

Hello there my friends, and welcome back. We are on episode number 51. 51. We had our huge celebration last week for episode number 50 and all the lessons, the five big lessons that I've learned in recording 50 episodes, and kind of all the mountains that I had to climb, and things I had to get over, and the importance of having some amazing people on my team. But I wanted to talk this week about creating your own success formula. I thought about doing this based on some of the lessons that I learned last week, but also some of the things that I've been talking about more recently with my integrator in my business, the person that helps me stay on track. She manages me.

But no, in all seriousness, she helps me kind of figure out new processes for things, test out content. She loads stuff up on ... helps me load some things up on Instagram. She'll create a WAV file for me for my podcast so we can highlight my podcast, and just everything in between. She's somebody that I've worked with for quite some time, and we've had conversations periodically, weekly, about different things, and something that came to my mind when we were talking is really how to create your own success formula and what does that look like. Because one of the big things that I get into with people when I work with them is teaching them how to set goals. And really, it's not about the goal that you're setting, but really the process that you create. And this is where a lot of people go wrong, is they don't create that process, that process that helps them to achieve that goal. Really, that process that you end up creating to achieve the goals that you've set is in essence part of what you need to do to create your own success formula.

It was funny because when ... And she may not even realize this. But as we were having some conversations centered around new things that we are actually creating in my business, and that bigger vision that I have that I want to get out into the world, and to help people build better businesses, and to help them to really achieve all the things that they want to achieve, but as we've been creating these things, I thought about it and I thought, in essence, what we end up creating is I end up teaching them how to create their own success formula, something that is uniquely for them to help them to achieve the results that they're looking to achieve.

Like I said, there's so many things out there in this world teaching you how to set goals and how to achieve goals. What I've learned along the way is that it's not ... Again, as I stated a couple minutes ago, it's not just about the goals that you set, but it's more about the process that you create to achieve those goals. When I first started my business and I started teaching goal setting, I started teaching it as this is exactly what you need to do. But what I've learned over the years and working with people one on one in my business is that what works for one person doesn't necessarily work for another person. Even though when I work with people they get a blueprint to work from, a framework to work from, what I've learned is the thing that becomes even more important than that is them defining their own success formula, is them actually creating their own success formula that takes into account the goals, the process that they create, and some other goodness that really will help them to achieve these things that they want to achieve. And the people that don't create this and that don't have it super solidified ...

Because, yeah, I work with people that I give them the framework, I give them a kind of like, okay, this is how we're going to do this, they create the process, and they still don't achieve things. What I've discovered, especially working with my integrator, my guru, my person that keeps me moving and keeps me organized, she's got quite a task, and also keeps me ... reminds me of things when I even fall off my own path is that you need to create your own success formula. And the more clearly you define it, the more you're going to be able to achieve. The people that have clearly defined this that I've seen working with people over the years, the clearer they are on what their own success formula looks like, the more successful they are and the more they are able to grow their business.

And funny, I have three new clients that I just started working with and each one of them has completely blown their numbers right out of the water. As I look, I was looking at it, and analyzing it, and

talking to my integrator about it. What I realize is that the reason why they've been able to do this is because they got super clear on what their success formula was faster than probably a lot of people that I work with. The reason for that is they were open to change. They were open to trying something new because everything else didn't work.

So what it comes down to, and I'm going to give you the seven, kind of the seven elements of creating your own success formula, is the more you plan and the more you align, you are able to execute and then measure your results and then rinse and repeat. So the more you can plan things in your business, and the more your plans and what you decide you want to do aligns with what you want, the more you can execute. Then you can go back and measure and assess and then just keep rinsing and repeating that formula.

And like I said, the people that I've noticed, these three clients ... And it's just funny that it was just like boom, boom, boom. I started working with them in the last quarter last year and have seen this tremendous, tremendous growth in them in a shorter period of time. And again, the reason why is because they are super clear on what their success formula looks like. And again, it's not just about the goals. Goals are important. And it's also not just about the process that you create, and the process is what you do on a daily basis, on a weekly basis, on a monthly basis that's going to move you forward towards achieving your goals. That's important, too, but there's more to it than that. Because when we are just staying focused on goals and when we are just looking at the process, what we do is we end up getting caught. And I've seen this myself and I've also seen it in my clients over the years. I've seen it happen to myself over the years is we end up just going through the motions. I have this goal. I'm rewriting my action steps. And you end up going through the motions. So this is another reason why creating and defining your own success formula is so important.

I know, you're probably like, "All right, get to the goods. Get to the nitty-gritty because now I really want to hear this." But I know you wanted to just hear my lovely voice, but it's all good.

All right, so the seven pieces of creating your success formula. The first one is, number one, defining what success really does mean to you. I know when I first start working with people they're like, "Oh, success is I want to make this much money." But what happens is they get to that amount and they're still not fulfilled. So the more clear we are on ... And it took me years to really fully define what success meant to me after refining, and refining, and refining. But really getting clear on what does success mean to you. Is it peace of mind? Is it financial freedom? Is it mental freedom? Is it having a house, like a vacation house? Is it having a certain car? Is it having your kid's tuition paid off? What does that look like? Is it impacting 100,000 people in two months?

Whatever it looks like, the clearer you are, and you can have it in the forefront of your mind, of what success looks like to you, the clearer you'll be able to define the rest of your formula. And you'll also be able to make decisions that align with whatever that definition of success means. If your definition of success means that you eat breakfast with your husband every day, well, you might not want to be a speaker that is constantly traveling all the time and you very rarely have breakfast with your husband. So the clearer you are on defining whatever success means to you, not what it means in society, not what it means to your best friend, not what it even means to your spouse, but what it means to you, so that's step number one.

Here's the other thing with defining success. You also want to think about it not from what does success mean to me in the overall sense, but you can also say, "What would a successful day look like?" I mean, that is definitely one of the things that I ask people. At the end of the day, what would a successful day look like? And this is one of the things that we start when we're trying to create that process of getting their goals accomplished. So defining what does success look to you, look like to you at the end of the day, at the end of a week, at the end of a month, the end of a quarter, and then just kind of that overall.

How would you know you made it? How would you know you were successful? And the clearer you are on that, the clearer you'll be on the other things that you need to do. So number two is know where you want to go and what it is that you want.

And this is part of surrounding yourself ... Or clearly. I should say clearly defining what why you're doing what you do. Clearly defining your why and the purpose in your business, the vision that you have for your business, your core values of your business, and clearly defining those key things that will keep you in alignment, that will help you make better decisions. So understanding where you want to go and what it is that you want to do, that will also help you to start setting those goals to figure out what your goals need to be and, I mean, really, what it is that you want to achieve. And it helps you to stay. Again, it helps you to stay in alignment with saying yes to the right things and saying no to the things that don't align with it. Because guess what? Number three in your success formula is also knowing where you don't want to go and what it is that you don't want.

It's funny because I just had a conversation today with my mentor and we were talking about different things that are going on in my business, and different things that are going on in his business, and the whole scaling, and building your team. We were just talking about all these things, and I asked him. I said, "You have all these things that you're going to do and you've already built this amazing business. How are you going to do it? How do you release what feels heavy and figure out what it is that you want to do?" His answer to me was, "I know I have to get super, super clear, or I've gotten super, super clear, on what it is that I don't want. I've gotten super, super clear on what it is that I don't want so I can understand even more what it is that I do want." So if you really want to go into the metaphysical, it's the law of polarity. So you have to experience what you don't want to really fully understand what it is that you do want.

So the more we know where we want to go and what we want to do, as well as where we don't want to go and what it is that we don't want or that we don't want to do, helps us to stay in alignment and helps us to really make those decisions, those hard decisions as far as what we do want to say yes to, what are the opportunities that are going to be good for us, and what are the opportunities that are going to be not so good for us that we need to actually politely say no thank you to. So number three is knowing where you don't want to go and what it is that you don't want.

Number four, you can probably guess that number four, after we have clarity on some of those other things first, number four is to then go ahead and build your blueprint. For me, the best way that I like to set my goals and really kind of lay it out there is to say, "Okay, in five years, where do I want to be? At the end of this year, where do I want to be? Then in order to get there, what are the key things that I need to accomplish?" That's how we start to build the blueprint. That's how we start to build our goals out. That's how we start to say, "Okay, what would a successful year look like? And in order to get there, what would I need to do? Or what would I have done?" And even looking at it and saying, "Okay, at the end of the year, what would this done amazing business look like?" And then building your blueprint from there and saying, "Okay, what are the key things that I want to do that will move all of this forward? What are the key things ... "

Like if you want to retire your spouse in five years, what would be the key things that you would need to set up so that you can retire your spouse in five years? Or if you wanted to buy a house, a vacation house, and you wanted to vacation nine weeks out of the year and you also wanted to buy a specific type of car, what would you need to do? What would your blueprint look like in order to get there? What would your blueprint look like? How would you reengineer that so you're taking steps every single day, every single moment, every single month to move you closer to those things that you want? So building the blueprint. And you can see the blueprint aligns with the first three things, right? So the clearer you are on what will success look like, where do you want to go, and what do you not want, and

then building that blueprint from it and having a strategy every day, every week to move yourself forward.

So number five is, and this is super, super, super key, is making sure that you surround yourself with good people, whether it's your team, whether it is friends, family. I know you can't help who your family is, but making sure that the energy that you surround yourself with is energy that is going to support you and support the vision that you have. When you're hiring team, team members, or employees, leadership team, making sure that the people that you're hiring and that you're working with believe in your vision as much as they believe in you or they want to make sure that they are doing what they can to get your vision out there because they care about it almost as much as you do, sometimes as much as you do. And surrounding yourself with people's energy that aligns and is similar to the energy that you have, and they will help you to achieve all these things that you want to achieve.

Plus, also spending time with whether it's friends or fellow entrepreneurs that lift you up, and motivate you, and inspire you to go further and don't make you want to shrink down. I know that was one of the biggest things for me is learning how to let go of relationships that really weren't ... They were kind of toxic. I don't like to use that word, but didn't really support me and my dreams and in fact kept pulling me the other way, kept pulling me backwards. So making sure that you're surrounding yourself with good people, people who want to move you further, faster, and want to just when you want to give up they want to keep pushing you forward.

I remember listening to something where the person on the podcast was talking about their first business mentor. When they were saying that they were afraid that everything that they built was going to come crashing down and they were worried, and the mentor said, "Wow, yeah. I agree with you. I can understand why you feel that way." He was just like, "What?" So making sure that you surround yourself with people that really push you to achieve all of these things. So that was number five.

Number six, making sure that you have processes to help you to get things done, whether it's batching your content, whether it's creating processes to get things done faster in your business, whether it's creating processes so that you can spend more time with your customers. And these processes come from surrounding yourself with good people and come from building a good blueprint that supports where you want to go and aligns with your definition of success.

So creating these processes, I mean, I work with a lot of local businesses, a lot of small businesses, and one of the biggest things that I get from them was, well, we're not in corporate. We're not a corporate environment, so we don't need processes. Well, yes you do. Because the more processes you have in place, the better the work will be, the more people will elevate, and the better experience you're going to have in your business, plus also the more freedom you're going to have to be more creative to create more things, to create better things. So creating your own processes, creating processes that you can use to train your amazing people that you just hired, creating processes so that you, like I said, you can get things done faster so that you understand what's really happening in your business. And you can also create those processes to really set yourself apart from everybody else in your industry and not be like everybody else but actually be different than everybody else because those processes will be based on your own insights and how you want things done, so making sure that you're creating processes that align with all of the other things that are in your success formula.

And the last thing, number seven, in the success formula is to remember to reflect. Remember to stop, reflect, to celebrate the things that worked, to dig in and find the lessons and the things that didn't work. So often we're just moving at such a clip, and we're achieving goals, and we're doing things, and we're moving about our day and going through the motions that we forget about the reflection. We forget about the time that we need to kind of reset, reflect, adjust things to learn lessons, to find the lessons so that we can build better things moving forward so that we can do things better.

So that reflection time and giving ourselves the space to allow for reflection is so very important. Because if we're doing things that don't align with where we want to go and don't align with our definitions of success, if we don't take time to reflect, we're never going to see it. This is where a lot of people where they start to like really veer off is where they're constantly doing things. They're achieving a lot of stuff, but they're doing a lot of things in their business, and this was the conversation I have with my mentor. They're doing a lot of things in their business that they don't really want to do that feel heavy. Even though they're making them money, even though they've been successful with them, they don't align with what it is that they want. But if you don't reflect and look at that and say, "Hey, this doesn't really fit," you're just going to keep going. Then what ends up happening is we either build up resentment or subconsciously we almost self sabotage it, and then we can't figure out what happened, and then it ends up negative.

So if we spend that time, plus, also, if we get stuck and we're in a rut and things aren't working if we spend time reflecting and looking at it and saying, "Okay, how can I make things better? What can I do differently to make things better?" we can let that guidance and that intuition come in so that we can build better things, so that we can make things better. And we can really get clarity on how to course correct, how to change the things that we need to change, or what we need to add into our business or even what we need to remove. But if we don't take that time to reflect and take a look at things, we're never going to get those answers.

So let's review. Number one is to clearly define what success means to us on a daily basis, on a weekly basis. Overall, what does it mean to you? Number two is to know where you want to go and what you want to do so that you can stay in alignment and say yes to the right things, the things that align with what you want. And number three is to also know where you don't want to go and what it is that you don't want to do so, again, you can make better decisions as to opportunities you want to say yes to and opportunities that you want to say no to.

Number four is to build your blueprint. What would you need to do? What actions would you need to take? What goals do you want to achieve? What milestones do you want to set to build that blueprint that will take you forward and move you towards success? Number five is to surround yourself with really good people, good people that have core values, that align with your core values, and that will lift you up and help you to move your vision forward.

Number six is to create processes, to create your processes, your signature proprietary processes that will help you to manage your business better, that will help you to create more things, that will help you to give you more freedom in your business so that you can be more creative. And number seven, one of the most important ones, is to go back and reflect and revisit on the things that worked and the things that didn't necessarily work so that you can get guidance and intuition that will come in to help you to decide where do you want to go next, what can you improve, what can you remove, what can you change, and really what it is that you can do to really make things better in your business and to achieve the results that you want to achieve.

So that, my friends, is how you create your own success formula. And remember, what pulls all of that together is the more you plan and the more you align, the more you can execute and then you can measure it so that you can rinse and repeat and keep doing it and keep moving in the right direction. This is how we are able to achieve the goals and also stay in alignment with what it is that we really want so that we can take our success level and make it just sky is the limit with infinite possibilities and really stay in alignment with what is in our heart and soul as to what it is that we want to do in our business.

I hope this episode helped you. If you would like to download a free ... I have a free lead magnet, a free ... It's a audio file and a worksheet that will help you to start getting super clear on some of these things.

This transcript was exported on Feb 18, 2020 - view latest version [here](#).

It's all about the importance of defining your vision, and it brings all of this success formula together. So if you want to download it, you can go to theresacantley.com/vision, and you can go ahead and download the audio file with the worksheet as well.

So until next week, I hope you have a wonderful rest of your week. And remember, it's not just the goal and the process that we create to achieve the goals, it's who we become along the way. It's that success formula, our own success formula that we create to achieve the things that we've always wanted to achieve. So until next week, take care, and I will talk to you soon.