

A soft-focus photograph of a desk. In the foreground, a spiral-bound notebook with a blue cover and a white spiral binding is open. The notebook's pages are slightly blurred, but some text is visible, including the word 'INTERVIEWS' and 'Including Dieter Rams as'. To the left of the notebook, a white coffee cup sits on a saucer. In the background, a calculator and other desk items are visible but out of focus. The overall lighting is warm and natural, creating a calm and professional atmosphere. Two vertical white lines are positioned on either side of the text, extending from the top and bottom of the frame towards the center.

HOW GOOD
DO YOU WANT
TO BE?

HAPPY MONDAY,

A morning is a wonderful blessing. It stands for hope, giving us another start to what we call life.

As we start a brand new week I wanted to quickly share some thoughts that can help you this week achieve more in life and business.

Do you desire to be more and have more than you do right now? If so, that's ok. It's in our nature to seek more, it's not something to apologize for.

Have you ever wondered why two people can have identical businesses side by side and one will be successful and the other unsuccessful?

I can tell you it's not a shiny new tactic or strategy.

It's how you think!

Successful people simply think differently from normal society. **They view** things differently.

When you think better, you can make some new decisions.

How good do you want to be?

Well, here are some insights to think about.

Monday training



THINK LONG TERM

They think **long-term**. They have a vision and focus on building legacies.

They plan for their future and beyond, their succession. What they will leave behind. The Philanthropy, charities, and communities they want to support.

An employee thinks short-term - when am I going to get paid? How much am I getting paid? **Their focus is month to month.**

A manager thinks quarterly.

A good entrepreneur should think 1 year ahead. What are the goals and how to achieve them?

The goal is to think at least several years out - what do you want to achieve then reverse engineer the process. Work back.

What needs to be done in the reverse year 5, year 4, year 3, year 2, year 1.

Then break it down into monthly goals.

Then daily tasks.

A vertical photograph on the left side of the page shows a clear, unlit incandescent lightbulb resting on a bed of golden sand. The background is a soft-focus view of the ocean and a blue sky with light clouds. The lightbulb is the central focus, with its filament and base clearly visible.

THINK ACCURATELY

They think **accurately**. They look at things the way it is. Not better than it is or worse than it is. Unsuccessful people are overly **optimistic**. *“With no business acumen, I’m going to be raking in £20k in 21 days.”*

Successful people have realistic optimism. They know what they’re going to do, they believe in what they are doing, they believe in their product or service.

They look at three things:

1. **This is where I am at**
2. **This is where I want to go, what are the obstacles between?**
3. **What do I need to do to get there?**

To help you think accurately consider asking yourself these 3 questions every day

1. What could go wrong?
2. What don't I know?
3. What don't I see?

Our chances of success are improved when we can look at all the things that could prevent us from achieving a goal and then make plans and find solutions to prevent it. It's the Pre-emptive strike.

Successful people ask themselves lots of questions. The key is to ask questions to get you to think. Not focus on the mental, mindless garbage that floats through our mind that stops us from taking any action.

97% of people’s problems are inaction. They don’t take the right. action, on the right things.



THINK PEOPLE

Successful people think **people!!!**.
Unsuccessful people are very selfish; they only think about themselves. "What am I getting out of this?"

It's a win-lose mentality.

It's a needy mentality.

Have an abundance mentality.
Successful people think about **their customers, employees, and suppliers.**

They are constantly thinking about how can I deliver more value to the marketplace?

They think about how I can communicate my message better in the marketplace.

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FINAL THOUGHTS

If you're not where you want to be right now I guarantee the only thing that's stopping you is the way you think. It's not rocket science. There is no secret to success per se because success leaves clues.

Thinking will take you to a whole new level personally and in your professional life but unfortunately thinking is not automatic it's not something that we inherently know how to do.

You have to learn how to think and is the key difference between being successful and unsuccessful.

Albert Einstein one of the best thinkers who ever lived he said,

"Thinking is hard work that's why so few do it."

Improving how we think is a worthy investment. When you become a better thinker you're investing in yourself.



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