

BEING THE BEST

Learn How To Replace Self-Destructive, Popular Myths with Life-Changing, Practical Truths

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MAIN IDEA

Success in life is not measured by what a person gets, but by what they continue to do with what they have.

The concept of success is very personal -- it means completely different things to different people. Therefore, happiness and fulfillment are actually generated through the richness of the experience on the journey to success and not in the fleeting moment when someone feels they have arrived. In the final analysis, success is not a destination at all -- it's a way to travel.

Success must be built from the inside out if it is to be sustained over an extended period. It has nothing to do with comparisons to other people, and everything to do with the exhilaration that comes with doing something that is extraordinary, excellent and heart warming.

Being the best means doing your best, giving your best and achieving your best in everything you do day by day.

1. EXPOSING THE SUCCESS MYTHS Page 2

Success: Is not something to be possessed; Is unrelated to what you own, purchase or produce; Has nothing to do with how you compare with anyone else; Is completely outside the currently accepted success myths which center on self-gratification.

Instead, success has everything to do with the process of becoming all you can be and should be.

2. HOW TO LIVE FROM THE INSIDE OUT Page 2

We must learn to appreciate and believe in every individual's freedom and limitless inner human worth.

3. CHARACTER CAN'T BE COUNTERFEITED Page 3

Integrity doesn't mean one thing in one situation and another thing in another -- it is not situational at all. Integrity -- the foundation of developing character -- is an absolute standard for those who really understand what being the best means.

4. LIVING WITHOUT LIMITATIONS Page 3

One success myth states that only the talented or the lucky can ever succeed. Another states that you have to work within your limitations. In reality, everyone on the planet has vast, untapped potential to achieve anything they want. The real truth is success can be achieved by those who work smarter or harder -- and usually both -- at whatever they really enjoy doing and are good at.

5. WILL THE REAL "YOU" PLEASE STAND UP Page 4

To become the best that you can be, discover what your natural gifts are. (Everyone has them, but not everyone takes the time and effort to find out what their natural gifts are). Then develop those natural gifts. They're your key to fulfilling your personal potential for success.

6. THE ROAD BEST TRAVELED Page 5

Most people spend their entire lives doing what they think others want them to do instead of following their dreams. Yet the road to real success -- the road less traveled -- is to follow your natural gifts and have the courage to let whatever you love take you where you'd really like to go.

7. THE RATCHET EFFECT: TWO CLICKS FORWARD, ONE BACK Page 5

The secret to living a happy, rewarding and productive life is to have clearly defined goals. Write them down and focus on them several times each day, using words, pictures and especially emotions. Think about them vividly -- as if they've already been achieved.

8. IF IT'S TO BE, IT'S UP TO ME! Page 6

A good personal motto is: "Stop stewing and start doing". It's impossible to be depressed and active at the same time. Therefore, change the concept of motivation into motive-action -- take charge of today and make today the best you possibly can.

9. PASSION, PRACTICE AND PERSEVERANCE Page 6

Never leave your future to chance, peer pressure or media hype. Instead, take charge and direct your future by choice. Develop the self-discipline required to become the very best you can be.

10. TURNING FAILURE INTO FERTILIZER Page 7

Never look back at a mistake. Instead, focus on what that mistake teaches you, and move on. In this way, even the failures are actually helping you -- as long as you learn from them, adapt as necessary and continue to move forward.

11. A FIVE STAR RATING Page 8

Graciousness is the secret of becoming a five star person.

12. HOW DO YOU MEASURE SUCCESS? Page 8

It's not what you get or what you own that makes you a success -- it's what you're continuing to do with whatever you have. In other words, true happiness is generated by the richness of the journey, not by the reaching of any specific destination.

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