

8 SUCCESS SECRETS

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What you are about to read is an answer to an age-old question.
“What does it take to be successful?”

Well first you have to realize that there is NO SUCH THING as failure. There are only temporary setbacks. But more than that you have to own a particular belief about yourself.

You have to allow yourself to know that you are already successful. You have to adapt the fact that everyday you are one day closer to achieving that which you are after.

Of course, each day you must make the necessary steps to accomplish your desired success. Don't get me wrong. Success takes effort. Without effort you're just another boil on the butt of society.

The following Success Secrets are not really secrets per se. You already know what you are about to read on some level. But it's a reality that needs to be spoken or read to really drive home.

For some reason we know answers to questions that we've had almost all our lives but we need an affirmation from someone else to transfer our suspicions as the “right answer”. I used to think like that too. But when I used the following Success Secrets I was no longer held back from unimaginable successes.

Now you have that opportunity also.

Brace yourself for the following secrets and prepare to be awakened to a reality of success!

If you find yourself enjoying, laughing, thinking and being challenged by what you read and participate in, please feel free to share this with someone.

But do not try and sell this. It is the sole property of www.forward-living.com.

NOT FOR SALE NOT FOR SALE NOT FOR SALE NOT FOR SALE

success is difficult. Passion is the motivator. Motivation is the fuel. Fuel feeds the future successful.

Once you've identified the "what" you are going to be successful in, you must develop a plan. This requires research. Research can be tedious and tiring. Those with the motivation (passion) to press on will make it. Motivation is so important in this step. Without it, many will drop off the success path.

Many don't make it. Many don't have passion.

You must master what you research. Your research is your knowledge that will tell you how to do what you are to be successful in. Your knowledge will help you overcome and avoid obstacles. Without knowledge of your future accomplishment, you'll still be wandering around wondering what to do next.

Stick to the plan. Don't wander and wonder. There are too many of those kind of "successful" people.

You must have these first steps to start any endeavor if it is to be successful. You can write these items down on a card or type it out and hang it up. Revise it so it's worded nicely and make it your vision. A vision is a great way to motivate your every step.

Create your vision. There's a quote, "Without vision, the people will surely perish." I would suggest that without vision, success is almost impossible.

One way you can gather your thoughts, create a plan and manifest a vision is to fill your mind with positive and motivational information. If you are harboring thoughts and ideas of negativity, you are certainly sabotaging your success. It's hard to be motivated with your head full of negativity and ill memories.

If you focus on the negative and allow the blessings of life to pass you by without even recognizing what you've been given, you should check out *Forward-Living: Your Formula for Success and Inner Strength*. It's a great read and offers you a way to put the baggage of your past behind you. It also helps you to focus on your goal and succeed beyond your wildest dreams.

Stay here for the rest of these valuable secrets to success.

Tip: Most people do not finish a task (any given task) they set out to accomplish.

Hint: To be successful you must follow through.

Let me challenge you to complete this entire course on success. Consider it your first conscious decision to be successful.

SUCCESS SECRET #2

How's it going with that first secret?

Did you do what we talked about? If not, why not?

Go ahead and reread the first secret and complete the challenge before moving on to this secret.

If you have already completed the challenge/exercise from secret #1, then let's dive in right now to the second secret.

UNLEARN

Now that you've identified your passion and you're starting to fill your mind with every piece of information you can to guarantee your success, you need to unlearn.

By the way, if you're still confirming what it is you're going to be successful at take your time. There's no sense starting something you're not sure you want to do. When you have it, you'll know beyond a shadow of a doubt. Then start.

You'll better your success chance multiple times over. If that's not your passion, like I said before, you're almost certain to not succeed. Find your passion, not your chore.

Anyway, unlearning is a crucial and very valuable part of success. What do I mean about "unlearning?" Great question.

Unlearning is the process of subtracting the negative programming you have taken in and have eventually believed simply by repetition. If you were told that the best way to be successful is to go to college, get a steady job with good benefits - and you were told that from the time you were in high school until you graduated from college - I would guess that you believe it. And for some, that's true.

But for some it's not.

If your goal is to succeed in that area of life – the corporate world, that's great. You can and will if you continue to apply these principles. That's the great thing about success. You define it.

For others who are born to pave their own way, they can feel held down and fairly unhappy in the rat race of getting up, going to work, working in a cubical, collecting a check weekly (or every other week), then going home only to wake up the next day and do it again x 4.

I say all that to say you must unlearn the programming that doesn't fit your success goals. Right now you need to evaluate the messages that you've been given throughout your life and decide if that's what you truly believe or not.

Belief is extremely powerful. If you believe something that contradicts your desire or goal, that goal will not be met. Nothing will sour your Inner Strength more than flopping through life trying to grab a hold of things that don't support your convictions, values or even your personality.

For example, if you believe a past bankruptcy will hinder you from becoming wealthy, you will not be wealthy and you'll always fall back on that bankruptcy and allow it to keep you from success. There are many people who have succeeded in spite of past failures. Don't let past mistakes oppress your success.

Don't own failure. It is the killer of Inner Strength. Learn from it. But don't own it.

Unlearn the negative programming of others too.

Don't listen to those who tell you "it can't be done."

Unlearn what you've always heard that doesn't serve your purpose.

Don't listen to the scripts that have been programmed that say "it can't be done."

Unlearn the fear of past mistakes.

Don't listen to them. They have nothing to do with the future except serving as a reference point to stay away from.

Take a few minutes to list all the negative messages that you've heard and maybe have believed throughout your life.

Make two columns on your page. Entitle the first column "Negative Program" and on the second column, entitle it "Unlearn Message".

In the first column list as many negative, self-limiting messages you've learned over the years. In the second column, and coinciding row, write your newly programmed message.

Write the message that will now serve your purpose.

Do this with your entire list.

When you're done with this exercise, tear your list in half so that you have two separate list "self-limiting list" and "purpose serving list".

Now destroy the self-limiting list. You can burn it, throw it away, rip it up. Destroy it in a way that will stick in your memory. (Just be careful with fire.)

Unlearn how not to succeed.

Don't listen to anyone or anything that says you're silly for even trying.

Continue on this course and learn significant steps to help make strides in your life of forward-living. We call it forward-living because it's about moving forward. Don't get too hung up on your past.

SUCCESS SECRET #3

CREATING YOUR CORE IDENTITY

Let's jump right in today.

A question:

Who are you?

Think before you answer that.

The true value of who we are is often wrapped up in our occupation, our practiced behaviors and how others see us.

Here are some examples.

Occupation:

"I'm a doctor." or "I'm a lawyer." or "I'm a mechanic."

Practiced Behaviors:

"I'm a procrastinator." or "I'm an overeater." or "I'm a compulsive person."

How others see us:

"I've been told that I am helpful." or "So and so believes I am a great judge of character."

The point is these examples may not be truly who you ARE. They may exhibit various characteristics of your personality, but to say they are who you ARE may be inaccurate.

Especially in the case of limiting beliefs, they are certainly inaccurate. List a set of behaviors that you consider to be a part of who you are. Make it a list of 10 for simplicity sake. Review that list and pay attention to the areas of your beliefs about yourself that are limiting.

Ask yourself if that's who you really ARE.

Your Inner Strength gets its power from who you really are. Consequently, if you are struggling with your core identity, you're Inner Strength is not very strong. It's suffering.

I mentioned last issue that belief is a powerful thing. No truer is it than in the area of your identity. Let's rephrase the original question now.

Who do you BELIEVE you are?

The answer to this question is going to be FACT no matter what your answer is. The reason it is FACT is because you BELIEVE it to be so.

There's a place deep within each of us that can remain untouched. This place is a true belief of who we REALLY are. It's who we know we can become, but through behaviors of habit and conformity, most of us suppress our true identity.

The challenge is to tap into the true identity of who you are. Are you someone who needs to lose a few pounds? Or are you a fat person?

Are you someone who doesn't do well in school because you don't study enough?

Or are you stupid?

If you are in need of more money, are you rich and broke? Or are you poor and broke?

Poor is a state of mind. If you believe you're poor, you will be.

The differences in the above questions are extreme opposites. And how you identify yourself to each one defines who you are. Take time each day to ask yourself one of the most important questions you can ever ask.

This question is vital to your success and inner strength.

The question is, "Who am I?"

This topic is SO important we're going to continue next issue. We'll carry on talking about who you are and how to leave who you're not. Sounds easy but it usually isn't.

We'll talk about why next time.

SUCCESS SECRET #4

CREATING YOUR CORE IDENTITY (Part II)

I'm curious.

Did you list out the 10 simple characteristics that you considered to be part of you from last issue? If not, why?

Are you the type person that signs up for a life changing course and doesn't follow through with the actual life changing part?

I doubt it. Chances are if you care enough to sign up and read this course, you are a person who will participate in the exercises that go along with it. But, just in case, if you haven't listed your 10 characteristics, do so now before reading on.

Good. I'm glad you did that.

Now take those 10 characteristics out that you listed and decide on which one is the most limiting to who you REALLY are. Think back to the last issue of this course and remember who you ARE. Who is that person deep down inside that place where the REAL you is.

Which characteristic is keeping you from becoming that person?

Got it?

Cross it off. That's it. Just get rid of it.

Your task for the next week, month, year and your life is to eliminate that characteristic from your behavior. If you want to become that person you REALLY are, you have to talk like that person talks, walk like that person walks, act like that person acts and always do what that person does.

It's easy to say you are _____.
(fill in the blank)

But to actually become that person is quite another task.
But how rewarding to be you!

For argument sake we're going to say that the person deep within you is a millionaire just waiting to be free. What do you do to let this person grow, live and take root?

First, you must realize and accept that this is the REAL you. Once you've accepted the REAL you and listed the limiting behaviors, you must eliminate them from your mind and behavior.

This is done through repetition and practice. Change your thought patterns. Stop using the language that you used to use. Whatever that first characteristic is that you crossed out physically, you must now cross out emotionally, psychologically and behaviorally.

Here's another tough question.

Does the REAL person deep within you hang around the same people that you currently hang around? This can be a touchy subject because we're now dealing with other people's emotions.

For some reason our culture puts more value on other's feelings than our own success in life. Think about it for a minute. Do the people you spend your time with serve your effort to become the REAL you? If not, it would be an important challenge to change company.

If you're that millionaire, who does that person spend time with? Negative people? Self-defeating people? Limiting people? People who keep the status quo? For some reason I don't picture any of these qualities part of a millionaire's diet of life.

Here's the ultimate test.

What will you do? If a change is needed in the company you keep, what will you do?

I'm not suggesting you drop all your friends and end all relationships with those you've been around for possibly years. I merely want you to evaluate the behaviors and beliefs of those individuals. Also, assess heavily how they have impacted your belief about who you REALLY are.

The challenge to change is not a passing effort. You must decide what you are going to be successful at and call the courage from within you to do it. When you do that, you're a success. That is the first and hardest step.

Again, I ask, "Who are you REALLY?"
Is that who you are now?

Are you going to do what it takes to be YOU?

If you're still committed, stay tuned for the next issue and we'll continue.

If not, I'm glad you read this far. Maybe a seed was planted and will sprout later in your life to grow into success.

Next issue we'll be talking about energy and how it can serve you for success. Energy is a must. You can't live without it. What energy do you attract and send out?

SUCCESS SECRET #5

It's time for the 5th secret. Let's get right to it.

ENERGY FOR FORWARD-LIVING

Q: What do batteries and people have in common?

A: We all have positive and negative sides.

To achieve anything in life, it is imperative to have positive energy.

No matter what happened to you in your past, you have an obligation. If you are to be successful, you must decide your primary energy is going to be positive energy.

"But I was passed up for a promotion."

"But I've been single for 35 years."

"But I'm in debt and feel like I'm being swallowed by a financial monster."

"But I don't feel like I have anything to show for all the hard work I've done."

"But no matter what I say, nobody takes me seriously."

All of the above quotes start with a "But". You've got to lose your "But". The "But" is negative. If the negative "But" is discarded, all you have is an objective fact, not necessarily negative or positive. You can work with objective facts in a positive nature.

If you have a negative "But" all you have are excuses for not going forward in life. You have excuses for not succeeding. You have excuses for not embracing inner strength. Excuses need to be eradicated from our behavior.

With facts, we can focus on how to accomplish anything we want from life.

"One of the most powerful forces in the world is the will of men and women who believe in themselves, who dare to hope and aim high, who go confidently after the things they want from life."

- Author Unknown

This quote emits positive energy. Not only that, it screams determination. You can have all the determination in the world, but without positive energy, you'll just end up in the same place with the negative energy people – or at best, you'll be with the apathetic people.

Then you'll wonder why you used excuses to justify not living your dream or accomplishing desired goals. The above type of thinking also smells so much like the victim mentality.

I know all about the victim mentality. I used to live by the victim's principles. They went something like:

- My childhood really sucked and it's impossible to gain control of my emotions.

- Never look at the bright side because you can get more sympathy by pouting about the dark side.

- Where ever I am in life is someone else's fault because they had something to do with me being where I am.

- I'm not worthy of achieving anything in life because I've been beaten down for as long as I can remember.
- Everyone else gets all the breaks because they had a stronger family and foundation than I ever would dream of having.
- My life just sucks.

As you can see and imagine from reading these beliefs, this drove my positive energy in the ground. And, as you might imagine, I struggled with depression for years of my life. I used to be on multiple antidepressant medication along with their buddies the anti-anxiety medications.

I got to the point where I didn't think I could function without them.

But no more! I DECIDED that, that's enough. No more will I believe that my destiny and accomplishments are unattainable – especially due to the actions or thoughts of someone else.

There's no reason why life can not be anything I want it. I chose to live in misery, but now my life is a choice of accomplishments and energy – positive energy.

You can do the same thing I did. I'm not saying it's going to be easy, but I WILL tell you it's worth it.

Here are some ways to overcome negative energy:

1: Stay away from negative people.

2: If you have to be around negative people, whether you're at work or home, try deterring the negative comments and conversations to that of a positive nature.

For example, if you come home and your spouse starts talking about what a miserable day he/she has had, deter that conversation when it's your turn and share all the positive things about your day. Continue talking about the positive things in your day and even things you look forward to in the week.

However, in the process, do not say anything that will negate your spouse's feelings. Stress how he/she has the strength and power to overcome the events of their bad day. You can energize and inspire those around you.

3: Continually focus on positive in every situation. When negative things happen to you, and I know they already have, always look for the positive in that particular situation.

4: Have fun! Find something you really enjoy doing and do it. When you have done it, talk about it. You may love to go fishing, running, play basketball, painting or singing. Make it a regular practice to engage in your favorite activity.

Positive energy is happiness over sorrow, hope over worthlessness, and success over defeat. The challenge is to urge you to evaluate your daily primary energy. Energy can be your life or can be your death.

The choice is yours.

Next time, we'll talk about Selling Yourself for Forward-Living Success and Inner Strength.

It's okay... it's a legal concept.

SUCCESS SECRET #6

SELL YOURSELF

Would you disagree with the statement?
"Everything we do involves selling."

It's true. We're constantly judged by the way we present ourselves. If you never show up on time, you may be judged as someone who is unorganized and doesn't respect time. Or worse – you don't respect other people's time.

If you dress inappropriately and are not clean, you may not get rave reviews in the hygiene category and will most likely not be thought of as a trustworthy individual. There are a number of reasons for this to be true.

But instead of getting into the psychology of it, just know that the majority public opinion would be something like, "If he/she doesn't care enough about him/herself to tidy up, they wouldn't care enough about 'fill in the blank.'"

Have you ever heard the phrase, "dress for success"?

Well if, for some reason, you've escaped this saying. Please pay attention to it. Those who are successful dress accordingly. Dressing according to your

belief of your success will directly impact the success that you believe you'll have.

Did you get that? In other words, you have a much greater rate of success by living and believing the part than wishing for it without taking any action. Action is key.

There are also those who dress up to appear successful and are far from it. But I would venture to say one problem with these individuals is that they have not identified the REAL person within themselves.

Selling yourself is a constant responsibility to the successful person. If you're to be successful you must remain motivated also. You must be motivated to behave and think like a successful person. Part of that behavior is the way you look, the way you carry yourself and the way you interact with others.

Here's where the practice of becoming the REAL you pays off. If you are to be a successful person in your area of choosing then you must be sincere. Sincerity is set free from the soul.

Deep within you, you are successful. You know it. You just have to tap into that belief. Once you tap into it, your sincerity will shine through and not only will you believe it, everyone does. Not that you have anything to prove to anyone else, but you'd be surprised at the opportunities that present themselves when others believe in you too.

You're constantly selling yourself.

You sell yourself through your presentation, through your communication, through your beliefs in who you are. It's an ongoing process in life. And the better you are at selling yourself, the more successful you become.

Here's an example.

Years ago I sold cell phones and accessories over the phone in a call center. That's a tough job in and of itself. On the phone you don't have a captive audience, the client didn't just walk in the store because they're interested.

We called people that didn't ask us to call. We interrupted their lives. Yes... I was one of those guys.

But you know what? I was successful at it. I believed that these people needed to hear what I had to say. I came across as a guy who sincerely believed that they would benefit from what I had to offer.

I came across that way, because I sincerely believed what I said. I was successful because I believed. Sure I had people hang up on me and even had some people who told me where I could go (not a nice place I might add).

But the point is if I would have come to work with the attitude that I had to get hung up on and cussed out again at work today and that is what my job consisted of day after day, I would not have been a success.

Because of my belief and sincerity I had the best numbers in most markets for the company I worked for. Consequently, I was promoted to a sales manager given the opportunity to move and start another market from the ground floor.

It had little to do with the product I was selling and everything to do with "WHO I AM". A guy out of a call center being promoted to sales manager and over 3 locations is unheard of.

Or is it? Put your mind to what it is you want to accomplish and live your life with sincere belief that it will come to pass. Develop your strategy to get there and take action to arrive. It's possible.

Just remember, you're selling yourself.

Until next time keep looking and living forward.

SUCCESS SECRET #7

This is the 7th step in your Success Course. Congratulations for making it this far! You've already accomplished more than most people do. Most people may sign up for a course and not ever read past the first couple of sessions. You're already ahead of the game!

Let's dive in to this one now.

STAY ON COURSE

Think about driving. Think of a place you'd like to drive to right now. The choice is yours. Got that place in mind?
Good.

Now think about your route to get there. There's probably a number of different ways to go. If you've been there before, which one is your favorite or most common route?

From all the different ways to get to your destination, which choice has the straight-line option? What I mean is – if you get in your car right now and drive to that place your thinking about, which route would allow you to start the course, hold your steering wheel as straight as an arrow and allow you to just go straight there without any variation.

My guess is that you have no way to get to where you have chosen without turning, slowing down, speeding up or even possibly avoiding an obstacle or two. In fact, if some of us tried to get to that destination we chose by holding the steering wheel straight, we may end up crashing into a wall, a building, another person or even flying off a cliff.

The point is we're going to run into situations that may keep us from getting to where we want to be - temporarily. I say temporarily because we have the power to decide how long the trying times and barriers keep us from succeeding. If we wanted to, we could allow those obstacles to permanently keep us from success.

Our inner strength is either the dominating force or the limp, wet rag that determines our reaction. The choice is ours.

Make these words a part of your vocabulary and even more a part of you personality.

- **Perseverance**: the act of continuing steadfast, especially in the face of discouragement
- **Determination**: direction to a certain end
- **Purpose**: the end or object towards which effort is directed
- **Character**: a person of remarkable individuality
- **Resolution**: fixed determination

With these words, definitions, concepts and, more importantly BELIEFS being part of you, you'll be a success.

Success is a decision. The fruit of your success may just be around the corner. And no matter how far away or how long it takes, you're going to see it through. You've already seen your outcome.

Think about and learn from other people's road to success. Thomas Edison: Inventor of what we know now as the light bulb. 10,000 times he tried to create this object and revolutionized the world because of his success.

People thought he was crazy for trying to create something not yet ever realized. Now he's a genius. The fact is, he was always a genius and he was always successful. He decided his success before his results were realized.

Abraham Lincoln: 16th President of the United States. By some accounts, he was an utter failure in politics before his Presidency. He started from humble beginnings and didn't let his past keep him from achieving an ultimate accomplishment. He is now thought to be one of the most successful Presidents ever. He decided his success before his results were realized.

Colonel Sanders: Founder of Kentucky Fried Chicken. He started in his 60's and didn't stop until someone said yes to his idea of selling his chicken. It's reported that he was told "No" over 900 times before hearing that one "Yes".

But that one "Yes" was all he needed to become one of the most successful chicken vendors in the food chain today. Colonel Sanders teaches us that we're never too old to start an endeavor and to never give up until you hear your "Yes". He decided his success before his results were realized.

Don't give up.

If you accomplish all the other steps in this course and fail to accomplish this one, it's all for nothing. Without the determination to stay on your course, you'll fall short of your success.

But I have a feeling if you stayed with this course this long, you have the determination it takes to follow through with your endeavor.

Next time we'll wrap up what we've talked about these past couple of weeks.

You've done great sticking with all these steps and following through with the course.

SUCCESS SECRET #8

Congratulations!

Now you've read the Secrets to Success regarding Forward-Living.

These secrets as a whole tell an additional TRUTH about you. If you apply even a portion of the information that you read about in this course, you can achieve much more than you realize.

As a matter of fact, your limiting thoughts and beliefs, as it affects your success, will never be an issue again if you continually practice these steps.

Here's another secret.

If you pay attention to every title of each secret, you may notice something.

Look at them for a minute:

SETTING YOURSELF UP
UNLEARN
CREATING YOUR CORE IDENTITY
CREATING YOUR CORE IDENTITY (Part II)
ENERGY
SELL YOURSELF
STAY ON COURSE

Have you noticed it yet?

Take the first letter of every secret and there's a hidden reality.

I must interject something here. You are definitely successful because you

1. signed up for something valuable
2. tapped into your inner strength and decided you were going to stick with the course and
3. accomplished your outcome no matter how distracted you were or how much you wanted to give up. You are a living meaning of success.

If you would have stopped at secret 3 or 4 you would not have succeeded. In fact, according to the first letter of each secret, you would have just SUCed or SUCCed. In other words, you would have "sucked" if you would have stopped short. (I say this with tongue and cheek. Please, no hate mail.)

Okay... that may be a bit cheesy but everything you have read it SO true. DO NOT let what you may perceive as cheesy rob you of the valuable truths that these secrets possess.

As I said before, if you apply even a few of these secrets on a consistent basis, you'll become a success in your worthwhile endeavor. Don't let your negative experiences with a job, people and life in general keep you from what you deserve.

Whether it's success in healthy relationships, financial independence or simply an enjoyable life, you deserve it.

Do everything you can to conquer whatever is holding you back.

Remember it all starts with YOU and taking the first step.
You must decide to do it.

This is not the last time you'll hear from me. Since you've signed up for this course, you've also received free the Forward-Living Letter (\$97.00 value). This is packed full of more valuable information and offers. Be sure to be looking for it. (You may have already gotten an issue.)

You've taken advantage of these secrets that are free for all. Now go farther and take advantage of getting more from what life offers by diving deeper into the secrets that you read about. These secrets are only scratching the surface of what is available to you.

Check out <http://www.forward-living.com> to continue this success journey.

What are your trials?
What can you do to prevent them from paralyzing you from action?

Take the step to freedom and triumph by conquering all that has held you back from accomplishments you've yearned for.

You can take advantage of the book, Forward-Living: Your Formula for Success and Inner Strength.

Until then, take care and keep looking and living forward.

Your forward-living Coach,
Mark Thompson
- "America's Most Insightful Guide for
Success and Inner Strength"

Purchase the E-book:

[Your Formula For Success and Inner Strength](#)

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