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

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

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

Regardless of what your specific success is, there are ways to surpass your goal.

This guide will give you 14 days of thirty minute “success thoughts”. Read one each day on your path to success, and I’ll see you at the top of that success later you are climbing



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Monday

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

Today, take time to concentrate on exactly what your potential is and set a goal within your reach!

Related Tip:

A great challenge is to prove to yourself that you can do it. One of the ways to prove this to you is to take on responsibility. If your goal for success involves opening a restaurant, work in a restaurant as a server to get a perspective of all the jobs involved to make the restaurant a success. Understand the entire business from the ground up.

Tuesday

Create a Business Plan as your very first step if you are planning to build a business. Whether you will be searching for investors or not, this plan will be the blueprint to your success. The Business Plan will consist of market trends, financial planning, competitive analysis, exit strategies, marketing and promotional options, everything about your goal. When going before an investor, you will be required to have a Business Plan. This is by far the most important document of all. If your success were something personal, you would not need to create a Business Plan although a project plan would be a good option to allow you to keep track of everything involving your goal.

Take time today to start “planning” your business plan. Take some time and think about how you are going to start your business plan.

Related Tip:

It is important to know what you are getting into. First, you will want to conduct research as far as the business, industry, or interest associated with your particular success. Second, the research will help you stay up to date on trends, which may or may not require you to make adjustments in your own goal. For example, if you were interested in opening a particular business focusing on a specific technology and that technology took a turn to another direction, new advancements, you may need to change the direction you were going for your own business. Unless you kept up on research, you would not know when a change was needed and therefore, would end up building a business already headed for failure.

Wednesday

You have a choice in life to accept your position or change it. If you choose to plug along in life hoping that something will change for the better, you will not get very far. Always remember that when it comes to changing your circumstances, you can – you have that power. As an example, women who are in abusive situations often feel controlled and powerless to get out of the situation. They have the same choice of changing their circumstances as you do. If your circumstances lower the chances of success, you need to change them.

What can you do to change your situation? Really think about this for a few moments. Until you change what is blocking you in life, you can't climb that later of success.

Related Tip:

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

Thursday

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

Who can you go to and trust for sound advice? Make a list of these people. Out of this list pick the best fit person who can guide you on your path to success.

Related Tip:

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

Friday

When you strive to be successful, stress is a natural part of the process. Do everything you can to avoid stress. Adding in unnecessary stress into the equation will take focus away from accomplishing your goals. You can listen to relaxing tapes, get a professional massage, take a walk, or whatever helps you to relax. When you start feeling overwhelmed, stop, change direction, and avoid stress. The only thing stress accomplishes is draining your think power and creativity.

Stress doesn't only get in the way on your path to success, but it can also be deadly to your body. When I start getting stressed I take 30 minutes, and go into my office by myself. I close the shades, turn off all the lights, and anything else that may distract me. I lay back in my chair, close my eyes and concentrate on a white sandy beach and clear blue water. For 30 minutes I'm “at the beach”. I encourage you to do this as much as possible. Don't like the beach? Then pretend your at your favorite vacation destination.

Related Tip:

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

Saturday & Sunday

When I first started my climb up the ladder of success, I worked sixteen hours a day seven days a week. This wasn't only hard on me, but it was hard on my husband and my kids. I never knew what was going on in my family's lives. It was only when I quit working on the weekends that I achieved the complete circle of success with my family in the center of my circle. Without our family and friends, we are nothing. If you don't take any advice from this book, please take this little piece of advice. Take time for your family. Take the weekends off to lay around the house and hang out with your family, or go out and do something with them. Just make sure you reconnect with them. This is vital for your success!

RelatedTip:

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

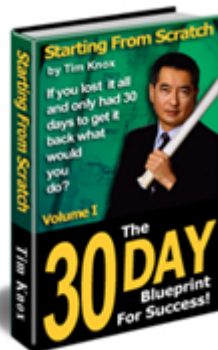
Monday

Do you remember your first trip to see a professional baseball game and how exciting it was to see the thousands of people cheering, enjoying the mouthwatering smell of popcorn and hot dogs, and hoping that you might get a chance to catch a foul ball? Perhaps you can remember your first prom, being excited that the right boy asked you to the dance, shopping for the perfect glamour dress, and buying your date a corsage. You need to be excited about your venture for success. Remember some of the things that brought true excitement to your heart when you were growing up and add that same excitement to your grownup life.

Have you lost the excitement you felt when you first started thinking about walking down that path to success? Take time out today to get back in touch with that feeling. Think about the things that got you excited.

Related Tip:

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



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

Simply put, procrastination is a success killer. As the old saying goes... Don't put off until tomorrow, what you can do today. Take a few minutes today and make yourself a to do list. Live by to do lists religiously and soon you will be able to kick to procrastination habit.

Related Tip:

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

Wednesday

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

Always go for the best. It's okay to push your self to get the most. Today, take a few minutes to find areas you can improve on. Improvements in several areas will make a huge difference, so don't just focus on one area.

Related Tip:

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

Thursday

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

This is something I had a hard time getting past. I'm usually good at making decisions on the fly, but sometimes it's better to think it through before making your final decision. Today, don't make any quick decisions. Take the time to think your decisions through to get into the habit of NOT making quick decisions.

Related Tip:

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

Friday

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

Don't beat your head against that brick wall; you'll never get through it. Instead look at your problems from all different angles. Ask others for their opinions before you lose your mind.

Related Tip:

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

Saturday & Sunday

It's the weekend again. It's time again to take off and spend time with your friends and family. Do something special this weekend to celebrate your journey on that path to success. Celebrate those little milestones, which are the markers on your path to success. You deserve it!

Related Tip:

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

Business Success Tips

- To increase your chance of succeeding, you should concentrate your efforts on something you enjoy. When you start out, make a list of everything you find interesting. Then in a second column, write down the skills you have in relation to each of those items. This will help you narrow choices down based on interest and skill, which gets you started in the right direction for success.
- Being successful also means keeping to a schedule. In addition, you need to learn how much is too much. Good time and resource management will help you ensure that you use your time wisely and that you are not adding third portions onto a plate still overflowing with seconds.
- Rather than wait for opportunity to find you, you need to find opportunities. This might be watching for business opportunities in the paper regarding small businesses being sold, great real estate opportunities, and investments with stocks, bonds, or mutual funds, taking a talent and turning it into an entrepreneurial adventure. People that have reached financial status will tell you that they look for ways to seize opportunities, not wait for opportunities to come knocking on their door because it will not happen that way.
- Whether you are just starting out or expanding an existing business, unfortunately, there are thousands of people waiting to defraud you out of money. If something appears too good to be true – IT IS! Always conduct thorough research and never jump into opportunities that look perfect. If someone becomes pushy, wanting you to make a quick decision on any type of investment, do not walk away – RUN away!
- More than likely, you will reach various times when you do not have the appropriate expertise to accomplish something. This is the time collaboration and/or networking is valuable. These relationships can

help you answer questions, provide guidance, and provide the ongoing support and encouragement you will need.

- Keep your line of communication open with your customers. If they have a problem, show them the deserved respect and resolve the issue quickly. Make occasional phone calls to see if they have any needs. This will let your customers know that you are there for them and care about their business. This relationship is what is going to keep you on the road to success. After all, the customer is your link between failure and success.
- Regardless of what your goal for success is, get involved with your community. First, get involved with town meetings, the local Chamber of Commerce, and attend community functions. You will be amazed at the opportunities for support, business ideas, and financing available right there in your own neighborhood.
- Always keep your records up to date. This would include contact information, investor information, Business Plans, attorney information, accounting, everything you touch regarding your goal. In addition, keep your files on your computer backed up and current. First, you never know when you are going to be asked for a specific document and need to provide quick turn-around. Second, computers do crash and it would be a disaster if all of your information were suddenly gone.



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- Take time to get any debts paid off, especially credit card debts that will cost you a fortune in interest. This is especially important if you will be seeking funding as a part of your particular success. You want to ensure that your records and credit are clean if you need to make a presentation before an investor, asking for money.
- Stay current on the industry news that your goal falls in. Learn about current trends, company failures or successes, new ideas; whatever information you can find. For example, if you have decided to open a retail store and have a great idea and a real passion for your goal, read about that specific type of store, location, potential revenue, downfalls, everything. This information will be a part of your business plan and is crucial.
- If you are planning to open a business, you have probably already heard how important the right location is in order to be successful. Do not settle for any location as a means of getting the doors of your business open. Instead, take the appropriate amount of time and find the “right” location. This will be one of the best decisions you can make. It would be far better to delay your opening a month in order to secure the right location than to open early in the wrong location!
- How many times have you had an idea either through a dream, while doing the dishes, or sitting at your desk, and have thought that as soon as you have time, you will make a note of it. When that free time rolls around, you have forgotten some or all of that great idea. Keep a journal or notepad handy at all times. When you have an idea, write it down immediately.
- Whether you are at a seminar, a casual meeting, or notice something special in the news, take good, comprehensive notes. This is not always a natural skill but something that has to be acquired. You want to pay attention to the emphasis being made capture it. Even if there are materials being handed out, if there is something that you feel you should capture separately, do it. Good notes will help you learn better and provide additional reference points.

- If attending seminars or lectures that will help you get ahead, if there is the opportunity, participate by asking questions or making valid points. Participation is a great way to remember what is being taught.
- As you start getting closer to your goal of success, you will find that there are many more things to do than hours in the day. If going into business, consider hiring someone; even part-time or on a freelance basis to help take some of your load. If your success is more on a personal basis, have family or friends pitch in to help you get things done. You will be amazed at how much this will help ease the situation and allow you the proper amount of time to focus on the things that need your full attention.
- Rather than stew over things or let stress overtake you, find ways to become a problem solver. Look at ways that you might find new customers, increase productivity, or resolve issues.
- Learn to be a good leader and a good mentor. Enjoy making a difference and in guiding others to achieve their potential as well. Help people reach to new horizons.
- Take some classes at college where you can get a certification. Enhancing yourself on a personal level will boost everything about you, making you feel better, about the person you are. When you feel better, you achieve more. This is a great time to obtain your certification in CPR, First Aid, a computer class, or some other outside interest you have.
- When you strive for success, do it because you *want* it, not because you *need* it. When you want something, it brings about intention, desire, and action. However, when you need something, it will lead to pain, stress, and frustration.
- Considering your talent, also look at things that can help create economic value. These types of goals have better chance of being successful and lasting. Is there something in your community that could bring about more revenue? As an example, do you live in a smaller town where there are no fast food restaurants, causing people to drive miles outside of your town for a cheeseburger and shake? If

so, perhaps opening a small fast food restaurant would be a great option. You could have the success of running your own business while bringing something to your community.

- Learn new skills that will enhance your success. If you want to become a hairstylist and someday open a line of salons, in addition to cutting hair, learn how to braid, color, do weaves, etc.
- When you get ready to start marketing your business or idea, never rely on one method of marketing. It is important to look at several options since nothing will last forever.
- You should know, really know, your customers, especially your top ten. Find out what they like and dislike. What other products or services would be of value to them? These very relationships are what will keep your business going. It is crucial to consider your customer's desires all of the time.
- Unbelievably, there are thousands of entrepreneurs that start a business without the foggiest idea of what their costs are going to be. Either there is an estimation that is way overstated or understated. From the very beginning, you need to have a strong handle on knowing what you will need to get your business started and keep it running. Additionally, you need to have projections for your future success. Know your numbers and make sure they are accurate.
- You have probably heard it before – timing is everything. Especially when it comes to opening a business, there is a right and a wrong time to start a business. This would be extremely important if your business has cycles or is seasonal. For example, if you are starting a business to do landscaping, the winter months when snow is on the ground is not the right time. You can be working toward your Business Plan, marketing ideas, finding investors, if required, etc., during those cold months, but you certainly would not want to open your doors for the first time in the heart of winter.
- Start-up businesses do not have room for “dead” weight. As an example, when first starting out, if you need some assistance, rather

then hiring a permanent employee that will involve salary, insurance, other benefits, etc., consider a temporary employee until the business grows. Keep improving the bottom line before you start adding on more expenses to your business.

- If your success is focused on a business, when you get ready to open your doors, make sure you get the message out. This will include marketing promotions, advertising, sending out a press release, etc. The more people know about your business, the better chance of you have of reaching success.
- You will want to develop your potential to its fullest. The more efficient you can become the better job you will do. Be efficient with your time by not procrastinating and efficient with your effort by staying focused.
- The best way to get better at anything and to be successful is to face the weaknesses we all possess. Everyone has weaknesses and in order to be better, think clear, act appropriately, and succeed, you have to identify the areas you need to improve on and then take action to turn your weaknesses into strengths.

There is no better gratification than being successful. Accept that you are in for some hard work but the results will be incredible. Use this guide to put your wheels in motion, and I'll see you at the top. Take action and succeed!

Liz Tomey

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