

THE FINANCIAL FREEDOM SERIES

*The* **SIMPLE**  
**60 MINUTE**

GUIDE

TO

**SUCCESS**



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## A WORD FROM MONTY

What does success mean to you?

Trying to define success is not easy. To most people, success means achieving a goal. In order to achieve a goal, a person has to work hard and believe in themselves. To some people, success means being the best at what they do. However you define success, there are some common ways to go about achieving it. These methods have been used for centuries and across many different disciplines, and they are the focus of this ebook.

This guide is not intended to be a complete resource on success. Rather, it's meant to be a "booklet" to help you get acquainted with success principles. I hope that you'll take this quick tour and then go on to learn more about achieving success. There's a lot of information on success at your library and on the internet.

Thanks for taking time to read this guide. To your freedom.

Monty

# SUCCESS BASICS:

**Is mediocre living something that has left you wishing for more? Do you want a passionate life filled with the thrill and excitement of doing great things? If yes, then you need to get started right now!**

**The Ultimate 60 Minute Guide to Success is not a regular e-book with hundreds of pages of boring literature. It is your 60 minute guide to quickly walk you through the basics of being successful, so that you can take your first step to a successful life today.**

**In this book, we'll begin with busting some good 'ol myths that have prevented several people from achieving success. We'll then proceed to things you should know about success, what you can do to be successful and how you can do achieve success. Let's get started with the myth busting then, shall we?**

There are few words in history that have been defined as variably and diversely as "success". Understandably, success has multiple definitions and means different things to different people.

But when it comes to you being successful, these definitions are all pointless! Success is not what dictionaries, books and other pieces of literature define it as.

Success is abstract. Success is what the term means to you in particular. The absolute truth about success is that it is highly personal and your private interpretation is the only definition of success you'll ever need to know to achieve it. From becoming a successful entrepreneur, amass-

ing great wealth to being a good painter or making a difference in people's lives – success is being happy by doing what you love.

There's also a lot of false information out there about success. Let's begin with busting some myths about success before delving into the details of things you can do to become successful. Here are some common myths about success:

# FAILURE IS A STEPPING STONE



"Good judgment comes from experience and experience comes from bad judgments."

Successful people don't just get it right immediately -- they "fail up." Almost any successful person can tell you a story of failure or rejection that ultimately was a prelude to acclaim and recognition. Success requires risk, which brings in the possibility of rejection or failure.

Different people react in different ways to failure. People may often deny the presence of failure by blaming it on things beyond their control or simply not admitting that they are wrong. But others see failure in a much more positive light: as a commodity that, when man-

aged right, can turn into a brilliant opportunity.

Failure helps us hone our skills much better than success. When we fail -- and take the time to learn from our failures -- we discover what we need to improve. As the saying goes, the largest room in the world is the room for improvement.

Instead of viewing failure as something to be avoided, turn it into a "stepping-stone" on the path to success and gratification.

## THE MYTH OF INSTANT SUCCESS



Instant success is very rare. If you're looking to become wildly successful in the blink of an eye, the odds are stacked against you. The rarity of runaway success isn't a reason to become pessimistic or to stop pursuing your goals. Pursue something because you find joy and fulfillment in the process -- not because you're looking for instant fame and fortune as an outcome.

## SUCCESS MYTHS DEMYSTIFIED

### Successful people are born that way

Don't give up in the name of not being born with what it takes to be successful. That's just an excuse. Successful people are made. They aren't born that way.

### They all fit a certain profile

"A fancy degree, good looks, special characteristics, charisma -- successful people are a class apart." Not true. These characteristics are neither necessary nor sufficient for success.



# SUCCESS

## MYTHS &

## MISCONCEPTIONS

## GOALS

Everyone needs a sense of purpose in their lives. And setting goals is a great way to identify your purpose. As the saying goes, if you don't know where you're going, then you'll end up somewhere else.

Without goals, your life can feel like a boat that's floating aimlessly down a river. You don't know where you're going. Setting goals, is like getting paddles for your boat. You now have some control over which way you go and how you get there.

When you set goals, you start to focus on what's really important in your life and everything else starts to become less important.

### **Success comes to those who leave others behind**

You don't need to walk alone to be successful. Even self-made men and women have needed and used the support of others. Success will not require you to leave others behind in its pursuit.

### **Or those who burn the midnight oil**

While you do need to work sincerely towards achieving your goals (and becoming successful), you don't need to toil away with no breaks or time for play. The trick is to work smart, rather than blindly working hard.

### **Earning millions is the same as being successful**

Only when accumulating wealth is your only goal. Otherwise, money is never a measure of how successful a person is. Mother Teresa for instance, was successful and famous, but not rich.

### **Successful people don't fail**

Success is not final and you can fail even after finding success at first. Alternatively, people who fail several times over can also become successful (contrary to the popular myth that multiple failures are a sign of no chances of success).

Henry Ford for instance, went broke not once or twice, but five times, before his Ford Motor Company finally took off. Oprah Winfrey, Abraham Lincoln, Jerry Seinfeld, Charlie Chaplin – history is full of people who did not let the failure-myth stop them from being successful.

# SUCCESS STRATEGY

All major myths out of the way, let's develop a strategy to help you become successful. One of the easiest is a six-step approach, comprising the following action points:

- Recognizing the fundamentals of success
- Conceiving a personal definition
- Developing skills to incorporate into daily living
- Finding a perennial source of motivation
- Setting fitting goals
- Following through with due diligence

## Step 1 – Recognizing the fundamentals of success

There are six doctrines broadly fundamental to success – self-belief, passion, determination, action, focus and a sense of responsibility. Correspondingly, here are six commandments to live by:

**Thou shalt believe in thyself** – If you believe you can, you will. If you believe you can't, you won't. Build a support system of people who believe in you and surround yourself with positive people who inspire you.

**Thou shalt pursue thy passions** – Align your passions with your field of action. It will be much, much easier to accomplish tasks you feel passionate about.

*(continued on next page)*



## DO WHAT MOST WON'T DO

If you want to achieve what most people won't (happiness, joy, calm, wealth, optimal health, balance) then don't do what they do. If you want to be like the majority, then do what they do. Producing different results comes from doing different things. Simple really. And effective. Most people won't persevere, won't finish what they start, won't find the good, won't do what it takes, won't question their long-held beliefs, won't be solution-focused, won't do what scares them and won't "be the change" they want to see in their world. Choose to be different.



## NAPOLEAN HILL'S SUCCESS RULES

“The starting point of all achievement is desire.”  
-Napoleon Hill

1. Set your head and heart upon a **DEFINITE MAJOR PURPOSE** and go to work, right where you stand, to attain it; and begin **NOW**.

2. Adopt and follow the habit of **GOING THE EXTRA MILE** by rendering more service and better service than you are paid for, thus enlarging your space in the world.

3. Control your **MENTAL ATTITUDE** and keep it al-

ways positive and free from the spirit of defeatism.

4. Keep your dominating thoughts upon the things you desire and demand of life, and off the things you do not desire.

5. Apply the **GOLDEN RULE** in all your human-relationships, no matter what others may do.

# SUCCESS COMMANDMENTS

**Thou shalt sport determination** – Determination is what separates the successful from the rest. Commit to your purpose and don't give up when times are tough. If you're following your passion, you'll see that determination comes easily.

**Thou shalt be proactive** – Develop an action plan and take action. Procrastination is the root of all failures. After you're done reading this ebook, begin working toward being successful. Immediately!

**Thou shalt build relentless focus** – Closely related to determination, focus is what will ensure your efforts are aligned with your goals. It is the key to working smart. When you build focus, you build the spirit of conquest in yourself.

**Thou shalt take full responsibility** – Consider yourself 100 percent responsible for all your ac-

tions, including success. Right from making decisions and taking actions, to learning from mistakes as well as successes – hold yourself completely responsible for everything that happens to you. This will help you take charge of your life and build your own success story.



### Step 2 – Creating a personal definition of success

What does success mean to you? There are several categories of success including health, family and career and the trick to being successful in any category is deciding what you want most in life and focusing on it. Take a moment to think about what success means to you.



## IS NEGATIVITY CONTAGIOUS? YOU BET IT IS.

Negative and mediocre people are everywhere and their influence on you can be devastating. You might be a positive person, but if you let yourself listen to pessimism all the time, you might end up the same one day. Thus, the best way to avoid any negativity getting to you, is to eliminate these gloomy people from your life. Of course, if you care about them, then you owe it to yourself to transmit your positive attitude to them.



**BIG OPPORTUNITY MAY  
BE RIGHT WHERE YOU  
ARE NOW.**



Here's a short list of common success categories for reference:

1. Physical Success (physical fitness, appearance, health, vitality)
2. Emotional Success (personal relationships, self respect, contentment)
3. Material Success (physical possessions – jewelry, money, property, cars)
4. Commercial Success (growth, profit, name and fame because of work/enterprise)
5. Intellectual Success (self-learning, formal education, degrees)
6. Spiritual Success (purpose of life, higher powers, sense of purpose, feeling of belonging)
7. Environmental Success (being vegan, going “green”, saving the Earth)
8. Contributor Success (helping others, making a positive difference in the world)

9. Escapist Success (living for the “experience”, enjoying life, having fun)
10. Puritan Success (work hard, prove self-worth by achieving goals)

Don't be surprised if your definition of success, based on what you value the most, does not fall in any of the 10 categories mentioned above. This isn't a comprehensive list and you have all right to go out of the list and make a choice that makes sense to you.

### **The connection between success and sacrifices**

Success is not without a tradeoff. You need to make several difficult choices, tread the beaten path and make multiple sacrifices in the process. Once you've decided what success means to you, decide what price you're willing to pay for it.

# SUCCESS: WHY IS IT IMPORTANT TO YOU? KNOWING IS KEY.

If gaining material success is your priority, you may want to work longer hours and get paid overtime. Or, take additional jobs and make money on the side. This will cut down on your personal time and if you have a family, your family time as well. If you're aiming for contributor success, you may find yourself short of funds, or unable to buy your dream car, or invest in real estate.

Depending on what means the most to you, consider what sacrifices you will have to make along the way. Decide if those sacrifices are worth the success and be prepared for them. For instance, the satisfaction and happiness you get out of being a contributor may well be worth not owning a fancy car for a few years. Once you've made the decision, you'll find that no adversity will ever become big enough to stop you or make you regret a decision.

## **The need for a personal philosophy**

A personal philosophy will help you leverage the power of self-belief, passion, determination, ac-

tion, focus and a sense of responsibility. Apple Inc.'s co-founder Steve Jobs for instance, lived closely by his personal philosophy of pursuing dreams irrespective of what other people thought. Following the heart and intuition were two important things (according to Jobs) that helped him find success with Apple.

Your personal philosophy of success will work in a similar manner for you. It will help you streamline your efforts. You'll be able to incorporate the fundamentals of success comprehensively, making them a way of life. Depending upon the things you want most in life, use your viewpoint to draw up a personal philosophy - a value system of thought and action. When your philosophy is coherent with your reason, you'll find it easy to believe in what you're doing. Your focus and determination will increase. No sacrifice will hurt. You'll have a sense of responsibility and feel compelled to keep moving forward.

## **philosophy**

Although you may never have bothered to write down your personal philosophy, we all have ideas about how the world operates and how we should go about finding meaning and satisfaction in life. However, without the proper framework for evaluating what is truly meaningful and satisfying, it can be easy to become frustrated and disappointed. Establish your personal philosophy of success that is personally compelling and consistent with who you are.



## DO YOU HAVE A PERSONAL PLAN FOR ACHIEVING SUCCESS?

Having a personal definition of what success means to you, and then setting goals accordingly, is the only way to make your achievements truly meaningful. Striving to succeed according to somebody else's standard or definition may win you the admiration of others, but will it bring you a sense of personal accomplishment? If you want to be a success on a level that makes you feel truly satisfied, then I encourage you to take some time right now to write down your personal definition of success. Be specific for each area of your life.

Think about what being financially and emotionally successful would feel like. What kind of rela-

tionships would represent successful relationships to you? Once you've achieved some success in these areas, how will you spend your time, your money, and your energy? Who would you spend them with?

If the concept of being a personal success sounds good to you, take the first step today. Discover your personal definition of success and write it down. Success is a multifaceted, personal concept. By defining what that concept represents to you personally, you will automatically move your life in the direction of success.



ANSWERS

# THE TRAITS OF SUCCESS

Are you familiar with Elbert Hubbard's recipe of turning “hopeless failure” into “glorious success”? The noted writer and philosopher famously said that all one needed for the purpose was “a little more” effort and persistence.

When the fundamentals include elements like passion, focus, determination and action, it's easy to understand why hard work (more effort) and persistence make up factors that are needed at a higher level.

## 10 skills and traits of the successful -

Here's a detailed look at the different skills and habits that make people successful.

### Ideas, ideas, ideas

Throughout history, successful men and women have been people of ideas. People who have a vision for their future and who work in the present to realize that vision. As is said in the Bible – people who have no vision perish. To become successful therefore, you need to have a vision of the future. Even one good idea (an ambition, a dream or a spe-

cific vision of how you want your future to be) is enough to be successful.

This is because ideas are powerful. They help create and explore new opportunities. They force you to think beyond what is in front of the eyes and create a vision of what the future could be. Therefore, to become successful, you must do more than just see. You must envision. You must be open to new and different ideas and be willing to explore them.

It goes without saying that an idea alone will not be able to change your life. You will have to take appropriate action in order to turn the idea into a reality that will change your life. However, ideas are the cradle where success is born.

### Networking

Success cannot be achieved alone for the simple fact that man is a social animal. Human beings are hard wired for connections and that is why you need the love and support of others to thrive. Networking helps you find that much-needed love and support on a broader scale and in large quantities.

## SUCCESSFUL IDEAS

Alex Osborn created the concept of brainstorming which is a way to come up with many, many ideas in a short period of time. In his book, *Applied Imagination*, Osborn provides us with four guidelines for doing this:

Defer judgment — no criticism right now. Remember the people who said that airplanes were impossible? Don't be one of them.

Strive for quantity — Osborn said that, “quantity breeds quality,” or the more ideas you come up with, the more likely it is that one or more of them will be a great idea.

Seek unusual or wild ideas — Osborn said, “it is easier to tame down than to think up.” In other words, we can worry about how to make it work later, so look for as many seemingly “crazy” ideas as you can — the wilder the better.

Combine and build on ideas — “piggyback” or “hitch-hike” one idea to another to create a new idea. An example of this is the combination of a combining an engine with a horse carriage to create the concept of the horseless carriage, or what we now call an “automobile.” Sound familiar?

# DON'T LEAVE IT TO CHANCE

Don't leave success to chance. When you discipline yourself, it's like programming as a robot. There's no more emotion involved. It's simply "if this...then that."

That's why a plan of attack is so crucial. You don't have to decide what you want to do every single day when you wake up. You don't have 100 different decisions points.

You decide once to follow the plan and then wake up every morning and follow that plan.

# SUCCESS TRAITS (CONTINUED)

Networking is no longer limited to job searching or prospecting. Today, it is important for personal growth as well. Online networks for instance have opened up new channels for the creation and exchange of critical pieces of news and information from across the world – helping people acquire more knowledge than they could have, if they worked alone.

To be successful therefore, you must build an expansive network of trusted relationships that can help you in your quest for success. Your social circles, alumni associations, interest groups, clubs and online communities are some places where you can interact with different people, be of value to them and build relationships.

## Positivity

Positivity and success go hand in hand. Surround yourself with positive people and incorporate optimism in your life philosophy. Not only is positivity great for relationships and success but also for emotional and physical well being. It sets universe's law of attraction in motion for you – positive people attract positive events and experiences.

## Positive Thinking Is a Way of Life

With a positive attitude we experience pleasant and happy feelings. This brings brightness to the eyes, more energy, and happiness. Our whole being broadcasts good will, happiness and success. Even our health is affected in a beneficial way. We walk tall, our voice is more powerful, and our body language shows the way we feel.



## BE PATIENT. IT TAKES TIME!

Psychologists say it takes up to thirty days of conscious effort before you are able to act in an unconscious manner on something you're learning.

This means that for awhile you'll have to consciously think about it, but at some point it becomes part of your new behavior at an unconscious level.

# TOP TEN TRAITS OF SUCCESS >>>

## **Self-discipline**

Self-discipline is how a person overcomes distractions and remains focused on things that are important. Self-disciplined people can resist the temptation of acting according to how they feel. They act according to what they think (what will help them achieve a particular goal). It falls in the category of “must-have” traits and skills for success. It is self-discipline that will drive you to wake up early and work towards your goals, or keep working on your goals long after the initial enthusiasm has gone.

To develop self-discipline you need five things – 1) self-awareness, 2) conscious awareness, 3) courage, 4) commitment and 5) some internal coaching. Knowledge of the self will help you determine what actions are right for you. What actions will help you reach your goals. Conscious awareness will help you stop undisciplined behav-

ior as soon as you become aware of it and take corrective action. You need courage and a strong sense of commitment to resist strong urges of giving up or acting according to your mood. Some self-coaching will also come in handy when trying to discipline yourself. Every time you feel weak and find yourself on the verge of undisciplined behavior, give yourself a pep talk.



## **Hard work and perseverance**

Hard work, when done smartly, helps turn failures into success and dreams into reality. Perseverance, which is the ability to keep performing goal-oriented action relentlessly until success is achieved, is another “must-have” trait for success. It should be noted however that perseverance doesn't mean you keep performing the same task



# DEVELOPING YOUR PERSONAL POWER

One of the most effective ways to develop personal power is to break energy-wasting habits that don't serve you. Most people have an extraordinary amount of personal power that they wake up with every day, but they are expending it in their habits and exhaust themselves by the end of the day. Very often, people commit to make a change in their life yet they don't have a reserve of personal power to draw from. Because they haven't gathered any personal power to infuse in a new habit, their commitment to change doesn't happen and they often feel like failures. In order to be successful in making changes we will first need to gain a reserve of personal power to draw from.

**“Tomorrow. A mystical land where 99% of all human achievement is stored.”**



repeatedly despite getting no results. If continued efforts fail to produce desired results, pause and analyze whether the strategies you've chosen are in fact right. If you don't find any flaws, continue with perseverance. If, on the other hand, you do find something that could be done differently, follow the new path.

## **Time management**

There are a million tasks to accomplish every day and only 24 hours to do so, making time management an important skill to master. The key to making the most of the 24 hours you have at hand each day is prioritizing. Allocate time for important activities that will contribute to your success. Use appointment books, instead of to-do lists and schedule events (including eating, sleeping, socializing and so on) within a time-frame. Use self-

discipline to wrap the events up within the stipulated time. Make sure you include relaxations for interruptions, emergencies and unforeseen distractions.

## **Organization**

You'll end up losing productive time on account of being disorganized. A clean and well-organized space not only speeds you up, but also provides the right ambience for concentration and focus. Use files, folders, drawers, labels and other equipments to organize your things around the house and not just your workstation.

## **Critical thinking and decision making**

Critical thinking is the process of analyzing information (understanding the different parts), syn-

# SUCCESS STEPS

## THE PHILOSOPHY BEHIND SUCCESS



thesizing (relating different pieces of information to each other in a coherent manner) and evaluating it (making sound judgment). Every day, you are bombarded with an overwhelming amount of information. How well you can analyze a piece of information at hand, label it important or trivial and take a decision accordingly will determine how successfully you accomplish a task.

The trick is to take a decision that is both effective and timely. If you make quick conclusions without critical thinking and base your opinions on them, you stand the risk of making the wrong decisions. On the other hand, if you over analyze information and don't move swiftly, you stand the risk of making a poorly timed and therefore ineffective decisions.

The good news is that critical thinking, logical reasoning and well-informed decision making are skills that you can learn and hone over the course of time. Considering how vital they are for success, it makes good sense to learn the different techniques and practice them.

### Stress management

Relaxation is easily the most overlooked of all traits and skills required for success. If you don't know how to relax and unwind, stress can creep up on you rather quick. And with stress comes a legion of health concerns. Stress also taxes how to think, act and function. Stress management is therefore important for improving day-to-day functioning as well.

The trick is to manage stress the right way. If you tend to smoke or binge eat every time you feel

stressed, as a way of coping with it, stress management here is doing you more harm than good. Some healthy stress management options include meditation and periodic,

five-minute breathing exercises where you sit in an erect posture, close your eyes and focus on breathing in and out. Reaching out to your support group is another good way of dealing with stress. Make time for hobbies, music and fun.

### Understanding math and money

While you don't need to be a skilled mathematician to become successful, you do require some basic skills in applied mathematics. You should be able to perform quick mental calculations like addition, subtraction, multiplication, division, fractions and percentages. An understanding of statistics and probability will give you a competitive edge over others who need to use pen and paper or a calculator around numbers every time.

Along with math, a basic understanding of money is crucial for success as well. Money is after all, an important part of our daily lives and touches every aspect of it. Again, you don't need to be an accountant to succeed. However, unless you understand some preliminary accounting (for instance tracking expenses and recording them or understanding how investments and retirement plans work and so on) you're not going to get very far.



## FOCUS ON ONE GOAL AT A TIME



“It doesn’t matter how slowly you go as long as you don’t stop!”

Whenever you are in a slump, it may be because you have too much going on in life. In trying to do too much, it saps energy and motivation. It’s probably the most common mistake that people make: they try to take on too much, try to accomplish too many goals at once. You cannot main-

tain energy and focus (the two most important things in accomplishing a goal) if you are trying to do two or more goals at once. It’s not possible — You have to choose one goal, for now, and focus on it completely.

# MOTIVATION

Sometimes it is tough to get started on a goal. Other times, it is difficult to power through and keep working. And sometimes, it gets difficult to finish an endeavor successfully. Motivation is what a person needs to initiate and maintain focused, goal-oriented behavior. It is the key to being successful in any endeavor.

Simply put, you have to find your motivation to be able to find success. And this is precisely why finding a source of motivation is fourth of the six steps to become successful.

But what exactly is motivation? Motivation essentially means the desire to achieve a goal. It is what causes us to take action in the first place and is at the heart of why we do what we do. It comprises three elements – a) the desire, b) personal values, and c) belief. Personal beliefs and values create a sense of what is important in life and create a desire to achieve those things.

Why you should care about finding your motivation?

Motivation provides the initial spark you need to set plans in action. It is the fuel that keeps the fire inside you burning, warming your struggles along the way and preventing you from giving up. Being the root cause of an action, motivation drives you to go the extra mile and excel in what you do. If you're not motivated to do a task, you will never feel the need to put more effort than others.

And finally, it helps you enjoy the journey. Happiness is after all, a journey and not a destination right? The path to success is long. When you're motivated, you find happiness in your struggles to reach the destination (success). When you have no motivation, you get overwhelmed by the journey and don't even reach the destination.



## TAKE IT ONE STEP AT A TIME

No one says you have to do it all in one sitting or even one day. Divide big tasks into smaller ones, and focus on completing just one task at a time. If you're writing a paper, start with the first paragraph; if you're running out of clean clothes to wear, at least sort your laundry into dark and light piles. Feel good about your accomplishments. You'll be surprised how much you can do if you take it one step at a time.

# MOTIVATION MAKING MOTIVATION WORK FOR YOU

So how does motivation work?

Over the years, motivation theorists have come up with several models of how motivation works. One of the most widely accepted theories is the one proposed by American psychologist Abraham Maslow. He defined the “hierarchy of needs”, which holds that our behavior is influenced by our needs and wants, in particular those needs that have not been satisfied.

We assign importance to all unsatisfied needs according to our personal values and then set about fulfilling them, starting from the smallest level in the need hierarchy. After satisfying them, even partially, we move to the next level and are filled with the desire to achieve it.

For instance, basic needs like quenching thirst, tending to hunger or sleep form the basic needs. Motivated by these needs, we drink water, eat and sleep. Higher up in the hierarchy are needs related to self-esteem or recognition. Motivated by these, we desire to be successful in things that are of importance to us. The stronger the desire, the deeper the motivation and therefore, the stronger our efforts to succeed.

### **Where to find motivation**

Motivation comes in two forms – a) intrinsic motivation (that arises from within and is based on needs that are highly personal) and b) extrinsic motivation (that arises from external factors). Intrinsic or internal motivation is the highest form of motivation

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You know you're going to feel really good about yourself when you finally achieve what you've set out to do. But in the meantime, set a few progressive goals and reward yourself when you reach them with something you'll really enjoy.

# FINDING MOTIVATION

there is and it is what helps people achieve goals.

This is because intrinsic motivation appeals to the self. You want to do something because it feels personally rewarding. No external award is involved here. For instance, if your goal is to become a successful engineer because you believe it is a high form of service, or because you like the field of study, you'll find your motivation within yourself. On the other hand, if your goal is to

become a successful engineer because your parents want you to, or because you want to secure a high-paying job, you'll have to find your motivation outside, in the form of external rewards like money or fame.

## How to motivate yourself

Intrinsic motivation comes automatically if you align your goals with passions. For intrinsic motivation, try one or more of the following approaches:



## DO YOU SEE SUCCESS?

Imagine what will happen if you never pursue your personal passion...if you keep putting off writing that book...if you never take the time to learn about investing. Now imagine what will happen if you do. Linking negative outcomes with not acting and pleasurable outcomes with taking action is a standard motivational technique. See if it works for you.

# TIPS FOR STAYING MOTIVATED

## **Use positive thinking and visualization**

For instance, if you want to be a successful investor so that you can be rich, an easy way to motivate yourself is envisioning yourself enjoying the perks of being rich. You can also motivate yourself by imagining what would happen if you fail. The agony of not being rich, not living the life of your dreams and other pain points associated with not being a successful investor will prevent you from giving up when times are tough.

A good idea is to keep both the gain and the pain points in writing and keep by your workstation. “I will work hard to become a successful investor because I will finally be able to buy a Ferrari.” Or, “...because I will be able to enjoy the respect and social status.” Similarly, “If I fail to become a successful investor I will never be able to ...”. A simple habit of reading through

the diary everyday will ingrain the motivation deep within you, helping you initiate and sustain goal-oriented action.

## **Get competitive with yourself**

“I will work hard to ... and prove that I am capable of doing it!”. You are motivated by the idea of proving someone wrong by excelling in what you do and “showing them” what you are capable of.

## **Set up a reward system**

A third way is to use intermittent rewards to ensure you don't get tired of the long road to success and quit in between. For instance, you must excel in your law examinations to get a good job and become a lawyer of great repute. Create a reward so that you find the drive to focus on excelling in the examinations.





# SUCCESS SETTING GOALS

Fifth in the list of six steps to success, goal setting is an effective method of making progress and is therefore, the key to being successful. The rationale behind this is that human beings have an instinctive ambition of reaching a well-defined end state. A clear goal thus doubles as a motivator, attracting you to the end state.

It motivates you to perform consistently, prevents you from quitting before the predetermined end-state has been reached and sets standards for satisfaction with yourself. Goals that are achieved become a measure of success and have been found to improve a person's self-image and feeling of self-worth.

## STAYING FOCUSED

Making daily to-do lists is a great strategy to train your brain to stay focused. When you end the day with all tasks crossed on the list, you will have a great feeling of accomplishment and you will be happy to repeat that every single day. Plan your goals by organizing your tasks into few categories and separating the things you need to do today, tomorrow, this week, and this month. Making to-do lists is also a great way to make priorities and keep your energy focused on the most important tasks.

Learn how to avoid distractions. You convince yourself that checking your e-mail, Facebook and Twitter every few minutes relaxes you, but the truth is that this bad habit is a huge distraction from the really important things. Make sure to complete every important task you have for the day before you allow yourself the luxury of spending time on Facebook. When you finish everything faster and more efficiently, you can reward yourself with virtual socializing.

No surprises therefore, that the theory of goal-setting is a major part of personal and professional development as well. “Goal” is in fact, one of the most widely used buzzwords in both personal coaching and business management. Here are five additional reasons why you should set fitting goals for yourself:

**Goals help you focus.** When you have specific goals in mind, you'll be able to direct all attention toward goal-oriented actions. An eye on the end state will also give you greater strength to turn away from activities that have nothing to do with your success.



Do you have  
the will to  
endure?

## SUCCESS REQUIRES PERSISTENCE

There is no such thing as cheap success. If we want to succeed, we have to pay the price. And the road to success is long with a lot of obstacles. No wonder most people stop at one point or another after running into the obstacles. Only a few people have the persistence to keep moving forward,

and these are the few people who succeed. Persistence is essential. In fact, persistence is one of the most important characteristics successful people share in common. There is no other way to succeed but by developing persistence in our life.

# SUCCESS: GOALS

**They help you bank on your strengths.** Not just as motivators, goals also function as energizers. Working with specific goals in mind helps you put in greater effort and hone important skills in the process. Achieving intermittent goals increases self-confidence and lets you build on your personal strengths.

**They help manage obstacles.** Focus and self-confidence help brave obstacles with greater strength. Further, goals allow you to stay in perspective of the desired end-state at all times, helping you face obstacles rather than avoid them. Goals have helped many people overcome personal constraints as well.

**They affect persistence.** The higher your goals are, the higher your motivation to perform better. The feeling of self-worth that is tied to goals makes you steadfast, increasing stamina in the process.

**They allow you to live your vision.** Well-known author Dr. Stephen Covey mentions in his celebrated book *“The Seven Habits of Highly Effective People”* that goals open up the cognitive mind and help us play the different roles



we have deemed important for us. (For instance, if success means raising a happy family to you, specific goals, like being a good mother, being a good wife and so on, help play out the different roles better.)

But what exactly are “fitting” goals?

A fitting goal is a SMART goal. It is specific and measurable. It is accurate. It is realistic. And, it is timely.



SUCCESS WILL  
NOT BE EASY.  
EXPECT IT TO  
BE HARD.

One of the main reasons people give up early is having wrong expectations. They expected the way to be easy, and they are surprised when they find the reality to be the opposite. Their enthusiasm quickly melts and they lose heart. So start your journey with the right expectation. Expect a hard way, not an easy one, and you will be mentally prepared when you encounter the reality.

# SMART GOALS

To create SMART goals:

- Get down to the specific details of your goal. Identify exactly what and why you want to accomplish something. Identify the people involved in accomplishing the goal, the requirements you'll have to meet and any constraints you may face. Also, make your goal specific by writing down the individual reasons why you want to achieve the goal.
- Lay down criteria for measuring your efforts. How will you know you have accomplished the goal? How will you know you are on the right track. Depending upon what success means to you, answer questions like how much or how many and when to create measurable goals.
- Ensure the goals you have set are in fact achievable. Since goals are tied to self-respect, ensure they are not unachievable. Answer the question “how can I reach my goal” and see if the answers that come to your mind are practical.
- Apart from being achievable, your goals must also be realistic. Lose 20 pounds of weight in the next 10 days – this goal is specific, measurable and achievable. It is not realistic however because to achieve it you will have to resort to unhealthy practices, long hours of exercise and neglect other duties.
- And finally, create a time-frame for your goals. Assigning a due date helps bolster efforts to achieve the goal by creating a sense of urgency. Break down your end-state into time-specific, short term goals and allocate a deadline to each.

# SETTING GOALS

Lose three pounds in the first week and then two pounds in the next. Include time-relevant details like what can you do today, what you should focus on two months from now, and so on.

In addition, maintain a daily task list to ensure you make daily progress toward achieving the goals you've set for yourself.

## **Eight tips for setting and achieving goals**

Last of the six steps to success is following through, which can get very difficult, very quickly if you don't observe due diligence. Your personal values, the traits and skills developed over time for success and motivation will help keep you focused on achieving the goal. Here are a few goal-related tips that will make the path to success scalable.

### **1. Put your goals down in writing**

Writing goals down is the secret to accomplishing them. When you put your goals in writing,

you'll be forced to think about them in detail and get better clarity about what you want. Further, written goals work as great motivators and help overcome resistance more strongly. Read the goals before getting started with the day's chores and read them before retiring to bed at night.

### **2. Break long term goals into shorter term goals and shorter term goals into 24-hour action steps**

It's easy to give up on dreams because they seem too big or far-fetched. Further, since long-term goals appear to actualize in the distant future, it becomes easy to procrastinate on them. Breaking goals into shorter term goals creates a sense of

urgency and encourages you to take action on them without delay. Further, breaking goals into even smaller, 24-hour action steps ensures you utilize your time, energy and resources more productively by focusing on goal-oriented behavior.



## SET A GOAL

As well as having a clear goal for your savings in mind, give yourself a target to aim for – an actual figure in dollars. Sometimes, this will come naturally from your goal. Other times, you might have to think a bit, perhaps establishing an appropriate amount for your emergency fund. If you don't really have an idea how much you want to save, start with a target of \$1,000: challenging, but not unrealistic. Now, you can track your progress towards your total amount. Each time you put a deposit into your savings account, enjoy that great feeling of getting a bit closer to your goal.

# ACCOMPLISH ALL YOUR GOALS

## 3. Make room for stop time

Give yourself room to make mistakes, take longer breaks (but only once in a while) or get pulled into unanticipated yet important tasks by adding a stop time in your daily goals. Be reasonable when making time for this and ensure you don't use stop time as an excuse to take unnecessary breaks or indulge in non goal-oriented behavior.

## 4. Understand that it can get boring after a while

Because it will. Your initial enthusiasm will die out eventually. Don't let that boredom come as a surprise. The more you accept it in advance, the stronger you'll be able to power through and be consistent with your goal-achieving efforts.

## 5. Maintain a journal

A journal is a good way to track daily progress, note down the major distractions and/or personal limitations that keep you from fulfilling daily goals and see where you can make adjustments for the better. You'll be able to see how far along you

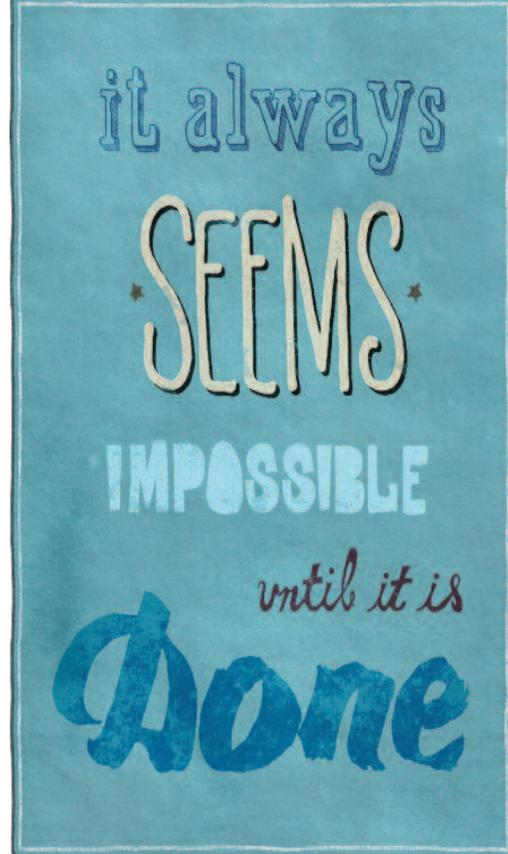
have come and celebrate the success. If you find that you've gone off track on a particular day, note the activities of the day and analyze the reasons behind it. Make plans to get back on track the following day accordingly.

## 6. Be flexible

Overtime, you'll find that some daily goals have become too easy for you and you can complete them in less time than before. Add to your daily list in that case. It is also possible that you find daily goals too taxing. Decrease them to a level you're comfortable with. If your brain finds them too difficult, it will trick you into giving up on the goals. A moderate strength of goals, that changes as you make progress, is the best way to go.

## 7. Incorporate a feedback and reward system

Feedback and reward are the two key things that drive the human brain to learn new things and accomplish new tasks. Even a simple thing as marking a star on the calendar each day you accomplish your daily goals



## KEEPING A JOURNAL CAN HELP

Do you ever wonder where you really are on the journey to success? Do you have problems which occur again and again – patterns of behavior that you just can't break out of?

Keeping a journal for an extended period of time lets you learn the truth about yourself: how your motivation waxes and wanes, how many projects you let fizzle out after a brief burst of excitement; what topics you return to again, and again, and again...

# GOAL ACHIEVEMENT TIPS:

will provide enough positive reinforcement to make you feel good about yourself and keep working toward achieving the goal. Similarly, request feedback from others or, use your journal to track progress and give yourself feedback accordingly.

This will keep you motivated to achieve goals so that you can prove yourself right and the skeptics wrong.

## 8. Talk to people about it

Tell those close to you what goals you've set for yourself and how you're going to achieve them.



# OPTIMIZING SUCCESS

Achieving the long and short-term goals you have set for yourself is without doubt, a good measure of success. However, considering you take none of those things to the grave, philosophers believe that true success is measured by how happily and satisfactorily, one lives his life.

True enough. Knowing you gave your best shot, did everything you could, used your potential to the fullest and pursued your goals with full commitment will give you happiness and contentment, even if you fail to achieve the goals. In this regard, purposeful living is successful living.

Success has certain fundamental rules that must be followed. Once you've recognized them, create a personal and specific definition of success. What matters the most to you in life? Create a vision for success, using your personal answer to this question. Develop traits and skills like hard work, perseverance and focus to help you achieve the goals. Find your inner motivation and keep it ignited at all times. Use goal-setting techniques to establish SMART goals that help you along the path of success. Follow them with commitment and success shall be yours.

# IN CONCLUSION:

## SUGGESTED READING

### **Suggested further reading**

*The Science of Success: The Secret to Getting What You Want*, by Wallace D. Wattles makes a great read for those who want some help with becoming successful, healthy and great in life.

*The How of Happiness: A New Approach to Getting the Life You Want*, by Sonja Lyubomirsky is a must read for understanding and appreciating life.

*The Six Fundamentals of Success*, by Stuart R. Levine makes a great read for business personal, including budding entrepreneurs who want to be successful at work.

*How to Win friends and Influence People*, by Dale Carnegie helps you do just that – winning friends and influencing people. The book is as interesting as it is enlightening.

*Think and Grow Rich*, by Napoleon Hill is a must read for businessmen and women, entrepreneurs and goal-setters, who want to reach their goals and improve their lives.

*The 7 Habits of Highly Effective People*, by Stephen R. Covey helps you adopt the winning habits of successful people.

*Do the Work*, by Steven Pressfield helps you recognize and then overcome, what is getting in the way of you producing great work.

*Laws of Success*, by Napoleon Hill includes interviews of over 500 self-made rich and famous people and helps you analyze if your actions are aligned with the laws of success.

*The Power of Positive Thinking*, by Norman Vincent Peale teaches you how focused belief can change your life.

*Developing the Leader Within You*, by John C. Maxwell helps you understand the theories of leadership with a more personal approach and makes for an interesting, educative read.

*The Magic of Thinking Big*, by Dr. David Schwartz will help you expand beyond your current set of success limits and think bigger about what success can be for you.

*Psycho-Cybernetics* by Maxwell Maltz will help you see yourself at your best.