

THE KEYS TO SUCCESS



Know Who You Are

- Know your assets
- Know your liabilities



Know Where you Want to Go

- If you don't really know where you want to go, you can't really start going there



Take Action

- Do not wait until you know where to go - just start.
- It will help you figure where you really want to go
(Most failure takes place from lack of action)



Evaluate the Action

- Notice what happens



Refine Your Action

- Study the effectiveness of the action



Know where you want to go, take, evaluate and refine the action

- Over and over again



Earning Money

- You must create a value for someone else in what you sell.
- Anything you do is really selling YOU, and your skills
- How much you make is a measure of how much value you are creating for others
- Money is just a "service certificate"; it measures how much value you are creating for others

Napoleon Hill's Twelve Great Riches of Life

1. Positive mental attitude
2. Sound physical health
3. Harmony in human relationships
4. Freedom from fear
5. The hope of achievement
6. The capacity for faith
7. A willingness to share one's blessings
8. A labor of love
9. An open mind on all subjects
10. Self discipline
11. The capacity to understand people
12. Financial security

Think and Grow Rich by Napoleon Hill, is the second best-selling book of all time, and it's likely you've never heard of this book. Only the Bible beats it.

If you want something you have to discover what way of thinking and acting is required in order to get it, and adopt it. A sure way to be chronically frustrated, sad, angry, or depressed is to want a result without being willing to pay the necessary price. There are really only two courses of action. Pay the price to get what you want or, let it be okay that you are not going to get the result



you want, and be content with your current situation. Many people create suffering for themselves because you want something, but aren't willing to do what it takes to get it.

What you create, inside and out, is the direct result of how you focus your mind. If you want something, focus your mind on getting it, take action, and keep taking action, and you will eventually get it. The biggest stumbling block of those who are not successful is that they are not focusing their mind intentionally and consciously, but instead are allowing their focusing to happen unconsciously and automatically. And, if that unconscious focus is on what you don't want, what you're worried about, what you're afraid of, or what you want to avoid, all success goes out the window. If, on the other hand, you focus your mind on what you want, the entire universe will help you get it.

Studies have shown that only 2% of people actually set goals and write them down.

It's also interesting that only 2% of the population actually attain a high degree of success (using money again as a common denominator).

University of Michigan psychology studies have also detailed that only 2% of people have a definite purpose for their life.

This means the other 98% are essentially like rudderless ships, not really knowing where they wanted to go, and never even coming close to have a definite major purpose.



SET GOALS

To succeed at setting goals, here's a core method to "start." The only reason any goal can arouse fear in you is if you focus on what you don't want when you think about it. Very often people will focus on not wanting to fail, or not wanting to look bad, or not wanting to be exposed as incompetent, and this causes them to feel afraid when they think of their goal. It also causes their unconscious mind to create failure, looking bad, and incompetence, since when you focus on any of these things your mind thinks you want it to help you create them, and it does.

First, your goal should be stated in the positive. That should be obvious to you at this point. Make sure your goal is something you want rather than something you don't want.

Second, you want your goal to be as specific as possible. You're giving your unconscious mind an instruction, and the more specific it is, the more your unconscious mind, or Infinite Intelligence, or whatever it is that you're going to tap into to achieve your goal, will know exactly what to create. For instance, if you say "I want a lot of money," or "I want financial abundance," you're not being very specific, and your unconscious mind won't know exactly how to go about helping you create it. If, on the other hand, you say "I want \$100,000," you're being very specific. So as you formulate your goal, be as specific as you can. Sometimes this means you have to just pick something. As you get more clarity, you can revise your goal, but ultimately, you want this revision period to be short.

Here's something you can do to help you be more specific. **Ask yourself these questions:**

- What will I see when I have it?
- What will I hear when I have it?
- What will I feel when I have it?

When you later begin to visualize your goal, we will add each of these to the picture.



Overall, you will want to write down the answer to this question:

- "How will I know when I have reached my goal?"

In other words, what evidence will you have that will tell you that you have achieved what you want? If you don't know what it looks like to be where you want to be, you won't know when you get there. If you're going to New York, you'll know you're there because you'll either drive by a sign that says "entering New York," or you'll get off an airplane at an airport you know is in New York. All roads lead to Kutztown, PA. Some take longer than others.

You should also notice that all of these questions are further ways to focus your mind on your goal. This is what people who achieve what they want do—their whole thinking process often involves asking themselves questions like these, all of which involve focusing on some aspect of their goal.

Next, answer the question—again, in writing,

- What will achieving this goal get me or allow me to do? (In other words, what will the rewards be? List them.)

Next, write down the answer to this question:

- Is this goal something I can initiate and maintain on my own?

This doesn't mean that it won't require help and outside resources, but rather that it is something that you have the power to influence. For instance, a goal to win the lottery is probably not a very good goal, because the lottery is a random drawing, and the only way you can influence it is to buy lots of tickets. If your goal is that the New York Yankees win the World Series, you won't have much influence on the outcome unless you're part of the New York Yankees organization, so that would be a goal you probably can't really initiate or maintain.

Next, answer these questions:

- Where do I want it?
- When do I want it?
- How do I want it?
- With whom do I want it?

These questions may not make sense for every goal, but in considering them you become even clearer about *knowing where you want to go*. The second of these two questions, though, will always apply, and that is "**when do you want it?**" Every goal needs a time limit. This is necessary for the same reason that you want to be specific. If your unconscious mind doesn't have a deadline, it won't know how quickly to make things happen.

Deadlines create urgency. Setting a deadline is another opportunity to become afraid, if you allow your mind to go to what you don't want. You could set a deadline that seems to you to be too short, especially if you don't yet know how you're going to achieve the goal—which is often the case. Remember that any feelings of fear come from focusing on what you don't want, and when you set a deadline it may again stimulate you to focus on not wanting to look stupid, not wanting to fail—the same fears that came up when you decided on the goal itself. These feelings should be a signal to you to notice that you're focusing on what you don't want, and figuring out what you don't want should be a signal to you to figure out what you do want. If you are worried about failing, that tells you that you want to succeed, so you change your focus, and your internal pictures, from not failing (which involves making pictures of failing) to succeeding.

Next, ask

- What resources that I need do I already have? (Include internal and external resources. Make a list.)

Then ask,

- What resources will I need to achieve this goal? (You may not know everything you'll need, but begin to make a list.)
- Have I ever done anything like this before?
- What do I already know about doing this?
- Has anyone else ever done this?
- How can I find out what they did?

Finally, study the ecology of your goal—how it affects your overall life.

- For what purpose do I want this goal?
- What will I gain if I get it?
- What will I lose if I get it?
- What will happen if I get it?
- What won't happen if I get it?
- What will happen if I don't get it?
- What won't happen if I don't get it?

Once you've answered these questions, here's how to write out your goal statement. This statement should include:

- Exactly what you want, as specific as you can make it.
- List exactly what you intend to give in return for attaining your goal. This would include:
 - what you are willing to do
 - what qualities you're willing to adopt
 - what you're willing to give up
 - what service you're willing to provide to others
 - any other price you can think of that would need to be paid before you could have what you want

For instance, if your goal was to have a Masters Degree in Psychology, you would have to attend classes, do all your homework, and give up certain activities you might otherwise spend your time doing. You might need to develop certain study skills and certain time management skills. Think about the price to be paid, and be willing to pay it. Then, always remember that you want to focus on the outcome you want, rather than the price, because you want to focus on what you want. Thinking about the price to be paid should always end with focusing on what you want and what you will get.

- What is the maximum amount of time you are allowing for the attainment of your goal? Set deadlines.

You want to write out a goal statement because you are trying to see how successful people operate, and this is what they do. We're **modeling** successful people, and adopting their strategies.

One reason is that, by doing this, you gain tremendous clarity about what you want and where you want to go. I've found that without this clarity, it is difficult to accomplish anything. Second, you are acknowledging, in writing, that you are willing to pay the price involved to get whatever it is you want. This is also crucially important, because if you don't pay the price, you won't get what you want. You're reminding yourself of the time limit you've set, and even more important you're reminding your unconscious mind so it will know exactly how quickly to make what you want happen in your life.

Finally, by writing down your goal, you are involving your visual representational system, since you will see the writing and will see the picture of what you're writing about in your head as you write it or read it later.



Several key studies have shown that the odds of achieving something go way up if you just write it down. Success teacher Brian Tracy says that if you just write four or five things on a piece of paper on January 1st, seal them in an envelope and then put it in a drawer and forget about it until the next January 1st, you'll find that most if not all of the goals you wrote down will have happened during that year, even if you forgot about exactly what you wrote down. Think what will happen if you review your goals every day and take purposeful action!

A goal statement, then, includes the three main things you want in a goal statement

- 1. Exactly what you want**
- 2. A time limit**
- 3. What you will give in return**

Successful people actually carry their goals with them...on index card, or memorized, and repeat them. Don't laugh...this works.

You need to begin to create a plan. The plan is the easy part, and here's why: all you really need to do is think of something to do to take a first step, and then notice what happens when you take that first action. Then, based on what happened, either do more of it, take the next obvious step, make adjustments to what you did and do it again, or try something new. Remember that if you focus on what you want, and act, you will figure out what to do next. Fortunately, it doesn't matter if your plan is a good plan, because as you act better plans will occur to you. Then you just have to be willing to act.

The other thing you can do to create a better plan is to think of someone else who has already done what you want to do and find out what they did. Then you can at least begin with what they did, and as you begin to gain more experience and wisdom from using their plan, you'll refine your own version. This is called modeling. The main point is that if you focus your mind on what you want, you'll get ideas about where to look, and acting on these ideas will give you other ideas, and off you go.

Make a list of what you believe about this goal and about yourself in relation to your goal. Be honest, and write down everything you believe about it, positive or negative. It's impossible...it will be difficult...I can do it...this is outside my comfort zone...if other people can do it, I can, too—or whatever comes to mind for you. Then, look at these beliefs and identify those that you think will be helpful, resourceful beliefs, and those you think are going to not be resourceful.

IN SUMMARY

Decide on a goal. It can be a large goal, a life purpose, or a smaller goal. It should be stated in the positive, it should be as specific as possible, and it should have a time limit for its accomplishment.

1. Answer the following questions, in writing:
 - a. What will I see when I have it?
 - b. What will I hear when I have it?
 - c. What will I feel when I have it?
 - d. How will I know when I have reached my goal?
 - e. What will achieving this goal get me or allow me to do?
 - f. What will the rewards be?
 - g. Is this goal something I can initiate on my own and can maintain on my own? (Though you may need outside help and resources, your goal needs to be something you can influence.)
 - h. Where do I want it?
 - i. When do I want it?
 - j. How do I want it?
 - k. With whom do I want it? All of these may not make sense for every goal, but by considering them you become even more clear about step two of the six-step process: *know where you want to go*.
 - l. What resources that I need do I already have?



- m. What resources will I need to achieve this goal?
 - n. Have I ever done anything like this before?
 - o. What do I already know about doing this?
 - p. Has anyone else ever done this?
 - q. How can I find out what they did?
 - r. For what purpose do I want this goal?
 - s. What will I gain if I get it?
 - t. What will I lose if I get it?
 - u. What will happen if I get it?
 - v. What won't happen if I get it?
 - w. What will happen if I don't get it?
 - x. What won't happen if I don't get it?
2. Write out your goal statement, including
 - a. Exactly what you want, as specifically as you can make it
 - b. Exactly what you intend to give in return for attaining your goal
 - c. The time limit for its attainment.
 3. Some people begin to read this goal statement, out loud, three times each day, right after you get up in the morning, once more sometime during the day, and again right before you get in bed at night. Again, don't laugh. This is effective behavior modification.
 4. Write out the beginning steps of your plan for attaining your goal. The first step might be obvious, or it might not. Educate yourself. Find out what others have done in a similar situation, and start with that, if possible. If that's not possible, which would be a rare case, I would think, and then take the best first step you can think of.
 5. Make a list of everything you believe about your goal, and mark each belief as resourceful or not resourceful.
 6. Make a list of what you think a successful person would believe about your goal and the possibility of attaining it.