DO YOU REALLY WANT TO SUCCEED?

THE ANSWER MAY SURPRISE YOU...

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Does that seem like a ridiculous question?

"Do I really want to succeed? Well, duh! Of course I do."

I don't think anybody would answer that question any other way.

But the reality is that while you may *think* you want to succeed, your actions could be providing evidence to the contrary. Why do I say that? How do you know if you *really* want success, and what can you do about it if you find out that you're not as dead-set on it as you previously believed? That's the focus of this report, so read on.

Let me start off by giving you some personal history of mine that illustrates my point.

I grew up a fat kid. I even had a t-shirt that my mom thought was cute when I was about 10 years old that said, "Behind this T-Shirt lies one hungry kid!" And it was true. I was chubby.

There were a number of reasons for my weight problem. One reason is my father's culture. Being Cajun French they believed in eating – a lot – and very rich, fatty foods with loads of calories. Is it some of the best tasting food in the world? **Absolutely!** Is it healthy? **Absolutely not!**

In addition to that, I was like many other American kids, raised by the television to covet fast food, sugary cereals and drinks. And as I noted, I loved to eat.

Lastly, I was a thinker. I enjoyed playing outside, but I also spent a lot of time inside. I got my first computer when I was 8 years old and had written my first commercial software package by age 12. So I spent a lot of time sitting down in front of a computer.

By the time I was in high school I was even more deeply immersed in the world of computers and software. My adult years weren't much different. The end result of all of this is that by age 31 I was 50 lbs overweight.

Now, if you had asked me back then, "Do you want to be thinner and in better shape?" what answer do you think I would have given you?

"Well, duh! Of course I do!" Sound familiar?

Sure, I *wanted* to lose weight and be in better shape, but I wanted that cherry danish and that weekend programming binge more. The evidence that I wanted the other things more was that I was still overweight and out of shape.

The issue wasn't one of desire, it was one of priorities. Yes, I desired weight loss and health, but it wasn't my number one priority. Other things trumped it, things that interfered with and canceled out the weight loss and health desire.

So while of course you *want* to succeed, you need to analyze your life and actions to see if they show evidence that you want *other things* more – things that are preventing you from being successful.

For example, you may daydream about working for yourself and making a good living online, but when the going gets difficult do you give up, falling back on the comfort of your day job? If that's the case, could it be that you desire the stability of your paycheck more than the freedom of working for yourself? You may hate your job, but it's the enemy you know, it's what you're comfortable with, and you're just not motivated enough to break free of it.

You *want* to succeed, but not more than you want the relative peace of mind that goes along with having a j-o-b.

How do you get past this mental hurdle? How do you build up your desire for financial independence and freedom from your dead-end job and/or your evil boss? (His J.O.B. is to get as much out of you for as little compensation as he can get away with.)

In a word, you need to fix your **focus**. You need to really analyze the situation you're in right now and why you hate it and want it to change. You need to visualize how you want things to be, what it would be like to be free from your current secular burdens.

You also need to give yourself a reality check. If you think that your current j-o-b provides real stability, you're wrong. In all economic climates (and the current one

especially), to most employers you're just an expense they're looking to downsize. Mess up too big or too often and you're toast.

You may be the best employee they've got, but if a new automation tool or piece of software suddenly removes the need for your position in the company, you're toast.

If another company buys the one you're working for and the new owner's brother-in-law wants your job, you're toast.

You do not have long-term stability with ANY job!

The days of the "company man" (or woman) where you go to work for the huge corporation after graduating from high school and work there until you retire with a nice pension are *long, long gone.* In today's corporate environment where stockholders demand more and more profits and companies do whatever it takes to get them what they want, you only have value as long as you're pushing the bottom line higher. The day that stops is the day you're gone.

I'm sorry to sound so negative about this, but it's the simple reality of this modern life. So ditch any romantic notions you have of being valued by the company you work for. You may be valued *today*, but that can change overnight.

The only way to ensure your financial future is for **YOU** to ensure *your financial future* – and that means striking out on your own.

Am I telling you to quit your job without any prospects? No, that would be stupid.

I'm telling you to sit down and seriously analyze what it is that you're valuing more than financial independence and the freedom that comes from it. I'm telling you to realize that you should be the one making the decisions that determine your life's outcome and stop putting that power in the hands of other people. I'm telling you that you deserve to have that power, and nobody else.

Does it take work? **Absolutely!**

Are there real, legitimate hurdles that you have to jump in order to achieve it? **Absolutely!**

I was a fat kid (and adult), and I had legitimate hurdles to leap in order to take my health and fitness back. Some of those issues weren't even my fault. I could have made excuses and stayed the way I was. After all, my family background and genetic makeup *weren't my fault*. But they were *my problem*, and I had to be the one to take back the reigns of my life and my health.

I have done so successfully for the last 7 years. I am in the best shape of my life. I run five to seven miles five or six days a week. I rock climb. I hike. I workout with a trainer twice a week. My energy level is through the roof! At 38 years old I feel a hundred times better than I did at 18 or 20 or 25.

The same is true of my financial life. I've been financially free of the burden of a j-o-b and a b-o-s-s for going on 11 years now. I don't worry about how I'm going to pay the bills each month. When I want to travel, I do. I'm not beholden to an overbearing boss with an ego problem.

So ask yourself again: Do you *really* want to succeed? **What do your actions show?**

If they show that other negative things have been sabotaging your will to succeed, now's the time to do something about it. **You can succeed!** I did, and so have many, many other people. There's nothing about you that prevents you from doing the same except your own will to make it happen.

To quote the famous life coach Tony Robbins:

"The path to success is to take massive, determined action."

To that I would add "...today, not tomorrow." **So go get to it.**

Here's to YOUR success!

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