

“The Character of Success” - Conference Call Summary

The focus of the call was to help identify areas that are presenting a challenge to your business building growth. Previous discussions clearly indicate that you have the knowledge, skills and abilities (KSAs), necessary to do what it takes, in addition to the 3 C's, Commitment, Competence, and Confidence.

The challenge seems to be in your willingness to accurately identify where you are and what changes you are willing to make to achieve your goals.

Sometimes the fear of success may be more paralyzing than the fear of failure.

Given that you have everything you need to achieve your goals, the question is what will you do differently or what will you change about what you want? I believe you must spend more time talking with and listening to your inner spirit.

Working this business is supposed to be your Plan B. All plans have an Implementation Date, Action Phase, and Completion Date. Each time you interrupt the action phase, you extend your completion date, and the more you interrupt your action phase, the greater the chance that you'll have to start over with a new implementation date.

Consider the following when thinking about the character and spirit needed for success in this business.

1. The character of extraordinary success is the opposite of society's ordinary acceptance of being comfortable, not comfortably miserable, just comfortable. You must have an additional reason to do more, and the will and the energy to do something different.
2. Specific business character traits:
 - a. Joy/Passion – What would you do for free? What do you look forward to doing and what makes you feel so good you can't stop smiling?
 - b. Commitment - The pledge you make to yourself to do what you say you will do
 - c. Discipline – Self control. Willingly do what you know has to be done. No one has to remind you to keep your appointments with yourself.
 - d. Awareness – Realize that it's about service and it's not about you. Understand that you may make money without serving others, but not as much as you may make when you focus on others.
 - e. Caring/Kindness – Be respectful of others. You want customers but only when there is an even exchange, good service/product for fair price. Caring means more than being polite. Do you care and do others know you care?

Without this trait you can become rich, with it you can become wealthy.

3. Two of the 5 traits that you must have first are commitment and caring. You'll use these traits for yourself, your prospects, your team members and your customers. If you have these two you will find the others.
4. Options for developing the character of success
 - a. Self-assessment – Identify your strengths and weaknesses. Decide who are you, what you want to do with your life, and whom you want to help.
 - b. Modeling – find someone you admire (not idolize) and model their character, the way they treat people. Don't model the clothes they wear or the car they drive, unless that is “true” for you.
 - c. Feed your mind – study basic human and sales philosophy; not manipulative techniques and the flavor of the month.

5. Primary result of developing the character of success is understanding the importance and value of service to others. People will respond positively to what they see in you and you'll be able to achieve sales and recruiting objectives by showing how much you care.

TRUE/FALSE (Circle Your Answer)

1. T/F We can choose whether we have the character of success.

We all have gifts beyond the basic knowledge, skills and abilities. Look in the mirror and know that you can do more than you're currently doing.

2. T/F The real character of success is obvious once you're making money.

Your true character may actually be less obvious when you have significant income. Remember, money doesn't make you different. It just makes you more of what you already are.

Focus on the character traits and be sure who you become is who you want to be. That is why you must choose who you "model" very carefully.

3. T/F In order to obtain the character of success, we must follow a specific plan.

Character development doesn't just happen anymore than success just happens. Even lottery winners have to "do something." Having money doesn't mean you have the character of success.

Remember that you will do what you practice in life and in the business. Be sure and practice based on the quality of the results you want to achieve.

4. T/F There are times when I believe other people are "better" than I am at achieving success.

When you think others are "better" consider the evidence. Is there substance or "window dressing."

5. T/F I have at least one person I can confide in no matter what the specific issue(s) may be.

You need someone who cares enough to give honest, gentle constructive criticism. You must be completely honest with this person.

Daily Application for Developing the Character of Success

1. Personal life – Affirm your commitment to yourself. Live in harmony with your beliefs

2. Business – Complete relevant items on your To Do List

3. Family life – Explain your time limitations and the ultimate benefit for the family

4. Financial life – Set realistic priorities and be a good steward. How much do you really have to spend on your business? Living in the negative, financially, adversely impacts your spirit. Have a plan so you'll know you are working your way out of debt. Use a formula that works for you and be true to yourself. Be creative with retailing and use the profit to target your debt issues.

5. Community/Work – Be involved with others. Build a reputation as the person who cares about others, and is willing to share, time, information, and products.

Clues/Guidelines for daily actions while developing the character of success

- a. Mental reminders that work for you – “To whom much is given, much is required.”
- b. Work to thrive, not just survive
- c. Wait for results, but work while you wait.
- d. Don’t be the “You never mentioned Him to me” person. Listen to what others are saying. Serve the person, See the opportunity, and Preserve the possibility.

Remember, the person you know is in pain, who may not be able to work, and therefore, may be unable to provide financially for their family. Why didn’t you tell them about your products?

The power of the character of success is a gift with strings attached. You must do the things it takes to develop yourself. (Fill in the blank)

The greatest challenge to my “character development” is _____. (balance)

In order to overcome this challenge, I will commit to doing the following:

1. _____ (prayer)
2. _____ (discuss challenges with friends)
3. _____ (rest-downtime)

My accountability contact will be _____. I will discuss my progress with _____ as needed and at least weekly. This step requires the commitment to “not hide the scars.”

I know you’ve each achieved significant individual success in your life and may wonder why that doesn’t translate into success with this business. The reality is that every achievement requires a different skill set. This vehicle really requires a unique combination of skills as well as the ability to engage and use those skills in an environment very different for most of us.

Developing the character of success is the best way I know to learn and implement the success habits necessary. Although it’s not easy working in these areas, developing the character of success traits brings great reward in business and life.

Take time to think about where you’ve had success and remember the feelings you had when you achieved those goals. Anticipate those feelings while you’re developing your “character of success” traits to achieve your goals with this particular vehicle.

The best part about working on your character of success is that you get to choose what to do with your life, and there are no “wrong” answers, as long as you maximize your unique gifts and potential.

Whatever you do, remember to hold on to your dream.

D is for Direction
R is for Resilience
E is for Enthusiasm
A is for Action
M is for Mission

Developing your “character of success” will lead to the fulfillment of your Dream. Take good care and much success this week.

T. A.

Helping Hands Marketing Group
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