

FOCUS

Awaken The Life Changing Power To
Achieve Your Dreams



Ewen Clooney

Always bear in mind that your own resolution to succeed is more important than any one thing.

Abraham Lincoln

Fear not that your life shall come to an end, but rather fear that it never has a beginning.

Cardinal Newman

This is no time for ease and comfort. It is the time to dare and endure.

Winston Churchill

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INTRODUCTION



What do you think of when you hear the term, "peak performance"?

An Olympic athlete giving a gold medal performance?

The close of a billion dollar business deal?

An authentic life full of personal power?

Would it surprise you to know that what you choose to focus on and your level of mastery over how you focus are at the heart of peak performance in these and all other areas?

Hundreds, if not thousands, of books have been written analyzing what it means to have optimal experience. The self-help market is huge and lucrative, covering all aspects of personal development and reaching back for many centuries. For instance, in his 1932 book, *Think and Grow Rich*, Napoleon Hill states,

"Purpose is the touchstone of any accomplishment, large or small. A strong man can be defeated by a child who has a purpose. Shift your habits of thinking about the significance of your task and you can often accomplish the seemingly impossible. "

Hill tells the story of Edwin C. Barnes, a businessman who accomplished his desire to partner with Thomas Edison, even though "he had nothing to start with except the capacity to know what he wanted, and the determination to stand by that desire until he realized it." In Hill's opinion, these few words contain the entire secret for all achievement."

Hill is the author of the famous statement, "Whatever the mind of man can conceive and believe, it can achieve."

In her 2012 book, *Your Performing Edge*, Dr. JoAnn Dahlkoetter, training coach for Olympic athletes, says that

"Athletes who commit to enhancing their mental discipline gain the greatest prize of all - the ability to live a higher quality of life...In athletics we encounter the full range of lessons and experiences that are needed to be successful in life...So what is the correct focus for athletes? Concentration is a learned skill of fully attending to the task at hand and excluding irrelevant external cues... (Such as) heavy traffic and internal cues (such as) self-doubt, fears, expectations, or fatigue."

In his 2012 book, *The Charge*, Brendon Burchard has this to say about crafting your optimal life:

"Your ultimate life experience and legacy is being built moment by moment, day by day. Your story is being crafted by your every action, all leading somewhere, all leading to what one hopes will be a magnificent crescendo...I've been blessed to see the dramatic transformations people can make in their day-to-day lives when they simply choose to climb out of the half-lit mediocrity of an unengaged and unfulfilling existence."

Or, as the iconic Jim Rohn said, "You're affected by two things. What you know and how you feel about what you know."

Whether business, sports, or life in general is the object, these statements and countless others point to our focus as the controlling factor that determines how much success we have.

Let's take a look at the components of focusing for peak performance.

Focusing is a skill that you can learn and improve upon for the rest of your life. Most people never approach optimal focusing because they don't know how. By the end of this eBook, you will have an understanding of how to focus for peak performance in a specific area or in regard to your overall life goals. Then you can begin to use this knowledge to achieve mastery over your life. Absolutely.

FOCUS IN SPORTS



In Your Performing Edge Dr. Dahlkoetter discusses how people are always asking her what the magic potion is that turns some athletes into Olympic superstars while others remain mediocre. She tells people that in order to be successful as an athlete, you must be hungry for it, that desire is sometimes more important than even talent or a healthy body.

The drive must come from within, but it can be learned. This motivation is a powerful source of energy which will give you the willingness to persevere, to endure discomfort and stress, and to make the necessary sacrifices of your time and energy to realize your goal.

Dr. Dahlkoetter believes that focus is the key to energy. You begin with some kind of vision or dream, which you must see clearly in your mind and strongly desire to achieve. This vision needs to be supported with

Courage: to push past a physical and mental comfort zone

Internal motivation/self-direction: champion athletes train and compete for themselves, not their parents or even the medals. Your goals must be your own.

Commitment to excellence: elite athletes make excellence in sports a priority. They commit to stretching their perceived current limits.

Discipline and Consistency: They must work hard on a daily basis regardless of difficulties or personal problems.

Focused but relaxed: They can tune in what's critical to their performance and tune out distractions.

Ability to handle adversity: Top athletes feel challenged by pressure rather than avoiding it. They are calm under fire. Setbacks are an opportunity for learning and personal growth.

Dahlkoetter sees conscious and unconscious psychological barriers as the greatest enemies of the athlete. Mental training and a repertoire of techniques such as mindfulness, confidence building, imagery, and goal setting can build the necessary mental toughness. She believes that ten characteristics are crucial for anyone who wants to be a top athlete:

1. Vision which allows you to follow your passion and unleash the powers of your body, mind, and spirit.
2. Mental Flexibility which allows you to see many ways of viewing a situation.
3. Self-understanding which fosters your personal growth.
4. Self-improvement which allows you to assess your weaknesses and work on them.
5. Balance which compels you to strive for a healthy, harmonious lifestyle.
6. Courage which allows you to handle adversity, take risks, and learn from mistakes.
7. Responsibility which allows you to take charge of your training and do your best in the competition.
8. Resilience which gets you through the hard times.
9. Openness which allows you to learn valuable lessons from the sports experience.
10. Enjoyment which allows you to gain pleasure from sports.

*Accept the challenges
so that you may feel the
exhilaration of victory.*

George S Patton

As your beliefs about your limits change, the limits themselves shift. The athlete who has learned these lessons from sports improves his thinking, feeling, and behaving in everyday life as a student, professional, or parent.

In the next chapters, we'll take a look at focusing in business and in life. Note all the similarities they have with focusing in sports.

FOCUS IN BUSINESS

*Quality is not an act,
it is a habit.*

Aristotle

Anthony Robbins recently made this statement: "This is all business is: add more value than anyone else does, and you'll be successful." He was on the Piers Morgan show recently, speaking about the economic downturn America and many countries around the world have been experiencing for the last four years.

Robbins brought with him a steel exporter, Mike Meleo, who had gone from a poor childhood to being worth \$30 million in the steel business, to \$0 in the 2008 recession, and back up to \$50 million as a steel exporter. Meleo attributes his success both times to following Robbins' principles offered in his Business Mastery program.

Morgan asked Robbins and Meleo whether you have to have a "ferocity of spirit" to overcome circumstances the way Meleo did. Robbins said "yes, but we all have that." (The problem is that) "Courage unused becomes weaker. Determination unused gets smaller. Passion unexpressed gets smaller. It's like any muscle, (it works better) the more you use it.

You also need to make a burn-the-boats, no-holes-barred decision that you will not fail. This has to be followed by action. Robbins and Meleo agreed that success is 80% psychology and 20% skills and mechanics.

Robbins added that in order to overcome the lethargy and self-pity that so many people affected by the recession and unemployment are feeling, they need to find something bigger than themselves - their family, a cause, etc. that will take them outside of themselves and get them to take action. Negative emotions are natural in some circumstances, but the point of negative emotions is to make us take action, not to be sunk by living in them.

Robbins message: The quality of your life is where you live (emotionally). Find out what your emotional state is and, if need be, change it. You can do this by

1. Feeding your mind every day. Read something good for 30 minutes every day. Robbins was poor as a teenager and there wasn't any internet. So he went to the library every day: "Stand guard every day at the door of your mind and feed it something good."
2. Do 30 minutes of exercise every day. Strengthen your body. Fear is physical, so is sadness, so is stagnation, so is numbness, so is rage. When you change your body by an intense workout, or a run, or even a walk, science has shown that it instantly changes your biochemistry, and now your mind and your body are working together.
3. Find a mission bigger than yourself. Something that you want to aspire to that is worth more than your pain.
4. Find a role model. If you find someone who is doing what you want to do, it becomes real to you. Then get a plan and take massive action.
5. Help somebody worse off than you are. If you can find someone to help, it puts your life in perspective and it reminds you that life's not about me, it's about we. If you still have something to give in spite of a horrendous financial or physical situation, etc., your life can improve, and, more important, you'll have a meaningful life because you're contributing to other people.

Morgan asked Robbins this question: "You're fabulous, rich, successful, good looking, famous - if you could have only one those things, which one would you choose?"

Robbins answered, "A life of meaning. Knowing that your life matters is the most important thing. We both have friends who have everything in life and they're miserable - they're missing a life of meaning. Meaning comes from two things. Happiness comes from progress. If you can do something where you're growing and because you're growing, you have something to give to other people that's meaningful - insight, love, caring, something - then life is rich. Happiness comes and goes. Happiness isn't here every moment, and happiness isn't all it's cracked up to be. Meaning is. Some people have gone through horrible times, but if they can contribute to other people, their lives are rich."

Robbins, more successful than most and living his own advice, has some things we can learn about focusing for peak performance.

FOCUS IN LIFE

*It is what a man thinks
of himself that really determines
his fate.*

Henry David Thoreau

John Maxwell challenges us all to decide if we want to be in the driver's seat or the passenger's seat as we navigate through our lives. Here's how he puts it:

"If you could go anywhere, where would you like to go? Not in terms of vacations, but in your life. Your answer to that question does a lot to determine whether or not you're successful. You see, we're all on a journey, whether we know it or not. We are traveling inevitably towards the ends of our lives. So the real question for us is whether we're going to select a destination and steer a course for it, or allow ourselves to be swept along with the tide, letting others determine where will end up. The choice is entirely up to us."

Source: Your Roadmap for Success by John C Maxwell

How do you begin to do this? According to Tony Robbins, focusing on thinking independently and strategically will change your life. What big picture outcome do you want to see for yourself? Be the Chess Player not the Chess Piece!

Robbins has become a mega success in the self-improvement field without changing his advice much since his first book, Awaken the Giant Within, which he wrote in 1986. No reason to change something that has worked for many, many thousands of people, right?

His message is straightforward - you change your life by making decisions and using your personal power, which is your ability to take consistent action. His Ultimate Success Formula has only four steps:

1. Know your outcome.
2. Get yourself to take action by deciding to do so.
3. Notice what you're getting from your actions.
4. If what you're doing is not working, change your approach.

Not rocket science, right? Simple, clear, but not easy. And most people never do it, so they never take charge of their lives.

That's because they don't know how to do it; there are some techniques and strategies that go into understanding the goals (outcomes) that are right for you, getting yourself to take action, and analyzing the results from your actions that people are not familiar with.

In order to attain personal power in your life, you need to focus on your mindset, feelings, goals/decisions, actions, and analysis and modification of the results from your actions. The rest of this book will show you how to focus on those things to attain personal power in sports, business, and life.



MINDSET

*He who cannot change
the very fabric of his
thought will never be
able to change reality,
and will never, therefore,
make any progress.*

Anwar Sadat

Looking into your own conscious and subconscious mind is a fascinating journey that takes a lot of courage. If you do it successfully, you can control every aspect of your life.

In 1935, Harold Sherman wrote a charming and wise little book called *Your Key to Happiness*. His thoughts are as current and hold up as well as those of any self-help icon working today. He discusses mindset by saying, "To be brutally frank with yourself is a difficult attitude to develop until you begin to appreciate the benefits to be derived. The ancient wise men knew the profound value of being able to detach themselves emotionally from their own situation in life and view themselves as though they were an outsider, looking on, without pride or prejudice."

Whatever you focus on at any time is what is most real to you. So in order to change your life or anything in it, you have to decide exactly what you want to change and take action to change it.

We all have dreams and things we wish were different in our lives. But what happens to them? Usually it's life's challenges and obstacles that make us put our dreams aside, lead us to forget our power to make change, and diminish our confidence. That's the first problem.

Here's the first solution. Make a decision today that it is possible to make a change because your past has nothing to do with your future and change can begin now. Starting right now you can start to shape your destiny by deciding to be on your own side.

Forgive yourself for what's happened in the past and begin to focus on solutions instead of problems. The rule of thumb when you're analyzing your problems is to spend 20% of your time on the problem and 80% of your time on the solution.

To develop the mindset necessary to take action on your problems, you need clear thinking, confidence, positive beliefs, and unshakable persistence. You can attain and enhance these qualities through focusing on them.

CLARITY

Most people do not have a picture about how they want their life to be. Be clear about the changes you want to make in your life. Focus on one area at a time: business, family, health, relationships, and any other area. Prioritize the items in order of how you want to make the changes. Here's an idea: start reserving some time each day to do nothing but think. You might see that as frivolous since we're all so busy. But if your thinking led to positive changes in your life, would it be time wasted? Did you know that Albert Einstein had a special chair just for thinking? Your success begins with a crystal-clear picture of what you want.

CONFIDENCE

Have confidence in yourself to make decisions and to keep taking action toward your goals. One of the best ways to increase your self-confidence is to pay attention to your self talk. All of us have negative thoughts. In fact, psychologists say that the majority of our self talk is negative. You can do some practical things to increase your confidence. Try

Replacing negative self talk with positive statements

Deliberately remembering your successes instead of recalling your "failures."

Reminding yourself that there are no failures, just learning experiences.

Focusing on ways to help others.

BELIEFS

Your beliefs control all your decisions. They affect how you think and feel, and they dictate what you will and won't do. Since your beliefs affect your behavior, it's very important that they are valid.

Beliefs about yourself determine your self image as well. This is a powerful concept. You can decide what to believe about yourself.

You have the ability to choose beliefs about yourself that support a positive self-concept. Question your negative beliefs and begin to replace them with positive ones.

The way to change a negative belief is

1. Identify it.
2. Link pain to that belief so you will want to move away from it.
3. Replace it with a positive belief.
4. Link pleasure to the positive belief.
5. Picture in your mind and feel how your life will be better when you incorporate the new belief.

For instance, begin to associate drinking alcohol with getting sick and gaining weight. Substitute exercise time for the time you used to spend drinking. Feel how much healthier you are becoming. Visualize how you are becoming healthier and thinner and feel how good that makes you feel.

Two things that bear repeating...

The past does not equal the future

With enough commitment, you can change anything.

PERSISTENCE

Persistence is a state of mind which can be learned and cultivated. Lack of persistence is a major cause of failure. If you feel you lack persistence, you can enhance it by focusing on these factors:

1. A definite purpose: Know what you want - that can overcome many obstacles.
2. Strong desire: Intense desire will go a long way to help you achieve your goals.
3. Independence: Strong belief in yourself and your goals will keep you moving toward them.
4. Clear Goals: Knowing exactly what you're moving toward makes it easier to continue to take action.
5. Sufficient Knowledge: Thorough understanding of what's entailed in your project helps you move toward completion.

Persistently working through challenges becomes easier each time.

EMOTIONS

Wherever you are, be there.

Unknown

Many times people see emotions as things they have no control over or they look at emotions as things to avoid at all costs. Managing your emotions is critical to being able to focus for peak performance. Emotions are nothing to be afraid of; they are something to be managed.

See if you recognize yourself as having one of the following patterns for dealing with your emotions:

1. AVOIDANCE – You are afraid of the intensity of your feelings so you do anything you can to avoid acknowledging them and dealing with them. There are a couple of problems with this approach. First, when you try to avoid negative emotions like fear or jealousy or anxiety, you also shut yourself off from feeling positive emotions like love, intimacy, and connection to other people. Second, you really can't avoid feelings, so when you ignore them, they go underground and come out in more destructive ways.

2. COMPETITION – Some people try to outdo other people with the intensity of their bad emotions and experiences. They try to show others that they have it even worse. The problem with this is that it's a self-fulfilling prophecy. A much better way to deal with your emotions is to recognize them, see if they have a purpose, and learn from them.

3. LEARNING and USING – You don't really have a choice on this one if you want to live a productive life. You can't run from your emotions, and you can't give in and wallow in them. The only productive thing you can do is understand what your emotions are and why you're feeling them. And you need to see them as a call to action – you are having these emotions because something needs to change.

Once you understand that, you look at negative emotions as your friends since they are the things that will make you act to improve your life.

SIX STEPS TO EMOTIONAL MASTERY

In his excellent book, *Awaken the Giant Within*, Anthony Robbins, the master of changing your "state" (that is, your emotional state), says that there are six steps to take to identify a negative emotion and change it to a positive one. Here's the process:



1. Identify what you're really feeling –

Many times people are so overloaded with emotions that they don't know exactly what they're feeling. They just know they're feeling something negative. That's the time to step back, take a minute, and ask yourself, "What am I really feeling?" Is it anger, or hurt, or something else?

2. Acknowledge and appreciate your emotions, knowing they support you – Each emotion you have is of value. It's trying to tell you something. You have to honor it for what it is in order to keep the relationship you have with yourself honest. Ignoring it or making it wrong won't help you. Recognizing it and understanding why you feel it will help you.

3. Get curious about the message this emotion is offering you – What exactly is it that this emotion is trying to tell you? What do you really want to feel? What has to be true in order for you to feel the way you are feeling? What are you willing to do to create a solution and deal with this feeling? What can you learn from this? Understanding what's at the core of your negative emotions gives you a foundation to change them.

4. Get confidence – Now that you've recognized the negative emotion, an easy way to change it is to think of how you've successfully handled a similar negative emotion in the past. That gives you a strategy for handling it now. Did you change what you were focusing on? The questions you ask yourself? Your perceptions of the feeling? Or was it something else? Repeat whatever you did, do it now and you will probably get similar results.

5. Get certain you can handle this not only today, but in the future as well – Take a minute to recognize that you handle the negative feelings successfully. See, hear, and feel yourself handling it. You could even write down on a piece of paper exactly how you did it. Take another minute to recognize that you now have a strategy for handling that negative emotion which should make it easy for you to handle it in the future.

6. Get excited and take action – Get excited about the fact that you were able to handle the motion successfully and take some action right now to prove it. You handled it. Don't stay stuck in any limiting negative emotion, but realize that you have a strategy or will be able to create a strategy for handling all of them.

TOP 10 NEGATIVE EMOTIONS

The 10 top negative emotions that could derail your focus are

1. Discomfort
2. Fear
3. Hurt
4. Anger
5. Frustration
6. Disappointment
7. Guilt
8. Inadequacy
9. Overload or overwhelm
10. Loneliness

Choose to replace negative emotions with emotions of power and focus on these emotions everyday. You will be on your way to experiencing peak performance.

TOP 10 EMOTIONS OF POWER

1. Love and warmth – A consistent expression of love seems to be the most powerful emotion of all, since it can melt away any negative emotion. The book A Course in Miracles says that all communication is either a loving response or a cry for help.

2. Appreciation and gratitude – Spiritual teachings tell us that appreciation and gratitude are the most powerful emotions for us to have because they set us up to receive more from the universe.

3. Curiosity – The easiest path to growth is constant curiosity. Then all of life's lessons are interesting. Nothing is work, nothing is boring.

4. Excitement and passion – The great secret of passion is that it turns any challenge into an opportunity. It replaces fear with excitement. That gives us the power to take action quicker and more easily than anything else does. Guess what? You can choose to feel passionate about the things you need to do and learn. You can visualize the task as exciting because it will get you farther along your path. These are the goals that you have chosen. Get excited about them!

5. Determination – If you want to see your dreams come true, if you want to reach your goals, this is the quality that will get you there. More than any other. Again, you can put yourself into a state of determination. Then you'll do whatever it takes to meet your goals. Determination is your emotional muscle.

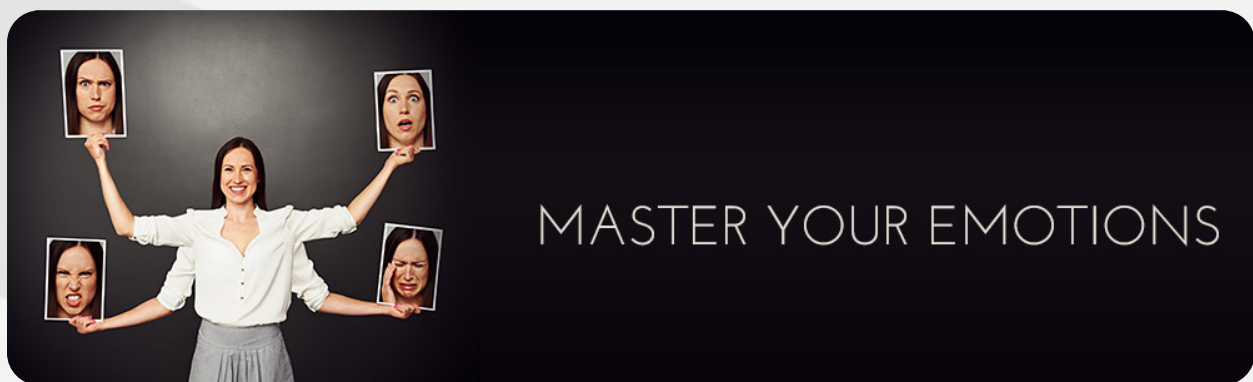
6. Flexibility – This ability can be critical since unforeseen challenges can come along that can stop you dead in your tracks unless you are able to change. How well you can accept change, determine the correct course of action, and then take action will determine your success.

7. Confidence – As we said in the chapter on mindset, this sense of certainty that you are on the right path towards your chosen desired goals will go a long way to get you past the obstacles you'll encounter. This confidence will help you to be positive, even during the hard times. It might surprise you, but confidence is something you can practice. The way you do that is to remind yourself that you're capable, you've been through similar things before and succeeded, and this is just another step along the way.

8. Cheerfulness – this trait might seem a little strange here, but there's a good reason for it. Cheerfulness is not about being Pollyanna or hiding your head in the sand. You want to cultivate cheerfulness, or the feeling of liking yourself and the world around you, because it's more effective than anything else to banish negative feelings like depression or fear or inadequacy from your life.

9. Vitality – if you don't take care of your physical body, it's more difficult to have positive emotions, and it's more difficult to achieve your goals. Vitality includes eating right, exercising, getting the right amount of sleep for you, and proper breathing. Studies are showing that sitting at our desks all day is slowly killing us. We all need some movement. Cultivating a sense of vitality - your physical health - is critical for peak performance.

10. Contribution – you've probably heard these popular expressions: "The secret to living is giving" or "Give before you get." "Do you know why? Here's why. Giving to yourself and others lets you know that your life has mattered. It connects you with people and gives you a sense of pride and self-esteem that no amount of money or fame could ever give you. Money and fame are external, but giving is an internal thing that affects us much more deeply. The expression, "Giving is a selfish thing" is absolutely true in the best sense.



GOALS

*It does not take much
strength to do things,
but it requires great
strength to decide on what
to do.*

Elbert Hubbard

A goal is any positive objective that you intensely desire and intend to pursue until accomplished. It gives you a direction to move toward and inspires you to keep moving. Each goal gives you clarity; your goals, taken together, give you a way to assess your progress in life.

These guidelines will help you set positive goals that are meaningful to you.

1. Your goals must be YOUR OWN - It's not about pleasing anyone else or doing what other people think is best for you or will make you successful. Their intentions may be good, but in the long run, they won't work and they will sabotage your future because they aren't yours. So, forget about pleasing anyone else and set goals that you care about and that are authentically yours.

2. Make your goals MEANINGFUL - In guideline #1 you picked goals that you care about. These goals also need to be important to you. You inevitably will face obstacles along the way. Only goals that mean a lot to you will give you the drive and energy to get past the down days.

3. Make your goals SPECIFIC and MEASURABLE - Be as specific about you want to accomplish as you can. Have a timeline with exactly the dates by which you want to accomplish certain steps. If your goal is something you can monetize, know and write down exactly how much money you want to make.

4. Your goals must be FLEXIBLE - Allow some room to make changes within your goals. First, this will keep you from getting bored, and, second, taking action toward your goal will be a learning process - you'll want to incorporate the things you learn into your goals.

5. Make your goals REALISTIC - Absolutely, you should shoot for your dreams, but do it in realistic steps. That will make it more likely that you'll achieve them. So, for instance, if your income is \$0 right now, your goal for the month might be to make \$10,000...and then your goal for the year or two years from now might be \$1,000,000.

6. Your goals must reflect your BELIEFS/VALUES - This is a little different from your goals being meaningful. Your goals must be aligned with your beliefs and values in order for you to progress effortlessly toward completion on a subconscious level. For instance, making a lot of money may be a very meaningful goal for you, but if you intend to acquire it in ways that are counter to your values, you will have some problems achieving your goals.

Finally, keep an eye on your goals as you move toward completion. What results are you getting? Are there things you could change to get better results? Don't be afraid to make revisions when appropriate.

TAKING ACTION

*What we hope ever to do
with ease, We must learn
first to do with diligence.*

Samuel Johnson

Jim Rohn gives us an abbreviated version of the process of taking action in his statement in *My Philosophy for Successful Living*: "Great accomplishments like building a nation from scratch come from activity. Having a strong core philosophy is one part of the equation, another is having the right attitude and the third part is rolling up your sleeves and putting in the work that is necessary to get the job done."

Jim Rohn had a gift for stating things clearly and succinctly. You might think that if you have a strong core philosophy and a good attitude that taking action is inevitable. For some people, it is. For a lot of others, taking action is still a problem. Have you ever wanted to do something very, very much, but you still couldn't bring yourself to do it? You are not alone. Here are the main reasons that happens.

INERTIA

Sometimes we put off taking action just because we don't feel enthusiastic about it. Entrepreneurs are famous for this, probably because they keep their own schedules and don't report to anyone for the most part. Sometimes, after launching a new business, the thrill is gone and they just feel bored. They need a new challenge. Successful entrepreneurs have learned to combat this feeling and maintain their excitement by taking on new projects or bigger opportunities. They find new challenges and thrive on taking risks. The only caution with this is not to overwhelm yourself and take on more than you can possibly handle.

OVERWHELM

People avoid taking actions because they let things pile up instead of having one task at a time. The solution is first to be aware that this is your problem, then decide to make a change, then prioritize the work, and take one task at a time until your tasks are finished.



LACK OF CONFIDENCE

Fear and doubt can start to overwhelm the best of us from time to time. Most of the things you fear will never happen. Here's a secret – people who are really good at moving quickly from one task to the next often do so because it's even more stressful for them to put something off than it is to do it. You might take a lesson from them. Putting off achieving your goals by not taking action might be more painful than just going ahead and doing it.

LOW SELF-WORTH

If you have low self-esteem, you might believe that you don't deserve success. This can happen because of old negative belief systems or a traumatic past. People with low self-esteem can find all sorts of reasons or excuses not to take the first step to a better future. They can also sabotage themselves at any point along the path. If this is your problem, you're not alone. Look into this for the sake of your future. Many books and Internet forums are dedicated to this subject. Make it a priority to get to the bottom of this. You deserve not to be stuck in this place.

YOU DON'T LIKE THE WORK

Even if you like most of what you're doing and it is in line with your desired goals, you might not like every part of what you're doing. Successful people do one of two things: they go ahead and do it anyway, or they pay someone to do it for them. Also, you might still be in a job you don't like because you are afraid to leave for financial reasons. Again, you have two choices: stay in a job you don't like and find ways to make it more pleasurable, or face the fact that life is full of risk and change. You'll have to face your fears if you want a more fulfilling life.

DISTRACTIONS OR LAZINESS

This kind of speaks for itself. If you'd really rather watch TV than go after your goals, then you've made your choice, haven't you? You can change your behavior or change your goals. You really can't have both.

ACTION PLAN FOR SUCCESS

In their book *The Power of Focus*, Jack Canfield, Mark Victor Hansen, and Les Hewitt offered an action plan with the following 10 steps. Ask yourself these questions and follow the steps as you devise your plan:

1. What is my challenge?
2. Decide to confront the issue and deal with it.
3. What is the desired result I want?
4. In one word, describe how you will feel when the issue is closed.
5. What information do I need it will help?

6. What can I do myself?
7. Wells can help me?
8. Now, what specific action steps am I going to take?
9. When am I going to start? Write down a date.
10. Review your results and celebrate!

One thing you want to do a lot of at all points of your action plan is to review the results you're getting. If your plan needs to be modified, if something needs to be adjusted, be flexible enough to do it.

Do you remember Anthony Robbins ultimate success formula?

1. Know your outcome.
2. Get yourself to take action by deciding to do so.
3. Notice what you're getting from your actions.
4. If what you're doing is not working, change your approach.

Know what you want, think it through, and take action. If you do that, even if you're action plan isn't perfect, your chances of success are a lot greater than if you don't act.



CONCLUSION

*That which we persist
in doing becomes easier
- not that the nature
of the task is changed,
but our ability has increased.*

Emerson

Let me paraphrase when Harold Sherman says in his book, *Your Key to Happiness*:

"It is my hope that you now know and understand the key to the operation of your own mind which will enable you to draw upon this creative power within: depiction mentally the things in life you desire; to know that things first happening. Your mind before that can happen in your outer world; and that there is a method by which you can change your entire life and circumstances through seeing yourself, on" the motion picture screen of your inner mind," doing or being or having something that you very much want."

"These ideas are as old as time as old as the spiritual or universal laws behind all things... I have but put this knowledge into more concrete an understandable form that you might be able to apply it at once and every day benefit from the taking on of a new mental attitude."

Focus is the key to living life at peak performance level. How well you use your mind to take action toward your goals will determine your success in life.

What is your burning desire? What achievement when completed will fulfill you? What's your mission, your reason to be here?

Get started NOW on creating the unique accomplishment that is your life. Be assured that with your commitment you can transform your life into more than you ever dreamed.

It takes ONE decision: **DECIDE that you want a life of your own creation and will do anything necessary to achieve that.** Watch everything else fall into place.

BONUS: "WINNERS AND LOSERS"

Great minds have purpose,

Others have wishes.

Washington Irving

These brief, pithy statements by Sydney J. Harris get to the heart of winning versus losing behavior. His book, *Winners & Losers*, was written in 1968, but the descriptions are as true now as they were then since, after all, the human condition is timeless.

A winner makes commitments;

A loser makes promises.

When a winner makes a mistake, he says, "I was wrong";

When a loser makes a mistake, he says, "It wasn't my fault."

A winner works harder than a loser, and has more time;

A loser is always "too busy" to do what is necessary.

A winner isn't nearly as afraid of losing

As a loser is secretly afraid of winning.

A winner goes through a problem;

A loser goes around it, and never gets past it.

A winner says, "Let's find out";

A loser says, "Nobody knows."

A winner knows what to fight for, and what to compromise on;

A loser compromises on what he shouldn't, and fights for what isn't worthwhile fighting about.

A winner shows he's sorry by making up for it;

A loser says, "I'm sorry," but does the same thing the next time.

A winner would rather be admired and liked, although we would prefer both;

A loser would rather be liked than admired, and is even willing to pay the price of mild contempt for it.

A winner listens;

A loser just waits until it's his turn to talk.

A winner feels strong enough to be gentle;

A loser is never gentle - he is either weak or pettily tyrannous by turns.

A winner says, "There ought to be a better way to do it";

A loser says, "That's the way it's always been done here."

A winner respects those who are superior to him, and tries to learn something from them;

A loser resents those who are superior to him, and tries to find chinks in their armor.

A winner paces himself;

A loser has only two speeds: hysterical and lethargic.

A winner has a healthy appreciation of his abilities, and a keen awareness of his limitations;

A loser is oblivious both of his true abilities and his true limitations.

A winner takes a big problem and separates it into smaller parts so that it can be more easily manipulated;

A loser takes a lot of little problems and balls them together until they are unsolvable.

A winner knows that people will be kind if you give them the chance;

A loser feels that people will be unkind if you give them the chance.

A winner focuses;

A loser sprays.

A winner learns from his mistakes;

A loser learns only not to make mistakes by not trying anything different.

A winner tries never to hurt people, and does so only rarely, when it serves a higher purpose;

A loser never wants to hurt people intentionally, but does so all the time, without even knowing it.

A winner is sensitive to the atmosphere around him;

A loser is sensitive only to his own feelings.

