

Wiz's Ten Steps To Staying Focused On Your Objectives



An Easy Actionable Plan For
Putting Yourself In The Picture

Rev. Stephen B. Henry PhD.

Wiz's Ten Steps To Staying Focused On Your Objectives

Second Edition

Rev. Stephen B. Henry PhD.

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Foreword By Dan Therrell

In 2004 I retired early and enthusiastically left the corporate world for good after a 32 year career in engineering and marketing. In the prior ten years I had survived three agonizing reorganizations of the marketing department of my employer, a major public utility company. I watched friends pack up their personal belongings in cardboard boxes with a security guard looking over their shoulder. Some were angry. Some cried. I finally had enough and began planning an orderly exit on my own schedule and did not look back.

I was immediately excited about learning many new skills and exploring a number of areas of interest. I got my real estate license and also started a website design business. I became an eBay seller and had my first experiences as an "online seller". I was successful enough at the time that I became an eBay Selling Assistant. In this role I worked for many people who needed all kinds of things sold on eBay. They were willing to pay me to do the selling for them or to teach them how to sell online.

I discovered "The Wiz" in 2005 when I was searching for a first-class designer of eBay seller listing templates, so that my eBay items for sale would look very professional. All the research I did pointed to "The Wiz" as the #1 provider of high quality listing templates. I learned very quickly that "The Wiz" was highly skilled in many areas that I considered to be way over my head. I turned to Steve, not just for eBay templates, and general online selling advice, but also with PHP and MySQL development work on many co-developed websites for scores of clients.

I did not realize then just how much Steve Henry would influence my business success over the next six years. It has been my good fortune that Steve has also become a trusted friend, as well as business associate and mentor for anything to do with online selling. Most weeks I talk with Steve for several hours about new business strategies, tools, and opportunities. We've learned to brain-storm

effectively and to agree to disagree in order to find effective solutions for website design challenges and our clients' online selling opportunities.

You have made the right choice by picking "Wiz's Ten Steps to Staying Focused On Your Objectives". Steve's many years of hard-earned experience and success are reflected in "The Wiz's" detailed steps, which will keep anyone who follows them from making many of the mistakes that are common when setting, and trying to focus on, plans and goals.

With much confidence in your online success,

Dan R. Therrell
Fairhope, Alabama

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Preface To The Second Edition

As many of you know, as I was just a few months before reaching my 60th. birthday I experienced a life-changing event. It was a small thing; not an earthquake or a near-death experience. I simply responded to an email from a young man sharing his own life-changing experience and inviting me to his new product launch.

Such emails most often find their way to my trash bucket, if their source hasn't already been flagged as spam, and I am very picky about those with which I follow up. This one was nothing special. Nothing particular made it stand out but, for some reason which I may never know, I clicked on the link which lead me to an introduction video.

I was impressed by the video. Not so much the technical presentation, which was good, though plain, but by the intensity of the passion this young man endeavored to share -- successfully, I might add. The presenter invited me to attend a three video series offered free of charge to acquaint me with his product launch.

The thing is, I wasn't looking for a product, and especially not his, but I figured I had nothing to lose, and maybe something to gain, by giving three hours of my time. If nothing else, his enthusiasm was infective and I needed a little motivation at that moment in my life anyway.

So I watched his videos and I found myself being personally motivated. Significantly motivated. But not to purchase his training series, a \$2000.00 package. Rather, the motivation

was to take a new, honest, look at my own life and where it was going.

The fact is, I never purchased any of his bigger programs, though I can see they are of significant value to those that do. I'd been through similar programs in the past. Not to put too fine of a point on it, I'd been there, done that, and got the proverbial t-shirt.

In the past I have taken training from some of the world's greatest marketers and most successful business people. Successful men and women with names like Dornan, Marks, Janz, Hansen, Conn, Devos, and Laing, who built global businesses before the Internet was even an idea. These new videos I'd just watched were mostly the same material, the same kind of material anyway, though perhaps re-worked a little, and presented in a different way, re-packaged for a new time.

It wasn't so much that I had seen it all before. What was important was that I was seeing it again at the right time; a time when I needed it. This was, for me, a moment of introspection, a time of self-examination and, perhaps, even self-doubt.

Up until my then present age of 59 I had lived a wonderful life, experiencing so much, accomplishing many things but, for the first time, I was feeling a little rudderless. Perhaps it was just my impending 60th. birthday.

Things were, none-the-less, going well in my life, in my family, and in my business. The business was growing year

after year and I was certainly enjoying what I did. Being my own boss, working from home, setting my own hours, is an exceptional way to work; something so many only dream of. I was living it. But I was also missing something. These videos made me look at that part of my life in a new way, and in great detail.

And for me the outcome was basic. I realized there was simply more I wanted to do. And much more I wanted to give. So, turning 60, at a time when it seemed somewhat ludicrous to begin a new career, I began mapping out a new strategy, setting down a new plan, mapping out a different path.

As a result I made a figurative right turn and started implementing all my new plans. Today, roughly two years later, as I am nearing my 62nd. birthday, I am well into those plans, moving steadily forward, and loving it!

Today I am applying what I've learned over sixty years, including both my wonderful successes and my miserable failures, in numerous jobs and businesses, through hard times and good, with family, friends, and colleagues.

Today, I am working with many others, helping them get started on the right path. Teaching them what I know. Sharing with them new ideas and different perspectives. Helping them overcome the difficulties and impediments they are experiencing, in order to move forward on their own journey of success.

My focus is typically upon those establishing, or expanding,

online businesses, especially those working (or wanting to work) from home. I believe it will be Internet-based businesses, run from in-home offices, that will rise as the golden economy of the current age. It is an important part of a major paradigm shift happening all around us.

And today we see significantly more businesses are being run out of the home, more often than not started by women. It is these that make up the new economy which will bring this country back from the brink.

It is not big manufacturing, not high-tech, not pharmaceuticals or banking. It is the individual entrepreneur, having come of her own efforts, working from home, perhaps guided by a coach, a guru, or mentor, struggling to understand enough technology to build an online presence, to be found, and to do enough business to make it all happen.

Individual men, women, couples, joint venture groups, partnerships and small companies, on a scale never before seen, will be the foundation of a new global economy, perhaps outstripping any other segment.

This is the second edition of the first book I wrote after implementing that new plan. It was a small book designed to readily, and easily, share a few things I know to be true. This edition is a little larger than the first, though many would still call it small. But it has a big message.

This little book provides ten specific steps -- ten real things you can do -- to focus your thoughts, your efforts, your work and your plans, in order to stay focused on your objectives; in

order to reach your goals.

Some people reading this book will scoff at the ideas presented here. Some will agree they *might* work but won't put them into practice. A few, both doubters and believers, will timidly try them. And a few, perhaps, will embrace them with hope or trepidation, in the simple joy of finding a new path or in the desperation of leaving their old path behind.

Those that do will be surprised.

I know these ten things to be true. I use them, sometimes individually, sometimes collectively, in my life nearly every day. If you do this, they work. Believe it or not. It really doesn't matter. The only thing that matters is that you use them.

Of course, that's easy to say. I've been saying it for a long time. I've made claims about these concepts for many years, decades in fact, since they were first shared with me and I came to understand them through application, not just belief. Belief, of course, more easily followed the proof.

So, six months ago I set a test for myself. I wanted to be sure these ten basic principles were still true. After all, they formed the basis of a major change in my life direction. So I chose two things that related to my life, not necessarily my business, though there is a profit component involved.

I selected and focused on two things that I could only think of as completely impossible. Two things that almost anyone would say would never happen, could never be realized. And

I began applying these ten steps, the very same ten principles detailed in this book.

I set a six month goal -- long enough to allow natural forces to come into play, but not so long as to be able to set things aside because there would be lots of time to do it later. I chose two things because one could easily be written off as coincidence. Two different things, at the same time, could not.

I focused on these two things intently, blending them almost into one. I thought of them as I was falling asleep, and I work up with them on my mind. And I re-read my own book, this book, three times during the process just to be sure I was doing everything necessary. And I still fit in all the work I was otherwise scheduled to do.

Approximately twenty-eight weeks later, both of these things came to be in ways I could never have imagined just six months before. They were there in front of me just exactly as I had imagined. There is simply no doubt in my mind that you can do this too.

I have revised and updated this second edition, not with new principles as those remain the same but, rather, with extra material to help you create, and focus on, your own plan, to define and implement necessary procedures and, throughout, to stay focused on your objectives.

Rev. Stephen B. Henry PhD.
Hutchinson, KS. July 21, 2013.

INTRODUCTION

This is a short ebook which I am giving away free of charge in PDF format. It is part of my "Wiz's Ten Steps" series though most of the books in the series are larger, up to 250 pages, and are made available commercially starting at \$2.99 in PDF and Kindle format. Printed versions of some titles are also available.

The content of this PDF version is small but the information is BIG! It is not just theory, it is material I have put into practice in my own life successfully again and again over the years. When I have applied it I have succeeded in many significant things. When I have lost my way and let these ten steps slide, I have had much less success and even experienced failure.

As I am turning 60 this year I am also moving into a major new project. I will certainly be applying these principles. I encourage you to do the same. The ebook is free. The information is, as they say, priceless!

I am asked over and over again for the basic steps to achieving success. My standard, if somewhat glib, answer might be, "Success is a journey, not a place!" which is true, but it doesn't help much.

The key to your success is, I think, getting on the right path, and staying there, and that is easier said than done. To do this we must learn how to focus on our goals and objectives; in order to ensure effective outcomes.

For many it is easy to dream, to set goals, to make plans, but we live in a world full of distractions. If you work for yourself, especially if you work from home, it can often seem that interruptions and distraction are a way of life; the rule, not the exception. Getting past the interruptions that move us off the path to our dream, our goal, is what focus is all about.

This set of ten basic steps is a quick, easy, guide to attaining, and maintaining, that level of focus. Read it. And put it into practice as you move forward on your own journey of success.

Consistency and sustained effort -- work over time -- is a process that requires focus and application. Listed in the chapters that follow are ten simple steps that guide you to developing, and applying, that process. It is a process that must be applied day by day, continually, as you make your own journey of success.

Alone, each point offers a pretty powerful solution to one part of life's puzzle, but focus is more than a single thing. You must maintain the energy to sustain it, and the enthusiasm and optimism to face each new day, each new problem, in the process.

A good friend of mine once shared this saying with me, "Set your goals in concrete and draw your plans in the sand!" I did not fully understand it at the time but, as the years went by, I learned that it is important to have a solid, well founded, goal to shoot for.

We need to think seriously about where we really want to be in a year, five years, or even ten years, and then set out a plan to get there. If we REALLY want to be there then we should never change that goal. Don't give up if your plan fails. Never change the goal just because you didn't get their the first try.

The old adage, "If at first you don't succeed, try, try again!" is true. But so is the definition of insanity: "Doing the same thing over and over again, trying to get to a different result!"

So, yes, do try again but, also, do develop a different plan, a different strategy, to get to the SAME goal. You will get there, especially if you apply these ten steps. The order isn't important. Mix and match, but apply all of them. And apply them regularly, consistently, over time.



THE STEPS



ONE: KNOW YOUR REASON

It has been said it is easier to run from something that is chasing you than to reach out and capture something you are pursuing.

Most often what is chasing us is perceived as undesirable, scary, even dangerous. We fear it, triggering a shot of energy boosting adrenalin and triggering the *fight or flight* response. We flee.

What we are running toward is most often something good, something we want but, since there is no fight or flight reaction to key our adrenalin, to spur us to action, our original motivation may not be strong enough to sustain the effort needed.

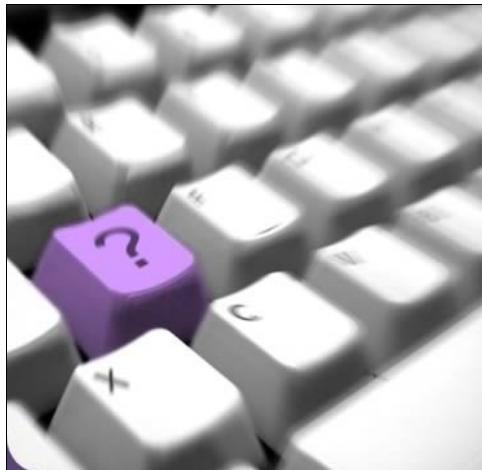
We often say we *want* something when really we only *want to want* it. We really don't want it enough to do whatever it will take to actually get it.

Another good friend and mentor many years ago asked me if I would choose to wade across a large swimming pool full of sewage. I immediately responded, "No! Of course not." He then asked me if I would choose to do it if a million dollars, cash, on the spot, would be waiting for me when I had done it. That, I must say, changed the equation, and my response, considerably.

If we really understand our goal, know the purpose, the reason, for why we want to get there -- indeed, if we REALLY want to get there, then the path becomes easier, and

we are more likely to follow it, no matter where it leads us.

If the motivation is strong enough it then all becomes easier. Without sufficient motivation we must then have, indeed we must believe in, a powerful enough *reason* for doing what it takes to attain any goal we have set for ourselves.



TWO: VISUALIZE YOUR GOAL

Knowing and understanding the reason behind your goal is easier, I think, if you can visualize it; really see it in your mind and see what it will do for you.

If you want a new car, but you need to work harder, longer, in order to afford it, don't just say you want it, know exactly which car you want. Go down to the dealership and sit in the specific make and model you want, the color you want, with the equipment you want, then visualize yourself driving that car, taking you where you know you will want to go in it.

Cut out a picture of that exact car and put in on your refrigerator or next to your computer -- where ever you can see it daily in order to help you keep the visualization alive in your mind.

If you want to lose weight don't cut out a picture of a fat person to put on your fridge, to remind you of what you DON'T WANT! Put a picture of the "YOU" that you WANT to become. The former will just help you keep being over weight. The latter will help support the visualization of where you are going, and help you get there faster.

Success stories abound of instances where visualization worked to get people exactly what they wanted.

I know of one young man who wanted a Ferrari. He cut out the picture of the model he wanted from the cover of Road & Track magazine and kept it in front of himself each and every day.

When he had the money to be able to afford the car he ordered it. And when the day came to take possession of his new Ferrari, he flew from Seattle, where he lived, to Los Angeles where the dealer was located.

At the dealership there was some problem with the order and his car was not available. The young man was at first devastated. The sales manager got involved and tried to rectify the situation.

“You know, we do have a car on the lot that is exactly the model and color you ordered but it is not quite new,” he offered.

The young man asked what the salesman meant by “not quite new” and it turned out the car had been loaned for a photo shoot for a magazine and, as a result, the car had a few miles on it. The sales manager offered a significant discount on the car.

When asked which magazine the photo shoot had been for he replied, “Road & Track.”

Another person I know of kept visualization boards in his office with pictures of the various things he wanted pasted in plain view.

At one point he moved and packed the boards away, relegating the boxes to a storage unit. Several years later, after a handful more moves, he had finally found a level of success that allowed him to purchase, renovate, and furnish, a wonderful new home.

After moving in he decided to bring the boxes from storage and sort through them. His young son asked what was in one of the boxes and the man opened to reveal his visualization boards; boards he hadn't seen in years.

He pulled one out and on it was a picture of his dream home from many years ago. It was, in fact, the very home he had just moved into. His focused dream had become a reality even when he had stopped working directly on it.

The more detailed and specific, the more real, you can make the visualization of your goal, the easier and more powerful your application will be. Put the focus in first, and then:

See it. Believe it. Attain it.



THREE: PLAN YOUR ACTION

Dr. Robert Schuler said, "If you are failing to plan, you are planning to fail!" and he was oh so right.

To achieve any worth while goal you need to plan a way to do it. Think it through. When doing this I often start at the goal and think, "Where must I be just before I reach it?" That gives me the last step in the plan. Then I think about the step before that and the step before that, working my way back to where I am now. At that point I have two things, the first step to take, and the rest of the steps in the plan.

Try it. It works.

Whether planning forward from the beginning to the goal, or in reverse from the goal back to the beginning, there is one fact you must know first. And this is something many people fail to consider when they start planning to reach their goal.

It is often the single most significant reason people fail. You need to know where you are now.

Think about it. Imagine driving into a strange city, my city, and calling me on the phone to see how to get to my office. My office is your goal. The action plan is the route you will need to drive to get there. You call me on the phone to ask directions.

What is the first thing I am going to ask you at that point?

"Where are you now?"

I can't tell you how to get where I am, to my office, to your goal, without knowing that single important piece of information.

In the same fashion you need to know that exact piece of information in relation to your own goal, whatever it is. You will need to know where you are now in your finances if your goal requires an expenditure of funds -- so you can know how much more you need. You will need to know where you are emotionally, educationally, where your interests lie, who your friends are, who is there available for you to turn to for help.

A sound understanding of your current situation is the foundation upon which your plan to reach your goal must rest.

Don't be hung up on it, though. Remember, if your plan doesn't work, you can always change it, even create another complete plan, and start over from the beginning.

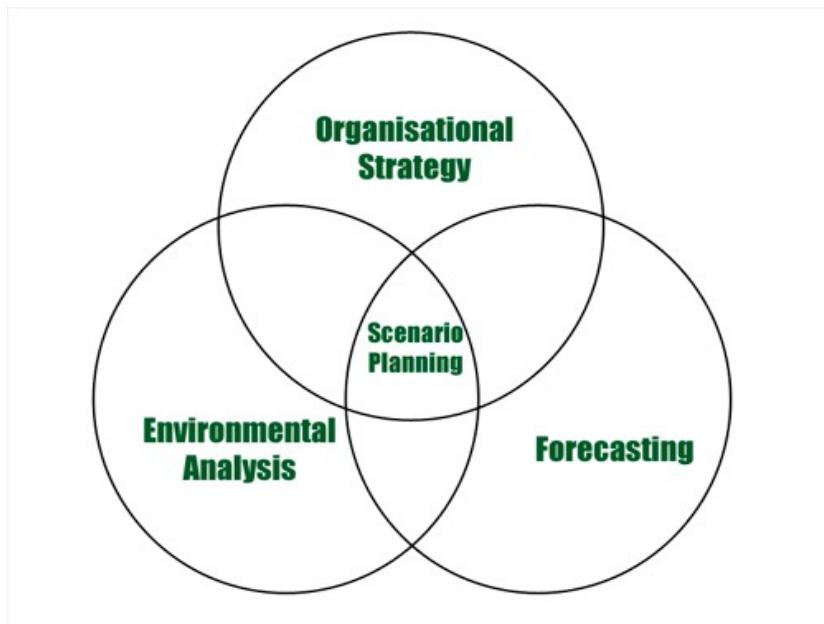
This often seems discouraging but remember this: Thomas Edison is most famous, I suspect, for the invention of the light bulb. Now that we've got them, a light bulb seems like a pretty basic thing. Did you know that Edison worked on his project to create the first light bulb for over a year and during that time had nearly 1400 failed attempts!

Would you have kept focused on your goal after that many let downs? Most of us wouldn't and that is why Thomas Edison is in the history books and so many others aren't.

Edison's first success, however, about number 1400, was no big break through, either. The first working light bulb was so dim that you needed a gas lamp to read by it!

It took many years more to perfect the electric light bulb to what it became -- a useful product now available in virtually every country on earth. It often takes sustained effort over a long period of time to achieve valuable outcomes.

Like Edison, you need to plan your work, chart your progress, and go back to the beginning as many times as necessary (hopefully not 1400 times!) to get to your goal if it really is worth while.



FOUR: WRITE IT DOWN

Write your goal down. Describe it in vivid detail, what it is, what it will do, what you will do with it, what it means to you. There is something magic about the written word. I know this from personal experience and from seeing what others have achieved by applying this concept.

Write your plan down too. It is not only so you can have something tangible to guide you, though that is certainly part of it, but the act of writing it out in detail helps in the planning process, the visualization, and in ensuring the validity of your reason.

Thinking about it is good. Talking to others is even better. Hearing yourself speak helps in the clarification. You should do both of these things. But the act of writing brings into the equation an entirely different part of the brain, and factors we don't even truly understand yet come into play. All of this helps shape the reality of our plan as we reach out to our goal.

Many years ago I went to a motivational seminar entitled "You Can Be A Winner", presented by Skip Ross, a powerful speaker on the topic of success. He outlined his formula for finding success:

$$DL = (GGE + PS) * PSI$$

which is "Dynamic Living is equal to God Given Equipment plus the Principle of Success, multiplied up by Proper Self Image".

At the end of the session he talked about keeping a "future diary" where you write down the things you want in your future life in order to *bank* them so you can make withdrawals later as needed.

I think I paid about \$25.00, back when that was real money, for a cheaply bound, but reasonably attractive, note book that my wife informed me later I could have purchased at any office supply store for about \$4.00 -- you know how those sessions work -- but the fact is the idea of the future diary, writing it down, actually worked. I have dozens of personal stories I could share with you about this, but perhaps just one:

We were young. It was early in my marriage and we had just had our second child. Expenses were high and income was somewhat lower. There always seemed to be more month at the end of the money. Maybe you have been there, too.

Anyway, we wanted a new stereo but there was no way we could work out a way to afford one on our existing budget. I was selling cars at the time and making reasonably good money but it was not consistent and it just never seemed to be enough.

I wrote down the stereo system in my future diary describing exactly the one I wanted, every detail, including the width so it would fit on a narrow set of shelves we had, visualizing each as I wrote. I even had a picture of the one I wanted which I pasted into the diary just below the description.

Previous to car sales job I had worked in the security alarm industry. Some weeks after the stereo entry in the diary I got a call from a fellow who ran a consumer electronics store. He had been a client of the alarm company for which I had worked, and I had installed the alarm system at his store and, later, at his home.

We got to know each other and, at that time, we had discussed many other things. As a result I had given him my card from the alarm company and I had put my personal phone number on the back of it. We had exchanged the usual, "Let's keep in touch," and then, as is often the way, had not seen each other since.

The store owner had kept that card, though, and several weeks after I'd made the entry in my future diary I was a little surprised to receive a call from him.

He told me he was going out of business and was in need of some alarm repairs because of insurance requirements on the inventory that would remain for a time in the closed store. He didn't want to spend any money on it so he was not calling the alarm company.

He inquired as to whether or not I would personally accept some stereo equipment in exchange for some work on his alarm system. He did not know it at the time, but his call was inevitable.

I told him I was no longer working for the alarm company but I would come in on my time off from my current job if that would suffice. We arranged a time and I arrived at his

store. He showed me the work he needed done and then took me to the show room and showed me the stereo package that he was offering in exchange for the evening's work.

At retail it was worth at least four times the price for the job I was about to do. The store owner told me he new he would only get about 25% of it's value at the auction that was to come later anyway.

I knew it was the right one because it was feature for feature a match with, and even the same brand as, the one I had listed in my future diary. My tape measure showed me it would nicely fit our shelves. And it did.

There really is magic in writing it down!



FIVE: AFFIRMATION

Of course, it is not just the writing that makes it happen. It is applying most, and preferably all, of these ten steps to your project.

We most often fail because we don't believe we can. You remember the little engine in the childrens story that said, "I think I can. I think I can." Well, the reality is more like "I believe I can," or even "I know I can." In fact, the best is simply, "I can!"

When you have sound belief, in fact certain knowledge, then it all becomes possible. So why not tell yourself that on a regular basis.

We live in a very negative world. Your sub-conscious mind does not separate that which is right from that which is wrong, not truth from lie, not yes from no. Everything it takes in is simply takes at face value and the sub-conscious does everything it can to ensure you get what you ask for.

You've heard the phrases, "You are (or will become) what you think!" well, it's even more powerful when the sub-conscious mind is involved.

Have you ever been carrying something in a precarious way and thought to yourself, "I better not trip!" and BAM you trip over nothing, spilling the drinks or dropping something that makes a mess or breaks?

It's certainly not what you wanted to do! Or is it? I'm sure

you have gone though something like this many times in your life -- I know I have -- and it won't be hard for you to remember at least one occurrence.

Maybe you were meeting with your boss and you thought, "I better not stumble over my words!" and guess what... you get the idea.

If, in these examples, you had thought, "I'll walk carefully!" and "I will speak perfectly when I meet my boss!" you would, most likely have gone without tripping and/or stumbling over your words.

Thinking, or saying, the positive instead of the negative is always the better choice. Feed the sub-conscious the good and it will work hard to deliver the good. It is very powerful, very simple, and seldom done.

We live in a negative world and so we tend to think negative words first.

And if you don't believe me about the negative world thing, then tell me why we call them "stop lights" when they are usually green as much as they are red. We could just as easily have called them "go lights".

There is negative all around us. Think about it a little and you will see why you must work so hard to really find the positive.

So where is all this going? Affirmations. These are positive statements you repeat to yourself several (many?) times a day

when you are doing other essential, but utilitarian, things.

While taking a shower say out loud, over and over, "I complete tasks promptly!". When brushing your teeth, think to yourself, "I enjoy being with other people!" When driving to the office, say loudly, "My projects come in on time and under budget!" When shopping for groceries, say softly, "I deliver quality and service!"

You get the idea. There are many, many, times throughout your day when you have a few moments to affirm the good things you do, the good person you are, even if these are still in the "goal" stage.

Speak these statements in a positive (affirmative), right now sort of way, as though they are already true in the most positive sense. Do not use future words like want, wish, hope, plan, will. Instead say am, do, have, can, make. Select phrases that apply to you and your current goals.

Affirmations such as this are an important part of the goal/focus/objectives program. Trust me. They work too!



SIX: SEEK SUPPORT

No matter how good you are, or how good you think you are, seek out support. Find a mentor. Exchange ideas with someone else.

It's best if you find someone who is generally positive and it will be wonderful if they understand these ten principles, too. Share this ebook with them and then, over a coffee, ask them what they think.

If they say, "That stuff is a load of crap!" they are probably not the mentor you want. But even if they are only at the point of, "This is interesting..." you might be able to explore the concepts together and support each other as you both focus on your own objectives.

A supportive individual, at least, who will be your running mate, is often as good, and sometimes better than, a knowledgeable mentor. Just be sure you know what you are getting.

There are a lot of people who will offer help. Not all will actually offer good advice so seek it out and evaluate it for yourself. Find others working on similar ideas and create a support team (often called a "Master Mind" group) and brainstorm ideas. You can do this face to face or at long distances over the Internet or by conference calling.

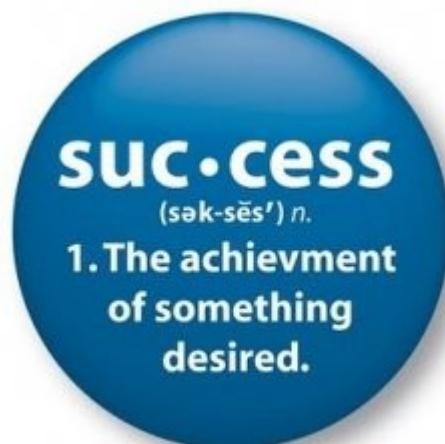
I am in Kansas and I most often seek advice from, and discuss ideas with, one associate in Alabama and another in Sydney, Australia. The distance really doesn't matter.

Find at least one buddy you can call when you are stuck. Two or three, with differing interests and points of view, is always better.

Involve yourself in groups of like-minded people. Hang with those who will encourage you and challenge you to move forward. Don't spend time with those who tell you "It can't be done!" or otherwise denigrate your ideas or ridicule you. Some member(s) of your family will provide enough of that, I am sure.

Most importantly work to deadlines and be accountable to someone other than yourself, someone who will be willing to check up on you, and hold you to your schedule. There are lots of good books that will provide information, support, new concepts, and explore other ideas.

Find a reading partner who will read and discuss a book with you. Consider a reading group -- local or remote. Remember, distance doesn't matter.



SEVEN: ONE PIECE AT A TIME

Those starting out on a new plan often set their first goal too high. They seem to automatically program themselves for failure.

It is most often not the goal that is wrong. It is the individual steps in the plan that may be too big or the time allotted to reach the goal that may be too short. The idea is to tackle only a few pieces, or even just one piece, of the puzzle before moving on to the next.

And just like a puzzle you may need to first separate out all the edge pieces and build a framework. Next turn over all the remaining pieces and group them by color. Study the picture on the box and get a feel for the layout. What was that old joke about, "How do you eat an elephant?"

One bite at a time!

If you try to do it all at once, and especially all right now, you are likely setting yourself up for failure. Some people seem to almost prefer failure. Maybe they are trying to beat Edison's record.

Beating him, in terms of success, however is really doing it with less tries; not more. If you take small steps and organize many mini-goals along the path to your primary goal you will have a much greater likelihood of getting to the ultimate goal.

Remember that success (ultimate success or just the success of a single small project) is a journey along a path, one step

at a time. Success truly is a journey and not a destination. And the more successful you are, the better, the easier, that journey.

Don't set yourself up for failure. Break the task down into many smaller tasks and tackle one piece at a time.

Don't be over confident, but don't be afraid either. When handling one small task at a time the effect of failure tends to apply only to that small piece. Your over all goal, and the plan to get there, remains intact.

A small adjustment and you are moving forward again. In this manner you turn a stumbling block into a stepping stone and continue moving forward again.



EIGHT: ACT CONSISTENTLY

This is the simplest part, perhaps, but also probably the most important. Getting going on the path to your goal is usually easy. Keeping on the path, and doing something every day to the purpose of reaching your goal, is often very difficult.

Remember what I said about a negative world and interruptions. Things do come up, and some may well be things you need to do right now. You may have to step off the path, make a detour, even pause the plan for a bit. Always get back to it, though; the next day if possible.

And remember your reason? You need to decide how important this is to you. Do you really want to earn that extra income so you can send your kids to better schools? Do you really want that dream vacation or is it just going to stay a dream?

Sometimes interruptions do need attention right now, but sometimes they don't! Do you really want it? Or do you just want to want it?

You need to learn to say things like,

"Mary, I'm glad you called, but I really can't get together today. How about Saturday afternoon?"

or

"Bill, it's great to hear from you. I'd love to golf on Sunday afternoon but I've got an important project due for a client on

Monday and I'm going to need the time. Maybe next weekend?"

If you show people you value your time, they will understand. But if you let people take your time, you will be letting them steal your dream along with it. Just because you work from home doesn't mean you don't have work to do. Do it! And don't let people steal your dream.

I write books. Some are short like this one. Some are long 150 to 250 page teaching guides and "how to" manuals. I've even got a couple of novels on the way. Sometimes I work in a flurry to get most of it done in a day or two. Sometimes I write a page or two a day. The latter can take months or even years. Both ways eventually get me to my goals. Find the way that works best for you and then apply it consistently.



NINE: MEASURE YOUR RESULTS

Tracking what you are doing can be critical to your success. Being able to see what is working and what is not will allow you to find out what needs to be changed before you have wasted too much time on it.

You can change your plan. It's drawn in sand, remember? You don't have to come up with a completely new one. Sometimes a little tweaking is all it takes. But you won't know what to tweak, or even if tweaking is necessary, if you don't measure, and keep track of, what is happening as you progress; or even if you are making any.

Edison observed his results, quantified them, kept detailed notes on what he did, what didn't work, and what almost worked. Over time he refined his plan and ultimately got to an actual working light bulb. You can apply similar activity to your own goal, your plan, and to the process you apply to get to the outcome(s) you want.

Keep a journal. Keep notes. Develop a system to evaluate and quantify what is happening. If you don't know how to do this, there are many resources you can use to help you make it happen.

And don't forget to review your successes regularly, no matter how small, so you can observe and better understand what actually did work.

Find someone you can trust and who will provide positive, constructive, criticism, and share your progress with them.

Listen to what they say and don't be disappointed if they don't have your vision. It's rare to have a study buddy who will see, and want, exactly what you do.

Embrace them. Take from them what you can. Discard what doesn't fit. Sometimes what is offered may be right, just not right for you. It is, after all, your project, your plan, your goal. You will have to take responsibility for it. You will have to drive it forward.

Measure things through some other person's eyes as well as your own, and try to see both sides. Then choose what your experience, or even just your gut, tells you is right. If you've been doing all the right things, as outlined above, you will most likely make the right choice.

That's one of the major beauties of this process. It is synergistic; each part working in concert with the next, all of them forming together much like a dance. In ballet the Prima is important but is nothing at all without the chorus. Everything, every part, everyone, is required to make up the whole.

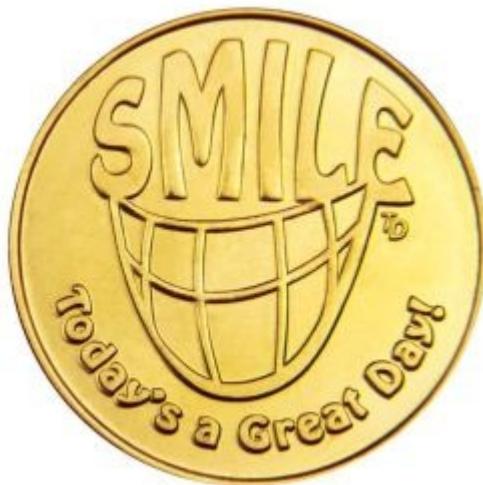
Thus you will want to read, understand, and apply each of the parts of this whole process, measuring the results as you proceed, making adjustments, going back and applying it all again, measuring again and... repeating as often as necessary.

And always keep in mind, success is a journey, not a destination.

TEN: REWARD SUCCESS

At each point along your journey of success, where you experience positive results (something often called "Milestones"), acknowledge what you have done both to yourself and to others. Take time out to celebrate.

Celebration can be as simple and basic as pouring yourself a fresh cup of coffee and taking a break to call your *study buddy* to let him know what just happened, to something as elaborate as taking your family out to dinner, or any other celebration that suits the nature, and size, of the achievement.



Just don't ignore the small steps. Even the smallest are an important part of the journey! Rewards such as this make you feel good and add up over time to a greater feeling of accomplishment, and of your own self-worth.

As you recognize each successful step, so will others come to recognize your gains and achievements, coming also to see

you as the “go to” person in your field. Someone who is regularly successful is certainly someone they will want to be around and to come to when they need your product or service. It is certainly a win-win proposition.

Recognizing your own success is the best way for others to see it too! Don't be afraid to let others know. Be polite, not boastful. The idea is to make friends, contacts, ultimately customers or clients, not to embarrass others. Your success should not be seen as their failure.

Bring others together to share in your success, uplifting them and, where possible, adding to, or assisting in, their own journey. In turn it will add back positively to yours.



SUMMATION

It may take a little while to become comfortable with all of this information. You may have to suspend your disbelief and take what I have said above on faith, at least for a while. You will need to trust that it works, perhaps until you begin to see positive results, but one thing is for sure, if you don't try it, if you don't give it a real and committed effort over eight to ten weeks, it certainly won't work.

Nor can you absorb these ten important steps by osmosis. You need to read them, understand them, apply them, practice them, and repeat them. Yes, there is work involved. This whole process involves work. But it will take real work, applied work, sustained work, to keep you on your path of success.

Another thing you need is support. You cannot go it alone. I am always pleased to answer questions and provide limited guidance by email. My email address is below. I look forward to hearing from you. In fact, I would appreciate it if you took a moment to write to me just to let me know you read this short book. If you liked it, I will be glad. If it helped you I will be very pleased. If you don't like it I would appreciate if you could tell me why. I'm still learning too.

I am also available professionally as a personal and business coach, consultant, and mentor. The first half-hour contact is free. You can reach me online through one of my professional online sites: From Website To Wealth, located here:

<http://fromwebsitetowealth.com/>.

Thank you for taking the time to read this ebook. The time will not have been wasted if you apply what you have read. There is never any guarantee of success, but you can change the results you are getting, and improve your circumstances, with the material presented here.

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I wish you all the best in your future endeavors, whatever they may be.

The Wiz.

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