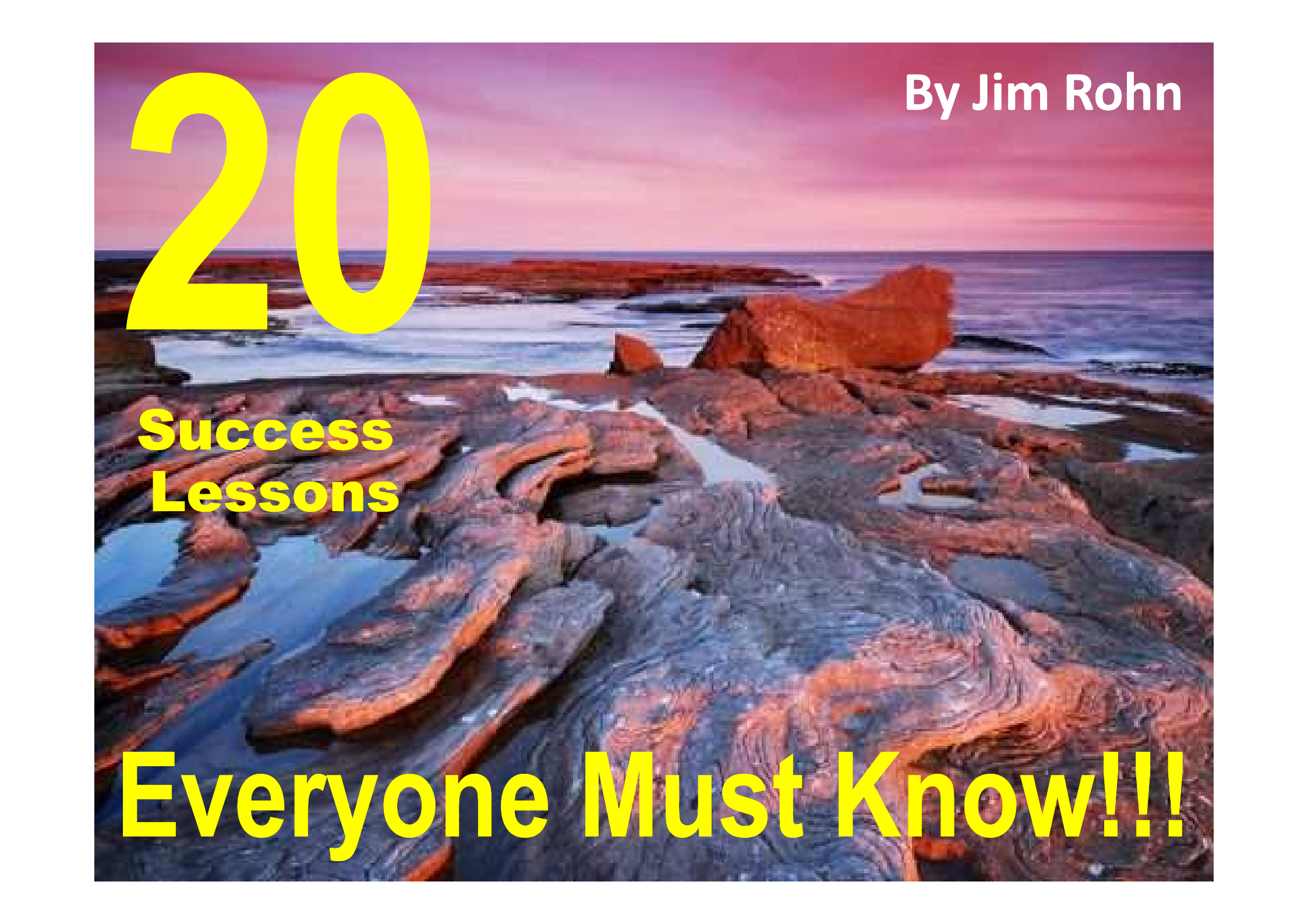




By Jim Rohn

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**Success
Lessons**

Everyone Must Know!!!

Lesson # 1 : Results are the best measurement of human progress

Not conversation. Not explanation. Not justification. Results! And if our results are less than our potential suggests that they should be, then we must strive to become more today than we were the day before. The greatest rewards are always reserved for those who bring great value to themselves and the world around them as a result of who and what they have become.



Lesson # 2 : Be a good observer of both life and the world around you.

A more worthy challenge is to try to get from the day. We must become sensitive enough to observe and ponder what is happening around us. Be alert. Be awake. Let life and all of its subtle messages touch us. Often, the most extraordinary opportunities are hidden among the seemingly insignificant events of life. If we do not pay attention to these events, we can easily miss the opportunities.



Lesson # 3 : Wherever You Are, Be There

Lifestyle is learning to be wherever you are. It is developing a unique focus on the current moment, and drawing from it all of the substance and wealth of experience and emotions that it has to offer. Lifestyle is capturing each moment so that it becomes a new part of what we are and of what we are in the process of becoming. Lifestyle is not something we do; it is something we experience.



Lesson # 4 : Prepare in all areas of your life

Persistence in your presentations, this is one secret to success. After my first presentation, I got up and did it again. Even though I was scared to death, I did it again. So preparation in all areas of life is so vital to your success. Don't be lazy in preparing; don't be lazy in laying the groundwork that will make all of the difference in how your life turns out.



Lesson # 5 : Skills Make Labor More Valuable

Skills multiply labor by two, by five, by ten, by fifty, by one hundred times. Skills made the difference. So do what you can - labor. But also do the best that you can do – improved skills. And you will find that the labor combined with skills will start producing miracles. Miracles with your money, miracles with your family and miracles in every part of your life.



Lesson # 6 : It is a Challenge to Succeed

What you may be lacking in are the strong feelings about what you want and what you want to do. Let these strong feelings help you take a second look at your life. After all, you've only got one life, at least on this planet. So why not make it an adventure in achievement? Why not discover what all you can do and what all you can have? Why not now take the Challenge to Succeed!



Lesson # 7 : Wages will make you a living, profits can make you a fortune

How empowering it is to be able to go to work on your fortune every day rather than going to work to pay the rent. Your whole attitude changes; your spirit changes. It is in your voice. It is in your face. It is in your gestures. And then you can say, "I am now working full-time on my job and part-time on my fortune because I found a way to make profits." Wow!



Lesson # 8 : Success IS everything.

First you need to succeed to survive. We must take the seasons and learn how to use them with the seed, the soil and the rain of opportunity to learn how to sustain ourselves and our family. But then second is to then succeed to flourish in every part of your life today than yesterday, in our speech, our language, our health, everything we can possibility think of.



Lesson # 9 : The Major Key to Your Better Future is You

“The major key to your better future is YOU.” You see the real difference is inside you. In fact, the difference IS you. Someone once said, “The magic is not in the products. The magic is not in the literature. The magic is not in the film. There isn’t a magic meeting, but the magic that makes things better is inside you, and personal growth makes this magic work for you.



Lesson # 10 : Love the Opportunity

Somebody said you have to love what you do, but that's not necessarily true. What is true is that you have to love the opportunity. So, before you are tempted to give up or get discouraged, remember all success is based on long term commitment, faith, discipline, attitude and a few stepping stones along the way. You might not like the stone you are on right now, but it's sure to be one of the stones that lead to great opportunities in the future.



Lesson # 11 : We must not choose to do less than we could

To settle for doing less than we could do is to fail in this worthiest of undertakings. It is not what we get that makes us valuable, it is what we become in the process of doing that brings value into our lives. It is activity that conversion from idea into actuality gives us a personal value that can come from no other source.



Lesson # 12 : Success is Easy, But so is Neglect

Not doing the things we know we should do causes us to feel guilty and guilt leads to an erosion of self-confidence. As our self-confidence diminishes, so does the level of our activity. And as our activity diminishes, our results inevitably decline. And as our results suffer, our attitude begins to weaken. And as our attitude begins the slow shift from positive to negative...and on and on it goes.



Lesson # 13 : Don't Send Your Ducks To Eagle School

Why? Because it won't work. Good people are found not changed. They can change themselves, but you can't change them. If you want motivated people, you have to find them, not motivate them. Chalk it up to mysteries of the mind, and don't waste your time trying to turn ducks into eagles. Hire people who already have the motivation and drive to be eagles and then just let them soar.



Lesson # 14 : Creating Your Character is Like an Artist Creating a Sculpture

Character is the result of hundreds of choices you make that gradually turn who you are, at any given moment, into who you want to be. If you are sincerely committed to making yourself into the person you want to be, you'll not only create those qualities, but you'll continually strengthen them. And you will recreate them in abundance even as you are drawing on them every day of your life.



Lesson # 15 : Don't mistake activity for productivity.

You probably know some people who always seem to be busy being busy. To be successful, you must be busy being productive. Some people are going, going, going, but they're doing figure eights. They're not making much progress. Don't mistake activity for productivity, movement for achievement. Evaluate the hours in your days, and see if there is wasted time that you could manage better.



Lesson # 16 : Run the day, or it will run you

To master your time, you must have clear written goals for each day that you keep with you at all times. It helps to create each day's list the night before. Prioritize your goals for the day and constantly review them. Successful people don't let the minor activities distract them from the major activities — the ones that hold the keys to their success.



Lesson # 17 : Focus your energy on the most important thing

Concentration takes a lot of discipline. If you have a long list of things to get done within one day, do the toughest one while your concentration is at its peak. If you're a morning person, get the job done in the morning. Don't wait until the evening when your energy is all spent. Do the jobs that need the most concentration when your body is best able to handle them.



Lesson # 18 : Learning to solve problems

Here's the best way to treat a problem: As an opportunity to grow. Change if you have to, modify if you must, discard an old philosophy that wasn't working well for a new one. The best phrase my mentor ever gave me was when he said, "Mr. Rohn if you will change, everything will change for you." Wow, I took that to heart. The more I changed the more everything changed for me.



Lesson # 19 : Learning to handle the passing of time.

It takes time to build a career, it takes time to make changes, so give your project time, give your people time. If you're working with people, give them time to learn, grow, change, develop, produce. And here is the big one, give yourself time. It takes time to master something new. It takes time to make altered changes and refinement in philosophy as well as activity.



Lesson # 20 : Change Begins with Choice

We must make the very choices that will bring life, happiness and joy into our daily lives. And if I may be so bold to offer my last piece of advice for someone seeking and needing to make changes in their life -If you don't like how things are, change it! You're not a tree. You have the ability to totally transform every area in your life - and it all begins with your very own power of choice.



**Thank You Very Much
Sompong Yusoontorn**