

Hello Friends!

The times we are living in can often test your character. How well you deal with the internal and external pressures of life will determine your degree of happiness. In order to ensure that 2012 will be a successful and prosperous year for you, I recommend adapting the following 8 Strategies.

I've conducted over 8,000 coaching sessions over the last four years and it's painfully obvious what kind of attitude gets people results and what kind of attitude does not. Here is what I've learned.

Successful (happy) people do the following:

1. **Focus on the BIGGER picture!** You must look at life as a long distance race versus a sprint. If you mess up, learn from it, forgive yourself, and move forward. You might lose this battle but you are determined to win the war! People who struggle only look at what's good for them in the moment versus what will add value to their lives over time.

A 5 year old may say, "I want this cookie and I don't care if it's bad!" Someone who has developed more maturity (the ability to deal well with frustrated desires) and self-discipline may say, "I want this cookie but it will make me feel tired (or guilty or create more cravings) *over time*, so I'll have this peach instead."

2. **Focus on the outcome you desire and not what it will take to get you there!** People don't buy braces. They buy straight teeth! If you focus on what it will take to drop 30lbs or double your income, you'll feel overwhelmed and you won't do anything. Instead, focus not on exercising, but on how great you're going to feel after you've done it! Don't focus on making prospecting calls, focus on how you will eventually be rewarded or better yet, focus on how it will be rewarding for your loved ones as you make those sales!
3. **Sell yourself on taking action!** Today I asked a client how her exercising was going. She replied, in a voice that sounds much like Eeyore from *Winnie The Pooh*, "Well, I just looked at the bike and thought, "I don't want to do that." Wow, I wouldn't feel very motivated either! You have to put some enthusiasm into your actions. You a voice that's upbeat, hold your body in a way that shows confidence, and focus on how great (or relieved) you're going to feel once you've accomplished the task! Sometimes you have to *fake it until you make it*, but once you get started, the momentum will carry you through!
4. **You must mentally condition yourself to take action!** This requires that you spend a few minutes each day mentally imagining yourself taking action, getting what you want, and feeling good about it. Just saying positive things to yourself is not enough. You have to get into a quiet space and mentally see, hear, and feel yourself being successful. Imagine yourself totally in control of your eating at the next family gathering and feeling calm and collected while others go up for seconds and thirds.

People feel tension when they focus on what they are afraid of. You must redirect your attention onto what you want, not what you fear. Do this for a couple of minutes before getting out of bed in the morning or while sitting at a red light in traffic. The more you give your mind a blueprint for what you want, the more your mind will help you create it!

5. **Create a supportive environment for yourself!** You must have some sort of positive information coming at you each day if you're going to stay upbeat and motivated. Surround yourself with positive people, take classes and attend seminars that empower you. Get audiobooks from the library or buy them at www.ShurrSuccess.com Watch inspirational movies and read motivational books. If all you have are negative or fearful messages coming at you, they will rub off. Therefore, you must do this step for long-term results!
6. **Get some coaching!** It's nearly impossible to be objective with yourself. You won't see your own sabotage. You can't see the label when you're in the bottle! Having a coach who has had training in NLP (Neuro-Linguistic Programming) is the best kind of coach because s/he has a deeper understanding of human behavior and s/he can help you create faster change. If you would like an education in NLP, let me know. I am an NLP trainer. The most successful people in the world have coaches. Oprah has a life coach and so do I. You should too! *Give me a call.*
7. **Take risks!** You can't play it safe AND get what you want. Your risks should be smart and calculated but you must go out on a limb because that's where the fruit is! As Zig Ziglar once said, "Ships are safe in the harbor but that's not what they are built for." And neither were you!
8. **You must persist until you succeed.** Those that keep going for what they want end up getting it, or something better. One multi-millionaire once said, "I just failed as many times as I could until I used them all up. All I had left were the successes!" Babe Ruth led the league in home runs and strikeouts. When a reporter asked The Babe what it was like to strike out, Babe replied, "I don't know? All I think about is hitting the ball over the fence." Life will knock you down. You will falter. You will get stressed. You will make the wrong choice. It's okay as long as... You get back up. You continue forward. You regain composure and confidence. You allow yourself to feel calm and secure once more. And you make a better choice next time!"

Take one step and practice it this week. Then incorporate the next step and so on. Over time you will find yourself becoming one of the most successful people you know! And remember, this economy WILL correct itself. You WILL be fine. There is no need for fear when you have FAITH. Feed your faith, not your fear, and you will feel stronger and more secure. I'm here if you need me!

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