

## SECRET #1 - DESIRE AND DECISIVENESS

*“Nothing stops the man who desires to achieve. Every obstacle is simply a course to develop his achievement muscle. It’s a strengthening of his powers of accomplishment.”*

*Eric Butterworth*

Have you ever heard a story that goes something like this?

A man gets laid off from his job. The family struggles until the cupboards are bare and the finance company is about to foreclose on the mortgage. Things are in dire straits and then at the very last moment he finds the dream job that he has always wanted.

Someone suddenly wins the lottery at just the right time after years of purchasing lotto tickets.

A woman with children, all on her own with no place to live and no hope finds a home and a job the same day.

A business owner whose company has been struggling, bankruptcy is just around the corner receives a large contract or makes a sale that saves the company.

We have all heard of events such as this. What we do not know is how did these so-called fortunate events take place. Was there a secret at work here? Of course there was. We on the outside assume that this was just good luck. Rarely do we go beyond that to question what happened to create this good luck. What did the people do to get them these successes? Do we know that the unemployed person had been searching for months, done their homework, clearly knew what the job of their dreams looked like and didn’t settle for less until they got the job they truly wanted. How do we know that lottery winner has not consistently bought her tickets every week for the last ten years, week in and week out? Would we do this?

There is a saying that goes something like this; “I want it so bad that I can taste it.” Unfortunately, this is not possible with the first secret however it does embody the essence of it. The first of the Twelve Secrets to Success is **DESIRE**. It is not something that we can taste, touch, or purchase for that matter and this is why it is so elusive. It comes from within and is not affected by outside forces.

In all the examples above, the common thread was the desire to succeed. Even though the motivating factors may be different the one thing that ties all of them together is the desire to succeed.

No matter what your ambition is in life the desire to succeed is the greatest influence that one can have. Of course we all have desires. We speak of several desires almost daily. So what is the difference between those that succeed and those that do not?

The difference between those that succeed and the average person is the intensity of that desire. The winner desires to succeed at an intensity greater than most of us. Their desire to succeed is so great that they will see it to the end, whereas, the average person may quit once they have voiced their desire.

Others quit once someone says something negative about the desire. There is always a friend or family member more than happy to say that your desire will not work. That the business will not succeed, that you are being taken in, that you do not have the qualifications, that you are not good enough and so on and so on it goes. Invariably this comes from someone who you have a high regard for, a parent, a close friend, a boss or work associate. So what do we do, we give up on our dreams and desires because we honestly believe that they are right. We give away our power to make decisions and assess things for ourselves. We believe they may be more competent to decide what is right for us and for our lives. While they may provide good advice and sound information it is up to us to assess how valid this information is given our desires in and for our lives.

Some people will give up at the first bump in the road or challenge they may face. In essence they are looking for the first good excuse that they run into so that they can justify quitting. Invariably this also gives the naysayers more ammunition the next time you try something. Nothing kills the human spirit like someone saying, "I told you so."

Only the people with intense desire will get past all the excuses and roadblocks.

At this point I would like to bring up a point about "luck." Invariably those people that are less successful or jealous of someone else's successes always want to be as lucky as "those" people. "Those" people are the ones that make their own luck. I believe there is luck as in "getting a lucky bounce in golf" or a "lucky draw in games of chance". I do not believe about luck in life. Other people's luck invariably included some effort by the "lucky" person to make it happen. As an example, the lotto winner created his or her own luck by making the effort to buy the ticket in the first place. How lucky is that? I do not buy a ticket on the lotto and do not win, but the person that bought the ticket was lucky and won. Lucky stiff!

So how deep is your desire to get to where you want to go. Is it a burning desire or just a passing phase?

The opposite of someone with a burning desire is the person that has no desires. Although this can happen to people at various stages in their lives or when levels of success have been attained; most of us have desires of one sort or another throughout our lives, even if it is a desire to have an ice cream or coffee right at that moment. I would caution people who do not have any desires to look at re-kindling their spirit or in some rare cases actually having a “burning desire” for the first time.

The concern with having no desires and in essence saying that your life is perfect at every moment is that you may have shut down emotionally and as such have shut down this valuable part of who we are. Having the emotion of desire is about life fulfillment and having dreams, goals and aspirations. If you have none of these, one must ask the question as to “why?” Why do you not have something that you would like to do or have, that calls on you to be fulfilled?

Is there a past traumatic experience that has stunted this ability to set goals and to fulfill your desires? Were you repeatedly told that no to the point that you no longer felt deserving of what your heart desired? Did you have a bad experience, wherein something did not work out and now you do not want to try again for fear of having your heart broken? Part of gaining experience at anything is trying over and over again until we develop the success or formula for success. Did you quit on your dream too hastily or is there another way or approach that could make the dream, want or desire a success the next time?

So if you have done this “shutting down” where do you go from here? The second of the Twelve Secrets to Success deals with our own unique internal programming, start there. Review that secret and see how it applies to you. Another avenue would be to go back to when you were a child. What things in childhood did you like to do? What did you want to be when you grew up? Are you or do you do that now? What did you have fun at as a child and enjoy doing? Are you doing those things now? If not why? Really start to examine what happened to turn off those things that made your heart sing.

The exercises below will assist you in determining what your true desires are and how deep they are. It should be noted that your desires would run deepest for things that you have a passion for. What are you passionate about? What things do you love to do above all else? What things give you that spark in life that makes you believe that life is great? What things would you like to do in life or have that make your heart sing and make this earthly journey a trip through paradise. Now, how can you make these things or events become part of your daily life? How can you make this part of your burning desires? The answers lay foremost within you and within these Twelve Secrets to Success.

I believe the recent phenomenon of American and Canadian Idol talent search shows on television are two great examples of burning desire. Here you have a cross-section of thousands of singers some with talent, some not. Yet each one is giving their dream a shot, whether they get selected and appear on TV or use this as a stepping-stone to the next level. Either way they have a burning desire to achieve their goals and dreams and do not let the fear of criticism, rejection or any other obstacle get in their way. You can readily identify the people that have a great passion for what they are doing, even though they are eliminated from the contest, they will not let this temporary failure impede them from their long-term goals and aspirations. This is just a bump in the road they have chosen to take. Are you this inspired about your dreams, goals and aspirations? What are you truly passionate about?

It is important to always know what the things you ache for are. Never lose sight of these. One method to do this is to keep that list of desires in your wallet or purse. Look at the list frequently to remind yourself that this is what you want in life and that in most cases it is attainable. The purpose of the Twelve Secrets to Success is to assist you in getting there. Visually seeing the list is part of the process of making it real. Another way to make it real is to share that dream or desire with other people. Once we start talking and discussing our heart's desires it brings them into the universe and allows energy and other synergy to flow to that concept or idea. The exercises below will assist you in determining what you desire, write them down and carry them with you wherever you go.

How many people do you know say something like this? "If I would have bought this house in 1990 I would be rich today." "If I had gone to college I too would have been a success like Bob." "If I did not have to take care of the children I would have time to do it." "If I had his money I would travel." "If I had more time I would get involved with that." "If I only knew the right people I would get ahead." The "what if" list grows as the topic in the conversation changes and leads to the same result: nothing is done as long as we have the legitimate excuse not to do anything. In fact we have already given the excuse with the "what if" reply.

What the successful people do is cut to the chase. Yes, if after checking the facts they feel it is something that will not succeed or choose not to continue then they do not. However, this is usually the exception rather than the rule. Generally speaking when they vocalise something they mean it. So what is this secret? It is the secret of **DECISIVENESS**.

Decisiveness is the ability to make decisions based on facts alone. It is the ability to separate out what is fact and what is fiction and move to a decision. Here is an example. In 1982 when I purchased my first home mortgage interest rates were an astonishing 19% per year. Why would anyone buy a home when rates were this high? The facts were:

- 1.) The house was selling for 30% less than it had been prior to the recession at the time, which made the monthly payments affordable;
- 2.) Even though the rate was high the purchase price made the monthly payments affordable and I had researched the real estate market beforehand in this area of town;
- 3.) I had done my homework and discovered that I could obtain a variable rate mortgage that would reduce the interest rate as the prime rate declined so I would be making lower payments as soon as interest rates declined;
- 4.) I had been tracking rates for sometime and was aware that they were well beyond their historical peak and in my mind it was only a matter of time that they would drop to their normal levels;
- 5.) The economy had been in recession for quite some time and was showing signs of a recovery.

Ultimately, after examining all the facts I made the decision. The end result was that rates dropped within two months of when I bought and were less than half rather quickly. The house I purchased for \$74,000 was valued at \$210,000 several years later. So what created this success story? Well, it was several factors including getting all the facts but ultimately it was the decisiveness of my conviction to own a home that led to making the purchase at that time.

Here is a simple example of the decision-making process.

**Step #1** - Identify the problem or issue that requires resolving. Dig deep to discover what the issue really is.

**Step #2** - Gather the facts related to the problem or issue. What information do I require to make a decision?

**Step #3** - Analyse the data that you have collected in Step 2. It may include a best-case/worst-case analysis. If I do this the worst that can happen is? If I do this the best result that can happen is?

**Step #4** - Make the decision. Remember sometimes choosing not to do anything right now is the best decision, however this choice should be made as an option not as a given. Decisions are made based upon the best information that we have today, so do not be critical of that decision later on. You made the original decision based on what information you had at that moment. Hindsight is 20/20.

**Step #5** - Evaluate the decision. Have a system or method that allows for the analysis of how well that decision has turned out and if any adjustments are required. If you complete this step you will rarely end up with your worst-case scenario.

**Step #6** - Make adjustments. Based upon the evaluation in Step 5 do you need to make any adjustments to your plan? If so, make new choices using this decision-making mode.

**Step #7** - Celebrate! Celebrate the fact that you made the decision and that you have completed the work.

Some people confuse facts with emotions. Yes, when you make larger life decisions be aware of your feelings with regards to the decision. One of the things you may wish to check is how it will affect your emotional state. If having a 19% mortgage would not allow you to sleep at nights then you may not want to proceed. This would be part of checking the facts. “Can I emotionally handle this?”, could be one of the facts you could check into. However, do not become emotionally hi-jacked over every decision you make to the point that you never make any decisions that will allow you to move forward and be successful. If you never make decisions that allow you to move forward you may want to check your childhood programming as discussed under Secret #2 - Possitivity.

Decisiveness is a skill that must be learned and practised.

## EXERCISE: I

Below you will find a chart that is divided into the following categories:

Would like to have/do

Want to have/do

Need to have/do

Must have/do

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On the chart list all the things in life you want to have or do, placing each one under one of these headings. There is a saying that goes “variety is the spice of life” and this would be a good place to use it. Apply variety to your list. Take time to let this happen. Have an initial sit down session and complete the list of “would like to have”. Then go back several times during the month to add or edit the list. The two things to remember here are that the Twelve Secrets to Success are presented in a monthly format for you to take the allotted amount of time to learn each lesson for success. Secondly, remember in some cases you are listing a lifetime of would like to have, dreams, aspirations and desires, so there are a lot of things you may wish to complete in this life time and going through the list and updating it occasionally is part of the ongoing maintenance process. Take the time to have it complete as possible right from the start.

Where have you placed your items? Do you sense which ones carry more weight. Which ones call to you and say, “if I do or have this, I will be happy, it will be life fulfilling, it is what I have always wanted to do.”

More than likely the ones you place in the “must have” are the ones that will make your life more complete and are your most likely candidates for burning desire.

<b>Category - Desires</b>	<b>Item Description</b>
<b>Would like to have/do...</b>	
<b>Want to have/do...</b>	
<b>Need to have/do...</b>	
<b>Must have/do...</b>	

## **EXERCISE: II.**

What would make you stop following your desires and dreams? Think of a dream or goal you have (maybe it is one from the list you created in Exercise I), and then think of all the reasons why you may not have achieved the dream or goal. Would these reasons for not completing the goals, dreams or aspirations stop you dead in your tracks? Are they based on factual data you have gathered or just because you think something is true? What would you do to get past these obstacles? Would you quit because the obstacle is too great at this time? What fear is preventing you from moving on? Secret #7 - Fear of the Twelve Secrets to Success is on the topic of Fear, read this before giving up on a burning desire because of fear. Also ask yourself why this desire is not a burning desire? If it is not a burning desire you may be spinning your wheels on this project. Do you still wish to proceed? Be honest with yourself.

## **EXERCISE: III**

Change the words in your conversation from “What if” to “When”. As an example if you use the sentence “what if I could travel” catch yourself and replace “what if” to “when. In this case the statement would become “when I can travel.” Changing the wording just a little totally changes the thinking and meaning that your brain will do on this desire for travel. It moves the desire from impossibility and an excuse to an event that is likely to happen. See how different these two statements sound. The thinking behind the two statements is totally different and your internal self will recognise this new way of thinking. So, even if you have made the statement, repeat is using the word “when.”

Remember you are what you believe you are. If you practice decisiveness you will become decisive. This exercise is important.