



Why do some people succeed whilst others never do?

No matter what you think, the reason you don't succeed is inside YOU!

Some ships ply east and some ply west by the self same wind that blows, it's not the gale but the set of the sail that determine which way they go.

The truth is most people just **QUIT!** What causes your inertia?

You need a strong enough reason to stick at it, and then if what you are doing doesn't work quickly you will figure out another way.

But if you are unsure or uncommitted you are likely to quit.

The 'WHY' of what you are doing is essential.

Ninety per cent of new businesses fail in the **FIRST** year and ninety per cent of the rest fail in the next **FOUR** years.

A lot of people start – a thousand things go wrong – you want to quit a thousand times. Most people will just **QUIT**.

How do we create a defence against quitting? Willingness is the key. Motivation always follows action.



TIPS TO DEFEND AGAINST QUITTING.

- What does my family mean to me?
- What do I want for my own personal growth?
- What do I want to accomplish in my lifetime?
- What really excites me in life?
- What gets me up of the settee and into action?
- What would I like to give to the people I love most?

Consciously dwelling on these thoughts will change your thinking. Changing your THINKING will change your ACTIONS and CHANGE YOUR FUTURE.



GET SERIOUS.

THIS IS CRITICAL

FIND YOUR STRONG 'WHY'

How do you find your 'why' to success? Some detective work should help.

- What do you hate about your job?
- What do you really hate about your life?
- What would you change if you had an abundance of money?
- What would you do if you had endless free time?
- What do you want more than money?
- What would you do for work if you were financially free?

Get to the questions that matter. Think with your heart and less with your head.

Imagine you had the freedom to make the choices that really matter to you. What actions would you take?

Just imagine it happening. Temporarily live the dream through your imagination. Don't get obstructed by not knowing how it will come about.

WHAT THE MIND CAN CONCEIVE IT CAN ACHIEVE.

Overcoming obstacles to goals creates fulfilment and happiness and raises immeasurably our self-esteem.

Do you believe your hopes can become reality? To what lengths are you prepared to go to make it happen? Write out your reasons for your dreams to become a reality. Spend some time reflecting on your real reasons. Don't skip this vital step. It's critical you write out the reasons. We are better confronted by the written word. Really own these reasons, they are the engine that drive our actions. These dreams must become a part of our conscious reality not buried somewhere deep in our psyche. Only then can they form the inspiration that creates positive action. You must keep them in your conscious mind at all times. You must think of them often as you would think often of the people you love. Think of them with intensity and a desire to make them come true. If they are truly your dreams they are as important a part of your life as your other most cherished possessions. You wouldn't spend long periods of time forgetting your most treasured possessions, why would you spend long periods overlooking your most cherished dreams or relegating them to postponement while you carry on with your life.

What patterns keep us STUCK?

Who cares to admit that they are inadequate to the task? It is vital to any attempt to change, that we first admit that our way hasn't worked. Every natural instinct rebels at the idea of personal powerlessness.

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