Concept: You are what you DO

"Habit, my friend, is practice long pursued, that at last becomes the man himself." -Evenus

I. Where Your Habits Begin

A. The Key to Success - Realizing there are REASONS why some people are more successful than others

B. Iron Law of the Universe - the great LAW of CAUSE-and-EFFECT

   1. For every cause, there is an effect. Everything happens for a reason.
   2. If you want to be happy, prosperous, popular, etc., find out how other people got that way and do what they did/do

C. You can Learn Anything

D. Law of Control - You feel happy to the degree which you feel you are in control of your own life

E. Power of Belief - "Whatever you believe with conviction becomes your reality."

   1. Jesus: "According to your faith, it is done unto you."
   2. Proverbs - "As a man thinks in his heart, so is he."
   3. William James - "Belief creates the actual fact."

--Challenge your self-limiting beliefs
--All beliefs are learned and they can be unlearned (if necessary)
F. Self-Fulfilling Prophecies - "Whatever you expect, with confidence, becomes your self-fulfilling prophecy."

1. You don't get what you want, you get what you expect.
2. Successful people expect - in advance - to be successful.

G. You are a Living Magnet / Law of Attraction - "You are a living magnet; you invariably attract into your life the people, ideas, and circumstances that harmonize with your dominant thoughts."

H. As Within, So Without / Law of Correspondence - "Your outer world is a reflection of your inner world."

Action Steps....

1) Look at your field...identify 3 most important reasons why some people are more successful than others.
2) Accept complete responsibility for your life and everything that happens to you; refuse to make excuses or to blame others for anything.
3) What self-limiting beliefs do you have that might be holding you back? What if they weren't true at all?
4) Expect the best of yourself and others. What would you change if you were absolutely guaranteed of success?
5) In what ways have your dominant thoughts and emotions attracted people, circumstances, and situations into your life? How could you change this?
6) Everywhere you look, there you are. What do you need to change in your inner world if you want to see changes in your outer world?
7) Determine the three most important habits of thought, about yourself and others, that you could develop to be happier and more successful.

II. The Master Program of Success

Successful people think about what they want and how to get that. Unsuccessful people think about what they don't want and who is to blame.

Your Master Program - Your self-concept is your mental operating system. It consists of every thought, feeling, emotion, experience, decision, etc. AND...it precedes and predicts your levels of effectiveness in every area of life.
We actually have MINI-self concepts (one for each area of our life - at least areas we consider important)

--Examples: self-concept of creativity, speaking in public, sales, relationships, etc.

Comfort Zone - Can be your greatest single obstacle to improved performance

Raise your self-concept and push the boundaries of your Comfort Zone!!!

Reprogramming -

--Develop a clear self-ideal
--Develop positive role models
--Crystal clear values
--Imagine yourself succeeding in every situation
--Compare your behavior with your ideal (strive for the ideal)
--"I like myself"
--Bust through fear!

Antidote to Fear

--The more you like yourself, the less you fear failure and rejection
--Build your self-esteem and self-confidence on a daily basis

Law of Concentration - Whatever you dwell upon, grows and expands in your life.

Your conscious mind can only hold one thought at a time, either positive or negative. You are always free to choose that thought.

Action/Thought Questions...

--What are the values, qualities, and attributes of other people I most admire?
--How would you behave differently if you had no fear(s) at all?

III. Becoming a Person of Value
Become a valuable person by having valuable habits (my own spin)

Good habits are hard to learn but easy to live with. Bad habits are easy to learn, but hard to live with.

Expectations Theory -- People are motivated to act in a particular way by what they expect to happen more than by any other factor or influence.

---If you develop positive expectations, your expectations will better influence your attitudes and actions.

"Significant Emotional Experience" (SEE) - Any experience of intense joy or pain combined with a behavior can crate a habitual behavior pattern that may endure for the rest of the person's life.

Steps to a New Habit...
1) Make a decision
2) Never allow an exception
3) Tell others
4) Visualize yourself
5) Create an affirmation
6) Resolve to persist
7) Reward yourself

Select a single habit to change -- one at a time

IV. The Habits You Need to Succeed

*Self-Discipline*

'The most important habit you can develop for success, achievement, and happiness is the habit of self-discipline.' -Brian Tracy

'Self-discipline is the ability to make yourself do what you should do, when you should do it, whether you feel like it or not.' -Elbert Hubbard
There is a direct relationship between self-discipline and self-esteem.

*Optimism*

Optimists are usually the happiest, healthiest, most successful, and most influential people in every group and society.

Remember..."You become what you think about most of the time." So, think optimistically.

*Hardy Personality*

Learn to respond positively and effectively to adversity and setbacks.

*Future Orientation*

Practice "back from the future" thinking.
- Project forward into the future of your ideal result and imagine what it would be like in every way, then ask "What would I have to do, starting today, to create the ideal future I desire?"

Develop a long-term perspective

*Goal Orientation*

With goal orientation, you crystallize the image of your ideal future into specific, measurable, detailed goals and objectives you will need to accomplish to achieve that ideal future vision.

Seven Steps of Goals...
1) Decide exactly what you want in a specific area and write it down clearly, in detail. Make it measurable and specific.
2) Set a deadline for the achievement of that goal. If large, break it into sub-goals and sub-deadlines.
3) Make a list of everything you will have to do to achieve that goal.
4) Organize your list of action steps into a plan. A plan is organized by priority and sequence.
5) Identify the obstacles and limitations -- and plan(s) to overcome them
6) Start taking action.
7) Do something EVERY DAY that moves you toward your goal

Set your goals each day....Daily Goal Setting.

_Growth Orientation_

Be a lifelong learner
--Read every day
--Learn from the experts
--Attend university on wheels

Keep your mind clean, clear, positive, and free

**V. Habits of People Who Become Millionaires**

Think like a millionaire -- Develop the habits and thought patterns of millionaires

Habits/Mindsets of Millionaires include...

- Accumulation -- ACCUMULATION of assets and savings!
- Frugality - Wealthy people are careful/thoughtful with every penny
- Savings - Take 10 percent off the top of every paycheck and live on the other 90 percent (or start with 1 percent and build from there)
- Substance - Be genuinely rich rather than the person who spends a lot of money to "look rich"
- Wedge Theory - Save 50 percent of every increase you receive from this day forward

**VI. Habits that Get You Paid More and Promoted Faster**

Two habits for rapid advancement...

1) Start 30 minutes before official start time and work 30-60 minutes overtime each day
2) Ask for "more responsibility" as quickly and as soon as you can

General habits...
• Take initiative and get the job done fast
• Don't waste time
• Work hard
• Dress for success - Look like a winner
• Be a good team player
• Focus on customer service
• Be positive and cheerful

VI. Habits of Top Businesspeople

Develop an INTENSE customer focus

Be absolutely clear about who you are as a person and what you are trying to accomplish in your business or work

Set clear goals and objectives

Focus on marketing and sales

Think like an entrepreneur
--Think speed

Seven Habits of Business Success:

1. Plan thoroughly
   o "Proper prior planning prevents poor performance"
   o Questions to ask when planning...
     o What exactly is my product/service
     o Who exactly is my customer?
     o Why does my customer buy?
     o What does my customer consider ‘value’?
     o What is that makes my product/service superior to my competitors?
     o Why is it that my prospective customer doesn't buy?
     o Why does my prospective customer buy from my competitor?
     o How can I offset/counteract those reasons?
What one thing must my customer be convinced of to buy from me rather than someone else?

2. Get organized before you get started
3. Find the right people
4. Delegate wisely
5. Habit of proper supervision -- Inspect what you expect
6. Measure what gets done
7. Keep people informed

More habits/tips...

--Build a mastermind network
--Be open to new information
--Think before acting

Foundations of Business Success

- Productivity
- Customer Satisfaction
- Profitability
- Quality
- Employees
- Organizational Development
- Innovation

VIII. Habits of Marketing and Sales Success

Nothing happens until a sale takes place.

**REMEMBER THIS: The greater the influence you have on the cash flow of your enterprise, the more valuable and important you are to that business. The more you can contribute toward increasing cash flow, the higher you will be paid and the faster you will be promoted**
Be intensely customer and sales focused!

Specialization - Individuals and organizations that specialize are far more effective in creating and keeping customers than companies that generalize.

Differentiating - Be different. Be the best. Have a clear competitive advantage.

Best Potential Customers - Think market segmentation

Focus - Focus and concentrate your sales efforts according to the above!

More tips...

- Focus on relationships
- Identify needs clearly
- Develop clear, effective Presentations
- Answer objections effectively
- Ask for a decision
- Ask for resales and referrals

IX. Habits of Personal Effectiveness

Write up to 10 goals each day! Daily goal-setting!

Then, based on goals, make a daily to-do list....

**ABCDE Method**...

Review your list of activities for the day (or week/month)
Assign a letter value to each item
   A - Must do
   B - Should do
   C - Nice to do
   D - Delegate
   E - Eliminate

*Pareto Principle*...
Rule is... 80 percent of the value of what you do will be determined by the 20 percent of your activities in that area.

Stay focused on doing the 20 percent of tasks that are worth far more than the other items.

More tips...

Overcome Procrastination
   --Whenever you start to procrastinate, repeat to yourself emphatically: "Do it now! Do it now!"
   --Concentrate single-mindedly on your task at hand (see ABCDE method) and stick with it until it is done. Then, move on.

Complete Tasks
   --Don't drag out tasks.
   --Get them done
   --Saves more time in the long run

Personal Productivity
   - Work hard
   - Work Fast
   - Work smart
   - Work on your strengths
   - Work more efficiently
   - Work better

X. Habits for Getting Along Well with Others

Become a relationship expert - study, observe, practice, etc.

Practice the Golden Rule

Five Great Habits...

  - Acceptance - "unconditional positive regard"
  - Appreciation - attitude of gratitude
• Admiration - everyone likes a compliment
• Approval - give praise and approval / build the self esteem of others
• Attention - listen

To get quality time, create chunks of time

Get in the habit of forgiving others

**XI. Habits of Health and Well-Being**

Choose to be healthy and fit
--That means...Eat less and exercise more

Eliminate (or drastically limit) sugar, salt, and flour

Breakfast like a king, lunch like a prince, dinner like a pauper

Turn off your appestat by beginning a meal with water, fruit, vegetables, etc. Eat and chew slowly.

View your body as a chemical factory!

30-minute walk each day

Daily solitude

**XII. Habits of Character and Leadership**

Develop an "ideal self" with quality character traits

Be the best at what you do

True test of a leader: Only when you encounter a setback, an obstacle, a difficulty, or the inevitable crisis, do you demonstrate the kind of person you really are.
Epictetus: "Circumstances do not make the man; they merely reveal him to himself."

Develop the habit of identifying the things you fear may be holding you back and then confronting each one of them until they contain no more fear for you.

Make a habit to do the thing you fear, and the death of fear is certain.

Believe in something greater than yourself

Never give up....keep pushing forward