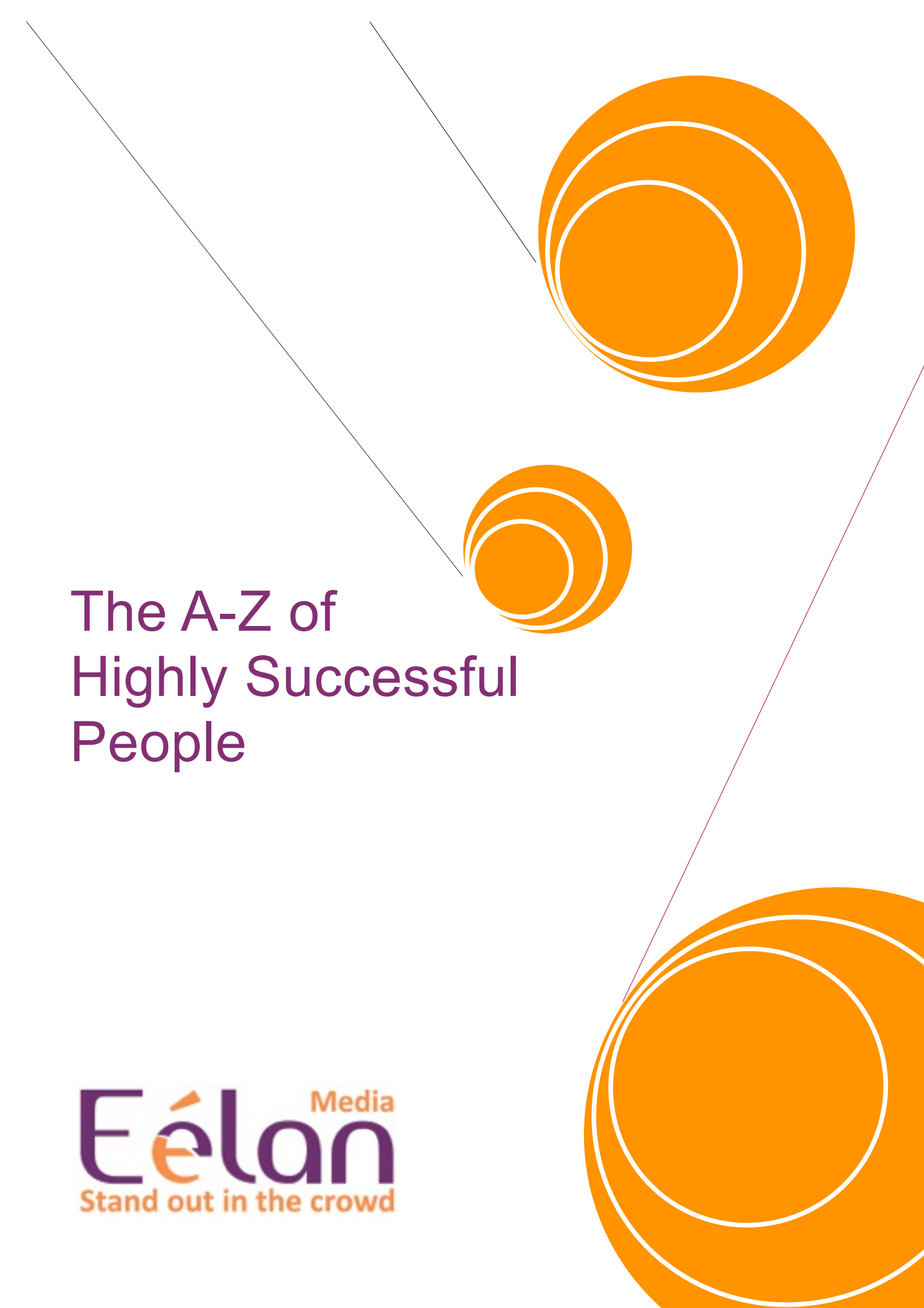


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The A-Z of Highly Successful People

It's good to talk

You are spoilt for choice of ways to get in touch.

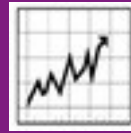
The old fashioned way:

Send an email to: hello@Eelanmedia.com

Give us a call on:

0845 053 7676 or 07782300447

Eélan Media is a Marketing Agency with a passion for hugs, stories transforming businesses and celebrating success



In business you don't get A for effort. Profit is how you keep score!

Strategy is the key to success and the real business behind any successful business is marketing.

Therefore getting your marketing strategy right is the important first step. Our forensic approach to business ensures that we uncover the clues and come up with the solutions to ensure you are on the right track.

The Eélan Way – 6 Steps



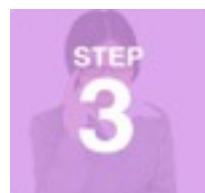
Strategy

We listen
We hear
We strategise



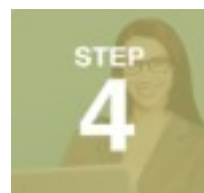
Blueprint

We step out of the box.
We design your success



Innovate

We create.
We design key elements



Execute

Precision
Action Points



Evaluate

We test
We measure
We care and support you.



Celebrate

We step back.
You roll your success forward

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Introduction



What's the secret to repeated success? Have you ever marvelled at people who are successful and wondered how they achieved it? From Oprah Winfrey to Tony Robbins; Steve Jobs to JK Rowling; Beyonce to Tom Jones. Are they just incredibly lucky or do they have access to information that we could all learn and so become just as successful? If it is the former it would mean that there isn't much you could do about your own success, save spending hours looking in patches of grass for a four leaf clover. Fortunately countless studies have shown that it is the latter; which means that if you do as highly successful people do then you are guaranteed to be successful too. So here is A-Z of the secrets of the highly successful.

A = Action



Successful people ACT. That is they take decisive immediate action. The reason why most people are unsuccessful and are unable to live their dreams is because they don't take any action towards them. Such individuals dream about success; of what they would do and how they would do it. Some even go as far as planning in great detail exactly how to execute their dreams: and then the plan sits in a draw or languishes on the top shelf. If there are no actions at the end of what you are pontificating; then your dreams, like your plans, will remain on the shelf.

No matter how clever you are, how skilled or imaginative, unless you take action to turn your knowledge, skills and ideas into tangible results you might as well not have them.

Luck without action is equally as useless. Do you remember the last time someone won an uber, mega rollover on the lottery – however lucky you thought they were, had they not taken any action i.e. had they not bought a ticket, their luck would have been as useless as a paper jacket in a tropical storm!

So the next time you are watching someone successful and you think to yourself: "wow I could've done that - what's so fantastic about that? " Remember what separates you from their success is that they've acted on their dreams a you are yet to!

B = Believe

Successful people believe in their abilities. That is instead of seeing failure when things don't go the way they planned, they maintain a positive outlook and choose to learn from their mistakes rather than use them to label themselves as a failure.



Self belief means that you always look for the silver lining in any situation because you truly believe and know that you are good enough and that you can do it! Hence this helps you to

concentrate on the positive rather than the negative. Seeing the glass half full or yourself halfway to your destination rather than seeing a half empty glass and a long way ahead of you means that you are constantly aware of your progress and you don't let it become overshadowed by a negative outlook. In order to be successful you have to believe that you will be successful and despite current circumstances that may look like setbacks, you are always heading to your final destination – success city.

So don't doubt yourself, believe that you can do it and you will. As Henry Ford so eloquently put it: "Whether you think that you can, or that you can't, you are usually right."

C = Comfort zone

Successful people operate outside their comfort zone. That is they are prepared and regularly do put themselves into situations that are uncomfortable, where they feel completely out of their depth.

Unfortunately many people have been schooled on the "if it ain't broke don't fix it" philosophy of life. The problem with this idea is that it's basically telling you to be comfortable with what is, so long as it works!

However, in life progress works on the principle of overload. For example the only way to get stronger is to lift heavier things than you are used to lifting. Indeed unless you try to lift something that is so heavy that you can't lift it up at all i.e. your muscles have failed, your body won't know that you require more strength and therefore won't build you bigger and stronger muscles. It's sticking to the "if it ain't broke don't fix it" principle.

The same is true of success if you don't try to operate outside of what is comfortable for you, you are subconsciously telling your mind that things are okay the way they are and nothing needs to change.



To be successful you have to be prepared to jump in at the deep end when the opportunity arises, despite feelings of fear and inadequacy. This means that you need to act before you feel comfortable, before it is broke.

D = Done - not right!



is for getting it done not getting it right. Possibly the biggest barrier to success for many people is perfectionism. That is they set themselves very high standards and then spend a huge amount of time trying to get every detail perfect. On the plus side, a passion for excellence means that they are prepared to go the extra mile to get that extra benefit.

However on the downside, getting stuck on minutiae in the belief that it's never quite good enough is immobilising. I once heard of someone who spent five years getting their website right. That was five years of tinkering and making it perfect during which they didn't start trading, weren't making any money, and weren't getting on with business.

Successful people recognise that it is more important to get it done than to achieve perfection. Indeed recognising that there will always be opportunities for improvement means that you can take action and make progress, rather than be immobilised by perfectionism. The world rewards the action takers – not those on a Holy Grail like quest for perfection.

E = Effective

You've heard the expression the busy fool – well successful people focus on being effective and/or productive rather than being the busy fool.

The Pareto principle tells us that only 20% of what we do is required to get 80% of our results. Looked at the other way round this means that 80% of what we are doing is only producing 20% of our results. Successful people have learned how to identify the 20% and focus on doing that rather than busying themselves with the 80% and only getting 20% of their results. In other words they are working smarter not harder!

One of the biggest things to overcome to be successful is the idea that you need to be 100% occupied all the time to be of value. Perhaps this is a remnant of the Protestant ethic – the idea that the devil makes work for idle hands and therefore we must be constantly working hard and busy to be godly/of value. In reality just as hiding behind perfection is a way of not taking action, hiding behind busyness is a way of deluding yourself into believing that you are doing what it takes to be successful.

If you are one of the people who are constantly struggling with being busy then before you do anything, stop! Then ask yourself this question. “How is what I’m about to do moving me towards my goal?”

Just in case you are a gold medalist in making things relevant, irrespective of how tenuous the link, quickly follow it with this question “what would be a more productive way of doing this?” The more alternatives you come up with the more likely it is that you don’t need to be doing the task at all!

F = Fulfilling Friendships



fulfilling friendship is a friendship or association that fulfills you; one that is supportive and enables you to grow. Successful people know that to be successful they need to socialise with people whose energy is going to raise their energy level rather than bring it down. The sorts of people that will enable them to make new and valuable connections, to associate with other influential individuals and who are attuned to their thinking in the sense that they are the right people for their goals and dreams.

Whilst it is true that you are the sum of the people you spend most time with, and so if you hang with the wrong people, they will eventually negatively affect you; no one likes to think that they are too good for their friends. Ensuring that you have fulfilling friendships is not to suggest that you necessarily have to break all ties with people already in your life that don’t fit this profile. Often the people who drain us emotionally are stuck in their own emotional dramas and so they are more in need of help than to be cast aside.

trick is to make sure that you have as many if not more people around you of the fulfilling friendships kind.

If you associate with the right people you will become far more capable and successful than you could ever have become alone.

G= Great Goals

Successful people set great goals. What makes a goal great? – well when it's SMARTER than the average goal, to misquote one of my favorite childhood cartoon characters, Yogi Bear!

A SMARTER goal is:

Specific – it is stated in terms that give you all you need to know about the things to be achieved

Measurable – it includes a system of measurement that will tell you how you will know when it has been achieved

Achievable – it needs to be possible not just in terms of the normal realm of possibility but also in your mind. If you don't believe it is achievable your right!

Realistic – this is based on but not necessarily constrained by a good understanding of where you currently are, what norms exist in this area and your ability to transcend them.

Time related – put simply this is just a target date for achieving your goal. When you have a commitment to a deadline it helps you focus your efforts on completing your task on or before your target date.

Exciting – how is your goal exciting to you and what makes you really want it? Without excitement, goals can seem ominous and daunting. Setting yourself exciting goals means that you can't wait to achieve them and so you build in perpetual motivation.

Relevant – how does your goal fit into the bigger picture of your personal life or of your company? If your goal isn't adding to your overall life purpose no matter how specific,

measurable, attainable and timely it is; it may be doing nothing towards helping you achieve your life's purpose or making the impact you came to make.

Setting **SMARTER** goals is an excellent way to insure your success because when a goal is truly important to you, you become motivated to figure out a way to attain it. SMARTER goals attune your whole system to identify the necessary skills, attitudes, abilities and beliefs that will support you obtaining your goal.

H = Healthy Balance

Highly successful people know that maintaining a healthy balance in life is a sure way to ensure your success. We often hear talk about work-life balance but many people fail to recognise the importance of ensuring that they are “successful” across all areas of their life. Completely neglecting one dimension of your life only leads to long-term frustration and stress. Think of your life in terms of the eight areas which represent our main areas of concern. The typical areas are shown on the wheel of life. Your aim should be to work on all areas so that your level of satisfaction (measured on a scale of 1 to 10, where 1 is completely dissatisfied and 10 is contentment) shows a balance.



I = Improvements

Successful people focus on making small continuous improvements in their lives. Rather than trying to jump from the ground to the top of the tree in a giant superhero leap successful people recognise that a slow steady climb up the tree trunk will also get them to the top.

The greatest journey starts with a single step and if you keep putting one foot in front of the other, no matter how far you are going, if there is a finite destination, you will eventually get there so long as you keep going.

To be successful it is important to focus on taking the little steps toward your goal. Once you've created your smarter goal, identify the small steps that will get you there. For example if your goal is to build a community of 30,000 loyal supporters in a year, that means you need 2500 per month, roughly 653 per week and 82 per day or about 3 a hour. Whilst 30,000 may seem daunting, 3 people a hour is doable. What's more the magic happens when you realise the cumulative value of small steps makes you stronger. Which leads to you being able to take on bigger challenges as your initial small steps.

J = Join the Dots

Have you ever done one of those dot to dot puzzles? If you have your realise that it is so much easier if you know what the overall picture is supposed to look like. As you join the dots you can compare the picture you are forming to the likeness of the picture you are supposed to create. Joining the dots is about tracking progress against your target. Highly successful people recognise that it is important not only to do the task but also to track how well they are doing against their overall "big picture" so that they can adjust and vary what they are doing in order to keep on track.

K= Keep It Simple

Perhaps it is the result of an abundance of highly sophisticated technology and systems that have led us to believe that the more complicated something is the better it is. Conversely the opposite is true. Highly successful people recognise the value in simplicity.

There have been a number of studies that have shown that the more choices available to the customer the less they are likely to buy. It's like being a child in a sweet shop; so overwhelmed by the choice of sweets that they end up choosing nothing rather than make the wrong decision. Likewise if you overcomplicate your life by inundating yourself with too many choices your subconscious mind is more likely to retreats into a whole and gives up in disgust.

Wherever possible aim for simplicity. If you have to make a decision about something in your life, rather than attempting to evaluate every possible option and every possible consequence of each option just choose something that you think will work and give it a go. What's the worst that can happen? If it doesn't work and you get to experience learning from the feedback. After all there is no failure only feedback.

L = Logical



Highly successful people have found the optimum balance between gut instinct and logical brain. That is they make logical informed decisions. Clearly there is a place for gut instinct and many successful people have followed their instinct in the face of strong opposition from other people and achieved phenomenal success. However, one needs to be wary that what you perceive as gut instinct is not in fact emotional baggage. Applying your logical brain in these circumstances will ensure that you don't let your emotions trump your intelligence.

M=Multi-Dimensional

People are complex multi-dimensional beings. However, many people spend their entire lives without ever going beyond their physical and psychological dimensions. Their lives are dictated by their physical needs and desires. Highly successful people on the other hand, realise that not only are they physical and psychological beings, they are emotional and spiritual creatures as well. Consequently they consciously work at being healthy and productive on all levels and this results in them being more effective than most at managing their emotions. That is not to say that high achievers don't experience feelings like everyone else, they do, however they are not slaves to their emotions.

N=New Knowledge

“The more that you read, the more things you will know. The more that you learn, the more places you'll go.” Dr Seuss

Successful people crave knowledge and so they are naturally life-long learners. This means that they constantly seek ways of educating themselves. They see opportunities for learning everywhere be they formal (e.g. traditional academic study), informal (e.g. observing, listening, questioning, exposure to multi media information channels, being student of life) or experiential (e.g. doing, trying).

O= Opportunity and Optimism

Highly successful people believe in opportunity and optimism - they are glass half full people – while still being practical and down-to-earth. Moreover, they have an ability to find the good in the sort of situations that ordinary people would write off as disasters!

This opportunistic optimistic out look means that they consistently do what they need to do, irrespective of how they are feeling on a given day. They don't spend their life stopping and starting just because the “forecast” is bleak.

Their optimism means that they are prepared to take calculated risks – financial, emotional, professional and psychological because instead of imagining failure, they imagine success. While many people are reactive, highly successful people are proactive, i.e. they take action before they have to.

Being successful means that you have to be prepared to be exceptional - to stand out in the crowd. Ordinary people often shy away for the limelight because they don't want to risk public humiliation if they fail. However, a successful person's desire to be exceptional means that they typically do things that most won't. They become exceptional by choice.

P= Practice what they preach

Rather than live by “do as I say not as I do” - highly successful people practice what they preach. They don’t talk about the theory, they live the reality. What’s more they set higher standards for themselves and meeting them ensures that they achieve better results. Their harder to meet standards produces greater commitment, more momentum and a better work ethic. While many people are pleasure junkies and avoid pain and discomfort at all costs, successful people understand the value and benefits of working through the tough stuff that most would avoid.

Q = Questions



In life there are questions and then there are the right questions! Highly successful people have become adept at asking the right questions of the right people. The right questions are the sort of questions that put you in a productive, creative, positive mindset and highly resourceful emotional state.

R = Responsibility

Highly successful people take responsibility for their actions because they understand that It is not possible to be successful without making mistakes. They recognise the value in making mistakes, consequently they are humble and are happy to admit mistakes and to apologise where necessary.

Taking responsibility also means that successful people don’t rationalise failure. Instead of muttering about their age, complaining about their sore bodies, the lack of time, the poor socio-economic climate, their ‘bad luck’, the hostile management and the general lack of opportunities (all perfectly good reasons not to succeed), these titans amongst us are finding ways to succeed despite all their challenges.

S= Stick with it

Highly successful people are resilient and persistent when it comes to finding the road to success. They understand the danger of giving up on the dream three feet from Gold (Napoleon Hill tells a story of a gold prospector who gave up and sold his mine at the point where his mine shaft was 3 feet away from a rich gold stream). When most would throw in the towel, they're just warming up. When things aren't going according to plan instead of complaining (which they see as a waste of energy that puts the complainer in a negative and unproductive state) they roll up their sleeves and put their back into the digging.

T= Team work

Highly successful people understand the importance of being part of a team and so they align themselves with like-minded people. Successful people are confident in their ability, without being arrogant, not only that, they are happy to make others look good rather than just seek their own personal glory. Highly successful people recognise the value in creating win-win relationships and subscribe to the philosophy that everyone has something to teach them.

U= Unbelievable value

Highly successful people always provide unbelievable value. They aren't the "does as much as required but never exerts themselves" sort of student (that used to be a stock phrase on many of my old school report!). They give more than what is expected because they recognise that giving unbelievable value makes them stand out in the crowd and be memorable. However, for the highly successful this is a two way street. In return for being memorable they get a deeper sense of satisfaction because they know they have given more than their best. This builds their in a confident and personal resources and enables them to achieve bigger and better successes

V= Values



Successful people have identified their core values (what is important to them) and they do their best to live a life which is reflective of those values. They see personal integrity as a strength and are people of their convictions. This doesn't mean that they are super humans with no fallibilities - rather they are constantly striving to do the right thing. They understand that the world needs people who will do what is right, play by the rules, fight for what is true and take time to care for the little people and the underdog.

Despite the popular image of the ruthless power mogul who steps on everyone to get to the top, most highly successful people are 'good guys' who often forgo "winning" to do the right thing. Why? Because it's the right thing to do. Good people are still the backbone of society and the truly successful understand that their personal success should benefit everyone.

W= Wealth

Highly successful people know the difference between money and real wealth. While they may be financially successful, they know that the terms money and wealth are not interchangeable and real success is about building wealth not vast monetary fortunes. They understand that people who are only financially successful, in reality aren't successful at all. Wealth measure far more than money or possessions. It is the legacy that is left when everything material has gone. Unfortunately we live in a society which teaches that money equals success. The reality is money is a tool. It's certainly not a bad thing but ultimately, it's just another resource. Successful people concentrate on building legacies of wealth for themselves and their communities.

X = X-factor

Highly successful people have an X-factor. Something that sets them apart from the rest. It is not innate you don't have to be born with it, but is there none the less. It is a combination of a sense of security derived from a sense of self worth and not needing to be externally validated. Highly successful people have discovered the volume switch which means they can turn down or even off the negative talk that runs in our heads.

Y= Yes!

As well as taking opportunities that present themselves, highly successful people also say yes to life even if they are scared. Highly successful people have learnt that by saying "no" you remain imprisoned in your comfort zone and you don't progress, you don't grow. By saying "yes," you continually move forward, paving the way to learn more, meet new people and confirm your goals. "Yes" keeps you progressing towards success. Growing, getting bigger and reaching higher is saying "yes" to life!

Z= Zen



Above all success is a state of mind. So what better way to end than with some Zen enlightenment. “The Zen of highly successful people can be summarised in 4 beliefs that research has shown are commonly held amongst society’s highest achievers:

I choose to succeed.

Successful people believe that they are doing what they choose to do, because they choose to do it and feel a personal commitment to what they are doing.

I can succeed.

Successful people believe that they have the internal capacity to make desirable things happen. This is perhaps the most fundamental belief that research has shown drives individual success. People who believe they can succeed see opportunities where others see threats. It also makes them more comfortable with what others might see as uncertainty. “I can succeed” is very different from “Can I succeed?” Believing “I can succeed” leads people to take greater risks and achieve greater returns.

I will succeed.

One of the most important characteristics of successful people is an unflappable sense of optimism. Successful people not only believe that they can succeed, they believe that they will succeed .

I have succeeded.

Not celebrating our successes or worse still dismissing them altogether is common among less successful people {how many people have you encountered who when they given praise for a successful project or event immediately retorted with on it was nothing!}. Highly successful people on the other hand do not operate like this. They tend to have a positive interpretation of their past performance. High achievers not only believe that they have achieved results; they also tend to believe that they were instrumental in helping the results get achieved even if the positive outcomes were caused by things outside their direct control. Claiming your successes motivates you to want to continue to achieve.

Now you know your ABC



So there it is! The A-Z of highly successful people. Whilst it is not necessary to have every one of these behaviours and beliefs to be successful, the more you exhibit the more successful you will become. Don't despair if you read through the list thinking this is not me, they are all things that you can acquire by making small changes in the way you think and act over a period of time.

To make it manageable break it down it to smaller chunks. Start by practising the traits in A – C Aim for one decisive action a day where you completely trust your abilities and then do one thing that takes you miles away from your comfort zone!

When you are habitually doing your A-C you can move on to D E F and start making changes in these areas too. Is there something that you have been working on for ages in a bid to get it just perfect? Stop tinkering and decide to just do it! Review the things you do each day and pick the two that will have the most impact and ignore the rest. Get out there networking and make three new fulfilling friendships each week.

When you have mastered these steps move on to G – I Write out your SMARTER goals and start working on them straight away by identifying the steps you need to take to achieve them. Select an area of your life that you feel could do with some love and attention and give it a big hug. Keep a success journal to write down and celebrate 5 successes each day.

Begin to track your progress by identifying the key indicators you need to monitor. Look for areas where you can simplify your life by eliminating options and focusing in on one or two things. Get into the habit of running your gut instincts via your logical brain first by asking yourself “what’s really going on here?”

The more you practice these behaviours the more your confidence in your abilities will grow and you will become accustomed to this new way of thinking. You will find that your outlook changes and you will notice more and more of your successes.

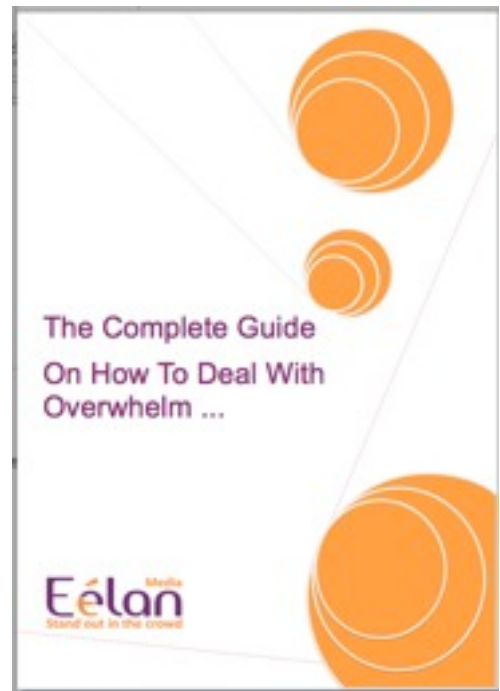
If you continue to make changes in your life by adopting the new behaviours set out in this A-Z guide you too will be able to count yourself amongst the ranks of the highly successful

Additional Resources

Is feeling overwhelmed preventing you from achieving the results you desire? This practical easy to follow guide is full of top tips designed to change how you think, feel and as a consequence act so you can start to successfully manage your time and feelings of overwhelm.

Download it today from the Eélan Media website.

www.eelanmedia.com/resources



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