts and achieves results accordingly. I suspect that you have a broad sense of your value system and can judge the ethics and legality of the actions you take. Our industry is littered with, what I call "compromising" people. Again, don't get lost in the exceptions or translation. This message is also powerful.

Are you WILLING to set pleasing goals over pleasing tasks? Are you WILLING to spend the time building your business? Are you WILLING to work after hours, work weekends, or whatever it takes to get to "critical mass" in this business? Are you WILLING to think in new ways to create more business? Are you WILLING to employ new strategies in your business, even when some of them, at first, may fail? Are you WILLING to invest in yourself to become better at your business? Are you WILLING to take charge of your present and future?

This is what I mean by WILLINGNESS. Consider your limits to willingness. Wherever you draw the line to willingness (within your value system), you draw the limit to your success.

Principle # 8: Live in the PRESENT MOMENT. I am mentioning this again because of its importance. The happiest and most successful people I know live their lives in the very present moment. They enjoy what they're doing right now. It's amazing how enjoyable life is when you live it moment by moment. You can absorb yourself 110% in whatever you're doing. Stop every once in a while and recognize your enjoyment about your work. Happiness is experienced by moment by moment feelings that we decide to experience.

Principle # 9: While it's important to live in the present, it's just as important to orient your perspective to the POSSIBILITIES OF THE FUTURE, not events of the past. It's easy to get caught up in past events of your life. But you don't have to live there, nor do you have to accept that the future will be the same as the past. We all, as humans, have the ability and right to make a better future for ourselves.

You may notice that the least happy people have one thing in common. They frequently focus their life on the past: past hurts, failures, promises unkept, and injuries unhealed. The key is to live in the present, with HOPE for the future. Be forward looking. Imagine what's possible.

Accept the fact that 97% of your worries about the future never happen!

Principle # 10: Make the practice of success and happiness A HABIT IN YOUR LIFE. We all live our lives by various habits. We choose whether we have empowering or healthy habits, or whether we will have disabling and unhealthy habits. It's our choice! The only way to replace a bad habit with a good one is through repetition and reinforcement. That's why it's important to act like you're successful -- even if you're not as successful as you desire at the moment. That's

because success is a state of mind, first and foremost. Recognize and acknowledge your smallest of successes throughout your day. Know that each day, you're getting closer and closer to your goals.

The only thing standing in the way of your dreams is your fears. When you program your mind with success-oriented habits, you give yourself power to overcome your fears.

In Closing...

I hope you received a few worthwhile ideas and distinctions out of this small report, and that you enjoyed reading it as much as I enjoyed sharing my thoughts with you. Now I know you can't give the secrets to happiness and success in life on a post card (or even a short report). But, perhaps you can give a few proven ideas and strategies that will make someone's life happier and a little more successful than it was prior to sharing those distinctions. I hope I have accomplished that for you.

To your success and happiness...

A handwritten signature in black ink, appearing to be 'C. Forte'.

Craig Forte

Helpful Resources and Tools for Real Estate Success:

www.ServiceForLife.com
www.3-Steps.com
www.AgentInnerCircle.com