

Key to Success

Dictionary is the only place where success comes before work. But in real life, there cannot be success without work. At this point of time, we must understand the behavior of success and failure. **“Success always hugs us in Private...!”** But **“Failure always slaps us in the public...!”** That’s the fact of life. But when we understand another fact that failures are always the stepping stones of success, we will always find another opportunity. Someone once said, “The key to happiness is having dreams. The key to success is making your dreams’ come true.” I want to talk about making your dreams come true. For that I give you five keys for success that will help to turn your dreams into reality.



1. PREPARATION

“The secret of success in life is for a man to be ready for his opportunity when it comes.”

~Benjamin Disraeli

Success loves preparation. If the perfect opportunity presented itself today, would you be ready? It’s better to be ready and not have an opportunity than to have an opportunity and not be ready.

To succeed, you must be ready when opportunity comes. Spend your time preparing for success, when your opportunity comes, you’ll be glad you did.

2. WORK

“Success is simply a matter of luck. Ask any failure.”

~Anonymous

All failures know that success is simply a matter of luck, they know it’s just a matter of being at the right place at the right time, they know with assurance that success is directly linked to good old fashion chance.

However, those who have succeeded know that success is directly and proportionally linked to work. Even an amazing strategy can’t guarantee success. Zig Ziglar said, “The most practical, beautiful, workable philosophy in the world won’t work – if you won’t.”

You have to put in the time. However, when you put in the time, it makes success all the more sweet. When you come from “behind” and do the impossible, it makes success as sweet as a honeycomb. John H. Johnson said, “I believe the greater the handicap, the greater the triumph.”

3. REMEMBER THE GOLDEN RULE

“Success is still the constant application of the Golden Rule.”

~Anonymous

Never forget the golden rule, “Do for others what others want to do for you.” That’s the key to success. Serve your clients as you would have them serve you. Meet their needs as you would have them meet your needs. Give them prices that you would want to pay, exceed their expectations in a way that you would want your expectations to be exceeded.

When you follow the golden rule, you open the door to success.

4. CONFIDENCE

“Confidence is the companion of success.”

~Anonymous

If you don’t believe in your abilities, don’t be surprised if no one else does either. Your negative thoughts about yourself send a signal throughout the world that others pick up on and respond accordingly. If you’re broadcasting the station “Depression 108.7” then others will treat you like you’re depressed.

But, when you believe in yourself and your potential, people pick up that signal, and they will treat you according to how they believe, you believe, you should be treated. Did you get that?

5. LEAD

“A most important key to successful leadership is your ability to direct and challenge the very best that is in those whom you lead.”

~Anonymous

To be successful you must be a great leader. There’s probably nothing more difficult than being a great leader. It’s easy to be selfish, it’s easy to only be concerned with your needs, your wants and your desires. But to succeed you have to lead! You have to do what’s best for the people; you must bring the best out of those in whom you lead.

When you really lead, you will succeed.

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