

You're listening to the Your Next Best Step Podcast, episode number 25 and today we are talking about three reasons why people are successful. So stay tuned.

Well hello there, my amazing, amazing, friends and welcome back. It's a start of a new week and I hope you're all doing super, super amazing. It is a beautiful, beautiful day here, and I am super excited to talk about this episode and talk about these three reasons for success. But before we get started, I just wanted to say thank you so much for the amazing feedback that people have given me for the podcast, given me some ideas of things that they'd like to hear about, so you can stay tuned for that in the next coming weeks, coming months. All kinds of new ideas and new things, things that people are struggling with and they need help with. So I thought, you know, it would be great to share it with all of you so stay tuned for that.

And if you haven't done so already, I would love if you would subscribe to this podcast and I would also love, love, love if you would leave me a review. Let me know what you think! Good, bad and different. I read them all. I take them all into consideration. So please, if you have a moment or two to spare, I would love to hear from you. If you just go into iTunes, you can leave a review, click the little star button. I know you're going to give me a five star, so I would love, love, love if you would do that.

The other thing that I also wanted to tell you about is I have a new free workshop. It's going to be actually be six weeks long, a six week long workshop of classes that you can attend, all about helping you to really focus on building a signature experience in your business. So stay tuned for more information on that. It is going to be amazing and we're going to get started on that I think the last week of August. I need to check with my team. But I will have more information here on the podcast so you can stay up to date and you can also register to join me live.

It's going to be jam packed, filled with the 10 biggest mistakes that restaurant owners make. It's going to be filled with ... The other things we're going to cover are the three things that hold us back in our business. I have a seven step process that I'm going to be teaching to really help you create that signature experience in your business that makes you stand apart and really gives people something to talk about. Something good to talk about, right?

So let's dig in today to this topic of the three reasons why people are successful. This topic came up, and the reason why I wanted to chat about it is, I work with people one on one all the time. I work with them remotely ... Remotely, listen to me. Virtually. I work with them virtually through Zoom, and I also work with people where I actually am in their organization with them. Working with their teams, their leadership team, working with the business owner. And this topic comes up a lot, especially when I first meet a team or meet a business owner.

They ask me, they're like, "What is the secret to getting this business to be successful?" Their business is struggling or they've hit a plateau and they're not really sure, you know, what to do next. They always ask me, they're like, "I want to be super successful. Is it a new website? Do I need to do a new website? Do we need to do a new menu? Do we need to add more specials on the menu? Do we have to have more happy hours? What do we need to do? Do we need to do more coupons? Should we be in the Clipper magazine? I heard that the other week." And I was like, "No, it takes a lot more than that."

Those things are great. Those strategies and tactics and everything, those are all great. But what it really comes down to is three key things. What I found in going through these three key things with people is,

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they look at me and they're like, "But I want to be successful. Why does it have to be so hard?" And because anything worth, and this is what I tell them, anything worth growing, and anything ... If you're building something that really matters and that you really care about, yeah, it's not exactly going to be easy. I mean, there are going to be some trials and tribulations in it, and it potentially will be hard if we make it hard.

What I've discovered is that, you know, along the way people always ... And I just had a conversation with somebody today about this. People always have this result in mind. They always, you know, "I want my business to be successful." I was talking to somebody about lead generation. "I want to, you know, build my lead generation plan and I want to get leads in two weeks," or, "I want to get leads in two days. That's what I want. And if I don't get it in two days, I know it's not going to work and I need to do something else."

And the thing of it is, is no matter what it is, you know ... and believe me, I've heard everything. "I want to grow my business, so I know we need to do the Clipper coupon." And it's like ... the Clipper coupon is not going to help you. I mean, yes, maybe a little bit, but not really. But people get attached to that result and so attached to that final outcome, you know. "I want to build my lead generation plan and I want to get a thousand leads in 24 hours." Can you make it work?

And it's like, well no, especially since you have zero branding out there. Truth, truth. But the thing is, is that, you know, coming back here for a sec, people get so attached to that result. That's all they see. They see that final goal or that final result and that final outcome. And they say, "That's what I want." But at the same time, they're not willing to really develop a process that is going to get them from point A to point B, and point B being the result or the outcome that they want. They're not willing to, you know, follow a process or dedicate time to the process. They just get so focused on that goal, and they don't take the necessary actions and the necessary steps to create a process and then implement the process and execute it so that they can get to the goal.

Which is why a lot of people that I work with, when I start working with them, you know, oftentimes I get, "Well, I have all these goals and I want to achieve these goals. I've been doing everything possible that I can and it's not working." And my first question to them is, "Well, can you show me the plan that you took or the process that you have to reach that goal? Let's take a look at your calendar. Let's take a look at, you know, your planner. What do you have, you know,? What kind of process did you create? And you know, maybe we can fine tune it. Maybe we can take a look and see, you know, because that's what my job is. Poke holes in it and see, you know, what can we do better?"

And inevitably, I would say 99% of the time, I get somebody who looks at me like I have three heads and they're like, "What process?" Or I get, you know, because I always give homework when I work with people, I get people who don't do their homework and they're like, "Well, I didn't have time to do it." And then they fight for their limitations. "I didn't have time to do it. I was so busy, I got distracted."

Well, how do you think you're going to achieve that result if you're not following a process, or you don't create a process to get to that result? Because here's the deal, what people miss. Before we get into these three key things, what people miss is that achieving a level of success in your life and your business is not necessarily about the result and the outcome that you're looking to achieve. Okay? Because there are many people who say, "I want to make one million dollars." They make a million dollars and they're like, "It's not enough."

I mean, I was standing in a room with people in at a live event, and somebody had just ... They were approaching the million dollar mark and stood up and said, "I feel like a failure. I feel like I'm not a success and you know, it's not enough." And it's just like ... you know. But again, as you dig in, as we dug in and figured out, there was no process for him to get to that result and therefore he gets to the result thinking that the result is going to make him feel successful. He gets to the result and realizes that he feels empty and that he didn't achieve anything.

It sounds crazy, right? But many, many people are like this. That's why there are business owners that I work with that get to a level of success in their business and then their business flattens. It goes flat. It's because they're not willing to create a new process and step into a new level of commitment and dedication to get to that next level, wherever it is that they want to go. So what happens? They stall. They self sabotage. They say, "Well, I've reached this level already. I don't want to go through the same amount of work that I went through to get to this part," and they can't figure out how to get started again.

Because what they're saying to me is, "I want this next level of results," but at the same time they're also saying without saying it, "I'm not willing to commit to doing the actions that it takes to get to that next level of result of results." Because in their mind they're thinking, you know, "Next level of success, it's going to be so much work and I'm going to be working so many more hours." And that's not really how you scale a business. Again, they get stuck on whatever that result is that they're looking to achieve, and they either hold themselves back because they're not willing to commit to a process, or they look at that result and that's all they see, and they work. They have no process, no plan, no strategy to get there. They just work they just work themselves silly to get to that point, and they get to that point and they realize they're empty.

Because here's the deal. As I said, success isn't about the end result. It's not about the outcome. It's about the decisions and the process. The decisions you make and the process that you create along the way that push you to the next level as a human being. But that also help you to really discover what's inside you, because you're pushing yourself. You're having things happen, you're pushing yourself, you know, and creating a process and making decisions. You know? Whether they're the right decisions or the wrong decisions, you're making decisions, so they're right. Doing those things, making those decisions, creating the process that gets you to the result, that is success.

Because when we're solely focused on the result and the outcome, many times, 99% of the time, when we achieve that result, we feel empty. We feel like we miss something. We still feel like we're not successful, but if we rethink it and shift our thoughts about it and think success, reaching a level of success isn't about the result, but it's about the decisions that we make. The process that we create. The actions that we take every day which enable us to show up and be the person that we need to be to achieve the results that we want to achieve. That leaves us feeling much more centered and grounded and fulfilled than solely just focusing on an end result.

So when people come to me and they say, "I want to be successful, I'm going to achieve this level of ... I want to make a million dollars, or I want to get a thousand leads in 24 hours, and that's what I want to do. Can you do it?" And they don't focus on the process. You know, someone wanted to do lead generation. They came to me and they're like, "I want to do lead generation." Okay. Have you done any marketing already? Have you really figured out your brand and your vision? "No." Okay, well we need to start there and then we can get to lead generation, because there is a process that goes into discovering

these things first so that you can work on your lead generation. "Well, I just want to get a thousand leads in 24 hours." Well, doesn't quite work that way. And then they look at me and they're like, "Well, I don't understand." Because there's a process. There's a process and a plan that goes into building anything really.

So what I like to think of is there are three key reasons why successful people end up becoming successful. And it's all about, like I said, the decisions and the process. The decisions that they make along the way and the process they create along the way to achieve the result that they're looking to achieve. So the three key things. So the first one is, your commitment. So, and again, you know, people will say to me, "Well, these are the results that I want to get or I wanted to get and I didn't achieve them." And I come back to them and it's like, "Well, what are you committed to?" Let's look at your calendar and the calendar is blank and the planner's blank.

Well, what are you committed to? "I'm committed to growing my business." Well, no, you're not. You're committed to doing nothing, obviously. So it is your commitment. The results that you've achieved so far, if they're not where you want them to be, you need to go back and re look at what your level of commitment is. And I mean the result that you're trying to achieve and the goal that you have, what you're putting out there and saying, "This is what I want to do with my business." Your actions and your commitment needs to align with that. Your thoughts, how you think about your business and how you think about the results that you've already gotten. That has to align with it. So if you're not achieving the results that you want to achieve, something on the other side of it is definitely out of alignment and it starts with commitment.

It's staying committed to the vision that you have for your business. And if you don't have a vision, you want to start there, because that's the biggest piece of commitment is discovering, figuring out, planning out the vision that you have for your business. Not for today, but for where you want to go in the future. And then staying committed to the process. Staying committed to showing up like a pro every single day, and what does that mean? That means you are committed to driving that vision forward, and you're also committed to letting go of anything that's becoming a distraction from moving that vision forward.

You want to grow your restaurant, you want to grow your retail store. If your commitment is solely, "I want to get people in and out of the door. I just want to make money. I want to get people in and out of the door." That's fine. That works for some people, but that only goes so far. That's when I get, you know, people who come back to me and say, "My business isn't growing. I want to grow, I want to make money." What have you done? "Well, we put out these coupons. We have more happy hours, we have more specials. You know, we saw so and so down the street did this, so we did it, and it didn't work for us." That is not ... Those actions are not showing commitment to your own individual unique vision. And those actions are also not showing a commitment to a process of making those results happen.

So the first thing is, is your commitment. And I've seen it time and time again where people will say, "I am committed to growing my business. I am committed to, you know, making this business work." But when we'd go back and we look at their day to day actions and the process that they've created, it's filled with chaos, multitasking, booking themselves silly, and completely distracting them from the real things that they need to focus on because they're afraid. So the more you are, you have that level of commitment, the more success you will see come your way.

Having that commitment also means letting go of past beliefs. Letting go of things from the past that didn't work out that you might still be bringing up that are holding you back. You know, "This didn't work for me in the past and now I'm launching something new. We're coming out with a new menu item. It hasn't worked in the past, but now we're going to put it on the menu. And since it hasn't worked in the past, it's not going to work now." Okay. That is not being committed to your vision and to growing your business. Correct? So having a level of commitment, a high level of commitment also means that we don't hang on to anything from the past that is holding us back.

So the second one that kind of goes along with this is we have to be willing to fail, because from failure is how you learn the biggest lessons. From failure is how you learn how to do things better, how to discover new ways to do things. It doesn't mean that we just go out there and we're like, you know, going to just be reckless and do, you know, be say, "Oh yeah, I know I'm going to fail anyway and I'm willing to fail so I'm just going to throw \$1,000 that I don't have at the casino." That's not what this is about. Being willing to fail means that, because again, it ties to your commitment. Staying committed to the process and to the vision and being willing to try. To do your absolute best at what you know how to do and to try things, to put stuff out there, to put yourself out there and have it potentially not work, and be okay with it. Be willing to look at that failure and not as a failure, but as a chance to learn something new.

And you've heard me talk about this before on the podcast that when I work with people, we set impossible goals. We set big, giant, huge goals that they think are absolutely not in the realm of possibility. We set goals like that, but we also set a fail strategy to say, "I am willing to do these many things and fail at them because I know eventually one of them will work out."

I told this story a couple podcasts ago where I have a client who's on a leadership team at a restaurant, and she absolutely hates teaching. Is so afraid of public speaking and teaching, and they want her to teach classes. Her fail strategy, her big, giant, impossible goal is to build a new structure for classes at this organization, take it to a whole new level and own it. Her fail strategy is totally centered around getting up and teaching these new types of classes and building this new type of experience, and if they bomb the bomb and she needs to be okay with it. Or she's willing to be okay with it if they don't work out, because along the way she knows, or she is training herself to believe, that one of them will work out, or many of them will work. They might all work out, who knows?

But being willing to fail, doing the best that you know how to do and what to do, and if it doesn't work out, being okay with it. Because again, that ties into the whole commitment, because you're committing to your own success. You're committing to yourself to rise above and rise up and, you know, really tap into what your highest potential is, so that you can achieve success on your own terms. So being willing to fail means that you're okay if stuff doesn't work out. Yes, do we get disappointed. Yes, we get upset, absolutely. But we're also willing to feel the feeling that goes along with it when it doesn't work and then let it go at the same time and look for the lesson.

So the third thing, that again goes with both of these others, is to believe in your ability to figure things out. Thomas Edison didn't have somebody telling him what to do, you know. The founding fathers didn't have anybody telling them what to do. They were carving their own path, because they were trying to get away from England. You know, any ... oh my gosh. Louie Pasteur, or Jonas Salk, they didn't have anybody telling them what to do. They figured it out. They were willing to fail.

They were committed to what they were doing, and they said, "You know what? I am not going to let failure, I'm not going to let when stuff doesn't work, I'm not going to let that hold me back." So they believed in their ability to figure things out. So kind of, you know, what goes along with this is you don't have to ... Because people say, "Okay, well I believe in my ability to figure things out. So that means I got to do things myself. Right?" Wrong. Use your resources. Part of being able to figure things out is understanding what resources you have.

I needed something done. This is a couple of weeks ago, I needed something done and I thought, "All right, I can figure this out." I knew my team was, you know, bogged down with other stuff, and I was like, "Okay, I can figure this out myself. I know I'm going to do it." And I stopped myself and I said, "This is going to take me many, many, many, many, many hours that I really need to focus on building out ..." Well, like I said, I have this class that I'm going to be teaching, this six week class. So I thought to myself, "Okay, use your resources, Theresa." And I contacted my web developer. No problem, going to take care of it in a fraction of the time that it would take me to figure it out myself.

So part of being able to figure things out, or believing in your ability to figure things out, is also understanding what resources you have available. Figuring out your own process to get things done and how you want things to flow or how something potentially would work, but also understanding that you can't do everything yourself. That's why we have resources. That's why we have people that we can talk to, people that have done it before, people who are experts in that area, people who have strengths that we don't have. And one of the big things that I teach is to figure out what your strengths are and your superpowers, but then also what kind of superpowers do you need on your team and surrounding you so that everybody's super powers compliment each other and the business can grow faster. Right?

So part of being able to figure things out isn't just, "Yes, I'll figure it out." It's looking at a situation, looking at a problem, looking at a situation and saying, "I can figure this out. I can figure out what small step I need to take next." And that's the key. It's just taking one small step, figuring some stuff out. One small step. Do you need to do it, or do you have a resource that can help you to do it? And once you can do that and you say, "Okay, I can figure out this problem," well then guess what? Everything starts to fall into place.

And here's the other thing. You know, waiting for somebody to save you in your business or waiting for somebody to tell you what to do. I mean, when I coach people, sometimes I will say, "Okay, here's your framework. Step one, step two, step three, step four, step five, you know, and this is what you're going to do." But at the same time, I also let them take that and make it their own. Sometimes I don't tell people what to do. I guide them towards figuring a problem out for themselves and owning whatever decision they make, owning it and really moving forward with it. If it doesn't work, it's okay. If it does work, it's okay. Whichever way it goes, it's okay. But just making that decision.

Because what we're all here to do is to build something that no one's ever done before, right? Even if there's, you know, 50 people that do lead generation, they teach lead generation, you're going to teach it different than the other 49 people that are teaching it. So to do something that no one's ever done before, there's nobody that's going to tell you, "Do it exactly like this," because then guess what? Then you're just a cookie cutter like everybody else, right? So having that ability to figure things out and use your resources is going to help you to be more authentic, to find more insights on how to do things, and to also find unique ways to solve problems and to build things, right?

So these three key items, your level of commitment, your willingness to fail and get back up and keep going, and your ability to figure things out, are the three key things that are going to help you to move forward and be successful. And to really define success on your own terms, because remember what I said is, success isn't about that final result or that final outcome that we want. It has to do with the decisions that we make along the way and the process that we create along the way to get that final result that we're looking for. That's how we create our own journey.

And you know, quite frankly, why we all became business owners and entrepreneurs wasn't to do something the same way that everybody else was doing it, and to really have things just constantly work out. I mean, that's fun, but you know, after a while it's kind of like, "Yeah, you know, if something doesn't work that would be great because then we can figure out how to do it differently." You know? So part of that journey that we have as entrepreneurs is, yeah, having stuff not work, but then figuring out how to make it better. How to make it different, and how to move it forward.

So three key things. Your commitment, your willingness to fail, and your ability to figure things out. Those are the things that are going to help you to continue to be successful, to be fulfilled on the way to success, and to really, really create something super unique in your business that no one has ever seen before.

So thank you for joining me today, and I hope that this helped you. Maybe it will help you to kind of reset your thinking if you've been struggling with some stuff. If your business has been flat, maybe this will help you to kind of hit the reset button and look at things a different way through a different lens and a different perspective.

So until next time. Thank you for joining me and I look forward to seeing you next week on another episode. All right. Take care and bye for now.