

BEING SEDUCED INTO FITTING IN

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

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 the readers that it's about *their* 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 get in the game. You need to accept that power as a responsibility. Take 100% responsibility for the life you live.

Choose to be awesome. How many people in your life have set a high bar? How many have set an example for you? Why not be the one who sets the example for others? If you're 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 to successful people with a positive attitude. When the mentors, coworkers, 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.

*"I'm a great believer in luck, and I find
the harder I work the more I have of it."*

–Thomas Jefferson

Nothing just happens. Innovative, risk-taking people make things happen! Every great accomplishment whether 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 your parents, siblings and 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 merely fit in – instead behave in a way that leads to success. The cornerstone of success encompasses four simple principles:

- **Belief** – Believing in yourself is all about being sure you're 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'. 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 become more successful. Usually, when you decide to take on a big challenge or to do something that other people have failed at, you'll find that not everyone will support your vision. Don't take it personally. You just waste precious 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 were doing. So should you. Write it down and look at it every day.
- **Focus** – It's a focal point that you aim for. 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 to be great. In order to be successful in whatever path you've chosen as your road to make a difference in the world, you have to master the skills necessary to stay on top.

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

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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 over 40 countries. John speaks more than 50 times each year and is considered one of the foremost authorities on service strategy, success, empowerment and customer service. John's monthly strategic newsletter is available online at no charge. Contact John on Facebook, LinkedIn and Twitter.

