

# The 11 Principles of Success

***"How to Stay Focused on Your Goals in  
Challenging Times"***



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## What are the 11 Principles of Success?

1. What You Focus on is What You Get – So Focus on What You Want
2. Reward Yourself Along the Way
3. Give and Take in Equal Measure
4. Embrace Both the Positive and Negative Together
5. People Are Your Greatest Resource – So Learn from Every Person You Meet
6. Simply Put – If You Fail to Plan, Plan to Fail
7. Keep. Moving. Forward...
8. Remind Yourself that All You Can Control is What *You* Think and Do
9. Develop the Leader Within Yourself
10. You Have to Get Uncomfortable to Get Comfortable Again
11. The Best Time to Take Action is When You *Least* Feel Like it

# 1. What You Focus on is What You Get – So Focus on What You Want

The power of visualisation is almost indisputable.

Of course, there's more to manifesting something than just thinking about it or sticking images of your outcome on a vision board.

You need to focus with your language, your body and in the action you take. The more intense and focused your visualisation and association is, the more likely it will come to be.

It's easier to focus on what you *don't* want and this is unavoidable to a degree due to the mysterious inner workings of our brains. So work with this beautiful flaw, and turn your *don'ts* into *do's*.

Here's an example of switching what you focus on, from your *don't* to *do's*...

I don't want to get sick  
***I am healthy and energetic***

I don't want to lose my job  
***I am highly employable***

I don't want to be poor  
***I am wealthy in all areas of my life***

I don't want my relationship to end  
***I am a loving, caring partner***

I don't want to get hurt again  
***I always feel loved and cared for***



## 2. Reward yourself along the way

Traditionally, we've been taught that the outcome we're working towards is our reward.

That we must persevere through all the hardship before receiving any enjoyment.

But I say this in a lot of my work; the real benefit of any goal is the process of working on it.

Rather than waiting till you've crossed the finish line to receive your prize, reward yourself with each step you take and complete. This makes the whole process more enjoyable and when you sensibly reward yourself, you will be more inclined to continue taking action.

If it helps, get a friend or your partner to reward you instead, and ask them to make it a surprise reward they could give to you at any time.

Different ways you can reward yourself on the road to success...



- \* Take time out for yourself; read, go for a walk, watch a movie
- \* Shout yourself a nice meal at a restaurant or order in a pizza
- \* Increase your savings, even just by a small amount
- \* Take a day off work and spend it with friends or family
- \* Look at yourself in the mirror and say to yourself "Well done, you're becoming successful"

### 3. Give and Take in Equal Measure

For everything you take on the way to achieving your outcome, give something back.

Either offer to help out the person who helped you, or find a way to share your success, perhaps in providing details on the process you followed or involving others in the rewards and enjoyment of your outcome.

To do this most effectively, adopt an Attitude of Gratitude; being ever grateful for everything in your life is extremely humbling, and you'll see the special meaning and true value behind all things.

Gratitude comes from feeling happy about what you have and happiness is best experienced when shared with others.

How can you give and take in equal amounts...

- \* When you buy yourself a coffee, shout the next person in line
- \* As soon as you get paid your wages, put money into your savings account before anything else
- \* When you learn something valuable for yourself, share it with someone else
- \* If you buy something new for yourself, like clothes or furniture, donate your old ones to charity



## 4. Embrace Both the Positive and Negative Together

There's absolutely no point expecting you can go through life *only* experiencing the positive stuff.

I'm not saying you should ditch having a positive attitude or outlook, but too much of this can border on the line of denial. Life is not one sided.

Adopt the belief that anything negative is just as useful and can teach you to be more adaptable, flexible and tolerant.

Take the negative on board as much as the positive and you have balance in all that you do and pursue.

Here's how to see the positives in the negatives...

\* I didn't save as much money as I wanted to this time around (negative)

***It's not how much I saved; it's the habit of saving I have now (positive)***

\* I don't like my job because it's repetitive and I'm not advancing anywhere (negative)

***I am grateful for having a job that needs my constant attention and is stable (positive)***



Essentially, there is a plus side to everything. When you look closely enough, there is value in every negative experience or situation, because it can teach you who you are and that something or part of something is still better than nothing.

And don't get hung up thinking that someone always has it better than you, or is luckier or gets places quicker... they experience negatives just as much. Remember, the grass is not greener on the other side – it's just a different shade of green.



## 5. People Are Your Greatest Resource – So Learn from Every Person You Meet

No one can do everything on their own—it's physically and intellectually impossible.

One person alone can conceive huge, amazing things, but it takes the hands and efforts of many to bring it to life. The human mind is an almost never-ending resource of ideas, creativity, skills and knowledge. Now times that by seven billion!

I firmly believe that you can learn something of value from every person you meet in life; old, young, man, woman, educated, uneducated, and irrespective of culture, religion or nationality. Pick the brains of those who have the knowledge you don't, and watch your own self-awareness and know-how expand in the process.

Questions to ask yourself so you're learning from every person you meet in life...

Q: Who is this person and why have they come into my life *right now*?

Q: What does this person know that I don't?

Q: How does this person do the same thing different from me? And what results do they get from that?

Q: What unique life experience does this person have that contains a valuable lesson I can learn from?

Q: What motivates this person to do what they do? Is that a motivating factor I could use?

Q: How did this person get from where they started to where they are now? What obstacles did they overcome? What mistakes did they make and how did they learn from them?





## 6. Simply Put – If You Fail to Plan, Plan to Fail

Even though a well-designed plan isn't always guaranteed to work, it's still better to have a plan you can follow than just relying on blind luck or circumstance.

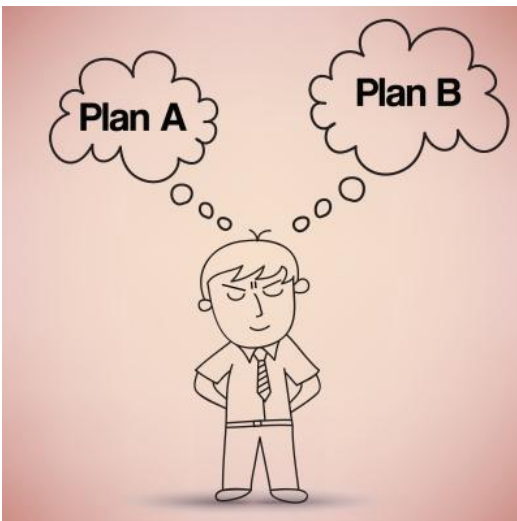
A plan is merely a way forward; a set of strategies and contingencies you can rely on to get what you want. But as you know, life is full of surprises and even the best laid plans can become useless in a moment's notice.

Remember, Life is a Road . . . there is always more than one way to any destination— just as is there more than one plan to obtain the same outcome. In saying all that, plan, Plan, PLAN!

What should a good plan include?

1. Start with the end in mind. Get clear on your outcome and work backwards from there to determine the step-by-step process.

2. Imagine all the obstacles ahead of time, and brainstorm strategies for overcoming them. They might not happen, but at least you'll be prepared if they do.



3. Gather up your resources in advance; think about all you'll need to do, learn, have access to and come up with a set of questions to ask. Always be on the lookout for help and advice.

4. Break the plan down into small achievable steps. Start off with just a few actions a day, then build on that and watch how your plan seems to just come together without a whole lot of effort.

\* TIP - Plan for the worst, but expect the best. You have to stay positive and optimistic, but as the previous principle suggests, be prepared for negativity; setbacks, mistakes, obstacles and stuff-ups. Be okay with them happening and learn from them to change and improve your plan.

## 7. Keep. Moving. Forward...

As you are aware, a wave which crashes onto the beach started somewhere out at sea.

A wave is a force of nature, which cannot be stopped once it starts. It has momentum in spades and this is one of, if not the key ingredient to ensure your overall success in life over the long term— the Power of Momentum. No matter what happens or how things change, you MUST keep moving in the direction of your goals and dreams.

Much opposition will come your way, in the guise of events, circumstances, words, ideas, but most of all, people. Be aware that those closest to you are most likely to be the ones who will affect your momentum.

How do you keep moving forward, even in the toughest of times?

There will always be opposition, but as long as you keep moving forward in the direction of your goals, you will eventually get there. Some goals happen quicker than others. Just think how long it took for water to carve out the Grand Canyon. Yes, that was made by millions or billions of years of erosion as the water continued to move against the rock.



The water was met with constant opposition from the rock that was solid and not going anywhere. But the water found it's way around, and through constant effort, finally made its mark on the rock, and carved it out the way it wanted to. This is a simple metaphor, but it applies to you. Keep Moving Forward. Don't stop till you make your mark. Quite often, your break will come when others around you give up and a new way opens to you that wasn't available or visible before.

## 8. Remind Yourself that All You Can Control is What You Think and Do

We all have an amazing power within us. It's the ability to control our own mind and body to serve and guide us.

It's essential that you learn how to *Respond* over reacting.

This is imperative in your journey of success. More of the time, the events that unfold around us on a daily basis are completely out of our control, but the beauty in that is we have a choice.

We can choose how to respond to what we can't control, accepting it as is and moving on as well as determining the meaning behind it for ourselves, so it serves us rather than hinder us. Control your own mind and actions, because that's all you can do. And as you learn to master this, you can influence others to do the same.

How do you control how you think and act?

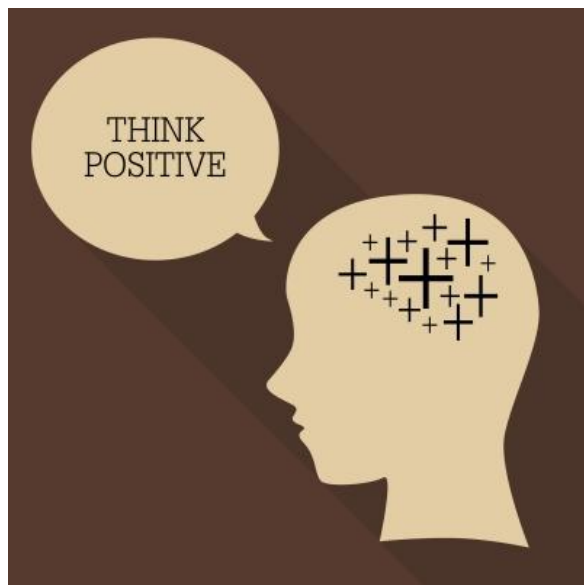
That is the age-old question, and no one is in complete control all the time. But it is a skill you can develop so the majority of the time, you are in control of yourself. Here are some ways;

**-Get Clear.** Know what you want and why, and you are less likely to be swayed or misled towards what you don't want

**-Set your Standards.** Only accept what you know is best for you, and don't lower yourself to standards that go against you or steer you off track.

**-Check Your Emotions.** Feelings are hard to control, but most feelings are triggered by a thought. So feed your mind positive thoughts that excite you, get you curious and motivated, and you will self-inspire good emotions, instead of negative ones

**- Talk to Yourself.** Whether in your mind or out loud, in order to master the art of communicating what we want and don't want with others, we need to master how we communicate with ourselves. Have a quiet chat with yourself, write your goals down, and stick Positive Statements or Affirmations around your house so you're seeing the right messages every day.



## 9. Develop the Leader Within Yourself

One of the greatest lies of life is that leaders aren't made; they're born. Rubbish!

Leadership lies in all of us. Like me, I know you were probably convinced in your upbringing and by society at large, that only a select few of us will ever be true leaders.

But this simply isn't the case. Once I learnt to lead *myself*, I was then seen as a leader by my peers in the adult world. By being my own leader, I can inspire myself, think on my own two feet and influence others to find their own greatness.

By acting that out, I find myself being approached and consulted in almost daily by others looking for guidance and motivation. Start by developing the leader within first, then you can lead others.

How do you lead yourself first?

All leaders have one thing in common; a compass. Not the small thing that navigates the way and tells you which direction North is, but rather a *moral* compass. This is what guides you in the direction you want to go, and keeps you on that track, no matter what gets in your way.



The greatest leaders act more than they talk, and act as a result of their thoughts and feelings. Even if your actions don't always work out, you've still taken action and that is progress, not matter how quick or slow. So to lead yourself, and inevitably lead others, take action by heading in the direction you set and stay the path until you get there, or as close as you can possibly get.

Integrity and Persistence build leadership, and leading yourself is how you master the art of leading others.

## 10. You Have to Get Uncomfortable to Get Comfortable Again

Ever notice how some of the world's most successful people who started out with not very much, built their success from the ground up?

And notice also that those who are born with a silver spoon in their mouth, into a world of wealth and privilege and never have to go without anything, can often destroy it all and be extremely unhappy people?

We were designed to experience the best by first going through the worst. Look for the opportunities or chances to get uncomfortable. Step into the unknown and be okay with not knowing exactly how it will turn out. Only playing it safe can be treacherous to your mental and spiritual well-being. Dare to step out onto the thin ice and swim in the cold water if you have to.

Know your comfort zones.

We all have comfort zones, as that is being human and we like pleasure and enjoyment. But Life reminds us that no one can stay comfortable all the time, and usually unexpected things or events occur to push us out of those comfort zones. This is inevitable so being prepared for it is the key. Try this exercise...

1. Draw a circle on a piece of paper, and another circle around it.
2. In the inner circle, write down all the things, people, places, experiences and routines that currently make you comfortable, either by your own design or from the help of others
3. Now looking outside the outer circle, write down the complete opposite to those things that would make you uncomfortable, so think unpleasant, annoying, inconvenient and painful
4. Finally, in the space between the two circles, write down what would come between your comfort and discomfort; your threshold. What you would be willing to accept if your greatest comforts were suddenly taken away from you, but weren't on the verge of being completely uncomfortable? Try them out, so if you were suddenly pushed out of your comfort zone, you're prepared for a little discomfort. You might discover that living outside your comfort zone is not so bad after all...





## 11. The Best Time to Take Action is When You *Least* Feel Like it

It's indisputable that at times we all go through what I call a "low point" in life.

This can also be known as feeling down, being lazy, or stuck in a rut.

In most cases, this can last for days or weeks, but in other cases it can go on for months or even years. We're only human and each of us is a sensitive, susceptible and vulnerable being that can be hurt and burnt easily.

In the past, certain experiences made me bitter and cynical about life and people, and I found myself just wishing time away. This is the baggage we carry around, the excuses we make and the justifications we put on ourselves to not do what we know we need to do. But when I feel like that these days, I find a way to push through it and get something done. It's worth knowing that by mastering the art of dealing with our cynicism and negative thoughts we will come to defeat who can be the greatest critic in our lives—ourselves.

This principle is closely related to comfort zones, as quite often we procrastinate or delay doing things because we perceive it will bring us pain and discomfort. But before life comes and pushes you into pain anyway, it's worthwhile putting yourself there first. Now, I don't mean emotionally or physically hurting yourself to toughen yourself up or grow a thicker skin.

Rather, doing that little bit extra when you least feel like it, is what makes the difference between small progress and massive growth. Here are some examples...



\* If you're working out at the gym, don't just aim for 10 push ups or bench presses – do 11 or 12. Over time this adds up to many more sets that will grow

\* When reading a book, and your eyes grow heavy and tired, read one more page, or even one more paragraph. Those extra words could reveal a new learning or valuable insight.

\* If you've been thinking about those goals for some time, drop whatever you're doing in that moment and work on them.

Or, create the time to work on them. This might mean ditching some TV time or surfing the net; reduce those pleasantries, without taking them away entirely, and work on yourself on your development for even 15 minutes a day and you will start to create change.

# Conclusion

My suggestion for you is to revisit these Principles of Success regularly as you work on your goal. Pick one for the day, write it down on a card and read it a few times. Bring it up in conversation with others to keep it fresh in your mind and hear different perspectives. As you work on your goal, there will be Idle Moments of Time, when that little voice in your head— Mr Ego—will show up and try to talk you out of what you're doing or distract you with some temptation. Silence him by reading these principles. Doing so can fill those gaps of emptiness or waiting periods where Mr Ego will show up to crash the party.

Meet him at the door and tell him the party  
is full!



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Listen to Brian McAleer's audio presentation "Setting The SMARTEST Goals", which is an introduction to his methodology and basis for his book, 'Setting Goals using The SMARTEST Method'. Here, Brian explains the method step-by-step, sharing inspiring stories and clear examples of how to apply The SMARTEST Method, which along with The 11 Principles of Success you've just learnt about, will empower you to set powerful goals and stay focused to achieving them.

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