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The Ultimate Success Formula

The four common principles of successful people

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Is there such a thing as “The Ultimate Success Formula?” Well, after twenty five years of studying success, I’ve come to believe that there is a generic success formula that can be used to achieve your goals as effectively and efficiently as possible. It doesn’t matter whether you’re in business, athletics, politics, education, or religion. When it comes to success there is one universal system always to be found operating in the life of a successful person.

Through the study and interviewing of hundreds of successful people, I found four common principles in their lives. It didn’t matter who they were or where they came from. It didn’t matter what age or nationality they were. It didn’t matter whether they were male or female.

> ***Every one of the super successful people I came across had these four principles in their lives.***

To illustrate I want you to imagine that I have the ultimate recipe for the perfect pizza pie. I mean, it’s the recipe for the best tasting, most delicious pizza pie in the entire world. My pizza pie wins the blue ribbon at every pizza contest whether it’s in New York City or Rome, Philadelphia or Tuscany. Everyone agrees my pizza pie is the best in the whole world. Now let’s say I give you my magical recipe for the best pizza pie in the world and you make your own pizza pie. You follow my recipe exactly as it’s written. You put in the exact amount of flour, water, yeast, salt and eggs to make the dough. You use the exact kind of fresh tomatoes, mozzarella cheese, fresh basil, pepper, and oregano. Is your mouth

watering yet? Boy, I can taste it. Then you bake the pizza at the exact temperature my recipe instructs you to bake it at. You also bake the pizza pie for the exact amount of time that my recipe tells you to. Now let me ask you this question, will your pizza pie taste as good as mine?

The answer to this question is of course, yes! It is absolutely yes. You will make the best tasting pizza in the whole world if you follow the recipe for the best pizza in the whole world, every time.

Now I'm sorry that in this article I'm not going to give you my recipe for the greatest pizza pie in the world. For the recipe you must read La Appetite Magazine. But what I will give you in this article is "The Ultimate Success Formula" which, when followed, will always result in success. I have watched people transform their marriages and families using this formula. I've seen thousands create healthy strong bodies and minds putting it into practice. I've coached thousands of people in network marketing, teaching them to implement this formula and witnessed many of them double, triple and even quadruple their incomes in less then a year by utilizing "The Ultimate Success Formula."

"The Ultimate Success Formula" consists of four key principles. When a person discovers, develops and deploys these four principles success flows into their lives from multiple directions.

When applied to a business there is rapid expansion. When applied to finances there is instant increase. When applied to one's body there is improving health and vitality. The four principles can be applied to any of life's dimensions. They will always produce success.

The four principles of "The Ultimate Success Formula" are

Engaging Objectives, Empowering Personality, Effective Strategies, and Explosive Action.

When a person has all four of these principles working in their life they will always be excelling to success. If one is missing, success will come at times but the times will be rare. If two or more are missing, success will be elusive.

Principle #1: Engaging Objectives

The first principle of "The Ultimate Success Formula" is "Engaging Objectives." *Engaging Objectives are the things you want to achieve, do, get, and have.* The first thing I discovered in the lives of the super successful is they all knew what they wanted. They all took the time to discover what they wanted and then spent their lives pursuing it. Something else I discovered was that people who are unsuccessful don't know what they really want. Their goals, if they even have any, are extremely vague.

Successful people have clear concise mental pictures of what they want.

They write them down. They focus on their goals daily. Some practice things like affirmations, scripting, and visualization which help them to better focus on objectives. The unsuccessful, they pretty much just wing it. Like Charlie Brown in a Charles Schultz comic script who shoots his arrow into the tree and then draws a target around it, they fire their arrows aimlessly never really hitting anything.

The super successful I've worked with in network marketing are all people who have "Engaging Objectives."

They have a purpose for their life and organization. They have vision and vision statements describing what they are striving to manifest. They all have goals that serve as millstones towards bringing their vision into reality.

It doesn't matter what you're trying to achieve. What does matter is clarifying it, writing it down, and focusing on it until it's burning in your heart like a raging fire and becomes an "Engaging Objective."

People with "Engaging Objectives" will achieve one hundred times more than people without them! They live each day filled with passion, overflowing with power and able to persist onward towards the manifesting of their objectives.

Principle #2: Empowering Personality

The second principle of "The Ultimate Success Formula" is "Empowering Personality." Every super achiever I've ever met or read about had or has an "Empowering Personality." *"Empowering Personality" is the power to influence*. It's first the power to get yourself to do what you know you should do which then gives you the power to be an example. Then it's the power to inspire and motivate others to do what's best for them.

How does "Empowering Personality" look in the real world?

> ***It's living inspiration and being an inspiration. "Empowering Personality" is confidence, joy, passion and motivation.***

The person with "Empowering Personality" energizes the people in their life. They raise the belief level of everyone they come in contact with. They infuse others with passion. They are people magnets who attract like minded people to themselves and their cause.

The person who has "Empowering Personality" is someone who has grasped onto their potential. One of my favorite stories is about an American Indian boy who finds an eagle egg and places it in the nest of a prairie chicken. The eagle's egg is surrounded by the eggs of the

chicken. In time the eggs hatch and the eagle grows up with the chickens. He learns to walk like a chicken, talk like a chicken, think like a chicken, and act like a chicken. He believes that he's a chicken. Then one day after many years as an old eagle who thinks he's a chicken he looks up and sees one of his brother eagles floating on the wings of the wind. He stands there in awe gazing upon this magnificent bird with tears flowing down his checks. Then one of his chicken buddy's comes up next to him and taps him on his broad shoulders and says, "What you looking at pal?" The eagle looks down at him and points upward towards the great eagle in the sky and says, "Look at that great bird." His chicken buddy then replied, "That's an eagle, the greatest of all birds." The eagle continued to stare in awe. Then his little chicken buddy said to him, "Forget it pal. Forget about it. You'll never be like that. You're just an old chicken. Come on, let's go hunting for worms. Let's go eat some bugs." Then the great eagle bowed his head, lowered his shoulders, and followed his chicken buddy to eat worms and bugs when in fact he was created to float on the wings of the wind and fly into the sun!

This story describes the human dilemma. We were created to be eagles and many of us have come to believe we are chickens.

> ***The "Empowering Personality" is a personality that grasps onto the fact that we were created with incredible potential, created to fly, created for greatness.***

Every super successful person I have ever met had a grasp on the fact of their potential. They recognize their significance, uniqueness, and call to greatness.

Principle #3: Effective Strategies

The third principle of "The Ultimate Success Formula" is "Effective Strategies." After a person discovers what they want and grasps unto their magnificent potential they need to implement strategies to achieve their objectives.

"Effective Strategies" are maps.

Can you imagine trying to get somewhere without having a map to follow? They are directions. For instance, I live near New York City and if I wanted to get to Philadelphia I'd need directions to get me there as quickly as possible. A good map or directions would direct me to get on I-95 South to the Pennsylvania Turnpike west. Then I would arrive in Philly in two hours. Without a map I might get on the Long Island Expressway and three hours later arrive at Montauk Point, which is on the eastern tip of Long Island and about five hours from Philadelphia. Then I might get on a boat and cross the Atlantic and arrive in France still looking for Philly. Next I'd take a train across Europe still looking for Philly. Then I'd take a rickshaw across Asia still trying to find Philadelphia. Then I'd cross the Pacific and arrive in L.A. and I'm still trying to find Philadelphia. I rent a car and drive it across the U.S.A. and maybe sometime weeks, months or even years later I arrive in Philly. People without maps and directions take a long time to get to where they want to go. Sometimes they simply don't ever get there and spend their lives wandering about.

"Effective Strategies" are cutting edge life plans, business plans, and financial plans which will get you to where you want to go as fast as possible.

Super successful people discover, develop, and deploy cutting edge strategies. They implement strategies that exhilarate progress and quickly get results. They use the best strategies in each key area of their business and life to manifest their objectives.

I have discovered while coaching and working with some of the world's top network marketers that every one of them use cutting edge leadership, relational, communication, motivational, and marketing strategies. It's through the implementation of these strategies that get them to the top of the network marketing industry.

Principle #4: Explosive Action

The fourth key principle of “The Ultimate Success Formula” is “Explosive Action.” *“Explosive Action” is doing whatever it takes to make it happen.*

> ***You can have engaging objectives, empowering personality, and effective strategies, but if you don’t take action nothings happens.***

Every super successful person I’ve ever met or coached was a highly proactive person who took massive action to turn dreams into realities. Every super successful network marketer I’ve ever met or coached got to where they were by taking massive action. A few weeks ago I spent the day with Keith Mckrecken who overrides a hierarchy in Free Life. Keith has an active organization of over 145,000 people and earns millions of dollars a year. Keith is a great leader and tremendous people person who shared how he started his business with me. He explained that he locked himself up in his office for twenty four straight days and spoke to fifteen hundred people and recruited forty-four of them. He asked each person that he spoke to to give him the names of the five people they would most like to be in business with. It was from the forty-four people that the one hundred and forty-five thousand came. Keith has built his mega business and achieved mega success by taking “Explosive Action.”

> ***“Explosive Action” will always result in creating success events in your life. A success event is reaching a life milestone.***

They are championships, graduations, anniversaries, and financial achievements. They are reaching your engaging objectives and the celebration that comes with the achievement. Success events occur when people follow through with continuous success moments. The continuity of success moments will always result in the manifestation of success events. People who take continuous action day after day and week after week are practicing “Explosive Action.”

So there you have it, “The Ultimate Success Formula.” The ultimate recipe for success. Take some time and decide what you really want and establish you’re “Engaging Objects.” Start developing your “Personal Power” and release your magnificent potential. Discover and deploy cutting edge strategies that will get you to where you want to go as fast as possible. Then take massive action and start succeeding every day, every hour and every minute.

Frank J Bolella, known for his coaching on personal Excellence, is the founder of Excel To Success. Excel To Success is an organization dedicated to empowering and equipping organizations and people to maximize their potential and turn their dreams into realities. In the past year Frank has spoke in person to over two hundred thousand people and influenced their lives through the "Excel To Success" seminars, "Personal Power Coaching Program" and his tapes and C.D.s. He is the author and producer of a number of books and tape series.

Frank works with various organizations such as: The United Nations, Primerica Financial Services, I.B.M., Philips Petroleum, the Jaguars & Saints of the National Football League, Mary Kay Cosmetics, as well as a number of fortune five hundred companies, universities, high schools and nonprofit organizations. He has personally coached professional and Olympic athletes, entrepreneurs, CEO's, business people, politicians, sales people and leaders of various organizations.

Frank's highly effective motivational and excellence philosophy doesn't just deal with getting people pumped up today, only to have them crash tomorrow. He instead teaches people how to become their own personal excellence coach. That's why he is known as one of America's best teaching coaches of excellence and success.

To Learn more about Frank go to: www.frankempowers.com