

Develop positive beliefs... get rid of negative beliefs and set your expectations high

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20 Build your will to succeed

You need to build and maintain an unstoppable will to succeed.

A positive attitude is the most common thread among all winners. It will separate you from the many who give up, settle for less, or stay in unattractive situations. It's easy to build a will to succeed if you follow six basic guidelines.

1 Develop positive beliefs

Now is a good time to remind yourself of all the good things you have done. It starts with your past, naturally. Write down positive things "you've done and can do." Make it as long and complete as possible. You will find it reassuring. It will begin to provide reinforcement for the positive attitude you must maintain. All you need are short sentences.

For example: I have increased profits. I have attracted new business. I have cut costs, etc. Here are some "can do's" to consider: I can work with all levels of people. I can get things done quickly. I can motivate others, and so forth. They also reflect your **skill sets** as described earlier in this text. Once you've prepared these lists, you will begin to realize just what value you will have for your next employer.

2 Get rid of negative beliefs

Having built a set of positive beliefs about yourself, your second step is to get rid of beliefs that might inhibit your will to succeed. Are you saying, “Things are bad, it’s a grim world out there.” If so, this simply reflects your beliefs about “the way you think things really are.”

If you believe the economy is bad, you will see breaking news and pay attention to layoffs or sales declines. On the other hand, if you believe that there are many areas of opportunity, then you will notice new firms, new products and the like.

3 Set your expectations high

Our expectations affect what happens to us. Obvious examples are the many sports teams and athletes who, when asked about their success, often reply, “*We expected all along that we would win.*”

A close look at the lives of leaders in almost any field reveals a common theme. Whether it’s a leading scientist, educator, salesperson, movie personality, or leader of industry, you’ll find that each of them had very positive expectations of themselves.

All motivational speakers and inspirational leaders tell us that it is possible to work on our expectations by visualizing good things happening to us. Picture yourself setting and achieving high goals. Positive visualizations can become a continuous process of reinforcement that will give you a new-found power and self-confidence.

4 Put positive expectations to work

For instance, if someone tells you that an interview can take only 15 minutes, recognize it’s a screening interview and build expectations that it will allow you to showcase your potential.

Here’s another example. Suppose you had an excellent interview, called twice afterwards, and got no response. Don’t assume they have lost interest. Instead, assume they’re busy and that they are still very interested.

Decide now that your second meeting will be better than the first. With that kind of expectation, you will then find it easy to write a short follow-up note that your interest continues to grow, and that you are dedicated to becoming the best ever in the job.

In this instance, your expectations affect your actions, and they affect the results. In that way, your will to succeed can and does make things happen.

5 Project a positive attitude

Talk to people about your positive expectations. When you do this, it reaffirms your commitment. Put yourself on the line. Let these ideas flow into your attitude, and begin to reach out and help others. Why? Once again, experts tell us this is a give-and-get world. Eventually, it reaches the point where it becomes obvious to anyone who meets you, that you project a lot of confidence about yourself.

“A positive mental attitude will create more miracles than any wonder drug.”
—Patricia Neal

You'll have to work at this, but it's easy and it's fun. A spring in your step, a firm handshake, a confident look in your eye, and comments that reveal a positive outlook can all help you project good feelings to the outside world.

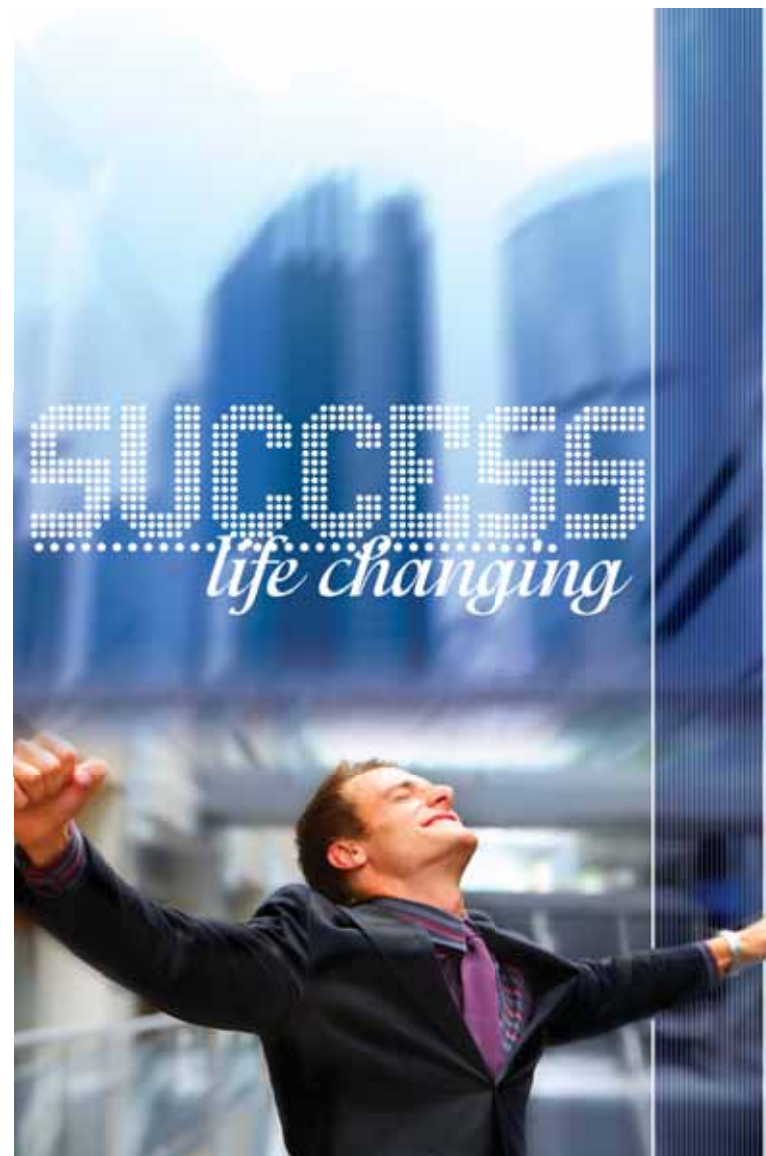
6 Make things happen by getting into action

If you look at achievers in any field, you will find that they are very active people. It's a simple fact that taking action is in itself like taking an energy tonic.

Choose any kind of example you like. The head of a college breathing new life into an institution, a company president turning around a money losing operation, a football coach turning a losing team into winners or a test pilot setting a new speed record. They are so intent on their actions, there is no room for doubt and indecision. You can do the same thing.

*"It's not whether you get knocked down.
It's whether you get back up."* —Vince Lombardi


**The success of others is repeatable by you.
Positive mental attitude is strictly up to you.
Believe in what you can achieve in the market.**



Approach success as inevitable. A positive attitude separates you from the pack. It's what all winners have!

"Normal is not something to aspire to. It's something to get away from." —Jody Foster

"There's no such thing as expecting too much." —Susan Cheever



#20 RECAP

Build and maintain your will to succeed

Having a positive attitude will separate you from those who give up or settle for less. And, it's easy to build your will to succeed by following our six basic guidelines.

Everyone likes positive people... and they get more interviews and offers. Make sure your positive attitude is there for everyone you meet. It's contagious!

Quick action steps for building a will to succeed

Follow our six steps. Work hard on replacing negative concerns with more positive ones. Use positive visualizations. Stay active. Devote some part of each day to activities that make you feel good, including some physical exercise.