

August 2008: Three Key Words to Remember: Activity, attitude and belief.

Are you happy with your current results? Only three things can change your results for the better, your activity, your attitude and your belief, if you find that the results are not to your liking there are only three places to look. Your beliefs need to be fine-tuned; your attitude needs to be strengthened or your disciplines need extra skill. But that's it. Activity, attitude and beliefs create results.

With activity, you must every day do something that brings you closer to your goal. Each day you procrastinate costs you money and results. Stop blaming the government, my ex-wife, my boss, the weather. It's up to you to do small things every day to achieve your results. Remember the longest journey begins with one single step.

Each week you must measure your activity. How many people did I call or how many reports did I write? How many widgets did I make? Count your activity and count your productivity. Because activity leads to productivity we need to count both to see how we're going. If you don't measure your activity how do you know if it is working? Do you know how many letters sent end up in sales? You could be spending thousands and getting only hundreds back.

Life has taught me that success is a numbers game and very early I started measuring my numbers. Start asking yourself, "How many books have I read in the last ninety days?" "How many classes have I attended in the last six months to improve my skills?" "In the last six years that I've been working, how much money have I saved and invested?"

Until these numbers change positively your life won't change. You will end up 5 years from now in the same situation wondering what happened. Why am I still not getting the results I want?

If you'll start improving these numbers then perhaps you'll start to see everything change for you.

Success and results are a numbers game.

All successful business people know their numbers (sales profit, gross margin, conversion to sales) It's the numbers that count. It's all about making measurable progress in reasonable time.

The best accounting is the accounting you make of yourself. Don't wait for the government to do it; don't wait for the company to do it, don't wait for your accountant. But you've got to add up some of your own numbers and ask, "Am I making the progress I want and will it take me where I want to go now and in the future?" Unless you are measuring yourself, failure will follow you everywhere.

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