

SUCCESS INSIGHTS

#2 Stumbling Block – Most people don't know WHY they want what they want!

When Jack Canfield wrote "Chicken Soup for the Soul", he ran into much resistance to the concept. Not only was he rejected by over 100 publishers, he even lost a long-time employee because she thought the title was silly and the book would never sell.

Considering the first edition alone sold over 7 million copies, one could view that as a surprising success. But it doesn't stop there. There are now 105 different titles of the book written (i.e. Chicken Soup for the Pet Lover's Soul) and it's been published in 54 languages worldwide.

What would make Mr. Canfield persist on this course when many people resisted the idea? We will get back to that.

Last time we discussed the #1 reason people don't get what they want is because they don't know what they want. Close on the heels of that is Stumbling Block #2 not knowing WHY you want what you want.

Why is the WHY so important? It is because the WHY provides the fuel to sustain the achievement of any goal. The WHY is the source of our motivation. It's been said that "the bigger the WHY, the easier the HOW."

So how do we figure out our WHY?

This is a good place to mention that if you don't like self-reflection or introspection, you probably will want to tune out now and tune back in around Stumbling Block #5 when we talk about goal setting.

Right now though, I need you to dig deep inside to discover things like your values, your passion and possibly, your mission or purpose. All those things drive, or should drive, our goals and accomplishments.

Knowing them and writing them down can be very powerful when trying to attain a goal. Plus it's easier to fight distractions or even evaluate opportunities when we know our values, mission, or purpose.

Let's say that your goal or vision is to become best-selling author. You are clear that this is what you want. What is the WHY behind this goal? Is it because you want to share your knowledge to influence people's lives? Do you want to entertain people? Do you want to be seen as an expert in order to further a business idea?

All of these are legitimate reasons for writing a book. But the process of writing, editing, publishing and selling a book is not easy. What will sustain you during this time? Knowing your WHY!

Jack Canfield knew his WHY. His personal commitment, his mission, is to inspire people to have more success and personal fulfillment in their lives and he saw this book as a vehicle to accomplish that. His WHY fueled his persistence to get the book published.

Do you know your WHY? This should be a reflective process. It could take a few hours to complete. So get a pen and a notebook, and find a comfy chair and begin to write.

QUOTES

"Most people will look back and realize they did not have a great life because it's just so easy to settle for a good life."

~ Jim Collins

"It is more important to know where you are going than to get there quickly. Do not mistake activity for achievement."

~ Mabel Newcomber

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