

SUCCESS!

"Success has little to do with the skills you possess, the product you represent, or how hard you work."

Shocked? Don't be. Doubt me? - Then let's break this statement down and really think about it.

First - skills: You, like me, know several highly skilled individuals who are not appropriately applying those skills and are not achieving incredible results. As a National Sales Trainer for AT&T I used to pour out my heart and soul to give "the latest and greatest skills," only to see them infrequently applied.

I can teach you exactly what to say, exactly the questions to ask, even show you the exact actions to take and not take - things PROVEN to GUARANTEE your success. Yet, more often than not, most will return to their day-to-day and do the same things they had always done wondering (and complaining about), why they don't achieve success or how unlucky they are.

Success is not about skills!

Second - product: More companies than not want to praise, applaud, and focus on their product. "Ours is the best in the market, we have the best scientist in the world doing research, we have spared no expense for the optimum quality, we do it faster and cheaper"...the list goes on and on.

However, I meet individuals every single day who have an amazing product and they are not producing amazing outcomes in their business. "But James," you may say, "It really is true about mine!" Understand, it may well be true for you - and you ABSOLUTELY MUST have a passion and an unbending belief in the product or service you represent (no question!). But the key to success does not lie here. If it did, everyone who represented your amazing product would be producing "amazing results" in their business and they are not.

Furthermore, if you are espousing the product story alone, you are most often singing the same song that everyone else is singing for the second time and the second verse. Your prospects are hearing this from EVERYWHERE...who do they believe? How much lack of trust do you think there is in the market as a result?

In today's market, you don't have to have the BEST product to win - you cannot have a poor product, but you don't need the best. I know many who have a GOOD solid product who are winning BIG!

Success is not about product!

So that leaves us with hard work: You like me know someone who works incredibly hard, they pull long hours, maybe even hold multiple jobs and yet they are barely making ends meet. They work hard! And yet, they are not successful. Robin Leach has probably studied as many millionaires and their life styles as anyone and he says, "The wealthiest people I have ever met have not worked a day in their life."

Does this mean that all the wealthy were born with a silver spoon? Hardly. The must read book, "The Millionaire Next Door," tells us that over 85% of the millionaires in today's world are "self-made" and living a relatively modest lifestyle. They began with absolutely nothing. They also typically put in an inordinate amount of hours. Seem incongruent? Maybe these achievers have a different definition of the word "work."

Success is not about hard work!

So what is the answer? **The answer lies in "getting back to the basics"...the basics of ALL behavior, all results, all success...Mindset!**

Let me illustrate a bit further. Let's take a poor golfer and give them the best Big Bertha driver made (read product and tools). Will this make them good at driving off the tee? No way. However, you can give a shabby driver to Tiger Woods and he will work magic.

Now you may say, "James, Tiger has great product (clubs), great skill, and he has worked hard at his sport for years." You are absolutely correct. But we are talking about the basics, in other words – what drove him (no pun intended :o) to acquire the skill and to work so hard? Think it through and you will realize that the answer **MUST BE** his Mindset. His belief in himself, his focus, determination, commitment, persistence, self-image. All things that comprise the inner game of success, which drives all behavior and results in the outer game.

"Success is not the result of making money...making money is the result of success."

Results follow action and actions follow thought – Period! Your work, your skills acquired and applied, and most of all your results, are a direct reflection of you. Master the basics of the inner game and the outer manifestation of actions and results have **NO CHOICE** but to follow.

The results you have today are nothing more than a visible mile marker – the tangible measure of your consciousness (think about that for a week or three). There is **NOTHING** more powerful for you to study and understand.

Hey champion...let's get back to the basics, and let's rock and roll! Have a great week and make your life magnificent.

James Ray, Master of The Entrepreneurial Mindset, is the author of The Science of Success and Success Certain Coaching.