

12 Success Principles for Achieving Your Dreams

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About the Author



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Introduction

"The greatest success in life is usually attained by simple means and the exercise of ordinary qualities. These qualities for the most part can be summed up in these words: common sense and persistence."

- William Feather

Over the past 20 years, as an **online** entrepreneur, I have discovered and applied several success principles that have made a huge impact in my life. I'd like to share twelve of these principles with you.

As you read through these principles, you'll likely find several that resonate with you. Consider adopting a few of these principles into your life. For maximum results, you may want to actually schedule the suggested action steps into your calendar, until they become newly formed habits. Go ahead and take the plunge! Here's to your success!

90 Days Will Come and Go, Where Will you Be?

When you think about success, what do you think about? Are you focusing your thoughts on the things you want to create in your life or is your focus more on your challenges and difficulties? There is a saying, "what you think about, you bring about". What would happen if you took the next ninety days to create new habits and allow more success into your life?

In *12 Success Principles* you will discover how to:

- Identify your "Why" and map out your goals.
- Begin with the end (of the month) in mind.
- Plan your work, and work your plan.
- Appreciate the people who are important in your life.
- And more...

Action Steps

Get yourself a dedicated notebook or make copies of the Daily Success Journal on the next page, to accompany you on your journey through the *12 Success Principles for Achieving Your Dreams*.

At the end of each day, for the next ninety days:

- List three things that you did well.
- List three things that you are grateful for.
- List one new thing that you learned.

What you focus on gets bigger, so focus on the positive, what you are doing right, and what you can do to take your life and your dreams to the next level. There are no items too big or too small, so jot down what comes to mind.

On the next page you'll find a Daily Success Journal template. You'll find room to include what you did well, what you are grateful for, and what you learned. You'll also find room to record your six most important list, which you'll learn more about in Success Principle #2. Consider adopting the practice of recording these items for the next ninety days, and get ready to experience increased success in your life!

Daily Success Journal

Three Things I Did Well Today:

1. _____
2. _____
3. _____

Three Things I Am Grateful For:

1. _____
2. _____
3. _____

One New Thing I Learned Today:

My Six Most Important List for Tomorrow:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Success Principle #1 Believe in the Power of Your Dream

“The starting point of all achievement is a burning desire. Keep this constantly in mind. Weak desire brings weak results, just as a small fire makes a small amount of heat.”
- Napoleon Hill

If you could have, be or do anything, what would that be? Spend some time writing, dreaming and remembering. What have you always wanted to do? What do you want to accomplish? What would you like to have happen in your life, if you knew there were no limitations?

A key component for achieving your dream is for you to have a huge, "Why". Give some thought to what your "Why" is. Is it to build the home of your dreams or take care of your elderly parents? Is it to send your children to college or be able to travel across the globe? There is no limit to what we can accomplish if we have a big enough "Why". Do you believe in your dream, your mission with unfailing determination and passion?

Food for thought to help you keep your eye on your goals:

- Time invested in one area, is time away from another. Decide where you'll focus your time.
- Prioritize personally building your business and leading by example.
- Ask yourself, "Is what I'm doing right now taking me closer to my goal?"
- Prioritize people over paper. Delegate, Delegate, Delegate!
- Stop looking at your limitations, look at your possibilities!

Action Steps

Take some time to sit quietly and write about your "Why". What is your "Why" for wanting more success in your life? Drill deeper, keep asking yourself, "Why" after each response until you get to the core "Why". It's like peeling an onion. The deeper you go, the more powerful your "Why". If your "Why" is strong enough, nothing will get in your way for accomplishing your goals and dreams!

My Why:

Success Principle #2

Plan Your Work and Work Your Plan

"A Goal is a Dream with a Deadline."
- Unknown

To increase your level of success, have a clear idea of what you want to accomplish and set specific, time-sensitive, goals. When goals are set and action taken, things happen. Goals give you direction and purpose. Goals take you where you want to go.

Having a clearly defined goal written down, is like having a specific destination in mind for a vacation. Having a plan of action is like having a roadmap. Taking steps to develop your goals and plan of action will have a major and positive impact on helping you to get to where you want to go.

As the saying goes, "A goal is a dream with a deadline!" So the first step is to give thought to what your dream is! Next, give that dream a time table and then map your way to success. You wouldn't drive from Los Angeles to New York without a roadmap. The same goes for setting a goal, you need to map out a plan. One such roadmap is what we call SMART Goals. Use the following formula to map out your goals. Focus on one goal at a time so that you can be as specific as possible in applying the SMART Goals.

S.M.A.R.T. =

S = Specific - What goal are you trying to achieve?

M = Measurable - How will you measure your accomplishments and progress?

A = Attainable – Is your goal doable in the timeframe you've set? Work as if there were no option other than succeeding.

R = Results - What will happen as a result of you achieving your goal and how will you reward yourself for a job well done?

T = Time Sensitive - In what time frame will you complete this goal and what are your benchmark goals to help you keep on track.

Specific: _____

Measurable: _____

Attainable: _____

Results: _____

Time Sensitive: _____

Benchmark Goals: _____

Success Principle #3

Your Six Most Important Things To Do List

"If you always do what you've always done, then you'll always have what you've always had."

-Unknown

Now that you have your goals broken down into SMART goals, it's time to map out your daily activity. You can get a tremendous amount done by planning each day the night before by creating a "six most important things to do" list. This will give you a jumpstart on your day and keep you focused on what is most essential. I remember when I first discovered this practice. I had just started a new business and my to-do list was a mile long. I completed 10-20 tasks each day but never felt like I was accomplishing anything as my master to-do list was so long. Then I heard the story of Ivy Lee and it changed my life.

In the early 1900s, Charles Schwab, President of Bethlehem Steel, wanted to increase his own efficiency, and that of the management team at the steel company. Ivy Lee, a well-known efficiency expert of the time, approached Mr. Schwab, and made a proposition Charles Schwab could not refuse. Ivy Lee said that he could increase his peoples' efficiency and his company's sales if Schwab would allow him to spend fifteen minutes with each of his executives.

Charles Schwab asked him how much it would cost him. Ivy Lee replied: "Nothing, unless it works. After three months, you can send me a check for whatever you feel it's worth to you." Charles Schwab agreed and told him he had a deal.

The following day, Ivy Lee met with Charles Schwab's management executives, spending only ten minutes with each of them. What he said to them was: "I want you to promise me that for the next ninety days, before leaving your office at the end of the day, you will make a list of the six most important things you have to do the next day and number them in their order of importance." The astonished executives replied: "That it?"

Ivy Lee responded with: "That's it. Check off each item after finishing it, and go on to the next one on your list. If something doesn't get done, put it on the following day's list." Each of the Bethlehem executives agreed to follow Lee's instructions. Three months later, Schwab studied the results and was so pleased that he sent Lee a check for \$35,000.

Hearing this story was a major turning point for me in my own business. Where before I would accomplish 10 or 20 tasks and feel like I had not accomplished a thing, I began focusing on my *six most important list* and felt a great sense of accomplishment, I got more accomplished and I also found that I had more time to enjoy life!

Action Steps

- Create a list of your most burning goals. Pick the top three and put them into the SMART Goals format. By being specific and going through the process to set your SMART goals, you will have a plan of action that you can put into place and watch your goals become a reality.
- It takes twenty-one days to form a new habit. At the end of each day, compose your *six most important list* for the following day. Place this list where you'll be able to access it first thing in the morning. You will be amazed at how much you accomplish and how accomplished you feel! Give it a try; what do you have to lose? In fact, if you accomplish as much as Charles Schwab's executives did you are welcome to send me a check. (Kidding!)

Success Principle #4 Begin With the End in Mind

"If you make the unconditional commitment to reach your most important goals, if the strength of your decision is sufficient, you will find the way and the power to achieve your goals."

- Bob Conklin

One of the secrets to building a successful business is to take time to map out your goals **each month!** At the beginning of each new month, do you take the time to review your results from the previous month and plan your goals for the coming month? They say that to bring home a win, you need to start with the end in mind. Where will **you** be at the end of this month?

By beginning each month with a plan of action, knowing what goals you will accomplish over the course of the coming month, you will be able to break your monthly goals down into weekly and daily goals. This will allow you to accomplish things in "bite size" pieces. The following is a formula that you may want to consider.

At the beginning of each month, gather up your calendar, tracking sheets, and any notes that you've made during the past of the month. Head off to your favorite café, library, or writing place where you can park yourself for several hours to review your accomplishments and consider your goals for the coming month.

During this time you may also want to reflect on what you could have done differently or what you could have done more of, to get the results you deserve and desire.

By focusing at the beginning of the month, on what you want to accomplish by the end of the month, you can map out a plan of action, and plug into your calendar. You will be amazed at how much more you accomplish and how much more energy you have.

Action Steps

- Schedule a goal setting session at the beginning of each month. Put this activity into your calendar as a scheduled appointment. Take your tracking sheets, calendar and paperwork to your favorite writing place and review your accomplishments and reflect on what you've learned during the past month.
- Write down your monthly goals and break them down into weekly and daily activities. Plug these into your calendar and get ready for an amazing month!
- What I Accomplished Last Month:
- What I want to do Differently, or More of, in the Coming Month:
- My Top 3-5 Monthly Goals for the Coming Month (use back of page or a fresh sheet of paper):

Success Principle #5

Your Success is Hidden in Your Daily Activity

"How you spend your time is far more important than how you spend your money. Money mistakes can be corrected, but time is gone forever."
- David Norris

An excellent way to gauge whether an activity is one that will pave the way to success, ask yourself at any given moment, "Is what I am doing right now taking me closer to my goals?" If the answer is "yes", then take a deep breath and take pride in your focus and keep up the good work. If the answer is "no", then take a deep breath and shift gears by refocusing your attention onto something that will take you closer to your goals and thus your dreams!

Are you making the most of each day? Do you know when you'll be writing articles, or the next chapter of your book, when you'll be making phone calls, and when you'll be answering email? Do you find yourself spending hours checking email when it's not listed as a scheduled activity in your calendar? Are you able to write without being interrupted or do you need to locate a special writing place?

Do you begin each day with a schedule and a task list or are you more of a "fly by the seat of your pants" type of person? If you have work from home or have flexibility in your job and you haven't done so already, what would happen if you set office hours and carefully scheduled your time?

You may find helpful to remember that you cannot control your results, but you can control your activity. By prioritizing the activities that will help you to achieve your goals, you will accomplish a great deal and the positive results will follow.

Answering email and returning phone calls are essential activities for helping you to achieve your goals. The key is to schedule time in your calendar for these activities. That way you can prioritize where you put your attention, based on the schedule you set for yourself.

Action Steps

- Get yourself a small notebook and carry it with you everywhere for three working days in a row. Each time you begin a project, activity, or task, jot down a description of what you are doing. In the margin to the left of each item give yourself a check or smiley face if that action is taking you closer to your goals.
- For each activity that is not taking you closer to your goal, (or that you do at a time that is not scheduled in your calendar) thus taking you off track and further from your goal, put a sad face or an X in the left-hand margin.
- At the end of each day do a tally to see how you did! Do this for three working days in a row and at the end of the third day, make note as to what you observe.
- Choose three things that you can do differently moving forward. Also make note of three things you are doing really well that are serving you well on your success journey!

Success Principle #6

Your Fortune is in the Follow-Up

"Don't put off till tomorrow what you can accomplish today."

- Josh Billings

Your fortune is in the follow-up!

How diligent are you about following up with people? Do you communicate mostly via email or do you take the time to also follow-up with a phone call (when appropriate) or a handwritten greeting card (whenever possible?) Reaching out to people in a variety of ways can be very effective! Taking a few minutes each day to follow-up with at least one person can make a huge difference in your business.

Tips for Following Up with Individual People

If the person you want to follow up with is important to you, make it a point to actually schedule a date, when you'll be following up with them. Schedule this time in your calendar. If you leave it up to random chance it is likely that you'll need to reach out several times and could prove to be difficult to reconnect with them

Tips for Following Up with Your Email List

In the online world, it is common that we are in communication with groups of people. Using auto-responder email services make it easy to create and schedule a series of follow up messages to go out to your list. When preparing your auto-responder messages, be sure to provide value and express your appreciation. While you are sending out messages to a group, you are building relationships, one person at a time.

Action Steps

- To streamline your calendar, you may want to reserve a few time slots in your calendar for follow-up activities. For consistency and to create a new habit, consider scheduling at the same time, several times during the week (for example, Mondays, Tuesdays, and Thursdays, from 2:00 – 4:00 pm.)
- During this scheduled time follow up with at least 3 people. Pick up the phone or send a handwritten greeting card. People receive so much email that yours could get overlooked or lost in the shuffle. To strengthen relationships and set yourself apart, consider writing a hand-written greeting card, letting the person know you enjoyed meeting or speaking with them. This will also provide an opportunity to confirm the date and time you'll be following up with them.
- Make it a habit to keep a running list of people you have met with and want to follow up with. This will provide you an at-a-glance tracking sheet and prevent these important contacts from falling through the cracks.
- While it is on your mind, go through your calendar and your mind, and create a master list of people you'd like to follow up.

Success Principle #7 Appreciation Wins Over Self-Promotion

"Appreciation wins over self-promotion every time."

-Kody Bateman

Let people know you appreciate them! When was the last time that you let your prospects and clients, friends and family know that you appreciate them? One of the greatest human desires is the need to feel appreciated. What are some things that you do to appreciate the people in your life?

Here are a few ideas:

- Complement someone on an outfit they are wearing or simply let them know that they look great
- Thank someone for their kindness or thoughtfulness
- Send a heartfelt greeting card to the first person who pops into your mind each morning
- Purchase a dozen roses and hand them out, one at a time, to local store owners and clerks as you go about your errands
- Reach out to your list of email subscribers and let them know how much you appreciate them. Invite them to a special training or send them an unexpected gift
- In your eZine or on Facebook, mention the name and book title or Web address of a member of your online community, and compliment them on their activity or success.

What type of effect do you think this will have on others? This will also be a gift to you! The gift is in the giving. You may have heard the term "Give to Give". What that means is, you give without thought of what you are going to get back in return. You can give to give in simple ways and in the scheme of things, you will also become enriched. What can you do today to let someone know that you appreciate them?

Action Steps

- For the next five days, do one thing for someone else, to let them know you appreciate them. Keep track of these random acts of kindness in your journal or calendar.
- Schedule time each morning before you check email to send a heart-felt, physical, greeting card to the first person who comes to your mind! Make a note in your calendar, for each work day for the next 21 days so that you can create a new habit. "Give to Give" by having the card be all about them and by not asking for anything. You will be amazed by the positive ripple effect that will come into play with this simple, selfless, action.
- Who do you need to appreciate today? Open your calendar or scroll down to the spaces listed below, and jot down the names of the first ten people who come to mind.

Success Principle #8 Learn to Delegate

"Success comes in cans, not in cannots."

- Unknown

Here's a reality check... Take a pad of paper and draw a line down the middle of the page so that you have two columns. At the top of the left hand column write "things I personally must do". These are typically people centered activities such as attending networking events, following up with people, teaching a course, conducting interviews, writing content for your book or articles, and meeting with clients or prospects.

At the top of the right hand column write "things I can delegate". Keep this pad at your side for the next three days and each time you do anything, jot down that activity in the appropriate column. You will most likely be astonished as to how much you are doing that could easily be delegated to someone else. You may need to get over the fact that no one else can do as good a job as you can on certain tasks. If you can delegate those activities, think of how much more you can accomplish by focusing on the activities that are best attended to by you.

By delegating activities, you will be helping another person to attain additional income. Your goal is to focus on income producing activities, where you can earn much more in an hour than you will be paying to the person you are delegating projects to. There will be tasks that require the services of a trained professional. You may also have tasks that can be outsourced to someone at Fiver.com (where you pay \$5 per task) or when appropriate, to a college intern, high school student, or family member. The trick is for you to focus on income producing activities while others are working on your delegated tasks!

Action Steps

Before you begin, answer these three questions in your journal or in the spaces provided below:

- What are the top three things that **you'd love** to delegate to someone else?

1. _____
2. _____
3. _____

- What are the top three tasks that **you need** to be delegating to someone else?

1. _____
2. _____
3. _____

- What are the top three things that are most important **for you to be focusing on**?

1. _____
2. _____
3. _____

- Here is an example of a tracking sheet you can create on a piece of notebook paper.

Things I Personally Must Do	Things I Can Delegate

Success Principle #9

People Will Support What They Help to Create

"Happiness is something to do, someone to love and something to look forward to."

- Unknown

By involving your family in activities that will grow your business, and rewarding them accordingly, you are setting yourself up for even greater success! People will support what they help to create.

An important aspect of family involvement in your business has to do with how you prioritize your time. We get so busy that we may choose to prioritize business over family, at times when we would be better off focusing on our family.

What would happen if you were to schedule family time and prioritize this special time with the people that are most important in your life? Remember to let the phone machine pick up your calls when you are in family time. By doing this, you and your family will experience more joy and satisfaction in life. Additionally, you will get even more support from your family during scheduled business hours.

Posting your office hours somewhere where your family can see them is an excellent practice. You may want to color code your calendar so that it is easy for them to see when you'll be making your phone calls, when you are out on appointments, and when you have scheduled time for your family. When you are color coding family time be sure to include breakfast and dinner time, if you prioritize having breakfast and dinner together.

I remember when I first applied this strategy to my business. My son commented on my color-coded calendar by saying, "Mom, I didn't realize we had so much time together." I also found that he became aware of when my scheduled phone calling time was and that he respected that time more.

By scheduling, color-coding, and prioritizing your business time, you'll likely experience a greater sense of satisfaction in your accomplishments.

Action Steps

- What can you do today to prioritize spending special time with the people who are most important in your life?

- Print off your weekly calendar and color code it. Select specific colors for things like phone calling time, scheduled appointments, date night with your significant other, family time, *you* time, writing time, follow-up time, etc.)

- Post this calendar on your office door or where you and your family can see it.

Success Principle #10

Take Control of Your Life by Taking Control of Your Email

"Live each day to the fullest. Get the most from each hour, each day and each age of your life. Then you can look forward with confidence and back without regrets."

- S. H. Payer

Email is such a useful and important tool. It allows us to be able to quickly and easily communicate with people. Email can also eat up hours of each day and become a major time waster. What would happen if you were to limit the number of times you check email each day to once in the morning and once in the middle of the day, and once at the end of the day?

One solution towards "taming the email dragon" is to have a primary email address for your business and a separate email address for any non-urgent online subscriptions or newsletters. This will give you more control over your day and your week and make the information you've subscribed to easily accessible without cluttering your primary email box.

By having a dedicated email address for your online subscriptions, you will have easy access to the information you are interested in. You may find it helpful to actually schedule a time each week to enjoy your online "reading pile." This will allow you to enjoy your subscriptions and not feel distracted or overwhelmed during your scheduled work hours.

Another key way to streamlining your email box is to set up "rules" for filtering your email into specific folders. This will allow you to prioritize and organize your email for easy access.

Things were much simpler before email! We are however, able to accomplish amazing things with this powerful and valuable tool. The trick is to harness the power of this tool and not let it run our lives. Take charge of your schedule by checking your email during scheduled times and having notifications turned off when you are working on other projects.

Action Steps

- Look over your schedule and think about the flow of your life. Pick two or three realistic times that you can dedicate to email each day. Block off 30-60 minutes per session and actual put these appointments in your calendar as a scheduled appointment.
- Turn off your automatic send and receive functions for your email program.
- Turn off the sounds for email alerts on your cell phone, especially when it is not your scheduled time to check email.
- What other things can you do to "tame the email dragon?"

Success Principle #11

Take Care of Yourself and Feed Your Mind Daily

"What comes out of your mouth is determined by what does into your mind."

- Zig Ziglar

By reading or listening to something inspiring or motivational even if just for 10-15 minutes a day, over the course of a year you will have achieved the equivalent of having taken a course at a University! They say that "what we think about, we bring about." By reading success focused books, you will be filling your mind with positive thoughts and increase your opportunities for becoming a success magnet.

The best times to focus on the positive are first thing in the morning and last think at night. Larry DiAngi in *The Resilient Power of Purpose* shares that the average person thinks over 50,000 thoughts a day and that 87% of those thoughts are negative self talk! By focusing your thoughts on learning or positive thinking, you increase the number of positive thoughts you think each day.

Here are a few examples of what you can do to put more positive in and flush the negative out:

- Begin the day with positive programming by reading something inspiration, sitting quietly and/or setting your intentions for the day!
- End the day with positive programming and an attitude of gratitude. Give thought to what you want more of in your life. Journal at the end of each day and list three things that you are grateful for and three things that you did well. You will draw more of this to you!
- Throughout each day keep your thoughts focused on your dreams and goals and what you want to accomplish. You can do this by composing positive affirmation statements posted around your home or office and have a set of these positive or "I Am" statements on 3x5 cards in your wallet. Make it a habit to read them aloud 1-3 times a day and watch miracles come into your life!

In addition to what you feed your mind, be aware of what you are feeding your body. By eating high energy, healthy food and getting adequate exercise each day and sleep each night, you are setting yourself up for maximum success.

Action Steps

Jim Rohn shares that the way to be truly successful is to "work harder on yourself than you work on your business!" What can you do to enrich your life and increase your success? Complete the following exercise in your journal or on the page of this page.

- Make a list of three things that you can do first thing in the morning and/or evening to get your mind focused on the positive.
- List three things you can do to eat healthier, get more exercise, and get more sleep?
- Jot down the titles of three, success focused books you'd like to read. (You'll find a list of success focused books on the last page of this guide.)
- Make a list of three things you'd like to accomplish or manifest in your life. Jot these down on 3x5 cards and post them where you can see them every day.

Success Principle #12

Take Time to Smell the Roses

"Remember that your real wealth can be measured, not in what you have but in what you are."
- Napoleon Hill

Life is meant to be enjoyed! Yes, we need to focus and work hard in order to succeed. It is equally important that we take time to enjoy life otherwise, what is it all worth? Consider setting aside one morning or evening or even one full day a week just for you! You deserve this gift of time. Select a time that works for you and your situation. If you work a 9-to-5 job, select your special time outside of those hours.

What are some of the ways that you can take time to "smell the roses"! Here are some examples of things you can do for yourself.

- Take a good book and take yourself to your favorite restaurant or café
- Go for a walk in nature
- Take a bubble bath
- Go golfing with some friends
- Go to a movie in the middle of the day
- Call a long-distance friend and enjoy catching up

Get Reenergized by Investing in You

This concept may be a foreign one to you and you may feel that you have to focus on your work whenever possible, however, by applying the success principles you've discovered in this guide, you will actually be accomplishing more in less time. Be sure to make it a priority to compose your "six most important things to do list" at the end of each day. This will allow you to maximize your time and you'll feel a tremendous sense of satisfaction at being able to get so much done. This will also provide you the opportunity to enjoy and cherish your "smell the roses" time without guilt and with a great sense of joy and gratitude.

Action Steps

- Pick a time that you can block out each week just for you. Prioritize this time as you would an appointment with your best client.
- Make a list of things that nourish you and that you would enjoy doing during this special time. Keep this list someplace handy.

My special time each week will be (day/time): _____

Things I'd love to do during my special "smell the roses" time:

Your Success Journey

“The journey of a thousand miles begins with the first step.”

- Lao Tzu

Now that you've read through this collection of success tips, consider making a few of them part of your daily life and success journey. By setting your intention to succeed and scheduling time in your calendar to apply your chosen success principles, you will be taking action and aligning yourself with greater success.

If you'd like to connect with our community of authors, or if you have a success quote or book title to suggest, connect with us on Facebook. Join in the conversation at:

<http://Facebook.com/groups/bookmarketingmadeeasy>

Here's to your success!

D'vorah

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Favorite Success Quotes

"The journey of a thousand miles begins with the first step."

- Lao Tzu

"Don't put off till tomorrow what you can accomplish today."

- Josh Billings

"If you fail to prepare then you are preparing to fail."

- Benjamin Franklin

"Appreciation wins over self-promotion every time."

- Kody Bateman

"People have a special sign around their necks saying *make me feel important.*"

- Mary Kay Ash

"Success comes in cans, not in cannots."

- Unknown

"If you always do what you've always done, then you'll always have what you've always had."

- Unknown

"How you spend your time is far more important than how you spend your money. Money mistakes can be corrected, but time is gone forever."

- David Norris

"A Goal is a Dream with a Deadline."

- Unknown

"The greatest success in life is usually attained by simple means and the exercise of ordinary qualities. These qualities for the most part can be summed up in these words: common sense and persistence."

- William Feather

"Happiness is something to do, someone to love and something to look forward to."

- Unknown

"Remember that your real wealth can be measured, not in what you have but in what you are."

- Napoleon Hill

"Live each day to the fullest. Get the most from each hour, each day and each age of your life. Then you can look forward with confidence and back without regrets."

- S. H. Payer

"If you make the unconditional commitment to reach your most important goals, if the strength of your decision is sufficient, you will find the way and the power to achieve your goals."

- Bob Conklin

"What comes out of your mouth is determined by what does into your mind."

- Zig Ziglar

Recommended Success Reading

The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur by Mary Kay Ash

Promptings: Your Inner Guide to Making a Difference by Kody Bateman

The Success Principles(TM): How to Get from Where You Are to Where You Want to Be by Jack Canfield

The Resilient Power of Purpose by Larry DiAngi

10 Secrets for Success and Inner Peace by Wayne W. Dyer

Remodel Your Reality: Seven Steps to Rebalance Your Life and Reclaim Your Passion by Kimberly Fulcher

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber

The Law of Success by Napoleon Hill

Think and Grow Rich by Napoleon Hill

Platform: Get Noticed in a Noisy World by Michael S. Hyatt

Take Action! Revise Later: A Simple Guide to Success in Business by Bob Jenkins

The 29% Solution: 52 Weekly Networking Success Strategies by Ivan R. Misner

Success Secrets of Social Media Marketing Superstars by Mitch Meyerson

How to Be Like Women of Influence: Life Lessons from 20 of the Greatest by Pat Williams