

GIVING IT YOUR BEST SHOT

The only person you are destined to become is the person you decide to be.
– Ralph Waldo Emerson

I've trained trainers and employees all over the world, teaching them to believe in themselves and their abilities. I've written several books to spread the word about service strategies and the effect they have on your company, your employees, your customers and your bottom line. And one of my favorite sayings is by the late Zig Ziglar: "You can have everything in life you want, if you will just help other people get what they want."

In my travels around the globe, the biggest difference I've noticed between successful people and unsuccessful people is not intelligence or opportunity or resources. It's their belief that they can make their goals happen.

What you believe powerfully influences the way you interpret events, and how you feel and behave. And much of the time, those beliefs turn into self-fulfilling prophecies.

"You weren't an accident. You weren't mass produced. You aren't an assembly-line product. You were deliberately planned, specifically gifted, and lovingly positioned on the Earth by the Master Craftsman." – Max Lucado, Best-selling Author

Use a skill called "acting as if." Jack Canfield, co-creator of the hugely successful books *Chicken Soup for the Soul* and *The Success Principles*, believes that by acting "as if," you will become the kind of person who is capable of creating the kind of success you want. That's because the beliefs that you give strong energy to will trigger your subconscious mind to discover creative ways to achieve your goals. You'll start to notice previously ignored factors that will help you succeed. Best of all, you will start acting on those opportunities, because you will have the confidence that your efforts will bring great results.

You are a "Brand." Write down a list of all your positive attributes. Ask parents, siblings, and friends what they like most about you. That's *you* – it's "Brand You." Now, simply act like it and dress like it. Be confident, and behave as if you *are* that savvy person. It doesn't mean you'll be acting like a phony. No – you'll be sincerely behaving in a way that reflects the following simple concepts:

Belief – Believing in yourself is all about being sure that you are going to do what you want, even if others stand against you. Remember, it's *your* goal, not your brother's, not your best friend's, not your parents'. So don't waste time worrying about what others

are thinking. It's what you believe – so take control and exercise the power of positive thinking every day, and watch how you'll become more successful and draw closer to the prize.

Dedication – It's part of your make-up. Dedication is a key part of the way you do things. Remember that all successful people have been dedicated to what they are doing. And so should you. Write it down and look at it every day.

Focus – It's a focal point that you aim for. In target shooting, the object is to aim for the center of the target. The same applies for success – successful people call these "bull's eyes" their goals.

Skill – It's the right combination of skill sets in order to be great. If you want to be successful in whatever path you have chosen, you need to make a difference in the world. If you are going to be the best on the rodeo circuit, you're definitely going to have to master the skills to stay on the horse – and to fearlessly get back in the saddle.

I'm constantly reminding my employees and clients that it's about *your* life – it's about succeeding in whatever *you've* chosen to do. The goal can be anything you can dream of. It's about *you* taking chances and being proactive and ready to seize your opportunities. Great things are not going to happen for you unless you believe they will, and unless you can keep seeing it in your mind and stay focused on the goal. Keep your eye on your goal...your prize.

The amount of success you'll enjoy will always depend on how much you have helped other people get what *they* want, and how consistently you re-commit to the people and passions you deem most important in your life.

Repeat after me.... *"I believe in myself. This confidence has made the difference for me again and again. I didn't need intelligence or opportunity or resources. Just a simple belief in myself."* **RO**

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