

Without Action, Success is Impossible

How do you succeed? Well, first you have to do something.

All the success books and motivational tapes in the world will do nothing for you if all you do is read them and listen to them. The same is true of business books, exercise programs and every other kind of self-help media: if you don't apply them, you won't gain the benefit. How do you apply them? You have to DO what they say.

Doing means taking action. It's amazing how many people get disappointed because they've spent years reading all the books and listening to all the tapes and CDs of self-help and business-building gurus, but haven't seen any improvement in their business, financial life or personal life. Usually, it's because they haven't changed what they are doing.

The few people that do act, 95% of them do something once and if it doesn't work the way they think it ought to they give up. The other 5% experience success.

Really, it should be a no brainer:

- You can't make a sale if you don't make a call
- You can't make new friends if you don't introduce yourself
- You can't build a relationship if you don't give something to it
- You can't sell a product if you don't market to buyers
- You can't be a successful author if you don't write a book

The list goes on and on. They say that a journey of 1,000 miles begins with a single step. That is true. But if you stop with that first step, you never complete the journey. Action: it implies trying something more than once. It implies repeated and continued behavior until a desired outcome is achieved.

So, what is it that you want to achieve? What lifestyle do you want to live? What is it that you need to be doing to achieve that goal or to have that lifestyle? Do it. Then do it some more. After that, do it more and more and more, until you have what you are after.

The thing that stops most people from doing something enough to experience the success they desire is that the first time they do it, they don't get the results that they want or it doesn't go well. But let's think about that for a moment: It took Thomas Edison more than 3,000 tries before he successfully developed a light bulb filament that was commercially viable. Stephen King submitted manuscript after manuscript before getting his first novel published. Zig Ziglar was a horrible salesman when he first started selling cookware door to door. Today, Zig is a leader not only in sales, but in teaching people to sell successfully.

The point is that you don't have to get something right the first time you do it. Success is the perfection that comes with practice. So, when you finally take the action you need to

and it doesn't go the way it's supposed to the first time, tell yourself that you are practicing your way to success.

Fellow motivational speaker Mike Litman puts it this way: "You don't have to get it right, you just have to get it going."

In a way, it's kind of ironic that people who don't take action or don't take repeated actions toward their goal compare themselves to successful people, all of whom worked hard to get where they're at" and put themselves down saying things like, "I just wasn't meant for success" or "I'm not meant to be wealthy." Because what they are really saying is "I shouldn't have to do much to be successful" or "I shouldn't have to work hard to be wealthy." How arrogant! Successful people work hard to become successful. Sure, now that they're at the top they seem to have all the time in the world and money seems to fall in their lap. But they spent years and years acquiring the knowledge and practicing the skills to get where they are at today.

If you want to be successful—whatever success means for you—you will have to take action, DO what it takes and keep doing it and doing it and doing it. Without action, success is impossible.