GETTING STARTED

The Time to Act

You see, what you focus on you become – whether you believe it or not…

by **Kathy Roberton**

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Be there at the finish line; how many of us have heard this statement and what does it mean? I have always been challenged by this statement most of my life; “Be there at the finish line”. It always seemed to indicate that maybe someone or I may not “Be there at the finish line” So, what does it mean? What does it mean to me? What does it mean to you?

Life is full of New Years resolutions, Monday morning diets, after tax season budgets, businesses started. Next, life is full of New Years resolutions broken, Wednesday day’s food binge, Spring’s financial folly and broken dreams when a business fails.

Why do some people finish and others quit? For me, this is worth considering, take a moment with me and let’s look at two different ways of thinking and two different ways of dealing with life’s challenges…

Many of us believe that we make choices out of our current thoughts; the thoughts we think… “I think I will eat at McDonalds tonight” yet, how many would admit that a certain “sound” can bring about an unexpected feeling, thought or response? All of us right? Since this is true and it is…

We can also say that our subconscious mind may play a bigger role than we first imagined. In fact, our subconscious mind can make or

break our success; in anything we attempt to accomplish.

That's why we go to McDonalds for dinner when we are trying to loose those 5 lbs!

So how does this affect our success or failure in business? And if it is having a negative affect (I have quit my last 3 businesses or have never accomplished what I set out to do) can I change it? The answer is Absolutely Yes!

You can start today, begin with this article and choose to do whatever it takes to rewrite the files in your subconscious mind.

Your mind is a computer and it doesn't know the difference between fact or fiction – even if you think it does… This fact is proven by the many people who have lived through concentration camps and other types of torture. They continued to read or recite what was NOT real and refused to recite or think about what was real… You see, what you focus on you become – whether you believe it or not…

Set a goal that's worth getting; set it higher than you think possible and then go after it!

Hang around people who support your dreams; clear the Naysayers out of your life; replace TV with positive tapes and books, surround yourself with positive people and finally – believe you deserve it… Success doesn't get any harder than that!

And,

Be There At The Finish Line!

Kathy Roberton comes to Warranties for Less with an uncommonly strong background in sales, marketing, distribution, public relations and branding. Kathy attended Liberty University with a Tri major in Psychology, Theology and Business and has gone on to serve at the highest levels of management/ownership in businesses within Medicine, Medical Marketing, Hospitality and Sales. Kathy has won awards for being an outstanding leader and trainer with superior motivational skills. She stands out as a skilled and gifted public speaker with exceptional high sales results. She has been responsible for coordinating and leading large sales teams and has orchestrated and led small to large meetings (20 to 10,000+ participants) with the inclusion of intricate audiovisual and video simulcast, a large support staff, catering and the ultimate final sales occurring at the end of each meeting. She brings the background we were looking for to be the point person for Distributor Relations, International Expansion, Sales Promotions and Events.