

Lesson #24

Street Smarts VIP Club

Is Your Mindset Set for Success?

Insights from successful entrepreneurs



By

Kathleen Gage, The Street Smarts Marketer™

<http://www.kathleengage.com>

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Foreword

Welcome to the next *Street Smarts Marketing VIP Club™* lesson!

Over the years I have learned there is one thing that is by far, the most important key to success — mindset.

Hands down, every successful entrepreneur knows, beyond the shadow of a doubt, that what they think, how they think and what they focus on is the most essential tool for success they have.

In today's lesson I share insights from some of my closest friends who all happen to be colleagues of mine. Each shares his or her "secret" to success.

You may be surprised at the similarities in their answers.

So, let's get started....

Note: Most weekly lessons will be 5 – 10 pages in length for text documents (not including cover page, legal page and foreword). Take time to do the action steps for every lesson. This will assure you greater (and faster) success.



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David Perdeu**

Success mindset

Without a doubt, the most important thing you can do to achieve success is have the right mindset. The mindset does not happen by chance, but rather by choice and focus.

Because I often hear from those who are not achieving at the level they dream of how lucky successful people are, I decided to give you insights into some of the sharpest minds and most successful entrepreneurs I know.

Most make their living from the Internet, yet a few don't. Regardless of the industry, each knows the importance of mindset.

What you will read comes from one very simple question; ***"What do you feel is a top quality one must have to become successful?"***

Are you ready to know what makes these people tick?

Let's get started...

Success Insight



Success is achieved more by a state of mind rather than a state of circumstances. It is the mindset which determines how we respond (or react) to any given situation.

Vision, persistence, willingness to risk and the ability to pick ourselves up when we fail are all characteristics for success.

Success is achieved moment by moment, day by day. In what appears to be overnight success lies the foundation of many small steps that in hindsight appear to be one giant step.

Success is also based on the quality of the questions we ask. Rather than asking, "Why me?" when something appears to not have worked the way you want, ask, "What do I need to do to make this work?"

Your mind, heart and soul will give you the answers if you are open and willing to hear.

Kathleen Gage

Success Insight



It's essential for you to know what YOUR definition of success is. It's so easy to get wrapped up in what success means and what success looks like from others' perspectives. When, the truth is.... the ONLY perspective that matters is yours. And, if you are not crystal clear on what becoming successful looks like for you, you can easily get pulled off your right course of action in pursuit of what you think success should look like.

Stay focused on what feels right for you, what brings you joy, what makes your heart sing. This is what success really looks like because it's something that happens from the inside out!

Christine Kloser

www.ChristineKloser.com

Success Insight



In my experience, success requires perseverance. In business and in life, there will always be false starts, poorly considered decisions, and challenging situations. If you can make a commitment to keep on going, to continue to work toward your dream even when things get tough, you will succeed.

Perseverance in your faith is also crucial. When you stay true to your spiritual center, you can take risks, follow your intuition, and act on opportunities quickly and wisely.

Years ago, there was a children's toy called a Weeble. A Weeble was an egg shaped little person which toddlers could knock over. The tagline for this toy was, "Weebles wobble but they don't fall down." Perseverance gives the business owner the ability to be a Weeble, bouncing back up after a challenge to continue onward toward success.

Lynne Klippel

Best-selling author and Co-Founder of

www.LoveYourLifePublishing.com

Success Insight



Belief in yourself. It's critical to embrace the fact you have something valuable to offer and you don't have to be (nor should you be) like anyone else. I know from personal experience that this is not always easy to do. I used to (and sometimes still do) compare myself to others in my niche, thinking they were better, smarter or had more to offer than me. I couldn't possibly do it (whatever "it" is in your business) better or different. However, when I focus on the fact that what I offer is different because it's got the stamp of my personality and experience, then it doesn't matter that there may be hundreds of others offering similar products and services. The right people will find you. Opportunities open up when you believe in who you are, what you offer and that how you serve people is unique because it's YOU.

Denise Wakeman, Founder, The Blog Squad
Business Blogging and Online Marketing Advisor
<http://DeniseWakeman.com>

Success Insight



I've thought about this question a lot over the past few years. I have a very successful online and consulting business right now. And I often wonder, "Why now?"

The answer, I think, is that I've learned to fail. Failing is probably the most important part of being successful — not succeeding.

It's only in failure that I learn not to do things that don't work. It's kind of like pulling chocolates out of the Whitman Sampler box. I hate the coconut-filled chocolates — biting one of those makes my face pucker with disgust. But if I reach into the box blindly and grab the one that looks good to me, I almost always pull the coconut. After doing that two or three times, I read the directions and looked at the map on the inside of the box. Not only do I avoid the coconut chocolate, I can see EXACTLY where the caramel-filled morsel sits in the box. I go right to it. There's no guesswork anymore.

Failure is our friend. It's not scary. It's not painful. And it's not a reflection of who you are.

Abraham Lincoln, one of my heroes for many reasons, is a man who struggled with severe depression because he considered himself to be a failure until he was elected President (kind of by accident, by the way...). And because of all he learned in his failures, his life was filled with rich lessons and values that sustained him through the civil war and allowed him to make decisions that only he was equipped to make. Failure molded his life. Success was the ultimate outcome because he embraced the failures and learned from them.

I watched my online business explode (in a good way) after I began sharing the failures and their lessons with my online community. People could relate.

The biggest lesson is: DON'T DO IT AGAIN! A single failure is a lesson. The same failure is...well, just dumb.

To be successful, embrace your failures and celebrate them as another great learning opportunity, but don't let them slow your journey toward success. Eliminate enough things that don't work and pretty soon you'll land on the sure path to success.

Peace and Prosperity

David Perdeu

Niche Affiliate Marketing System, Inc.

<http://NicheAffiliateMarketingSystem.com>

Success Insight



This is a great question, and one I've put a lot of thought into over the years. It's also a very difficult question to answer. Some people believe you either have it or you don't, whatever "it" is. We could boil it down to desire, drive and motivation... but there are a lot of people out there who desperately want success and are driven to get up every single day and work through the tasks, but don't experience the same success others seem to achieve more easily.

I've come to the conclusion that it's obsession. The successful people I know are completely consumed with their product, their market or their business in general.

You have to get obsessed with your goals to the point that it trumps sleep, TV, FaceBook, and everything else. Everything outside of health, happiness & family of course. Those things should always come first, as balance is key in reaching ANY goal.

Two of my favorite books on the topic are the classic *Think and Grow Rich* by Napoleon Hill, and the current *Crush It!* by Gary Vaynerchuk. Both of these authors describe it well — getting the vision clear, and getting consumed with it. From there, everything seems to fall into place. Options open up, opportunities present themselves, motivation turns into a high-energy obsession.

Hard work alone is simply not enough. It has to start on the inside...

Lynn Terry

<http://www.ClickNewz.com>

Success Insight



The success mindset is a fascinating topic, isn't it? It never ceases to amaze me to see two business owners who are equally capable and hard-working, yet one will succeed (seemingly effortlessly) while the other continues to struggle to make ends meet. If I could bottle whatever it is that successful entrepreneurs have, I'd be very wealthy indeed.

To answer your question, the top quality, I feel, is resilience. Business is wonderful, but it can be a roller coaster. I regularly see people who internalize all setbacks as their own doing (whether right or wrong), and never acknowledge their achievements when they succeed. Can you imagine doing that as a parent? Criticizing yourself for every mistake your child makes, and then never taking credit or patting yourself on the back when they soar? Ouch. That would make parenting very difficult. But, yet, we do that in our own businesses. I know that I've struggled with it myself.

I feel that the main obstacle that makes it hard to be resilient is that we tend to work in a bubble and don't want to share our setbacks with others. We may be embarrassed by them or feel they show weakness. Obviously that makes being resilient difficult because when bad things happen in business, we think that they are only happening to us. Yet, when we open the dialog with other business owners, we often find that bumps in the road are just part of the path we're on. In fact, many of the most successful people that I've talked with have had colossal setbacks and have recovered from bankruptcy, depression and worse.

So, my advice is to grip onto the dashboard and ride the bumps out, reminding yourself that everyone hits them — and be assured that it's a smoother road ahead.

Nicole Dean

<http://www.NicoleOnTheNet.com>

Success Insight



If you want to be successful in business, or in anything you do in life, you need to know CPR.

No, not Cardio Pulmonary Resuscitation.

Instead, Consistent-Persistent-Resistant

Consistent – Watch what successful people do every day. They do these things every day for a reason — it works. Model their consistency

Persistent – There are times when things are going great. There are times when you will struggle. During each time, and every time in between, persisting toward your goals, no matter what, is a major key to success. Remember in the battle between the rock and the river, the river always wins, because of the power of persistence.

Resistant – Resistant to what? All the voices in your life say you will not be successful at what you are doing. Sometimes that voice will be your own. No matter what, resist and keep going. I honestly believe that no one ever fails on the Internet. Some simply quit before the magic happens.

Jeff Herring

www.JeffHerring.com

Success Insight



The secret of my success is simple really. It's not hard work, although I have certainly put in my share of long hours over the years. And no, it's not luck, as I happen to believe we make our own. The secret of my success is something else entirely!

I am willing to fail.

Yes, you read that correctly. I am willing to fail. Now don't misunderstand me. I'm NOT saying that I prepare to fail or that I try to fail or even that I expect to fail. After all, I give every project I undertake everything I've got.

So what do I mean exactly? Here's the thing: many people who go into business are not willing to step outside their comfort zone. They find one or two things that work reasonably well for them and they spend the rest of their business lives repeating them. They never try new strategies, implement any cutting-edge marketing techniques or put themselves out there by speaking directly to clients and potential customers, either via teleseminars or at live events.

Why? Because they are comfortable where they are, and most of all, because they are afraid they will fail. Let's face it. Not everything you try in your business (or even in your personal life) is going to turn out like you had hoped. But if you never try anything new, you'll never know what is possible.

I've had my share of failures and, thank goodness, some successes as well. But as much as I've savored the successes, it's the failures that have been my most valuable teachers.

Ellen Britt, PA, Ed.D.

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Success Insight



I've been a business owner for 20 years. And the qualities that have gotten me through the tough times, and that have led to my various successes, were being *persistent and consistent*.

A majority of the clients I work with as a Branding Expert, Marketing Consultant and Business Coach, often hire me because they are typically lacking those qualities (and don't know it). Prior to contacting me, they've typically tried various marketing, sales, social media and PR strategies, for a very short time, and are completely baffled as to why their sales and brand awareness are not shooting through the roof overnight... and as a result, they begin to consider giving up on their dream.

Sure, there are business ideas and marketing strategies that should be scrapped because they just don't work. And, sure, there are many people who are just not cut out to be a business owner. But I truly find that more often than not, a lack of persistence and consistency are at the root of *not* being successful.

Lisa Orrell, CPC
The Promote U Guru
Branding Expert • Marketing Consultant • Business Coach
<http://www.PromoteUGuru.com>

Success Insight



Detecting My Purpose

There are so many speakers and writers suggesting ways to “create” success or purpose which will lead to abundance and fulfillment. A fundamental distinction, however, is how it comes about. I have learned that it comes from within, a knowing that needs to be detected, revealed, and nurtured.

The mind, as complex as it is, when fed with the positive, deliberate intent is the most powerful foundation for success. To have control of my thoughts is a deliberate effort to live the passionate, creative life that I am grateful for and deserve to be living.

I’ve learned that the more I share the gift of my talents with others, the more I am inspired by them. The attitude of abundance leaves no room for the notion of scarcity. I am enthusiastic about what’s in store for me and those I can touch with the attitude of manifesting our dreams. This mindset is contagious. I surround myself with creative, positive, like-minded creators that continue to inspire me.

“There are no limitations to the mind except those we acknowledge”

Napoleon Hill

Lorraine Lawson

Fine Artist

www.onefineartist.com

In conclusion

I hope you will take to heart the individuals’ words written on the previous pages. I encourage you to visit their websites to notice the diversity of who they are and yet the commonality of many of their beliefs, experiences and views of success.

Lesson #24

1. Answer to this question; ***“What do you feel is a top quality one must have to become successful?”***

2. Are you currently where you want to be in your personal and professional life? If the answer is no, what do you need to do to achieve a better outcome?

3. What can you do to manage frustration?

Follow the advice that I've given in this lesson for each of these simple assignments. I expect that you may have to reread portions of the lesson while working on the assignment for an hour or two. The more thoroughly you complete the assignment, the better off you will be in understanding and putting future lessons to work in promoting your service.

Until next week,



Kathleen Gage

Publisher

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Coming Up Next ...

Lesson #25 – Simple product creation... Interview an Expert

In the next lesson you are going to learn one of the simplest ways to get a product to market; interview an expert. However, it's more than simply talking with an expert.

You have to find the right expert for your market and for the product you want to take to market. Get ready to find out what many top money makers do.

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