Have you ever wondered why some people are so successful, and others are not? The truth is, they are not born that way. It took them some time and effort to develop habits and skills that made them effective. Those habits and skills reflect some universal principles. They don’t depend on our circumstances. Even better, they can help us achieve so many different things, like good grades, great friendships, money, respect, happiness. But how do you discover those principles? Here’s great news—you don’t have to figure them out all by yourself. Jack Canfield did an awesome job collecting the 20 essential principles for you. His book, The Success Principles, is a kind of a roadmap – or a recipe – that you can follow with confidence. To make it even easier for you to follow this roadmap, we took his 20 principles and distilled them even further. We all have different goals, and your situation might be unique. Luckily, there is a recipe for success that works for everyone. No matter what’s going on in your life right now, as long as you live by these principles, they will take you exactly where you want to be. Before you begin, remember two things. Firstly, the challenges you are facing at the moment are not going to affect your future as much as you think – but the way you react to them will influence it tremendously. Secondly, no one can use these principles for you. It is completely up to you. Are you ready to commit to success?

“The principles always work, if you work the principles.”

“The only real limits to our potential are those we give ourselves.”

“If you only pursue what other people think is realistic, you will never discover what you really want or experience what you really deserve.”

“Figure out what you love to do as young as you can, and then organize your life around figuring out how to make a living at it.

“Appreciate your strengths, and they will get stronger. Acknowledge your successes, and they will multiply.”
1. **YOU ARE IN CHARGE, SO YOU DECIDE WHAT IS POSSIBLE**

No one is entitled to a great life. Not even you, unfortunately. So stop blaming anyone and take full responsibility for your life. Don’t complain. Do something instead. Your thoughts, beliefs, and actions are more important than anything that is going on around you. The source of your problems is inside you, and so are the solutions. Don’t make excuses. Excuse-making equals giving up. Commit to finding the solution to the challenges you’re facing. You can make things better, so take control. Start with your beliefs. Choose to believe in yourself. Yes, that is a matter of choice. After all, you only get what you expect. So stop expecting failures. Don’t disempower yourself. As long as you believe that you can achieve your goals, you can make it possible.

2. **ANSWERS TO THESE TWO QUESTIONS DEFINE YOU: WHAT DO YOU WANT? WHY ARE YOU HERE?**

To get what you really want in life, first of all, you need to know what it is that you want. To discover that, stop trying to live someone else’s dreams and get rid of other people’s ideas of who you are and who you ought to be. Then think about what you’re excited about, and what really inspires you. Once you’ve found your drive, you’ll know what you want in life. Put all your attention into that direction, and the energy will flow that way, thanks to the Law of Attraction. Then you can take the next step and discover your purpose and the real mission in your life. Everybody is here with a reason, and you are no exception. Think about your talents and the needs of the world. What do you want your life to be about? It might take time to find the right answer, but start drafting it now. Don’t do things merely because “you have to.” Whatever you’re doing, ask yourself what are you doing and why you’re doing it. In the end, a clear sense of a mission will boost your performance and overall satisfaction.

3. **OPTIMISM IS THE KEY, ESPECIALLY IN GOAL-SETTING**

If you expect everything to work against you, you’re doomed. But if you expect the support from the world around you and hope for the best, the best will show up. There’s something good in every negative event too; you only need to see it. Even a tragedy can bring out an opportunity, but only for those who identify it. A proven way to learn to recognise the best is to believe that the world is giving you the experiences you need to become the best you can be. Another way to grow as an individual is to set meaningful goals and pursue them relentlessly. The pursuit of our goals expands our vision and shapes our characters.
4. RELEASE YOUR MENTAL BRAKES AND VISUALISE SUCCESS

Whenever you imagine yourself struggling or tell yourself you aren’t good enough for something, it slows you down and keeps you inside your comfort zone. Yes, the comfort zone feels good. Inside it, you’re safe from any stress – in the short term. But if you accept its boundaries, you’ll find yourself imprisoned, unable to do anything exceptional. To change your comfort zone, stop saying “I can’t” and similar stuff, and imagine your life the way you want it. Visualisation is the key. If you clearly and vividly see yourself succeeding, it will activate your creativity. Even more than that, visualising the best makes your brain focused on available resources that help you reach your goals.

5. ACT AS IF, AND LEAN INTO IT

What would you do if failure was impossible? Wouldn’t you just go for your goals? Now, imagine that you can’t possibly fail and act as if you are already successful. Tell your brain that you are ready to achieve your goals and that you are worthy. Now, take that first step already. It is okay if you can’t see the whole pathway. Lean into it, and the path will reveal itself bit by bit.

6. DON’T BE AFRAID OF PAYING THE PRICE

Live your dreams, not your fears. Although fear is natural and you can’t just shoo it off (nobody can!), you can decide that you won’t let your fears hold you back. To deal with your fears and put them aside, you don’t need any mental magic. All you have to do is to notice that most of the threats that you face are not life-threatening at all. So even if some of them come true, they are not likely to ruin your life. As long as you are aware of that, you’ll be able to live with the fear, but without letting it control your life and actions. Most importantly, don’t be scared of paying the price of success. You have to sacrifice something. Behind every successful person there are years of discipline, training, education, practice, and sacrifice. Be willing to put in time and effort. Decide to get things done. After you’ve taken that first step, keep going and build momentum.

7. ASK QUESTIONS AND REJECT REJECTIONS

Asking questions creates numerous new possibilities. If you ask for help, it does not mean that you’re weak. It is a sign that you are brave and determined, and that you’re ready to commit to long-term success. There’s no need to be afraid to ask. In fact, if you hesitate to do so because you’re scared of rejection – you’re actually rejecting yourself in advance. Don’t say “no” to yourself before anyone else even has a chance to. If in the end you get a rejection, don’t take it personally and don’t let it stop you. Any rejection is just an obstacle on the road to success.
8. FEEDBACK IS YOUR FRIEND

You can't make a perfect action plan. Just take an imperfect one and use feedback to adjust the course. All successful people do that. Instead of spending too much time worrying that something would not go as planned, they modify the plan based on the feedback that they receive. So what if they make mistakes? A mistake is just feedback. Once you start moving toward any goal, you'll be getting compliments, criticism, suggestions, direction, advice, and so forth. That's feedback. You can use it to adjust your course, or you can get paralysed by it—you choose your response. Another thing that you choose is who you're spending your time with. We are constantly changing and adjusting. So, who do you let influence your future? Certainly not the people who complain all the time or make you feel miserable. Be proactive and find people who are successful and passionate about life.

9. BUILD YOUR OWN SUCCESSES AND KEEP YOUR EYES ON THE PRIZE

Keep scores that show your progress. Measure what is important to you. Instead of focusing on past failures and weaknesses, measure things that you did well and the strengths that you have developed. Keeping track of good stuff will boost your self-esteem and performance. The next thing that needs a boost is persistence. Here's the secret—don't take your eyes off of your goals, and you won't even see the obstacles, let alone letting them make you want to quit. Just convince yourself that the rewards are worth the sacrifices and go for the outcome that you wish.

10. GIVE YOUR BEST. BE YOUR BEST. JUST DO IT!

If you settle for a half-effort, you won't be successful. Give your best effort and do it all the time. Whatever you do, be dedicated to excellence. Give more, and you'll become more. Exceed everyone's expectations. Always do "a little bit more." No excuses! Excuses limit your potential; don't let them get in your way of success. Confront the impossible if you have to, and you'll find out what is really possible and what your true capabilities are. Raise your standards, ditch mediocrity, demand more of yourself, stand above the crowd, and get more from your life. Now, take action. Hoping and dreaming is not enough. Make it happen.
1. DESIGN YOUR LIFE PURPOSE

It is not as hard as it seems. Here is an easy way to do it. Make a list of words that appeal to you, like freedom, courage, sincerity, inspire, love, playfulness, passion, lead, help, serve, empower, or any other word that provokes strong emotion in you. Write down your favourite quotes and phrases. Notice what you like about them, what already inspires you, and what you already stand for. Then think about your unique personal qualities, like creativity, compassion, leadership skills, listening skills, decisiveness, a sense of humour, attention to detail etc. Jot them down. How do you express these qualities? Combine all the words and phrases that you’ve got so far, and create a few new sentences and ideas. Refine those sentences, and you’ve got the first draft of your life purpose.

2. USE AFFIRMATIONS TO STRETCH YOUR COMFORT ZONE

Bombard your mind with great stuff. Feed it with new thoughts and images of success. See what you want as though you already have it. Use affirmations – statements that describe goals in their already-accomplished state. They give you the fuel and reinforcement to get what you want. Here’s how to make affirmations. Think about any of your goals, visualise it as though already completed, and write how it feels. Start with “I am,” use the present tense, and state it in the positive. An effective affirmation is brief yet specific; it includes an action word and at least one dynamic emotion or feeling word. Review and repeat this often, and it will help you build self-confidence to reach your goals.

3. A SUPER-EASY WAY TO REJECT REJECTIONS

Just remember this acronym SW-SW-SW-SW. It stands for “some will, some won’t, so what?—someone’s waiting.” If you ask people for anything, and if someone says “no,” it doesn’t mean that what you want is not available to you. It only means that you asked the wrong person. Someone else is waiting for you to ask them, and they will certainly say “yes.”
Be a doer and not a talker. Take action and follow through. Way too many people just talk. They say they would run a marathon, write a book, climb a mountain, learn to play an instrument, get straight A’s, and other awesome stuff. But when it comes to making commitments, setting goals, and making them happen – nothing happens. It mostly has nothing to do with their abilities. They don’t apply themselves 100%, and so they don’t get results. Don’t make this mistake. Do your best, and be your best. Start creating your future now.
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