

MY "TO-DO" LIST

- Realize that the person in charge of my life is ME. I am accountable for the quality of my life.
- Search for the facts and look at things as they are, so I can improve them. Then create a new vision by seeing things as I'd like them to *be*.
- Eliminate my excuses because (a) no one wants to hear them and (b) all they do is slow me down.
- Acknowledge that blaming stems from denial and doesn't accomplish anything because no matter how much I blame things outside of myself, blaming won't change me or my circumstances.
- Realize that I can change anything and everything simply by doing or thinking something different. Understand that it's not what happens to me; it's how I respond that matters. And how I *respond* is completely up to me.
- When I ask myself a different question, I will trigger a different response, which will, in turn, create a different outcome.
- Remember that results don't lie. The easiest and fastest way to find out if something isn't working is to pay attention to the outcomes (O) I'm currently getting.
- Pay attention to alerts or signals that I get from other people or my intuition. These are often signs that can help me prevent unwanted consequences later on.
- Keep in mind that I have everything I need to get the results I want.

always someone who will support you . . . sometimes we just need to look a little harder. We know you can do incredible things, but now it's your turn to believe it. Just remember, plenty of support is available—but it may not come to you . . . you may need to seek it out. Want to learn more about gaining the support of others? Then keep reading. (We've devoted an entire principle to this topic.)

If a twenty-year-old Texan can take up the luge and become an Olympic athlete . . . if a college dropout can become a billionaire . . . if a dyslexic student who failed three grades can become a bestselling author and television producer, then you, too, can accomplish anything if you simply believe it's possible. You have nothing to lose. Believe in yourself and go for it.

MY "TO-DO" LIST

- Remember that believing in myself is an attitude and a choice.
- Focus on my expectations, remembering always that they often create my experiences.
- Expect the best from myself and from my life.
- Realize that belief is more powerful than natural ability or skill. Often it's not so much skill that makes people the best at what they do, but rather the solid belief that they can do something—and, of course, putting that belief in action when they give their best each day.
- Remember Napoleon Hill's words: "Whatever the mind can conceive and believe, it can achieve."
- Repeat to myself, "No matter how bad it is, and no matter how bad it gets, I'm going to make it!"
- Remember that the only real limits to my potential are those I give myself.

MY "TO-DO" LIST

- Be clear about what I want! Realize that the #1 reason people don't get what they want is because they are not clear about what they want in the first place.
- Remember that my mind is my inner GPS system and that in order to use this natural inner resource, I must enter the destination. I must be clear about what I want.
- Focus on my passion. If I'm passionate enough about what I want, then I will discover how to make it happen.
- Never abandon my true passions and swap them to live out the dreams that other people have for me.
- Prepare myself for those who will try to talk me out of my goals and dreams. Stand strong and surround myself with people who will support me and my aspirations.
- Make my life an ongoing adventure by completing my list of 101 things I want to accomplish in my life.
- Write down what I want (don't just *think about* what I want) by completing the exercises in this chapter.

MY "TO-DO" LIST

- Realize that we all have a purpose and that we all discover our purpose at different times and in different ways.
- Set some time aside (even when life gets really hectic) to think about what I want most from my life.
- Appreciate the value of the single days that make up my life and the many things I do each day.
- Develop a purpose that inspires me.
- Understand that my purpose does not need to be complicated. It can be simple, as long as it excites me.
- Write down my purpose statement and think of ways I can remind myself to read it each day—preferably in the morning.
- Be aware that I risk the danger of being successful but unfulfilled if I don't first think about and create a purpose that agrees with what I value most.
- Think about the times when I was the most happy and see how these moments could be showing me my true purpose.
- Revisit this chapter as I go through the book so I can tweak my purpose statement to best reflect who I am.

himself and developed a profound sense of compassion for himself and all of humanity. As a result, he is one of the wisest, most humble, and peaceful people we have ever met.

Of course, he quickly admits he never wants to do it again, but at the same time he also says that he would not trade his experience as a prisoner of war for anything, for it has made him who he is today. Captain Coffee believed that there was “good” to be found in every situation—and his life is evidence that he is absolutely right. If you think that everyone and everything shows up in your life for a reason, then you will begin to see every event—no matter how difficult or challenging—as a chance to become stronger and wiser. You’ll find that every step in life can be a step closer to your dreams.

TIP 1: You might want to make a small sign or poster with the question, “*What potential opportunity is this experience offering me?*” Then put the sign on your desk or above your computer so you will be constantly reminded to look for the good in every event.

TIP 2: Although it’s a little corny, this method does work. You can train yourself to recognize the best by repeating something like this: “I believe the world is giving me the experiences I need to become the best I can be.” It will sound and feel odd at first, but if you do this regularly, you’ll see for yourself how powerful it can be.

Use whatever method works for you, but be sure to make an effort to look for the best in every situation. The only way you’ll be able to reach your potential is if you’re able to see the positive lessons in all of the experiences that life offers us each day. You have to see the best to *be* the best.

MY “TO-DO” LIST

- Search for the best in every situation until it becomes a habit.
- Remember that the benefits of a seemingly negative experience may not show up right away. But if I look for the positives, I will always find them.
- Understand that my mind will search for whatever it believes because it does not like to be proven wrong. This is why it’s important that I expect the best and search for positive messages.
- Regularly ask myself these questions: “What could be beneficial about this event that I have not noticed yet?” or “What potential opportunity is this experience offering me?”

MY "TO-DO" LIST

- Avoid living life with the brakes on. Change any negative thought or image that I have about myself.
- Understand that I might have been programmed to mentally limit myself as I was growing up, but realize that most of these limits are not based on fact.
- Expand my comfort zone by changing what I say to myself, what I visualize in my head, and what I consistently do (my behavior).
- Realize that I'm never "stuck" in the same place; I just keep recreating the same experiences by doing the same things. When I change what I think, visualize, and do, I will get different results.
- Focus on what I want to do, be, and have because whatever I focus on, I will get more of. Whatever I think about, I bring about.
- Create my own affirmations to build self-confidence and to stimulate my subconscious mind to help me reach my goals.
- Review and repeat my affirmations to myself each day, throughout the day.

MY "TO-DO" LIST

- Understand that nothing worthwhile happens by chance. I must take a step toward my dreams with faith that the right path will continue to appear as I move forward.
- Realize that even super-successful people didn't know exactly what the outcome was going to be when they started following their dreams.
- Realize that achievers have one thing in common: They are fully dedicated to finding a way to make it happen.
- Make a commitment to give my best effort at all times—even when there is no promise of success.
- Know that taking the first step is often the hardest. But once I get moving, I will build the momentum that will help me succeed.
- When I face a roadblock, realize that it's not a dead-end; it might mean I need to alter my course.
- Lean into my dreams and take action toward them *today*.

MY "TO-DO" LIST

- Realize that my fears are a natural part of life.
- Understand that many of my fears are not life-threatening. I may be building them up in my head by simply misusing my imagination.
- Write down my fears and restate them using this new format: I want to _____, but I scare myself by imagining _____.
- Become aware of the mental images I create in my head when I feel fearful. I can reverse this process by visualizing positive images in bright, intense color and clarity.
- Remember the times when I overcame my fears and approach current situations using the same techniques.
- I will size down my fear by initially taking on smaller challenges and risks until I develop the confidence and skill necessary to tackle my bigger fears and pursue my larger dreams.
- Even though I feel fear, I will still take a bold step toward my dreams and goals. I will not let my fear choose my destiny.

MY "TO-DO" LIST

- Realize there is a story of education, training, practice, discipline, and sacrifice behind every great achievement. True, long-lasting success does not happen overnight.
- Realize that getting started is the hardest part, but if I'm willing to make some sacrifices and take action, I can build momentum that will help me for the rest of my life.
- Even though we all have different levels of talent, education, and resources, we all have the same amount of time. It's how I spend my time that will have the greatest effect on the quality of my life.
- Realize that the awkwardness of doing something new is temporary, but the rewards can last a lifetime.
- Discover what the real costs will be to achieve my goals.
- Interview people who have already done what I want to do and find out what sacrifice they had to make to reach their goals.

MY "TO-DO" LIST

- Realize that more opportunities and benefits come to those who are assertive and ask for what they need to reach their goals.
- Understand that many of the greatest achievers in the world are great because they have learned to ask effective questions that have encouraged other people to help them.
- Make a habit out of asking *myself* new, positive questions, such as, "What if they say yes?" and "What if it *does* work out?"
- Take the risk to ask because even if I get a "no," I'm no worse off than when I started. But if I get a "yes," then I am a *lot* better off.
- When I ask for what I want, I should assume and expect that I *can* get it.
- Qualify each person to make sure he or she is the right person to ask.
- Make my requests clear and specific so I can increase my chances of getting what I really need.
- Ask repeatedly. Getting a "no" is no reason to stop asking for what I need. I will keep asking until I get the result I want.

MY "TO-DO" LIST

- Realize that I cannot soar like an eagle when I hang with turkeys.
- Accept that I will become who I spend the most time with. If I want to understand myself better, I should look at the friends I choose.
- Understand that I will often perform only to the expectations of my peers.
- Drop out of the "Ain't It Awful?" club and surround myself with happy, positive people.
- Avoid "psychic vampires"—those people who suck the energy I need to succeed.
- Approach people who are the best at what they do and ask them for their success formulas.
- Find a wing to climb under, and get a mentor who will challenge me to grow.

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—Stephen Covey

Bestselling author and speaker

MY "TO-DO" LIST

- Understand that even the best plans combined with a positive intent are not enough to get the life I want. I must take action and *do something* to move me closer to my goals.
- Realize that *deciding* to do something and *taking action* are two separate things.
- Take action immediately because I will start getting valuable feedback, learn new skills, and gain experience that will help me as I continue to move toward my goals.
- Realize that when I take that first step and get started, I will begin to attract the people who support and encourage me.
- Plan and prepare, but be cautious about perfection because a perfect plan does not exist.
- Understand that planning is important, but if I don't take action, then I can plan on getting nothing more than I started with.
- Identify the patterns that have stopped me from taking action in the past and break through them.
- Always be ready to "fire first" . . . take action because, if needed, I can readjust my aim and fire again.
- Never let fear of failure stop me from taking action, because no matter what happens, I will learn something new and valuable.
- Understand that the people who are the most satisfied with their lives are those who are constantly learning, trying, doing, and improving.
- Start applying the Success Principles to my life *today!*

START NOW . . . JUST DO IT!

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about getting feedback. They didn't want to hear anything negative, so they never asked customers for their comments. Big mistake! After interviewing various customers at different restaurants, Robert found that most customers had very good suggestions, but they felt uncomfortable sharing their ideas with the manager or the chef.

Not surprisingly, Robert focused on this discovery when he opened his first restaurant, Newport Bay Seafood Broiler, in Portland, Oregon. He made a vow to be different. As a very proactive man, Robert created a new custom in his restaurant by bringing the chef out from the kitchen and to the customers after they have finished eating. He then asked the customer an extremely powerful question: "On a scale of 1 to 10, how would you rate your meal?"

At first, many of the customers gave 9s and 10s because they didn't want to hurt the chef's feelings. However, Robert realized that the 9s and 10s offered no ways to improve, no ways to change! He was excited to get the 9s and 10s, but he was even more eager to get really honest feedback, Robert said, "I'm looking for the 4s and 5s so we can make this meal the best it can be and satisfy our customers to the fullest." Whoa! This usually surprises customers because they are not used to meeting people who are so open and willing to hear feedback.

Once Robert gets the honest feedback from his customers, he follows up with another compelling question: "What would it take to make it a 10?" The feedback, Roberts says, is "invaluable"! "We learn exactly what customers want. And when we know what they want, they will always leave satisfied." Robert also explained how customers feel more appreciated when their comments are asked for and valued.

As a result, they tell all their friends and continue to come back again and again. Today, Robert has 2,800 employees and twenty-five very successful restaurants, along with many awards and rave customer reviews. He says that most of his success has come as a result of asking for and using feedback to his advantage. Robert's lesson is clear: *Ask for it!*

Do you need to own a restaurant to use these two powerful questions in your life? No way! You can adapt Robert's "How would you rate . . . ?" and "What would it take . . . ?" to your life. Here are some examples that will help you get priceless feedback.

First, start by asking *yourself*.

On a scale of 1 to 10, how would I rate my . . .

- * Academic performance?
- * Family and personal relationships?
- * Health?
- * Financial situation?
- * Athletic performance?
- * Level of happiness?
- * Friendships?

Then ask others (friends, teachers, parents, coaches, boss, etc.) something like this:

On a scale of 1 to 10, how would you rate me . . .

- * As a friend?
- * As a son or daughter?

* As a student?

* As an employee?

* As an athlete?

Or you could ask:

On a scale of 1 to 10, how would you rate . . .

* Our game last night?

* My cooking?

* My homework?

* Our weekend together?

* This meal?

Are you beginning to see the limitless possibilities? With these questions you will definitely get some interesting feedback. But it's the follow-up question that gives you the most power. Here's how it works: Any answer less than a 10 gets this follow-up question:



This follow-up question will open the floodgates of feedback and valuable information. There are so many ways these two questions can improve the quality of your life! You just have to be willing to do three things:

1. Ask.
2. Don't take the feedback personally.
3. Adjust your actions and what you're currently doing so you can get different results (that is, 10s) next time.

If you really want to excel fast, use these on a weekly basis—or even a daily basis. First, ask them of yourself, and then ask other people.

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Feel your fear and take action anyway . . . *just lean into it*. Remember those principles? Well, this is a great opportunity to put them into practice. Sure, asking for feedback can make anyone a little uncomfortable, but there's really nothing to be afraid of. The truth is the truth—and you're much better off knowing the truth than not knowing the truth at all. Once you know it, you can do