

The **7 Secret Principles** of True Achievers In Business & Life

Profit School

SECRET 1: Results-Behaviour Link



**Forget
Results,
Think
Behaviour**

“I did not take the public speaking course to prevent my knees from shaking when public speaking... but to DO public speaking WHILE my knees were knocking.” – Warren Buffett

2 Important Questions

1. What is your biggest goal in life?
The one thing you want more than
anything?

2. WHO do you have to BECOME to
achieve this goal?

"Set a goal to become a millionaire
for what it makes of you to achieve
it." – Jim Rohn

"My mentor, Mr. Schoaff, had an interesting way of teaching. When I was 25 years old he said, 'Mr. Rohn, I suggest that you set a goal to become a millionaire.' I was all intrigued by that. You know, it's got a nice ring to it - millionaire. Then Mr. Shoaff said, 'Here's why.'

I thought to myself, 'gosh, he doesn't need to teach me why. Wouldn't it be great to have a million dollars?'

Then Mr. Shoaff said, "No. Then you'll never acquire it. Instead, set a goal to become millionaire for what it makes of you to achieve it. Do it for the skills you have to learn and the person you have to become. Do it for what you'll end up knowing about the marketplace. What you'll learn about the management of time and working with people. Do it for the ability of discovering how to keep your ego in check, for what you have to learn about being benevolent. Being kind as well as being strong. What you have to learn about society and business and government and taxes and becoming an accomplished person to reach the status of millionaire."

Forget results, think behaviour

- You can't control results, but you can control your behaviour daily.
- Ask yourself, 'Is this action I'm taking right now taking me towards my goal or away from my goal?'
- Results are a poor measure of success because results are a LAGGING indicator, but behaviour is a LEADING indicator.

When all is said and done...

- Every man's (or woman) life is a measure of his (or her) courage.
- Life is a story of courage and inspiration. (Told through business, sport, politics, struggle, music, acting, modeling, work, etc.)
- Our goals are the rewards we get for demonstrating our courage.
- ... in my humble opinion.

SECRET 2: The Superhuman Syndrome

True Achievers See Themselves As...

- Larger than life
- Changing the world
- The best in their field
- Superior to the masses and the civilians
- The protectors of humanity
- The self-appointed leaders and saviours of humanity

Examples

- Richard Branson (... benevolent dictator)
- Steve Jobs (...those crazy enough to think they can change the world are the ones who do)
- Nelson Mandela (...his never again speech)
- Donald Trump (...master of the universe)
- Mohammad Ali (...the world's greatest)
- Michael Jordan (...my biggest competition is myself)
- Gandhi, Mother Teresa, Floyd Mayweather, Bill Gates, Obama, etc

Self Appointed Super-humans

If you are waiting for someone in your industry
to “anoint” you, you will wait forever.

Make a decision now and step up to the top!

SECRET 3: Rejection Theory

REJECTION

- What is rejection?
- True achievers know that the feeling of rejection is just a revelation of neediness. Neediness for the deal, to be liked, to be accepted, to be praised, etc.
- True achievers know that they can never be rejected by other humans, because they are NEVER needy. Even when they WANT something badly, they are never NEEDY.
- They want the deal badly (or money, or power, etc) but they are never needy.
- They know that real needs are food, water, oxygen, shelter – and they have these things (all of us do)
- We can die without these REAL NEEDS – but everything else is just a want and we won't die without it.

Rejection Theory states that you can never be rejected in your pursuit of business goals or ambitions, because you are never **NEEDY**. You must always desire your goals badly and go after them aggressively, but never, ever be **NEEDY**.

SECRET 4: The Ferris Wheel Theory



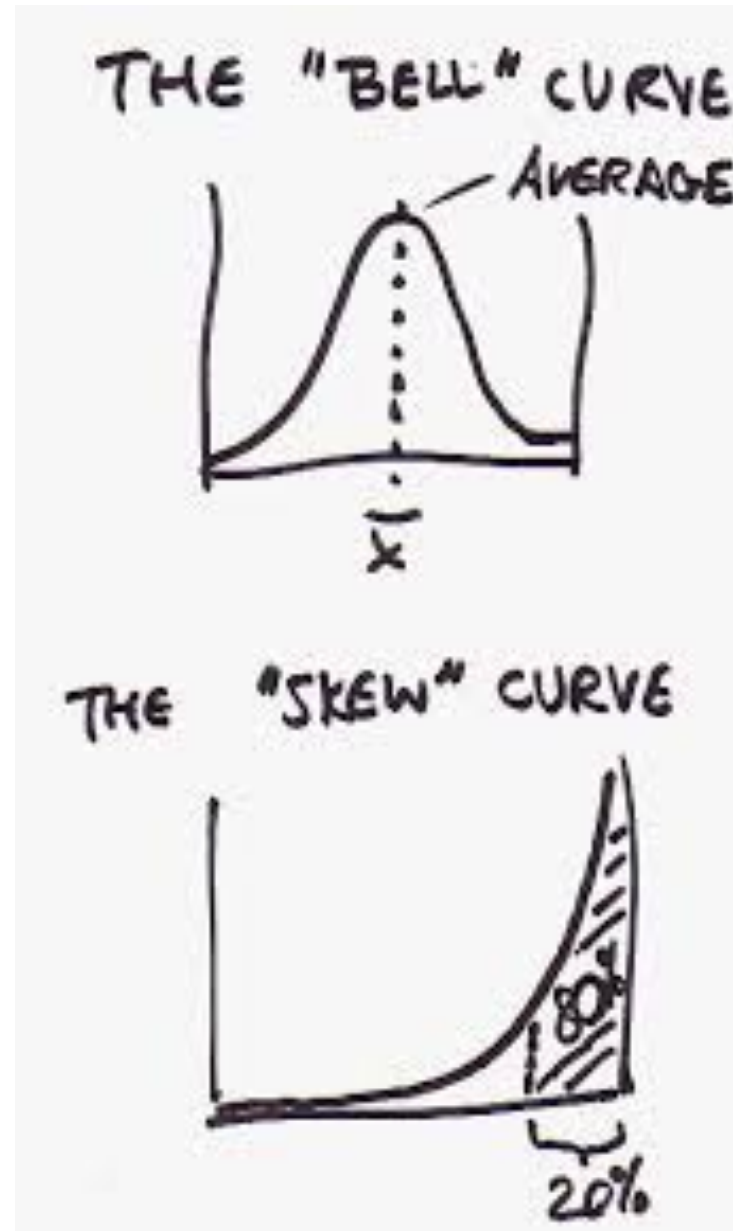
Business Success observes The Ferris Wheel Theory.

1. When you miss one deal and get yourself ready you may catch the next one that is coming.
2. Always have a list of prospects, deals, proposals, strategies in a pipeline and keep the wheel moving. Having one of anything is the biggest mistake you can make in business.

SECRET 5: The 80/20 Principle

80% of outcomes result from 20% of causes. Top achievers are always looking at the relationship between results and causes, and they focus on maximising the 20% of causes that create the 80% of the outcomes they want.

Your Clients



SECRET 6: The 20-10-1 Rule

The 20-10-1 Rule

- To gain a **TOP 20%** level of Mastery of any business activity you need to practise the BEST STRATEGIES of Masters – consistently (without fail), perfectly and with dogged determination for at least 30 consecutive days. Obsession!
- **TOP 10%** - to practise the BEST STRATEGIES of Masters – consistently (without fail), perfectly and with dogged determination for at least 90 consecutive days
- **TOP 1%** - One Full Year

SECRET 7: The 80% Rule

- Before you embark on any business attempt, with an average level of competence, chances are your own effort can get you 80% of the way before you need assistance. Most people put things off (in most cases never get started) but True Achievers get started and when they exhaust their own competence, seek help. They get moving.
- For most things in life 80% competence/finished is good enough (except things like brain surgery, construction, etc). In most cases, just showing up can get you the deal. Most software products are released at Beta stage – at less than 80% perfect and get improved. Have you ever bought a Windows product?

Thank You

1. Please download the Action Sheet and do the exercises
2. Please listen to the Podcast again
3. Please TAKE Action!