

100 SoS

One Hundred Secrets of Success



(Ravi V. Melwani)

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By



(RVM)

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The Story behind this book...

For nearly 20 years, I followed a fixed ritual – every Sunday morning, I gave a talk on success. A keen team – the Kempians – at my retail store Kidskemp would gather around me while I gave the talk. These sessions, known as “RVM's SOS”, focused only on one topic: “How to succeed”. For 20 years, I studied and researched the lives of successful people and discovered the secrets behind their success. This book is a collection of my talks and research done during those years. And now, you have in your hands a hundred of my time-tested Secrets of Success (SOS).

In fact, success is easy to achieve. It is well within the reach of each and every right-thinking person, yet it remains elusive and difficult for most people to achieve. There are no secrets to success, but there certainly are principles and set of rules to follow in order to succeed. When we sideline these necessary steps, success eludes us.

I have been tempted to call these sessions “Principles of

Success”, but I settled on “Secrets of Success” because while these are actually principles, they were unknown to most of the people I spoke to at my retail store. These principles turned out to be interesting revelations to them. Hence, each week, I would take up one principle or Secret of Success and elaborate on it. At the end of the session, the techniques would no longer remain a secret; they would become success principles that could be used and implemented by the team in the days and weeks that followed.

In all humility, I must say that hundreds from my team and many others who attended these SOS sessions regularly have benefitted from them and moved up the ladder of success. I don't claim that these SOS are my own discoveries. Rather, they have been around for some time and used by many great achievers and successful people all over the world. I have just put them down in simple words and easy-to-follow steps. Each principle has been carefully thought out and put across, in such a way, that it is easy to remember and implement. If you look around, you will find that there are more than a hundred secrets of success available for just about anybody. However, this book is a compilation of 100 of the most important of these otherwise scattered secrets.

I can assure you that anyone who implements these principles can become successful. This book will motivate, inspire and guide you to be successful in everything. However, the choice to execute the plans and follow the principles is entirely yours. If there is no voluntary intention to succeed, do not expect anyone to push you towards success. In case of sheer lack of will, this book could just as well be another “time-pass” read for you.

However, if this book is taken seriously, it has the potential to become a magic formula or “mantra” for success. This guarantee is not just mine alone, but it is from all those hundreds of successful people who have implemented these principles in their everyday life and achieved success. These principles are not confined to gain success in a business or career alone, but can be applied to achieve success in everything.

The success mantras in this book can be used to achieve any career aspiration and short-term goals of our day-to-day life. Are you ready? If yes, continue reading, and then, do not forget to use 100 SOS by RVM in your life to guide you in the path to success!

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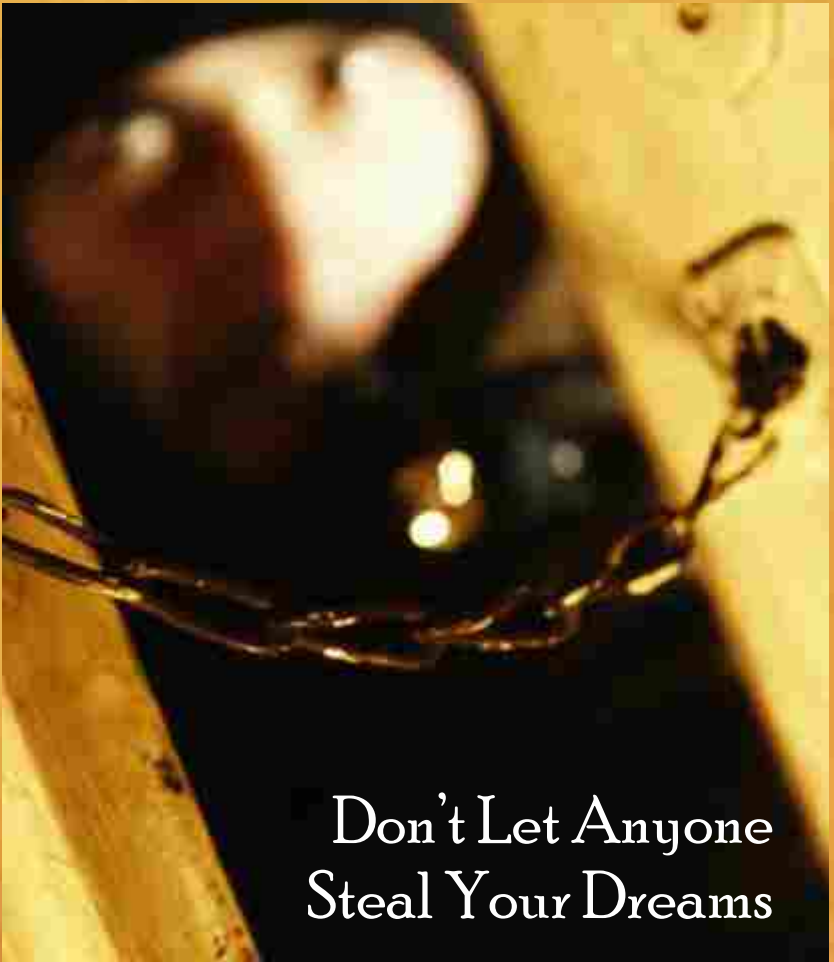
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SOS 1



Don't Let Anyone
Steal Your Dreams

The Secret of Success is to have dreams and the drive to make them come true, come what may. Many people have dreams, but unfortunately, their dreams are stolen by dream stealers! Yes, there are robbers all around, who come to steal your dreams.

Who are these dream stealers? Sadly, they are sometimes our closest friends and relatives – our very near and dear ones. When we set a dream that may seem impossible to fulfill in the beginning, they discourage and tell us, “This dream is impossible! How will you convert it into a reality?” These people are, in fact, the dream stealers who come in from the back door and steal our dreams without our realization.

To be successful, it doesn't matter if somebody steals your wallet, credit cards, or cash, you can still go ahead without these. But by letting someone steal your dreams, you let them steal your success too!

SOS 2

Bury “BUT”
and Forget “BIBS”



Success can be achieved provided you learn to bury the word “but”. “But” is a failure word. When you use “but” in your life very often, it actually stops you from succeeding. Hence remove the word “but” from your vocabulary completely!

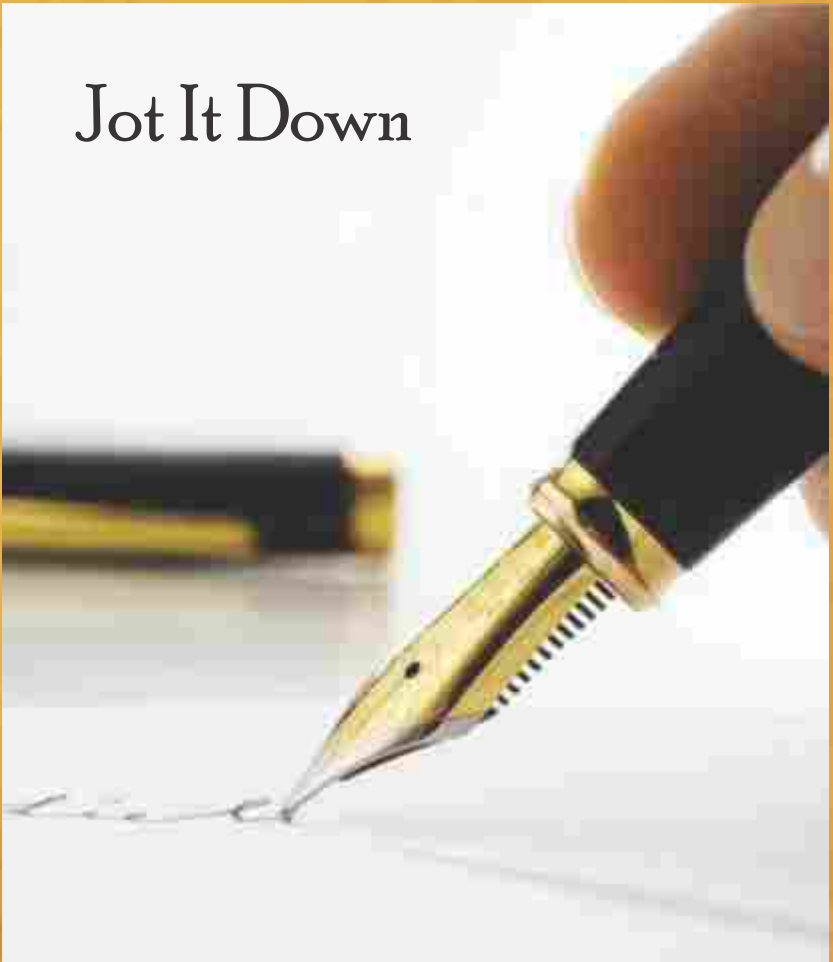
People sometimes say, “I would have succeeded, “but” because of certain reasons, I did not do it”; “I also would have succeeded, “but” the markets were not right at that point of time”; or “I would have succeeded, “but” my family didn’t support me”. These types of statements with “but” are sure to hold us back from success.

To be successful, BURY BUT, and along with burying “but”, forget “BIBS”. We all know that bibs are for babies, but the “BIBS” I am referring to here is an acronym for “**B**ut, **I**f, **B**ecause, and **S**omeday”.

Many people use all of BIBS, which is another cause for their failure. Stop saying “I would have succeeded “if” I had the money”; “I did not succeed “because” I fell sick”; and “I will succeed “someday””. Once you forget and bury “But” and “BIBS”, you will surely be on your way to success!

SOS 3

Jot It Down



A simple secret of success is to write down whatever is important. Very few people have this good habit of jotting down important pointers or ideas.

For instance, at a seminar you can see two types of people in the audience. One group listens attentively and jots down the important points in their notepads or books. The second group may also listen to the seminar attentively, but they do not care to take notes of the important ideas they have heard. Two days later, the latter would have forgotten what the seminar was all about. They may try to remember the ideas, but the mind is just like the sands on a beach - whatever you draw on it gets washed away by the next wave.

To be successful, remember this simple secret – “Jot it down”. Jot down the ideas that come to your mind and jot down the noteworthy points in a meeting or seminar.

Jot down anything and everything that is important because the pen and the paper are your best friends. Long after the mind forgets an idea, the pen and paper makes you remember it from what you had written. Successful people will tell you that one of the best ways to be successful is just to “jot it down”. Jot the ideas down and soon you will be on your way to success.

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