

what
success
takes



by
GARRETT PIERSON



What Success Takes

**The Die-Hard Principles of True
Victory in Life, Business, and Soul**

Garrett Pierson

What Success Takes

First published in 2009 by New Generation Consulting.

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To My Wife and Children:

To whom I owe all my successes –

You are my Life, Business, and Soul

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Everything that you will read in this book comes from my experiences with all of these very important people in my life.

Some people that help made this book possible and that have changed my life and that can help change yours, are the following:

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I cannot thank everyone enough for helping me to my successes, so here is a big thank you to all.

Introduction

In the pages that follow, you will read how I, and many others, have found success. What I want you to realize is that you are the definer of success. There is no true definition, for everyone has his or her own perspective and insights on what success is in their life. If somebody tries to give you the definition of success, take it for what it is and realize that you are success. Success comes from within.

Each spring, my wife and I take rides up to Park City, Utah. One thing I really love to do is to go up and look at what success really is. We drive by these homes that are just beautiful and gigantic. I always think to myself, “What does that person do? What if I just went up and knocked on their door and found out what they have done to become successful?”

I realize that money is not true success, but something that these people are doing or have done, something in their lives, whether today or in the past, has enabled them to find success in some way or another. Again, just because they have a big home doesn't mean anything. Their family may be failing. Their relationship with their spouse may be failing. But something tells me they are doing something right.

One day, while driving in Park City, going over this again, just looking at these peoples' homes, I was wondering, “What do they do? Why are they successful?” I suddenly realized that I am surrounded by successful people. I have had the opportunity of working, living, and being around successful people throughout my life.

Then I thought, “Why don’t I interview some of these people?” Why don’t I ask them what they do to be successful? Why don’t I ask them about their failures, their successes in life and business, what they thought success was and what they now think it is? Why don’t I ask them about their mind, their body, and their soul; their efforts to be successful, their relationships, what came easy and what came hard to them, and really ask them what success takes?”

So what did I do? I chose thirty people in my life that I believe are successful. I asked them if they would be willing to let me interview them and to ask them these questions. I’ve integrated pieces of those interviews into the chapters of this book.

You may know some of these people that I’ve interviewed. If I could have interviewed a hundred, a thousand, or ten thousand people, I would have. Time would not allow and therefore, I have chosen thirty that you will be able to get to know and learn from their successes and failures.

What a wonderful opportunity it was, and I truly thank them for their time. After reading this book, I hope that you will have learned to identify the failures, successes, lies, efforts, relationships, strengths, and weaknesses that you have. Find those and wrap them up; find your internal successes. This is my hope. That is why I’ve written this book, because I have found my success.

Does this mean that I am perfect? Does this mean that I have millions of dollars? No, what it means is I have found my internal purpose. I know what it is that I want to do. I know the definition of Garrett Pierson’s success; therefore, I am a success.

Benjamin Disraeli said, “The secret of success is constancy of purpose. Find that inner purpose and you will find your success.” Perhaps you have already found some success, but there is more. From what I’ve learned, success is a never-ending journey. Don’t give up if you think you’re there, because you’re not. There is so much more to be had. There is so much more to do. If not today, then tomorrow! It’s time. It’s time that you wake up and find what it is that you desire, that you need, and that drives you to a passionate level of success.

Here are the questions that I asked each and every one of the successful people I interviewed:

1. How has failure helped you to become more successful?
2. What would you consider to be the three greatest successes you could achieve in your lifetime, and why?
3. What are the hallmarks of a successful business?
4. What have you learned about success that is different from what you earlier believed about it?
5. How does success affect your personal wellbeing; how does your personal wellbeing affect your success?
6. What have you enjoyed the most in your efforts to achieve success?
7. How does success or the lack thereof affect your relationship with others?
8. What are you really good at? What comes relatively easy to you and how did you discover that talent?

9. What are the greatest challenges that impair your success and how do you overcome those challenges?
10. What does it take to be successful? How are you applying those principles in your life?

As you read this book, I want you to ask yourself these questions. In each chapter, you will find that the questions align directly with the chapter title. Throughout this book and throughout your life, I want you to ask yourself these questions.

Now it is time to sit back and enjoy the show. Remember, I “*Triple-Dog-Dare*” you to be successful!

Chapter 1

Failure Is the Key

**“Success is the ability to go from one failure to another
with no loss of enthusiasm.”**

SIR WINSTON CHURCHILL

How has failure helped you to become more successful?

Born into poverty, this person was faced with defeat throughout his life. He could have quit many times, but he chose not to.

In 1816, his family was forced out of their home and he had to work to support them. In 1818, his mother died. In 1831, he failed in business. In 1832, he ran for the state legislature and lost. In 1832, he lost his job, wanted to go to law school, but couldn't get in. In 1833, he borrowed some money from a friend to begin a business, and by the end of the year, he was bankrupt. He spent the next seventeen years of his life paying off this debt. In 1835, he was engaged to be married; when his sweetheart died his heart was broken. In 1836, he had a complete nervous breakdown and was in bed for six months. In 1838, he sought to become Speaker of the State Legislature and was defeated. In 1840, he sought to become a lecturer and was defeated. In 1843, he ran for Congress and lost. In 1849, he sought the job of Land Officer in his home state and was rejected. In 1854, he ran for the Senate of the United States and lost. In 1856, he sought the vice-presidential nomination at his party's national convention and got less than 100 votes. In 1858, he ran for U.S. Senate

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again, and again he lost. Finally, in 1860, Abraham Lincoln was elected President of the United States of America.

With so many failures, a lot of people in Lincoln's position probably would have given up. Because he was determined and committed to making his life and his dreams come true, he got up each time he was knocked down, and with his internal desires, he came back and made his life a success.

Hold this story close to your heart and mind. Remember what Abraham Lincoln went through while you are going through similar trials and tribulations in your life. John Keats once said,

“Don't be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true. Every fresh experience points out some form of error which we shall afterwards carefully avoid.”

I totally agree with John. Some people call failure discouragement, depression, trials, and tribulations. Whatever failure is to you in your life, make sure that you embrace it. Make sure that you enjoy it and realize that it is a learning experience for you and your life.

I have had many failures in my life. Have I enjoyed each and every one of these failures, or discouragements, or trials? No, but I have embraced them. I have learned from them. I have enjoyed the successes that soon followed after each and every one of those failures.

You might be asking yourself, “How could you enjoy anything that is a failure, disappointment, or trial?” You can. All you have to do is look at what you're going through at the moment, and realize that it will pass. Soon, you will be over that

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hump and you will be able to enjoy the successes that will follow. You can look back and laugh.

What Is Your Story?

There are many stories of failure. For example, people fighting cancer and beating it, and becoming wonderful athletes; people not knowing how to read and learning how to read; people in the slums of the world becoming multimillionaires. There are many stories of failure followed by success that you can find online or in books that can lift you up in your time of need.

When I am failing or disappointed in my life, I love to read stories of people that have overcome their failures and have become people of integrity, people of learning, and people of success. What I suggest you do is read these stories and learn what they did to become successful.

One thing I've learned in my interviews with these wonderful people, and throughout my life, is that everybody has to go through some hard times. There are hills, valleys, highs, lows, in every portion of our lives, whether it's relationships, entrepreneurship, or anything else. We need to learn from those lows, and we need to learn from the highs and our successes, as well.

When we realize and accept the idea that we will have failure in our life that is when we will begin to succeed. It is at that point we realize that failure is just a part of life. And failure is just a part of success. This will be the moment that we will begin to succeed. We will take what comes at us and we will run with it, just like Abraham Lincoln. We will take all those failures, all those trials, all those tribulations, and we will learn the art of patience. We will learn to apply discipline to our thoughts and our actions through these failures. We will learn

confidence and decisiveness so that we can make rational decisions as we continue on our journey of life and success.

If it was my choice, I would say get some failures under your belt. Throw something up on the wall and see if it sticks. That is how you will succeed. Once you fail, make sure you fail with movement. What I mean by that is make sure that as you fail, you do not stay stagnate. Get up off the ground, and keep moving. Movement is a huge part of what successful people do in their lives. They move. They get out of bed. They are constantly moving, constantly failing as well, but once they fail, they learn from it and they continue moving, consistently.

Mary Pickford says, "If you have made mistakes, even serious ones, there is always another chance for you. What we call failure is not the falling down, but the staying down." What a wonderful quote! Apply that in your life. Don't stay down; get up.

The biggest failure is the person who is simply afraid of failure. You cannot be afraid to fail or you will. You cannot be afraid to start or you will never begin. Begin today, and if not today, then tomorrow. Do not be afraid that you are going to fail, for the moment that you allow that fear inside your soul, you will fail.

Each failure in your life will increase your chances for success. This could be a mathematical equation if you wanted it to be. Write down how many times you want to fail and you will find success, whether it's 2 failures = 1 success, or 2 failures = 3 successes, failure at one time or another in your life will lead you to success.

Remember, I'm not saying failure is going to be easy. If it were, we would not learn from it and we would not succeed. What I want you to remember is that failure is a part of life. It's something you need to accept. It's something you need to bring

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to your mind, each and every day. Now I don't want you to go out there and find failure, I just want you to understand it's out there and it's going to be a part of your life.

Amber Deckers, from *The Elemental and the Good Sense Guide*, says, "Never let the fear of failure be an excuse for not trying. Society tells us that to fail is the most terrible thing in the world. But I know it isn't. Failure is part of what makes us human." What a great quote!

Let me tell you a personal story that I believe you will be able to relate to, in one way or another. Ever since I was a little boy, I have been playing baseball. Baseball was often my life. I ate baseball; I drank baseball; I lived baseball. Imagine something that you love so dearly being not only something that you do very well, but also something that you have to work very hard to be good at.

During my ninth grade year, I played catcher. As the catcher, my job was to catch the ball when the pitcher pitched it to me, and I had to throw it back to the pitcher so he could pitch again. Now imagine a catcher who couldn't throw the ball back to the pitcher. It was all in my head. It was so embarrassing! What a terrible failure in my life. I could not throw the ball back to the pitcher. I would throw and it would hit the ground right in front of him. Or I would throw it over his head. Sometimes I would throw it to the side of him, where he could not catch it. How embarrassing it was to be in front of all my peers, my best friends, and my family and other people watching the baseball game, and I could not even throw the ball back to the pitcher, a very basic element of baseball.

I Fought the Fear

Well, I didn't let it get me down. I practiced every day. I fought the fear in my head. I knew I could throw it back to the

pitcher, but for some reason, the brain waves to my arm would not allow me to throw the ball correctly. It was very strange. But I worked hard; I fought the fear, and I got out there and fixed the issue. I fixed my failure, and man, I was so happy.

Eventually, I became a pitcher. My senior year came and baseball season started. I was so excited. Again, baseball became my life. Lo and behold, I could not pitch the ball. Again, in my head, the brain waves to my arm would not allow me to throw the ball correctly. As a pitcher, if you are not accurate, you are not a pitcher.

To my dismay, I started throwing the ball in front of the catcher. Then I started throwing the ball over his head. I started hitting batters. What an embarrassing moment, again! I could not believe this was happening again. How could this be? What a terrible failure for me, as a young seventeen-year-old, to not be able to pitch the ball – and I was the pitcher.

But again, I was not going to let failure run my life. I practiced late at night. I practiced harder than any other player on that team. Soon, I gained back those strengths and the ability to pitch the ball.

You might think, “How does this apply in my life?” It does, because listen: I didn’t give up. Of course, I was embarrassed. Of course, I was heartsick. This was something that I lived for and couldn’t do, but I got up, I faced the fear, and I practiced and I practiced and I practiced. I got over this failure that was such a discouragement in my life, such a hardship.

Now I Can Laugh

I look back now, and I can laugh. When I was going through it, it was one of the hardest things that I had ever gone through in my life. But I learned something that year, my senior year. Baseball wasn’t everything. It was just a piece of my life. I

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learned some valuable lessons that senior year, as well as my ninth-grade year, that would soon become a very important part of my life and my journey to success.

It taught me to never give up. I mean, never give up. That has been my motto throughout my life, to never give up on the things that I want, that I need, and that I desire. That is why I am successful. That is why you can be successful.

Never give up, whether you're failing, whether you're discouraged, whether you're going through a hardship in your life at this time; never give up. Remember, there is always a failure around the corner. Why not be ready for it? Be ready, today. Be ready, tomorrow, because it will come. It is the small and simple decisions that you make today, and in the future, that will bring you to the successes in your life.

I've recently made a decision in my life to be healthy, to get back into shape. Have I been overweight? No, but I've wanted to get back into the shape I was in high school. Some of you may be saying, "Right, Garrett." It's a goal that I have and man, have I run into some major failures throughout these last couple of months, as I've been trying to get back in shape. I've been going to the gym every day. It's funny, because I believe that this is one of the things that most of us struggle with in our lives, being healthy and the physical aspects of our life.

In one way or another in our lives, we find ourselves in the shape that we would rather not be in. One thing that I've learned throughout this process of working out again is that I'm going to have failures. I'm going to have times when I'm not going to want to make it to the gym.

My wife Lindsey and I recently went down to Arizona to watch some baseball games, and it was so hard to work out while on the road. I failed; for a whole week I failed. But, remember what I said earlier, I failed with movement. I didn't stay down.

Although I failed and got discouraged that week, I came right back the next week and started up again. I made a simple and small decision to not stop, to not give up. That is when failure meets success. Remember that.

Fail with movement. Don't stop; keep going. Have I run into some other days where I have not made it to the gym? Of course, but I went the next day, and the next day, and the next day. Did I run into another day where I could not make it to the gym, or I didn't eat correctly, like I wanted to? You better believe it, but I failed with movement and I kept going.

The key is to use your failures to help you become more successful! Write your failures down. List them in order of when they happened. Reflect on what you've learned from the failures, the hardships, and the trials you have gone through in your life. This will prove to be a wonderful exercise to help you understand what it is you have learned from your failures and what you can continue to learn.

Let's now learn from three of the individuals that I had the opportunity of interviewing. I call these people my "success mentors." You're going to find three of these interviews at the end of each chapter in this book. Listen now, as Michelle MacPhearson, Ryan Lee, and Talane Miedaner share some of their insights on how failure has helped them to become more successful.

Success Mentor Interviews

Michelle MacPhearson, entrepreneur and creator of Crowd Mountain

How has failure helped you to become more successful?

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I love that question because for myself, and for a lot of people that you hear about and you hear their story; I think failure has been a key to everyone kind of getting very hungry, wanting to succeed, and pushing themselves farther. For me, in terms of my personal life, I had a very rough time in the dot-com crash of 2000 here in California. Darn near everybody got laid off. I ended up in a position where I'd had my car reposed, lost my apartment, and everything was nasty for a while.

After that, I came back and decided I don't ever, ever want to be in that position again. I don't ever want to be living paycheck to paycheck, even though I had made good money, it wasn't enough to save up a life savings at the age of twenty-one, or anything. I think you hear this same kind of thread in many peoples' stories; they had a very big low, and that made them so hungry to never be there again.

I think there is that aspect of it, in a personal way, and then I also think as far as professionally, failure in terms of just not getting the results you wanted from a particular site or particular technique or any new venture that you go upon; failure tells you what doesn't work and then you know not to do that anymore. As simple as that may sound, it's good to know what doesn't work so you can cross that off your list and do something else.

Ryan Lee, Fitness/Online, entrepreneur. Ryan Lee went from a broke gym teacher in the Bronx, New York, to a millionaire by doing one thing... Ryan turned his passion (in his case, his passion for fitness) into recurring revenue.

How has failure helped you to become more successful?

Failure is an important part of the process. I consider them challenges. It's stuff you learn from. Every time I have had a failure or, as I like to say, a challenge, I would stop; I'd take a step back and say, "Okay, what can I learn from this?" Whether it was a site that didn't do as well as I thought it would, why is that? What is the marketing message? Was it the hook? Was it the headline, the pricing, did I force it too much, was it not a big enough launch?

Failure is essential. It is the stuff that is going to help you learn and grow. It really helped me to stop and take a look back. Every time I failed, there were always a couple of common things. Usually, it was not really focusing on what the customer wanted. It was trying to force a product because I thought it would make me more money. I don't do this anymore, but this is what I've learned.

I coach a lot of people on their businesses, and I find that the ones who are the most desperate to make the money, not necessarily grow a business, but those who say, "I need to make twenty grand to pay for a wedding," or "I need \$15 thousand for this," or "\$50 thousand for that," the ones who are really anxious to make money quickly, are the ones whose businesses don't work because they're focused on the money and not focused on the client, or the user, or the customer.

That was how failure has definitely helped me, in terms of my business.

Talane Miedaner, master certified coach, the highest designation one can receive in the coaching industry and

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certified by the International Coach Federation. Talane is the author of the international best seller, *Coach Yourself to Success* (Contemporary/McGraw-Hill, January 2000) and *The Secret Laws of Attraction* (McGraw-Hill, July 2008). She speaks and leads seminars around the world and is the owner and founder of Lifecoach.com, an international directory of the most highly trained coaches in the world.

How has failure helped you to become more successful?

It's funny, because at first I thought, "I've never failed." I think this is probably an attribute to what makes people successful; they don't think of the things they do as failures. I've tried things that haven't worked. I've tried to do things that I suppose have failed.

For example, when I was in the Foreign Service, my initial goal was to become a diplomat. I wanted to join the Foreign Service and become a diplomat and live in foreign countries and serve the United States. That was my goal.

I took the Foreign Service exam and I failed it. I took it again and failed it. I think I may have even taken it three times. I failed it each time. I thought at this point, "I will never get into the Foreign Service, so I better think of something else to do."

I then looked at banking because banking was supposed to be a good international career that would allow me to travel. That's how I first got into my banking job and began working for Chase. I was trained in their management-training program and got into banking instead.

Although I never got into the Foreign Service because I failed that exam three times, I did end up getting into the corporate world, which in the long run has served me well. Now I coach many corporate executives. If I didn't have that

corporate experience, I wouldn't be a very effective corporate or executive coach. Although I failed that exam three times, maybe that was the best thing that could have happened. It sent me in a different direction.

If you look at failure in general, as a coach, I never think of it that way. At the time, I suppose I wasn't too thrilled that I didn't pass, but I immediately started looking at other options. I wanted to travel and live in foreign countries; what else was available to me instead of the Foreign Service? I think that's the way it is; successful people don't say, "I failed, so now I can't do anything." They just say, "Okay, that didn't work, so let's try something different."

For instance, with my first book, *Coach Yourself to Success*, I attracted an agent without any trouble at all. That was very easy. I went and met with some New York publishers. None of them were interested in me. I wasn't instantly accepted as an author; my first book wasn't accepted. There was a lot of rejection. You could look at rejection as failure. I just kept going and finally found one publishing house and went with them. They almost went out of business. My agent ended up pulling the contract and finally I ended up getting a very good publisher. At the time, it was called *Coach Yourself to Success*. That was another sort of failure. You could look at it as a lot of rejections, and the company we almost chose was failing. It was not necessarily a positive thing, but in the end, it turned out to be the best thing.

The way I look at things is that you don't actually know if something is good or bad. You don't even know if a failure is a good thing or not. People get fired from their jobs, think they're losers, but that could be the best thing that ever happened to them.

My book gets written with a company that's going bankrupt.

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We pull it out, and get it into a really good company instead, a really good publisher. It looked bad at the time, but it all worked out for the best in the end. That's sort of my attitude in life; okay, this doesn't work, so try something else. If something fails or collapses around you, maybe that's the best thing that could have happened to you. It just opens up another opportunity. That's how I see "failure is the key."

Chapter 2

The Successes of Life

**“All you need in this life are ignorance and confidence,
then success is sure.”**

MARK TWAIN

*What would you consider to be the three greatest successes
you could achieve in your lifetime, and why?*

I know who I am because I know success comes from within. If you know who you are, if you know the successes in your life, you will become a person that loves life, that loves to be here on this Earth, and that loves the opportunity to fail and to succeed.

In the last chapter, we focused on some of the unhappy and frustrating times in our lives where we have learned to grow, think, and decide. Focusing on some of the negative things in our life isn't always bad. But now it's time to focus on some of the wonderful things, some of the successes we have achieved, and some of the successes we could achieve in our life. This is where it gets fun!

This is where we have the opportunity to really understand who we are, and where we are going. We all have our own definition of what success is. Deep down inside, each and every one of us has our own perspective, our own thoughts on what success is and what success takes. That is wonderful. There is nothing wrong with this. We have the opportunity to decide what success means to us.

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Although I will be giving you insights on what I believe success is and what it takes, you ultimately have to decide what it is success means to you. What is your purpose? What are the successes of your life? Write them down. Understand them. Desire them. Be them.

You Are in Control

The best part about success in our life is it's up to us. It's up to you. It's up to me. Nobody else can determine your path and your journey to success. It is totally up to you. With that knowledge, I say, run with it! I say, how exciting this is! You control your life. You control your path to success.

In my eyes, there are five things, five actions, five verbs that successful people have in their lives, and here they are:

1. Faith
2. Desire
3. Consistency
4. Action
5. Self-control

Faith

Number one is faith. To have true faith, you must have confidence in something or someone. Faith is a principle of action and authority. It requires us to do, not merely believe. Doubt cannot be a part of a successful person's existence.

Although doubt can come, a person with faith quickly pushes it out. It is not a part of their life.

Faith is a gift. It requires a correct understanding of where we are going and where we desire to be. Faith is only present when we are doing, when we are acting, when we are being. This

is true faith.

Faith can be learned from others, from others' examples. I learned faith from my father and my mother. Who have you learned faith from? Find people who have faith in their lives, people who are doers, not just sayers. Model your life after them. Learn from their examples.

We need to find what it is in our life that helps build our faith and our action. Faith develops inside of us when we experience, when we live, when we are moving. Faith is the ability to focus and to be unwavering. Even when times get tough, even when failures occur, we stay steadfast and aligned on our path to success. If you can but believe, all things are possible, which leads us to the next item every successful person holds dear in their lives; desire.

Desire

Desire is a choice that you hold within your heart, your mind, and your soul. The true desire within is what will lead you to action and the opportunities of success. Brendon Francis once said, "If you greatly desire something, have the guts to stake everything on obtaining it." What a wonderful quote! To find the desires in your life, you must first find what matters most. What matters most to you?

I'll tell you what matters most to me, and what mattered most to all the thirty individuals that I interviewed. It was our families and our relationships with others. Something else that I heard more than anything was helping others. Helping others was a big piece of what mattered most to all these successful people.

Once you have found what matters most to you, write it down. Keep it in your mind daily. That's where desire starts, on

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those things that matter most in your life. That's where you should be spending your time. That is where all your efforts and actions should be. It is time to find the desire within. Find what is it that you desire most, and then take action. Once we have identified the desires in our life and they have become a part of our life, it is time to be consistent.

Consistency

Consistency is something that you cannot lack. It is something you must have in every aspect of your life, whether it is mind, body, or soul. You must be consistent. You must ask yourself these questions; "What have I done today to be consistent?" "What am I doing each and every day that is consistent with my goals, with my desires, and with my faith?" We get what we focus on consistently. A habit is something we do on a consistent basis, whether it is a good habit or a bad habit, it is something we're continually doing in our lives that either hurts us or helps us.

Ann Wang said, "Success is more a function of consistent common sense than it is of genius." How true is that? My Dad once told me something that I will never forget and that I hold dear to my heart. He said, "If you keep doing what you're doing, you'll keep getting what you're getting." What an amazing truth in our lives. If we consistently keep doing what we're doing, we'll consistently keep getting what we're getting. It's that simple.

If you are consistently doing something that is getting you nowhere, you will continue to get nowhere. If you are consistently doing something to fulfill the successes of your life, you will achieve them; maybe not today, maybe not tomorrow, but on a consistent basis you will achieve those successes that

you have desired and sought after.

Action

Now that you have consistently had faith and desired a certain thing, it is time to take action. Take action now. If not now, then later, but do it; it's time. Don't wait. If you wait, then the time will pass and you will consistently not be taking action and will consistently get nowhere. When you are getting nowhere, nothing is happening. You are not moving. Start moving now.

We should be taught not to wait for inspiration to start something. "Action always generates inspiration. Inspiration seldom generates action." That was said by Frank Tibolt. Inspiration seldom generates action. Act and the inspiration will come. This is where fear and doubt come in.

People are afraid to take action because they think they're going to fail. If you think you're going to fail, read Chapter One again because it's okay if you fail. Take action now and worry about the failures later.

Successful people are constantly moving; they're constantly doing. This is why they are successful. They get up early in the morning, work hard, and then they play hard. They understand that if they are working and moving, success will soon be on its way. Don't wait. Take action today.

Self-Control

Another thing that successful people have obtained in their lifetime is self-control, self-control over their thoughts, their desires, and their successes. This can also be called self-regulation, regulating the decisions of your daily life.

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It's the small decisions you make throughout your life that will change your path. The small decision to wake up, the small decision to tell your spouse that you love them, the small decision to read a book to your kid; whatever it may be, those small and simple decisions throughout your life, you have control over. Take control today.

Something I have to do on a daily basis is to re-evaluate what I am doing. I must reevaluate exactly the path that I am on, at that certain date and time. I must take control of where I am and where I am going. You must do this, as well. Successful people have self-control over every aspect of their lives.

I am not a specialist in the concepts of Neural Linguistic Programming (NLP), but I do know a couple of things about self-control from my own experiences. One thing you should never do is punish yourself for your lack of control. This will only feed the power of your lack of self-control.

Also, self-control cannot be compartmentalized. Do not think you can be self-controlled in your use of the computer and not in your TV watching. You need to practice discipline in all areas of your life. Do this by paying attention to the details, the small things. If your garage is dirty, clean it. If you have a paper to write, write it. If you have a project that has not been completed, complete it.

Soon, these small things will begin to improve big pieces of your life. Start small and end big. The successes of life come from all angles. A recent success in my life was the birth of my little girl, Grace. What a wonderful experience! It totally changed my atmosphere, my environment, and what I believe success is.

Success can change. Your life can change. Enjoy and accept those changes for they can lead to more success. You must be aware. You must be aware of your faith, your desire, your

consistency, your action, and your self-control. This will bring the true successes of life into your daily living.

I suggest you write down the three greatest successes you could achieve in your lifetime. Then, write down why those three are the three that you chose. Embrace them, be them, and enjoy them. Now it's time to take a look at what three success mentors had to say about the successes of life. They answered this very question.

Success Mentor Interviews

Raymond Aaron, the nation's Number 1 success and investment coach, has committed his life to teaching people just like you how to utilize his powerful goal setting strategies and life management tools to dramatically change your life for the better. He's the *New York Times* top ten best-selling coauthor of *Chicken Soup for the Parent's Soul*. Claim your free www.GIFTfromRAYMOND.com to help you clean your messes, get out of debt and double your income.
www.aaron.com

What would you consider to be the three greatest successes you could achieve in your lifetime? And why?

The three greatest successes I could achieve in my life? I know that answer because I know my life's mission. When I know my life's mission, my successes are simply moving me towards my life's mission. Here are my life's missions: great dad, great husband, great mentor. If I want great achievements, I simply have to have great achievements, one in each of those

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three areas.

Great dad – I have two spectacular daughters, and on my deathbed, I want them to be holding my hands and saying, “You were the best dad any kid could ever, ever possibly have.” In fact, I don’t want to wait until my deathbed to hear that. I want to hear it every day.

Secondly, a great husband – at the moment, I’m single, but I’m engaged. I want my woman to feel cherished every day. I want her to sometimes be so moved that she cries in appreciation of how spectacular a man that she has because she feels so cherished and loved and the center of my attention. If I can achieve that, every single day, then I will have moved toward my life’s mission of being a great husband.

Great mentor – I want to help more and more people around the world to achieve their own goals, not my goals, their own goals. I want them to identify their loves, identify their life’s missions, and figure out exactly where they want to go, and to help them go in those directions. If I have those three successes, my life is a success.

Maritza Parra, product queen. Maritza Parra trains and coaches entrepreneurs to use the principles of self-empowerment combined with easy and powerful tools of the Internet to create financial freedom and abundance. After being featured on *Oprah & Friends: The Soul Series*, Maritza became an expert at creating products quickly via teleseminars, eBooks, video, and other easy product creation strategies. Known as the “Product Creation Queen,” Maritza now teaches her students how to create products from their gifts, knowledge, and talents. She’s

the author of *Click and Grow Rich Online*, and can be reached at www.maritzaparra.com

What would you consider to be the three greatest successes you could achieve in your lifetime? And why?

I think the first one is that I have been really blessed to be doing what I'm doing. I'm going to try not to get choked up here, but I'm so grateful to be teaching spirituality and meditation. It's empowering people and helping people find more freedom in different ways, and now, finding more freedom by making products that can duplicate their efforts.

When I work with people, ultimately I'm taking them through the same kind of journey I went through, from financial uncertainty and trying to figure out what the heck I can do to create this freedom. Again, we teach what we most need to master. In my students, I see myself and I think that a lot of teachers see that. It's kind of like you're saving yourself all over again by empowering your student.

The second one I have to say, I still want to have a child. That would be a great success for me, to have a child and have the child be happy and successful in whatever they want to do person.

The third great success? My grandfather passed away a little over a year ago. My third success would be to have a peaceful and content "deathbed" moment. I was able to participate with my family and surround him with love during those last few days, and saw the beautiful relationship that he and my grandmother had for over sixty-two years; I saw that he was content, that he was peaceful. He had accomplished all the things he had wanted to accomplish, personally and professionally. He had no regrets. He had lived full out. I would consider that to be

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a great achievement for my lifetime, for sure.

Dr. Randy Chatelain, PhD Dr. Chatelain is an associate professor of family relations. He teaches family studies courses in the child and family studies department, including Marriage as an Interpersonal Process, Stress in the Family, Family Processes, and Family Life Education Methods. Dr. Chatelain is a licensed marriage and family therapist. He is a clinical member of the American Association of Marriage and Family Therapists.

What would you consider to be the three greatest successes you could achieve in your lifetime? And why?

Beyond being a marriage counselor, I am the chair of the Utah Marriage Commission. I'm just ending that position. I really believe that having a vibrant and healthy marriage is probably the foundation of a successful family, and the union that needs to last even after the kids are launched and leave.

I feel like having a healthy, vibrant marriage, where you participate and learn to cooperate, share, and nurture each other is a pretty critical part of a successful family. It kind of fouls up a family when that union is in conflict. The children get triangulated, or sided and conflicted with that conflict. I'd say working on your marriage is a pretty important part of success, not only in your family, but it certainly makes your career efforts outside of the home a lot easier, as well.

The second one, I think, is if you are capable of raising children – some people aren't. Certainly, my family includes raising five children that are healthy, happy, and at this point in

my life – I'm fifty-seven, and four of my five children are launched and the other one is engaged. They've found careers and jobs. I guess for me, the second one is to raise happy, capable children that are healthy and are able to launch and be successful in life. It's also just to be able to enjoy relationships with others and raising good kids. Certainly both a husband and wife need to be involved in.

Probably the other thing I would look for in a family is a place where you can go as kind of a harbor to get support and enjoy each other and nurture each other. When your home is given the right stuff, it's where the kids want to be, for siblings and for friends.

The wife of a neighbor of ours was just put in the hospital a couple of days ago for a very serious infection. I went to visit her. There were all of their kids, their partners, and all in the intensive care waiting room, nurturing each other and caring an awful lot for their mother, even though she was pretty sedated and inaccessible. They were there. For me, having a family that's there for your support as well as for your enjoyment is pretty critical for my definition for a successful family.

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About the Author



Garrett Pierson

Garrett Pierson has been helping individuals and businesses find “*what it takes to be successful*” in creating the life they deserve and business they desire by giving them the tools and techniques to make it happen.

He is **founder and president of New Generation Consulting LLC**, a **consulting firm** specializing in search engine optimization, social media, website conversion, and success.

Clients include Alex Mandossian, Global Marketing Strategies, Trust Guard, Webstarget, and many more satisfied clients worldwide.

Garrett has created software, training, and product services that give business owners the ability to drive targeted traffic to their websites and therefore obtain more sales and profits.

Garrett is a family centered entrepreneur that lives his passion each and every day, and it is his goal to help others do the same. To find out more about Garrett and his services, visit <http://www.garrettpierson.com>.

Get a free gift at www.whatsuccesstakes.com



What's Next?

Garrett Pierson that you have found what it takes to be successful I suggest you learn even more from the “Success Mentors” that you were able to learn from above. Each interview that I had the opportunity of doing with these great people was packed full of great insights on what success takes.

To get access to these full interviews and more visit today:

<http://www.whatsuccesstakes.com/>