

TWENTY-ONE 'SECRETS ' OF SELF-MADE MILLIONAIRES

by Brian Tracy

"The great secret of success is that there are no secret of success"

Success is not an accident. Success comes as the result of practicing proven success methods. If you do what other successful people do in almost any field, you will be successful too!

There are 21 Behaviors of self-made millionaire that I have identified in my 20 years of research. Each of them is simple: sometimes obvious and learnable by practice and repetition.

As you read through this material give yourself a score of 1 (low) to 10 (high) in the right-hand margin. Then begin to think about how you can implement these behaviors in both your personal life and your work. In time they will become a part of you.

1. Dream Big Dreams

You have to have a dream if you want to make a dream come true. All great success and achievement begins with a dream – a vision of the future – of something wonderful or special that you could be have or do.

As a simple exercise assume that it is possible for you to earn 10 times your current income. Visualize yourself as you would be at that level. How would you look or act or conduct yourself in your daily affairs? What additional skills qualities or attributes would you have? What stands between you and your dream? What could you do right now to begin moving forward your "heart's desire"? Begin to become a "possibility thinker" in your own life.

Question: What one great thing would you dare to attempt if you knew you could not fail?

2. Do What You Love To Do

Peak-performance researcher Charles Garfield found that a key quality of the 1,200 peak performers in his 15-year study was that they did what they did “for the art and joy of it.” You will be able to generate the internal motivation necessary for high achievement only when you are doing something that interests you;; something that holds your attention; something that you really care about. In fact, a major reason for financial failure in life is working at something you don't enjoy; because you'll never become good enough at it to reap the big rewards that go only to excellent performers.

Question: If you won a million dollars in the lottery tomorrow, what would you choose to work at for the rest of your life?

3. Focus on Your Unique Strengths

You are placed on earth with special talents and abilities that make you different from any other person. In Warren Bennis's landmark study “Leaders”, he found that the top people in each organization got there by identifying their strengths and then channeling their efforts toward where they could apply themselves to their best advantage. They refused to take jobs in which they could not perform to high standards. Their focus on strengths is a hallmark of personal effectiveness.

Question: What do you do easily and well that comes hard to most other people?

4. See Yourself As Self-employed

The top 3 percent in every field have an attitude of self-employment, no matter who signs their paychecks. They act like they own the place. They take a high degree of responsibility for their company and for their results. They look upon everything that happens in their organization as though it affects them personally. They prepare

themselves for senior positions and self-employment by continually thinking about how they can improve the organization. They are team players and they are results-focused.

Question: What would you do differently if you owned 100 percent of your company's stock?

5. Never Consider the Possibility of Failure

Dare to go forward. The fear of failure is the major reason for failure in adult life. Self-made millionaires are not gamblers but they are always willing to take calculated risks to achieve greater rewards. In fact, your attitude toward risk-taking is probably the most important indicator of your readiness to become wealthy.

"There is no security in life only opportunity;" said General Douglas Mac Arthur. Remember failure is only another way of learning the lessons necessary to succeed. Thomas J. Watson founder of IBM put it this way: "Do you want to be successful? Then double your failure rate."

Ask yourself this question when confronted with risky situation: "What is the worst possible thing that could happen if I go ahead?" Then do as J. Paul Getty: the self-made oil billionaire suggested and make sure that it doesn't happen.

Question: In what areas of your personal or business life could the fear of failure be holding you back?

6. Develop a Clear Sense of Direction.

People don't plan to fail: they simply fail to plan. Goal orientation is an essential characteristic of all self-made millionaires. H.L. Hunt, self-made multi-billionaire said that you need to do only two things to be successful in life. First, decide exactly what you want. Most people never do this. Second, determine what you have to do to get it and then start doing it.

"If you don't know where you're going, you'll probably end up somewhere else." The ability to set goals and make plans for their accomplishment is the "master skill" of success without which failure virtually guaranteed.

Question: What are your three most important goals in life right now?

1. _____
2. _____
3. _____

7. Work Hard

Self-made millionaire work hard. That is the bottom line of Dr Thomas Stanley's 13 year study of thousand of self-made millionaires. In our society you work eight hours per day for survival: everything over eight hours per day is for success. You will have to put in a minimum of 60 hours per week – the average executive workweek – if you intend to become wealthy. But if you have clear goals a dream and are focusing your unique strengths on what you love to do, it's easy to work long hours because you enjoy every minute.

Question 1: What sort of conditions would have to exist for you to willingly put in 60 hours per week or more?

Question 2: What can you do right now to begin creating those conditions?

8. Get Around the Right People Form “Master Mind” Networks

Successful people make a habit of associating with other positive success-oriented people. They form alliances with others who can help them – and whom they can help in return. They introduce themselves to others and are always alert to opportunities to expand their contacts. They carefully avoid negative people and negative conversations. After 25 years of studying achievers, Dr. David McClelland of Harvard University concluded that the choice of a negative “reference group” at work or at home is in itself enough to condemn a person to failure life. Be careful!

Question: What sort of people do you admire respect and want to be like?

9. Be Teachable

Most self-made millionaires have only average intelligence. Many of them did poorly in school. For that reason they never became impressed by their own intelligence, as many university graduates do. To achieve your full potential financially you must be open to new information.

Avoid the “intelligence trap” of the low performer the person who does not know and does not know that he does not know – the truly hopeless case. Success counselor Kop Koppmeyer says, “You must ask your way to success,” be questioning remaining curiously interested, open to new knowledge.

Question 1: What additional knowledge will you need to achieve your goals?

Question 2: Where can you acquire it?

10. Be Prepared to Climb Peak to Peak

Your success will never be one long upward progression. All of life is a series of cycles up and down -like the tide ebbing and flowing. When you finally reach a peak recognize that you will have to descend into a valley before scaling the next peak. Every day: week, month there will be progress and regress like the seasons. Self-made millionaires prepare for the coming winter even in the midst of a bountiful harvest and they plan for the spring and summer during the coldest days of winter.

Question 1: What season are you in now?

Question 2: How can you best prepare for the season ahead?

11. Develop Resilience and Bounce Back

Your ability to bounce back after a temporary defeat or disappointment is what will assure your success. Everyone faces and meets setback obstacles and temporary failure in life, but the high achiever mentally prepares for them – in advance – and then takes them stride. All self-made millionaires have suffered resounding defeats., often total bankruptcy: before “making it” in their careers. As they say in weight lifting. “No pain no gain.”

Question: Recall an experience where you bounced back instead of breaking; what valuable lessons did you learn?

12. Unlock Your Inborn Creativity

Self-made millionaire achieved their successes by innovating, not copying. You have enormous reserves of creative potential you can use to improve every area of your life. The starting point of all originality is the search for something better, faster, cheaper, easier of greater value. One good idea is all you need to start a fortune. Become solution-oriented rather than problem-oriented. Keep looking trying, questioning researching. You will find the answers you seek if you keep searching for them.

Question 1: What obstacles stand between you and your goals?

Question 2: What can you do starting today to remove them?

13. Focus on Continuous Personal Development

All peak performance high achievers and self-made millionaires spend a great deal of time on personal development. Losers do not. Period! You should commit yourself to becoming a "lifelong learner." Read books and magazines to enrich your mind and develop your skills. Listen to audiocassettes in your car. Watch videocassettes. Attend seminars and workshops delivered by experts in their fields. Remember if you want to earn more you must learn more.

Question: How many hours per week are you investing in your future in terms of study and personal development?

14. Be an Unshakable Optimist

Self-confidence, self-trust and self-esteem are essential to success. They are also very rare qualities, but they can be developed through practice. Successful people develop positive mental attitudes by confidently expecting to gain something from every situation and by always looking for the good in each one. They seek out the opportunity in every problem. They have an unshakeable belief in themselves and in the future. And sure enough eventually things go their way.

Question: What can you find that is beneficial and helpful in the most difficult problem you are now wrestling with?

15. Dedicate Yourself to Serving Others

A noteworthy characteristic of self-made millionaires is their preoccupation with serving their customers. Tom Peters, in his book *In Search of Excellence* found that the top companies and their top people had “an obsession with customer service.” Most new fortunes begin with an idea that will serve people better in some area. While researching his book *The Making of the Achiever*, Allan Cox found that the most successful men and women were those who were able to “lose themselves” in work they felt benefited others in some way:

Question 1: Who are your most important customers?

Question 2: How can you increase the value of your service to them?

16. Develop a Reputation for Speed and Dependability

Perhaps the easiest and most valuable quality you can develop is a “sense urgency.” A bias for action a drive to move quickly when opportunity or duty presents itself. Less than 2 percent of the population do things quickly; and they are always the most valued – especially in a competitive economy: A recent study of 104 chief executive officers concluded that the ability to set priorities and the habit of getting the job completed fast were more important than any other talents in moving an executive onto the “fast track” in his or her career.

Question 1: In what areas do you have a tendency to procrastinate?

Question 2: How could this hurt your career?

17. Be Impeccably Honest with Yourself and Others

Integrity is an indispensable prerequisite for business success. “It honest did not exist it would have to be invented as the surest means for getting rich.” All successful business is built on trust – with bankers, customer, suppliers, staff and others. All credit transactions the lifeblood most businesses, assume honesty on the part of the borrower. Self-made millionaires experience many ups and downs in their business fortunes, but as long as people trust them, they can usually draw on the resources they need to weather the storms. Emerson said, “Guard your integrity as a sacred thing.”

Question: Are you fulfilling 100 percent of your transactions and your commitments to the people who rely on you?

18. Concentrate Single-mindedly on One Thing at a Time

High performers set priorities on their tasks: they do first things first and they do one thing at a time. They do not diffuse their efforts by trying to do several things at once. They always focus on the most valuable use of their time, and they persevere without diversion or distraction. In fact, the ability to concentrate on high-payoff activities is a prerequisite for all business success. Without it, little else is possible.

Question 1: What is the most valuable use of your time right now?

Question 2: What are your highest-value activities?

19. Be Decisive

All self-made millionaires are decisive. They take time to think and then they act. They recognize that any decision is usually better than no decision at all. If they receive new information on the subject they accept the feedback and self-correct. They are quick on their feet willing to make mistakes and to admit error. They are more concerned with what's right than who's right. They are willing to change their minds. They remain fluid and adaptable open-minded and alert – but always decisive.

Question: In what areas of your life do you need to make some decisions if you want things to change?

20. Back Your Plans and Goals with Persistence and Determination.

Resolve in advance that you will never give up. The courage to persist in the face of adversity and disappointment is the one quality that more than anything will guarantee your success. Your greatest asset is your willingness to stay at it longer than anyone else. Your persistence is the true measure of your belief in yourself and your ability to succeed. Your greatest asset is your willingness to stay at it longer than anyone else. Your persistence is the true measure of your belief in yourself and your ability to succeed.

Question: Can you recall an occasion in your life when you persisted in the face of discouragement and finally succeeded?

21. Discipline Yourself

The characteristic that will make all the others come to flower and bloom into success for you is self-discipline. “Do what you should do when you should do it, whether you like it or not” said Thomas Huxley Napoleon Hill, after a lifetime of studying the wealthiest men and women in America concluded that “Self-discipline is the master key to riches. “The strength of will to force yourself to pay the price of success – doing what others don’t like to do going the extra mile fighting and winning the lonely battle with yourself – that is what it takes to make your dreams come true. Success is tons of discipline.

Question: In what areas of your life might you need greater discipline to make your dreams come true?

Here is one final note on becoming a self-made millionaire.

On the wall of my first karate lesson many years ago was a sign that read. "The ultimate aim of karate lies not in victory or defeat but in the perfection of the character of its participants."

I think that also holds true for the entire game of life. In the final analysis, it doesn't matter whether or not you become a millionaire. What does matter is how close you come to fulfilling your potential as a unique human being.

The 21 qualities described in this program go hand in hand with pride accomplishment, self-esteem and self-respect - the antecedents of all great success in life. The more you reflect upon these ideas, the more likely it is that you will begin to embody them to manifest them in your own character.

You will become what you think about!

"Until one is committed there is hesitancy, the chance to draw back always ineffectiveness.

Concerning all acts as initiative (and creation), there is an elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself then providence moves too.

"All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision raising in one's favor all manner of unforeseen incidents and meeting and material assistance which no man could have dreamed would have come his way. "Are you in earnest? Seek this very minute whatever you can do or dream you can: begin it. Boldness has genius power and magic in it. Only engage and the mind grows heated begin and then the task will be completed.

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