



WHAT DO YOU NEED TO DO TO BE SUCCESSFUL?

What do you need to do to be successful? If you are searching the net you may feel that you need to sign up for the latest affiliate marketing programme. Or perhaps you need to be a member of the latest MLM scheme. On the other hand it may be that you need to follow the directions of the latest web marketing guru. Each of these routes give you the opportunity of being successful but without courage, zeal and enthusiasm you will join the ranks of the 80% plus who fail.

You need the courage to identify your dream. Your passion. You need the courage to stick with the process while you concretise your focus and then to stay the course when others are telling you that it is a stupid idea and will never work.

To start your own business is difficult enough. It becomes virtually impossible when you select something that only looks good or looks interesting and you don't have passion for. To be successful you must identify your true calling in life. Your passion. Can you imagine what the result would be if you allowed your passion to be your focus in life? So. What is it that turns you on? What motivates you? What do you constantly talk to yourself and others about? What excites you?

Once you have identified your focus, your calling, you now need zeal and enthusiasm to carry it through. To be successful. Zeal and enthusiasm is more than determination. It's about commitment, fun, enjoyment. Something you want to do because you believe in it. A natural way to reach your aim and objective in life. A belief that means you are willing to live with your dream 24 hours a day, seven days a week.

You need to see life the way a sportsperson does. Can you commit to working day in day out with the sole purpose of working towards your dream? Can you keep going when nothing appears to be happening? Can you hold onto the slightest increase in your ability as a sign of success? Are you dedicated to continually improving your personal best? Can you believe in yourself and your passion enough to rethink the formula when the business reaches crisis point? Can you step back and honestly analyse your actions when you have just lost a potential sale or the time you spent on a marketing campaign was wasted? Can you be a totally focussed individual?

However, zeal and enthusiasm alone are useless. It's like driving a car at full speed without knowing the destination. Alone they will not bring you success, but coupled with an aim and objective, a focus, a passion, a desire to constantly improve and courage then, like the sportsperson, the world is your oyster.

When you do something you love doing, time is immaterial and happiness and personal growth naturally follow. You work because you want to and enjoy it. You are fulfilling your passion and boy it shows. People buy your enthusiasm, your excitement. They can see the excitement in your eyes; they can read it in your writings.

Look at your business and materials:

Do they show excitement, passion?

Would you buy from you, your site, if you were a customer?

The secret to success in life is simple:

If you have the power of determination in your thoughts, every task is possible.

Those who are successful in their chosen field have an extraordinary degree of self confidence. They know they are living their passion. The only thing on their minds is to be the best. To give their best at every opportunity. They know that the key to success is their mental toughness.

What about you? There are no shortcuts. You can only be successful because you have a passion and the zeal and enthusiasm to work hard and conquer your inappropriate habits. The talent to focus and refocus your activities. The courage to stand out from the crowd. It's not the money that drives people to success it's the game, it's wanting to be the best. Do you have what it takes? Can you do what you need to do to be successful?

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