MOTIVATION | PERSONAL GROWTH | VALUES | VISION

Success Attitude Formula

The formula is: ***SA = (CD+D) X PA + P***

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Bill Cosby, in a keynote speech at a commencement program for a leading university, said something very clever and quite wise. He said, "*If you want to achieve your dreams you gotta wake up first!"* In order to harvest your dreams you will have to apply the following formula.

Whether they know it or not, virtually everyone who is highly successful at anything used this Success Attitude Formula. It applies perfectly to building a profitable speaking career. If you consciously apply this formula you will harvest and enjoy the wonderful fruits of your dreams.

The formula is: **SA = (CD+D) X PA + P**. **SA** is Success Attitude.

Success at anything is an inside job, which manifests itself in actions and results.

Where do you get the right attitude if you don't have one? Simple. Get it from others who have been very successful at what you want to do. For example; Many network marketers say that they love the products but hate prospecting or marketing. They lament that if only there was another way then they would be happy.

My response to that is a bit blunt but truthful. I say that you either need to learn to do those things your business will flounder and probably fail. Keep your day job.

A proper Success Attitude would be this: I will do whatever it

takes, not matter how hard or challenging – because it is a Core Desire of mine to make a difference in people's lives as well as make a good living doing it.

And promotion of my products and the business opportunity is an integral part of making that happen. It is a "have to" to get to a "want to". Nobel Prize winner and winning author, Rudyard Kipling, said this, "*If you do not get what you want it is a sure sign that you did not seriously want it."*

That is a perfect segue into the next part of the formula. It is the most important part of the formula. It is this, You must discover your true Core Desires. The **CD** stands for Core Desire©.

Mark Twain said this "*I can teach anyone how to get what they want out of life. The problem is I can't find anybody who can tell me what they want."* Years later Earl Nightingale said this; "*Today people in America can become whatever they want. Trouble is most don't know what they want."* Not knowing what they want is a huge problem for 97% of the people.

It is absolutely critical that you discover your Core Desires© -- those things you have an intense craving or ravenous desire for. Then, and only then, will you be willing to apply the rest of the formula. How badly do you want to have a cash flowing business that will enable you to live a financially free life?

Robert Collier said it this way; "*The first principal of success is desire. If you care enough for a result you will most certainly get it."* Napoleon Hill validated this when he said, "*The starting point of all achievement is desire."* On a scale of 1 to 100 Core Desires are the 100s. 50 on the scale is half-hearted and half-hearted anything doesn't cut it.

You must be whole hearted in your pursuit of being a network marketer. Business person or

you will never create a substantial income.

Einstein validated this when he said that when willpower is pitted against imagination willpower always loses. That is because imagination has emotion attached to it. Will power doesn't. Is your heart really in having a prosperous, highly successful home based business? Is it really a 100 on the scale? If you can answer yes to those two questions then you will be willing to do and become whatever you have to even if it is hard. I know that is true because I overcame HUGE barriers and massive ignorance to get where I am as a businessman. I charge $20,000 per speech and sign million dollar contracts. If I can do it with my terrible background so can you IF it is a Core Desire and you have the Success Attitude formula in action. By they way, Core Desires eliminate procrastination which is a by product of not wanting to do something.

The **D** in the formula stands for Direction. Without clear and concise direction on how to build a profitable home based business you will probably have a very difficult time arriving at the desired end result ie substantial cash flow.

Not having clear and concise direction automatically enrolls you in the school of hard knocks where you learn from trial and error.

There are many places to get direction from. Upline, this magazine, book, a class, a course, a CD, a teacher etc.. However, the best place to get direction is from a live mentor. One who has successfully done what you want to do. Find him or her then copy everything that is virtuous about him or her. Acquire the honorable attributes and characteristics they have. Walk, act, talk and dress like they do. Think like they think. Do what they do and do it with the same attitude they have.

The **PA** stands for Proper Action. Proper action includes seeking out a mentor then following their instructions as long as what they teach you is legal, moral and ethical. It includes being willing to grow yourself. Stepping out of your comfort zone into the discomfort zone is oftentimes

a necessary by product of growth. The only reason you will be willing to do that is if being out there is going to give you what you want i.e. it is a Core Desire.

The **P** stands for Persistence.

> ***You have heard that persistence pays. Well it does IF you persist on a profitable path.***

If you persist in not doing what it takes to market your business and products you will stay stuck. A devout religious leader, Heber J, Grant, described it this way; "*That which we persist in doing becomes easier to do. Not that the nature of the thing has changed but that our ability to do has increased."* Where do you get this kind of necessary persistence? The answer is simple. Persistence is an automatic by-product of working on, or towards, something you really enjoy or love with all your heart i.e. Core Desires. I ask again -- how badly do you want to have a really prosperous, cash flowing business?

You might feel inadequate in marketing yourself or your message. You might not think you have the talent or ability. If that is what you have thought you will like this statement by Eric Hoffer; "*It seems that intense desire creates not only its own opportunities but its own talents.*" You can and will develop the talents necessary to achieve your Core Desires if you want it badly enough. Now all you have to do is find a mentor to show you how to do it successfully.

Discover your Core Desires, consciously apply the Success Attitude Formula and success is only a matter of time and, as an important daily side benefit, you will enjoy the process and the journey.

And Never Give Up!

Get Jack's FREE DVD of a $15,000 seminar he did in Cancun
www.dnaofsuccess.com

Jack M. Zufelt - MLM Expert & "Mentor to Millions".

Jack M. Zufelt is a bestselling author and has achieved worldwide recognition for teaching people the true cause of all achievement. His life's mission is to impart the truth about-and dispel the myths surrounding-success and achievement.

His book, The DNA of Success, hit the #1 bestseller slot in the first 3 weeks it was out. It is now in 11 languages.

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