Do. Over

Why it will work now when it didn’t work then.

The Ignored, Underestimated, and Unknown Steps to Producing Results that I Didn’t Learn by Reading Self-Help Books.

By MATT THERIAULT
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# CONTENTS

Preface .................................................................................................................. 1  
Introduction ........................................................................................................ 8

**CHAPTER 1:** Your Relationship to Success ..................................................... 18

**CHAPTER 2:** The Seven Toxins That Kill Success ........................................ 26

**CHAPTER 3:** Living in the Box ........................................................................ 60

**CHAPTER 4:** Reluctant Learning ................................................................. 78

**CHAPTER 5:** The Nine Personality Traits of Successful People .................. 85

**CHAPTER 6:** The Power of Questions ........................................................... 98

**CHAPTER 7:** Creating a Compelling Future .................................................. 104

**CHAPTER 8:** Commitments and Priorities .................................................... 114

**CHAPTER 9:** Plan the Work ......................................................................... 119

**CHAPTER 10:** Work the Plan ........................................................................ 134

**CHAPTER 11:** Flexibility ............................................................................... 139

**CHAPTER 12:** Create a Game ......................................................................... 142

**CHAPTER 13:** Pledging ............................................................................... 149

**CHAPTER 14:** Finding Your Mentor ............................................................... 159

**CHAPTER 15:** Mastermind ........................................................................... 164

**CHAPTER 16:** Fear Is Your Friend ................................................................. 167
CHAPTER 17: Communication and Sharing........175
CHAPTER 18: Failure..................................................185
CHAPTER 19: Establishing Your Intent,
Creating Your Day, and Making Life Work........194
Conclusion: Money..................................................202
Since the age of fifteen when I was working as a cart boy at Rancho San Joaquin Golf Course in Irvine, California, I knew that writing a book was in my future. I envisioned that it would manifest itself when I reached a point where I could look back on a life of reverence, prosperity, and contribution. My first book was to be one of marvelous retrospect, one of compelling recollection that the likes of Bill Gates, Donald Trump, and Warren Buffet would envy. My Great American Novel, the one that would share shelf space with *The Great Gatsby*, *Slaughterhouse-Five*, and *To Kill a Mockingbird* in distinguished libraries across the globe, was to be my first effort. I was convinced my first book would be a home run.

Over the years I have intermittently shared this vision with family, friends, and associates, and it was not until August 2008 that a seed was planted by the words of a complete stranger — a seed that would blossom almost overnight and not only transform my adolescent vision, but alter the course of my life.

For the purpose of this book, my story begins in 1987. This was the year I discovered motivational tapes. Out of nothing more than fascination and curiosity, I ordered Tony Robbins’ *Personal Power* from a late-night infomercial. I remember watching the infomercial and wondering, “What in the hell is this?” I didn’t know what a motivational or self-help program
was, nor did I have any idea what Tony Robbins was selling. What I did know, after several viewings of the infomercial, was that I wanted it — I had to have it — but I still had no idea what I was about to buy. I bought it anyway.

A few days later the Tony Robbins package arrived. I ripped it open and proceeded to cram the 30-day program into a week. Each day I listened to the program I felt better than I had the previous day. I felt unstoppable. The *Personal Power* program caused me to look at life in an entirely different way. Rather than looking at my life in terms of a traditional existence (go to school, get good grades, graduate from a credible college, and get a solid job), I began to see a life where anything I set my sights on was possible.

After completing *Personal Power*, my awareness of the personal development industry began to broaden. I began to listen to, and read other programs by, Earl Nightingale, Tom Hopkins, Brian Tracy, Norman Vincent Peale, and the “godfather” of personal development, Napoleon Hill. It was Hill’s thirteen principles from *Think and Grow Rich* (specifically the quote, “What the mind can conceive and believe, it can achieve”), Earl Nightingale’s *Lead the Field*, and Tony Robbins’ *Personal Power* that resonated the most with me. Earl, Napoleon, and Tony were the catalysts for major changes in my life. I soon learned that, if not for my exposure to these teachers, my future would almost certainly have been one of mediocrity.

From that point — at age 18 — my mantra was, “If I can see it, I can be it.” The life of a dreamer, an independent thinker, a self-starter, a motivator, and an entrepreneur had begun.
My passion was music. Specifically, hip-hop music. I started a record label and music distribution company. Initially, I composed and produced instrumental tracks in a makeshift bedroom studio and solicited my friends and local artists to rap and sing on my instrumentals. I had compiled an extensive library of singles, EPs, and LPs. I designed the artwork for these projects, pressed them up on 12” vinyl, and once a week drove a Southern California route of independent music stores selling my music out of the trunk of my car. Soon I found myself distributing other labels’ releases on my weekly route. Over the next few years, my little company attracted the attention of Bill Baren at TRC Distribution (a mid-sized music distributor specializing in dance and hip-hop music) in San Francisco. Later, I connected with Michael Bull of Caroline Distribution (EMI) in New York. For fifteen years, my momentum was moving in the right direction until my passion-turned-profitable-business came to a screeching halt due to rapidly emerging business models and technology. If “video killed the radio star,” the digital download killed the compact disc distributor.

My life as a music mogul had been reduced to an average rise-and-fall story. To be more precise, from beginning to end my time in the music business was more like an amusement park rollercoaster ride than it was a smooth jet flight that ascends, cruises, and descends. My journey in the music industry was one of radical peaks and dramatic valleys. I was fortunate to experience stellar results, yet consistent success eluded me. Something was amiss. Even when times were good, something was missing. I had grown so accustomed to the persistent and imminent free-fall
lurking just around the bend that I never completely enjoyed the good times, nor did they ever really last long enough to enjoy.

My first attempt at being an entrepreneur came to a disappointing end. Even as I write this book, those hard-knock lessons continue to sink in. My record label would likely be thriving today had I not:

1. Ignored the importance of planning the work and working the plan;
2. Ignored the virtues of integrity, poise, and loyalty;
3. Underestimated the value of a mentor and incorporating the wisdom of those who had been there;
4. Ignored the impact of my own thoughts, beliefs, and attitudes;
5. Underestimated the importance of continued education, constant practice, and scheduled evaluation.

In hindsight, I had no idea what I was doing. I didn’t have a chance.

On the bright side, the school of hard knocks delivered an invaluable education that has served me in every area of my life since.

Although there are an abundance of personal development programs replete with lessons which, had I applied them, could have saved my record label and me from myself, there are concepts and techniques I have learned, embraced, and nurtured since then that I have yet to read in a book. It is these concepts and techniques that are making a significant difference my second time around as an entrepreneur, but the
difference being made is not limited to business. These concepts and techniques are making a difference in every area of my life where my intention is to produce a specific, desired result. I am confident that these concepts and techniques will make a difference for you as well – regardless of what you are up to in life.

It was the simple words “You should write a book,” spoken by a complete stranger, that inspired me to write this book. They were spoken by a person who had just attended a free workshop I had conducted for real estate agents, business associates, and friends.

By the end of that workshop, several of the guests mentioned to me they would have paid money for it, and that I absolutely needed to write a book about the processes involved in producing desired results. It was in that moment that I discovered the power of taking action on suggestions given to me. Since, I have discovered that taking action on those suggestions often produces results far greater than what was originally desired.

This book is a perfect illustration of those results.

First, I took the suggestion (from myself) to practice and to create for the sake of creating. I really just wanted to see if I could produce an arbitrary result using everything I had come to know (what is now evolved into the Do Over Plan). I achieved my desired result – the workshop. Then, I took the suggestions from guests at my workshop to write this book, which represents a result far greater than what I’d originally desired. Coincidentally, this result is often the outcome of the Do Over Plan.

I’d like to pass along three invaluable lessons that have come to me during the course of writing this book:
1. Writing this book has been a therapeutic and transforming experience. I ultimately decided to write it for two reasons: to share with humanity what I have learned from Hard Knock U; and to instill within me my life’s invaluable lessons by teaching them. A wise man shared with me that the most effective way to learn something is to teach it as soon as you learn it. I pass that on to you. I encourage you to embrace the lessons of Do Over and teach them to someone else. By doing, so you will increase your retention of the system. The lessons will become a part of you, increasing the probability of your own success.

2. I encourage everyone to take on the endeavor of writing a book. I spent 15 years in the music industry and witnessed enough to leave me with the belief that everybody has at least one hit song (or at least one “hit” idea for a song) inside of them. I presume it is similar with regard to a great invention (or at least an idea for a great invention). I have come to believe that the same is true when it comes to a bestselling book (or an idea for a bestselling book). Do Over is my idea. Do you have one? I bet you do. Write a book.

3. And finally, there is nothing worse than the feeling of regret. Regret is a unique type of pain. It is a pain that nothing to which I have become privy can cure. In simple terms, regret is lost time that you wish you had spent differently. Time passed is time lost. It can never be
retrieved. Each and every one of us will endure the pain of discipline or the pain of regret. Short-term pain creates long-term satisfaction, and short-term satisfaction more times than not leads to long-term pain. In my opinion, there is no comparison. There is a saying that an ounce of prevention is worth a pound of cure. I have come to learn the hard way that discipline prevents regret, of which there is no cure.

I conclude my preface to *Do Over* with the concept of regret because this book is your access to everything you have ever wanted, but as I have touched on, nobody is going to do it for you. You must try, or you will definitely experience regret. And you must try and try and try again until you succeed. The worst thing a human can do is not try. Whether it is a new invention you have been tinkering with, a new business you have been contemplating, an idea for a screenplay that has been hibernating in the back of your mind, or it is the next Great American Novel resting at your fingertips, to be aware of what you want and not pursue it, to spend years in silent hurt wondering what “could have been,” is the absolute worst decision a human can make — for the result is regret.

Matt
INTRODUCTION

Given that I’m in the throes of my second go-round as an entrepreneur, the obvious title for this book was Do Over. I included the subtitle Why It Will Work Now When It Didn’t Work Then because to make your Do Over effective you will first need to identify certain distinctions about the way you have been functioning that led to the need for a Do Over in the first place. After all, how you do one thing is how you do everything. The intent of this book is to offer distinctive steps you can take as you create your Do Over.

I have taken these steps. They work.

Some of the steps I’ll discuss will be familiar to you, but you may have ignored them. Some of the steps you may have implemented but underestimated their value. Some of the steps you might not have known even existed. These steps helped me choose this book’s second, descriptive subtitle: The Ignored, Underestimated, and Unknown Steps to Producing Results.

Webster’s defines the word ignored accordingly: to disregard on purpose. Most people know exactly what to do in certain circumstances, but they often don’t do what they know. Ignoring what you know to do will almost always result in the desired outcome being just out of reach.
**Sometimers**

In addition to those people who ignore what they know to do, there is another group of people who begin to take action with what they know to do, but they only partially commit to that action. I call them “Sometimers.” Sometimers do just enough to get by and complain when they don’t get the exact results they want. Some people become such masters at being Sometimers that they create the illusion that they’re doing everything possible to achieve their intended goal. When success eludes them, these masters convince everyone around them (including themselves) that it is life’s circumstances – not their lack of action – that is responsible for their goals never being fully reached. These people often use the phrases “bad luck” and “can’t catch a break” to justify why they keep missing the mark. What most don’t realize is that being a Sometimer and giving half their effort to any given goal is a formula for failure. Half-effort typically doesn’t produce half-result. It almost always produces an outcome that is *less* than half of what was desired. What usually follows the Sometimer’s poor results is an overwhelming feeling of helplessness. The reality is, “it” would likely have worked just fine. What prevented the goal being reached was that the Sometimer didn’t work “it!”

Before I expound on the unknown steps, it’s important to note that I do not purport I’m presenting steps that have never before been introduced. Quite the opposite is true. I’m not reinventing the wheel. I’m simply presenting proven success paradigms in my own way, as I appreciate the fact that it’s possible my
particular method of communication may resonate with people.

I reference the unknown in a figurative sense. For me, the unknown represents the fact that, after immersing myself in the world of personal development, the steps I knew I needed to take to ensure my success didn’t really hit home with me until after nearly twenty years of study. Then, suddenly, everything I had ever read regarding the steps necessary to win in business – and in life – struck me as epiphanies. Once I began to experience actual positive results from having implemented these steps, the “Ah-ha!” moments seemed endless. But the “Ah-ha!” moments were there for the taking all along. I just hadn’t made the choice to powerfully embrace the steps and let the epiphanies take their natural course.

I also recognize that there are certain truths about the human condition. One of them is that we all receive information differently, and that external factors play a large role in determining how we process the information we receive. In my case, it took nearly twenty years for me to really receive the information I’d been absorbing as it was intended to be received. I attribute the amount of time it took me to “get it” to my lack of maturity and my unwillingness to look at the things that made me uncomfortable.

Let me quickly tell you what this book is not about. This is not a book that will describe in painful detail how I was born in squalor and pulled myself out to now enjoy a millionaire lifestyle. This is also not a book about how many cars, boats, toys and houses I own, or about all of the wonderful, exotic vacations my family and I take.
What this book is about is much more important than any of those things. Besides, what I have accomplished, what I own, and the kind of lifestyle I live will not make the slightest difference in your life. What will make a difference is my commitment to sharing valuable information that can give you access to everything YOU have ever wanted. This book represents that commitment.

The concepts, techniques and systems I share in this book work. It’s as simple as that. They can work for you when you choose to apply them. They work with unwavering consistency.

Knowledge Is Potential Power

The expression “knowledge is power” is embedded in our culture; however, that expression by itself is not entirely true — it is not complete. A more accurate revision could be “knowledge is potential power.” Until knowledge is *applied*, it does not represent actual power. The same is true as it relates to the concepts detailed in this book. By themselves, these concepts will assuredly make a fun and intriguing read. However, if you do not take the commensurate action

It is in your moments of decision that your destiny is shaped.

—Tony Robbins
necessary to have these concepts make a difference, it is likely this book will have the same lack of effect as so many other feel-good, self-help books.

Over the years, I’ve observed an unsettling common denominator in many (not all) humans: many people love to learn how to do something, but very few people approach the actual doing of something with similar enthusiasm. Which of these best describes you? Are you a perpetual student who loves to learn but are always convincing yourself that taking the time to learn just a little more will make everything magically click? Or are you the diligent student who recognizes that learning is an ever-evolving process, and you learn what is necessary to accomplish a specific goal and take action on what you’ve learned? Can you see a pattern in your life with respect to learning and doing? I certainly can. Here’s the good news: if you have experienced the pattern of “loving-to-learn-and-not-doing,” it does not mean that you are stuck with it. You have a choice.

Tony Robbins said it best: “It is in your moments of decision [choice] that your destiny is shaped.” I want to draw your attention to two elements of this quote. First, it is in your “moments” of decision. A decision is not somewhere to get to. It does not take time to decide. A decision happens instantly, in a moment. For most people, that moment happens precisely when the discomfort of not deciding exceeds the discomfort of deciding. Second, it is your decision. Tony did not say that it is in their moments of decision your destiny is shaped; it is your decision. It is up to YOU. So, if the decision “to do” (or any decision for
that matter) happens in a moment and it is your decision, isn’t now the best time for you to decide?

Everything you want out of life is accessible out of your application of the techniques and disciplines in Do Over. So, decide. Decide that this is the last book you will read in search of your life’s answers. Decide to do more than read. Decide to READ, LEARN and DO. The title of the book is Do Over, not Learn Over. I can show you the way (as can several authors, mentors, teachers, gurus and coaches), but only YOU can do it. None of the authors, mentors, teachers, gurus and coaches will do it for you.

It would not surprise me that, as you read this, you will begin to recognize that you have heard some of these ideas before. It is possible you have been exposed to some of these concepts several times in your life. Not only may you find yourself familiar with some of the ideas in this book, you will find this book brimming with time-honored wisdom. Why? Why would I include in my book that which has been written before? I have several answers for you:

1. It is possible that I am being presumptuous and this is your first exposure to personal development.
2. Perhaps you forgot.
3. Maybe you remember, but this is the time you actually “get it.”
4. Maybe you “get it,” but this is the time you actually “do it.”
5. I see no need to reinvent what works (à la the wheel).
6. What works bears repeating and repeating. Repetition is the mother of learning. If you’re not doing, you haven’t learned and you deserve to hear it again.

7. The ignored, underestimated, and unknown steps to producing results are incomplete without a foundation – the basics. By bringing it all together, a powerful, effective and efficient system has been created for you, the Do Over Plan.

My Personal Do Over

You would not be reading this book if it were not for the Do Over Plan. This book is a product of the plan. Given the natural cynicism that has found its way into our society, I know that type of evidence would not be enough proof for most people. Most people want to see statistics. Most people want to see much bigger proof than a book. Most people want to be shown the money! My Do Over is young. I’m just getting started again. My current endeavors are new endeavors, yet are moving forward with extraordinary velocity. By the time Do Over is published, I will have caused everything listed below (and then some). So that you can check up on me and confirm the ideas, concepts and techniques embodied in this book, this is what I am up to in life:

1. Given the current opportunity the real estate market offers, I am building a multi-million-dollar real estate investment company, Albino Dino (www.AlbinoDino.com).

3. Following my passion for Americans helping Americans, I am gifting housing to New Orleans families displaced by Hurricane Katrina and creating financial literacy within the most impoverished communities of Louisiana (www.RebuildTheBayou.com).

4. Having discovered the positive impact of a mentor to one’s success, I have launched an Internet resource business representing a plethora of mentors for the four areas of life: relational, spiritual, financial, and physical (www.VirtualMentorship.com).

How all of these things will be accomplished is unknown to me at this time, but that is part of the process (as you will read). It is not necessary to know “how” in the beginning. As long as you know “what,” the Do Over Plan will take care of the “how.” Getting started is the key!

The Do Over Plan does not necessarily express the way I wish the world to be, but the way it genuinely is. In other words, my system is based on reality as it applies to the human condition. Over the years I have found that most people, including myself at times, choose to ignore the unforgiving realities of life regardless of how pronounced the evidence to support such realities can be. For the Do Over Plan to work, you will need to work it with integrity. Success has been defined as the progressive realization of a worthy
goal, an operative word being “worthy.” Honest, ethical, truthful, moral, and honorable are synonymous with worthy. Pursuing a worthy goal without integrity leads to inevitable failure, and failure leads to grief. Integrity makes life work as it makes the Do Over Plan work.

Who is this book really for? You know how some people want to be successful, whether it’s their first, second, third, or umpteenth time around the block, but no matter what they try it just never works out as they had hoped; or they simply don’t know where to begin; or they don’t have the time to pursue success because they’re too busy trying to survive; or they don’t have the money to launch their great idea; or they’re plain and simply exhausted and have lost their bounce and inspiration to take the first step? When any of these circumstances come into play for an individual, it typically creates confusion or fear. A confused mind does nothing, and fear will literally stop people dead in their tracks. Life will continue to pass them by until one day they wake up dazed and confused, wondering what happened and where their life went.

I understand every single one of these scenarios because I have experienced them firsthand; yet I overcame every one of them. This book is my contribution to those who find themselves stopped. What you can expect to get from this book is:

- A new and empowering relationship with success and achievement;
- The elimination of your own destructive patterns;
- An understanding (and the elimination) of the seven toxins that kill success;
- An understanding (and the elimination) of your personal suppressive barriers;
- How to incorporate into your life the nine character traits of successful people;
- How to create a plan that inspires you and calls you powerfully into action;
- How to collapse timeframes and create quantum leaps during your pursuit of success;
- How to achieve your dreams and goals with greater ease than you had ever imagined by implementing the ignored, underestimated, and unknown steps to producing results.

*Do Over* doesn’t draw on any formal studies or documentation. Its conclusions are derived from personal experience and observed corroboration. It is my goal to introduce to you the belief that if you had received this book’s knowledge before your previous failed attempts, you might not have felt compelled to read a book titled *Do Over*. It is my commitment that, from the moment you make the decision to take action and pursue what your mind has conceived for your *Do Over*, I will coach you through the process to your satisfaction. Your application of the *Do Over* Plan will turn your dreams into reality and do it faster than you had ever imagined.

*Let’s begin!*
CHAPTER 1: YOUR RELATIONSHIP TO SUCCESS

Before setting up a new plan for your Do Over, it is worth investigating what derailed you the last time around – to make sure that what went awry last time is not repeated this time. There is a saying, “How you do one thing is how you do everything.” Consider how you drive to work, or how you eat your breakfast, or how you play basketball as clues to what will prevent success in your next endeavor. Kind of far-out, huh? Through these next few chapters, I will help you determine and eliminate what stopped or hindered your previous success. I refer to these obstacles as your “invisible barriers,” some of which will be intrinsic, and some extrinsic. I will lead you through a few different inquiries by offering suggestions to help distinguish what has prevented (and likely consistently prevents) you from reaching the levels of success you desire. Once these invisible barriers are revealed, your consciousness will help you control them.

For this inquiry to be effective, I will need your participation.
The Cause of Failure

First, I will need you to consider that what you believe interfered with your success is not what interfered with your success. For example, if your last endeavor failed because a funding source fell through at the last minute, consider that it was not the funding source at all. Or if your last relationship failed because the mother-in-law would not stay out of your business, consider it was not the mother-in-law at all. The cause of failure may have been that funding source or mother-in-law, but I need you to be open to look elsewhere if we are going to reveal your invisible barriers. My request is to be open.

Trying on Sunglasses

Second, consider what I suggest during this inquiry. Just consider it. Play along. Think of this as trying on a pair of sunglasses. We are going to try on several pairs, look in the mirror, and decide if they fit. If they do not fit, you will put them back on the rack and try on a new pair. Are you with me? In other words, I will be offering suggestions and asking questions throughout this inquiry. When I ask a question – that is, when it’s time to stop, try on the sunglasses, and consider them – be open and think. Answer the question to yourself. If something hits home, make a note of it. When the inquiry is complete, we will refer to these notes. If nothing comes up for you (if you do not like the way the sunglasses fit), then continue reading.
How Do You Define Success?

What is success? Literally, success is a favorable or prosperous conclusion to an endeavor. You’ll notice there’s nothing in that definition that says success is fame and fortune. It’s simply the desirable completion of an attempt. Whatever the desired outcome of that attempt, it is entirely up to you, always. You get to choose your own definition of success. The root of most people’s definition of success, however, is given to them by comparing themselves to others.

Regardless of how you came up with your current definition of success, what is your relationship to it? As previously mentioned in this book’s introduction, success has been defined as the progressive realization of a worthy goal or ideal. Another operative word from this definition is “progressive.” Success is progressive and ongoing. It is a journey. It is not a destination. There is nowhere to “get.” It is an ongoing series of completed events. This is really important to understand because so many people delay their happiness for that day when they are successful. That day is not coming. Let me clarify, a day may come, but it will not last. That day is merely a break in the journey.

Here is what I mean. I have spoken to countless “successful” people and they all have this in common: they eventually ponder the question, “Is this all there is?” Typically, once they realize that “Yes, this is it,” they resume the journey. So, a cardinal tenet of success is recognizing that it is a journey, and there is nothing for you to do other than enjoy the ride!
Given that everybody has different goals and ideals, the definition of success will be different for everybody. What you’ll always want to stay in tune with is this: did you create your own definition of success, or did someone give it to you? Success is whatever you want it to be. Perhaps success relates to your profession, your hobby, your relationships, or your studies. You get to choose for you.

Many people unknowingly sabotage their success by comparing themselves to others. For example, let’s say earning $100,000 a year is a successful level of earning for you – until you learn your neighbor earns $200,000. You then change your definition of success and strive to earn $200,000, until you learn your brother-in-law earns $300,000. You then set your eyes on $300,000 a year while you have yet to do what it takes to achieve $100,000. You now find yourself discouraged and so focused on someone else’s definition of success that yours never manifests, or does, but never feels like it does. Many end up chasing the proverbial carrot. Comparing yourself to others is a journey that is impossible to enjoy. It leads to disappointment. Nothing is ever enough. Happiness and satisfaction will elude you if you compare your success to that of others. Define what success is to you, which I’ll help you do a little later, and stick to it. Once you reach it, you can create a new definition. Whatever your definition of success may be, the principles set forth to achieve it apply impartially.

I think it is safe to say that everybody wants to be successful at something. The question is, how successful do we want to be? Moderately successful? Very successful? The most successful? Talent helps,
but enthusiasm and persistence are key. In fact, just before I began to write *Do Over*, I finished reading *Talent is Overrated* by Geoff Colvin, and I was left with the notion that although talent exists, it is irrelevant to higher achievement. This can be a pivotal revelation for most people, because most people have convinced themselves that they don’t have what it takes to succeed. The suppressive influences (which I will address in detail later) that most people experience growing up could have conditioned you to believe that success is for the talented, the lucky, the privileged or the “already successful.” If this is your belief, even remotely, read the chapter in Malcolm Gladwell’s book *The Outliers* about the 10,000 Hour Rule. You will never entertain that notion again.

**Barriers to Success**

With the pursuit of success so ingrained in our society, why do so few people achieve it? I have personally found that very few are prepared to make the sacrifices success takes. So many are in search of a solution, a method, a program, a coach, or a “silver bullet” way to become successful. There is no easy or instant solution. The only road to success is through consistent, focused action, mistakes—lots of mistakes—and refocused action. There are no shortcuts. It will be more work than you want to do, and depending on your goals, require more money than you want to spend. Enthusiasm and persistence, not talent or a magic “success” pill, will elevate you to the level of success to which you aspire. For the masses, being *liked* is higher on their list of priorities, whether
consciously or subconsciously, than being *successful*. A predominant need to be liked will hinder one’s attainment of success. Strength and resilience are required. Most, when faced with a decision to stand their ground congruent with their goal, will not because they feel by doing so they will not be liked, which is a ridiculous belief. As Geoff Colvin writes in *Talent is Overrated* (and I will concur), “being liked” is even more ridiculous. Success escapes the majority of people because they believe it takes talent to succeed; are endlessly searching for an easier way; and/or are being nice so that other people will like them. Do any or all of these apply to you? Regardless of the level of success you are striving for, your success will perpetually exceed your grasp as long as one of these three barriers is present.

**Fear of Success**

Here is a question worth asking: Are you afraid of success? Without hesitation most people would respond, “Are you crazy? If I were afraid of it, why would I be reading a book on how to attain it?” Maybe not, but that was my response the first time the question was asked of me. Then I looked a little deeper. After an honest self-inquiry, the question did not seem so absurd. Think about it. Earlier I drew your attention to how many do not achieve success because they are more concerned with being liked. Another reason so few achieve success is because they are unwilling to make the sacrifices required for its attainment. So, if you are afraid of not being liked, then you are essentially afraid of success. If you are
unwilling to, or afraid of, making the necessary sacrifices, then you are afraid of success. Fear of success is an expression of inadequacy accompanied by the belief that we don’t deserve to achieve. Further, guilt is often experienced when we do better than expected. When you feel inadequate or unworthy of success, you will repeatedly fall short, resulting in the curse of permanent potential.

So, are you afraid of success? If you have reluctantly changed your answer to “yes,” don’t worry. Later, I will show you how to use fear as a resource. You may even come to know fear as your most powerful ally. Imagine that!

Here is another inquiry: Do you deserve to succeed? You may be pursuing that worthy goal, but do you believe you are worthy enough to receive it? People tend to go through life with a sense of entitlement. I call this sense of entitlement your “deserve meter.” Who you are today and how successful you are is in direct proportion to what you think you deserve. Is your deserve meter set above or below your goals? What you think you deserve will manifest itself. What do you think you deserve?

Whether you feel you do not have what it takes to succeed, you fear success, or you feel undeserving of success, the bottom line is you have a responsibility to succeed. People do not realize they can make a difference, and they are unaware it is their responsibility to do so. It is impossible to live a complete life unless you succeed. Your highest level of happiness will be found in the giving to loved ones. In order to give, you must have. In order to have, you must succeed. In his 1994 inaugural speech, Nelson
Mandela addressed it all: fear, merit, contribution and responsibility:

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won’t feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

— Marianne Williamson

It is your right and responsibility to succeed. Your family and loved ones deserve your success. You deserve it.
Don't stop now, your Do Over is just beginning!

Together, we can achieve your dreams and goals with greater ease than you had ever imagined by implementing the ignored, underestimated, and unknown steps to producing results.
Continue your Do Over at
http://DoOverBook.com