

TODAY'S LEADING ENTREPRENEURS & PROFESSIONALS
REVEAL THEIR **BLUEPRINT** TO SUCCESS IN
HEALTH, WEALTH AND LIFESTYLE

THE SUCCESS BLUEPRINT



ANNE MARIE GRAHAM, BRIAN TRACY
And Other Leading Experts From Around The World



THE SUCCESS BLUEPRINT

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CHAPTER 1

THE MASTER SKILL OF SUCCESS

BY BRIAN TRACY

Your ability to set goals and make plans for their accomplishment is the “master skill” of success. The development of this ability and your making it a lifelong habit will do more to assure high success and achievement than any other skill you can possibly learn.

As with anything, you only *own* the process of goal setting by learning it and then by applying it over and over for yourself until it becomes automatic, like breathing in and breathing out. Your behavioral goal must be to become a continuous goal setter. You must become so clear and focused about what it is you want, that you are doing things that move you toward your goals every minute of every day.

INTELLIGENCE AND SUCCESS

Not long ago, 1500 successful men and women were interviewed to find out what specific qualities they felt they had that had enabled them to rise above 99% of the people in society. One of the qualities they identified was that of “intelligence.” But when they were pressed for the definition of intelligence, most of the respondents agreed that intelligence was more a “way of acting” than it was IQ or grades in school.

They concluded that people who were successful acted intelligently. People who were unsuccessful acted unintelligently. Many people from the best colleges with high levels of IQ engaged in unintelligent

behaviors. And many people with limited beginnings and blessings engaged in very intelligent behaviors.

So the question then became, “What is, by definition, an intelligent behavior?” The answer is simple. An intelligent behavior is anything that you do that moves you in the direction of something that you have decided that you want for yourself. An unintelligent or “stupid” behavior is anything that you do that moves you *away* from something that you have decided that you want.

For example, if you decide that one of your goals is excellent health and fitness, everything you do to attain that goal is intelligent. Everything that you do, or neglect to do, that takes away from your health and fitness, is, *by your own definition*, a stupid act.

If your goal is to enjoy a high income and become financially independent, everything you do that enables you to increase your personal value and build up your financial resources is intelligent. Any time you do something that moves you away from financial independence, or even when you do something that does not move you *toward* financial independence, you are behaving unintelligently — by your own definition of what you really want.

BECOME MORE INTELLIGENT

Here is a remarkable discovery: Your intelligence is *malleable* over about 25 IQ points. This means that you can increase your IQ by using your mind better. You can become smarter by working on your mental muscles just as you can become physically stronger by working on your physical muscles. And with clear, specific goals that you are working toward each day, you will find yourself acting more and more intelligently in everything you do.

Perhaps one of the most important discoveries of the last 100 years is that you have an automatic, cybernetic, goal-achieving mechanism built into your brain. Human beings are the only creatures on earth that have this particular capacity. Because of this capability, you automatically achieve the goals that you have set for yourself, whatever they are.

This “success mechanism” works night and day, consciously and unconsciously. It both drives you and motivates you toward achieving the goals you have set for yourself. It is almost like a light switch. Once you turn it on, it stays on until you do something to turn it off.

ACTIVATE YOUR SUCCESS MECHANISM

The great problem with most people is that their automatic goal setting mechanism switch is not turned on. Or, if it is turned on, it is focused on achieving goals of limited importance and value. When many people come into work in the morning, their primary goal is to decide what they are going to do at lunchtime. In the afternoon, their primary goal is to decide what they are going to watch on television that evening. For the weekend, their primary goal is how they will enjoy themselves and pass the time. When they pick up the newspaper, their primary goal is to read every sports score that has been accumulated in the nation in the past 24 hours. When they go shopping, their primary goal is to spend everything they have and everything they can charge on credit. They are more concerned with *tension relieving* than with *goal achieving*.

EVERYTHING COUNTS

Here is one of the most important of all success principles: “Everything counts!”

Everything you do adds up or takes away. Everything either helps or hurts. Every action, or inaction, either moves you toward your goals or moves you away from them. Nothing is neutral. Everything counts.

You either win the game of life by deliberate design and by definite activities on your part or you lose the game of life by default, by not playing the game in the first place. You lose the game of life if you fail to switch on your success mechanism and keep it on until you achieve the goals you set for yourself.

Each person also has a “failure mechanism” built into his or her subconscious mind. This failure mechanism is often seen when people seek the fastest and easiest way to get the things they want. Most people follow the line of least resistance. They prefer to do what is fun and easy

in the short term rather than what is hard and necessary to assure better results in the long-term.

Every morning when you arise, you are faced with a choice. Do you do what is fun and easy or do you do what is hard and necessary? Do you get up and get yourself ready for the day or do you get up and read the newspaper and watch television?

THINK ABOUT THE CONSEQUENCES

The best way to analyze the importance and value of your behaviors is to think in terms of *long-term potential consequences*. If a behavior is valuable and important, it is something that can have significant consequences in your life. If a behavior is unimportant and irrelevant, it is something that has no consequences at all.

For example, if you drink coffee, read newspapers and watch television, these behaviors will have no consequences for your health, happiness and prosperity, except perhaps negative ones. You can engage in these time-wasting activities for hours. You can become one of the most skillful newspaper readers, television watchers and coffee drinkers in the history of the American republic and it will have absolutely zero effect on your future. Therefore, by definition, these are unimportant, low-value behaviors because they have no helpful consequences.

On the other hand, getting up, exercising, and reading 30-60 minutes each morning, planning your day, and always concentrating on the most valuable use of your time, can have significant consequences for your future. Making a habit of these behaviors will virtually guarantee that you will accomplish vastly more in life than the average person. Every morning, when the alarm clock goes off, you have a chance to choose once again which of these two directions you are going to go. And everything counts.

DISCIPLINE YOURSELF FOR SUCCESS

There is one quality that, throughout the ages, has always been the critical determinant of success or failure, happiness or unhappiness, respect or disrespect, in life. And that is the quality of “self-discipline.”

The most successful and happy people have always been better disciplined than the least successful and the least happy.

Elbert Hubbard wrote that, “*Self-discipline is the ability to make yourself do what you should do, when you should do it, whether you feel like it or not.*”

It is easy to do something when you feel like it, when it is fun or easy or convenient. But it is when the task is difficult and time consuming, and you are tempted to take the line of least resistance, that discipline is required. The wonderful thing is that, the more discipline you exert on yourself, the more you like and respect yourself. You become a better and stronger person. The more discipline you practice, the more you get done and the better you feel.

Self-discipline pays off not only in terms of practical results but also in terms of a positive attitude and higher levels of self-esteem and selfregard.

WORK ON YOUR GOALS EVERY DAY

There is perhaps no area of life where self-discipline is more important than in setting goals and working toward them every day.

In a study done by Dr. Karen Horney in New York a few years ago, participants in high school were taught goal setting. Their results were then tracked over the months and years that followed. What they learned was quite remarkable! The people in the study ended up achieving fully 95% of the goals they set in the program. Think about it! A 95% success rate for goal setters! This is absolutely astonishing, although consistent with all we know about the subject.

They concluded *scientifically* what we have known throughout the centuries. All human action is *purposeful*. Humans set and achieve goals automatically and easily, as long as they work at them. Once you become absolutely clear about what it is you want, and then discipline yourself to do more of those things that move you toward it, your ultimate success is virtually guaranteed.

Here's the question: if goal setting and goal achieving is automatic, and built into your system, why is it that so few people have goals? The estimates, in study after study, are that only about 3% of adults have clear, written, specific goals, accompanied with plans that they work on every day. By the end of their careers, the 3% with written goals eventually earn more in financial terms than the other 97% put together.

People don't set goals for two main reasons. First, they don't realize how important goals are to a successful happy life. Second, they don't know how to set goals. *This* is what we will deal with in the pages ahead.

SEVEN KEYS TO GOAL SETTING

There are seven keys to goal setting. These are general principles that apply to virtually every goal. When you find a person who is not achieving their goals, it is because of a deficiency in one of these seven key areas:

1. Write Them Down

The *first* key is that goals must be clear, specific, detailed and written down. A goal cannot be vague or general, like being happy or making more money. A goal must be specific, concrete, tangible and something that you can clearly visualize and imagine in your own mind.

2. Make Them Measurable

The *second* key to goal setting is that goals must be measurable and objective. They must be capable of being analyzed and evaluated by a third party. “Making lots of money” is not a goal. It is merely a wish or fantasy, which is common to everyone. Earning a specific amount of money within a specific period of time on the other hand, is a *real* goal.

3. Set Schedules and Deadlines

The *third* key is that goals must be time bounded, with schedules, deadlines and sub-deadlines. In fact, there are no unrealistic goals; there are merely unrealistic deadlines. Once you have set a clear schedule and deadline for your goal, dedicate yourself to working toward achieving your goal by that time. If you don't achieve the goal by that deadline, you set another deadline, and if necessary

another, and work toward that until you finally succeed. Goal Setting Works.

Throughout the world, many millions of people travel by air each year. Thousands of airplanes with hundreds of thousands of people crisscross the globe every day, touching down in almost every city and town. Air travel is a trillion-dollar industry that affects us all.

The success of the air travel industry, and that of every passenger, is totally the result of systematic, computerized, automatic, national goal setting. When you take a trip, you have a specific city or goal in mind. You decide exactly when you want to fly and how long it will take. You determine the distance to the airport and the time necessary to check in. You calculate how long it will take to fly to your destination and then how long it will take to get to where you are going once you get off the plane. You set a specific schedule for every part of your journey.

Hundreds of millions of people do this every year. They successfully travel from where they are to where they want to go with incredible precision and punctuality. This is goal setting on a mass level. And the same process can work for you on a personal level.

4. Make Them Challenging

The *fourth* key to goal setting is that your goals must be *challenging*. They must cause you to stretch, to move out of your comfort zone. They must be beyond anything you have accomplished in the past. At the beginning, set goals with a 50% probability of success. This makes the process of striving toward the goal slightly stressful, but forcing yourself to stretch also brings out many of your best qualities.

5. Make Your Goals Congruent

The *fifth* key is that your goals must be congruent with your values and in harmony with each other. You cannot have goals that are mutually contradictory. I have met people who want to be successful in business but they want to play golf every afternoon at

the same time. It is clearly not possible to realize both of these goals at the same time.

6. Maintain Balance

The *sixth* key is that your goals must be balanced, among your career or business, your financial life, your family, your health, your spiritual life and your community involvement. Just as a wheel must be balanced to revolve smoothly, your life must be balanced with goals in each area for you to be happy and fulfilled.

7. Set Your Major Definite Purpose

The *seventh* key is that you must have a *major definite purpose* for your life. You must have one goal, the accomplishment of which can do more to help you improve your life than any other single goal.

Your life only begins to become great when you decide upon a major definite purpose and focus all of your energies on achieving or obtaining that one single goal. Surprisingly enough, you will find yourself achieving many of your other smaller goals as you move toward achieving your major goal. But you must have a major definite purpose for your life.

In addition to the seven keys to achieving any goal, you must also have a method for goal setting and achieving that you can apply to any goal for the rest of your life.

GOAL SETTING EXERCISE

Here is a powerful exercise that brings everything in this chapter together into a simple process. Take out a clean sheet of paper and at the top of the page write the word “Goals,” with today’s date.

Then, make a list of at least 10 goals that you want to accomplish in the next 12 months. Write these goals in the present tense, as though a year has passed and you have already attained the goals. For example, if you want to *weigh* a certain amount, you would write, “I weigh X number of pounds by this date.” If you want to earn a certain amount of money in the next 12 months, you would write, “I earn X dollars by this date.”

Once you have written out your 10 goals, you then review and analyze your list. You ask yourself this question, “What one goal, on this list, if I accomplished it, would have the *greatest positive impact* on my life?” You read through your list of goals and select *one* specific goal. This goal then becomes your major definite purpose for the foreseeable future. This goal becomes your primary organizing principle. This becomes the goal that you focus on every single day.

BEGIN TODAY

Write your goal on a separate sheet of paper, and set a deadline. Analyze your starting position and write out a list of reasons *why* you want to achieve this goal. Identify the obstacles that stand between you and the attainment of this goal. Identify the knowledge and skills that you will need to achieve the goal. Identify the people whose cooperation and assistance you will require.

Make a plan to accomplish this goal, a series of steps organize by sequence, a checklist. You then take action on your plan and do something every day that moves you toward your major goal. You visualize your goal as if you had already achieved it, and you resolve that you will never give up until you are successful.

YOU WILL AMAZE YOURSELF

When you begin to practice these principles in your life, you will be literally astonished at the things that you start to accomplish. You will become a more positive, powerful and effective person. You will have higher self-esteem and self-confidence. You will feel like a winner every hour of the day. You will experience a tremendous sense of personal control and direction. You will have more energy and enthusiasm. As a result, you will accomplish more in a few weeks or months than the average person might accomplish in several years.

When you become a lifelong goal setter, through study and practice, over and over again, you will program the “Master Skill of Success” into your subconscious mind. You will join the top 3% of high achievers in our society and become one of the happiest and most successful people alive.



About Brian

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. Brian's goal is to help people achieve their personal and business goals faster and easier than they ever imagined.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 70 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

For more information on Brian Tracy programs, go to:

- www.briantracy.com

THE POWER OF POSITIVE THOUGHT

CHAPTER 18

FOUR SECRETS TO BUILDING A SUCCESSFUL, SELLABLE BUSINESS

BY ANNE MARIE GRAHAM

INTRODUCTION

There are very simple reasons why some entrepreneurs are more successful than others, and why some go on to be multi-millionaires while others don't. In this chapter I will share with you the Four Secrets of my success that led to me building and selling a profitable business.

Like many business owners, I was very “technically competent” at what I do, devising and implementing Health Strategies in Organisations. Four years in, I realised that it wasn't growing any further and I realised that I had to start doing something differently if I wanted better results.

I learned that Brian Tracy was delivering a seminar in Dublin and having read some of his books, I took myself off to learn more about how I could get myself to the next level. I came away newly-focused with simple, practical principles of peak performance, a new mind-set and a clear plan of attack. Although simple in theory, their execution persistently was by no means easy. I needed steadfast discipline to put them into action to ensure that success unfolded. And success did unfold, which is why I want to share those four principles with you now.

The four (4) main principles that became an absolute part of my daily, weekly and monthly routine were:

FOUR SECRETS TO BUILDING A SUCCESSFUL, SELLABLE BUSINESS

- I. Laser Focus**
- II. Action**
- III. Managing YOURSELF as opposed to your “Time Management”**
- IV. Persistence**

I. LASER FOCUS: KNOWING WHAT IT IS YOU WANT, KNOWING YOUR GOAL

The indispensable first step to getting the things you want in life is this: decide what you want.

~ Ben Stein

The Oxford English Dictionary defines focus as “an act of concentrating interest or activity on something.” That something is your goal.

- What do you want to achieve, by when?
- What do you need to do (and give up) to achieve it?
- Why do you want to achieve it?

These are all the essential elements of Laser Focus!

It is not the person with the highest qualifications in their field or the person with the best product or service on the market that necessarily achieves the most success. It is the person with Laser Focus as to what their goal is, that knows what they want, what they have to do to achieve it, and has a written targeted plan of action for achieving that goal, that will most likely achieve greater success more quickly. You also have to take responsibility for reviewing that goal and be 100% accountable so that you can ensure you are on track.

As a nurse by profession, the one thing the profession taught me is, “What gets measured gets done.” You can have the most elaborate business plan in the world, but if you don’t have a measurable goal of what you want to achieve and in what timeframe, it is unlikely to bring you the success you desire.

Goals need to be specific, measurable and they must stretch you out of your comfort zone in order to achieve them. Your goals should be constantly changing and moving you to the next level, but this only

happens if you set goals, set deadlines and you measure your success in achieving them. For me, I set the goal of building a successful business with a ten-year exit strategy. I aimed to become a leading Workplace Health Service provider, working with National and International companies, employing highly-trained nurses and to achieve financial growth and profitability year on year. Through weekly and monthly review of my goals, I was able to achieve this and annually I reviewed my plan and set about planning new, bigger goals for the year ahead.

One of the fears we have when starting out in business is how are we going to achieve our goal, how will we get there? In my experience it is essential to do two things.

1. Set your ultimate goal and then break down the steps required to achieve it. What daily tasks do you need to do? Have you prioritised the top five steps of your goal? What weekly tasks and monthly tasks do you need to do? Again have a top five or at the very least a top three.
2. Identify why you want your goal, know why you have set this goal, that way, the “what you need to do” becomes clearer.

II. ACTION: THE ART OF MAKING IT HAPPEN

Inaction breeds doubt and fear, action breeds confidence and courage.
~ Dale Carnegie

Our actions are dictated by our behaviour and behaviour is largely controlled by our habits. If you want success, you must assess your habits. Once you are conscious of your habits, you can take action to replace poor habits with good ones and good habits with better ones.

Your entrepreneurial success starts with taking concentrated action, TODAY. What is it that you need to do TODAY to achieve your goals? This is what will lead you to achieving your weekly, monthly and annual goals and this will ensure you achieve your ultimate goal successfully.

Whilst having a vision for the future of your business is vital, if your action is planned for the future, for example next month, then it will

FOUR SECRETS TO BUILDING A SUCCESSFUL, SELLABLE BUSINESS

always be in the future. This type of procrastination will not lead you to success; in fact it will likely demotivate and frustrate you as you are not moving forward. You are standing still which really means you are going backwards. In my opinion, my success has been ultimately due to doing these simple actions consistently.

- Firstly, I set daily goals and writing them down in order of priority. I have always used a “Top 5” and looked at the five most important tasks for me to do today that will move me forward. Having worked my way through my list, I then ticked them off when they were achieved. The feeling of ticking all the boxes and knowing I was moving forward is hugely gratifying and this becomes addictive.
- Secondly, you must get into the habit of practising discipline. As a nurse I was no stranger to having to practice discipline, having had it instilled in me in my training, but there were still times when I had to give myself a reality check and say, Anne Marie, just get on with it, just do it. This is ShowTime! It is only through doing the difficult, unpleasant, least enjoyable tasks, that you come out of your comfort zone and it is here where you will achieve your greatest success.

As I have already stated, what gets measured gets done! It doesn't really matter how you choose to measure, as long as you have some measurement for the actions you are taking to achieve your goal.

Let me share a sample of the targeted plan I had for my goals on an ongoing basis.

Daily Goals: My Rule of 5

1. Make Sales Calls.
2. Send follow up proposals/promotional material to prospects spoken to and met with.
3. Update Prospects and Progress Spreadsheet.
4. Call one current client to set up “Quality Control Meeting” this month (designed to review level of service, but also keeps me in

front of our customers and try and get more business and/or referrals).

5. Read for 30 mins per day.

Weekly Goals: My Rule of 5

1. Call 20 prospects per week (*and speak to someone* rather than leaving a voice mail).
2. Meetings - I measured that this led to two meetings per week and a 50% conversion rate meant one new client per week.
3. Quality Control Review and follow up with five current clients.
4. Review Debtors and Creditors list.
5. Complete and review Weekly Progress Diary.

Monthly Goals: My Rule of 5

1. Achieve a minimum turnover of \$41,666 per month with a Profit of \$20,000 per month and review monthly management accounts to assess target.
2. Review Time Management Schedule: Daily Plan, Weekly Plan, Actual Time Spent, document monthly score.
3. Develop and update Prospects Listing.
4. Document five things you have learned and applied from this month's reading
5. Review this month's goals achieved.

III. MANAGE YOURSELF RATHER THAN “TIME MANAGEMENT”

Either You Run the Day or the Day Runs You.

~ Jim Rohn

The Pareto Principal states that 20% of your activity will account for 80% of your business growth and success. To that end it is vital that you spend your time doing the highest value, highest productivity and highest revenue generating tasks as a matter of priority on a daily basis.

Let's look at my goals above and apply the 80/20 rule. In relation to My Rule of 5, let's say we take 10 tasks and apply the 80/20 rule, 2 of these

FOUR SECRETS TO BUILDING A SUCCESSFUL, SELLABLE BUSINESS

tasks contributed most to my success. The two highest value tasks for me were calls to prospects/customers, and arranging meetings to get in front of them to win business thus generating revenue and sales growth. My second highest value task was to send proposals relevant to their needs and follow up on these until a decision had been made.

Planning your tasks is essential to maximise your effectiveness in carrying out high value tasks in a timely manner. Plan tomorrow today, plan next week this week, plan next month this month and **PRIORITISE!**

One of the most powerful tools you can use to assess how effectively you use your time is to keep a time diary, even just for one week. This is one of the biggest ‘eye opening’ things I have ever done. For one week, I kept a diary that assessed for every 30 minute period exactly how I had used my time. I quickly realised on review of that one week that there were many parts of my day where I was not performing my highest value and highest productivity tasks, and I had total clarity on where I was using my time most and least effectively.

IV. PERSISTENCE

Persistence is Self-Discipline in Action.

~ Brian Tracy

One of the single biggest reasons why some entrepreneurs succeed and others fail is their ability to persist. You need to persist through fear, failure, disappointments and challenges. Persistent people usually view these as opportunities to learn, grow and do things differently.

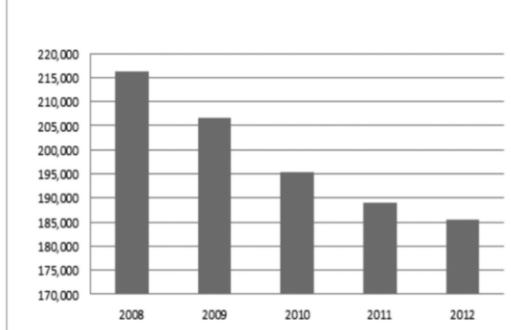
Six years into my business, Ireland went through the worst recession in its history, something that was documented globally. With the Irish State almost bankrupt, organisations turned their attention towards spending only on the essentials, and in many organisations Proactive Health Strategy wasn’t one of them.

Suddenly Health and Wellness Activities were discontinued overnight as they were seen as an “unnecessary spend” – particularly as many organisations were making people redundant. These activities

represented 70% of my business and revenue! In Ireland it is estimated that 1-in-5 businesses went out of business in the recession.

Persisting Through a Recession

Figure 1: Number of active enterprises



CSO, Ireland 2012

Determined not to be one of the causalities after six years of hard work, I looked at what I could do differently, what other services I could offer and how I could use clients' current needs to offer services that met them.

I realised that Occupational Health, obligations under Statutory Health and Safety legislation were now pivotal to an organisation's survival as well as to my own, and so I offered more of these services. I networked in networks where there would be Human Resource Personnel, the buyers of this service. I built up a team of associate trainers who worked under my company's brand. I did compliance review meetings with all clients with the purpose of ensuring they had all statutory obligations covered, whilst helping me gain and retain business. For employees who went on a 12-month contract and retainer, I offered them some additional incentives.

One of my competitors approached me in 2012 as their business had gone into decline, and I acquired that business. My persistence and discipline had paid off and ensured my survival and not only did I survive, I thrived!

CONCLUSION

You can hire the best business coach who'll help you set your goals, the best accountant to keep your finances on track, the best PR agent to help you sell, but the one thing you cannot hire...is someone to reach your goals for you. The only person who can reach your goals...is you!



About Anne Marie

An inspirational leader in her field, Anne Marie Graham successfully sold The Healthforce Group in 2015, following a bid between an Irish Provider and a U.S Provider, which led to the acquisition of her company with Healthcare Screening Ireland, where she now works on the Senior Management Team.

Anne Marie, who is also an experienced trainer, has worked with a number of Corporates across a wide variety of sectors both nationally and internationally, helping them to develop a Health Strategy that maximises the benefits and values of best practice for Employee Health and Wellbeing. She has also worked as an Advisor in relation to Occupational Health Statutory Obligations for Corporate National and International clients including successful defence of medical legal cases for over 15 years.

An experienced speaker on radio, she has presented to a number of businesses and Business Networks for almost 15 years. She has served as National Chairperson for the Irish Nurses & Midwifery Organisation Occupational Health Branch – which saw her innovate in areas such as Lobbying, Policy Development and speaking to organisations on Best Practice. She has also lectured in Nursing Studies with Dublin City University, a University that has forged its reputation as Ireland's University of Enterprise.

Anne Marie has served on a number of Boards as a Non-Executive Director, bringing the value of her Business Experience and Expertise to these organisations.

Trained in Nursing at Beaumont Hospital Dublin, Ireland's Centre of Excellence for Neuroscience, she further achieved an Honours Degree in Health Studies from London's Royal College of Nursing, one of the

United Kingdom's leading Colleges in the field, as well as a Master's in Occupational Health.

Her strength, focus and determination led her from this to setting up The Healthforce Group in 2004, acquiring the company Employee Health in 2012 and selling The Healthforce Group in 2015.

SECRETS TO SUCCESS IN REAL ESTATE INVESTING