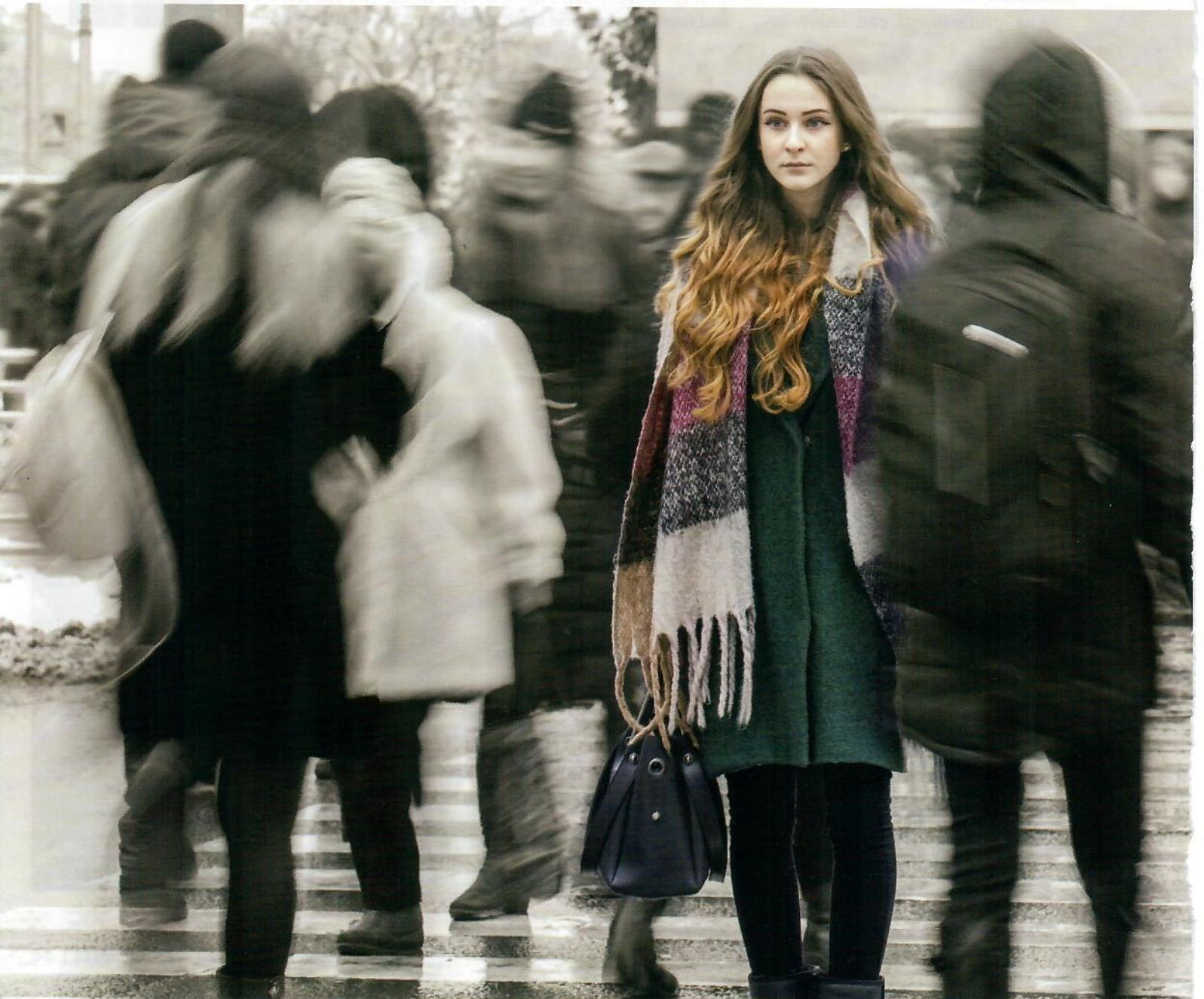


Being Seduced Into Fitting In

BY JOHN TSCHOHL



Since the day you were born you have been seduced, scammed and brainwashed into fitting in, following the rules and giving a day's work for a day's pay. From the crib to the playground to the college campus to the job site, the educated, hardworking masses are still doing what they're told. Are you one of them?

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“I’m a great believer in luck,
and I find the harder I work the more I have of it.”

— Thomas Jefferson

In my book, *Moving Up*, I said, “I’m tired of watching life pass by the millions of talented employees and future business owners who — for whatever reason — don’t connect their passion with their success. Life happens to all of us and it can be overwhelming and

depressing and make our dreams and aspirations seem small — don’t you believe it for a second.” I constantly remind readers that it’s about *your* life, it’s about succeeding in whatever *you* choose to do. It can be anything you can dream of. It’s about taking chances, being

proactive and ready. Great things are not going to happen for you unless you believe it.

You have the power to choose your experience. It’s all up to you and it’s your choice if you are first, second or third place. It’s also up to you to even get in the game. You need to accept that power as a responsibility. Take 100 percent responsibility for the life you live.

The Cornerstone of Success Is Comprised of Four Simple Principles:

- **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 parent’s. Don’t waste time focusing on what others think, it’s what you believe so take control and use positive thinking daily and watch yourself becoming more successful. Usually, when you decide to take a big challenge or to do something that people failed to do, you will find that everyone will not support your vision. But, don’t take it personally. You waste energy when you focus on what others think about you.
- **Dedication** — It’s part of your make-up. It’s part of the way you do things. Remember that all successful people have been dedicated to what they are doing. So should you. Write it down and look at it every day.
- **Focus** — It’s a focal point that you aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success. Successful people call these centers their goals.
- **Skill** — It’s the right combination of skill sets in order to be great. In order to be successful in whatever you have chosen as your path to make a difference in the world, you have to master the skills necessary to stay on top.

Choose to Be Awesome

How many people in your life have set the bar high? Have set an example for you? Why not be the one that sets the example for others? If you are looking for the magic bullet to improve your life, your career, and your relationships you gotta do what it takes. To achieve your goals you need to gravitate toward successful people with a positive attitude. When the mentors, co-workers, and friends you associate with have a positive attitude, it rubs off on you. It makes you want to work harder, to become as successful as they are.

Nothing Just Happens

Innovative, risk-taking people make things happen! Every great accomplishment either in business or in life came as a result of someone making a decision and executing what they wanted.

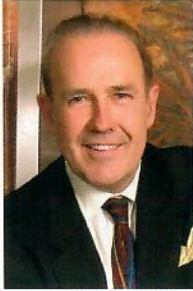
You Are a “Brand”

Write down all your positive attributes. Ask parents, ask siblings, ask friends what they like most about

— you. That's you, that's "Brand You." Now, just act like it and dress like it. Be confident and behave as if you *are* a savvy person. That doesn't mean you need to be a phony or just fit in; instead, behave in a way that leads to success.

There is an opportunity available to you, a chance to significantly change your life for the better.

MANA welcomes your comments on this article. Write to us at mana@manaonline.org.



John Tschohl is a professional speaker, trainer and consultant. He is the president and founder of Service Quality Institute (the global leader in customer service) with operations in more than 40 countries. He is a self-made millionaire traveling and speaking more than 50 times each year. His monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.

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